

## Johns Hopkins Medicine

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- Situation** Each year, Johns Hopkins Medicine hosts *A Woman's Journey*, a highly acclaimed health conference. It 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, posters 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** The response to the 2013 event was the largest in history, with a nearly 4 percent response rate and over 1,120 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 West Palm Beach, Tampa and Sarasota Florida, Channel was tapped to adapt the creative to the needs of this new market.

- 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*<sup>®</sup>

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](http://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*<sup>®</sup>

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*<sup>®</sup>

*register now*

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](http://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

  
JOHNS HOPKINS  
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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*<sup>®</sup>

*register now*

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

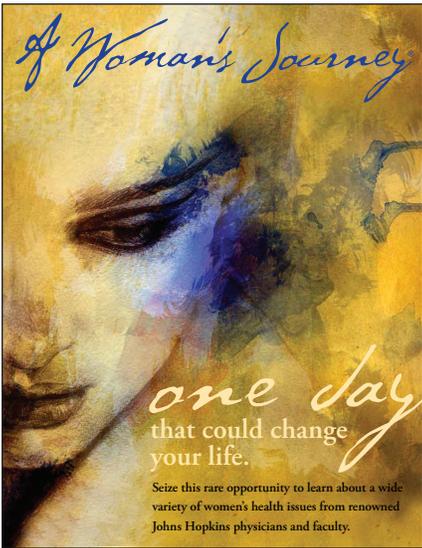
- 32 Seminars
- Two Keynote Presentations
- Breakfast and Lunch

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**Seminar Topics**

Conversations	Prevention	Healthy Living
<p><b>10:15 a.m. - 11:15 a.m.</b></p> <p><b>Capbound</b> General education featuring many leading health care professionals and several leading health care researchers. This session will demonstrate the advantages of emerging medication into your daily activities.</p> <p>771</p>	<p><b>In the Moment</b> Internist Dr. Mark Goyal defines the terms of medication and demonstrates how these techniques can enhance your mental and physical health, reduce the health consequences of stress, and boost your immune system. Data from randomized trials will demonstrate the advantages of emerging medication into your daily activities.</p> <p>772</p>	<p><b>Family Ties</b> Calculation like Angeline Jolie have opened the door for conversation about the impact of genetics on our lives. John Gorenstein, Dr. James Brakenbury explains how innovations in genetics can be used in medical diagnosis to improve health across your lifespan and provide tools for a genetic check-up for you and your family.</p> <p>773</p>
<p><b>11:30 a.m. - 12:30 p.m.</b></p> <p><b>Table</b> Testosterone is more than a muscle hormone. Known as an androgen, it helps build body tissue in both women and men. Dr. Adam Dale discusses the signs of testosterone, its role in women and how changes in testosterone are diagnosed, evaluated and treated.</p> <p>774</p>	<p><b>Pressure Cooker</b> Hypertension, which affects about 10% of U.S. adults, is one of the most common chronic diseases. This session will discuss the role of diet, exercise, and stress in blood pressure control. Dr. Gregory D. Polyzou discusses the relationship between types of hypertension, factors contributing to hypertension and recommended lifestyle modifications and drug treatments.</p> <p>775</p>	<p><b>The Weight of Obesity</b> Excessive weight can profoundly impact the personal health of those struggling to lose even a few pounds. Endocrinologist Dr. Franki Woodford discusses a recent finding that suggests Dr. Anna Lillio, internist, Dr. Kimberly Gadsden and gastroenterologist Dr. Anthony Kallert as they weigh in on strategies including bariatric surgery, diet and behavioral changes.</p> <p>776</p>
<p><b>2:00 p.m. - 3:00 p.m.</b></p> <p><b>Women Men</b> From childhood to adulthood, dietary supplements are an important part of women's health. Dr. Robert L. Heber and other leading experts will discuss the role of supplements, if any, in women's health and how to maximize antioxidant strength.</p> <p>777</p>	<p><b>Paying Attention: ADHD from Childhood to Adulthood</b> Attention Deficit and Hyperactivity Disorder continues into adulthood among 40 percent of children diagnosed with the disorder. Psychiatrist Dr. Elizabeth Kanalis, MD, will discuss the signs and symptoms, suggest other causes of inattention among adults and examine alternative options for treatment.</p> <p>778</p>	<p><b>Risky Business</b> Have you ever risked cancer as a result of a medical procedure? Dr. Kala Venkatasubramanian discusses the risks of cancer-related procedures, such as the use of radiation therapy, and offers strategies to reduce cancer risk and early detection strategies that include new approaches currently being studied for both the prevention and early diagnosis of breast cancer.</p> <p>779</p>
<p><b>3:15 p.m. - 4:15 p.m.</b></p> <p><b>The Lunch Box</b> Antioxidants play a vital role in improving our immunity and decreasing chronic diseases. Nutritionist Leah Mikkelsen emphasizes the role of antioxidants and how to incorporate them into your diet while the stress of food sources and provides tips to maximize antioxidant strength.</p> <p>779</p>	<p><b>A Discovery that May Offer Hope</b> Health news is so encouraging these days. Greenlighting Dr. Amanda Tucker details new research that may lead to early detection of ovarian and endometrial cancer and improve overall quality of life for women. Dr. Tucker also reports the incidence, risk factors and emerging screening strategies of endometrial and ovarian cancer including HPV testing, DNA and women hormones.</p> <p>780</p>	<p><b>Get Bused?</b> Evidence provides effective strategies to reduce and strengthen your bones in an effort to prevent osteoporosis. Endocrinologist Dr. Susan Janik, MD, offers advice on the recommended dose of calcium and vitamin D through dietary sources and assesses the potential side effects of such medications.</p> <p>781</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](mailto:swomanjourney@jhmi.edu) or visit [hopkinsmedicine.org/swomanjourney](http://hopkinsmedicine.org/swomanjourney)



