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Dr. Paula Johnson Named National Co-Chairperson for Women's HeartAdvantage®

Norfolk, VA – Dr. Paula Johnson, Director of the Center for Cardiovascular Disease in Women at Brigham and Women's Hospital in Boston, Massachusetts is the new co-chair for The Strategy Group's Women's HeartAdvantage® cardiovascular service line marketing program. She joins Dr. C. Noel Bairey-Merz, Medical Director of the Preventive and Rehabilitative Cardiac Center at Cedars-Sinai Medical Center in this role.

"Dr. Johnson brings a wealth of passion and experience for women's health to her position as National Co-Chairperson for Women's HeartAdvantage," said Karen Corrigan, Chief Executive Officer of The Strategy Group. "We are thrilled to have someone of Dr. Johnson's caliber join us in improving outcomes for women with heart disease by increasing symptom recognition, improving preventive behaviors and assisting women who develop heart disease find and select healthcare providers that are in tune with their needs and are equipped to deliver gender-appropriate care and treatment."

Dr. Johnson is Executive Director of the Mary Horigan Connors Center for Women's Health and Gender Biology and is Chief of the Division of Women's Health at Brigham and Women's Hospital in Boston. Dr. Johnson received her undergraduate degree from Harvard and Radcliffe Colleges; she earned both her medical degree and master's in public health from Harvard Medical School. Dr. Johnson was appointed chief medical resident of Brigham and Women's Hospital in 1990, the first woman to hold that position in the history of the hospital. She is a women's health specialist and a pioneer in the treatment and prevention of cardiovascular disease. She conceived of and developed one of the first facilities in the country to focus on heart disease in women. As the director of the Center for Cardiovascular Disease in Women, Dr. Johnson oversees the Center's efforts to develop new prevention, treatment, and rehabilitation strategies through research to serve women at each stage of life.

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Women's HeartAdvantage clients will benefit from Dr. Johnson's tremendous insight and experience in catalyzing discussions and developing programs around women's heart health and heart disease. As a national co-chairperson Dr. Johnson will play several important roles including providing key strategic and clinical recommendations for the Women's HeartAdvantage program overall and new modules currently being developed for program clients on topics such as physician engagement, diabetes and ethnic marketing.

Women's HeartAdvantage is an innovative program designed to help hospitals build cardiac market share by equipping them to reach and increase preference for their services among women with or at risk for heart disease. The program provides hospitals and health systems with evidence-based marketing solutions providing customer research, strategic action plans, clinical programming ideas, consumer-tested marketing tools and physician and EMS engagement strategies to drive cardiovascular service line business. More than 100 health systems representing more than 200 hospitals nationwide have already implemented Women's HeartAdvantage to create a quality-differentiated position for their cardiovascular service line, attract maturing baby boomers and produce bottom line results.

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