



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)

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 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

KNOW **WHAT** TO DO

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.

THE ASK



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

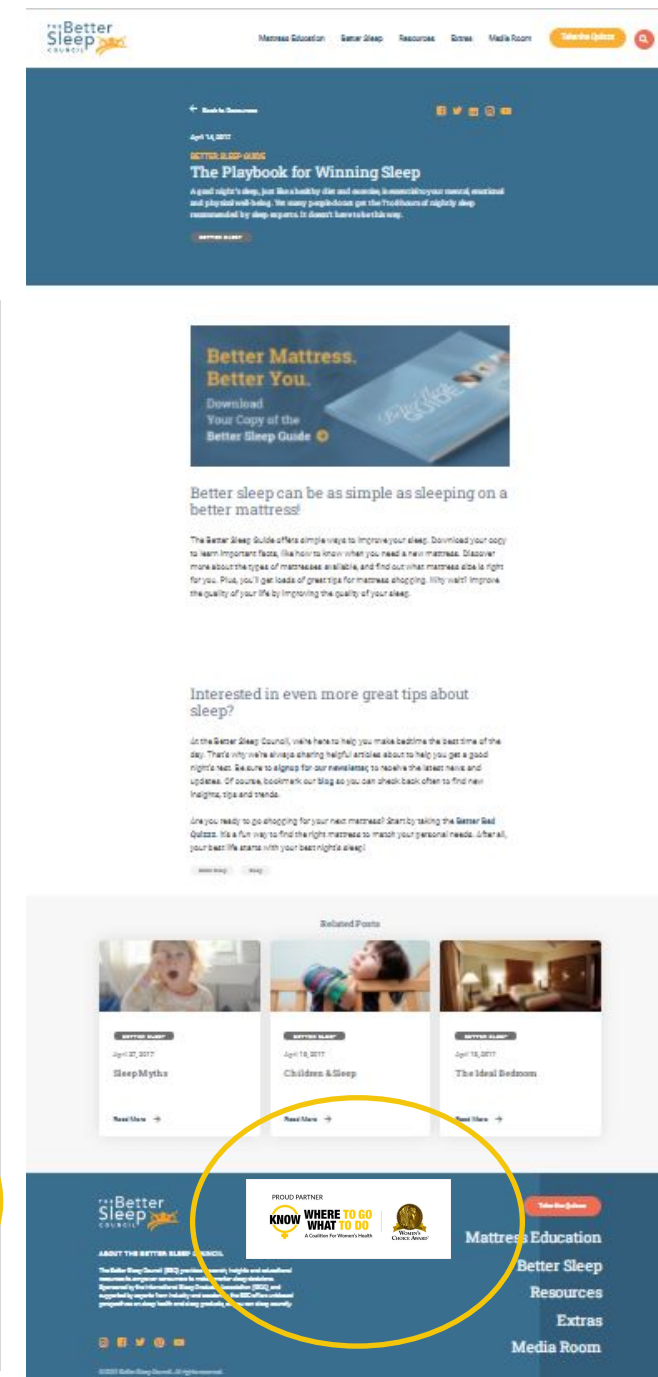
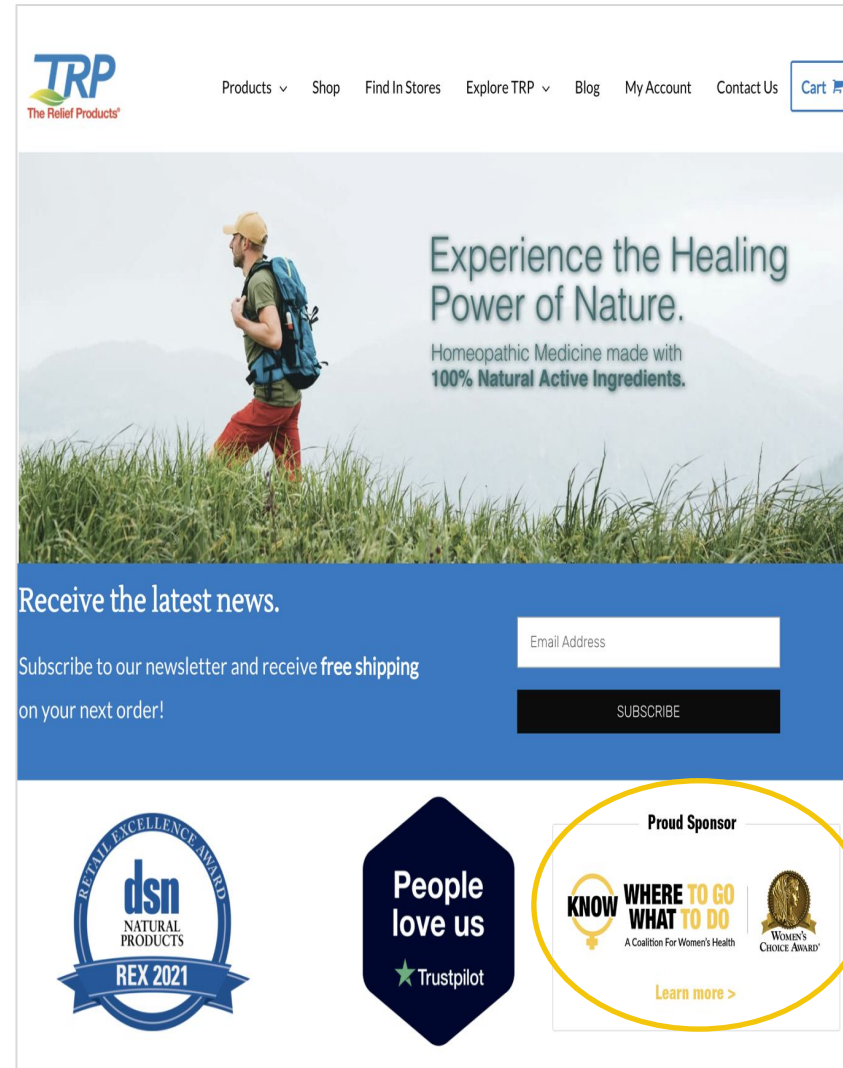
*1, 2 & 3 will be provided in the Campaign Toolbox

