

Johns Hopkins Medicine

- 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, TDC 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 2008 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 *A Woman's Journey* was expanded to West Palm Beach, Florida, TDC was enlisted to adapt the creative to the needs of this new market.

- o save the date post card
- o print advertising

There's still time to register for this important day of learning about medical breakthroughs in women's health.


A Woman's Journey

Saturday, November 15, 2008
8:15 a.m. to 4:15 p.m.
Hilton Baltimore Convention Center Hotel
401 West Pratt Street • Baltimore, Maryland

Register today by mail or online at www.hopkinsmedicine.org/awomansjourney
For information or a printed invitation, call 410-955-8660. Visit our Web-site for a listing of featured speakers and a schedule of the day's events.

We hope you'll join us!
If you already have registered, we look forward to seeing you.


*A Woman's Journey*SM



Don't miss
the one day that could change
the course of all others.

Saturday, November 15, 2008
Hilton Baltimore Convention Center Hotel

*Join us as Johns Hopkins physicians present
thirty-two seminars about your health.*



*A Woman's Journey*SM

one Day
that could change the course of all others.



Seize this rare opportunity to learn about the latest medical breakthroughs in women's health from renowned Johns Hopkins physicians and faculty.

Saturday, November 15, 2008
Hilton Baltimore Convention Center Hotel
401 West Pratt Street Baltimore, Maryland

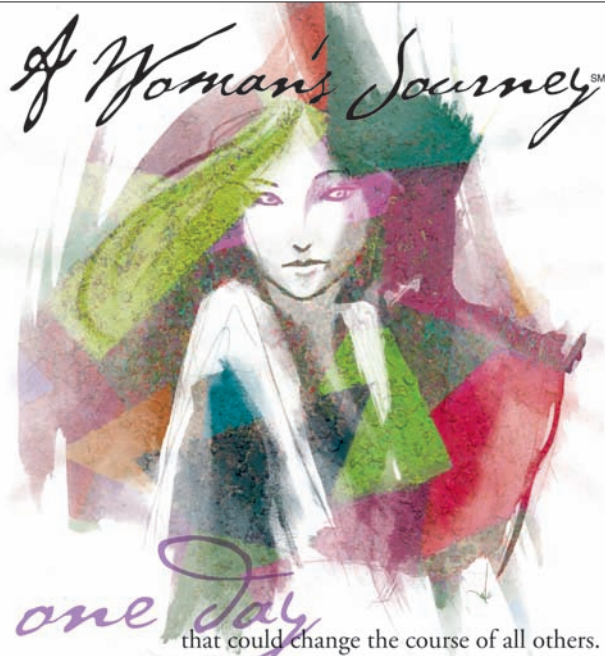


**For more information or reservations, call 410-955-8660
or visit www.hopkinsmedicine.org/awomansjourney**




A Woman's Journey is grateful to its many sponsors including
The Ritz-Carlton Residences, Inner Harbor, Baltimore.

*A Woman's Journey*SM



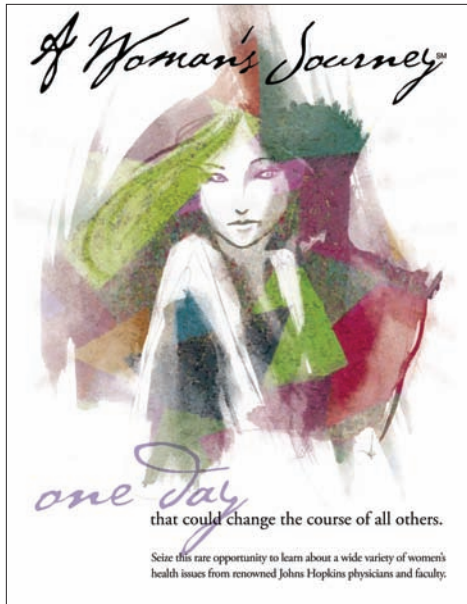
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mar topics

