

BEST HOSPITALS



**Your Solution to Building Trust
Through Validation &
Empowerment**

**WOMEN'S
CHOICE AWARD®**

A Note from Our Leadership

Congratulations for earning the Women's Choice Award as one of the best healthcare providers in our nation.

By carrying the Women's Choice Award seal you are doing so much more than promoting an award, you are promoting your daily commitment to serving your employees and your patients with respect, integrity and the best care. And considering the Women's Choice Award is proven to be 3X more powerful in engaging women than any other award, you are now able to market to your primary decision maker with a trusted endorsement.

We are honored to have you as part of our elite network of healthcare providers who support our mission to empower patients.



Delia Passi,
Founder & Chief Mission Officer

Empower Her TO CHOOSE YOU

Being named and recognized as a hospital of choice among women is probably the strongest and most important consumer message in today's healthcare marketplace, considering that women account for 90%+ of all healthcare decisions for herself and her family so together, let's empower her to choose you.

Trust is the single most important factor when it comes to getting new patients. It's not what you say about your hospital, but what others say that influences a decision to choose your hospital. The WCA seal offers a trusted third-party validation.

It's your prescription for success. Leveraging this powerful distinction is proven to increase patient satisfaction scores, drive employee morale, improve recruitment and retention, increase lead conversion and create brand loyalty. We provide not only a "digital handshake" but more of a "digital hug" creating an emotional connection with your #1 consumer – women.

“

As a healthcare marketer, having Baptist Health's hospitals and services receive recognition from the Women's Choice Awards based on accurate, quantifiable quality measures is vitally important to our overall brand positioning. Being able to celebrate such achievements—both internally and externally—has allowed our organization to showcase specific facilities and departments, improve morale and enhance our messaging as the market leader in Central Alabama.”

-Tommy McKinnon VP – Community Engagement, Executive Director

Beyond Referrals...

Gaining Wider Authority

Earning a prestigious award, especially one derived from fact-based reporting, and representing the voice of your patient, is an extraordinary opportunity to gain wider authority as a leader of quality care.



Consumers are accustomed to validating decisions through endorsement and **96% of women say they will trust their decision to choose your facility more when they see the Women's Choice Award.**

In fact, marketing a trusted and earned third-party endorsement is important to your brand identity and a critically important brand strategy for gaining patient confidence.

“Earned media is —and always has been — the most trusted form of brand content. Trust cannot be bought, it must be earned through the eyes of credible third parties such as peer reviews, word-of-mouth marketing and reputable news outlets. In fact, personal experience (59%) and earned media (44%) were the two most important factors in the gain or loss of consumer trust.”

(Source: Edelman Trust Barometer Special Report: Brand Trust in 2020)



Build Trust Engagement. Revenue.

As a Women's Choice Award recipient you have a number of ways to make the most of your recognition, while aligning your brand with the most trusted award founded on empowering women to make smart healthcare choices.

Customers are omnichannel and your marketing should be too. The more touchpoints you provide, the better your engagement will be thus improving the patient experience and financial outcome.

“ There are a lot of awards out there to choose from. A real lot! We like the Women's Choice Award because it's a recognition we can take to the moms in our community and say, 'Look, don't take our word for it. See what other moms think of us.' It's not only something we use in advertising, but it's a source of pride for our employees. So, we give our ER staff pins and put up signs around the ER. This is something they should be very proud of.”

- Adam Laudau, Marketing Director

Digital Marketing

Digital marketing is at the forefront of marketing.

Awards are the perfect social proof that consumers seek to drive purchasing and decision behavior.

Market your earned awards to boost your engagement and ROI.

“ Since leveraging the Women’s Choice Award, Cuyuna Regional Medical Center has seen increases of over 1,000 patients per month as well as increases in HCAHPS scores. As long as we keep winning the Women’s Choice Award, I know we will always have a powerful edge over our competition.”

