

# women'sheartadvantage®

## **Introduction**

Consider the opportunity to improve women's cardiovascular health while building a sustainable market presence:

- Heart disease is the leading cause of death for women in the US
- It ranks first for all disease categories in hospital discharges for females
- Each year women have 3 million cardiac-related surgeries and procedures

Yet research shows us that most people still think of heart disease as a man's illness, and that women believe breast cancer to be the leading cause of death for females. Many women at risk for or with heart disease go undiagnosed and under-treated. On average, women wait longer than men to seek care when acute symptoms of heart attack are present. And some care providers and emergency responders miss the subtle symptoms that often present differently in women having a heart attack.

## **Program Overview**

**Women's HeartAdvantage®** is an innovative program designed to differentiate your health system's cardiovascular service line, increase preference amongst women for your cardiovascular services, and build cardiac volumes.

Much more than a marketing campaign, **Women's HeartAdvantage** provides a comprehensive approach for developing a women's cardiovascular program through segmentation, clinical program design, physician involvement, community partnerships and consumer marketing.



Extensively researched and tested, this turn-key program includes information and tools to:

- Position your health system as the preferred choice for women with heart disease
- Cultivate physician participation and referrals to cardiac specialists and service
- Reach maturing baby boomers and other women at risk for heart disease

## **Market Exclusivity**

**Women's HeartAdvantage** is offered to just one organization in a defined market area providing three years exclusivity with renewable options for years four and beyond. Multiple-market contracts are available for health systems with hospitals located in different and distinct market areas.

## ***Program Components***

- **On-Site Orientation and Training** – Our 1-day orientation and training program at your hospital site makes it convenient and cost-effective for members of your clinical, marketing and support services team to be fully prepped and engaged.
- **Implementation Guide and Management Tools** – The comprehensive workbook includes a strategic action plan and provides step-by-step instructions and tools for launching and sustaining the program.
- **Market Research** – Local market research provides proprietary insight into women’s understanding, behaviors and preferences regarding heart health, and identifies those factors most likely to influence choice; annual surveys measure progress.
- **Clinical Product Strategy** – Ideas and strategies for further developing and positioning your cardiovascular program to serve the distinct needs of women, and to engage your clinical team in practices to improve clinical care and outcomes.
- **Physician Communications Tools** – Strategies to cultivate physician participation and patient referrals, as well as letters, brochures, posters, patient education materials and other ready-to-customize communication tools for physician practices.
- **Consumer Marketing Programs** – Research-supported and tested promotional materials include print and outdoor ads, direct mail, sales collateral, posters, and more, ready to personalize with your logo or customize to your brand standards.
- **Performance Dashboard** – The **Women’s HeartAdvantage** Performance Dashboard provides an at-a-glance summary of key marketing, clinical and financial performance indicators to track return on investment.



## ***On-going Coaching and Support***

- **Strategy Coaching** – Our women’s heart program specialists provide on-going coaching support by telephone and email to help grow and improve your program.
- **Monthly eNews** – Learn about trends and developments in women’s heart health, get ideas from participant case studies, and link to information and resources.
- **Webinars** – Monthly Webinars provide convenient, cost-effective professional development on cardiac service line, marketing and clinical improvement strategies.
- **Annual On-Site Strategic Planning Session** – An annual one-day planning session supports the team in reviewing progress, setting goals and sustaining development.
- **Client Exchange Conference** – This meeting provides expert faculty, best practice case studies, and opportunities to network with your peers.
- **Strategy Solutions™ eSource** – All program information and materials are stored and easily accessed through our password protected client Intranet.