

## Johns Hopkins Medicine: *A Woman's Journey*

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**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 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 continue to be 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, 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. It has expanded to Washington, DC and plans are underway for the event to take place in Pennsylvania, 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:

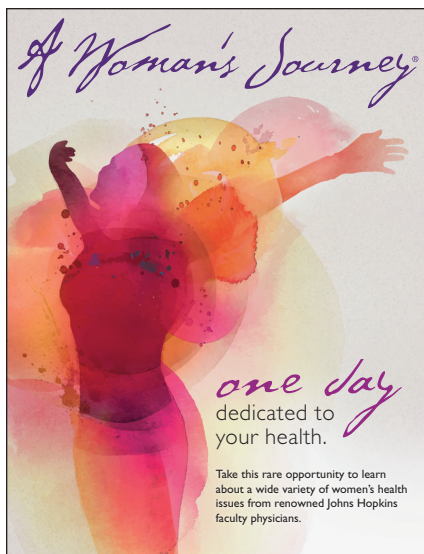
Stakeholder Interviews

Prior-Year Results Review

Database Research



*A Woman's Journey*<sup>®</sup>  
*one day*  
dedicated to  
your health.



Seminar Topics				
Portrait of Health	Prescription for Wellness	Vital Signs	What's Cookin'	The Savvy Woman
<b>SESSION I - 10:15 a.m. - 11:15 a.m.</b> <b>Bodily Sculpting</b> Be an artist shaping a sculpture, and Jürgen Tietjen, MD, PhD, will help women realize their full potential by following the steps of a body sculptor. He will discuss the importance of a diet to enhance one's body. The women will learn and techniques available to reshape a woman's physical appearance.	<b>Stim As a Diagnostic Tool</b> The skin, our body's largest organ, is not as superficial as it may seem. Skin diseases can be associated with underlying conditions that can affect the health of the entire body, such as the cardiovascular system. Dermatologist Peg Comaroff will discuss the connection between skin health and health of the entire body.	<b>Rhythm of the Heart</b> Most common after age 55, atrial fibrillation (AFib) can be a dangerous condition that dramatically increases the risk of stroke, causing it to be 20 percent of all strokes. Join cardiologist Hugh Calkins to understand the symptoms of AFib and options to monitor and treat this condition.	<b>How Safe Is Our Food Supply?</b> Food has come a long way from "eat what you sow." Learn how pesticides, antibiotics, hormones, GMOs, chemicals, environmental factors and more production threats can affect food supply and efforts to return to farm-to-table and organic foods from public health specialist Bruce V. Lee.	<b>Mighty Bites</b> Tobacco and other toxins can lead to traditional diseases, such as lung cancer, but also can lead to new diseases, despite past warnings. Learn how to protect yourself from these threats. Infectious disease specialist Howard S. Tachauer explains why these diseases should be confirmed and treated.
<b>SESSION II - 11:30 a.m. - 12:30 p.m.</b> <b>Hair Tressed: Hair Loss in Women</b> Dermatologist and facial plastic surgeon Lisa Hille outlines the causes of hair loss in women, medical treatment and treatment options for prescription medications, including recently approved topical minoxidil and oral antiandrogens.	<b>Hot Off the Press</b> Innovative Heather Sears investigates new and revised recommendations for monitoring your health and risks for early detection of disease, including DNA testing and colonoscopy. She will discuss the importance of genetic testing for hereditary cancer risk and other recommendations.	<b>Surprising Things Your Genes Say About You</b> Our genes can reveal significant information—from family history to genetic diseases and our risk of developing a disease. Geneticist Chad Niles provides a basic understanding of the human genome and more than 100,000 commercial testing, as well as its validity and accuracy.	<b>Food to Enhance Your Immune System</b> Nutritionist Linda Piliavin describes foods and combinations of ingredients that enhance our immune system, as well as those that may compromise our defenses. She addresses immune-building nutrients and minerals and the role of antioxidants and power foods to maximize the health benefits.	<b>Rise of Lung Cancer in Nonsmoking Women</b> Among the most common cause of lung cancer is here and 100,000 deaths a year. Join 40-70 years who are nonsmokers. Dr. Piliavin shares what is known about the greater prevalence of this among women, warning to encourage smoking.
<b>SESSION III - 2:15 p.m. - 3:15 p.m.</b> <b>Find Your Voice</b> Innovative without losing the ability of our voice can be damaged through problems, vocal cords, or other issues. Otolaryngologist Lee Jett reveals how we can attempt to restore a strong voice and shares actual surgical and behavioral techniques that can help to restore voice quality.	<b>Kidney Disease in Women of Color</b> Minority populations are disproportionately affected by kidney disease, leading many to develop a need for kidney transplantation or dialysis. Nephrologist David Cowie reveals how women from racial and ethnic minority groups can attempt to avoid developing kidney disease.	<b>Strategies to Treat Pain Without Addiction</b> As physicians curb the use and dependency upon opioids to treat pain, pain medicine specialists, Pharm.D., discuss alternative strategies to control pain from surgery and chronic conditions using non-opioid pain medications, spinal injections and physical therapy.	<b>Having Your Chocolate and Eating It Too</b> Dark chocolate contains powerful antioxidants that can enhance your health. Nutritionist Cheryl Yellman shows how this sweet treat can lead to better health of your heart, brain and metabolism, improve athletic performance and reduce stress as well as how to fit chocolate into a healthy diet.	<b>Strategies for Healthy Aging</b> Gerontologist Stephen H. Hays offers advice about how to take about the risk of specific health and lifestyle factors to prevent and manage the aging process, including cognitive decline, and the importance of maintaining a healthy lifestyle and care in older age.
<b>SESSION IV - 3:30 p.m. - 4:30 p.m.</b> <b>Bodily Advice</b> Innovative without losing the ability of our voice can be damaged through problems, vocal cords, or other issues. Otolaryngologist Lee Jett reveals how we can attempt to restore a strong voice and shares actual surgical and behavioral techniques that can help to restore voice quality.	<b>The Implications of Inflammation</b> As rheumatologist Lisa Christensen discusses, inflammation is a significant reaction of the body's immune system. Chronic inflammation can lead to serious health issues, such as heart disease, including arthritis, cancer and more diseases.	<b>Breast Facts</b> Breast cancer is the leading cause of death for many women, but for many years it was considered a death sentence. With early screening with mammograms and treatment with hormone therapy and targeted therapies, breast cancer survival rates have improved significantly.	<b>The Microbiome: How Bugs Define Us</b> Trillions of bacteria live in our gut. Learn how the gut environment known as the microbiome is linked to other health conditions, such as obesity, diabetes, and more. Discover how changing the gut composition can improve health and disease, and the influence of the gut on the brain and the body from immune and specific Cynthia Sears.	<b>Wooling Through Medical Benefits of Marijuana</b> With the burgeoning use of cannabis, this marijuana-based medicine is being discussed in the medical community. Learn about the benefits of marijuana, including its use in treating chronic pain, muscle spasticity, and more. Discover the risks and dosing of cannabis medical products.