PARTNER SUPPORT

PROUD PARTNER



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



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



Funding

THROUGH...

LOGO FEATURED & BACKLINKS

Logo will be included on campaign landing page as a Know What To Do Partner and 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

WOMEN'S CHOICE AWARD™
THE VOICE OF WOMEN

AWARDS ▾ BLOG JOIN US LICENSING ▾

HEALTHCARE BRANDS COMPANIES TO WORK FINANCIAL CARS COLLEGES

Search by Name... (optional) OR City, State, Zip Code All **SEARCH**

BEST HOSPITALS IN THE US

The Women's Choice Award for Best Hospitals™ is a coveted credential that identifies the nation's best hospitals based on robust criteria that includes relevant clinical performance, patient satisfaction and appropriate accreditations. 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. Now, women can feel confident in choosing the best care for themselves and their families.

KNOW WHERE TO GO
A Coalition For Women's Health

14505 Matches Sort by: A - Z

ADVENTHEALTH SEBRING
4200 Sun 'N Lake Blvd.
Sebring, FL 33872
(863) 402-7575
AdventHealth Sebring was awarded in *Best Mammogram Imaging Center*.
BEST MAMMOGRAM IMAGING CENTER
LEARN MORE

ADVENTHEALTH TAMPA- KAY MEYER BREAST CARE CENTER
3000 Medical Park Drive
Tampa, FL 33613
(813) 615-71205
AdventHealth Tampa- Kay Meyer Breast Care Center was awarded in *Best Mammogram Imaging Center*.
BEST MAMMOGRAM IMAGING CENTER
LEARN MORE

