

WIN A TRIP TO SEAWORLD AND DISCOVERY COVE!

new mom moments

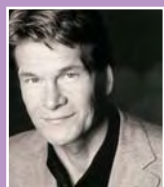


Your Reach

Extend

FALL 2006

A Publication for Healthcare Professionals



CELEBRITIES WITH SPIRIT

Celebrity endorsements of wellness initiatives are powerful motivators for American consumers. When Patrick Swayze promoted Dance for Heart Health in 2006 for Spirit of Women, thousands listened, downloading information about hospital events from the national Day of Dance for Heart Health Web site. When Ellen DeGeneres and Tony Danza plugged Spirit of Women activities, thousands more responded. A single mention in Oprah or Good Housekeeping sends hundreds of phone calls directly to Spirit of Women hospitals.

This fall, Cheryl Ladd supports menopause education and promotes Spirit of Women hospital activities for the midlife woman through her interview in our Spirit of Women National Magazine.

Spirit of Women strategy includes the use of national celebrities and media partners to build local buzz around hospital community outreach. If you would like to learn more about harnessing national press in your regional healthcare initiatives, please contact Catrina Dawson at cdawson@mx.com for information on membership.

Dixie® Supports Spirit Mission with New Baby Day Camp for Big Brothers and Big Sisters

IMAGINE A SPACE OF YOUR HOSPITAL TRANSFORMED FOR AN AFTERNOON AS A DAY CAMP THAT HELPS SIBLINGS PREPARE FOR THE ARRIVAL OF A NEW BABY.

Imagine the photo opportunities (and possible media interest) as the young "campers" get hospital-brand-

ed backpacks to hike through the hospital and learn to pack new baby supplies. Imagine a "campfire" storytelling (teaching) session and other fun moments that you can dream up.



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Spirit of Women Launches National P.A.D. Campaign with U.S. Government and National Partners

P.A.D. (PERIPHERAL ARTERIAL DISEASE), THE MOST COMMON FORM OF PERIPHERAL VASCULAR DISEASE, AFFECTS 8-12 MILLION PEOPLE IN THE UNITED STATES. Unfortunately, many women and men do not know about their risk for P.A.D., a leading cause of stroke.



To address this critical lack of public awareness, HeartCaring, the cardiovascular outreach program of the Spirit of Women Hospital Network, is proud to be a founding partner in a national effort called STAY IN CIRCULATION to screen and educate

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New 2007 Spirit Creative: Health is ActionSM

UNVEILED IN JUNE 2006 AT THE ANNUAL SPIRIT OF WOMEN ANNUAL EXECUTIVE MEETING, THE NEW HOSPITAL NETWORK CREATIVE PLATFORM HAS TWO PRIMARY ELEMENTS: THE FIRST IS ANCHORED BY A COMMISSIONED SPIRIT OF WOMEN ORIGINAL PAINTING BY THEODORA (DORRIE) PAPADEMETRIOU THAT CELEBRATES THE ROOTS OF WOMEN'S WELLNESS; THE SECOND A GRAPHIC DESIGN THAT UNDERSCORES AND ACTIVATES THE SPIRIT BY-LINE "HEALTH IS ACTIONSM"

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COMING SOON TO YOUR INBOX! — Lavender Lines by Meg Heim, a bi-monthly email communication that showcases a healthcare industry article that we feel is strategically significant and supports you as a hospital in your quest to inspire women to take action for their health.

Marketing a Lifetime of Quality Care to Expecting Mothers



EMOTIONALLY CHARGED, FEW MOMENTS COMPARE WITH THE BIRTH OF A NEW BABY. This is one of the most important events in a woman's life and she is focused on making the experience safe for her and her newborn.

If her delivery is a success she will treasure the birthing experience forever. And as such, she will be committed to and trust her hospital with all needs that she, her baby and her family might have in the future. Over a lifetime, she will spend a significant amount of energy and resources to keep her family healthy and safe.

To ensure the best available care, hospital clinicians and decision makers must provide their staff with the ability to clearly identify when risks warrant an alternate action. Many clinicians may be familiar with the feeling that something wasn't going well but lacked the information to make a decision, or felt pressured into silence when they did not agree with another clinician's assessment. In obstetrics this is especially detrimental; when things go wrong they can go terribly wrong. A traumatic experience can be devastating for the entire family, as well as

the staff involved in the injury.

LMS Medical Systems is a preferred provider of the Spirit of Women Hospital Network. Its unique technologies include pre-labor screening tests to identify the potential risk of shoulder dystocia well in advance of any crisis situation— something that was deemed unpredictable in the past; a tool to monitor the mother's progress of labor in a dynamic, objective way that is specific to her pregnancy profile; and FHR pattern recognition software to provide an embedded second opinion about fetal tolerance to the labor and birth process for both nurses and physicians.

LMS Medical has been dedicated to improving quality of care in obstetrics for the past twelve years, providing innovative decision support that previously did not exist. The Spirit of Women network of healthcare professionals is a known innovator of programs addressing the unique health needs of women. Standardized healthcare ensures that the best of care is given to all expecting mothers.

For more information on LMS Medical and the CALM suite of products and programs, please contact Dennis McClinton, Vice President of Sales, at (972) 899-0118 or dennis@lmsmedical.com, or visit our Web site at www.lmsmedical.com.

