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## **IMPACT...SUMMARY**

For seven years, the Spirit of Women<sup>®</sup> Health Network through the *Day of Dance*<sup>®</sup> for *Your Health* initiative has sought to eliminate heart disease in women and their families throughout American communities.

This year, 75 hospitals hosted 78 *Day of Dance* events and joined over 70,000 consumers for one cause — to spread awareness and dance away cardiovascular disease. This one-day signature event seeks to motivate women to take action to improve their health and the health of their families by focusing on wellness.

This grassroots initiative encourages people to act on the message that good health is just a dance away by incorporating dance demonstrations, education, exercise, health screenings, community celebration, physician interaction and fun. *Day of Dance* specifically educates about risk factors, chronic diseases and lifestyle choices that contribute to cardiovascular disease and other leading health conditions. This initiative is successful because it brings together healthcare providers, consumers, media, corporate partners, and advocacy groups to change the health of American families.

*Day of Dance* is produced by the Spirit of Women Health Network, a coalition of hospitals and healthcare providers across the United States that ascribe to the highest standards of excellence in women's health education and community outreach. Spirit of Women's educational goal is to improve women's future health-related behaviors and health outcomes in partnership with trusted local hospitals that provide respected health and wellness information in an engaging learning environment.

## **HISTORY**

*Day of Dance* was created in 2005 to inspire Americans to take ACTION for their health. Spirit of Women hospitals have screened hundreds of thousands of people for cardiovascular disease and other health conditions, and exposed millions of consumers to dancing as a fun way to stay healthy.

## **CREDIBILITY**

Spirit of Women partners with government agencies and advocacy organizations across the country to help our hospitals stand out from their local competition by using a national platform, as well as providing them with relevant and up-to-date educational information to share with their communities. Spirit of Women supports an optimal environment for creating motivated consumers who seek disease-specific healthcare, ultimately influencing future health-related behavior.

Although consumers continue to seek healthcare information online, nurses and doctors still remain the number one most credible resource to consumers. Thus the relationships created between hospitals, consumers, and clinicians through Day of Dance continue to be very highly valued.

We thank our 2011 *Day of Dance* partners: *Good Housekeeping* magazine, and *The Heart Truth*<sup>®</sup> campaign.

## IMPACT...OF THE SPIRIT OF WOMEN HOSPITAL NETWORK

*Day of Dance* is a successful strategy employed by Spirit hospitals to meet business and community outreach goals for over seven years.

One of the most powerful things about the Spirit of Women Hospital Network is the ability to learn best practices from fellow Spirit members. Hospitals share *Day of Dance* plans and build upon each other's success year after year. This allows hospitals to move greater numbers of women to action, and create a national impact in the fight against heart disease.

Listed below are some of the top strategic goals and the tactics used to achieve those goals at *Day of Dance* 2011.

### **Goal: Build cardiovascular service line volumes**

1. Showcase tables representing their cardiovascular service line to ensure consumers view the hospital as a "heart hospital".
2. Integrate HeartCaring<sup>®</sup> screenings to identify those in need of follow-up and to reinforce the hospital's position as the gender-sensitive heart health hospital.
3. Incorporate all cardiovascular related screenings including blood pressure, body mass index, cholesterol, heart risk assessment, stress tests, EKG, P.A.D., etc.
4. Create a take-home reminder that drives follow-up. Have a station where consumers can get their picture taken with a sign that reminds them to take action after the event. This sign may read "follow up with my doctor" or "get my cholesterol checked" or "get my baseline screening". Ask for contact information and mail their picture two weeks after the event to remind them of their

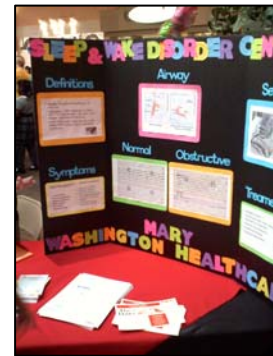


promise along with information on your services. *(Compliments of Kaleida Health.)*

5. Allow consumers the opportunity to schedule appointments for screenings at your event. Make it easy for them to get to the doctor!
6. Follow-up with consumers post-event on their screening results and provide a quick and easy way to follow-up with their doctor. Send a personal invitation for their follow-up visit.

**Goal: Build service line volumes (i.e. diabetes, women’s, orthopedics, surgery, etc)**

1. Showcase your daVinci robot at your event and encourage consumers to try to pick up a penny using the robot. *(Compliments of Bon Secours Hampton Roads.)*
2. Invite all service lines to have a “vendor” table at your event with a call to action at each table.
3. Provide separate education and screening rooms for men and women – making each room relevant to each gender by offering special activities and screenings. The men’s room can have sports activities (i.e. golf swing experts), and the women’s room can have hand massages or a fashion show while women wait for screenings.
4. Have educational commercials or “nuggets” of information presented in between each dance demonstration. This allows consumers to hear information pertinent to them and learn where they can go to find more information.
5. Consumers are only able to win the sweepstakes if they complete all screenings listed on the navigation tool. *(Compliments of Central Baptist Hospital.)*



**Goal: Engage and strengthen physician relationships**

1. Engage physicians who enjoy dancing. Inform Spirit of Women so they can be featured on the “dancing doctors” segment of dayofdance.com.



2. Ask physicians to welcome consumers to the event and distribute roses.  
*(Compliments of Lancaster General Health.)*
3. Showcase physicians in a local “Dancing with the Physicians” competition. Have your *Day of Dance* attendees vote on the winner at the event.
4. Showcase physician speakers in health education segments and/or breakouts.
5. Find a physician who likes to cook. While doing healthy cooking demonstrations, they can provide health information.
6. Find physicians who are accepting new patients and promote them as the providers who follow up on event screening results.
7. Invite physicians to attend the event and host a “physician happy hour”. Each physician wears a ribbon that says “Ask me about [fill in their specialty]”. This opens the conversation for consumers with the doc. *(Compliments of Piedmont Hospital.)*
8. Showcase all participating doctors on your social networking and web sites.



**Goal: Create meaningful and sustainable community partnerships**

1. Local broadcasting/cable company: Ask them to co-sponsor your event for branding opportunities. In return, you get no cost or discounted promotion.
2. Cooking school, culinary institute, restaurant, Williams & Sonoma: Invite them to do a healthy cooking demonstration.
3. Radio station: Ask them to do a live radio remote!
4. Radio station: Ask them to do pre-event promotion of your event, asking callers to tell them their favorite dance song and the 20<sup>th</sup> caller wins a Day of Dance basket. Create a playlist based on those songs collected, and use it as the background music for the event. *(Compliments of Columbus Regional Medical Center.)*
5. Dance schools: Invite the schools to perform at your event!



6. Dry cleaners: Ask your local dry cleaners to promote your event with each transaction. (*Compliments of Gulf Coast Medical Center. See picture*).
7. Retail (Dillards/Nordstrom): Invite them to do a fashion show, showcasing exercise apparel.
8. Mall: Ask them to do event promotion by converting all window displays to a RED theme.
9. Car dealerships: Ask them to showcase all their RED cars in the front of their lot in support of heart month and your event.
10. Nursing schools: Give their students credit hours for volunteering time to administer screenings.



**Goal: Increase media presence in the region**

1. Send a single red shoe to your local media contact, with a note enticing them to come and see what your event is all about and your awareness goals. When they arrive, they will get the other shoe to complete their pair!
2. Ask your local ABC affiliate to sponsor your event, particularly your Dancing with the Stars local competition (Dancing with the Stars is on ABC nationally). (*Compliments of St. Luke's Regional Medical Center.*)
3. Ask your local news anchor to be a dance contestant on your local Dancing with the Stars competition. Get them to cover the contest at your event!
4. Showcase your success stories (i.e. it is so important to gather those stories at your event of those whose lives have been impacted by the event).
5. Ask your local news anchor or health reporter to be on your community advisory board and planning for this event.
6. Have someone at your event dedicated to "tweeting" or posting throughout the event on your social networking sites.



**Goal: Keep the hospital top of mind with consumers (including employees)**

1. Send thank you notes to volunteer staff, and send chocolate covered strawberries to all speakers. *(Compliments of NCH Healthcare.)*
2. Give consumers a giveaway that they will use daily with your hospital brand. Pedometers distributed. *(Compliments of Gordon Hospital.)* Wonderful bags distributed. *(Compliments of Iredell Health System.)*
3. Appeal to all ages and create memorable activities. A gaming truck with games to keep you moving is a perfect fit. *(Compliments of Pocono Medical Center.)*
4. Launch employee activities prior to *Day of Dance*, including taking a red shoe in a red box and sending it around the hospital. Each dept takes a picture of the shoe with their staff, and draws a department name from the box and send along to that department. ER photographed “coding the shoe”. *(Compliments of Piedmont Medical Center. See picture.)*
5. Schedule dance and exercise classes each week leading to *Day of Dance* for your employees to “get in the mood”!
6. Follow up with each person screened at *Day of Dance* and offer to schedule a follow up visit.
7. Create a promotional video of your employees gearing up for *Day of Dance*. This could be a FLASH MOB *(compliments of Indiana Regional Medical Center)*, or a video following the theme of the event.
8. Create an experience for all consumers at your event, making them remember something!