ADVENTHEALTH WAUCHULA
735 S 5th Ave
Wauchula, FL 33993

Find The Best

- ☒ All
- ☐ Bariatrics
- ☐ Cancer Care
- ☐ Children Hospitals
- ☐ Comprehensive Breast Centers
- ☐ Emergency Care
- ☐ Extended Care Facilities
- ☐ Heart Care
- ☐ Mammogram Imaging Center
- ☐ Minimally Invasive Surgery
- ☐ Obstetrics
- ☐ Orthopedics
- ☐ Outpatient Experience
- ☐ Patient Experience
- ☐ Patient Safety
- ☐ Stroke Care

Clear Filter

KNOW WHERE TO GO
A Coalition For Women's Health

WOMEN'S CHOICE AWARD™

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 improve experiences of their unique health needs. In short we want you to live well! So please share the important research with everyone you care about so they too know where to go and what to do!

KNOW WHERE TO GO
A Coalition For Women's Health

WOMEN'S CHOICE AWARD™

KNOW WHAT TO DO

The Women's Choice Award for Best Hospitals™ is a coveted credential that identifies the nation's best hospitals based on robust criteria that includes relevant clinical performance, patient satisfaction and appropriate accreditations. 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. Now, women can feel confident in 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 vision 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.

YOUR LOGO

Corporate Sponsors & Supporters

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

Brands that CARE

As well as on our corporate advocacy page

Advocacy

Our commitment to advocacy is an important part of our mission! WomenCertified, the home of the Women's Choice Award is on a mission to empower women to make smart choices. We are committed to supporting women and their families through programs and partnerships. We understand that women are busy and that life brings about many challenges, so our goal is to provide women and their families with the tools and resources that will empower them in their life goals and improve their lives. Working with our partners allows us to fulfill our mission through multiple venues. We thank our partners for playing an important role and supporting our vision.

YOUR LOGO

PARTNERSHIP ANNOUNCEMENTS



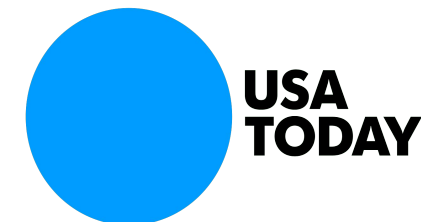
WCA will announce
Know Where to Go, Know What to Do
launch and partnership in **national press releases** as well as in a prominent
healthcare trade publication and
national newspaper.
Partner logos will be featured

BECKER'S
HOSPITAL REVIEW

Readership over 70K



[View more past examples of WCA In Print >>](#)



BECKER'S --- HOSPITAL REVIEW

March 2021

BECKER'S

Vol. 2021 No. 3

HOSPITAL REVIEW

HONORING PROGRESSIVE LEADERS WHO

RAISE THE BAR ON HEALTHCARE

THOMAS DINE
President
St. Joseph Hospital
Hartford, CT

DIANE GAY
SWH Chief Operating
Officer and President CEO
St. Luke's Hospital
Cleveland, MO

SCOTT BLUMER
CEO
Allscripts Clinic
Billings, MT

KENDRA TAYLOR
President BCTC
Salem Community Hospital
Salem, IL

EDWIN L. BEARDO, JR.
President & CEO
Catalina Valley Health
System
Hickory, NC

ERIK WADGINESS
CEO
AdventistCare Wesley
Chapel
Wesley Chapel, FL

LESLIE D. HIRSCH
President & CEO
Saint Peter's Healthcare
System
Saint Peter's University
Hospital
New Brunswick, NJ

JOAN M. COFFMAN
President & CEO
St. Tammany Health System
Covington, LA

"Being recognized as a hospital of choice among women takes the commitment of leadership and staff and ongoing devotion to providing every patient with optimal care. Your leadership is the driving force for setting high standards and culture and we applaud your accomplishment for earning the Women's Choice Award and thank you for supporting our mission to help women find the best healthcare."

