Women’s Health Awareness & Education
(Educational Partners)
ABOUT US: KNOW WHERE TO GO

The Women’s Choice Award for Best Hospitals™ is a coveted credential that identifies the nation’s best hospitals and health facilities based on robust criteria that includes relevant clinical performance, patient satisfaction and appropriate accreditations. Unlike other hospital accolades, the Women’s Choice Award is unique in that it is the only national list that simplifies a woman’s choice and preferences when selecting a hospital. As the most trusted award for women, we provide resources to patients to educate them on Where to Go and why to choose one facility over another.

We recognize healthcare providers in the following service lines:

- Bariatrics
- Cancer Care
- Children’s Hospitals
- Comprehensive Breast Center
- Emergency Care
- Heart Care
- Mammogram Imaging Center
- Minimally Invasive Surgery
- Obstetrics
- Orthopedics
- Stroke Care
- Women’s Services (Obstetrics, Heart, Breast, Robotics Surgery)
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 GOAL

✔ Collaborate with trusted health organizations and supporting brands to increase awareness on women’s health

✔ Women to take charge of their health and understand their unique health needs

✔ Provide her with trusted information

✔ Save more lives
Your organization can help answer the Know What to Do piece of the puzzle as a trusted organization that aims to educate and empower women to take responsibility for their well-being, understand their health, and increase awareness of their unique health needs.

Our ask is simple and straight-forward ... to help drive awareness of the Know Where to Go, Know What to Do campaign.

Our ask is in-kind, so that we all leverage existing assets to educate and drive awareness to women--and that means, all the women we reach collectively.

JOIN US!
Don’t be the best kept secret out there.
Our ask of partners, sponsors and supporters is simple and straight-forward 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*
Display a Know Where to Go, Know What to Do badge on consumer-facing website with link to the campaign landing page & social media posts.

Proud Partner Support

Badge & social post templates will be provided in toolkit.
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
- Funding

THROUGH...
Logo will be included on campaign landing page as a Know What To Do Partner and on a banner at top of Women’s Choice Award Best Hospitals landing pages.

Reciprocal backlinking to help women find and learn more about health issues that affect her while also helping SEO.

As well as on our corporate advocacy page.
PARTNERSHIP ANNOUNCEMENTS

WCA will announce *Know Where to Go, Know What to Do* launch and partnership in *national press releases* as well as in a prominent healthcare trade publication and national newspaper. Partner logos will be featured.

BECKER’S
HOSPITAL REVIEW

Readership over 70K
Additional media coverage is in the works with national media outlets such as CNN, USA Today, Marie Claire.

Your organization, leadership and/or logo to be included.
Partner logo will be included, and organization will be tagged in select Know Where to Go, Know What to Do awareness announcements on social media, spotlighting your position as a partner joining forces to provide the best healthcare and education for women.

WCA will provide monthly social media post templates promoting Know Where to Go, Know What to Do campaign, linking to program landing page. Messaging will tie into monthly women’s health topics. Partners are encouraged to share these posts.

We can also share Partner social posts for greater exposure.
We encourage you to share Know Where to Go, Know What to Do awareness announcements on social media, spotlighting your position as a partner joining forces to provide the best healthcare and education for women.

A toolkit link will be provided to partner organizations to easily access campaign logos, badges, suggested social media posts and captions, and a customizable press release template. Link to the campaign website for greater exposure and web traffic.
WCA to write or repurpose blog content and include backlinks to Partner site for women to get more information.
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
WCA will donate $1 for every survey response through our research division (up to $750)

Partner will be the designated the monthly organization for surveys conducted during one month of 2022 (TBD)*

*pending approval
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

WCA Best Hospitals Program Year

October

- American Heart Month
- Stroke Awareness Month

November

- National Diabetes Awareness Month
- COPD Awareness Month
- Stress Awareness Month
- Prematurity Awareness Month

December

- National Cancer Prevention Month
- Brain Health Month
- Eating Disorders Awareness Week
- NICU Awareness Month
- National Breast Feeding Month
- Obesity Awareness Week-MD
- Infant Loss Awareness Month

January

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February

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THE PARTNERSHIP OPPORTUNITY 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

Cost: $0/In-Kind per educational partner
Value: $75,000+

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
- For one month of 2022 (TBD), Partner will be the designated monthly organization for which WCA will donate $1 for every survey response through our research division (up to $750)
- Additional national media coverage TBD

*pending approval
THE BENEFITS

✔ Increase awareness on women’s health
✔ Empower & engage women to take charge of their health
✔ Educate her with trusted information
✔ Increase brand exposure & web traffic
✔ Build trust with women
✔ Gain wider authority
✔ Grow brand value
✔ Save more lives
✔ Put your philanthropic values into practice
✔ Opportunity to align your organization with other respected non-profit organizations

JOIN US!
Don’t be the best kept secret out there.
We will need the following assets to get your profile created on the landing page:

- Hi-res logo (including a round version if you have)
- Link where you would like the Learn More button directed
- Link and text for optional 2nd button
- Brief description up to 25 words

- We will invite you to a planning webinar in December to go over the January launch in more detail and introduce all participating organizations
WCA will be sending boxes to partner hospitals nationwide starting in December and we are happy to include a flyer, brochure, etc from your organization in the box to share with those hospitals *pending approval
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