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**stroke**sense®

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#### In This Issue

Reaching Middle-Age Women at Risk for Stroke

"At Your Service" with StrokeSense®

In the Know

#### Reaching Middle-Age Women at Risk for Stroke

According to a just-released study by the American Academy of Neurology, more middle age women (ages 40-54) are having stroke than men, primarily due to increased heart disease and expanding waist size.

There are several ways you can leverage this information to promote your StrokeSense program:

- Customize the [attached template press release](#) and issue to your local media
- Use the press release and news article information to create an op-ed piece for your local daily newspaper
- Use this as an opportunity to re-engage with your physicians and remind them of the need to educate middle-age female patients about their stroke risk
- Consider contacting local clubs, associations, leagues or non-profit organizations that have a significant baby boomer female membership and asking for an invitation to speak at their next meeting about women's stroke risk and symptoms.
- Create a postcard mailer to send to existing patients outlining stroke symptoms and encouraging them to contact your hospital or health system's participating physicians or call center for more information

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#### "At Your Service" with StrokeSense

#### Market Your Results with Patient Testimonials

Your patients represent one of your best marketing tools... are you using their positive experiences to promote your StrokeSense program? Ask your

neuro, stroke program and/or ED clinicians to keep you apprised of positive patient satisfaction surveys and possible testimonials. When considering potential testimonials, take into account:

- **Patients that reflect your target audience.** Prospective patients need to "see themselves" in a testimonial to help convince them that you are the right service provider.
- **Asking patients to describe specifically how your hospital helped them,** not just simply that they like your organization. More detailed information from former patients about their unique experience and what services, information and tools your hospital provided will help educate and positively influence potential patients.
- **Matching testimonials to marketing messages.** You have worked hard to create specific marketing messages, so take the time to choose patient testimonials that reinforce your strategy.
- **Giving them prominence.** You've worked hard to find and develop appropriate patient testimonials, now be sure to get the most "bang for your buck" by repurposing them in as many places as possible. Suggestions include posting them on your web site, featuring them in your hospital newsletter or magazine, sending them to a local health news reporter as a possible human interest story, including them in event sponsorship advertising, etc.
- **Keeping in touch.** Ultimately your goal is to have satisfied patients become "evangelists" for your organization - people who go beyond simply using your organization's services to become someone who is loyally committed to your brand and who regularly, actively encourages others to also choose your organization for their healthcare needs. By periodically following-up with your patients you can tap into what that patient and his or her friends think about your services buy you can also continue to encourage and motivate your former patient to "sell" your brand to others.

## Mass Media Advertising Encourages People with Stroke Symptoms to Get to the Hospital More Quickly

Consider using the information in [this news article](#) to engage and inform a local print or broadcast healthcare reporter about how your hospital or health system is using this proven approach to increase local risk and symptom knowledge about stroke. You may also want to consider using this opportunity to re-connect with your EMTs about their stroke symptom awareness and best practice protocol when encountering and caring for a stroke victim.

### In the Know

[Folic Acid May Reduce Stroke Risk](#)

[Cost Put Stroke Treatment Out of Reach, Then Technology Made it Possible](#)

[Strokes Strike South the Hardest](#)

[Study Targets Error in Stroke Treatment](#)

### 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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