

stroke**sense**®

Programmatic Framework

StrokeSense is a comprehensive initiative designed to help you create a quality-differentiated position for your neuro service line through a powerful niche strategy targeting baby boomers and older consumers at risk for stroke. Plans, information and tools as well as training and support help you get to market quickly.

- 1) **Building a Coalition of Support** – in this critical first stage, you learn how to organize the effort, select appropriate team members, determine resources and budgets, and build a coalition of support across the health system. A two-day on-site orientation and training program is provided along with all implementation materials.
- 2) **Setting the Overall Direction** – a *Strategic Action Plan* establishes the overall framework for implementing the **StrokeSense** program, and supports your team in setting goals and performance objectives, and map out the specific activities, timeframes and responsibilities for implementation.
- 3) **Reaching At-risk Markets** – here you will learn how to identify and reach consumers at risk for stroke, and be provided with insights from proprietary research as to what drives consumer attitudes and behaviors about stroke as well as their preferences for providers of stroke care. Ready-to-customize communications tools are provided to support community outreach and promotions to increase awareness among at risk targets.
- 4) **Increasing Physician Participation** – this section provides you with strategies and tools to solicit physician participation and referrals as well as to strengthen communications between consumers and their doctors. It includes a *Physician Toolkit* with ready-to-customize letters, posters, patient education materials, office-based POS promotions, and CME-eligible programs.
- 5) **Developing the Clinical Program** – your clinical and marketing team will learn about ways to develop a stroke program as part of your overall neuro service line strategy and be provided with information and tools to evaluate, address and report quality of care for stroke patients. Sample protocols, assessments and programmatic guidelines are included as well as tools to engage physicians, nurses, emergency responders and other caregivers in a collaborative effort to improve outcomes for stroke. **StrokeSense** also supports processes to obtain JCAHO certification as a Primary Stroke Center.
- 6) **Increasing Consumer Preference and Selection** – the *Marketing Toolkit* contains information and materials to build preference among consumers for your branded stroke program, and motivate those at risk to choose your doctors and hospital for their care. Researched, tested and ready-to-customize promotional materials include print, direct mail, POS, outdoor, events marketing, and more.
- 7) **Leveraging Relationships and Resources** – in this section we introduce you to ideas and strategies for identifying, evaluating and soliciting co-marketing partners to generate creative and new go-to-market strategies as well as tap new resources and capabilities.
- 8) **Measuring Return on Investment** – our *Performance Dashboard* provides a simplified methodology for measuring progress against goals and optimizing return on investment.



Most Americans still think of stroke as an older person's issue or something that happens to someone else. But the truth is, stroke is the third leading cause of death in the United States and it can happen to anyone at any age, especially those with risk factors like high blood pressure. The good news is, stroke is preventable. That's why OHSU's OHSU Stroke Prevention Program developed the nation's leading community health and physician-to-lead program that focuses on things like body weight, cholesterol and exercise can dramatically lower your risk for stroke. To learn more, call 503.343.0000 or visit www.ohsu.edu/stroke. Don't let it slip by.

