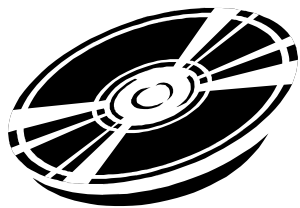


LISTEN AND LEARN CONFERENCE CD-ROM



SIXTEENTH NATIONAL SUMMIT ON HEALTHCARE MARKETING STRATEGIES

March 27-29, 2011 Ritz-Carlton Orlando, FL

GENERAL SESSIONS

Real-Time Marketing: How to Instantly Engage Your Market and Connect with Customers

David Meerman Scott, Freshspot Marketing LLC

Beyond Health Reform: Strategic Imperatives for Hospitals & Health Systems

Jeff Goldsmith, PhD, Health Futures, Inc.

A Call to Action: Marketing the Patient Experience

M. Bridget Duffy, MD, ExperiaHealth

PRE-SUMMIT STRATEGY SESSIONS

Hospital/Physician Alignment: Implications for Marketers

Susan Kaufman, HCA Midwest Health System;

Joshua Halverson, ECG Management Consultants, Inc.

The 5Ds of Brand Development: The Time is NOW!

Rob Klein, Klein&Partners; Candace Quinn, Brand=Experience

STRATEGIC MARKETING (SPONSORED BY CONNECT HEALTHCARE)

Healthcare Reform: Are You Ready?

Ellen Barron, University of Iowa Health Care; Peter Brumleve,

Scott and White Healthcare; Suzanne Sawyer, University of Pennsylvania Health System; Terri Goren, Goren & Associates

Urgent Care Centers: Successful Model for Outpatient Growth

Samuel Chris Ciocco, Baptist Health South Florida

Achieving the Optimal Marketing Structure

Preston Gee, Trinity Health

Proving Results: An ROI Adventure

Tanya Andreadis, Halifax Health; William Moschella, eVariant

Better than Best: Reinventing a Solid Gold Brand

Sherry Hartnett, Baptist Health Care; Mary Alice Czerwonka, Neathawk Dubuque & Packett

Using Generational Segmenting to Pinpoint and Capture Targeted Patients

Ruth Colby, Silver Cross Hospital; Linda MacCracken, Thomson Reuters

Small & Standing Tall: Marketing Smart on Modest Means

Jonathan Billings, Northwestern Medical Center;

Matthew Dodds, Brandthopology

CUSTOMER COMMUNICATION (SPONSORED BY eVARIANT)

Engaging the Mommy Audience: Hospital Mommy Blogs

Brooke Hynes, Tufts Medical Center; Dan Dunlop, Jennings

Benchmark Communications Success Every Step of Way

Donna Arbogast and Rob Rosenberg, Springboard Brand & Creative Strategy

The Rational vs. the Emotional in Advertising

Jim Blazar, Hartford Healthcare; Marilyn Wilker, Cows in Trees

e-Philanthropy: Online Fundraising that Works

Jesse Stremcha, Children's Hospitals and Clinics of Minnesota

Sustainable Brand Building: A Multi-System Case Study

Kathleen Perlewitz, Froedtert & Community Health;

John McKeever, Gelb Consulting Group, Inc.

Jumpstarting CRM Success with Trigger Campaigns for Immediate ROI

Lisa Lager, Provena Health; Guy Miller, REACH3

Value-Based Care: Implications for the Strategy Officer

Martin D'Cruz, St. Vincent Health; Terri Welter, ECG

Management Consultants, Inc.

No Patient Left Behind: Metrics and Service Recovery

Jennifer Kennedy-Stovall, MD Anderson Cancer Center;

John McKeever, Gelb Consulting Group, Inc.