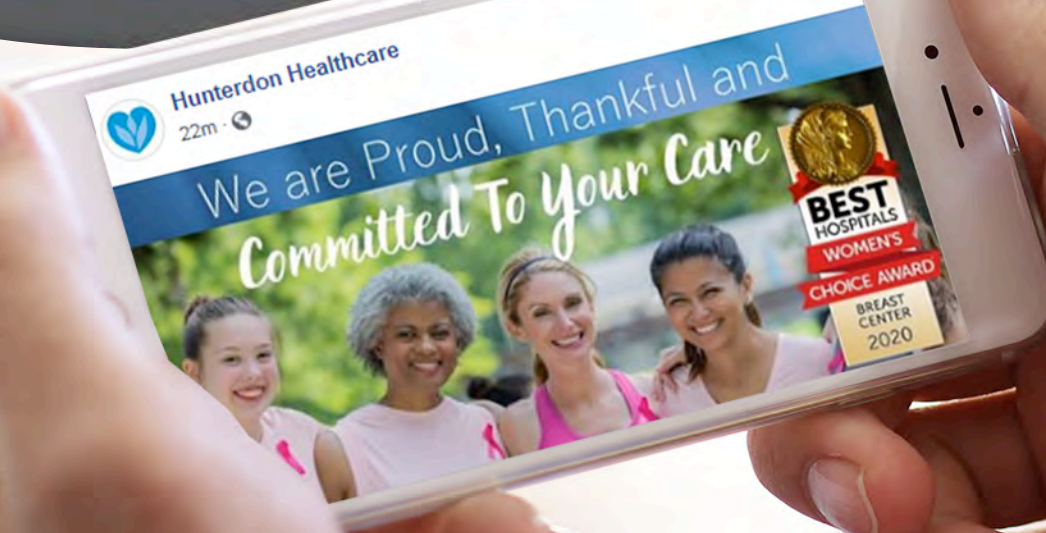
- Peggy Stebbins, Director of Marketing & PR
Cuyuna Regional Medical Center



Social Media

In today's digital age, a social media presence is critical to your omni-channel marketing presence. Incorporate your earned award designations in social media postings, ads, and cover pages, as well as any content-driven campaigns promoted through these channels. Utilizing your Seal throughout not only reaffirms your standing as a top hospital by a third-party, but also allows your biggest brand ambassadors to celebrate with you.

In a week long geotargeted Facebook campaign in Detroit, Michigan, ads showing the Women's Choice Award seal received significantly more click throughs than ads without the seal. In fact the ads with the Women's Choice Award seal has a 30% average increase in click through rates.



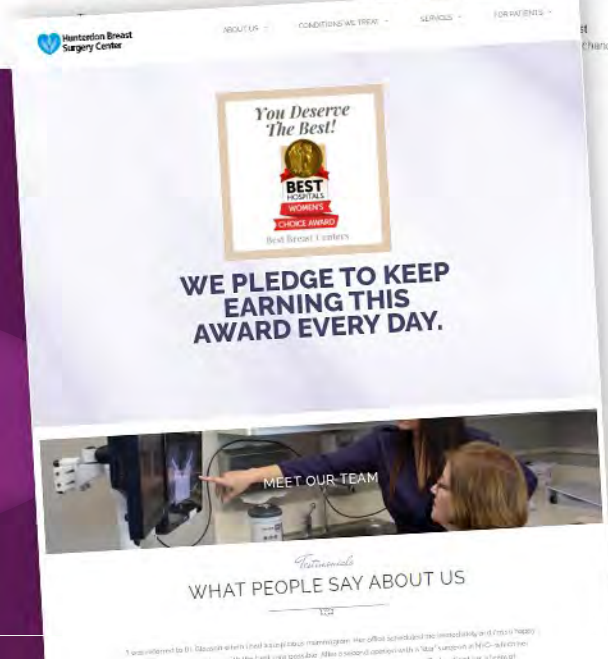
Websites

The majority of healthcare consumers begin their journey online making your website a key factor in empowering her to choose you over the competition.

Women often look for visual graphics that reassure her she is making a smart choice for herself and her family. Prominently displaying your earned awards throughout your website will capture her attention as it has an instant emotional connection with women. It is a trusted third-party validation that will help build trust around your brand.

