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**Subject:** Upcoming Webinars, Customizable Tools You Can Use, StrokeSense Community News

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# stroke**sense**<sup>®</sup>

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## What Would You Like to Hear More About?

Email Client Services  
Manager [Jody Corrigan](#) with  
marketing topics that interest  
you for future eNews issues -  
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## Welcome to StrokeSense® eNews!

StrokeSense eNews is a convenient monthly package of helpful tips, tools and timely information to help grow your hospital's stroke program.

### "At Your Service" with StrokeSense

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

## Upcoming Web Conferences

Don't forget to join us today at 1 PM EDT for "Stroke - What It Takes To Win!" a stroke update with StrokeSense National Chairperson, Dr. Marilyn Rymer. To join:



1. For online access [click here](#).
2. Click "Join".
3. Enter your name and email address.
4. Enter the session password: ***This session does not require a password.***
5. Follow the instructions that appear on your screen.

Then mark your calendar to join us for our June webinar on "Establishing Partnerships / Co-Marketing" with William Gombeski on June 21 from 1-2 PM EDT.

Did you miss our last webinar on "Journey to Stroke Center Certification?" [Click here to download](#) the PowerPoint presentation by our guest presenter M.J. Hampel of The Joint Commission.

## Customizable Tools You Can Use

This year's campaign by The National Stroke Association is "The Women in Your Life." Twice as many women die of stroke than breast cancer. Despite

E-marketing? Let us know and we'll equip you to advance your StrokeSense initiative.

this statistic not enough women are aware of their own stroke risk. Visit the National Stroke Association website ([www.stroke.org](http://www.stroke.org)) to learn more about "The Women in Your Life" campaign.

**Educate your Partner Physicians on the Importance of Timely Administration of tPA.** This month we are providing you with a customizable physician-oriented newsletter article on the importance of timely administration of tPA for ischemic strokes. Simply insert any relevant information specific to your organization and use in your next physician communication tool. [Download the physician-oriented newsletter article.](#)

**Educate Your Community About Stroke Risk, Symptoms and Appropriate Treatment.** [Download our customizable newsletter article](#) that you can tailor to your own newsletter or online publications. You could also use it as a piece to educate local health reporters in your community during National Stroke Awareness Month in May.

**Your Hospital, Turning the Tide Against Adult Disability.** The Institute of Medicine (IOM) just released projections of the skyrocketing incidence of adult disability. [Download and customize our template press release](#) to talk with your local media about how you are helping to turn the tide against that statistic through your StrokeSense program since stroke is the leading cause of adult disability.

### 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.



#### **St. Luke's Brain and Stroke Institute - St. Luke's Health System** (Kansas City, KS):

Too often stroke is surrounded in mystery - what exactly is a stroke? What are its symptoms? And who really has a stroke after all? St. Luke's is helping

educate its community about stroke and the superior stroke services it provides by personalizing stroke and sharing stroke success stories. Last month St. Luke's issued a press release sharing patient Heath Heckadon's story - a 29 year-old stroke patient who received life-saving care at St. Luke's. [View the press release](#) and consider using the same approach to profile a StrokeSense success story at your hospital or health system.

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

### StrokeSense Community News

**We extend a warm welcome to our newest StrokeSense partner: Borgess Health in Kalamazoo, Michigan.**



Borgess is nationally recognized for their neurological services and is the first and most experienced certified Primary Stroke Center in southwest Michigan. Borgess treats more stroke patients than any other hospital in southwest Michigan. They will launch their program this summer and we look forward to sharing news of how it successfully utilizes StrokeSense to further advance and differentiate their comprehensive stroke care for local and regional residents.

**The Strategy Group™ at the Podium**

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

**May**

17

**"Growing Your Cardiovascular Service Line"**

Betty Elmore, National Accounts Manager, The Strategy Group and Brett Moreland, Account Manager, Dowden Health Media  
*West Virginia Society for Healthcare Marketing and Public Relations*



**June**

20

**"Branding Strategic Service Lines"**

Karen Corrigan, CEO, The Strategy Group  
*Healthleaders Media Webinar*  
*Learn more or register for the webinar by visiting the website at <http://www.healthleadersmedia.com/webcast/5319.html>.*



***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.

**In The Know**

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

- [New Treatments for Brain Hemorrhage](#)
- [Stroke Guidelines Focus on First Critical Hours](#)
- [IV Delivery of Clot-Busting Drug Best Intervention for Ischemic Stroke](#)
- [Ischemic Stroke Risk Considered a Family Affair](#)
- [Rapid LDL Drop Predicts Diminished Risk of Second Stroke](#)
- [Statin Helps Keep Second Strokes at Bay](#)
- [Stroke Risk Almost Double for Siblings of Those Who Have Had Attacks](#)
- [Stimulant Drug Abuse Tied to Stroke Risk](#)

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