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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 901 South Bond Street, Suite 100 or completed online at [hopkinsmedicine.org/swomanjourney](http://hopkinsmedicine.org/swomanjourney). Registration fee is 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			

**Guest information:**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
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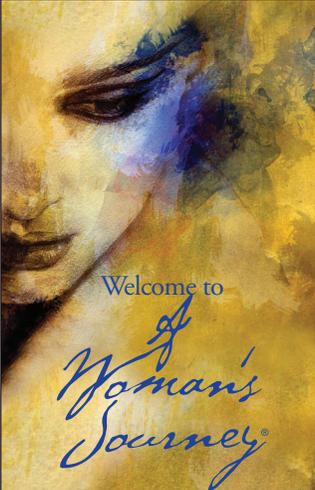
Session I	Session II	Session III	Session IV
1st choice			
2nd choice			

**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

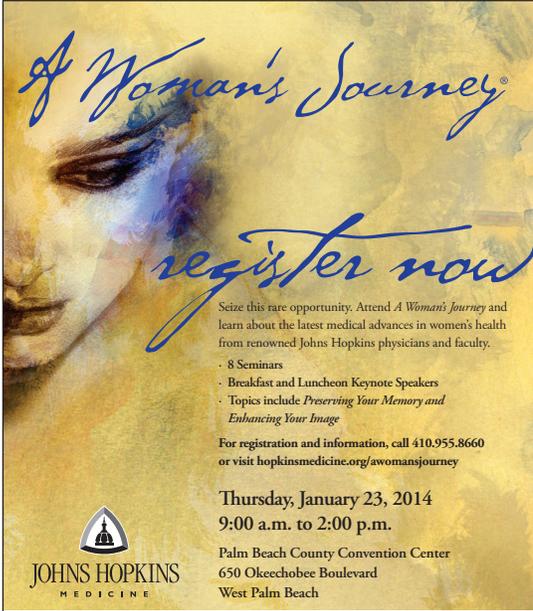


Welcome to  
*A Woman's Journey*



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



*A Woman's Journey*<sup>®</sup>

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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