



SITUATION

Mary Washington Healthcare

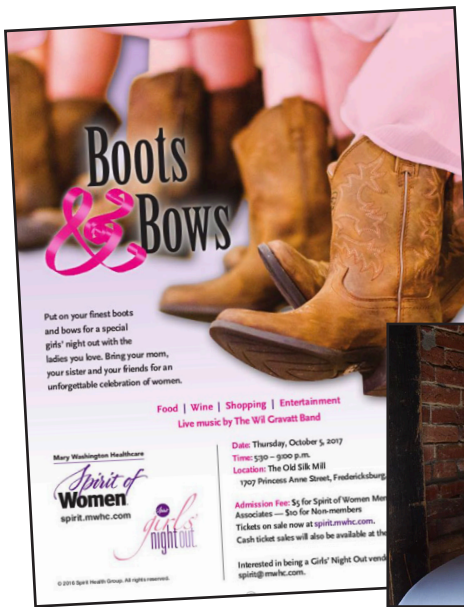
Mary Washington Healthcare is a 437-bed hospital located in Fredericksburg, Virginia. Mary Washington Healthcare's goal was to improve their community's understanding of services available through their affiliated physician practices as a way to influence healthy community goals.



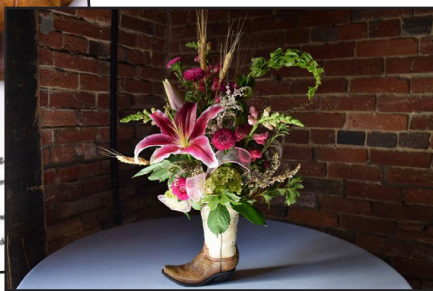
SOLUTION

Mary Washington Healthcare collaborated with community partners to host an engaging Girls Night Out event called "Boots and Bows." The venue was the Old Silk Mill, a rustic and elegant setting with a popular local country band as entertainment. Attendees could shop with 28 local business partners, including clothing, jewelry, personal care, handbags, while enjoying great food, wine, and a photo booth with their friends.

The highlight of the evening was "Dessert with the Docs," featuring delicious dessert "shooters." The physicians were accessible in a comfortable way for conversation, positioned outdoors on the patio by candlelight.



Mary Washington Healthcare staff were on hand to make appointments, offer health education, and answer questions about their services.



SUCCESS

The event doubled in size from last year's event, with **250 attendees**. The campaign increased community awareness and resulted in referrals and appointments made to the participating practices. Boots and Bows generated **tremendous social media buzz** from attendees and vendors alike. Several event surveys indicated this was the best Girls Night Out held to date. Three different physician practices actively participated, representing OB/GYN, General Surgery and Vascular. One practice even sent four providers. One physician stated her opinion about the event:

"I think it is wonderful. It gives women an opportunity to ask questions in a casual, comfortable setting. If I can reach just one woman who needs information or guidance, it is well worth my time."

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