Sixteenth National Summit

Healthcare Marketing Strategies

Formerly the Customer Based Marketing Strategies Forum

FOCUS ON:
The Changing Role of the Healthcare Marketer
Strategic Marketing
Customer Communication
Physician Strategies
Strategies for Consumer Engagement
Interactive Strategies & New Media

March 27–29, 2011
The Ritz-Carlton
Orlando, FL
Dear Colleague:

Few would argue that these are challenging times for those of us in healthcare. Although reform legislation has passed, uncertainty remains about how it will unfold over the coming years and how it will affect hospitals and their relationships with patients, physicians, and payers. For marketing strategists, this is an opportune time to examine what you can do to help prepare your organization for the transition while also attending to ongoing marketing responsibilities.

What better time than now to take a good look at how you can improve marketing strategy, messaging, and positioning? What communications tactics will be needed to help both internal and external audiences understand and support needed changes in healthcare delivery? How will you respond to heightened demands from physicians and consumers for better communication and service? What is marketing’s role in engaging the entire organization in delivering a better patient experience?

The Sixteenth National Healthcare Marketing Strategies Summit is your opportunity to learn about strategies and tactics for addressing these issues and more. With solid case study sessions featuring leading healthcare organizations, enhanced by thought-provoking keynote speakers, it’s an exceptional educational experience.

On behalf of the Forum for Healthcare Strategists, we extend a very special invitation to you to attend healthcare’s most forward-thinking marketing conference.

Conference Co-Chairs

Ellen Barron  
Associate Vice President,  
Marketing & Communications  
University of Iowa Health Care

Jim Blazar  
Senior Vice President,  
Chief Strategy Officer  
Hartford Healthcare

Peter Brumleve  
Chief Strategy and  
Marketing Officer  
Scott and White Healthcare
Hospital/Physician Alignment: Implications for Marketers
Health reform, changing reimbursement models, and the dynamic trend of hospital employment of physicians all create market uncertainty — and significant challenges for healthcare marketers. Examine the industry drivers that will continue to influence hospital/physician relationships, along with cutting-edge strategies and emerging tactics successful health systems are using to enhance alignment with both employed and independent physicians. Learn how marketers can incorporate these trends and tailor strategies and tactics to better communicate with physicians, reduce leakage, and prioritize physician marketing initiatives.

Susan Kaufman (Invited), Vice President, Marketing, HCA Midwest Health System (Kansas City, MO)
Joshua D. Halverson, Principal, ECG Management Consultants, Inc.

The 5Ds of Brand Development: The Time is NOW!
Increased access to health services is a much-desired outcome of health reform, and one that should survive the politics. Recognizing this, healthcare marketers should be thinking about the role their organizational BRAND will play in capturing new markets. Whether you are responsible for a single hospital brand, or an integrated health delivery system, the process to arrive at a deliberate, compelling, differentiated, and consistently executed BRAND is the same. This hands-on session will take you step by step through the brand development process, share the challenges, and offer recommendations for advancing the process within your own organization.

Rob Klein, President, Klein & Partners
Candace Quinn, Chief Experience Officer, Brand=Experience
Monday, March 28, 2011

8:00 – 9:15 A
General Session
Sponsored by CPM

Beyond Health Reform: Strategic Imperatives for Hospitals and Health Systems
Health reform legislation passed in 2010 ushered in the most significant change in the US health system in 50 years. The law broadens access to care, fundamentally changes how healthcare is financed, with new incentives for hospitals, physicians, and everyone else who supplies or supports the health system. Healthcare futurist Jeff Goldsmith will explore the effects on hospitals and health systems, and how these organizations can prosper under the changes. Learn the essential role of marketers and strategists in shaping responses to reform, including repackaging services to prepare for bundled payments, restructuring for efficiency and value, and understanding models for truly integrating assets in preparation for a wave of consolidation.

Jeff Goldsmith, PhD
President
Health Futures, Inc.

9:45 – 11:00 A

Urgent Care Centers: Successful Model for Outpatient Growth
In 2003, Baptist Health South Florida embarked on an outpatient urgent care strategy designed to increase market share. Today, there are 10 new urgent care centers, with 150,000 visits annually. Examine the strategy, including market selection and development essentials, as well as the results. Hear about the keys to success, as well as the implications for preparing for healthcare reform.

Samuel Chris Ciocco
Assistant Vice President, Strategic Planning & Business Development
Baptist Health South Florida (Coral Gables, FL)

Achieving the Optimal Marketing Structure
With system affiliations, mergers, and other partnerships on the rise, what’s the best process and structure to optimize marketing in a consolidated system? Centralizing marketing at the system level, having each hospital runs its own marketing with some corporate support, or something in between? Examine the pros and cons of different models. Hear advice for determining what will work best for your situation.

