

Johns Hopkins Medicine

- Situation** For more than 25 years, Johns Hopkins Medicine has been hosting *A Woman's Journey*, a highly acclaimed health conference. The conference features more than 40 faculty physicians conducting seminars on 30-plus topics that are vital to understanding today's most important women's health issues. The event is hosted in Baltimore and is well-attended by women representing a wide range of ages from across the mid-Atlantic region. To maximize interest and attendance at the event, the Channel team was called upon to develop promotional materials.
- Solution** The program featured multiple elements, including print advertising, and a range of promotional items. The cornerstone of the campaign, however, was a direct mail invitation package. We developed a design that was fresh, attention-grabbing and succinctly captured the vitality and strength of today's woman. The invitation package was mailed to several highly targeted lists that were procured specifically for the event.
- Result** Attendance and attendee exit surveys continue to thrive and increase. Each annual Baltimore event averages approximately 900 attendees. The striking design and overall campaign consistency was a major factor in the conference's success. And when the *A Woman's Journey* program expanded to Naples, Washington, DC and Tampa/St. Petersburg/Sarasota, Channel was tapped to adapt the creative to the needs of these new markets.

- save the date post card
- print advertising

There's still time to register for this one-day event about medical advances in women's health.

A Woman's Journey[®]

Saturday, November 16, 2013
8:15 a.m. to 4:15 p.m.

Hilton Baltimore Hotel
401 West Pratt Street
Baltimore, Maryland

Register today! For program information and to register, call 410.955.8660 or visit hopkinsmedicine.org/awomansjourney

If you already have registered, we look forward to seeing you and hope you will pass this reminder along to a friend.

shad2013

A Woman's Journey[®]

Don't miss the one day that could change your life.

Saturday, November 16, 2013
8:15 a.m. to 4:15 p.m.

Join Katie Couric and Johns Hopkins physicians as they present 32 seminars about your health.

Hilton Baltimore Hotel
401 West Pratt Street
Baltimore, Maryland


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A Woman's Journey[®]

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Seize this rare opportunity. Attend *A Woman's Journey* and learn about the latest medical advances in women's health from renowned Johns Hopkins physicians and faculty.

- 8 Seminars
- Breakfast and Luncheon Keynote Speakers
- Topics include *Preserving Your Memory and Enhancing Your Image*

For registration and information, call 410.955.8660 or visit hopkinsmedicine.org/awomansjourney

Thursday, January 23, 2014
9:00 a.m. to 2:00 p.m.

Palm Beach County Convention Center
650 Okeechobee Boulevard
West Palm Beach


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A Woman's Journey is grateful for the generous support of our corporate and media sponsors.

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Johns Hopkins USA - Florida's personal link to Johns Hopkins Medicine in Baltimore - 410.464.6555

Earn 6 CE Credits from NASW

A Woman's Journey[®]

register now

Join **Katie Couric** and Johns Hopkins physicians to learn about women's health.

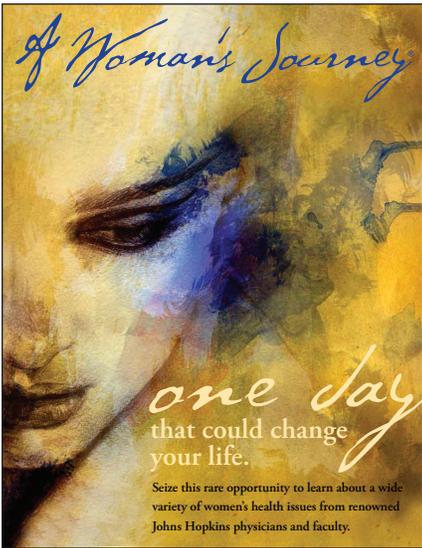
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Seminar Topics

