



Translating *her* mindshare
into *your* marketshare.

press release

For Immediate Release:

***Interpret-Her*™ joins “Spirit of Women” as a Preferred Provider**

Interpret-Her, LLC, a Minneapolis based company which helps corporations focus their product, sales and communications efforts on the women's market, has been selected as a preferred provider in its category for the *Spirit of Women's* national hospital network. *Spirit of Women* is comprised of 175 non-competing American hospitals in 40 distinct markets. Founded in 1997, *Spirit of Women* is focused on the development and support of programming to advance women's wellness, care and health education. Through branded national events, consumer loyalty and affinity programs, strategic planning services and national and clinical forums, *Spirit of Women* helps build a leadership position in women's health services for each of its growing network of hospitals.

The *Spirit of Women* programs support a variety of health issues such as cardiology care, breast health, osteoporosis, menopause and wellness. "Each of these programs works to bring an integrated approach to women's healthcare", states Terri Whitesel, President of *Interpret-Her*." The organization's alignment with national healthcare organizations, and their incorporation of grants, clinical trials and national strategic planning efforts into their programs, supports the development of experience based programs for the female consumer. "This partnership allows us to work with some of the innovators in women's health as well as leaders in the pharmaceutical and medical supply industries."

As a preferred provider, *Interpret-Her* will be attending *Spirit of Women's* annual, members only meeting in Nashville, June 22-25. "We will focus our efforts on providing the member hospitals with the newest thinking in community building strategies such as blogs and word-of-mouth programs. Our interactive research offerings will help them to better define, segment and target their market and maximize the investment they have made in the *Spirit of Women* programs." says Ms. Whitesel.

Interpret-Her's founder and President, Terri Whitesel, has extensive experience in healthcare that includes the research and marketing of mobile MRI centers, cardiology services, day surgery centers, nurse recruitment, cosmetic surgery, mammography centers, senior services

programs, sleep clinics and Fitness and Wellness programs. This experience, along with *Interpret-Her's* strategic marketing, sales, technology, and new media offerings allow the company to leverage its entire skill set to support the current and future initiatives planned by *Spirit of Women* .

"We are proud to be a part of such a positive direction for female healthcare programs," comments Ms. Whitesel, "and pleased to see that so many providers are taking women's healthcare seriously enough to establish a dedicated business unit just for the female market. Until we can cure breast cancer, heart attacks and the other life threatening and debilitating diseases that affect women of all ages - awareness and prevention are our only defense."

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About the Company: Interpret-Her is a hands-on consultancy providing corporations with practical solutions for marketing to women.

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