



# **BEST DOCTORS**

**WOMEN'S CHOICE AWARD**

2023

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



# 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 Best Doctor by a third-party, but also allows your most loyal patients and customers 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.





# Print Advertising



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

Women's Choice Award 'Best Doctors' earn the opportunity to be spotlighted in an annual, national USA Today newspaper, both through print and digital distribution. With an average readership of over 2.3M, it's an honor to recognize the doctors who are raising the bar on healthcare!

“

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





# In-Office Signage



Utilizing the right messaging and design in your signage will bring warmth to your healthcare setting, making your office feel more patient-friendly.

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



# 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.

Audio like your on hold messaging, allows you to share your award recognition while giving your patient peace of mind.



Messages On Hold Improve  
**PATIENT  
SATISFACTION**

“  
...and we're so proud to have earned the trust of our patients, earning Dr. Shellen the Women's Choice Award for Best Doctors.”





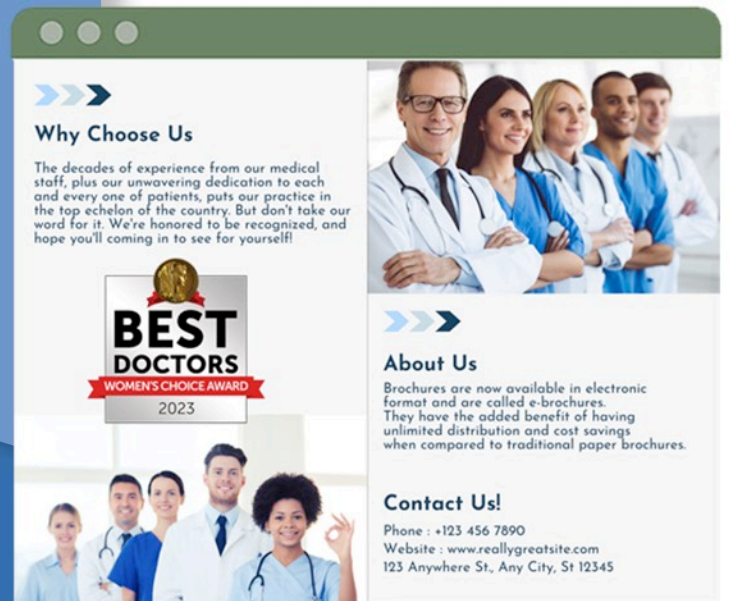
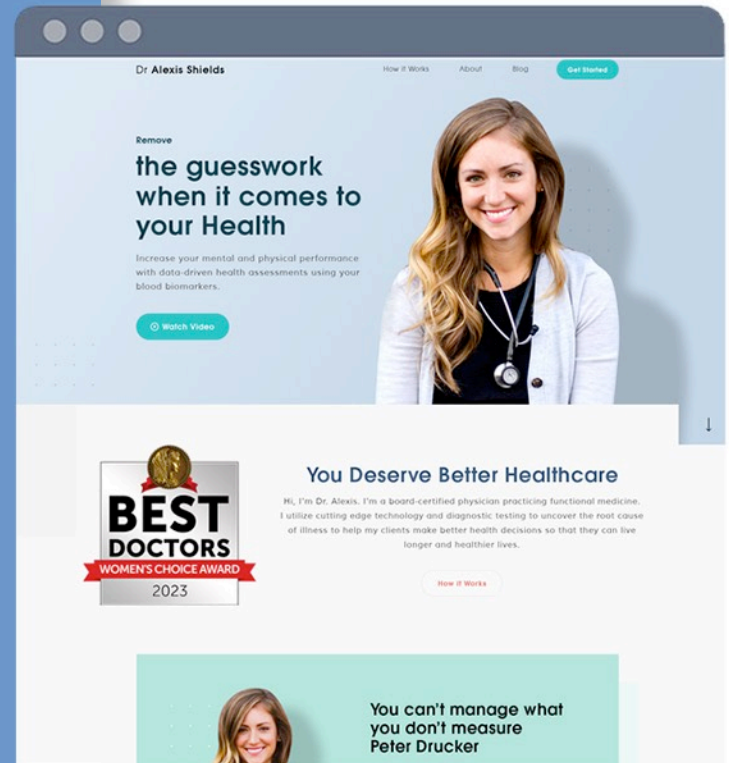
# Website

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





# 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)

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- Health Screening**

**BEST DOCTORS**  
WOMEN'S CHOICE AWARD  
2023

IN CELEBRATION OF  
*Breast Cancer*  
AWARENESS MONTH

**BEST DOCTORS**  
WOMEN'S CHOICE AWARD  
2023

**Dr. Carol Johnson**

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1 - 24 October, 2023

**WOMEN'S HEALTH CLINIC**  
(204) 254-7768  
127 E. Valley Lane  
Toledo, OH 43409  
info@womenshealthclinicohio.com

# 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 doctor'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.





# Beyond Referrals...

## Gaining Wider Authority

Earning a prestigious award 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 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)

# Empower Her TO CHOOSE YOU

Being named and recognized as a Best Doctor 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 yourself, but what others say that influences a decision. It's your prescription for success.

Leveraging this powerful distinction is proven to increase patient satisfaction, increase lead conversion and create patient loyalty. The Women's Choice Award designation provides not only a "digital handshake" but more of a "digital hug" creating an emotional connection with your #1 customer – 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



# A Note from Our Leadership

Congratulations for earning the Women's Choice Award as one of the best doctors 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 community 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



Our mission is to help women identify the best healthcare facilities and doctors for themselves and their families - so when you win, we win!

We would love to hear about your success story and see what you're doing to leverage your Women's Choice Award.

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To learn more visit [womenschoiceaward.com/partners/best-doctors-faq](https://womenschoiceaward.com/partners/best-doctors-faq)