Preston Gee
Senior Vice President, Strategic Planning & Marketing
Trinity Health (Novi, MI)

e-Philanthropy: Online Fundraising that Works
Online fundraising through Web content, e-mail, and social media is the biggest trend in fundraising. Hear a proven case study from a hospital that has substantially increased giving using online strategies. Learn the role of Facebook, YouTube, and LinkedIn in fundraising and how to integrate online tools into existing donor programs.

Jesse Streemcha
E-Philanthropy Specialist
Children’s Hospitals and Clinics of Minnesota
(Minneapolis, MN)

11:15 A – 12:30 P

Proving Results: An ROI Adventure
Layers of complexity make straightforward ROI calculations difficult, and identifying the right data sources, agreeing on metrics, and determining the best way to report results can be a challenge. Hear about one hospital’s adventure in demystifying the process. View actual service line ROI reports and the campaigns that generated the numbers.

Tanya Andreidis
Director, Marketing & eBusiness
Halifax Health (Daytona Beach, FL)

William Moschella
CEO
eVariant

Better Than Best: Reinventing a Solid Gold Brand
Baptist Health Care of Pensacola reached the pinnacle when it became the first hospital to win the coveted Malcolm Baldrige Award for Quality. Then business challenges, competitive threats, and an ailing economy threatened to undermine its solid-gold reputation. Learn how marketing catalyzed an organizational renaissance by reinventing the brand, energizing staff, and fulfilling customer expectations for quality and compassion.

Sherry Hartnett
Vice President, Chief Marketing and Development Officer
Baptist Health Care (Pensacola, FL)

Mary Alice Czerwonka
Senior Vice President, Neathawk Dubuque & Packett

3:45 – 5:00 P

Sustainable Brand Building: A Multi-System Case Study
The Froedtert family of brands is the strongest in the Eastern Wisconsin market, but research suggested that the naming strategy did not unify hospitals and clinics in the minds of consumers. Hear how the brand team used research to develop a simpler and more memorable naming strategy, solidifying the brand promise through the process. Examine the process, implementation, and results.

Kathleen Perlewitz
Vice President, Marketing
Froedtert & Community Health (Milwaukee, WI)

John McKeever
President, Gelb Consulting Group, Inc.

Jumpstarting CRM Success With Trigger Campaigns for Immediate ROI
Learn how multi-hospital Provena Health made an enterprise-wide commitment to a comprehensive CRM strategy and achieved a positive return on marketing investment within six months. Hear about their successful implementation process; the strategies and tactics used, including service line trigger campaigns; and how their lessons learned can benefit your hospital.

Lisa Lagger
System Vice President, Public Relations & Marketing
Provena Health (Mokena, IL)

Guy Miller
Partner, REACH3

12:30 – 1:15 P

Networking Luncheon

2:00 – 3:15 P

1:15 A – 1:45 P

Dessert in the Exhibit Hall

Better Than Best: Reinventing a Solid Gold Brand
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Guy Miller
Partner, REACH3

5:00 – 6:15 P

Reception in the Exhibit Hall
The Doctor is in Review
Faced with an ever-increasing number of physician rating systems — from peer reviews to service scores to sanctions data — consumers, hospitals, payers, and physicians are struggling to understand what it all means. Examine the evolution of physician scorecards, what's driving the new measures, and how to prepare for the coming wave of physician ratings.

Patricia Cluff
AVP for Strategic Relations and Marketing
University of Virginia Health System (Charlottesville, VA)

Daniel Fell
Executive Vice President
Neathawk Dubuque & Packett

The Evolving Physician Conversation
Now, more than ever, healthcare executives must be more strategic and proactive in understanding their organizations' physician alignment philosophies and positioning around the constant influx of new information relative to reform, reimbursement, and more. Learn to take the lead as a change manager to bring all stakeholders into the evolving fold of physician communication and strategy.

Teri Cardenas
Senior System Director, Strategic Marketing & Communications
CHRISTUS Health (San Antonio, TX)

Michael Barber, MD
Lead Consultant, Barlow/McCarthy

Branding the Patient Experience
How can your organization deliver a consistently positive patient experience that fulfills the brand promise? It's more than smiley lessons! Receive hands-on tools for understanding the current reality and taking steps to make positive and lasting changes. Learn the marketer's role in leading organizational change and examine case examples of best practices and lessons learned.

Kevin Stranberg, Director, Public Relations
Memorial Medical Center (Ashland, WI)

Jean Hitchcock (Invited)
Vice President, Marketing & Communications, Medstar

Kristin Baird, President
Baird Group

Creating a Successful Fully-Integrated Cardiovascular Service Line
How can a hospital differentiate its cardiovascular services in a highly competitive market with declining volumes? Examine the path Susquehanna Health’s Williamsport Regional Medical Center took to reach the Thomson Reuters Top 50 Heart Centers for the first time in 2011. Hear how outcomes, patient satisfaction, and care coordination were improved and how their successes helped craft brand strategy.