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, Lillie Shindler 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.

10:15 - 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 - 1:30 p.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 diverse populations and promoting evidence-based women in humanitarian settings.

1:30 - 2 p.m. Ask the Expert  
Take this rare opportunity to informally speak with physicians on-site to answer general questions about their specialties.

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

Register Now

Please visit [hopkinsmedicine.org/womensjourney](http://hopkinsmedicine.org/womensjourney) or call 410-955-8668. Our staff will be pleased to assist you. Complete information about seminars, transportation, parking, overnight accommodations and continuing education are also on the website. Registration fee of \$145 includes breakfast, luncheon, seminars and handbooks.

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# You're Invited

Non-Profit  
U.S. Postage  
Paid  
Permit # 1488  
Baltimore, MD

JOHNS HOPKINS MEDICINE  
901 S. 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 seminar 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 410-955-8668. 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 \_\_\_\_\_  
Session II  
1st choice \_\_\_\_\_  
2nd choice \_\_\_\_\_  
Session III  
1st choice \_\_\_\_\_  
2nd choice \_\_\_\_\_  
Session IV  
1st choice \_\_\_\_\_  
2nd choice \_\_\_\_\_

Spoken in each session will be filled in the order of response. 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. A premium member will join you for 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 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 A Woman's Journey, 901 S. Bond St., Baltimore, MD 21201, or completed online at [www.hopkins.org/womensjourney](http://www.hopkins.org/womensjourney).  
Registration fee are nonrefundable.

**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  
1st choice \_\_\_\_\_  
2nd choice \_\_\_\_\_  
Session II  
1st choice \_\_\_\_\_  
2nd choice \_\_\_\_\_

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Date of Birth: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Organization Affiliation: \_\_\_\_\_  
Special Dietary Needs: ☐ Vegetarian ☐ Kosher ☐ Gluten Free

**Guest selection of seminar topics:**  
Session I  
1st choice \_\_\_\_\_  
2nd choice \_\_\_\_\_  
Session II  
1st choice \_\_\_\_\_  
2nd choice \_\_\_\_\_

**Guest information:**  
Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
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**Guest selection of seminar topics:**  
Session I  
1st choice \_\_\_\_\_  
2nd choice \_\_\_\_\_  
Session II  
1st choice \_\_\_\_\_  
2nd choice \_\_\_\_\_

- 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](http://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  
901 S. Bond St., Suite 100  
Baltimore, MD 21201

Open House  
10 a.m. - 12 p.m.  
Thank you to our  
Sponsors

*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

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*Ask the Expert*

Immediately following lunch  
Key Ballroom Lobby

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*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

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*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](http://hopkinsmedicine.org/awomansjourney)

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*A Woman's Journey*

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[hopkinsmedicine.org/awomansjourney](http://hopkinsmedicine.org/awomansjourney)

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