PHYSICIAN STRATEGIES (SPONSORED BY BARLOW/McCARTHY)

The Doctor is in Review

Daniel Fell, Neathawk Dubuque & Packett

The Evolving Physician Conversation

Teri Cardenas, CHRISTUS Health; Michael Barber, MD,

Barlow/McCarthy

Improving the Physician and Marketing Relationship

David A. Feinberg, NewYork-Presbyterian Hospital

Creating a Specialized Physician Sales Force

C. Josef Ghosn and Chelle Simmons, Florida Hospital

Integrating Physician Communication Channels: Balancing Print and Electronic Media

Donna Teach, MS, APR, Nationwide Children's Hospital

Marketing a Newly Formed Medical Group

Linda Atwill and Lauren Foote Christensen, Legacy Health

STRATEGIES FOR CONSUMER ENGAGEMENT

(SPONSORED BY COFFEY COMMUNICATIONS, INC.)

Building Loyalty Through Integrated Care Delivery

Jennifer Close, Dean Clinic; Dean Halverson, Leede Research

Branding the Patient Experience

Kevin Stranberg, Memorial Medical Center; Jean Hitchcock,

MedStar; Kristin Baird, Baird Group

Creating a Successful Fully-Integrated Cardio Service Line

Sharon Winn, Susquehanna Health; Robert Wasserman, ECG

Management Consultants, Inc.

Grow Women's Health for Powerful Success

Merri Alessi, Woman's Hospital; Jane Haas, BFA, MA,

CHRISTUS Health; Gabrielle DeTora, Gabrielle DeTora, LLC

Engaging Consumers with Wellness

Chris Boyer, Inova Health System; Chris Bevolo, Interval

LISTEN AND LEARN

Measuring and Leveraging the Perception Gap Between Employees and Consumers

Camille Baxter, University of Illinois Medical Center; Ryan Donohue, National Research Corporation; Gayle Morris, Laughlin/Constable

INTERACTIVE STRATEGIES & NEW MEDIA

(SPONSORED BY GREYSTONE.NET)

Integrating Content and Applications: Creating a Better Online User Experience

Pam Marecki, Bayhealth Medical Center; Andy Darnell, AVID Design

Ideas Into Action: Results-Driven Social Media Strategies

Ara Telbelian, Henry Ford Health System; Kari Shimmel, DBA Healthcare

Website Redesign: What Marketers Need to Know

Kim Haynes, Medical University of South Carolina Hospital; Kathy Divis, Greystone.Net

Mass Media Still Matters to Online Strategy

Patrick Kane, Wellmont Health System

Mobile Technology: Changing the Face of Healthcare and Communications

Karen Corrigan, Corrigan Partners; Scott Thomsen, Launch Media, Inc.

Website Usability: Enhancing the Online Patient Experience

Lynn Eastep, University Hospitals of Cleveland

Proving the Value of New Internet Investments

Mike Schneider, Greystone.Net

Using the Web to Support Complex Organizations

Daryl Thuringer, Avera Health System; Ben Dillon, Geometric, Inc.

SPECIAL WORKSHOP SESSIONS

Physician Marketing and Communications: Best Practices

Lisa McCluskey, Memorial Health Care System; Stephen Moegling, Franklin Street Marketing

Pricing, Transparency, and Marketing Strategy

David Marlowe, Strategic Marketing Concepts

CD-ROM ORDER FORM

HOW TO ORDER

CD-ROMs can be ordered by mail or fax. Please allow 1-2 weeks for delivery:

Fill in the information below and return to:

Forum for Healthcare Strategists
980 North Michigan Avenue; Suite 1260
Chicago, IL 60611

Or fax form to:
312.440.9089

For more information, call 866-440-9080, x23, or e-mail contact@healthcarestrategy.com.

Shipping Information Please Print!

Name _____

Title _____

Organization _____

Shipping Address _____

City _____ State _____

Zip Code _____

Phone _____ Fax _____

Email _____

Please note: Payment in full must accompany order. The Forum does not accept purchase orders as proof of payment.

PAYMENT INFORMATION

Check enclosed in the amount of \$ _____, payable to **Forum for Healthcare Strategists**

Charge my: Visa MC AMEX Discover

Card Number _____

Exp. Date _____

Name of Cardholder _____

Signature _____

Billing Address _____

Cost Worksheet

Attendee: \$95.00 \$ _____
(includes shipping and handling)

Non-Attendee: \$350.00 \$ _____
(includes shipping and handling)

TOTAL DUE \$ _____