Conversations	Prevention	Healthy Living
<p>10:15 a.m. - 11:15 a.m.</p> <p>Capbound General education regarding many health issues including heart disease, stroke, and cancer. Dr. Michael Gershoff discusses the importance of diet, exercise, and stress management. Dr. Robert L. Maize and other speakers will demonstrate the advantages of emerging medication into your daily activities.</p> <p>771</p>	<p>In the Moment Dr. Mark G. Frenkel discusses the importance of diet, exercise, and stress management. Dr. Robert L. Maize and other speakers will demonstrate the advantages of emerging medication into your daily activities.</p> <p>772</p>	<p>Family Ties Calcium like Angiotensin II has opened the door for conversation about the impact of genetics on our lives. John Gorenstein, Dr. James Bandaru, and the speakers will demonstrate how genetics can be used in medical diagnosis to improve health care. Dr. Robert L. Maize and other speakers will demonstrate the advantages of emerging medication into your daily activities.</p> <p>773</p>
<p>11:30 a.m. - 12:30 p.m.</p> <p>Table Testosterone in Women Testosterone is more than a male hormone. Recent research suggests that it helps build body mass in both women and men. Dr. Adam Daley discusses the impact of testosterone, its role in women and how changes in testosterone are diagnosed, evaluated and treated.</p> <p>774</p>	<p>Preventive Care Hypertension, which affects about 10% of U.S. adults, is one of the most common chronic diseases. This session will discuss the importance of blood pressure control in women and how changes in hypertension are diagnosed, evaluated and treated.</p> <p>775</p>	<p>The Weight of Obesity Excessive weight can profoundly impact the personal health of those struggling to lose even a few pounds. Dr. Robert L. Maize and other speakers will discuss the importance of weight management in women and how changes in obesity are diagnosed, evaluated and treated.</p> <p>776</p>
<p>2:00 p.m. - 3:00 p.m.</p> <p>Women's Health Paying Attention: ADHD from Childhood to Adulthood Attention Deficit and Hyperactivity Disorder continues into adulthood among 40 percent of children diagnosed with the disorder. Dr. Robert L. Maize and other speakers will discuss the importance of ADHD in women and how changes in ADHD are diagnosed, evaluated and treated.</p> <p>777</p>	<p>Risky Business New research indicates that 200 million women, nearly all of which are smokers or ex-smokers, have never had a mammogram. Dr. Robert L. Maize and other speakers will discuss the importance of mammography in women and how changes in mammography are diagnosed, evaluated and treated.</p> <p>778</p>	<p>Super Bugs Newly discovered bacteria, called 200 billion organisms, nearly all of which are superbugs, are spreading. Dr. Robert L. Maize and other speakers will discuss the importance of superbugs in women and how changes in superbugs are diagnosed, evaluated and treated.</p> <p>779</p>
<p>3:15 p.m. - 4:15 p.m.</p> <p>The Lunch Hour Anticoagulants play a vital role in preventing stroke, heart disease, and deep vein thrombosis. Dr. Robert L. Maize and other speakers will discuss the importance of anticoagulants in women and how changes in anticoagulants are diagnosed, evaluated and treated.</p> <p>780</p>	<p>A Discovery that May Offer Hope Health care is seeing encouraging news. Genetically Dr. Robert L. Maize and other speakers will discuss the importance of genetic testing in women and how changes in genetic testing are diagnosed, evaluated and treated.</p> <p>781</p>	<p>Get Bused! Evidence provides effective strategies to reduce and strengthen your bones in an effort to prevent osteoporosis. Dr. Robert L. Maize and other speakers will discuss the importance of bone density in women and how changes in bone density are diagnosed, evaluated and treated.</p> <p>782</p>

Johns Hopkins Medicine invites you to share

A Woman's Journey®

Saturday, November 16, 2013
8:15 a.m. to 4:15 p.m.

Hilton Baltimore Hotel
401 West Pratt Street • Baltimore, Maryland

schedule of events

8:15 a.m. - 9:00 a.m. Registration and Heart-Healthy Breakfast

9:00 a.m. - 10:00 a.m. Plenary Session - *One Woman's Journey*
Award-winning journalist, best-selling author, talk show host, well-known cancer advocate and co-founder of Stand Up To Cancer, Katie Couric, reveals how cancer changed her life and led to a personal commitment to advocate for colon cancer screening and to raise badly needed funds for cancer research.

