



Women's Health Awareness & Education

(Media Partners)

ABOUT THE CAMPAIGN

While we help her **Know Where to Go**, finding the best healthcare is only one piece of the puzzle. To **further our mission** to empower women to make better healthcare choices in 2022, we want to help her find the best and most trusted information on her health conditions so she can **Know What to Do** and be an educated consumer and take an active part in living a healthier life.

To fulfill that goal, we are looking for trusted organizations to collaborate with us as partners on a national campaign to drive trust, awareness, and education among consumers to “**Know Where to Go, Know What to Do**” for better healthcare.

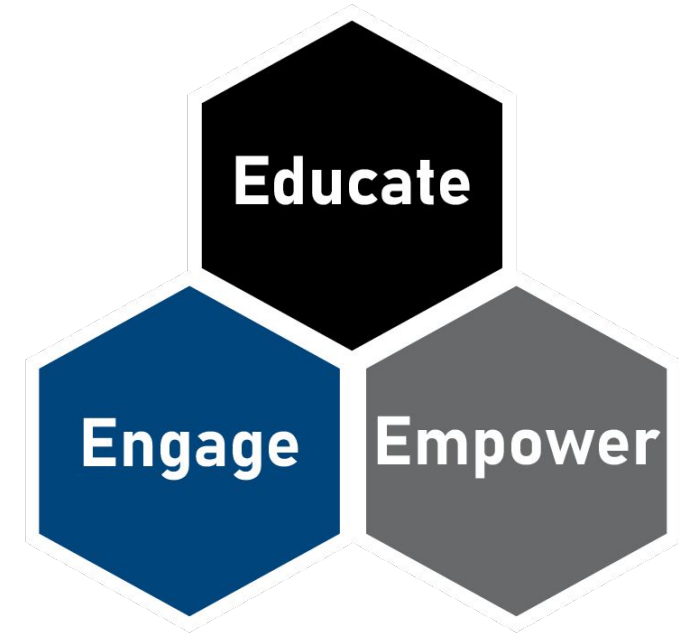
The Women's Choice Award and its educational partners will unite to spread the word on women's health through the “**Know Where to Go, Know What to Do**” campaign via promotions on websites, social media, print publications and community and consumer outreach.

While the official launch will be in January, 2022 our press focus will be in May in celebration of **National Women's Health Week**.

THE COLLECTIVE GOAL



Collaborate with trusted health organizations, brands and the media to increase awareness of the most trusted sources for women's health



THE ASK

Our ask of partners, sponsors and supporters is simple and straightforward to **help drive campaign awareness**:

1. **Display a** Know Where to Go, Know What to Do **badge on your website linking to the campaign landing page,**
2. **Share a social media post** at least once a month,
3. **Share a joint press release** with the media to promote your partnership in the Know Where to Go, Know What to Do campaign,
4. **Share our women's health survey** with your database to broaden the reach and grow the impact of the findings that will be presented in a national press release!
5. Other opportunities as they present themselves such as shared articles and media outreach

*1, 2 & 3 will be provided in the Campaign Toolbox

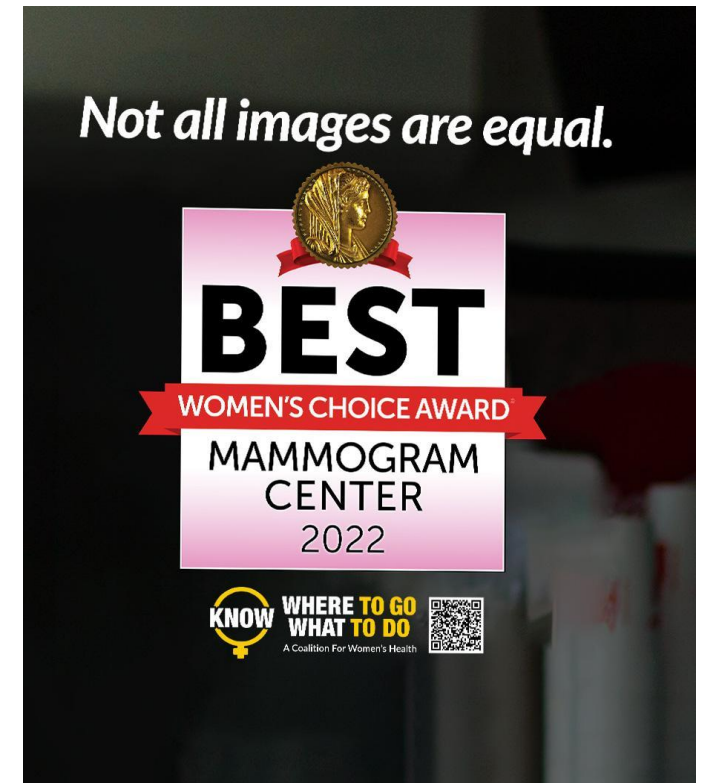


PARTNER SUPPORT



ADDED EXPOSURE

National brand sponsors and hospital supporters will help promote the campaign via social media, press and window signage



IN RETURN, YOU WILL RECEIVE:



Exposure



Trust



Goodwill

THROUGH...

