



Spirit of Women is a consumer relationship strategy and the ONLY national network of hospitals dedicated solely to harnessing the power of the female consumer to improve hospital financial outcomes.

Our business strategy packages and promotes all hospital service lines specifically to women via engaging educational programs and materials that are supported by:

- > promotion (robust marketing and communications materials),
- > professional resources (advocacy initiatives), and
- > people (dedicated staff and networking opportunities).








ANNUAL REPORT 2011



VALUE PROPOSITION

Spirit of Women membership delivers:

-  Grow Service Line Volumes and Patient Utilization
-  Increase Patient Acquisition and Retention
-  Achieve Measurable Financial Gain
-  Gain Competitive Advantage
-  Enhance Physician Engagement

Spirit of Women programs and tactics are credible, unique, exclusive and proven to drive results.

HOSPITAL NETWORK SCOPE

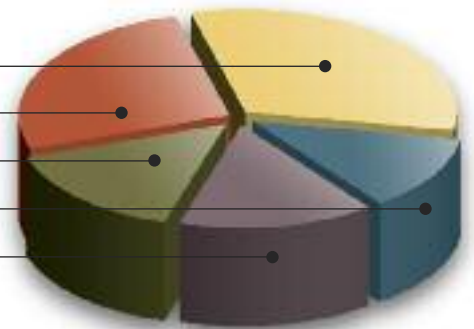
- > 100 leading non-competing hospital markets
- > 450 healthcare facilities
- > 20,000 active physicians
- > 37,500 nurses and nurse practitioners
- > 80% member retention rate

HOSPITAL NETWORK PROFILE

- > 70% of member hospitals are medium-sized facilities (between 101 and 499 beds)
- > 93% are located in an 'urban' geography

Geographically

- Midwest 32%
- Southeast 26%
- Northeast 15%
- Southwest 15%
- Other 12%



POWERFUL ADVOCACY PARTNERSHIPS

With Spirit of Women, your hospital is promoted as a valued contributor to the credibility of a coalition of American hospitals, healthcare providers, media, advocacy groups and governmental agencies who are collectively moving healthcare to the next level in the United States.



HOSPITAL NETWORK BUSINESS PRIORITIES

Spirit strategy is anchored by tangible and quantifiable annual business objectives that align with your hospital's overall strategic plan. Based on an analysis of hospital plans, the Spirit of Women strategy was used for the following top five growth objectives:



NATIONAL EDUCATIONAL PLATFORM

Working from a detailed analysis and understanding of leading women's health concerns, Spirit of Women positively addresses the healthcare issues faced by women and their communities. The 2011 Spirit of Women Program Platform included the following components:

2 National Signature Events:

Day of Dance
FOR YOUR HEALTH

Primary focus: Cardiovascular

Spirit girls' night out

Primary focus: Breast Health

4 Hospital Seminar Series:

Q1 Primary focus: Pain Management

Q2 Primary focus: Pelvic Health

Q3 Primary focus: Cancer

Q4 Primary focus: Diabetes

Spirit HOSPITAL SEMINAR SERIES

12 Spirit Monthly Health Promotions:

A unique, fully developed communication strategy focusing on a specific health topic each month.

Spirit Monthly Health Promotion

Spirit of Women



NATIONAL STANDARDS

of excellence in women's health

The Spirit of Women National Standards of Excellence in Women's Health measurably demonstrates the value of women's health education and community outreach.

Award Winning Creative

Spirit of Women has received recognition from several organizations for excellence in marketing.

American Society of Healthcare Publication Editors (ASHPE)
SILVER:
 Best Digital Publication
 Spirit of Women Magazine
 Spring 2010

Aster Awards Program
GOLD: Service Line- Women's Spirit Monthly Health Promotions

GOLD: Patient Education- Series This is Serious Campaign (for VDF)

SILVER: Magazine Publication- Single Spirit of Women Magazine

Healthcare Marketing Report's Healthcare Advertising Awards

GOLD: Health Promotion Program Spirit Monthly Health Promotions

SILVER: Publication External Spirit of Women Magazine

BRONZE: Special Event Day of Dance 2011

MERIT: Poster Spirit Girls' Night Out 2010

Web Health Awards
SILVER: Web site Dayofdance.org

SIGNATURE PROGRAMMING OUTCOMES

Spirit events and programs are unparalleled in their consistent ability to drive women to their physicians, screenings and diagnostic services, and acute care.

Day of Dance 2011

- > 78 hospital-hosted events
- > 70,000+ attendees
- > 200+ million media impressions
- > 47% had never been to the hospital
- > 64% are more likely to use their hospital's services because of attending Day of Dance
- > 98% said they would refer a friend to Day of Dance 2012



Spirit Girls' Night Out 2010

- > 71 hospital-hosted events
- > 24,000+ attendees
- > 100+ million media impressions
- > 51% of attendees have made, or will make, an appointment to visit their health-care provider as a result of Spirit Girls' Night Out
- > 90% of attendees felt more familiar with services offered by the hospital



RETURN ON INVESTMENT

A Spirit of Women partnership with a hospital guarantees a commitment to measuring the results of community outreach, educational campaigns and women-focused quality initiatives. Return on investment measurement models vary significantly from Spirit member hospital to hospital, but they all share the objective of demonstrating that good health is good business illustrated by revenue returns, increased utilization and market share growth.

The average hospital consumer database size:

- > 1,517 active consumers = The average hospital consumer database size
- > \$7.5 Million = Average gross revenue per hospital Spirit program
- > Member hospitals report financial success with Spirit of Women in a variety of ways, including:

- Over \$14.8 million in gross charges in one year
- Over \$4.7 million in contribution margin in one year
- Over \$1 million in net economic impact in one year
- 102% increase in annualized visits from existing patients
- Over 8% volume growth in non-reproductive women's services in a flat population growth market
- \$18.80 return on investment for every \$1.00 spent

BRING SPIRIT TO YOUR COMMUNITY

For more information on becoming the exclusive Spirit of Women hospital partner in your market, please contact

Guy McClurkan
 Executive Vice President
 gmclurkan@spiritofwomen.com
 or 561-544-2030

Spirit of Women
 2424 North Federal Highway, Suite 100
 Boca Raton, FL 33431