10:15 a.m. - 11:15 a.m. Select one of eight seminars for Session I

11:30 a.m. - 12:30 p.m. Select one of eight seminars for Session II

12:45 p.m. - 1:45 p.m. Lunch With the Faculty: *Journal of Infectious Diseases*
After five years as Head of Research at the Infectious Diseases Institute, Makerere University in Kampala, Uganda, John Hopkins infectious and infectious disease specialist Dr. Yvonne Manabe shares her tale and lessons learned that could improve health in America.

2:00 p.m. - 3:00 p.m. Select one of eight seminars for Session III

3:15 p.m. - 4:15 p.m. Select one of eight seminars for Session IV

Register now for *A Woman's Journey*
Call 410.955.8660, email swomanjourney@jhmi.edu or visit hopkinsmedicine.org/swomanjourney



Non-Profit
U.S. Postage
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Baltimore, MD

ADDRESS AREA (NOT PRINTED)

A Woman's Journey®

Join Katie Couric and Johns Hopkins physicians to learn about the latest advances in women's health.

A Woman's Journey®

Return this card today to reserve your place for the sessions of your choice.

The fee for *A Woman's Journey* is \$125 per person and includes breakfast, lunch and educational materials. For your convenience, local round-trip, more coach transportation is available from Johns Hopkins at Green Spring Station in Lutherville (\$25 per person), Howard County General Hospital in Howard County (\$30 per person), and Suburban Hospital in Bethesda (\$30 per person). Your confirmation will include transportation details. The Hilton Baltimore also is served by the Baltimore Light Rail at the Camden Yards exit. Garage and valet parking will be available at the Hilton Baltimore Hotel and other area parking garages.

For more information, call 410.955.8660. Registration must be received by November 14, 2013.

My information:

Name: _____ Phone: _____
Address: _____
City: _____
Date of Birth: _____
Organization Affiliation: _____
Special Dietary Needs: Vegetarian Kosher Gluten Free
 Please check here if this is a new address or email address.

My selection of seminar topics:

	Session I	Session II
1st choice		
2nd choice		

Payment includes:

\$ _____ Registration for _____ person(s) (\$125 per person)
\$ _____ Shuttle transportation (please check one)
 \$25 Green Spring Station \$30 Howard County \$30 Suburban Hospital
Please add this tax-deductible contribution to educational mission of *A Woman's Journey*
\$ _____ Total Enclosed

Payment method:

Credit Card Name of Credit Card Holder: _____
Credit Card Number: _____
Card Type: _____ Exp. Date: _____
Billing Address (if different from above): _____
Signature: _____

Check enclosed. Please make your check payable to *A Woman's Journey*. Registrations may be mailed to 701 South Bond Street, Suite 100 or completed online at hopkinsmedicine.org/swomanjourney.
Registration fee are nonrefundable. ©2013 JHMI

A Woman's Journey®

Guest information:

Name: _____ Phone: _____
Address: _____
City: _____ State: _____ ZIP: _____
Date of Birth: _____ E-mail: _____
Organization Affiliation: _____
Special Dietary Needs: Vegetarian Kosher Gluten Free

Guest selection of seminar topics:

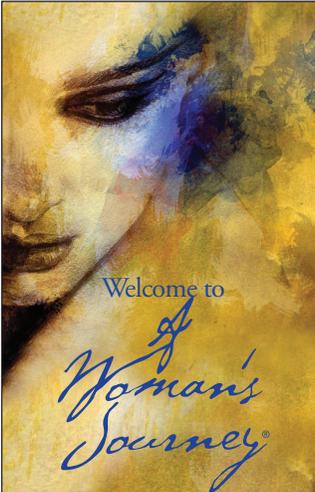
	Session I	Session II	Session III	Session IV
1st choice				
2nd choice				

Out-of-State Transportation
Baltimore is conveniently served by Baltimore/Washington International Thurgood Marshall Airport and Baltimore's Penn Station.

