

*Indulge*  
IN YOUR BEST HEALTH NOW



## 2010 Annual Report

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## I. Executive Overview

The 2010 Spirit Girls' Night Out®, *Indulge in Your Best Health Now* program is a signature initiative of the Spirit of Women Hospital Network designed to engage multigenerational women. One of the key objectives of Spirit Girls' Night Out is to give women the opportunity to interact with physicians and clinicians in a casual setting and allow them to indulge in the simple things in life like laughter, friendship and good health. This year, Spirit of Women presented a diverse selection of health topics including deep vein thrombosis (DVT), sleep disorders (obstructive sleep apnea) and breast health. Health information and respective risk assessments/screenings on these topics were offered to women across the United States.

With 24,000 people in attendance (a 17% attendance increase from 2009), the 2010 Spirit Girls' Night Out had the largest attendance this program has seen since its inception in 2006. Seventy percent of attendees had previously been a patient at the hospital while 30% had never received services at the hospital. These statistics continue to show a perfect balance of cultivating loyal patients and their utilization of services, as well as converting new patients. Spirit hospitals are also always seeking to turn attendees into hospital ambassadors and active healthcare seekers through attendance at programs like Spirit Girls' Night. Demonstrating this, we learned that 51% of attendees have made or will make a follow-up appointment with a healthcare professional *as a direct result* of attending Spirit Girls' Night Out.

In its fifth year, 71 Spirit Girls' Night Out events were hosted by 67 Spirit of Women® hospitals. In keeping with the health-u-tainment® tradition of Spirit of Women, Spirit Girls' Night Out events featured activities and exhibits that entertain, inspire and foster friendship and communication among women. Each Spirit Girls' Night Out event was a unique celebration and experience for consumers. Event locations included shopping malls, hotel ballrooms, hospital atriums and other local venues.

On average, this event attracted 336 consumers along with an average of 17 healthcare providers per venue. Events offered spa services, bra fittings, fall fashions, exhibits, shopping opportunities, exercise courses, photo booth sessions, along with a variety of health screenings and assessments including one-on-one clinician consultations, and much more.



The hospital network's effort to provide community outreach and education speaks to their commitment to their respective communities and building the base of loyal consumers in their local market. We commend Spirit of Women hospitals in their efforts to generate consumer enthusiasm as well as their passion to drive public awareness on a variety of leading women's health issues.

Hospital goals for Spirit Girls' Night Out included:

1. Position the hospital as a cutting-edge resource for health and wellness in the community.
2. Increase community awareness and drive: primary prevention of breast cancer (oncology), deep vein thrombosis (quality and vascular), and sleep disorders (sleep centers).
3. Increase physician engagement and integration by helping physicians propel business to their practices through on-site health screenings, assessments and direct consumer-physician interaction. Physicians are also offered showcase opportunities by allowing them to present relevant health education segments, reinforcing their expertise and presence in the community.
4. Increase business and downstream revenue to the hospital and health system.
5. Enhance market share by connecting with, and capitalizing on, the healthcare drivers and dollars of most families: women.





## II. Survey Results and Impact Statement

Over the past five years, Spirit of Women has collected post-event surveys to help capture national and local results and trends for our signature programs. Spirit of Women uses the e-mail addresses captured through sweepstakes and event registrations to survey attendees. Support from hospitals is essential to Spirit of Women’s ability to report event results to the hospitals in the network. The surveys are sent only to those who consent to further communications from Spirit of Women.

The survey results from 2010 Spirit Girls’ Night Out produced outcomes that far exceed 2009 results. We conclude from the results that hospitals are providing information that consumers find interesting and are able to understand, thereby encouraging women to follow up on their healthcare needs in communities nationwide.

The average consumer attending Spirit Girls’ Night Out was female and 51.6 years of age. Survey results show that Spirit of Women hospitals nationwide are encouraging physician referrals and lifestyle improvements for these women. After attending the event, Spirit found that 90% of attendees feel more familiar with the services offered by their local hospital and 53% stated that their overall impression of the hospital was more favorable (while 46% said it was unchanged).

