

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.

- annual conference identity
- branding theme

Research Modes Used:

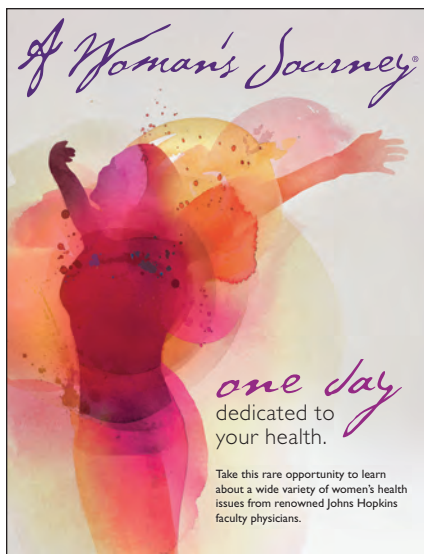
Stakeholder Interviews

Prior-Year Results Review

Database Research



A Woman's Journey[®]
one day
dedicated to
your health.



Feminine Topics				
Portrait of Health	Prescription for Wellness	Vital Signs	What's Cookin'	The Savvy Woman
SESSION I - 10:15 a.m. - 11:15 a.m. Body Sculpting An artist shaping a sculpture, your body is a masterpiece. Discover how to sculpt your body by following the principles of art. This session will focus on the art of a desire to enhance one's body. The session will teach and discuss the connection between body health and health of the entire body.	Statin As a Diagnostic Tool The statin not only lowers cholesterol, but is also a powerful tool in the management of atherosclerosis. This session will discuss the connection between body health and health of the entire body.	Rhythm of the Heart Most common after age 55, atrial fibrillation (AFib) can be a dangerous condition that dramatically increases the risk of stroke. Having it is 20 percent of all strokes. Join cardiologist Dr. Michael J. Rea to understand the symptoms of AFib and options to monitor and treat this condition.	How Safe Is Our Food Supply? Food has come a long way from "eat what you see." Learn how pesticides, antibiotics, hormones, GMOs, chemicals, environmental factors and more production practices can affect food supply and efforts to return to farm-to-table and organic foods from public health specialist Bruce T. Lee.	Mighty Bites Tobacco and other toxins can lead to various diseases, such as lung cancer, heart disease, and chronic obstructive pulmonary disease (COPD). Learn how to avoid these diseases and how to return to farm-to-table and organic foods from public health specialist Bruce T. Lee.
SESSION II - 11:30 a.m. - 12:30 p.m. Hair Loss in Women Alopecia and hair loss are common conditions that affect women. Learn how to manage hair loss and the connection between body health and health of the entire body.	Hot Off the Press Innovative research from Johns Hopkins University has led to new treatments for various conditions, including DNA testing and endocrine therapy. This session will discuss the connection between body health and health of the entire body.	Surprising Things Your Genes Say About You Our genes can reveal significant information about our health and our risk of developing a disease. Genetic testing can provide a better understanding of the human genome and more than 100,000 commercial testing is well as its validity and accuracy.	Food to Enhance Your Immune System Nutritionist Linda Pizzagalli describes foods and combinations of ingredients that enhance our immune system, as well as those that may compromise our defense as the address immune-building nutrients and minerals and the role of antioxidants and power food to maximize the health benefits.	Rise of Lung Cancer Lung cancer is the leading cause of death among men and women in the United States. Learn how to avoid lung cancer and how to return to farm-to-table and organic foods from public health specialist Bruce T. Lee.
SESSION III - 2:15 p.m. - 3:15 p.m. Inducing Your Voice Innovative research from Johns Hopkins University has led to new treatments for various conditions, including DNA testing and endocrine therapy. This session will discuss the connection between body health and health of the entire body.	Kidney Disease in Women of Color Minority populations are disproportionately affected by kidney disease. This session will discuss the connection between body health and health of the entire body.	Strategies to Treat Pain Without Addiction As physicians curb the use and dependency upon opioids to treat pain, patients are seeking alternative strategies to control pain from surgery and chronic conditions using non-opioid pain medications, spinal injections and physical therapy.	Having Your Chocolate and Eating It Too Dark chocolate contains powerful antioxidants that can enhance your health. Nutritionist Linda Pizzagalli describes how to choose the right chocolate and how to return to farm-to-table and organic foods from public health specialist Bruce T. Lee.	Strategies for Healthy Aging Geriatrics specialist Dr. Michael J. Rea discusses the importance of aging well and how to return to farm-to-table and organic foods from public health specialist Bruce T. Lee.
SESSION IV - 3:30 p.m. - 4:30 p.m. Bridging the Gap Innovative research from Johns Hopkins University has led to new treatments for various conditions, including DNA testing and endocrine therapy. This session will discuss the connection between body health and health of the entire body.	The Implications of Inflammation As rheumatologist Lisa Christensen describes, inflammation is a significant reaction of the body's immune system. Chronic inflammation can lead to various diseases, including arthritis, cancer and heart disease.	Bridging the Gap Innovative research from Johns Hopkins University has led to new treatments for various conditions, including DNA testing and endocrine therapy. This session will discuss the connection between body health and health of the entire body.	The Microbiome: How Bugs Define Us Trillions of bacteria live in our gut. Learn how the gut microbiome can affect our health and how to return to farm-to-table and organic foods from public health specialist Bruce T. Lee.	Wooling Through Marijuana With the burgeoning use of cannabis, it's important to understand the risks and benefits. This session will discuss the connection between body health and health of the entire body.

