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Subject: 31 Ideas for National Stroke Month; Webinar Schedule and Neuro News

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Welcome to StrokeSense eNews!

StrokeSense eNews is a monthly source of helpful tips, tools and timely information to support the growth of your hospital's stroke program and stroke response treatment and prevention efforts.

In The Know

Stay on top of critical clinical and marketing news related to your hospital's StrokeSense program:

Recap of Headlines from the AHA National Stroke Conference

- [State Actions Increase Clot Buster Treatments to Stroke Patients](#)
- [Beauty Shop Provides Captive Audience for Stroke Education](#)
- [Half of Study Participants Didn't Take Stroke Symptoms Seriously](#)
- [Diabetes Risk Factors Not Well-Controlled Despite Raising Stroke Risk; Hospital Demographics May Affect African-Americans' Stroke Outcomes](#)
- [HOWARD the Robot Lends a Hand After Stroke](#)
- [Rapid Drug Treatment Prompts "Lazarus" Response in Some Stroke Patients](#)
- [Stenting Brain Arteries Reduces Risk of Recurrent Stroke](#)
- [Inherited Brain Aneurysm May Rupture Earlier in Next Generation](#)

Important Neuro and Stroke News

- [Stroke Symptoms in Women Often Atypical](#)
- [Women Urged to Consider Aspirin to Curb Heart Attack, Stroke Risks](#)

What Do You Think?

We'd love to hear your comments on the new StrokeSense eNews. Email Client Services Manager [Jody Corrigan](#) with your thoughts and suggestions.

- [No Benefit Found for Post-Stroke Tight Glucose Control](#)
- [No Excess Stroke Risk with Intracranial Stents for Severe Stenoses](#)

"At Your Service" with StrokeSense

"At Your Service" highlights specific StrokeSense program features or news and ways to maximize your program's potential.

31 Days of Stroke Prevention

May is National Stroke Awareness Month. We have created a "31 Days of Stroke Prevention" calendar and idea kit to help your organization take advantage of the natural publicity and awareness-raising opportunities presented by the observance. The kit includes a suggested calendar of potential events and detailed descriptions of those events that your hospital or health system could easily implement to raise community and physician awareness. [Click here to download the 31 Days of Stroke Prevention Calendar and Idea Kit.](#)

Upcoming Web Conference

Mark It on Your Calendar! Join our next StrokeSense virtual seminar on **"Moving Brand Awareness to Consumer Preference"** with Robin Segbers. The seminar will be held on **March 28 from 1-2 p.m. EST**. Robin Segbers, Senior Consultant for The Strategy Group, is a branding strategist with more than 20 years' expertise in branding strategy and development for organizations within the healthcare and consumer packaged goods industries. [Email Robin](#) your branding questions.



Our April web conference will be on the topic of **"Journey to Stroke Center Certification."** This virtual seminar will be held on **April 18th from 1-2 p.m. EST**. We will be joined by M.J. Hampel, MPH, MBA, Senior Associate Director for the Disease-Specific Care Certification Program with The Joint Commission. Ms. Hampel works directly with organizations seeking JCAHO stroke center certification.

Doctor's Day is March 30

Recognize the physicians participating in your StrokeSense program on Doctor's Day, March 30th. Consider sending physicians a hand-written note thanking them for participating in the program and the contribution they have made to your program's success and your community's health.

What Your StrokeSense Colleagues Are Doing

Each month we will share what StrokeSense clients are doing to promote their neuro service line and stroke programs in order to provide you with timely, actionable ideas.



Engaging Physicians: Novant Health (Winston-Salem, NC)

Forsyth Stroke and Neurovascular Center, part of StrokeSense partner Novant Health is holding "A Stroke of Luck or Lessons Learned" seminar, April 24-25. The seminar will address "what really makes stroke patients get better?" The two-day seminar features one day on neurological emergencies and a one-day CME Symposium for physicians, physician assistants and nurses. [View a copy of their direct mail marketing piece to recruit physicians and clinicians for the seminar.](#)

Come on, brag a little... What is your hospital or health system doing with StrokeSense? We want to know! Email StrokeSense Coaches [Carla Galanides](#) or [Michele Bordelon](#) and share how you are customizing and implementing StrokeSense so we can share your ideas and results with other StrokeSense program peers.

The Strategy Group at the Podium

Make plans to join The Strategy Group at the following upcoming industry events:

April

19-20

Illinois Society for Healthcare Marketing and Public Relations

Robin Segbers, Senior Consultant
"Targeting and Segmentation: Keys to Marketing Success"



20

Tennessee Society for Healthcare Marketing and Public Relations

Betty Elmore, National Accounts Manager and
Catherine Heimbecher, Service Line Administrator
for Heart and Vascular Services at
Tallahassee Memorial Hospital
"Growing Your Cardiovascular Service Line"





22-24

12th National Forum on Customer-Based Marketing Strategies

Karen Corrigan, CEO

Karen will be a keynote and present "The Chief Marketing Officer's New Strategy Agenda." The Forum will be held at Omni Orlando Resort at ChampionsGate in Orlando, Florida. For more information on the conference visit their website at www.healthcarestrategy.com.



Invite a Strategy Group marketing expert to speak at your upcoming event! [Email Karen Price Grinnan](#), Vice President of Sales & Marketing, or call her at 757.640.8515 to learn more about The Strategy Group's Speakers Bureau.

National Stroke Association Events



National Stroke Association

Take advantage of these free upcoming National Stroke Association events to strengthen the clinical and consumer awareness components of your organization's StrokeSense program.

March

16

Webinar: Improving the Management of TIA to Prevent Stroke.
[Register Online.](#)

28

Webinar: Treating Stroke-Related Movement Problems.
[Register by calling 1-800-STROKES or register online.](#)

April

14-15

"Brain Attack: A Stroke Survival Guide" will be airing on select NBC affiliates nationwide. [Check the NSA website](#) and your local NBC-TV station to see airtimes.

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