## IMPACT...OF HEALTHCARE PROVIDERS

Physician participation and integration are pivotal in the success of *Day of Dance* events across the country. Consumers consistently provide feedback that one of the key benefits and most liked aspects of this event is the ability to meet healthcare providers in a casual setting. Spirit of Women hospitals and health systems are continuously working to improve the quality of their relationships with their nurses, physicians, and other healthcare providers. Spirit supports these objectives and uses *Day of Dance* as an innovative way to build upon existing relationships and engage new providers.

Spirit hospitals averaged 39.5 healthcare providers in attendance at *Day of Dance* from many different specialties including: cardiology, women's and children's, endocrinology, psychology, podiatry, emergency, pediatrics, orthopedics, vascular, gastroenterology and many more! Healthcare providers across the country have reported an increase in patients referred to their practice, lives saved, and increased awareness of heart disease based on the success of *Day of Dance*.

### **Success Stories:**

1. Advocate BroMenn Medical Center reported that 61 of the 99 who participated in the HeartAware cardiac risk assessment were found to be at risk; 38 of those scheduled a 30-minute consultation at the hospital with an RN which included a whole lab work up.
2. St. Francis Hospital & Health Centers did 47 oral cancer screenings and six people were scheduled to return for follow-up.
3. Brookhaven Memorial Hospital Medical Center reported that one woman had a Myocardial Infarction at the event and was sent to their hospital's Emergency Room.
4. Beaumont Hospital Gross Pointe reported that 74 people at *Day of Dance* made a follow-up appointment.
5. "Our peripheral vascular surgeon attended and got a dozen appointments out of it, and SIX of them are going to need surgery." Monica Lewis, Saint Vincent Health System.

## IMPACT...ON ATTENDEES

Spirit hospitals specifically market to women, as the healthcare decision makers in their households. A study done by the National Center of Excellence in Women's Health states that women have \$7 trillion in purchasing power, and control 66% of U.S. healthcare spending and 87% of average health system revenue. By offering *Day of Dance* in their communities, Spirit hospitals fulfill the promise of improving the health and welfare of their community. *Day of Dance* is a primary strategy for Spirit hospitals wanting to engage women and their families, and showcase the hospital's services.

Who is the average *Day of Dance* attendee?

- ✓ Female
- ✓ 51.2 years of age
- ✓ Insured (94%)
- ✓ Has children (80%)
- ✓ 76% have some college, while 47% of those have a bachelor's degree or masters degree
- ✓ 35% attended *Day of Dance* in 2010
- ✓ 47% are a member of Spirit of Women



Other interesting facts:

- 58% of attendees are existing patients
- 42% of attendees represent new potential to the hospital or system
- 97% of attendees would like to attend *Day of Dance 2012*
- 43% have made, or plan to make, a follow-up appointment with their healthcare professional/physician as a direct result of attending *Day of Dance*
- 44% learned about *Day of Dance* through the direct mail postcard and posters, while 32% heard about it through a friend
- 88% of attendees also feel more familiar with the services offered by their local hospital as a result of attending *Day of Dance*
- Due to economic changes, 25% are seeing the doctor less, 12% are cutting back on medications, and only 35% are not changing anything





## IMPACT...OF OUR PARTNERS

The 2011 national *Day of Dance for Health* is presented by the Spirit of Women Health Network, *Good Housekeeping* magazine and *The Heart Truth*<sup>®</sup> campaign. Our partners support the message and intent of *Day of Dance* and allow Spirit and its hospitals greater extension and impact across the U.S.

***Good Housekeeping* magazine**—together with the Good Housekeeping Institute and the Good Housekeeping Seal—has become synonymous with the gold standard of quality and integrity. *Good Housekeeping* was founded in 1885, and maintains a commitment to the modern home and to a woman's quality of life. It publishes 15 editions worldwide, and is an internationally recognized brand that sets the standard to which all other women's service magazines aspire.

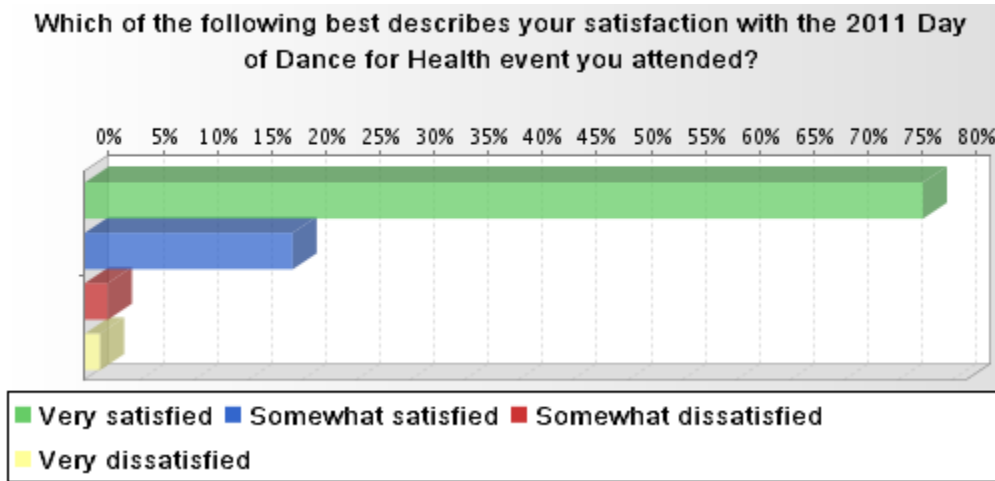
***The Heart Truth***<sup>®</sup> is a national awareness campaign on women and heart disease sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, U.S. Department of Health and Human Services (HHS). *The Heart Truth* created and introduced the Red Dress as the national symbol for women and heart disease awareness in 2002 to deliver an urgent wakeup call to American women. The Red Dress<sup>®</sup> reminds women of the need to protect their heart health, and inspires them to take action.

**Spirit of Women** is a national network of leading hospitals dedicated to improving women's lives with innovative health and community programs. Spirit of Women Hospitals touch the lives of millions of women each year through the presentation of educational events, consumer membership programs, annual conferences, marketing communications and grassroots efforts to improve the health and well-being of women everywhere. Spirit of Women enables participating hospitals to focus on community needs while providing the strength of national support. Visit [spiritofwomen.org](http://spiritofwomen.org).

**APPENDIX A: DAY OF DANCE FOR YOUR HEALTH  
CONSUMER SURVEY RESULTS**

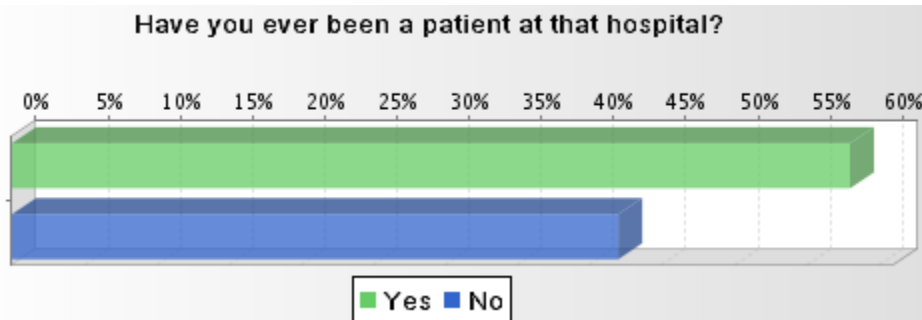
**2011 Day of Dance for Health  
Consumer Survey**  
*(out of 992 responses)*

1.



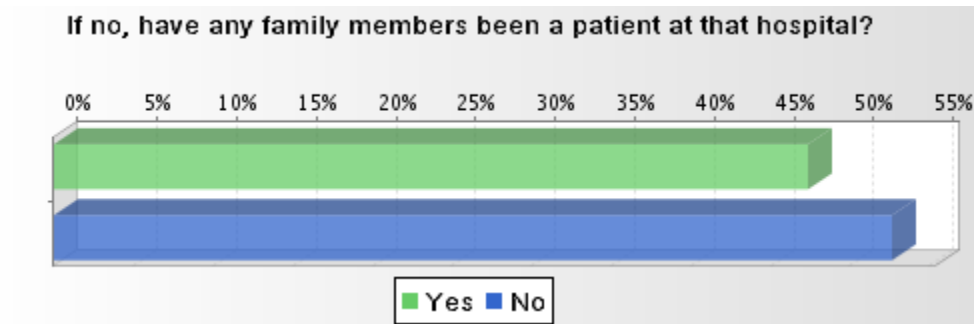
Very satisfied	77.3%
Somewhat satisfied	19.17%
Somewhat dissatisfied	2.12%
Very dissatisfied	1.41%

2.