Johns Hopkins Medicine invites you to share

A Woman's Journey

Saturday, Nov. 10, 2018
8:15 a.m. to 4:30 p.m.

Hilton Baltimore Hotel
401 W. Pratt St.
Baltimore, MD 21201

schedule of events

8:15 - 9 a.m. Registration and Heart-Healthy Breakfast
9 - 10 a.m. Plenary Session - One Woman's Journey
Following a career fostering care for breast cancer patients, Lilla Shodany reflects upon her legacy and the patients whom she has inspired through diagnosis and treatment while witnessing innovations in DNA testing, liquid biopsies, immunotherapy and increasing cancer survivorship.
Select one of eight seminars for Session I
Select one of eight seminars for Session II
10:15 - 11:15 a.m. Lunch with the Faculty
Nancy Glass, nurse and Johns Hopkins associate director of the Center for Global Health, shares her lifelong commitment to addressing gender-based inequities in disease populations and promoting evidence-based research in humanitarian settings.
11:30 a.m. - 12:30 p.m. Ask the Expert
Take this rare opportunity to informally speak with physicians on-site to answer general questions about their specialties.
12:45 - 1:30 p.m. Select one of eight seminars for Session III
1:30 - 2 p.m. Select one of eight seminars for Session IV
2:15 - 3:15 p.m. Register Now
3:30 - 4:30 p.m. Please visit hopkinsmedicine.org/awomansjourney or call 410-955-8669. Our staff will be pleased to assist you. Complete information about seminars, transportation, parking, catering, accommodations and continuing education are also on the website. Registration fee of \$145 includes breakfast, luncheon, seminars and handouts.

You're Invited

Non-Profit
U.S. Postage
Paid
Permit # 1408
Baltimore, MD

JOHNS HOPKINS MEDICINE
901 N. Bond St., Suite 100
Baltimore, MD 21201

A Woman's Journey

Join us for one day that can deliver a lifetime of good health.

A Woman's Journey

Return this RSVP form today in the enclosed envelope to reserve your place for the women of your choice.
Thursday, January 25, 2018 • 9 a.m. to 2 p.m. • Patti Beach Community Convention Center

Registration for *A Woman's Journey* includes a named Johns Hopkins Nurses Faculty Breakfast, luncheon and educational materials. (In-person registration, call 410-955-8669. Registration must be received by January 22, 2018.)

My information:
Name: _____ Phone: _____
Address: _____ State: _____ Zip: _____
City: _____ Email: _____
Date of Birth: _____
Organization Affiliation: _____
Special Dietary Needs: ☐ Vegetarian ☐ Kosher ☐ Gluten Free
☐ Please check box if this is a new address or email address.

My selection of seminar topics: Session I _____ Session II _____
1st choice: _____
2nd choice: _____
Spots for each seminar will be filled in the order of request. If you are unable to attend after this time, please contact us at 410-955-8669.

