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Subject: Upcoming Webinars, Stroke Marketing Opportunities, StrokeSense Community News

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strokesense®

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"At Your Service" with StrokeSense®

Upcoming Webinar - Growing Business through Value Innovation

Join us on August 14 from 1-2 p.m. EDT for a virtual seminar on "Value Innovation for Business Growth," with Amy Scherzinger, Director of Innovation and Insight for The Strategy Group™. Amy will provide unique insight on the importance of innovating within your organization and how to develop an integrated approach to building new business opportunities. Learn from this former Proctor & Gamble manager as she answers questions like:

- What is value innovation?
- Why is value innovation important in today's healthcare marketplace?
- What are common characteristics of innovative companies?
- How do you get started on innovation?

Amy Scherzinger has 10 years experience in innovation strategy, new product development, strategic positioning and branding, and market research for consumer packaged goods and healthcare organizations. [Learn more about Amy's background and expertise in innovation...](#)



"STOP" Stroke Marketing Opportunity

Get word out to your employees, patients and their families about how they can help "STOP" stroke. The U.S. Senate re-introduced the Stroke Treatment and Ongoing Prevention (STOP Stroke) Act in March, 2007. If enacted this legislation will:

- Help educate the public about the need to treat stroke as a medical emergency;

- Establish statewide systems so that all stroke patients have access to the latest and most effective therapies; and
- Work to inform medical professionals of new stroke advancements

[Use the attached customizable piece](#) to move people to action by calling, writing or emailing their Senator to support the bill. Every 45 seconds that the Senate fails to act, another stroke occurs. Possible ways to use this material:

- Including it in your hospital magazine or newsletter
- Creating meal tray liners or table tent cards
- Putting an article on your website with a direct link to capitolconnect.com/yourethecure for users to urge their legislators to support the bill
- Creating a 30-second PSA and sending to your local radio stations
- Creating a "STOP Stroke" table in your lobby that displays handouts with the legislation information, information on your *StrokeSense* program and a pre-printed form letter that your employees, patients and visitors can simply address, sign and send to their Senator

Pneumonia and Stroke: The Connection and the Opportunity

A June article in "Stroke" magazine reported that pneumonia is the leading cause of readmission for stroke patients. Strengthen your hospital's position as the leading provider of care for stroke patients by publicizing your quality measures report on pneumonia-related treatment as published on the HospitalCompare website (www.hospitalcompare.hhs.gov).

What Your *StrokeSense* Colleagues Are Doing

Novant Health - Forsyth Hosts "Neuro Bowl" to Increase Internal Stroke Readiness



Our clients often ask, "How do you maintain enthusiasm and momentum over time with *StrokeSense*?" Your *StrokeSense* colleagues at Novant Health-Forsyth Hospital in Winston-Salem, North Carolina have created a fun and clever way to do just that by hosting an annual "Neuro Bowl" each spring to increase staff knowledge of, and preparedness for, stroke patients. The entire hospital staff is divided into teams. The teams study months in advance for the main event, which is conducted in a computerized Jeopardy! format. Participants view video clips, listen to talks on best practice stroke care and compete for prizes. The winning team's names are etched on the grand prize trophy. Members of the winning team then participate in a playoff to compete for large prizes such

as a stay at an upscale B&B. The event has become well-known and very well-attended. It is a fun way to educate and involve the entire organization in the hospital's StrokeSense program, facilitating ongoing interest in and enthusiasm for its stroke initiative.

In the Know

- [Pneumonia Leads List of Causes for Readmission Following Stroke](#)
- [Lipitor Shown to Reduce Risk of Recurrent Stroke by One-Third in Type 2 Diabetic Patients](#)



What Would You Like to Hear More About?

Email The Strategy Group Client Services Manger [Jody Corrigan](#) with marketing topics that interest your for future eNews issues - branding? Segmentation? E-marketing? Let us know and we'll report back to help equip you to advance your StrokeSense initiative.

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