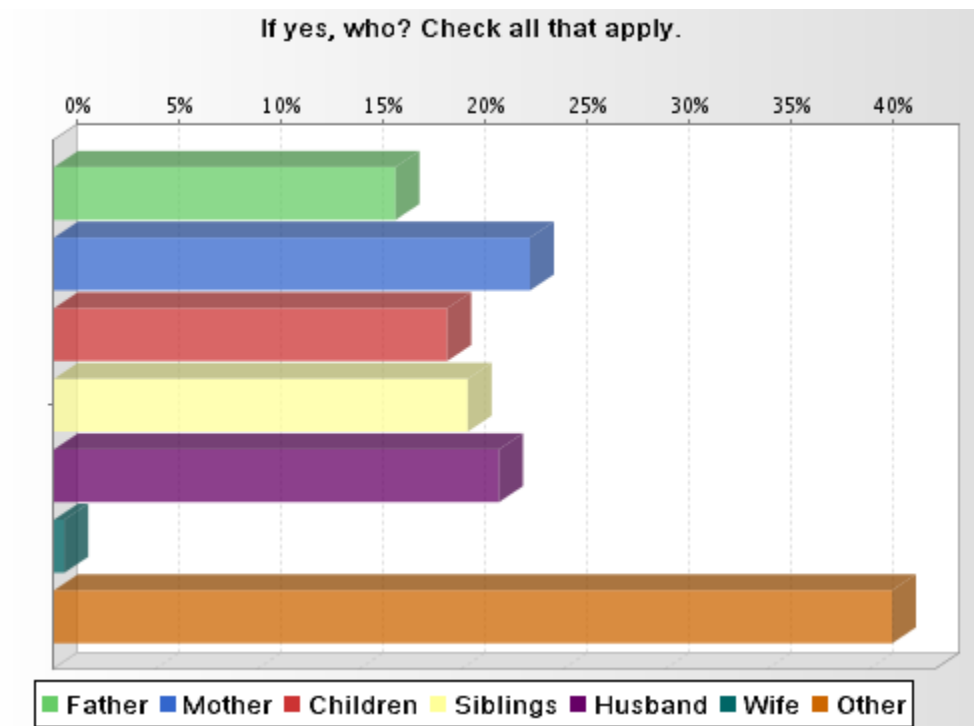
Yes	58.02%
No	41.98%

3.



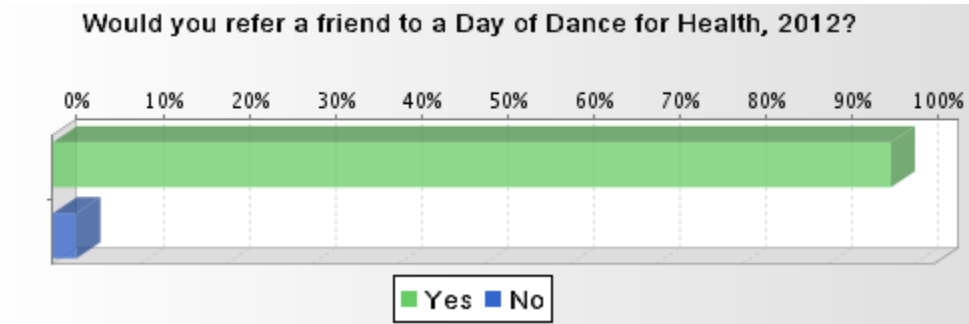
Yes	47.36%
No	52.64%

4.



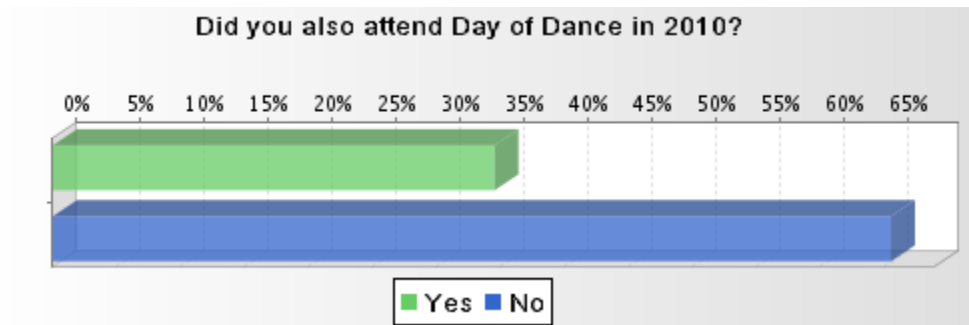
Father	16.75%
Mother	23.35%
Children	19.29%
Siblings	20.31%
Husband	21.83%
Wife	0.51%
Other	41.12%

5.



Yes 97.28%  
No 2.73%

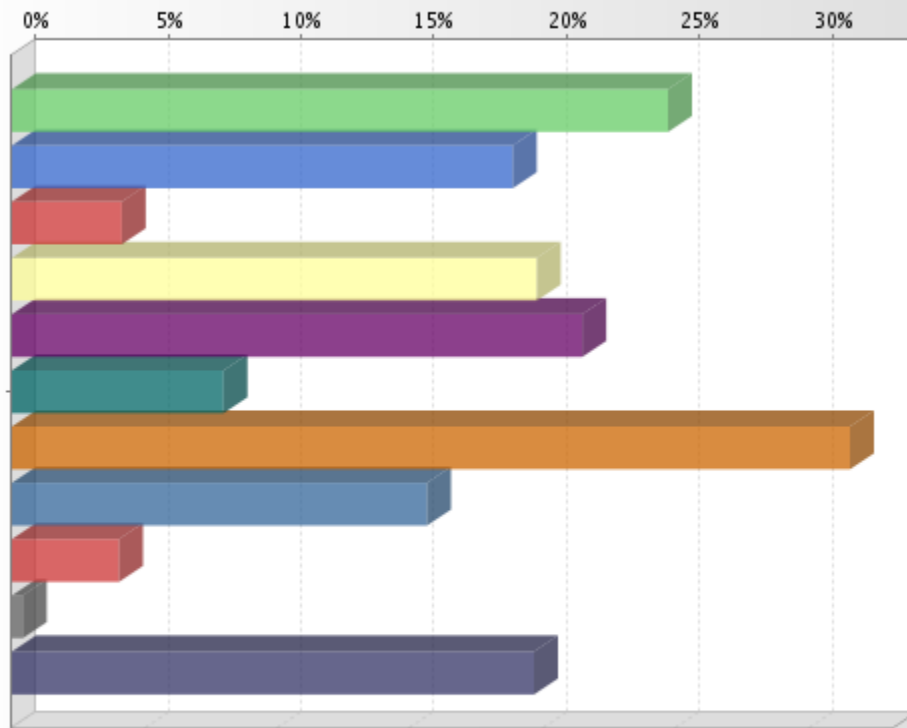
6.



Yes 34.51%  
No 65.49%

7.

How did you learn about Day of Dance for Health? Check all that apply.

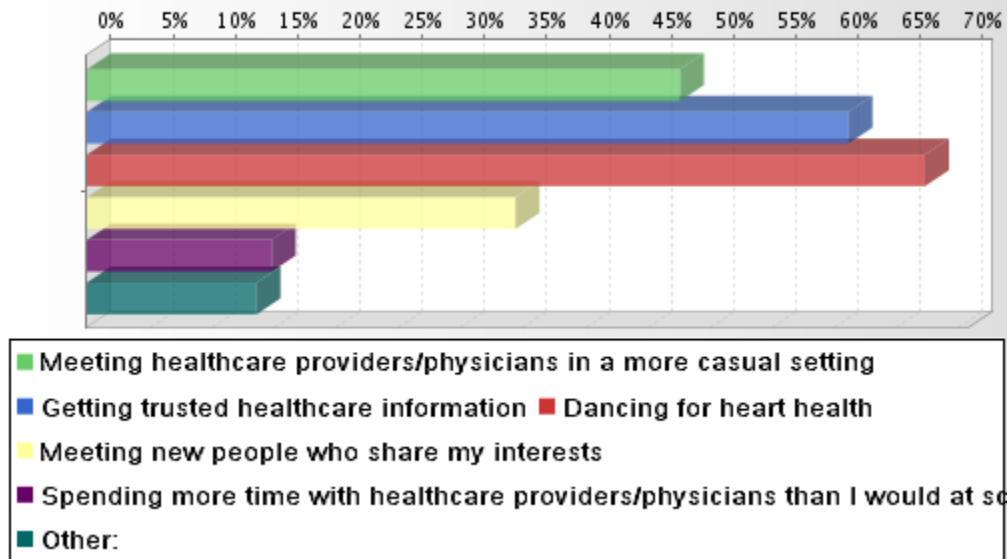


- Day of Dance for Health postcard invitation
- Day of Dance for Health poster ■ Healthcare provider/physician told me
- Local news story ■ Local hospital advertisement ■ Local hospital Web site
- A friend told me ■ E-mail blast ■ dayofdance.org
- Good Housekeeping Magazine ■ Other

Day of Dance for Health postcard invitation	24.72%
Day of Dance for Health poster	18.87%
Healthcare provider/physician told me	4.14%
Local news story	19.78%
Local hospital advertisement	21.49%
Local hospital Web site	7.97%
A friend told me	31.58%
E-mail blast	15.64%
dayofdance.org	4.04%
Good Housekeeping Magazine	0.4%
Other	19.68%

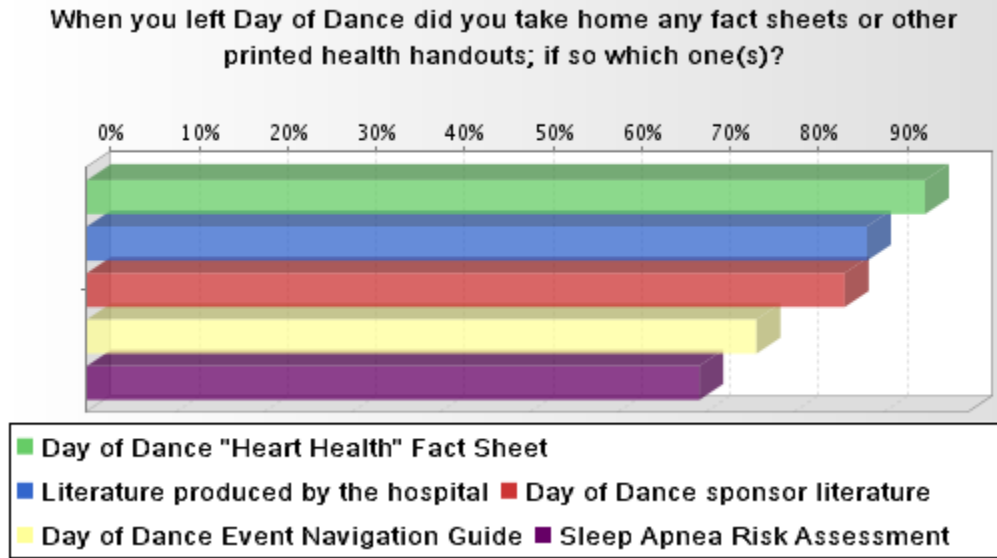
8.