Payment includes:
\$ _____ in \$145 per person fee (____ person(s))
\$ _____ or \$3,000 for a Premium Table of 10 people. A per
Faculty member will join you for lunch. You also receive
\$ _____ (Please add this tax-deductible contribution to the
of *A Woman's Journey*.)
\$ _____ Total

Payment method:
☐ Credit Card Name of Credit Card Holder: _____
Card 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*.
Registration may be mailed to: *A Woman's Journey*, 901 N. Bond St., Suite 100, Baltimore, MD 21201, or completed online at www.hopkinsmedicine.org/awomansjourney.
Registration fee is non-refundable.

A Woman's Journey

Guest information:
Name: _____ Phone: _____
Address: _____ State: _____ Zip: _____
City: _____ Email: _____
Date of Birth: _____
Organization Affiliation: _____
Special Dietary Needs: ☐ Vegetarian ☐ Kosher ☐ Gluten Free
☐ Please check box if this is a new address or email address.

My selection of seminar topics: Session I _____ Session II _____
1st choice: _____
2nd choice: _____
Spots for each seminar will be filled in the order of request. If you are unable to attend after this time, please contact us at 410-955-8669.

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- save-the-date postcard
- print advertising
- banner stand

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

A Woman's Journey

Saturday, Nov. 10, 2018
8:15 a.m. to 4:30 p.m.

Hilton Baltimore Hotel
401 W. Pratt St.
Baltimore, MD 21201

Register today! For program information and registration, call 410-955-8660 or visit hopkinsmedicine.org/awomansjourney.

Visit the website and click on "Baltimore" for complete information about the 32 seminars, registration fee, transportation, parking and overnight accommodations.

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

JOHNS HOPKINS MEDICINE
1601 E. Bond St., Suite 100
Baltimore, MD 21201

Open House
10 a.m. - 12 p.m.
Friday, Nov. 9, 2018
Baltimore, MD

A Woman's Journey

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

Saturday, Nov. 10, 2018
8:15 a.m. to 4:30 p.m.

Choose four of 32 seminars about your health, presented by Johns Hopkins faculty physicians.

WT Baltimore style WETA 3000 JOHNS HOPKINS MEDICINE

Do You Have a Question About...

- Breast Imaging
- Cryopreservation
- Diabetes
- Environmental Allergies
- Epilepsy Treatment
- General GI
- Hearing Loss
- Integrative Medicine
- Kidney Stones
- Minimally Invasive Hernia Repair
- PT for Pelvic Floor
- Stroke Rehabilitation
- Retinal Eye Issues
- The Diabetic Foot
- Vascular Surgery
- Women and Hormones

Join us at

Ask the Expert

Immediately following lunch
Key Ballroom Lobby

JOHNS HOPKINS MEDICINE

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Immediately following lunch
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JOHNS HOPKINS MEDICINE

Seminar Topics

- 10 Surprising Things Your Genes Say About You
- A Female's Guide to a Healthy Bladder
- All About Arthritis
- Back to the Future: Women's Spine Health in the 21st Century
- Body Sculpting
- Bristle Facts
- Coping with the News Cycle
- Don't Take Fatigue Lying Down
- Finding Your Voice
- Foods to Enhance Your Immune System
- Gut Feeling
- Handy Advice
- Having Your Chocolate and Eating It Too
- Hot Off the Press
- How Safe Is Our Food Supply?
- In the Blink of an Eye: The Aging Eye
- Kidney Disease in Women of Color
- Less-Treated Skin Lesions in Women
- Rise of Lung Cancer in Nonsmoking Women
- Skin As a Diagnostic Tool
- Strategies for Healthy Aging
- Strategies to Treat Pain Without Addiction
- The Impact of Stress in Women
- The Implications of Inflammation
- The Microbiome: How Bugs Define Us
- The Skinome: Skin Biome

JOHNS HOPKINS MEDICINE

A Woman's Journey

One day dedicated to your health.

Take a day for yourself and learn about the latest advances in women's health from renowned Johns Hopkins faculty physicians.

- Choice of four of 32 seminars
- Two inspiring keynote presentations
- Breakfast and luncheon
- Ask the Expert

Saturday, Nov. 10, 2018
8:15 a.m. to 4:30 p.m.

Program begins promptly at 9 a.m.

Hilton Baltimore Hotel
401 W. Pratt St.
Baltimore, MD 21201

Register now! For more information, call 410-955-8660 or visit hopkinsmedicine.org/awomansjourney

Future Registration on
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