75% of women would feel more confident if their hospital displayed the Women's Choice Award seal on their website

-WomenCertified Study



Educational Content

[View Catalog >](#)

Content marketing and healthcare educational content is key to attracting new patients and improving patient outcomes. In addition to promoting your well-earned award designations, tap into PERL, our "Patient Education Resource Library." This resource allows you to leverage a plethora of educational brochures for your patients across multiple service lines. PERL is easy to navigate and you will have the ability to customize every piece to reinforce your brand's commitment to providing patients with an enhanced experience. Our brochures and flyers are easy to read (5th-6th grade level) and include useful checklists or questions for the doctor. You can print the brochures and flyers to give to patients and you can use the content for your newsletters, blogs, magazines, website etc.



Direct Mail

With the right strategy and messaging, direct mail campaigns can be more personalized, engaging, and trustworthy than digital ads. Showcase the Women's Choice Award seal as part of your direct mail campaigns to support your goals of gaining new patients and retaining former ones.

The seal is visual validation that instills a sense of trust in consumers, while also affirming your elite standing as an 'America's Best Hospital'.

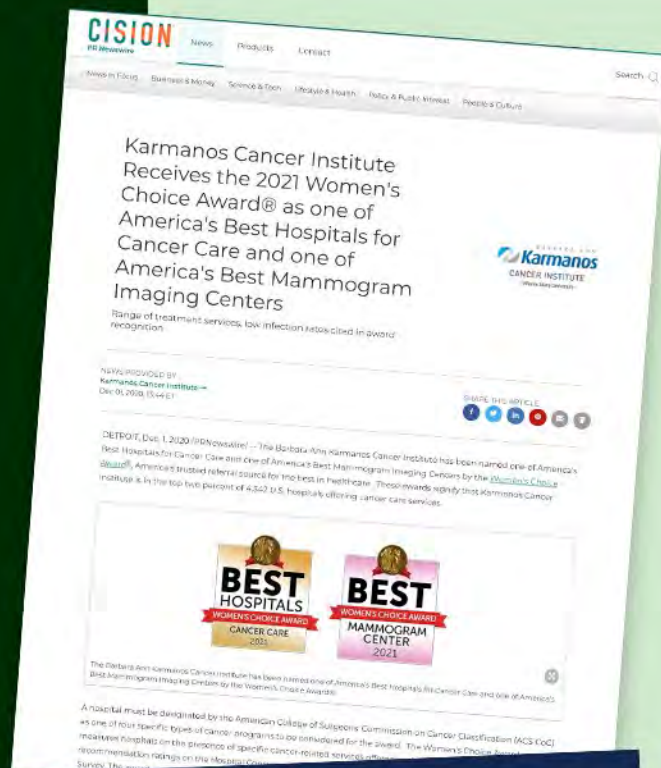
An empirical study conducted by WomenCertified, Inc. demonstrates how the Women's Choice Award can positively affect a women's perception of quality care delivered by a hospital. This study confirms through rigorous statistical testing that a "Women's Choice Award effect" exists and can be translated into higher HCAHPS recommendation scores for hospitals.

(Study available upon request)



Newsletters, Press Releases & Community Outreach

In today's cluttered market, consumers have more choices than ever and seek a trusted third party endorsement to validate their choices. The Women's Choice Award validates & reinforces a hospital's claim as being patient-friendly, clinically excellent and offering a fundamentally better experience, dedicated to meeting the unique needs and preferences of women and their families. Share the news with your community and staff through newsletters, press releases and other community outreach.



Print Advertising

Include your earned awards throughout your print campaigns to reaffirm your award-winning care.

When you need expert surgical care close to home, our surgery team is here for you!



The Bellevue Hospital
Quality Care, Close To Home

Surgical Excellence. Safe, Quality Care.

