

SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ⚓ Baltimore

The Playbook: Rivals Unite to Champion Women's Health as a Strategic Priority

Learning Objectives

- Participants will be able to describe the women's health landscape and evaluate strategies and tactics that can be used to promote women's health at their own organizations.
- Participants will be able to analyze metrics to build the case for this work and measure success.
- Participants will be able to design a cross-disciplinary strategic roadmap towards better care, outcomes, and patient experiences for women.

Women's Health

Often limited to gynecological and reproductive or maternal health, “boobs and tubes,” or “bikini medicine”



Women's Health

The branch of medicine that focuses on the treatment and diagnosis of diseases and conditions that affect a woman's physical and emotional well-being



Women's Health



Only
in Women

Some conditions appear only in women.

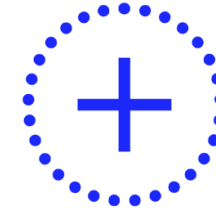
Examples include:
endometriosis
polycystic ovarian syndrome
cervical cancer



Mostly
in Women

Some conditions appear mostly in women.

Examples include:
breast cancer
lupus
multiple sclerosis



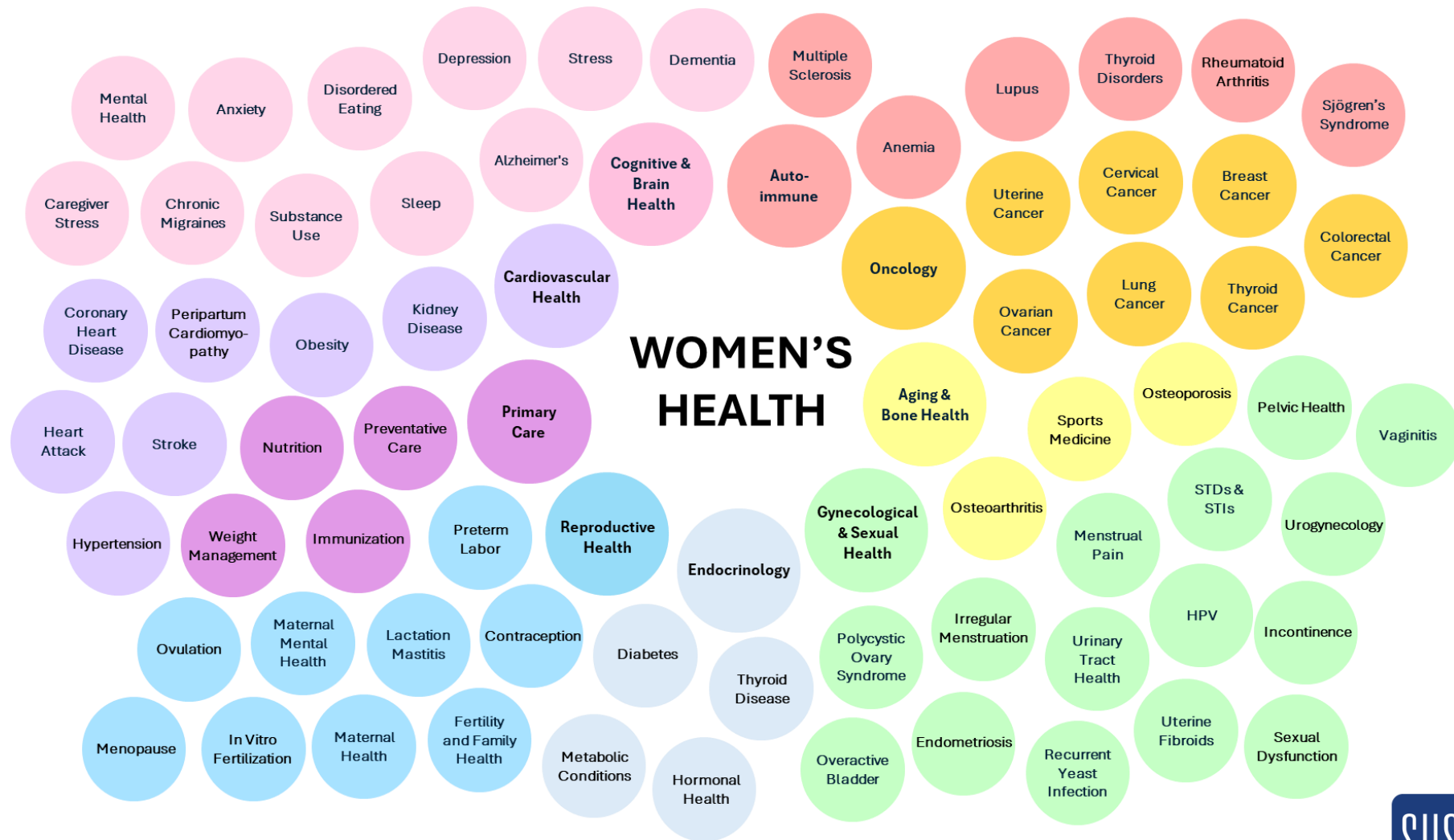
Differently
in Women

Some conditions appear differently in women.