Hotel Accommodations
A special block of rooms has been reserved for conference participants at a reduced rate. To make your reservations, please call the Hilton Baltimore Hotel at 443.573.8700 before October 16, 2013.

hopb2013

- online banner ad
- print advertising

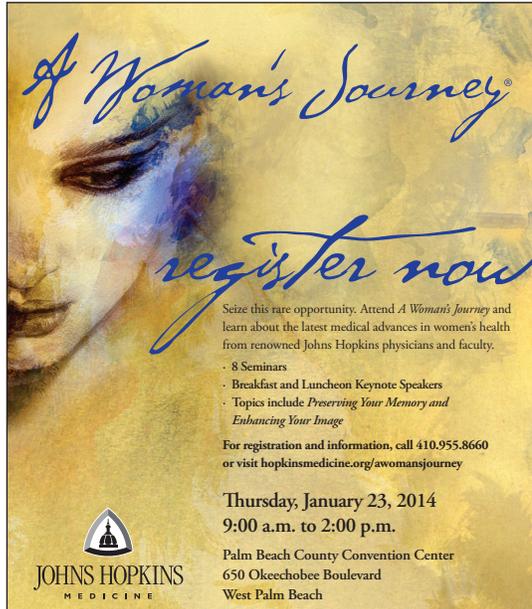


Welcome to
A Woman's Journey



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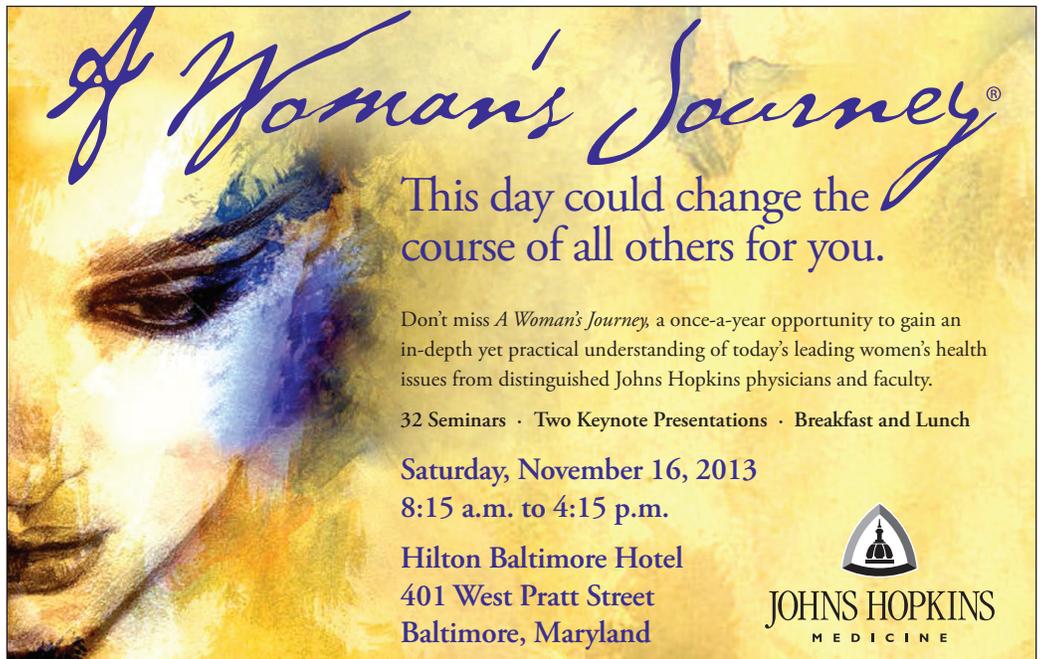
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A Woman's Journey[®]

This day could change the course of all others for you.

Don't miss *A Woman's Journey*, a once-a-year opportunity to gain an in-depth yet practical understanding of today's leading women's health issues from distinguished Johns Hopkins physicians and faculty.

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