FEATURED LOGO & BACKLINKS

Corporate Sponsors & Supporters

We are grateful for the support of our corporate sponsors for harnessing the power of their brands, consumers, communities, and employees to help empower and educate women to make their health a priority.

[Learn more >>](#)

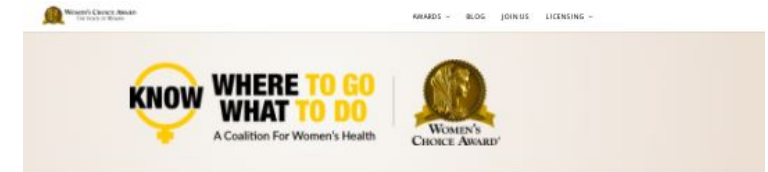
[Learn more >>](#)

[Learn more >>](#)

[Learn more >>](#)



Logo will be included on campaign landing page as a Corporate Sponsor & Supporter



Working together with the leading women's health organizations to educate and empower women to make their health a priority.

The Women's Choice Award's mission is to help women find the best healthcare and resources to stay healthy. We know how busy you are and how complicated navigating healthcare can be, so to simplify your life and ensure you **KNOW WHERE TO GO AND KNOW WHAT TO DO**, we created this extraordinary alliance of the most trusted health resources to educate and empower women to take responsibility for their well-being, understand their health, and ensure a successful outcome of their unique health needs. It's about we want you to live well. So please share the important resources with everyone you care about so they too know where to go and what to do!



KNOW WHERE TO GO

The Women's Choice Award for Best Hospitals™ has created a coalition that identifies the nation's best hospitals based on robust criteria that includes relevant clinical performance, patient satisfaction and appropriate considerations. These Best Hospitals demonstrate exceptional ratings, providing the highest level of care and commitment to their patients' health and well-being. The Women's Choice Award is the only designation that takes into consideration the preferences of women when selecting a hospital care, women can benefit from it choosing the best care for themselves and their families.

[Find a Best Hospital Near You](#)

KNOW WHAT TO DO

In a world of mistrust and overwhelming clutter, finding the most reliable health resources, education, and support can be a challenge. We are grateful to the passionate health organizations below that share our mission to empower you to prioritize your health – and live well. This alliance has promised to work together to ensure you have the education, support and tools to make your health a priority.

[Learn more >>](#)

[Learn more >>](#)


[Learn more >>](#)


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CAMPAIGN MEDIA... In addition to your support!

Your logo will be featured in:



4/C Ad in
USA Today

BECKER'S
HOSPITAL REVIEW

*Full page Becker's
Hospital Review*

Readership over 70K

PLUS



*National Press Release
(Jan & May)*



Lumpectomy: What You Need To Know

This content is for informational purposes only and is not intended to provide medical advice or to treat, diagnose, cure or prevent any disease or condition....

Mammograms

This content is for informational purposes only and is not intended to provide medical advice or to treat, diagnose, cure or prevent any disease or condition....

Breast Cancer Does Not Recognize Celebrity: Four Celebrities Stress the Importance of Early Detection

When it comes to a diagnosis of breast cancer, one of the first questions one asks is, why me? Cancer, however, makes no distinction. It hits the rich and the...

5 Breast Health Tips for Every Woman

Fight Breast Cancer With Healthy Habits Now October is National Breast Cancer Awareness Month. Every year, during the entire month of October various...

Tragedy to Triumph: An Interview with our CEO, Delia Passi

Breast Cancer Survivor Inspired to Create Women's Choice Awards When Delia Passi accompanied her friend to a mammogram appointment in 2003, she never dreamed...

Mammogram Guidelines Change - and Differ - Once Again

from HealthyWomen.org's Breast Health Center by Elizabeth Battaglini, Co-Founder, Women's Health Expert, RN If you're feeling confused about mammograms and what...

WCA to write or repurpose
blog content and include
backlinks to your site for
women to get more
information

WOMEN'S HEALTH SURVEYS

WCA will conduct a women's health survey and summarize the findings in a blog and national press release.

