



HEALTHY WOMAN

AN ABILENE REGIONAL MEDICAL CENTER RESOURCE

Dear Friends,

We are so excited to have the opportunity to share our Healthy Woman Program with our local community businesses. Now is your chance to be a part of something great!

As you know, Healthy Woman is a resource provided by Abilene Regional Medical Center. Free monthly events covering health, life balance, communication and relationship issues will provide women with information to maintain a healthy body, mind and spirit for themselves and loved ones. As we head into 2010, we have grown the program to over 1,300 dedicated members. These are women age 25+, the decision makers for their households – you will be able to reach these women through this program.

On April 12th of 2010, Abilene Regional Medical Center will again, partner up with local vendors, businesses and women's health experts to celebrate our 2nd Anniversary of our successful Healthy Woman program.

Healthy Woman is a unique opportunity for you to reach an influential consumer. When it comes to healthcare, women make the choices that count. They spend two out of every three healthcare dollars, make the majority of physician visits, 90 percent of all household healthcare decisions, and 80 percent of chain drugstore purchases, and influence a majority of auto, banking and other consumer decisions. American women are spending an estimated \$500 billion annually on healthcare for themselves and their families—and they are demanding more information to get the best value possible for those dollars.

Abilene Regional Medical Center created Healthy Woman to empower women as healthcare consumers and to engage them in dialogue about effective healthcare and life management choices for themselves and their families. Healthy Woman is the only organization of its kind in Abilene. There is no other opportunity quite like this one.

We are offering category-exclusive partnerships that are easy to activate and include a number of tangible and intangible benefits – including year-round connections to the members and this prestigious program. We also offer “in-kind” partnerships; please let us know if this might be a better opportunity for your business. As a local Healthy Woman partner, your organization will benefit from the halo and backing of one of the community's most respected, and stable, institutions—Abilene Regional Medical Center.

Partner opportunities are limited and on a first-come, first-served basis. To ensure partners receive maximum exposure and value, please respond in a timely manner. We hope you find this opportunity enticing. Please feel free to call me at 428-4952 if you have any questions.

Sincerely,

Panissa Dor

Panissa Dor
Healthy Woman Coordinator
Abilene Regional Medical Center

FACT SHEET

Background

Women's Role in Healthcare

- ◆ Make 70-90% of household healthcare decisions
- ◆ Spend 2 of every 3 healthcare dollars – approximately \$500 billion annually on healthcare
- ◆ Make 61% of all physician visits
- ◆ Account for 66% of all health care procedures
- ◆ Decision-maker for the entire family
- ◆ Health education seekers

Women's Consumer Purchasing Power

- ◆ Women buy or influence 80% of all consumer purchases
 - 80% of vehicle purchases
 - 50% of computer purchases
 - 51% of consumer electronics purchases
 - 48% of stock market investments
- ◆ U.S. women spend more than \$3.7 trillion annually on consumer goods and services plus another \$1.5 trillion as purchasing agents for business.
- ◆ Because women are more inclined to long-term brand relationships, enhanced loyalty means every marketing dollar invested in acquiring female customers' results in a higher overall retention rate.
- ◆ Mothers, in particular, want to know that the companies they are spending money with care about the community.

Healthy Woman Mission

To empower women with the knowledge and confidence to make informed health care and well-being decisions for themselves and their loved ones.

Healthy Woman Vision

Provide monthly events to help educate women on the need for a healthy, body, mind and spirit.

What is Healthy Woman?

- ◆ A free community education resource provided by Abilene Regional Medical Center
- ◆ Open to women of all ages
- ◆ Educates women to make the best health and well-being decisions for themselves and their entire family
- ◆ Free monthly events and seminars. Presentations by physicians and other professionals cover physical and emotional healthcare, as well as financial well-being and spiritual development. Healthcare topics include information on heart disease, diabetes, breast cancer, menopause, nutrition, osteoporosis, stress management and life balance issues.

2008/ 2009 Healthy Woman Advisory Council:

Shannel Anderson
Fannie Baker
Lisa Bateman
Laura Bennett, M.D.
Jan Blair, RN
Carol Chisum

Deonna Galbraith
Jerita Howard
Becky Pursley
Barbara Taylor, CNO
Regina Windland



PLATINUM Partnership - \$3,500

(Limited to one per Business Type – e.g. one bank or one real estate company)

- ◆ Your logo under Abilene Regional Medical Center's logo on a banner, tastefully displayed during the Healthy Woman Anniversary Event, and throughout the year at all monthly meetings
- ◆ Recognition during the Anniversary Event and monthly meetings
- ◆ Full page ad (10" x 7.5") in program for Anniversary Event
- ◆ Prime booth location during Healthy Woman Expo
- ◆ One designated table (8 tickets) to our Healthy Woman Anniversary Event
- ◆ Your logo on our web site as a link to your site
- ◆ Inclusion in our publicity
- ◆ Opportunities for event co-sponsorships with Healthy Woman