The Anatomy of Health	Food for Thought	Passages
<p>10:15 a.m. - 11:15 a.m.</p> <p>Dr. Holly In. Whelan L1 An under-recognized often underestimated chronic disease, osteoporosis affects nearly one-third of all women over the age of 50. Dr. Whelan explains the leading of osteoporosis that osteoporosis health outcomes healthy products people. Learn the causes, risk factors, the role of hormones, prevent complications and proper treatment.</p>	<p>The Women on Menstruation Menstruation isn't just a monthly cycle. It's a window into the health of your body. Dr. Gabrielle Kistner provides insight into the process and your body's ability to regulate your menstruation and to alter its efficiency.</p>	<p>Strongly Talk: The Female Spirit Dr. Timothy Wilson explains common diagnostic confusion of the cervical and hystero-pyru and more. Dr. Wilson, with his compassion and wit, shares his experiences and offers his insights.</p>
<p>11:15 a.m. - 12:15 p.m.</p> <p>Dr. Susan J. Kim L2 Dr. Kim explains the importance of the breast. Learn how breast cancer is diagnosed, treated, and how to prevent it.</p>	<p>Can I Eat the Fat? Nutritionist Linda M. Mattern explains the science of fat. Learn how to choose the right fats for your health and how to use fat to your advantage.</p>	<p>Using It Right Ophthalmologist Dr. Alan Kim provides an overview of how to use your eyes. Learn how to use your eyes to improve your quality of life. Dr. Kim explains the latest products and the latest techniques for using your eyes.</p>
<p>12:15 p.m. - 1:15 p.m.</p> <p>Dr. Susan J. Kim L3 Dr. Kim explains the importance of the breast. Learn how breast cancer is diagnosed, treated, and how to prevent it.</p>	<p>What's the Deal? Environmental scientist Dr. Robert Lawrence provides an overview of the environmental factors that affect your health. Learn how to use your environment to your advantage.</p>	<p>Just One - Why We Don't Dr. David C. Reardon explains the science of addiction. Learn how to use your brain to your advantage. Dr. Reardon explains the latest products and the latest techniques for using your brain.</p>
<p>1:15 p.m. - 2:15 p.m.</p> <p>Dr. Susan J. Kim L4 Dr. Kim explains the importance of the breast. Learn how breast cancer is diagnosed, treated, and how to prevent it.</p>	<p>Wipe out the Clay? The Environmental Health Perspectives (EHP) program is a leading source of information on environmental health. Learn how to use EHP to your advantage.</p>	<p>Counting Aging Geriatrician Dr. Michael Bellows explains the science of aging. Learn how to use your aging to your advantage. Dr. Bellows explains the latest products and the latest techniques for using your aging.</p>

Johns Hopkins Medicine invites you to share

Of Woman's Journey

Saturday, November 15, 2008
8:15 a.m. to 4:15 p.m.

Hilton Baltimore Convention Center Hotel
410 West Pratt Street • Baltimore, Maryland

Schedule of Events

8:15 a.m. - 9:00 a.m.
9:00 a.m. - 10:00 a.m.

10:15 a.m. - 11:15 a.m.
11:30 a.m. - 12:30 p.m.
12:45 p.m. - 1:45 p.m.

2:00 p.m. - 3:00 p.m.
3:15 p.m. - 4:15 p.m.

Registration and Breakfast
 Dr. Kristina Johnson talks about how the best odds to survive cancer and become dean of a school of engineering, provost of Johns Hopkins University and a care giver.

Select one of eight seminars for Session I

Select one of eight seminars for Session II

Teach with the Faculty - Johns Hopkins professor and author Dr. Susan J. Kim shares her insights with Dr. Susan J. Kim. Dr. Kim explains the importance of the breast. Learn how breast cancer is diagnosed, treated, and how to prevent it.

Select one of eight seminars for Session III

Select one of eight seminars for Session IV

JOHNS HOPKINS

JOHNS HOPKINS

801 South Bond Street, Suite 2100
Baltimore, MD 21201

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PAID
Baltimore, MD
Post. No. 1

Of Woman's Journey

Join us for an important day of learning about the latest medical breakthroughs in women's health.

Of Woman's Journey

Hilton Baltimore Convention Center Hotel
410 West Pratt Street, Baltimore Maryland 21201

Driving Directions

From Interstate 83 (Jones Falls Expressway)
 Follow I-83 South to Exit 1 (Epperson Street), where it becomes President Street. Continue on President Street until you reach East Lombard Street. Turn right on East Lombard Street, and proceed 1 mile. Turn left onto North Greene Street. Proceed one block and turn left onto West Pratt Street. Turn right into the Hilton Baltimore's parking garage.

From Prince Georges
 Follow 95 South through the Fort McHenry Tunnel. Take Exit 53 (Dyers Boulevard).

From Martin Luther King
 Exit toward right, right onto North Greene Street. Turn right onto West Pratt Street.

From West
 Follow right onto North Greene Street. Turn right onto West Pratt Street.

From Baltimore
 Follow the I-83 Baltimore most about a Baltimore.

Out-of-State Trips
 Baltimore is a special city.

Hotel Accommodations
 A special day.

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Of Woman's Journey

Saturday, November 15, 2008

Dear Friend,

As women we live complex lives. We take care of ourselves and others, we are involved in the lives of those around us and we are looking for answers. That's why Johns Hopkins Medicine brings you *Of Woman's Journey*, the highly acclaimed conference on women's health. It's a rare opportunity to learn about the latest medical breakthroughs from renowned Johns Hopkins physicians and health professionals.

