



## Bio: Susan E. Levy

Based in Bainbridge Island, Washington, Susan E. Levy has worked as trusted strategic partner to a variety of for-profit, non-profit, governmental and media companies, and - as President of Health Marketing Solutions - health care clients in 35 states.

Offering a powerful blend of creative business thinking seasoned with equal parts media, marketing communications and corporate leadership, Levy brings to her clients a track record of twenty years of business development successes, proven strategies for success, and the know-how to make their programs more profitable.

Levy's roots are in broadcast media, having held posts at Newsweek's broadcasting division, NBC Radio, and multiple West coast stations. She transitioned after eight years to Public Relations and Advertising, spending her next four years as Advertising manager for Providence Medical Center and in Public Relations for clients including Gonzaga University, Washington Trust Bank and the State of Washington Department of Agriculture, and Group Health of Eastern Washington.

Subsequently, over the course of a five-year consultancy with Fisher Broadcasting Corporation, Levy developed a health care programming formula with an annual result of \$750,000 in new advertising dollars, and another million in spin-off revenue.

For the past nineteen years, Susan has been at the helm of Health Marketing Solutions as well as SEL Strategic Consulting, working with health, media and government entities as a thought leader, instigator, and catalyst of business development, marketing strategies, and communications initiatives.

## Highlights

### Health Marketing Solutions

Pioneer of prevention-based marketing in the health care industry, HMS took a stance, beginning in the '90s that set it apart: it made the principles of prevention and early detection the basis of its corporate commitment. Today, these principles are an integral part of America's health care reform, a transformation that now is expressed in consumer demand, policy-making and commonplace health care benefits. HMS developed a network of Partners in Prevention, and on a market-by-market basis, offered ideas, resources, marketing techniques, strategies, and a forum for health care providers to share ideas and gain traction with their programs.

Over 19 years, as Founder and President of Health Marketing Solutions, Susan Levy has provided marketing services serving hospital clients in 35 states, also developing customized materials and informative booklets.

### Department of Agriculture (From the Heart of Washington), Olympia, WA

- Initially consulted to review a federal grant that was almost completed to raise awareness of the crops grown in Washington and analyze how effectively the funds were spent. Made recommendations on how to proceed with the program, was asked to write a plan and then to work with the department as the consultant on implementation. Gov. Christine Gregoire became the chief spokesperson, and the program resulted in unprecedented participation by both the grocery and the media industries statewide. Guidelines for decision-making were also implemented, making it easier to direct new funds.

### Virginia Mason Medical Center, Seattle, WA.

- On behalf of VM, facilitating phase one of a long term partnership with Curves franchisee owners by conducting a 3 month marketing test. Thus far, the test has 100% participation.

### The Heart Center at Providence, Seattle, WA.

- Spearheaded marketing strategy for Women & Heart Program, including the use of “old” media to drive “new” media traffic. Most successful campaign in the country for women’s heart disease information, with women staying on the site an average of 15 minutes and 70% asking for more information in the future. Assisted in the vendor fundraising package totaling \$100,000 for this program.
- Participated in the first brand strategy session and conducted a qualitative research study targeting referring physicians on the effectiveness of the cardiovascular service line.

### DuPont Pharmaceuticals

- Provided marketing strategy to assist DuPont with developing community-based awareness for Cardiolite. This included identifying and qualifying healthcare systems nationwide that could implement specific strategies and gain new cardiac business. Consulted with each community in addressing specific needs.

### The Hope Heart Institute, Seattle, WA.

- Conducted a national peer review of their latest patient education materials to analyze the business feasibility. The results of the SWOT analysis offered recommendations on how to move Hope Heart’s project forward successfully.

### Hendrick Medical Center, Abilene, TX.

- Piloted a community business development model using education and osteoporosis testing. Test market for Eli Lilly. This 12 week program increased business through the present.

### Fisher Broadcasting, Seattle, WA.

- Conducted a market survey of the healthcare community on Internet intelligence, capability, and how to develop this business sector.

### Windom Health, Berkeley, CA.

- Managed the outsourced business development team for the private label sector of this Internet-based health information company. Worked with health systems nationwide to identify Internet health information needs.

### North Mississippi Medical Center, Tupelo, MS.

- Developed the marketing strategy and assisted in the implementation of North Mississippi Medical Center’s Women & Heart Program, which resulted in adding \$1 million to the bottom line the first year.

### Berkeley Heart Labs/Sequoia Hospital, Redwood City, CA.

- Developed and implemented the national business model for the genetic trait testing for heart disease.