One of the principal activities at these events in 2010 was the ability for consumers to get low or no-cost screenings, prompting consumers to follow up with their healthcare provider to discuss results. Based on the survey, we now know:

### Sleep Disorder Education:

- ✓ 12% of attendees will make an appointment with the hospital’s sleep center.<sup>1</sup>
- ✓ 44% of attendees think they may be at risk for sleep apnea.<sup>1</sup>



### DVT and PE Education:

- ✓ 64% of attendees have a better understanding of DVT and PE now compared to before they attended SGNO (33% said about the same).<sup>2</sup>

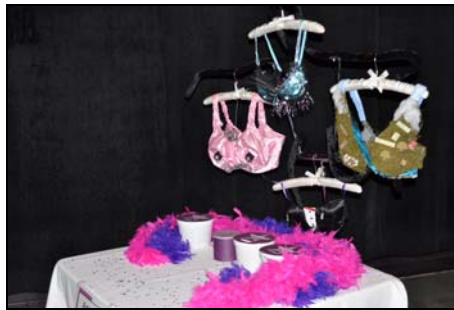


- ✓ 52% of attendees said that they are more likely to discuss DVT and PE with their healthcare provider now compared to prior to attending SGNO (45% said about the same).<sup>2</sup>
- ✓ 56% of attendees are more likely to discuss DVT and PE with their friends and family now compared to prior to attending SGNO (40% said about the same).<sup>2</sup>

Breast Health Education:

- ✓ 57% of attendees had an opportunity to schedule mammograms at the events, and 26% of those attendees were successful in scheduling a mammogram.<sup>3</sup>
- ✓ 21% of those who scheduled a mammogram were late.<sup>3</sup>

Full survey results from 2010 Spirit Girls' Night Out can be found in Appendix A.



<sup>1</sup> Represents only those hospitals that reported educating on sleep health. Consumer survey in appendix may not reflect the accurate number as the survey attached is for all hospitals, not just those that focused on sleep health.

<sup>2</sup> Represents only those hospitals that reported educating on DVT and PE. Consumer survey in appendix may not reflect the accurate number as the survey attached is for all hospitals, not just those that focused on DVT and PE.

<sup>3</sup> Represent only those hospitals that reported educating on breast health. Consumer survey in appendix may not reflect the accurate number as the survey attached is for all hospitals, not just those that focused on breast health.



### III. Consumer Profile

Since its inception, Spirit Girls' Night Out has given hospitals a multigenerational approach to developing trusting relationships with women in their communities. Spirit hospitals motivate women to take action for their health knowing that women serve as the primary healthcare decision-makers in their household. With 24,000 consumers participating across the country, Spirit Girls' Night Out gives hospitals a true grassroots opportunity to change the health of their communities, one woman at a time.

Spirit Girls' Night Out attracted participants across different ethnic, age and socioeconomic strata. Each event incorporated its own local and regional flavor to ensure sensitivity to the interests, ages, ethnicities and cultural differences of each community. The average consumer who attended 2010 Spirit Girls' Night Out can be described as follows:

- Female
- Caucasian (87%; 3% Hispanic, 2% Asian, and 7% African American)
- 51.6 years old
- Holds a bachelor's degree and/or a master's degree or has some college (74%)
- Insured (96%)
- Has children (79%, however 71% are no longer living at home)
- Has a household income above \$45,000 (69%)

Overall, the average Spirit Girls' Night Out attendee meets Spirit of Women's target demographic as the household decision-maker for consumer purchases as well as healthcare decisions.

