

September 9, 2010

Dear Friends and Colleagues:

Women are so critical for the wealth and health of our civilization.

Women control 60% of the wealth and make 80% of all U.S. purchases. In healthcare, the majority of our colleagues are women. Women control 85% of all healthcare decisions and make up 60% of our patients. Some 21 million women will turn 50 by 2013. Over the next 25 years, an additional 28 million women will become part of our population and 16 million will be seniors.

In this context, I am proud to announce that the NCH Healthcare System has just become a member of the *Spirit of Women*, an elite coalition of American hospitals and healthcare providers that ascribes to high standards of excellence in women's health, education, and community outreach. This exciting program will help solidify NCH as the regional leader in women's health education and community outreach for women and their families.

Our *Spirit of Women* goal is to improve the health of women and their families through innovative community outreach education in such critical areas as cardiac disease, osteoporosis, breast health, cancer, sleep health, menopause, incontinence, diabetes, healthy pregnancy and more.

Over the coming year, NCH will offer a wide variety of *Spirit of Women* programs including major educational programs, educational literature, and informative emails, along with exciting community wellness events.

To get the program rolling, on Thursday, October 14 from 5-8 p.m. in the Telford Auditorium, we'll conduct *Spirit Girls Night Out*, an educational event focused on positive attitudes and actions in increasing breast cancer awareness, wellness and bone and joint health. You may reserve a place by calling 239-552-7554 or visiting <http://www.spiritofwomen.com/spiritgirlsnightout/events-nch-healthcare-system.html>. We're also planning a February 26, 2011 *Day of Dance* with a focus on health and wellness lifestyles for women.

Spirit of Women seeks to inspire and empower women to take control of all aspects of their lives—physical, mental, spiritual and emotional—by taking a holistic approach to personal health and family healthcare. From nutrition to exercise, from skin care to stress management, from financial planning to getaway travel, from preventive medicine to disease management, *Spirit of Women* will help guide us in the coming years.

Administrative Director **Pat Read** at Pat.Read@nchmd.org or 239-552-7555 has more information on how to get involved in this unique *Spirit of Women* initiative.

Respectfully,



Allen S. Weiss, M.D., President and CEO

P.S. Feel free to share *Straight Talk* and ask anyone to email me at allen.weiss@nchmd.org to be added.