

stroke**sense**[®]

Introduction

In the United States, hospital discharges for stroke patients are approaching 1 million annually; yet, the opportunity to claim the market leader position for stroke care is largely untapped by many hospitals. Consider the following:

- Stroke is the third leading cause of death and the leading cause of long-term disability
- Inpatient utilization is projected to grow 18% over the next ten years.
- Twenty-seven percent of cerebrovascular patients have coronary artery or peripheral artery disease which drives cardiovascular referrals

Research shows that both consumers and providers are inadequately educated about stroke prevention, symptoms, diagnosis and treatment. Consumers don't readily recognize symptoms. There is vast variation in quality standards which affect outcomes, but too often, neither referring physicians nor their patients know which hospitals provide the most stroke effective treatment.



You may never face a stroke.
Or you may be facing one now
and not know it.

Program Overview

StrokeSense is an innovative program designed to differentiate your health system's neurosciences service line, increase preference amongst at-risk consumers for stroke and neurovascular care, and build clinical volumes and revenues.

Much more than a marketing campaign, **StrokeSense** provides a comprehensive approach for developing a stroke program through segmentation, clinical program design, physician involvement, community partnerships, consumer marketing, and stroke center designation.

Extensively researched and tested, this turn-key program includes the tools you need to:

- Position your health system as the preferred choice for stroke care and rehabilitation
- Cultivate physician participation and referrals to neuro and cardiovascular services
- Improve stroke care and outcomes
- Prepare for and sustain stroke certification

Market Exclusivity

StrokeSense 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 Manual 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 consumer's preferences regarding stroke, and identifies those factors most likely to influence choice; annual surveys measure progress. Participants also receive the national market segmentation analysis conducted on over 13,000 adults.
- **Clinical Programming** – Ideas and strategies for further developing and positioning your neuro program to serve the distinct needs of patients with or at-risk for stroke, 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** – Stroke Performance Dashboard provides an at-a-glance summary of key marketing, clinical and financial performance indicators to track ROI.
- **Stroke Certification Support** – Tools and templates to support formal certification efforts, and communications to position stroke center designation once obtained.



On-going Coaching and Support

- **Strategy Coaching** – Our stroke program specialists provide on-going coaching support by telephone and email to help grow and improve your program.
- **Quarterly eNews** – Learn about trends and developments about stroke, get ideas from participant case studies, and link to information and resources.
- **Webinars** – Quarterly Webinars provide convenient, cost-effective professional development on neuroscience 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.
- **Annual Client Exchange Conference** – This annual 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.