Della Passi, Founder,
Chief Mission Officer,
Women's Choice Award™

For the full list of Women's Choice Award Best Hospitals
visit www.womenschoiceaward.com/best-hospitals



8 Years Honoring
AMERICA'S BEST HOSPITALS
 for Outstanding
 Patient Experience

We are saluting these progressive leaders and hundreds of others like them, who share in our mission to identify those hospitals that deliver the highest quality healthcare to women and their families.



Della Passi, Founder,
 Chief Mission Officer,
 Women's Choice Award™

WOMEN'S CHOICE AWARD™
 AMERICA'S BEST HOSPITALS

 <p>SCOTT ADAMS Chief Executive Officer PulteGroup Inc./Hospital PulteHome, FL</p>	 <p>DEBBIE ELLEN CHUBB President and CEO HCA Healthcare Wesley Chapel Wesley Chapel, FL</p>	 <p>VICKI BAUER CEO Cleveland Clinic Cuyahoga Falls, OH</p>	 <p>PAUL SHAPIRO Chief Executive Officer St. John's Hospital and Center Jackson, WI</p>	 <p>PATRICK M. GANDY, JR. CEO University of Michigan Medical Center Lafayette, LA</p>	 <p>RANDALL K. GIBB CEO HCA Healthcare Birmingham, MT</p>	 <p>BRIAN HILLILAND CEO Cleveland Clinic Franklin, OH</p>	 <p>LINDA S. BRIGGS Interim CEO/President of Saint Joseph's Hospital System, Saint Joseph's University Medical Center of New Brunswick, NJ</p>
 <p>DR. GERALD REIBER President and CEO Dignity Health Catholic Healthcare Detroit, MI</p>	 <p>ROBERT J. BRATHWAITE President and Chief Executive Officer HCA Healthcare Nashville, TN</p>	 <p>CHRISTINE M. CANDIO President and Chief Executive Officer St. Louis, MO St. Louis, MO</p>	 <p>JOANN M. COFFMAN President and CEO St. Barnabas Hospital Cambridge, MA</p>	 <p>AURELY MEYERS President and CEO The Valley Medical Center Rockwood, TN</p>	 <p>JULIE MILLER-PHELPS President and CEO Kaiser Permanente Medical Center of Southern California</p>	 <p>JANET S. POPE Chief Executive Officer HCA Healthcare Nashville, TN</p>	 <p>KATHLEEN BAEFFEL President Adventist Health Redding, CA</p>
 <p>BRIAN K. KRAMER CEO Ochsner Medical Center New Orleans, LA</p>	 <p>EUGENE DELLA President HCA Healthcare Nashville, TN</p>	 <p>STEPHEN A. ESTES President and CEO HCA Healthcare Nashville, TN</p>	 <p>MARK FUNDERBURK President and CEO HCA Healthcare Nashville, TN</p>	 <p>JOHN J. RODS President Saint Joseph's Hospital and Medical Center Portland, OR</p>	 <p>CHRISTINE SCHUSTER President and CEO HCA Healthcare Nashville, TN</p>	 <p>GREG A. STOCK Chief Executive Officer HCA Healthcare Nashville, TN</p>	 <p>JEREMY ZOCH Chief Executive Officer HCA Healthcare Nashville, TN</p>

Please join Della Passi and some of our progressive leaders at the Becker's Hospital Review
 7th Annual CEO + CFO Roundtable on October 12-14, 2018.

For the full list of 2018 hospitals visit www.womenschoiceaward.com/100best

[illegible]

SEP 8, THURSDAY, NOVEMBER 23, 2017 3:00 PM EST

Page 1

Honoring Brands Women *Love* for Home & Family

She speaks, we listen. The trusted award by women for women.

"The Alliance Between People Cleaners is a national franchise that provides a variety of cleaning services to residential and commercial clients. We are proud to be a part of it."

Kim Heston
Managing Director
Area Controller Midwest

Chad's Heart
President
Chad's Heart, North Carolina

"We are honored to be recognized with the Women's Choice Award for our commitment to customer service and our dedication to providing a safe and secure environment for our clients."