(If applicable)

Partner to distribute survey to Partner's database and/or post survey overview on Partner's website and/or social media channels



THE TIMELINE

Every partnership will be customized to optimize educating and empowering women to better health in 2022



WCA Best Hospitals Website LIVE
(resource backlinking, logos on partner/advocacy pages)



Joint press release announcing our partnership



Social Posts announcing our partnership

WCA Best Hospitals **LAUNCH**

WCA Best Hospitals Program sales/enrollment outreach (mention of partnership)



MAY

Social Posts announcing our healthcare partners for 2022 & Cross-promotion for women's health



National press release announcing our 2022 healthcare partners to support Women's Health stats from survey

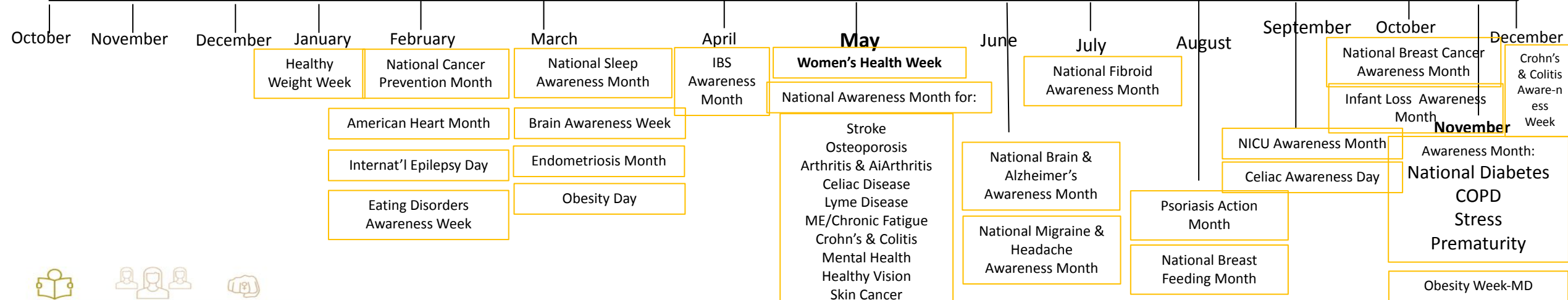
National announcements featuring our healthcare partners for 2022



BECKER'S

HOSPITAL REVIEW

WCA Best Hospitals Program year



EDUCATE. ENGAGE. EMPOWER.

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MEDIA PARTNER RECAP

Ways Partner can help spread awareness*:

- Distribute joint press release announcing Partnership in the Know Where to Go, Know What to Do Campaign
- Include **Know Where to Go, Know What to Do** campaign **as a resource** on Website via badge icon, back linking to program landing page
- **Social media** post/announcements tagging **Know Where to Go, Know What to Do** campaign (Social media posts to be provided by WCA, for partner to post 1x/month through Dec. 2022)

Additional:

- Distribute WCA women's health survey to Partner's database of women (if applicable) and/or post women's health survey overview in a short blog written by WCA team on Partner's website and/or social media
- Other opportunities as they present themselves such as shared articles and media outreach

In return, WCA will*:

- Provide a customizable joint press release **template** for partner distribution
- Distribute **joint press release** announcing the launch of partnership with sponsors and educational partners
- Include Partner **logo** on WomensChoiceAward.com & program landing page
- **Tag partners in social media posts** throughout the year
- Provide **Toolbox** to help promote Know Where to Go, Know What to Do (includes: social media posts, logos, press release template, etc)
- Manage the campaign **web page**

Additional Exposure:

- **National Press release** announcement for Women's Health Week featuring partner logos (to include stats from women's health survey)
- Partnership announcements in **Becker's Hospital Review** - full page -(Partner Logo included)
- **USA Today** - ½ page, full color ad (Partner logo included)
- **Blog Content:** WCA to write or repurpose blog content so as to **backlink** to Partner website improving SEO
- Additional national media coverage TBD

*pending approval

NEXT STEPS



What we need to get your brand featured:

- Hi-res logo (including a round version if you have)
- Link where you would like the **Learn More** button directed

Thank you for supporting this important coalition!

Stay tuned for an invite for a December webinar to introduce participating organizations



WHERE TO GO WHAT TO DO

A Coalition For Women's Health



Delia Passi

dpassi@womenschoiceaward.com

Kathi Waldhof

kwaldhof@womenschoiceaward.com

Stefanie Zinchiak

szinchiak@womenschoiceaward.com

Office: 954-922-0846 x 2