



Dear Physician:

During these challenging and exciting healthcare times, my discussions with you and/or many of your colleagues have substantiated the need for a more significant alignment in our outreach for high quality women's healthcare.

To that end, working with a committee of physicians, we have identified a national program which we believe will be of great value to you and your practice in servicing the healthcare needs of our community. The name of the program which we have joined is the **Spirit of Women**, a national network of hospitals and healthcare facilities that have joined together to advance women's health. Today, although there are over 180 health systems in the network, Mercy Health Partners is the **only participating system in Cincinnati, Ohio**.

We will be offering 4 health outreach initiatives this first year of implementation:

1. A **Consumer Membership Program** offering patient members opportunities for health and wellness, education/screening and discounts for valued day-to-day community merchant vendor services
2. An **Educational/Screening Series**: "Get What You Need Out of Life"
3. A **"Spirit of Women Physician Network"**
4. A **Heart Caring Program** through a pilot of 5 physician offices

Recognizing that meaningful input and participation by physicians sharing our commitment to women's health is key to the success of these initiatives, we are hopeful that you will share our enthusiasm and want to become involved by becoming a **Spirit of Women Provider**. The **"Spirit of Women Physician Network"** will provide you with the opportunity to make a difference in the lives of our community's female population (who research proves make 75% of the healthcare decisions for their families – thus creating even a greater impact on community health!)

What you will get:

- Opportunities for speaking engagements, screenings, public relations/news exposure and publishing of your articles in our magazine
- Identification as a **"Spirit of Women Provider"**
- Your physician information included in our Spirit of Women Physician Directory section of Mercy Health Partners web site: www.e-mercy.com.
- Access to our Spirit of Women Health Educator. This individual will assist with our HeartCaring Program as well as navigate our Spirit of Women members through our physician network and healthcare system.

What you Commit to Invest:

There is no financial investment, but rather participation requirements as follows:

- Become knowledgeable about the **Spirit of Women** Programs to help to promote our efforts at better serving our community. www.spiritofwomen.org
- Provide an access point at your office for membership sign up (display brochures, post flyers, etc.)
- Make yourself available for Spirit Speaking Engagements or Screenings (at least once per year upon request).

If you are interested in becoming a **Spirit of Women Provider**, please indicate by signing the acceptance commitment line below and provide the key contact/phone number of whom you would like our representative to contact to coordinate logistics. Physician membership for our first year will be an open enrollment through third quarter, 2008, after which expansion of the **Spirit of Women Physician Network** will be assessed. I sincerely hope that you will find value in joining us in our initiative as we move forward. I look forward to any questions or feedback that you have as we proceed on this exciting endeavor. You may reach me at (513) 603 - 8698.

Sincerely,

Stephanie Broughton, PT, MHSA
Manager, Women's Health Outreach

I _____ commit to participating in the Mercy Hospital (Print Physician Name) Fairfield **Spirit of Women Physician Network** and agree to the terms outlined above.

Please contact _____ at _____ to coordinate my office participation.
Office Contact Person Phone Number

Physician Signature

Please fax back to Stephanie Broughton at 513-603-8898.