What did you like about Day of Dance for Health? Check all that apply.



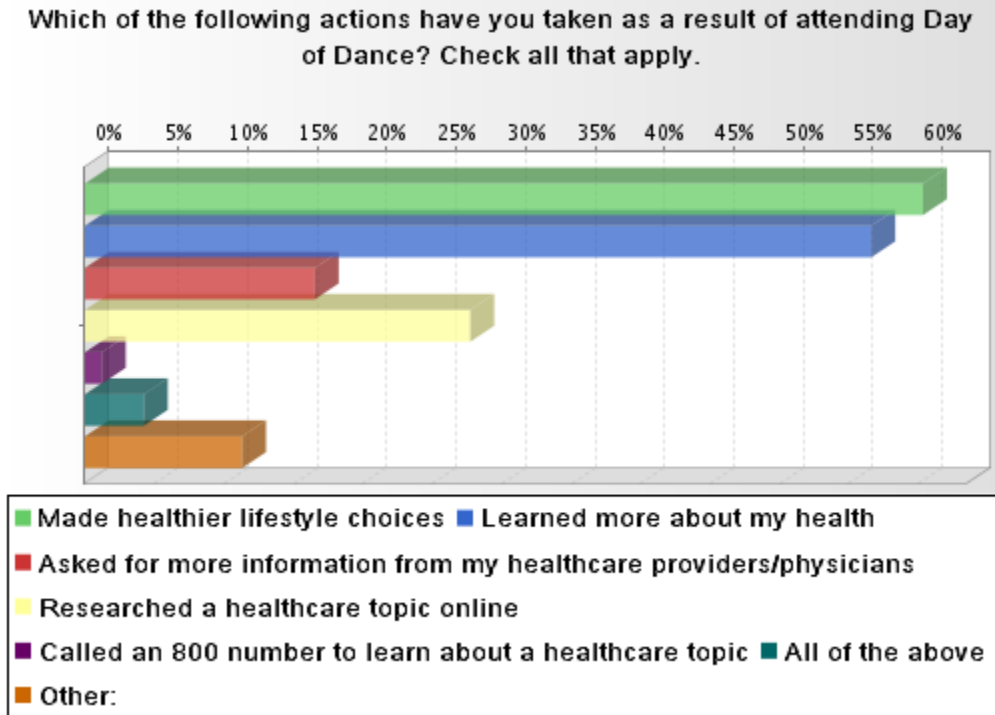
Meeting healthcare providers/physicians in a more casual setting	47.63%
Getting trusted healthcare information	61.15%
Dancing for heart health	67.31%
Meeting new people who share my interests	34.41%
Spending more time with healthcare providers/physicians than I would at scheduled medical appointments	14.83%
Other	13.62%

9.



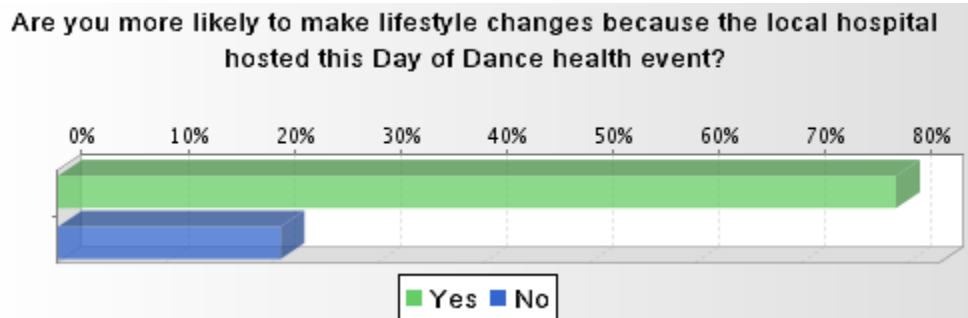
Day of Dance "Heart Health" Fact Sheet	87.01%
Literature produced by the hospital	80.32%
Day of Dance sponsor literature	79.15%
Day of Dance Event Navigation Guide	65.47%
Sleep Apnea Risk Assessment	30.90%

10.



Made healthier lifestyle choices	60.34%
Learned more about my health	56.61%
Asked for more information from my healthcare providers/physicians	16.55%
Researched a healthcare topic online	27.75%
Called an 800 number to learn about a healthcare topic	1.21%
All of the above	4.24%
Other	11.3%

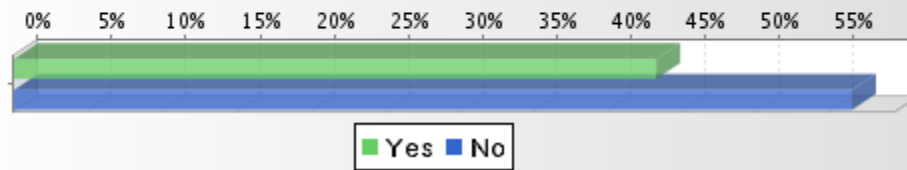
11.



Yes	79.01%
No	20.99%

12.

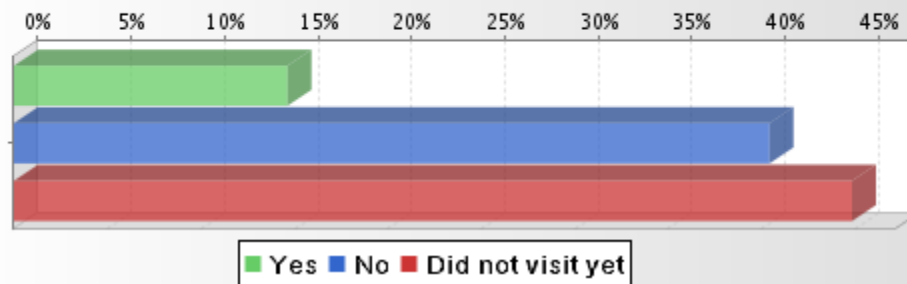
**Have you made, or will you make a follow-up appointment with any healthcare professional/physician as a direct result of attending Day of Dance 2011?**



Yes	43.39%
No	56.61%

13.

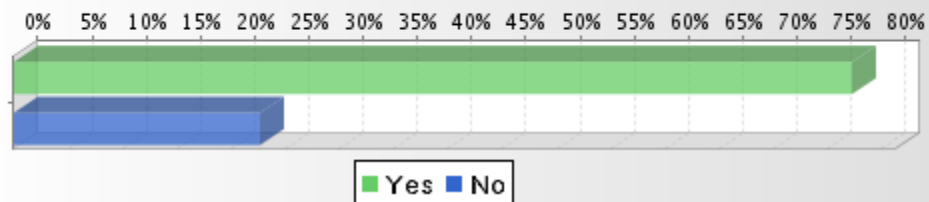
**If Day of Dance motivated you to visit a healthcare provider/physician, was any medication prescribed at your appointment?**



Yes	14.65%
No	40.47%
Did not visit yet	44.88%

14.

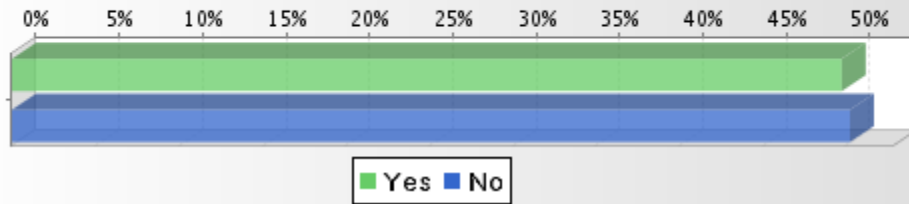
**As a result of attending Day of Dance for Health, do you feel better informed about stroke?**



Yes	77.3%
No	22.7%

15.