Examples include:
heart disease
diabetes
asthma

© 2019 FemHealth Ventures

Women's Health



Adapted by Nyoo Health from: Springboard Enterprises & Accenture State of Women's Report, available [here](#).

Women's Health



Source: Silicon Valley Bank, *SVB Innovation in Women's Health Report*, available [here](#).

Women Are ...

- **51 percent** of the population;
- Up to **80 percent** of the healthcare workforce;
- The healthcare decision maker for their homes, making **80 percent** of healthcare decisions;
- Larger consumers of healthcare resources; and
- Responsible for birthing **100 percent** of our future.

Sources: Statista Data. Available [here](#). Department of Labor Data. Available [here](#). World Bank Data: Available at: [here](#). Psychology Today, Available [here](#).

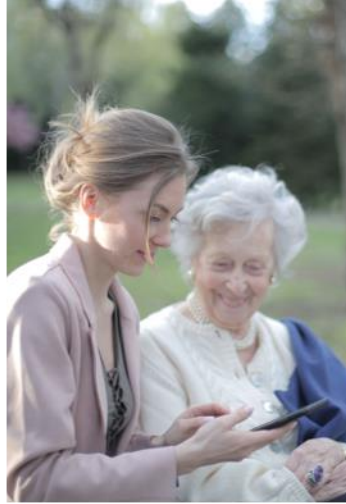
Women Are ...

- **51 percent** of the population;
- Up to **80 percent** of the healthcare workforce;
- The healthcare decision maker for their homes, making **80 percent** of healthcare decisions;
- Larger consumers of healthcare resources; and
- Responsible for birthing **100 percent** of our future.

Sources: Statista Data. Available [here](#). Department of Labor Data. Available [here](#). World Bank Data: Available at: [here](#). Psychology Today, Available [here](#).

Women's Health is

- **Under-funded** ... fewer dollars are directed to research, development, and investment in women's health
- **Under-researched** ... research and development is disproportionately male or gender-neutral focused
- **Misunderstood** ... a gap in understanding and bias results in a distinct healthcare journey for women



Key Takeaways

SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ⚓ Baltimore

Questions?

- Please be sure to complete the session evaluation on the mobile app!

Priya Bathija



Priya is a sought-after speaker and expert on women's health, with more than 20 years of experience working with hospitals, tech start-ups, and public health organizations to make health care better. Women's health has been a throughline in Priya's career. She founded Nyoo Health to set forth her vision for how health care can act and lead change. [Nyoo Health](#) helps organizations rethink women's health in realistic, actionable steps that result in better care, inspired staff, and healthier outcomes for everyone. In addition, as host of [The Women's Health Playbook](#), she is working to make healthcare a little easier for women.

pbathija@nyoohealth.com | [LinkedIn](#)



Jennifer Dauer



Jennifer Dauer is the Chief Strategy and Transformation Officer at The Ohio State University Wexner Medical Center, where she leads enterprise strategy, growth, and partnerships. Previously, she served as Executive-in-Residence and Managing Director at CincyTech, focusing on portfolio development. Before that, she was Senior Vice President for Strategy and Growth at Cincinnati Children's Hospital. During a 25-year tenure at Procter & Gamble, her leadership roles included VP/General Manager of Oral Care, Western Europe Strategic Planning, Beauty Care Marketing, Female Grooming, and New Business Creation. She holds a bachelor's degree in economics and international relations from Brown University.

Jennifer.Dauer@osumc.edu | [LinkedIn](#)



Luanne Thomas Ewald



Ms. Thomas Ewald is President/Chief Operating Officer of University of Michigan Health's C.S. Mott Children's Hospital and Von Voigtlander Women's Hospital. She previously served as President and CEO of Children's Hospital of Michigan. She is a Fellow of the American College of Healthcare Executives and holds numerous board and national leadership roles focused on children's and maternal health. Ms. Ewald is a frequent speaker of healthcare strategy, leadership, and leading with empathy. She holds degrees from Marquette University and Xavier University and completed Wharton Executive Education at University of Pennsylvania.

luewald@med.umich.edu | [LinkedIn](#)

Bibliography/References

- All sources are listed and linked directly on slides