Our surgery team has the knowledge, experience and skills to offer you expert care when you need it most. We perform over 2,000 surgical procedures annually within our

Surgery Services:

- Cardiac
- ENT
- General Surgery
- OB/GYN
- Ophthalmic
- Orthopedic
- Thoracic
- Urology
- Vascular



"Welia Health is the perfect size – small enough to be approachable, but still offering the kind of care associated with larger organizations and communities."

"It gives me great peace of mind to know there is such an impressive level of care in our small community."

"I am at my best because of the care I received here."

"Thank you Welia Health!"

"Welia Health, you care for each patient as if it was your own grandparent, parent, sibling or child."



Welia Health has been named one of America's Best Hospitals for Emergency Care by one of the nation's most trusted referral sources who conduct credentialing in identifying excellence in healthcare. In addition to the quality of care received, the ranking is based on other key factors, including:

- Total time spent in the emergency department
- Time from admission to a room
- Percentage of emergency patients who left without being seen

Welia Health is so lucky to have you – our patients and community members – that will always mean the most to us. Thank you for the trust you've placed in Welia Health. You have our commitment to continue providing the highest quality care to you and your loved ones.

welia HEALTH
Live life well.

Welia Health.org
Welia Health is an equal opportunity provider and employer.

• 419.4
providers
referral.

PROUD TO BE ONE OF AMERICA'S BEST!



Emergency Care You Can Trust

The Bellevue Hospital
Quality Care, Close To Home

We have met the highest standards for Emergency Care and have earned the 2021 Women's Choice Award®, America's trusted referral source for the best in healthcare.

Nationally Recognized Care You Can Trust, Close To Home

1400 W. Main Street • Bellevue, OH 44811 • 419.483.4040 • bellevuehospital.com

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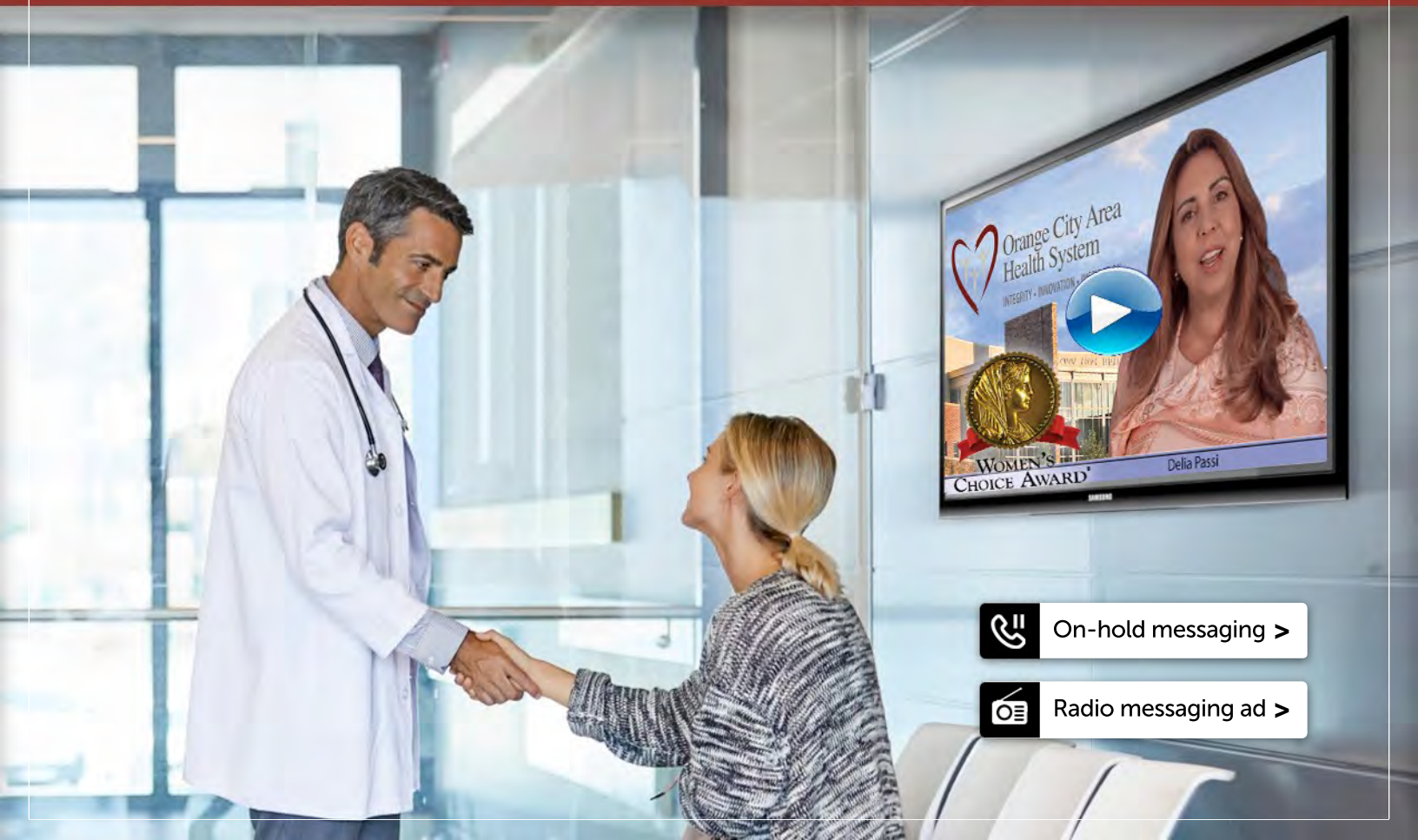
The Women's Choice Award is a seal of excellence from consumers. Our entire staff strive harder every year to be the best care provider in the eyes of the patient.”