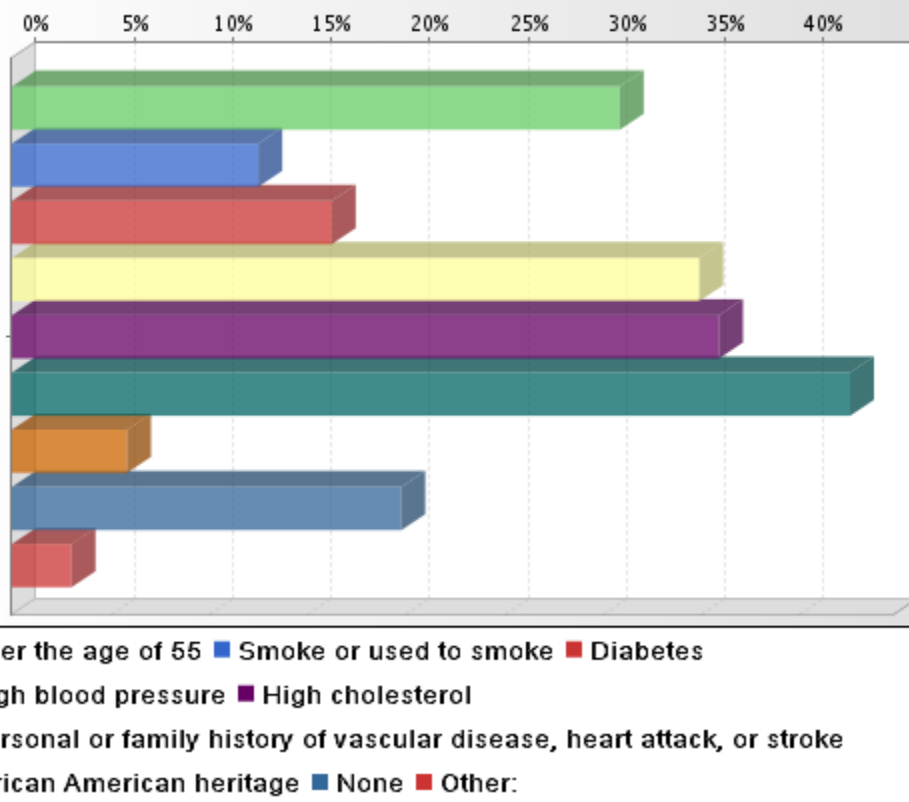
**After attending Day of Dance do you believe that you or someone you care about may have risk factors for stroke?**



Yes	49.75%
No	50.25%

16.

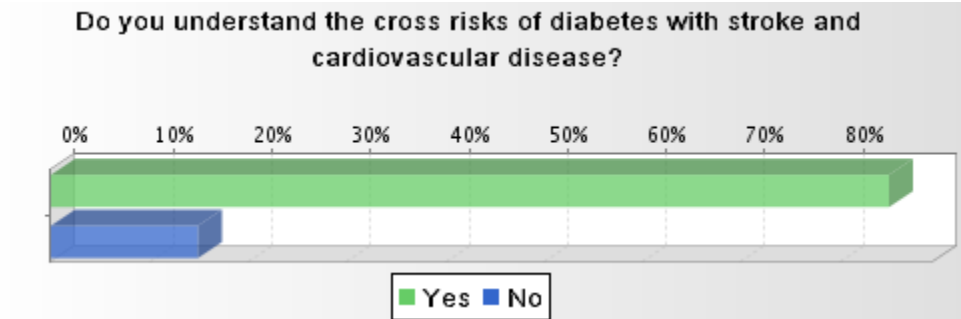
**Which of the following stroke factors concerns you?**



Over the age of 55	30.88%
Smoke or used to smoke	12.51%
Diabetes	16.25%
High blood pressure	34.91%
High cholesterol	35.92%
Personal or family history of vascular disease, heart attack, or stroke	42.58%

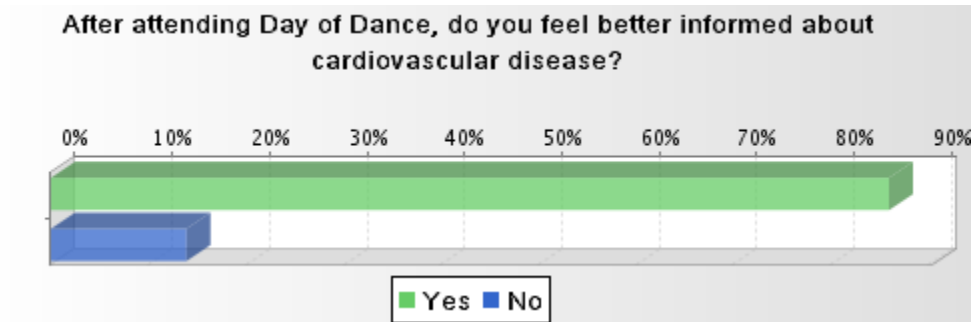
African American heritage	5.85%
None	19.78%
Other	3.03%

17.



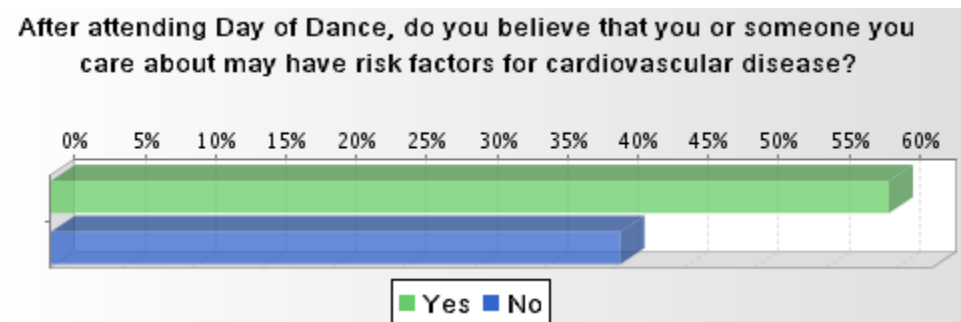
Yes	85.07%
No	14.93%

18.



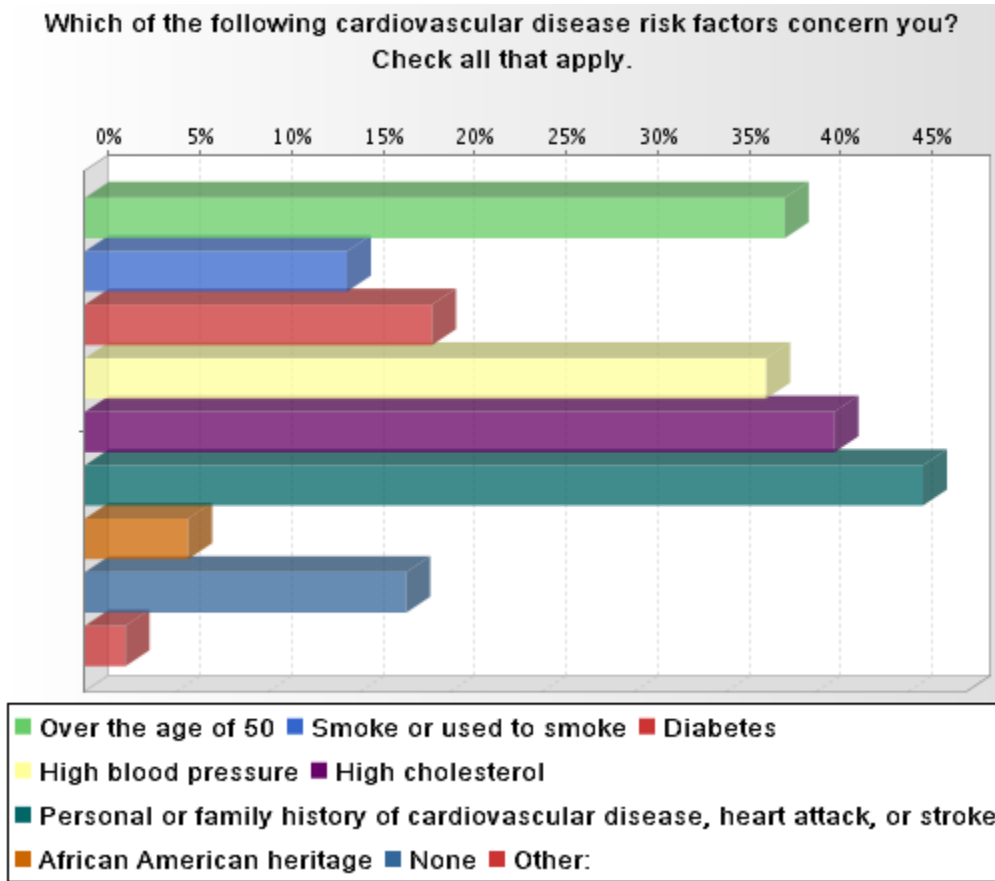
Yes	86.08%
No	13.93%

19.