GOLD Partnership - \$2,500

- ◆ Recognition during the Anniversary Event
- ◆ Half page ad (4.5" x 7.5") in program for Anniversary Event
- ◆ Inclusion in our publicity
- ◆ Your logo under Abilene Regional Medical Center's logo on a banner, tastefully displayed during the Healthy Woman Anniversary Event, and throughout the year at all monthly meetings
- ◆ Select booth location during Healthy Woman Expo
- ◆ (4) tickets to our Healthy Woman Anniversary Event
- ◆ Your logo on our website
- ◆ Opportunities for event co-sponsorships with Healthy Woman



SILVER Partnership - \$1,000

- ◆ Recognition during the Anniversary Event
- ◆ Half page ad (4.5" x 7.5") in program for Anniversary Event
- ◆ Inclusion in our publicity
- ◆ Guaranteed booth location during Healthy Woman Expo
- ◆ (2) tickets to our Healthy Woman Anniversary Event
- ◆ Opportunities for event co-sponsorships with Healthy Woman



BRONZE Partnership - \$500

- ◆ Recognition during the Anniversary Event
- ◆ Quarter page ad (4.5" x 3.25") in program for Anniversary Event
- ◆ Guaranteed booth location during Healthy Woman Expo
- ◆ Inclusion in our publicity
- ◆ (2) tickets to Healthy Woman Anniversary Event
- ◆ Opportunities for event co-sponsorships with Healthy Woman

Table Sponsor - \$250

- ◆ Designation sign on the table
- ◆ 1/8 page ad in the Anniversary Event program
- ◆ Guaranteed booth location during Healthy Woman Expo

Door Prize Partner (provide door prizes for monthly events)

- ◆ Recognition at all monthly events
- ◆ Mention in the program for the Anniversary Event
- ◆ Guaranteed booth location during Healthy Woman Expo

DEADLINE FOR PARTNERSHIP OPPORTUNITIES: MARCH 1, 2010

Partners taking the opportunity to showcase their organization/business during the Healthy Woman Expo should provide giveaways and/or door prizes for all women attending the event.



PARTNERSHIP APPLICATION

Business Name _____

Address _____

City _____

State _____

Zip _____

Telephone _____

Fax _____

Partnership Level:

- PLATINUM Partnership – \$3,500 (limit one per business type)
- GOLD Partnership - \$2,500
- SILVER Partnership - \$1,000
- BRONZE Partnership - \$500
- Table Sponsor - \$250
- Door Prize Partner – provide door prizes for monthly events

Authorized by: _____ Date _____
(please print)

Signature _____

E-Mail Address _____

To reserve your partnership, please fax completed form to (325) 428-4959 by 03/01/2010. All partnerships must be paid prior to the event. Please make check payable to "Abilene Regional Medical Center, Healthy Woman" and mail to:

*Healthy Woman Program
Abilene Regional Medical Center
6250 Hwy. 83/84
Abilene, TX 79606
325-428-4950*



HEALTHY WOMAN
AN ABILENE REGIONAL MEDICAL CENTER RESOURCE

**Yes! I want to be part of the Healthy Woman community.
Sign me up for my FREE membership today!**

Please print. (Provide as much information as possible. We value our relationship with you and will never share or sell your personal information to any outside organization without your permission.)

First Name _____ **Middle Initial** _____ **Last Name** _____

Date of Birth ____ / ____ / _____

Please enter only the last four digits of your Social Security Number _____

(This information is kept strictly confidential. We use it only to identify Healthy Woman members who use our hospital.)

Phone Number (_____) _____ - _____

Mailing Address _____

City _____ **State** _____ **Zip** _____

Yes, you can provide my e-mail address only to Healthy Woman partners so that they may send me information of interest to women like myself.

E-mail Address _____ @ _____

You are not required to provide an e-mail address. However, doing so will allow you to receive Healthy Woman event information and e-mail newsletters with valuable health information.

I prefer attending Healthy Woman events on _____ during lunch or in the evening
(day of the week)

I am interested in learning more about _____
(list health and other topics)

Congratulations on choosing to become a Healthy Woman!

Monthly events will feature health, communication, relationship and life balance issues. Membership is free, and the benefits last a lifetime.

Healthy Woman – Abilene Regional Medical Center
6250 Hwy. 83/84 ♥ Abilene, TX 79606
Phone (325) 428-4950 ♥ Fax (325) 428-4959

HEALTHY WOMAN: Empowering women with the knowledge and confidence to make informed healthcare and well-being decisions for themselves and their loved ones