John Redwood
President
Allegiant

Rest Home
President
Rest Home, Minnesota

"We are proud to be recognized with the Women's Choice Award for our commitment to customer service and our dedication to providing a safe and secure environment for our clients."

John Redwood
President
Allied

Rest Home
President
Rest Home, Minnesota

"We are proud to be recognized with the Women's Choice Award for our commitment to customer service and our dedication to providing a safe and secure environment for our clients."

John Redwood
President
EOS

Rest Home
President
Rest Home, Minnesota

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John Redwood
President
EOS

Rest Home
President
Rest Home, Minnesota

Visit WomensChoiceAward.com for a full list of the best brands for women by women.

ADDED MEDIA **EXPOSURE**



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

SOCIAL MEDIA OUTREACH

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



Proud Partner



Today is National Wear Red Day

February 7th

TAKE ACTION

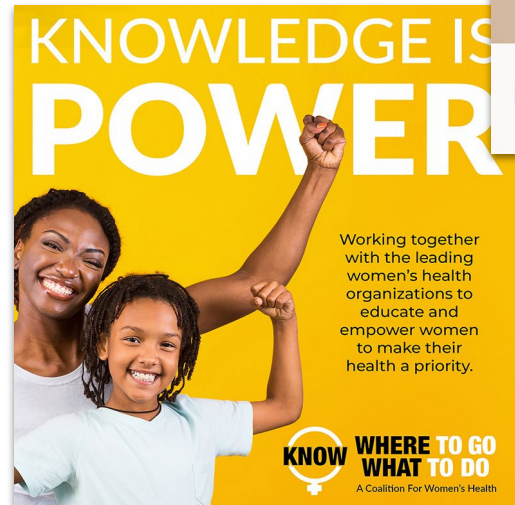
Share & tag someone whose heart matters to you



SOCIAL MEDIA TOOLKIT

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.





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 Partner 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



CHARITY DONATIONS



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



EDUCATE. ENGAGE. EMPOWER.



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



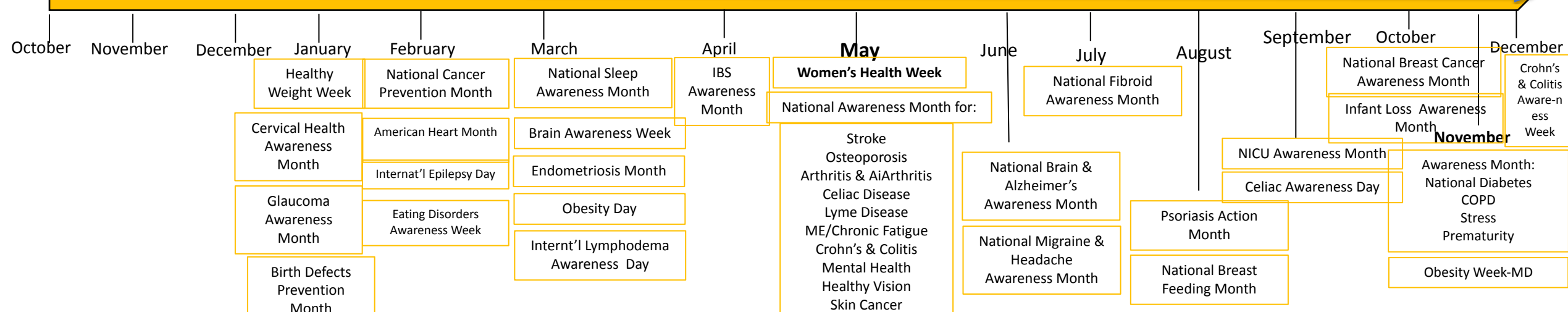
National press release announcing our 2022 healthcare partners to support Women's Health stats from survey

National announcements featuring our healthcare partners for 2022



BECKER'S
HOSPITAL REVIEW

WCA Best Hospitals Program year



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** - 1/2 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.

NEXT STEPS



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



Additional OPPORTUNITY

*if applicable



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



WHERE TO GO WHAT TO DO

A Coalition For Women's Health



Delia Passi

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