Yes	59.54%
No	40.46%

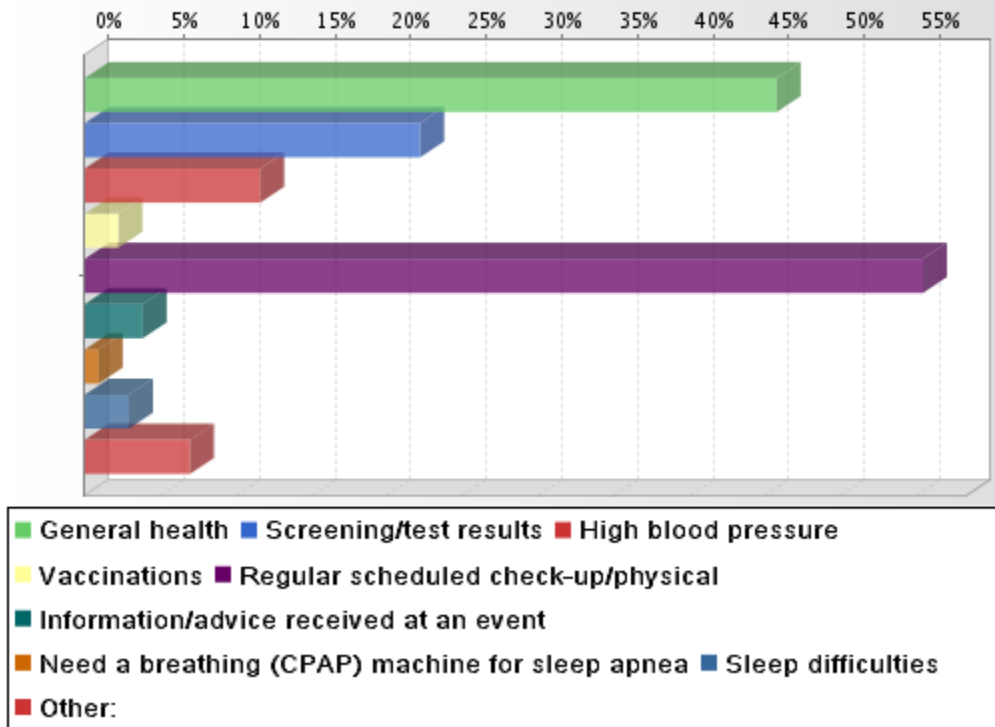
20.



Over the age of 50	38.24%
Smoke or used to smoke	14.33%
Diabetes	18.97%
High blood pressure	37.24%
High cholesterol	40.97%
Personal or family history of cardiovascular disease, heart attack, or stroke	45.81%
African American heritage	5.65%
None	17.56%
Other	2.22%

21.

What was it that motivated you to schedule your last appointment with a healthcare provider/physician before you attended Day of Dance? Check all that apply.



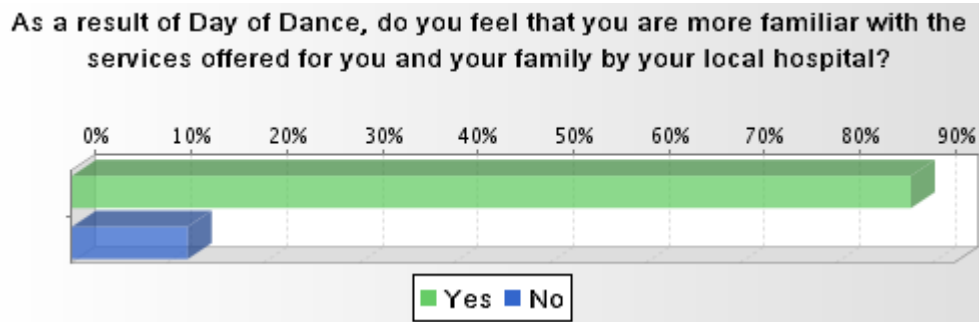
General health	45.81%
Screening/test results	22.2%
High blood pressure	11.6%
Vaccinations	2.22%
Regular scheduled check-up/physical	55.5%
Information/advice received at an event	3.84%
Need a breathing (CPAP) machine for sleep apnea	0.91%
Sleep difficulties	2.93%
Other	6.96%

22.

What are you most concerned with in terms of your health (rank):

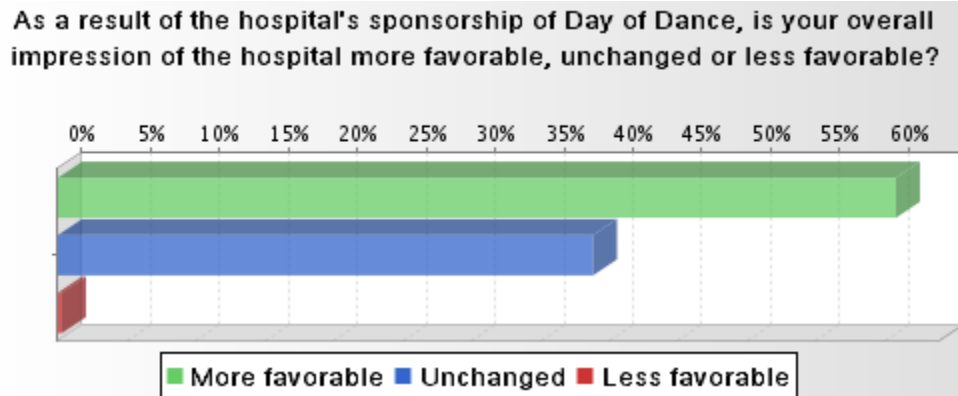
	Very Important	Somewhat Important	Less Important	Not Important	NA
High cholesterol	42.33%	27.11%	10.22%	4.78%	15.56%
High blood pressure	37.74%	18.98%	14.35%	7.23%	21.70%
Peripheral arterial disease	20.10%	24.17%	19.85%	10.97%	24.91%
Losing weight/changing diet	60.46%	20.15%	6.90%	4.05%	8.43%
Stop smoking	5.82%	1.94%	0.91%	6.21%	85.12%

23.



Yes 87.89%  
No 12.11%

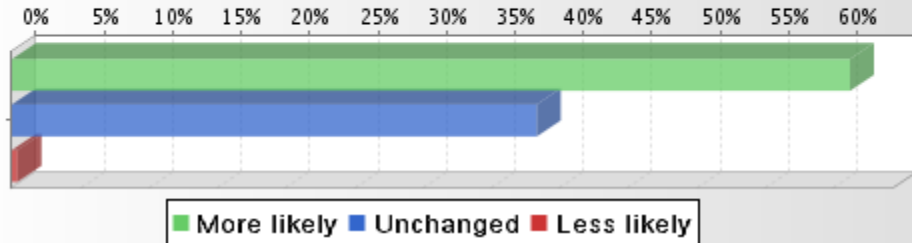
24.



More favorable 60.85%  
Unchanged 38.85%  
Less favorable 0.3%

25.

**As a result of your local hospital's sponsorship of Day of Dance, are you more likely, unchanged or less likely to use that Spirit of Women hospital's services if you or your immediate family need to go to a hospital?**



More likely	61.25%
Unchanged	38.35%
Less likely	0.4%

26.

**Are you aware that each of the following companies sponsored Day of Dance for Health?**

	Yes	No
<b>Spirit of Women</b>	90.01%	9.99%
<b>Your local hospital</b>	97.28%	2.73%
<b>ResMed</b>	15.74%	84.26%
<b>Healthy Sleep Crusade</b>	23.11%	76.89%
<b>Good Housekeeping</b>	27.14%	72.86%
<b>The Heart Truth</b>	28.15%	71.85%

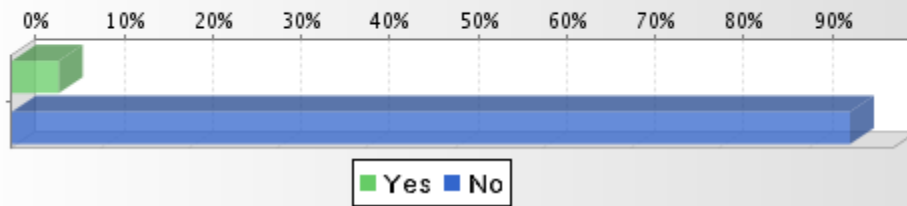
27.

**As a result of their participation in Day of Dance, how likely are you to purchase any of the following products?**

View	More Likely	Unchanged	Less likely
<b>Good Housekeeping Magazine</b>	17.46%	75.48%	7.06%
<b>ResMed</b>	5.05%	84.86%	10.09%

28.

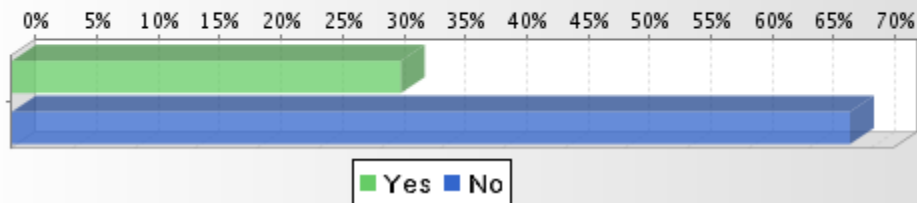
As a result of attending Day of Dance, will you make an appointment with your hospital's sleep center?



