

Johns Hopkins Medicine: *A Woman's Journey*

Situation Each year, Baltimore-based Johns Hopkins Medicine hosts *A Woman's Journey*, a highly acclaimed one-day health conference held the third week in November. The event features more than 40 faculty physicians conducting seminars on 30-plus topics that encompass today's most important women's health issues. The event is hosted in Baltimore, Maryland and is attended by women representing a wide range of ages from the mid-Atlantic region and 21 states.

While the TDC team has been working with Johns Hopkins and *A Woman's Journey* for over 10 years, early in the relationship we saw that the photo-heavy approach supported by our client for its marketing materials presented major challenges in growing the appeal of the event and establishing a consistent, branded look and feel from year to year.

Solution We proposed a new creative approach that centered on a dramatic, singular illustration of a woman's face. Each year, the image would change, with a slightly different illustrative style and perspective, but would stay focused on a woman's face. This strategy allowed for a more universal appeal among different women, a more eye-catching presentation, and a memorable brand identity that still allowed for freshness every year.

This approach was adopted by Johns Hopkins Medicine and has served as the creative foundation for all of *A Woman's Journey* marketing materials for the past seven years. The cornerstone of the campaign is a direct mail invitation package that prominently features the illustration. Other campaign components include print advertising, posters, bi-monthly email newsletters, save-the-date mailers, ongoing Facebook posts, a registration website, PowerPoint templates, executive breakfasts, sponsorship sales, public relations, as well as a range of promotional items for use on the day of the event.

In addition, we have assisted Johns Hopkins Medicine in pursuing corporate sponsorships in conjunction with *A Woman's Journey*. Recently we helped create an exclusive solicitation for a targeted corporation to support the event in all markets. In Tampa/St. Petersburg, Florida, in partnership with All Children's Hospital, a Hopkins-affiliated pediatric center, the event serves as a cultivation tool to attract major donors.

In 2014, the Baltimore event was sold out, with 1,400 people registered and nearly 400 wait-listed. The response to the 2014 event was the largest in history, with a 4.3% response rate to the invitation package and over 1,000 attendees. According to a follow-up survey Johns Hopkins Medicine conducts with attendees, the striking design of the materials and overall campaign consistency continue to be a major factor in the event's success.

Result

Since the change in creative approach, the popularity of *A Woman's Journey* has skyrocketed. We are now managing and administering *A Woman's Journey* in Baltimore and five cities in Florida—West Palm Beach, Tampa/St. Petersburg, Sarasota, and Naples. There are also current plans to expand into Washington, DC; York, Pennsylvania; as well as into California and Canada. Overall, we have established ourselves as a trusted advisor and valued partner to Johns Hopkins Medicine.

Overall

Overall satisfaction with event: 93.7%
Likelihood of attending AWJ again: 96.5%
81.2% would seek an appointment with a Johns Hopkins physician as a result of attending the conference

Baltimore

Mail quantity – 32,000
Registered – 1,400
Response rate – 4.37%
Wait-listed – 400
New attendees – 48.08%
Previously attended – 51.92%
Attendees from 21 states

West Palm Beach

Mail quantity – 9,000
Registered – 271
Response rate – 3.01%
New attendees – 61.25%
Previously attended – 38.75%
Attendees from 9 states

Naples

Mail quantity – 3,800
Registered – 250
Response rate – 6.57%
New attendees – 51.20%
Previously attended – 48.80%
Attendees from 11 states



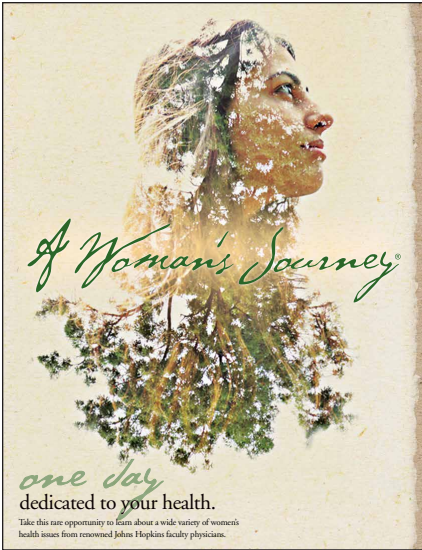
- annual conference identity
- branding theme

Research Modes Used:

Stakeholder Interviews
Prior Year Results Review
Database Research

A Woman's Journey[®]

One day that could change your life.