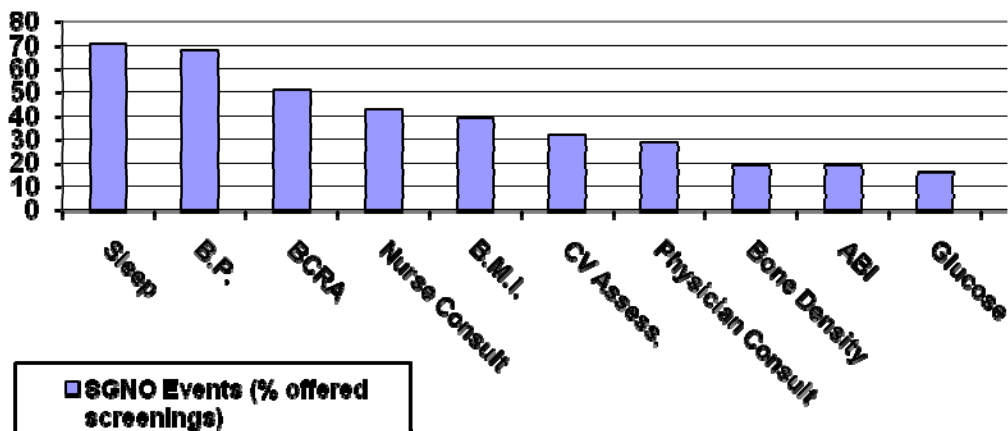


## IV. Healthcare Professional Profile

Spirit of Women used SGNO as a platform to position healthcare providers as experts, helping consumers realize that they no longer need to travel far and wide to find top-of-the-line healthcare. In addition to positioning providers and hospitals as leading healthcare professionals in the community, Spirit of Women also helps hospitals enhance existing physician relationships and build relationships with new physicians, one of the most common goals shared by Spirit of Women hospitals.



Spirit Girls' Night Out is also a strategy used by hospitals to enhance referrals to all services. This conclusion is reinforced by a survey of Spirit Girls' Night Out 2010 attendees where Spirit of Women found that 51% of consumers said that they would make or have made an appointment with their healthcare provider as a result of something they learned at the event. Consumers expressed an appreciation for meeting healthcare providers in a casual setting, citing that it was 'less intimidating.' Many women explained that they were introduced to their healthcare providers at Spirit Girls' Night Out. Additionally, many events offered consumers the opportunity to receive screenings at little to no-cost.





## V. Participating Hospitals

SGNO 2010			
Hospital	City	State	DMA
Allegan General Hospital	Allegan	MI	Grand Rapids-Kalamazoo
Banner Desert Medical Center	Mesa	AZ	Phoenix
Baptist Medical Center	San Antonio	TX	San Antonio
Beaufort Memorial Hospital	Beaufort	SC	Savannah
Beaufort Memorial Hospital	Beaufort	SC	Savannah
Beaumont Hospital	Grosse Pointe	MI	Detroit
Benefis Health System	Billings	MT	Great Falls
Blanchard Valley Health System	Findlay	OH	Toledo
Brookhaven Memorial Hospital Medical Center	Patchogue	NY	New York
Central Baptist Hospital	Lexington	KY	Lexington
Christiana Care Health Services	Newark	DE	Philadelphia
Columbus Regional Healthcare System	Columbus	GA	Columbus
Corpus Christi Medical Center	Corpus Christi	TX	Corpus Christi
Danbury Hospital	Danbury	CT	New York
Decatur County Memorial Hospital	Greensburg	IN	Indianapolis
Decatur Memorial Hospital	Decatur	IL	Champaign-Springfield
DuBois Regional Medical Center	DuBois	PA	Johnstown-Altoona
Evergreen Hospital Medical Center	Kirkland	WA	Seattle-Tacoma
Forrest General Hospital	Hattiesburg	MS	Hattiesburg-Laurel
Freeman Health System	Joplin	MO	Joplin-Pittsburg
Frye Regional Medical Center	Hickory	NC	Charlotte
Genesis HealthCare System	Zanesville	OH	Zanesville
Gerber Memorial Health Services	Fremont	MI	Grand Rapids-Kalamazoo
Good Samaritan Medical Center	West Palm Beach	FL	West Palm Beach
Good Shepherd Medical Center	Longview	TX	Dallas-Fort Worth
Gordon Hospital	Calhoun	GA	Atlanta
HCA Virginia Health System	Richmond	VA	Richmond-Petersburg