Sharon Winn, Admin. Director, Heart & Vascular Institute
Susquehanna Health (Williamsport, PA)

Robert Wasserman, Principal
ECG Management Consultants, Inc.

Grow Women’s Health for Powerful Success
Women make up 80% of healthcare decisions and 60% of doctors’ appointments, so capturing their attention and loyalty is key to a hospital's success. Examine trends, disciplined approaches, and critical information for success in women's health.

Merri Alessi
Director of Marketing
Woman's Hospital (Baton Rouge, LA)

Gabrielle DeTora
Strategic Marketing Consultant
Gabrielle DeTora, LLC

Website Redesign: What Marketers Need to Know
Many healthcare organizations are rethinking their Websites in light of expanded consumer demands for health information and connectivity. Examine some redesign success stories. Learn how to assess how well your site is meeting visitors' needs and which applications and features will add value. Examine the trends that may shape the future and the implications for hospital Websites.

Kim Haynes
Web Resource Manager, Medical University of South Carolina Hospital (Charleston, SC)

Kathy Divis
President
Greystone.Net

Mass Media Still Matters to Online Strategy
In the age of Facebook, YouTube, and Twitter, mass media still matters! From television and print advertising to press releases and annual reports, Wellmont Health System is using old tools in dynamic new ways to increase Web traffic, build social media reach, and engage customers as never before. Hear how.

Patrick Kane
Senior Vice President of Marketing Communications
Wellmont Health System (Kingsport, TN)

Amy Stevens
Director of Marketing
LHC Group Inc. (Lafayette, LA)

Creating a Specialized Physician Sales Force
Nationwide, healthcare organizations are beginning to organize specialized physician marketing sales forces utilizing dedicated resources, research, and marketing tools. Learn how to create a highly aligned structure to impact physician practice and hospital volumes and expand geographic reach. Examine strategies to assist stagnant practices and ramp-up new physicians to attain or exceed pro forma goals.

C. Josef Ghosn, SVP & Chief Strategy Officer
Chelle Simmons, Executive Director, Physician Relations & Physician Strategic Planning
Florida Hospital (Orlando, FL)

Growing Women’s Health for Powerful Success
Women make up 80% of healthcare decisions and 60% of doctors’ appointments, so capturing their attention and loyalty is key to a hospital’s success. Examine trends, disciplined approaches, and critical information for success in women’s health.

Merri Alessi
Director of Marketing
Woman’s Hospital (Baton Rouge, LA)

Gabrielle DeTora
Strategic Marketing Consultant
Gabrielle DeTora, LLC

Mobile Technology: Changing the Face of Healthcare and Communications
Healthcare systems are beginning to embrace mobile technology in increasing numbers. Whether it is the development of mobile applications or the launch of a WAP site, the world of mobile health is here and now. Examine what lies ahead for mobile technology, including the implications for search.

Karen Corrigan
Corrigan Partners
Scott Thomsen
Managing Partner
Launch Media, Inc.

Website Usability: Enhancing the Online Patient Experience
Healthcare consumers increasingly expect relevant and easily accessible information that’s available 24/7. Learn how to assess user needs, expectations, and behaviors to enhance online patient experiences. Hear how focus groups and online surveys can be used to differentiate a Website to achieve ROI and create competitive advantage. Improve conversion rates, patient involvement, and compliance.

Lynn Eastep
Director of Interactive Marketing and Web Development
University Hospitals of Cleveland (Cleveland, OH)
Using Generational Seggmenting to Pinpoint and Capture Targeted Patients
Generational differences are important drivers of hospital and physician selection and use. Examine key differences and learn how they can be used to pinpoint and capture targeted business. Hear how a top Hospital uses generational segmentation and CRM processes to grow outpatient volume, gain market position, and shape communications.

Ruth Colby
Senior Vice President/Chief Strategy Officer
Silver Cross Hospital (Jollet, IL)

Linda MacCracken
Vice President, Product Management
Healthcare & Science, Thomson Reuters

Value-Based Care: Implications for the Strategy Officier
Wide disparities in the cost and quality of care are giving way to new forms of payment that reward provider coordination and quality outcomes. Examine your role in engaging physicians and empowering them to achieve results. Hear how these efforts will translate into the organization's communications.

Martin D'Cruz
Vice President
St. Vincent Health (Indianapolis, IN)

Terri Welter
Principal
ECG Management Consultants, Inc.

Being Small & Standing Tall: Marketing Smart on Modest Means
Geared towards small to mid-sized hospitals, this session reviews one hospital's successes in orchestrating it's overall marketing, including digesting multiple acquired practices into a revised identity system, augmenting support behind profitable service lines, revamping recruitment marketing strategies, embracing new media, and building a platform for marketing to physicians — all while having fun and winning awards along the way.