Yes	5.29%
No	94.72%

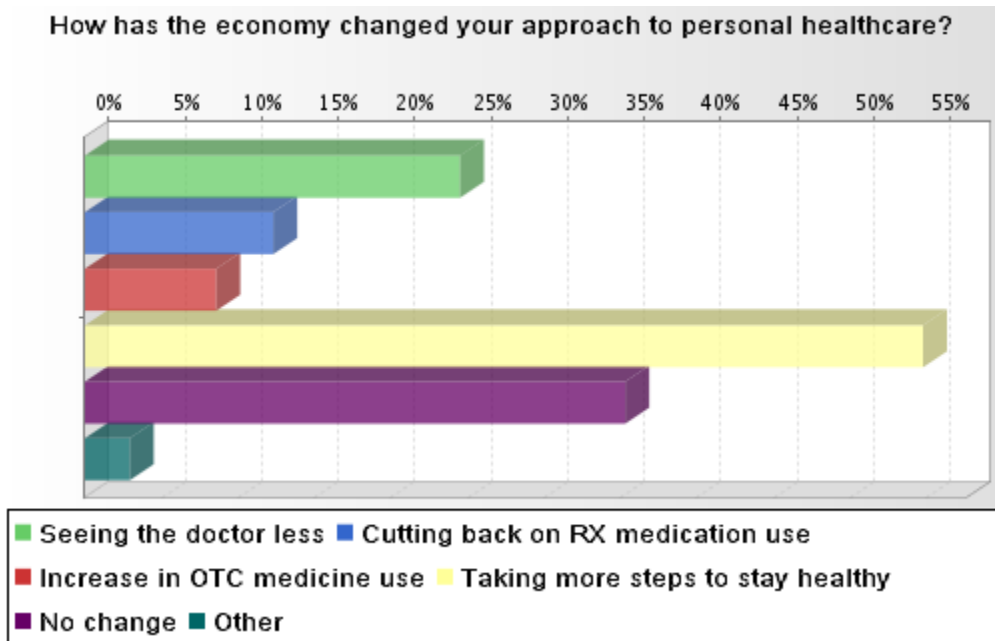
29.

As a result of attending Day of Dance, do you think you or someone you know may be at risk for sleep apnea?



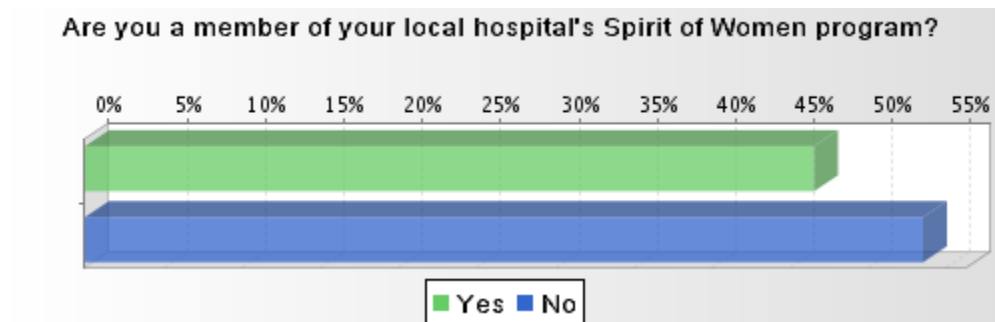
Yes	31.69%
No	68.32%

30.



Seeing the doctor less	24.52%
Cutting back on RX medication use	12.31%
Increase in OTC medicine use	8.58%
Taking more steps to stay healthy	54.79%
No change	35.32%
Other	2.93%

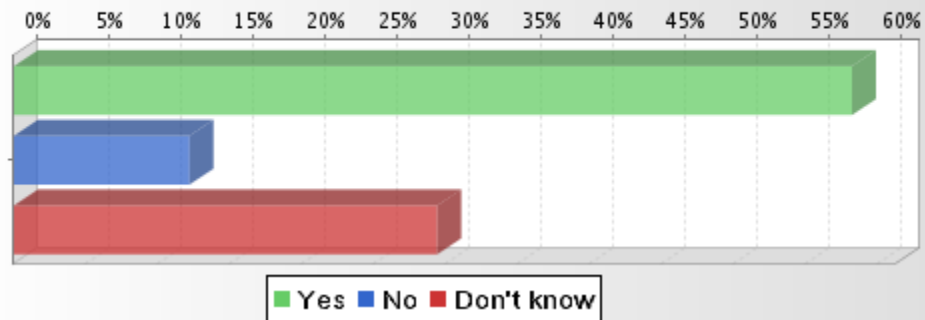
31.



Yes	46.52%
No	53.48%

32.

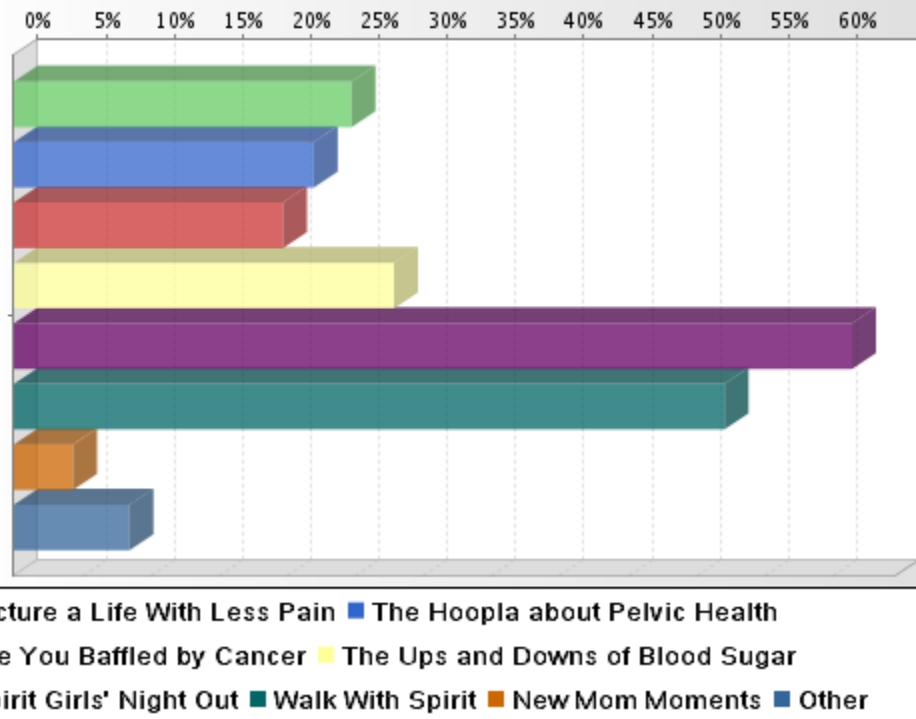
**Have you attended or plan to attend other Spirit of Women events?**



Yes	58.33%
No	12.21%
Don't know	29.47%

33.

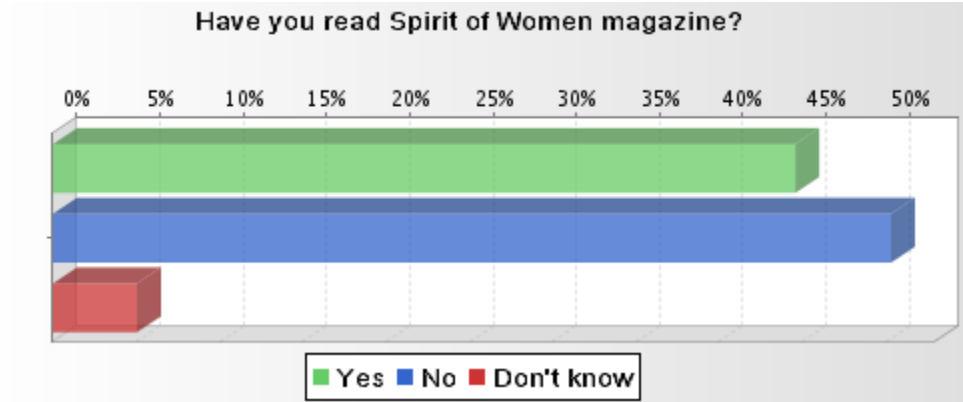
**If yes, which ones?**



Picture a Life With Less Pain	24.74%
The Hoopla about Pelvic Health	21.97%
Are You Baffled by Cancer	19.72%
The Ups and Downs of Blood Sugar	27.86%
Spirit Girls' Night Out	61.42%

Walk With Spirit	52.08%
New Mom Moments	4.33%
Other	8.48%

34.

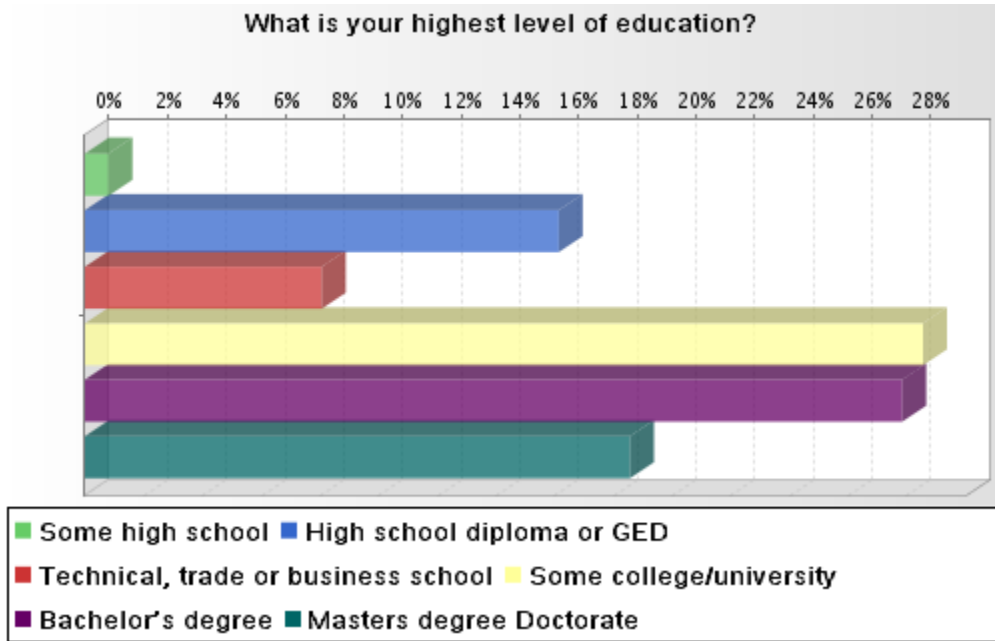


Yes	44.6%
No	50.35%
Don't know	5.05%

35.