Holy Spirit Health System	Camp Hill	PA	Harrisburg-Lancaster
Huguley Memorial Medical Center	Fort Worth	TX	Dallas-Fort Worth
Indiana Regional Medical Center	Indiana	PA	Pittsburgh
Integrus Health	Oklahoma City	OK	Oklahoma City
Kaleida Health	Buffalo	NY	Buffalo
Kettering Medical Center	Dayton	OH	Dayton
Kettering Medical Center	Dayton	OH	Dayton
Lovelace Health System	Albuquerque	NM	Albuquerque- Santa Fe
Mary Washington Healthcare	Fredericksburg	VA	Washington D.C.
Medical Center of Plano	Plano	TX	Dallas-Fort Worth
Medical City Dallas	Dallas	TX	Dallas-Fort Worth
Memorial Hospital	York	PA	Harrisburg-Lancaster
Mercy Health Center	Fort Scott	KS	Joplin-Pittsburg
Mercy Hospital	Independence	KS	Tulsa
NCH Healthcare System	Naples	FL	Fort Myers-Naples
Nebraska Methodist Health System	Omaha	NE	Omaha
North Central Baptist Hospital	San Antonio	TX	San Antonio
North Colorado Medical Center	Greeley	CO	Denver
North Kansas City Hospital	N. Kansas City	MO	Kansas City
North Mississippi Medical Center	Tupelo	MS	Memphis
NorthBay HealthCare Group	Fairfield	CA	San Francisco
Orange Park Medical Center	Jacksonville	FL	Jacksonville
Parkview Adventist Medical Center	Brunswick	ME	Portland-Auburn
Parkview Medical Center	Pueblo	CO	Colorado Springs-Pueblo
Parrish Medical Center	Titusville	FL	Orlando
Pekin Hospital	Pekin	IL	Peoria-Bloomington
Piedmont Hospital	Atlanta	GA	Atlanta
Piedmont Medical Center	Rock Hill	SC	Charlotte
Pocono Health System	E. Stroudsburg	PA	Wilkes-Barre-Scranton
Provena St. Mary's Hospital	Kankakee	IL	Chicago
Saint Vincent Health Center	Erie	PA	Erie



Self Regional Medical Center	Greenwood	SC	Greenville
South Jersey Healthcare	Vineland	NJ	Philadelphia
Spartanburg Regional Healthcare System	Spartanburg	SC	Greenville
St. Cloud Hospital	St. Cloud	MN	Minneapolis
St. Elizabeth Regional Health	Lafayette	IN	Lafayette
St. Francis Hospital & Health Centers	Indianapolis	IN	Indianapolis
St. Luke's Hospital	Chesterfield	MO	St. Louis
TriHealth	Cincinnati	OH	Cincinnati
Washington Regional Medical Center	Fayetteville	AR	Fayetteville





## VI. PR and Media Summary

Spirit of Women and its member hospitals garnered millions of media and PR impressions for the 2010 Spirit Girls' Night Out program. *Reader's Digest* was a media partner in both the 2009 and 2010 Spirit Girls' Night Out programs. The national Spirit of Women office performs media outreach as does its member hospitals. A list of media placements may be requested.





## VII. Corporate Partners

Spirit of Women would like to thank our partners, ResMed, *Reader's Digest*, and the Vascular Disease Foundation for their support for the 2010 Spirit Girls' Night Out.

**ResMed** is a leading developer, manufacturer, and distributor of medical equipment for the treatment and management of sleep-disordered breathing and other respiratory disorders.



**Reader's Digest** inspires by celebrating what is best in our world, our communities and ourselves. Through shared stories and shared experiences, we provide ways for people of all ages to feel uplifted and connected as caring contributors to the global community.



**Vascular Disease Foundation** was established in 1998. The Vascular Disease Foundation (VDF) develops educational information and initiatives for patients, their families and friends, and health care providers regarding serious but often ignored vascular diseases. In fact, VDF is the only multidisciplinary national public 501(c)(3) non-profit organization focused on providing public education and improving awareness about vascular diseases. For more information, visit [www.vdf.org](http://www.vdf.org).





## **Appendix A: Spirit Girls' Night Out Consumer Survey**