This year's conference features 32 seminars, many of which focus on preventing disease and promoting our health. In every session, from Eating to Beat the Odds and Impact of Stress on the Body to Preventing Heart Disease in Women and Preventing Vaginal Infections, in their respective fields will share the most recent medical discoveries. They will help you understand and appreciate how disease can uniquely affect women.

We urge you to take this day for yourself! Join this diverse group of women for a day of education and inspiration. Share this unique experience with your friends and family or come by yourself! Either way, you will be a good company. This educational and empowering day will make a world of difference in your life and the lives of those you love.

We look forward to seeing you at our signature location, the Hilton Baltimore Convention Center Hotel.

Sincerely,
 M. J. Blum, MD
 Medical Director
 Co-Chair

Harriet Lippman
 Co-Chair

JOHNS HOPKINS

- o online banner ad
- o print advertising




*A Woman's Journey*SM
one Day
 to be enlightened and empowered
 by the latest breakthroughs in
 women's health.

*A Woman's Journey*SM
 Saturday, November 15, 2008
 Hilton Baltimore Convention Center Hotel
www.hopkinsmedicine.org/awomansjourney



JOHNS HOPKINS
 MEDICINE

*A Woman's Journey*SM




one Day
 that could change the course of all others.

Thursday, January 22, 2009
 The Cohen Pavilion at the Kravis Center

Seize this rare opportunity to learn about the latest medical breakthroughs in women's health from renowned Johns Hopkins physicians and faculty at the nation's top-ranked hospital.


- 10 Seminars
- Two Keynote Speakers
- Breakfast and Lunch

For more information, call 410.955.8660.
 Visit www.hopkinsmedicine.org/awomansjourney



JOHNS HOPKINS
 MEDICINE


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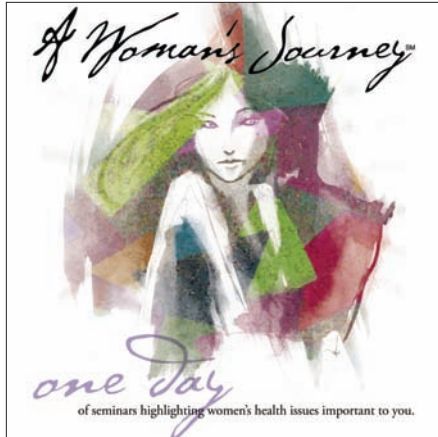
Thursday, January 22, 2009
 The Cohen Pavilion at the Kravis Center
 701 Okeechobee Blvd. West Palm Beach



JOHNS HOPKINS
 MEDICINE

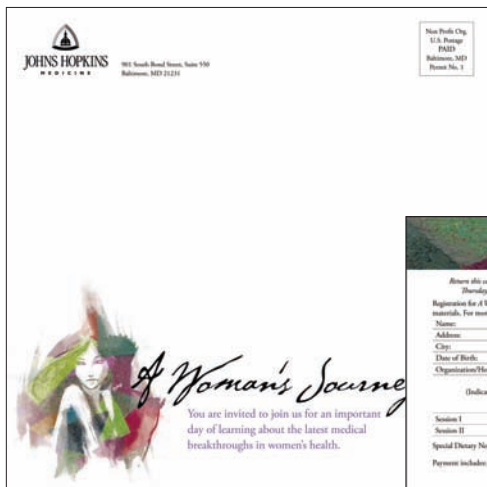
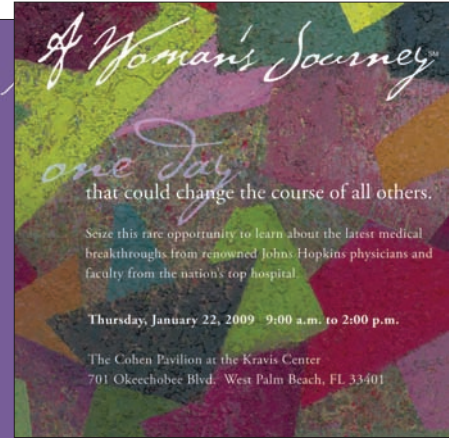
For more information or reservations, call 410-955-8660 or visit www.hopkinsmedicine.org/awomansjourney

Johns Hopkins USA, Palm Beach —
 South Florida's personal link to Johns Hopkins Medicine in Baltimore — 561-659-1155



