



**WOMEN'S CHOICE AWARD®**  
THE VOICE OF WOMEN

# 2016 YEAR IN REVIEW

## HOW WE SUPPORTED OUR COMMUNITY AND PARTNERS IN 2016

### WE SUPPORTED OUR CLIENT PARTNERS...

We launched our first lead generation program for Obstetrics and delivered over **1000+** leads to participating Hospitals

**ME  MOM™**  
Great Start for Mom & Baby



We delivered over **33** Facebook ad campaigns and reached over **100,000** people.

**The 'Women's Choice Award Effect'** exists and can positively affect a woman's perception of quality care delivered by a hospital. Patients will rate a hospital that uses the Women's Choice Award seal in their marketing higher than a hospital that does not use the seal **54%** of the time.

### WOMEN TOLD US...

We asked **637** women their opinion on the Women's Choice Award and how it would affect their decision in choosing a hospital for them and their family.

**47%** of women would chose the Women's Choice Award 3x more than US News and 5x more than Healthgrades.

**95%** of women said their trust in a hospital would increase knowing it had earned the Women's Choice Award.

**80%** of women feel more confident going to a hospital that has earned and proudly displays their award.



CHIEF *Family* MEDICAL OFFICER

*Making Important  
Health Care  
Decisions  
For The Ones  
You Love*



### WHAT OUR FANS SAID...

“We love your organization – you all do a phenomenal job!”  
**Darron Rock**  
Northwest Specialty Hospital

“We used the Women's Choice Award as an important tool to encourage our employees to work together on our plan to reduce our costs, while maintaining our level of care.”  
**Alvin Hoover**  
Kings Daughters Medical Center

“There are a lot of awards out there to choose from. We like the Women's Choice Award because it's a recognition we can take to the Moms in our community and say, “Look, don't take our word for it. See what other moms think of us.” It's not only something we use in advertising, but it's also a source of pride for our employees. This is something they should be very proud of.”  
**Adam Landau**  
Doctors Hospital

### WE SUPPORTED OUR MISSION PARTNERS...

We thank our mission partners for their important role in supporting our vision to empower women. We are proud to have been able to donate over **\$40,000** to these organizations last year.



 **WOMEN IN DISTRESS**  
OF BROWARD COUNTY, INC.  
JIM & JAN MORAN FAMILY CENTER

 **bright link**

 **Children's  
Miracle Network  
Hospitals**

 **THE MICHAEL  
BOLTON  
CHARITIES, INC.**  
FOR CHILDREN & WOMEN AT RISK

 **American  
Heart  
Association®**  
life is why™

**HUGS & KISSES**  
ANIMAL FUND