- Tony Rose, President & CEO,
Catawba Valley Medical Center


Video & Audio

Amplify your marketing message by leveraging your awards on video and audio, which leaves a powerful, lasting impression.

Video marketing is a great way to build trust and increase awareness and there's very little that rivals video when it comes to engagement. While YouTube is a successful video site, it's also a major search engine with over 4 billion searches per month. You can gain visibility and personalize your brand with video either via your hospital's YouTube channel and/or ads played before YouTube videos.



 [On-hold messaging >](#)

 [Radio messaging ad >](#)

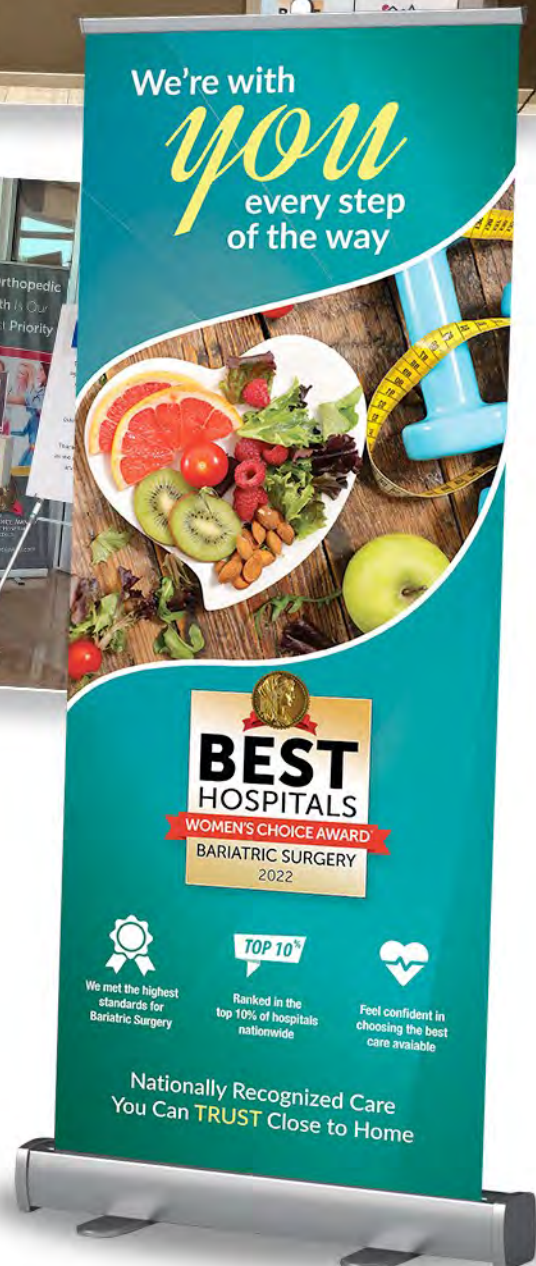
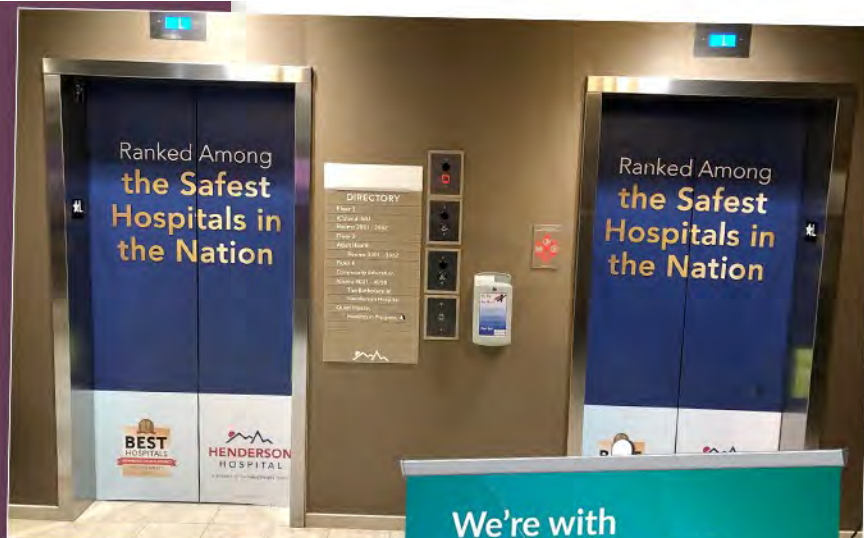
In-Hospital Signage

Hospitals can be overwhelming for sick patients and their families. Utilizing the right messaging and design in your signage will bring warmth to your healthcare setting, making your hospital feel more patient-friendly.

And, incorporating your Seal designation will allow patients to rest easy, knowing they made a smart decision in choosing your hospital for their healthcare needs - and those of their family.

One study shows that hospital waiting rooms with signage promoting the Women's Choice Award "America's Best Hospital" Seal directly impacts your hospitals HCAHPS scores, increasing your patients' propensity to view your facility in a more positive light when catering to their needs.

-WomenCertified, 2017



Outdoor Advertising

Capture her attention and appreciation when you promote your award through outdoor marketing. Drive brand value and trust by showcasing your award in your marketing efforts.



Roadside billboards are the most noticed 'Out-of-Home' ads, and that stands to reason since travelers average 25+ hours on the road, each week. And, 81% of travelers have noticed a roadside bulletin, digital bulletin or poster.

- Nielsen, OOH Advertising Study, 2019

Community & Recruitment Events

Direct outreach is a great way to establish relationships with the community and maintain ongoing patient relationships.

Weave your achievements into your community events as well as your recruitment efforts to attract the best talent to your team by showing them that they have the opportunity to work for one of the best hospitals in the country.



Internal Celebrations

People from every department are proud to work for an award-winning hospital. Build your achievements into your events and celebrate with staff to make your message stand out and improve morale. Use the award as an important tool to encourage employees to work together towards common goals from excellence in quality to reducing operating costs.



Think Outside the Box

Consumer trust in hospitals is challenged and they seek reassurance now more than ever. Our seal evokes trust and provides hospitals a powerful tool to reengage with a trusted message and powerful vehicle to spark meaningful conversations around “the why” behind “the ask”. Think outside the box and leverage your earned awards at every available touchpoint throughout her healthcare journey.

- Bus wraps
 - Mall tables
 - Mall signs
 - Parking garage signs
 - Mammovans
 - Ambulances
- and more...