Seminar topics

	Food for Thought	Living Well	Empowerment	Heart and Soul
SESSION 1 - 11:30 a.m. - 12:30 p.m.	<p>The Health Diet Dr. Charles Costantino Learn about the latest research on diet and health. Dr. Costantino will discuss the importance of diet in preventing chronic diseases and how to make healthy choices.</p>	<p>Continuing Aging Cynthia De Marco Learn about the latest research on aging and health. Dr. De Marco will discuss the importance of staying active and healthy as you age.</p>	<p>Second Opinions Dr. Charles Costantino Learn about the latest research on second opinions and how to make healthy choices.</p>	<p>The Heart of the Matter Dr. Charles Costantino Learn about the latest research on heart disease and how to make healthy choices.</p>
SESSION 2 - 1:30 p.m. - 2:30 p.m.	<p>Optimizing Survival Dr. Nina Shah Learn about the latest research on cancer treatment and how to make healthy choices.</p>	<p>Menopause: How to Thrive Dr. Charles Costantino Learn about the latest research on menopause and how to make healthy choices.</p>	<p>The Pill Box Dr. Charles Costantino Learn about the latest research on birth control and how to make healthy choices.</p>	<p>Menopausal Health Dr. Charles Costantino Learn about the latest research on menopause and how to make healthy choices.</p>



RSVP

Return this card today in the enclosed envelope to reserve your choice for you and any guests.

Registration for *A Woman's Journey* includes a second Johns Hopkins Health Breakfast, lunch and educational materials. For more information, call 410-955-8660. Registration must be received by January 19, 2009.

Name: _____ Phone: _____
Address: _____
City: _____ State: _____ Zip: _____
Days of Birth: _____ Email: _____

Organization/Institution: _____

My selection of seminar topics is: (Indicate selection by using the letter code of each topic, as shown in the invitation.)

Session I	1st choice	2nd choice	Special Dietary Needs
			<input type="checkbox"/> Vegetarian <input type="checkbox"/> Kosher <input type="checkbox"/> Gluten Free

Payment includes: \$150 per person/plus seating at Breakfast and Lunch for _____ person(s)
_____ of \$300 per person/seating at Breakfast and Lunch for _____ person(s)
_____ of \$2,500 per person table for 10 people/plus seated seating at Breakfast and Lunch

Payment method: Cash Credit Card Check Bill Me

Name of Credit Card Holder: _____ Card Type: _____
Credit Card Number: _____ Exp. Date: _____
Billing Address: _____ Security Code: _____
Signature: _____

Check enclosed. Please make your check payable to *A Woman's Journey*.

Guest List

Name: _____ Phone: _____
Address: _____
City: _____ State: _____ Zip: _____
Days of Birth: _____ Email: _____

Session I 1st choice 2nd choice
Session II 1st choice 2nd choice

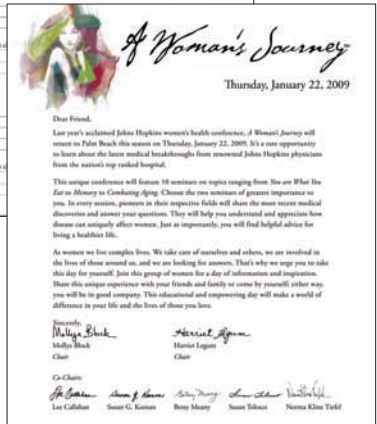
Special Dietary Needs: Vegetarian Kosher Gluten Free

Name: _____ Phone: _____
Address: _____
City: _____ State: _____ Zip: _____
Days of Birth: _____ Email: _____

Session I 1st choice 2nd choice
Session II 1st choice 2nd choice

Name: _____ Phone: _____
Address: _____
City: _____ State: _____ Zip: _____
Days of Birth: _____ Email: _____

Session I 1st choice 2nd choice
Session II 1st choice 2nd choice



Dear Friend,

Last year's acclaimed Johns Hopkins women's health conference, *A Woman's Journey* will return to Palm Beach this year on Thursday, January 22, 2009. It's a rare opportunity to learn about the latest medical breakthroughs from renowned Johns Hopkins physicians from the nation's top ranked hospital.

This unique conference will feature 10 seminars on topics ranging from *How to Live the Way to Menopause* to *Continuing Aging*. Choose the two seminars of greatest importance to you. In every seminar, prominent leaders in their respective fields will share the most recent medical discoveries and answer your questions. They will help you understand and appreciate how disease can uniquely affect women. Just as importantly, you will find helpful advice for living a healthier life.

As women we live complex lives. We take care of ourselves and others, we are involved in the lives of those around us, and we are looking for answers. That's why we urge you to take this day for yourself. Join this group of women for a day of information and inspiration. Share this unique experience with your friends and family or come by yourself; either way you will be in good company. This educational and empowering day will make a world of difference in your life and the lives of those you love.

Sincerely,
 Helen Black, MD, PhD, Chair
 Harriet Tegen, MD, Chair

Co-Chairs:
 Jo Cohen, Susan C. Sutton, Berni Meyer, Susan Tolson, Nancy Klein Telford