

# women'sheartadvantage®

## Programmatic Framework

**Women's HeartAdvantage®** is a comprehensive initiative designed to help you create a quality-differentiated position for your cardiovascular service line through a powerful niche strategy targeting women. 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 HeartAdvantage 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 women at risk for or with heart disease, and be provided with insights from proprietary research as to what drives women's attitudes and behaviors about heart disease as well as their preferences for providers of cardiac services. 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 women 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 Clinical Product Strategy** – your clinical and marketing team will learn about ways to develop a women's heart program as part of your overall cardiac service line strategy and be provided with information and tools to evaluate, address and report quality of care for women with heart disease. 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 women with heart disease.
- 6) **Increasing Consumer Preference and Selection** – the *Marketing Toolkit* contains information and materials to build preference among women for your branded heart program, and motivate women with heart disease to choose your doctors and hospital for their cardiac care. Researched, tested and ready-to-customize promotional materials include print, direct mail, POS, outdoor, events marketing, membership marketing media 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.