SESSION I: 10:15 a.m. - 11:15 a.m.	Vital Signs	Prescription for Wellness	The Savvy Woman	Innovation
Back to Basics The common cause of lower back pain in women is fibromyalgia. Dr. Jennifer Horvath discusses various strategies that can provide alternative or surgical interventions.	The Opioid Epidemic Opioid misuse has become the first among a wide range of drug-related problems. Dr. Jeffrey M. Lippman discusses the difference between the two systems, associated problems and current status of the epidemic. He also discusses the role of the physician in this epidemic, with psychiatric research links.	Gaining Control Insulin resistance, which occurs more frequently in women than in men, is a condition that can be fixed, according to endocrinologist James Wright. Dr. Wright discusses the difference between an insulin-resistant and non-insulin-resistant woman and how these women can manage their condition.	The Cosmetic Counter Enhance your knowledge of the ingredients found in cosmetic products. Learn which ingredients have proven effective in reducing common skin issues, including dryness, aging, wrinkles, and acne. Dr. Wright also discusses the role of the physician in this epidemic, with psychiatric research links.	Brain Power Neurologist James Mahoney discusses the role of the brain and how to maximize its function. He also discusses the role of the physician in this epidemic, with psychiatric research links.
Session II: 11:30 a.m. - 12:30 p.m.	How Hear This Hearing loss is a common condition, including presbycusis, noise-induced hearing loss, and sudden hearing loss. Dr. Wright discusses the role of the physician in this epidemic, with psychiatric research links.	Warning: Symptoms You Shouldn't Ignore There may seem like simple symptoms, but unexpected weight loss, fatigue, bleeding, GI problems and new lumps or masses can be among the signs of cancer. Surgical oncologist Nita Ahuja explores these and other indications that diagnosis and further evaluation may be warranted.	The Brittle Factor Rise fractures in women result in more disability than cancer and heart disease combined. Endocrinologist Suzanne Joshi de Beer discusses the role of the physician in this epidemic, with psychiatric research links.	Cutting Edge Minimally invasive techniques, including robotics, are increasingly used in the operating room and in some cases, are replacing "open" surgical procedures. Surgeons Greg Adams and Allen Colton discuss the role of the physician in this epidemic, with psychiatric research links.
Session III: 2:15 p.m. - 3:15 p.m.	Guides to Your Side Surgical oncologist James Ficker discusses the structure of the foot and ankle, how to prevent injury, treatment, and surgical approaches to address arthritis, chronic pain, tendinitis and other issues to keep you moving.	What Your Genes Say About You It has been 15 years since the NIH announced the completion of the Human Genome Project. Oncologist Josh Levine provides a quick refresher course about genes, chromosomes and DNA, which genes can reveal about cancer risk, and the future role of genetic sequencing in personalizing treatment.	FLASH: Hormones Impact Chronic Diseases The link between endocrine dysfunction and chronic disease is an emerging area of research. Endocrinologist Jennifer Joshi de Beer discusses the role of the physician in this epidemic, with psychiatric research links.	Liquid Biopsies Neurosurgeon Chetan Rao discusses the role of the physician in this epidemic, with psychiatric research links.
Session IV: 3:30 p.m. - 4:30 p.m.	Enhancing Diagnostic Accuracy According to the Institute of Medicine, most diagnostic tests are underused or misused in at least one of three ways. Neurologist David Edwards discusses the role of the physician in this epidemic, with psychiatric research links.	An Increasing Threat Malaria is rising among those infected with Hepatitis C virus (HCV), particularly in the United States. Dr. Edwards discusses the role of the physician in this epidemic, with psychiatric research links.	Body Results: Autoimmune Disorders Physicians continue to seek to understand why autoimmune diseases can attack itself and lead to nearly 100 disorders. Neurologist Andrew M. Levin discusses the role of the physician in this epidemic, with psychiatric research links.	Pursuing Precision Physicians continue to seek to understand why autoimmune diseases can attack itself and lead to nearly 100 disorders. Neurologist Andrew M. Levin discusses the role of the physician in this epidemic, with psychiatric research links.