“

You and I are essentially infinite choice-makers. In every moment of our existence, we are in that field of all possibilities where we have access to an infinity of choices.”

- Deepak Chopra

Promotional Tools

Keep your recognition top of mind with promotional tools.

Banners, pins, and trophies are just a few promotional items to highlight your award.

Adding a promotional product to the media mix increases the effectiveness of other media by up to 44%.

- Sageworld



Proven Value... Validated by Others



INCREASED

primary care patients
by 1,000/month

INCREASED

their HCAHPS score
by 3.6 points

when incorporating the
seal in their marketing



CATAWBA VALLEY
MEDICAL CENTER

10% INCREASE in market share

when incorporating the
seal in their marketing



Connecticut
Children's
MEDICAL CENTER

150% INCREASE in social media views

11k views on their video
announcing their Women's
Choice Award.

Their average views are
approximately 3-6k



30% INCREASE in click-through
rates on Facebook ads that included
the WCA seal vs. ads that did not.



You're in Good Company

Just a few of over 500 awarded partners

AdventHealth West Florida

Arizona Spine and Joint Hospital

Baptist Medical Center East and South

Baylor Heart & Vascular Hospital Dallas Ft Worth

Baylor Surgical Hospital At Fort Worth

Billings Clinic Hospital

Brenner Children's

Carolina East Medical Center

Carteret Healthcare

Cary Medical Center

Catawba Valley Medical Center

Children's Medical Center Omaha

CHRISTUS Saint Frances Cabrini Hospital

CHRISTUS Shreveport - Bossier Health System

CHRISTUS St. Michael Health System

Connecticut Children's Hospital

CRMC Crosby

Dayton Children's Hospital

East Alabama Medical Center

Einstein Medical Center Montgomery

Franklin Woods Community Hospital

Gibson Area Hospital & Health Services

Goryeb Children's

Greenwich Hospital

Hartford Hospital

Henderson Hospital

Hoag Hospital Newport Beach

Hugh Chatham Memorial Hospital

Hunterdon Medical Center

Inspira Medical Center Elmer

Inspira Medical Center Vineland

Jefferson Healthcare

Kaiser Permanente Moanalua Medical Center

Kaiser Permanente San Rafael Medical Center

Kaiser Permanente Santa Rosa Medical Center

Kaiser Permanente Southern California

Karmanos Cancer Institute

Lafayette General Medical Center

Lafayette Regional Health Center

Lincoln Surgical Hospital

Little Company of Mary Hospital

Lovelace Women's Hospital

MaineGeneral Medical Center

Medstar Franklin Square Medical Center

Mercy Medical Center

Methodist Hospitals - Southlake Campus

Mobile Infirmary Medical Center

Monmouth Medical Center

Monongahela Valley Hospital

Morristown Medical Center

New York-Presbyterian Lawrence Hospital

Norman Regional Hospital

Novant Health Forsyth Medical Center

Overlook Medical Center

Park Nicollet Methodist Hospital

Parrish Medical Center

Pullman Regional Hospital

Ronald Reagan UCLA Medical Center

Saint Anne's Hospital

Saint Francis Hospital and Medical Center

St. John's Health

Providence St. Jude Medical Center

St. Luke's Hospital

Saint Peter's University Hospital

St. Tammany Health System

Stamford Hospital

Texas Health Harris Methodist - Southlake

The Bellevue Hospital

The Valley Hospital

The Women's Hospital-Deaconess

UMC Health System

University of California Davis Medical Center

University of Connecticut Health Center

University of Minnesota Medical Center

Valley Children's

White Plains Hospital

Williamson Medical Center

Woman's Hospital



As a partner in the WCA Best Hospitals program you get more than just seal usage rights. We offer a turn-key marketing to women program created to engage your patients with trust and validation throughout the year! Our team is dedicated to your success and available when you need us – think of us as an extension of your team.

Feel free to reach out for strategy, service, or questions or if you are new and would like more information on the Women's Choice Award® Best Hospitals program contact:

Kathi Waldhof
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or call 954-922-0846 ext. 2

www.womenschoiceaward.com