



# BUILDING CARDIOVASCULAR PATIENT VOLUMES

## HEARTCARING®



*HeartCaring®* is a systematic physician office based approach to building cardiovascular volumes and appropriate hospital service line referrals from new sources.

*HeartCaring* utilizes a three-pronged approach that engages hospitals, clinicians and consumers in the early diagnosis and intervention of cardiovascular disease in women. The program is geared toward the *HeartCaring* designation of primary care physician practices – particularly family physicians, internists and Ob-Gyns – and hospital employees who educate women on the risk factors for cardiovascular disease.

*HeartCaring* provides innovative and effective patient information, tools, programming, workbooks and clinical training for professionals on gender-sensitive evaluation and early intervention of cardiovascular disease. Membership includes unlimited support and attendance at the annual National *HeartCaring* Conference which features the top thought leaders and innovators in the industry.

*HeartCaring* is a nationwide clinical outreach program with a focus on a gender-sensitive approach to cardiovascular disease, administered with educational support from the National Heart, Lung, and Blood Institute The Heart Truth, the Vascular Disease Foundation, the Peripheral Arterial Disease (P.A.D.) Coalition, and the Venous Disease Coalition.

### IMPACT & EVALUATION

*HeartCaring* is a physician engagement and business building tool that provides:

- Increased cardiovascular diagnostics, inpatient volume, revenue and market share.
- A powerful physician engagement strategy with measurable gains in referrals from physician practices.
- An enhanced reputation as the provider of choice for women's heart health.
- 43 active markets across 22 states
- *HeartCaring* Designated Clinician Network includes
  - 700+ multispecialty clinicians
  - 4,000 multidisciplinary hospital staff educated
- Average revenue per patient referred is \$3,600
- Screenings generate on average 2,700 patients per hospital per year

### GOALS

- Position and differentiate your hospital as a regional leader in gender-sensitive cardiovascular care.
- Ensure that your hospital and physician practices recognize the unique heart healthcare needs of women.
- Motivate women to make positive, healthy choices to prevent heart disease.
- Support cardiovascular service line business performance.

### CREDIBILITY

*HeartCaring* enhances your hospital's reputation through connectivity to governmental health agencies, academic centers of excellence, and national health organizations such as:

- American College of Cardiology
- American Diabetes Association
- National Heart, Lung, and Blood Institute
- National Stroke Association
- Peripheral Arterial Disease (P.A.D.) Coalition
- Vascular Disease Foundation
- Venous Disease Coalition

**For more information on HeartCaring contact Chuck Schneider at 561.544.0755 x 2033 or email [cschneider@spirithhealthgroup.com](mailto:cschneider@spirithhealthgroup.com)**

The national HeartCaring® program is powered by Spirit Health Group® and activated by U.S. hospitals that ascribe to the highest standards of excellence in women's health, education, and community outreach. HeartCaring is sponsored in part by The Bristol-Myers Squibb/Sanofi Pharmaceuticals Partnership, with educational support from the National Heart, Lung, and Blood Institute (NHLBI) *The Heart Truth*, the Vascular Disease Foundation, the Peripheral Arterial Disease (P.A.D.) Coalition, and the Venous Disease Coalition.