Johns Hopkins Medicine invites you to share

A Woman's Journey

Saturday, Nov. 11, 2017
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:** CBS News' 60 Minutes correspondent Lara Logan portrays the treatment of women in war-torn communities around the world as she shares her personal story.

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

11:30 a.m. - 12:30 p.m. **Lunch With the Faculty** - Colon cancer patient Stefania Joho chronicles her startling survival.

12:45 - 1:30 p.m. **Dinner with the Experts** - Speak informally with additional Johns Hopkins faculty physicians on-site to answer your questions about medicine.

1:30 - 2 p.m. Select one of eight seminars for Session II

2:15 - 3:15 p.m. Select one of eight seminars for Session III

3:30 - 4:30 p.m. Select one of eight seminars for Session IV

New Registration Process

Register online. A Woman's Journey. Please visit hopkinsmedicine.org/awomansjourney or call 410-955-8660. Our staff will be pleased to assist you. Complete information about seminars, transportation, parking, overnight accommodations and continuing education also are on the website. Registration fee of \$135 includes breakfast, luncheon, seminars and handouts.

You're Invited

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 sessions of your choice.

Thursday, January 25, 2018 • 9 a.m. to 2 p.m. • Palm Beach County Convention Center

Registration for A Woman's Journey includes a seated Johns Hopkins Heart-Healthy Breakfast, luncheon and educational materials. For more information, call 410-955-8660. Registration must be received by January 22, 2018.

My information:

Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Date of Birth: _____ E-mail: _____

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	1st choice	2nd choice
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Seating in each session will be first in the order response confirmation of your seminar choice. If you are unable to register for them, please complete the following page.

Payment includes:

\$_____ at \$165 per person for _____ person(s)

\$_____ at \$2,500 for a Premium Table of 10 people. You also will receive a complimentary lunch. You also will receive a complimentary contribution to the cost of A Woman's Journey.

\$_____ Total

Payment method:

Credit Card. Name of Credit Card Holder: _____

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 A Woman's Journey, 901 S. Bowness to 443-709-1213, or completed online at www.hopkins.edu.

Registration fee is non-refundable.

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
1st choice	
2nd choice	

Guest information:

Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

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

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

A Woman's Journey

Saturday, Nov. 11, 2017
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 to register, call 410-955-8660 or visit hopkinsmedicine.org/awomansjourney.

Visit the website and click on "Baltimore" for complete information about your choice of four seminars, the 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
701 S. Broad St., Suite 550
Baltimore, MD 21201

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Permit # 1485
Baltimore, MD

1487924

A Woman's Journey

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

Saturday, Nov. 11, 2017
8:15 a.m. to 4:30 p.m.

Take a day and choose four of 32 seminars about your health, presented by Johns Hopkins faculty physicians.

JOHNS HOPKINS MEDICINE

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

A Woman's Journey

Join us for one day that could lead to healthier tomorrows.

Learn about the latest medical breakthroughs in women's health from renowned Johns Hopkins faculty physicians.

- 8 seminars
- Inspiring keynote presentations
- Hopkins heart-healthy breakfast and "power" Luncheon with the Faculty
- Registration fee

January 25, 2018
9:00 a.m. to 2:00 p.m.

Palm Beach County Convention Center
650 Okeechobee Blvd. • West Palm Beach, FL 33401

JOHNS HOPKINS MEDICINE

Register Today! Visit hopkinsmedicine.org/awomansjourney or call 410-955-8660

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Baltimore, Maryland

JOHNS HOPKINS MEDICINE

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Welcome to

A Woman's Journey

JOHNS HOPKINS MEDICINE

hopkinsmedicine.org/awomansjourney

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