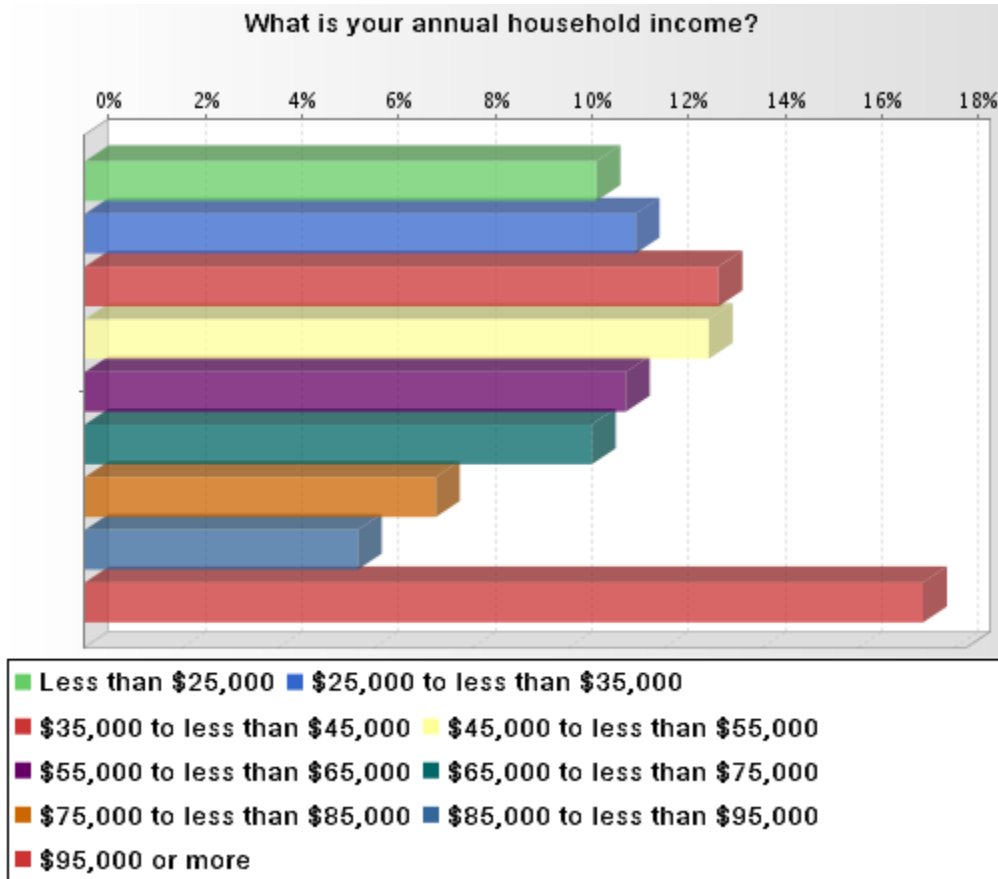
Do you have health insurance for:			
View	Yes	No	N/A
<b>Yourself</b>	94.00%	5.49%	0.51%
<b>Your Spouse</b>	65.73%	5.07%	29.20%
<b>Your Children</b>	42.84%	5.06%	52.10%

36.



Some high school	0.81%
High school diploma or GED	16.15%
Technical, trade or business school	8.07%
Some college/university	28.56%
Bachelor's degree	27.85%
Masters degree Doctorate	18.57%

37.



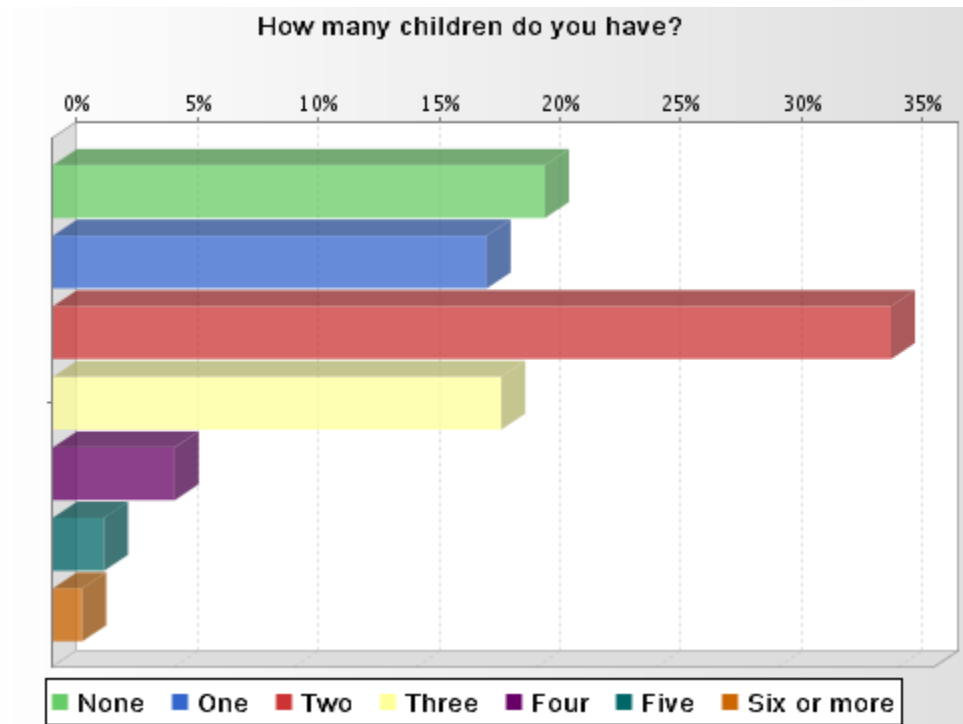
Less than \$25,000	10.6%
\$25,000 to less than \$35,000	11.4%
\$35,000 to less than \$45,000	13.12%
\$45,000 to less than \$55,000	12.92%
\$55,000 to less than \$65,000	11.2%
\$65,000 to less than \$75,000	10.49%
\$75,000 to less than \$85,000	7.27%
\$85,000 to less than \$95,000	5.65%
\$95,000 or more	17.36%

38.

Average Age:

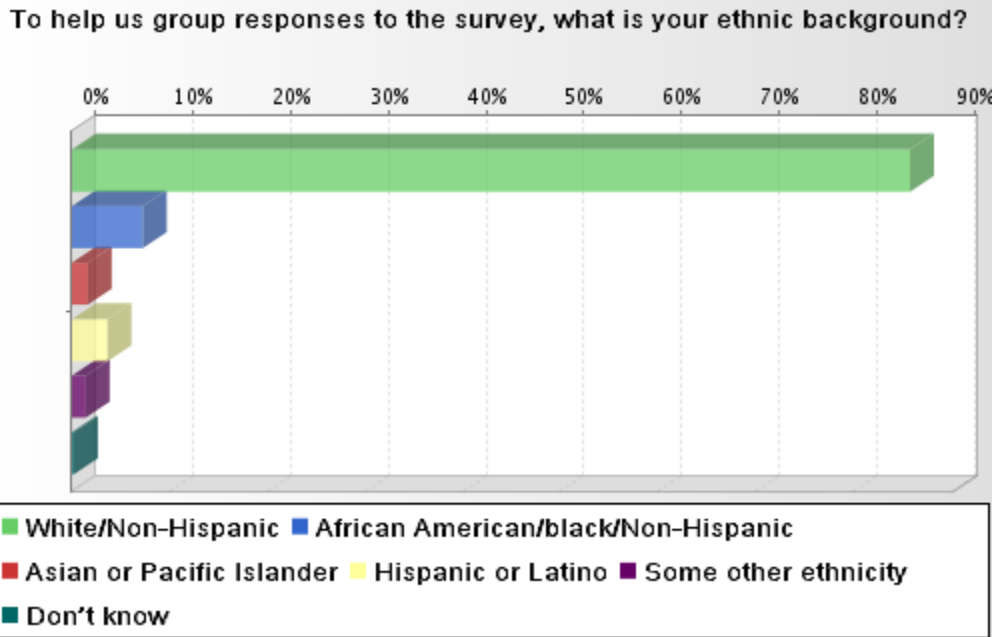
51.2

39.



None	20.38%
One	17.96%
Two	34.71%
Three	18.57%
Four	5.05%
Five	2.12%
Six or more	1.21%

40.



White/Non-Hispanic	85.87%
African American/black/Non-Hispanic	7.27%
Asian or Pacific Islander	1.62%
Hispanic or Latino	3.63%
Some other ethnicity	1.41%
Don't know	0.2%