Jonathan Billings
Director of Planning & Community Relations
Northwestern Medical Center (St. Albans, VT)

Matthew Dodds
Chief Brandthropologist
Brandthropology, Inc.

No Patient Left Behind: Metrics and Service Recovery
All too often, potential patients get lost in the shuffle between making an inquiry call and scheduling their first appointment. Examine a cost-effective solution for monitoring call center satisfaction, gathering data on patients who choose other providers, escalating issues for service recovery, and preventing drop-offs.

Jennifer Kennedy-Stovall
Associate Director, Public Education Office
MD Anderson Cancer Center (Houston, TX)

A Call to Action: Marketing the Patient Experience
With the implementation of CMS-mandated patient satisfaction surveys and increased public reporting, consumers have access to a growing body of information on the patient experience. To what extent will that influence their choice of providers? And how can marketers communicate experience information in a way that resonates with consumers and drives future interaction? Join Dr. Bridget Duffy, the first chief experience officer for Cleveland Clinic, in her examination of why the time is NOW for organizations to create a culture of caring. Hear the marketer's role in ensuring that the experience lives up to patient expectations and in communicating the desired experience both inside and outside the organization. Learn why patient experience goes beyond customer service and how marketing, operations, and leadership must all work together to promote an optimal healing experience for every patient.

M. Bridget Duffy, MD
Chief Executive Officer
ExperiaHealth

Physician Marketing and Communications: Best Practices
Physicians are a key audience for today's healthcare marketers, who are tasked with developing meaningful communications programs to share information and build relationships, creating physician marketing tools that drive referrals, and engaging physicians in direct to consumer campaigns to grow business for the hospital and physicians. Explore best practice approaches to accomplishing all three tasks. Receive a plan of action for using cutting-edge techniques in all communication channels, along with tools for measuring return on marketing investment and tips for avoiding the biggest physician marketing hurdles.

Lisa McCluskey
Vice President of Marketing and Communications
Memorial Health Care System (Chattanooga, TN)

Stephen Moegling
Senior Vice President of Client Services
Franklin Street Marketing

Special Workshop Sessions
Advance sign-up for workshop sessions is required, although there is no extra charge. Please see Registration Form.
Integrating Physician Communication Channels: Balancing Print & Electronic Media
Despite the increased popularity of the Web, for many physicians, print remains a preferred communications vehicle. How do you successfully integrate online and print communications to best meet the needs of all of your physicians? Learn how to assess physician preferences and use the information to refine physician marketing. Examine targeted Web solutions that streamline the referral process and strengthen connections.

Donna Teach, MS, APR
Vice President, Marketing & Public Relations
Nationwide Children’s Hospital (Columbus, OH)

Engaging Consumers with Wellness
Health and wellness messaging is a powerful way to build a hospital brand and differentiate your organization. Examine a successful campaign that engaged consumers directly to promote healthy habits and fitness tips. Learn how the campaign, which features a local sports celebrity and an online, interactive tool, resulted in more than 26,000 unique Web visits and 6,000 registrants in the first month.

Chris Boyer
Senior Manager, Digital Communications
Inova Health System (Falls Church, VA)

Proving the Value of New Internet Investments
Proving the value of any marketing strategy is a must for healthcare marketers. Attend this “hands-on” interactive session and hear proven examples and best practices on how to document the ROI of Internet investments, including digital and social media. Learn about the various types of e-Metrics and how to show progress, business value, and real ROI. Walk away with the tools, templates, and supporting materials required for effective Web ROI.

Mike Schneider
Executive Vice President
Greystone.Net

Marketing a Newly Formed Medical Group
In 2009, Legacy Health not only rebranded itself, it also formed a 300+ physician medical group. Hear how marketing strategies for promoting the group have transformed over the last year from traditional approaches, including direct mail and ads, to targeted campaigns that leverage hospital, physician practice, demographic, psychographic, and geographic data.

Linda Atwill
Marketing Consultant
Lauren Foote Christensen
Director of Marketing
Legacy Health (Portland, OR)

Measuring and Leveraging the Perception Gap Between Employees and Consumers
In today’s social, business, and online environments, employee advocacy is a critical asset. Examine how the University of Illinois Medical Center at Chicago discovered an employee/consumer perception gap and what they did about it.

Camille Baxter
Associate Director of Marketing
University of Illinois Medical Center at Chicago
(Chicago, IL)

Ryan Donohue
Brand Director
National Research Corporation

Gayle Morse
Account Planner
Laughlin/Constable

Using the Web to Support Complex Organizations
Healthcare marketers face tough decisions when trying to strategically promote all the facets of their complex organizations. Examine how one large integrated health system balances the strength of its regional brand while maintaining a friendly, local presence. Learn how to manage multiple online brands that meet organizational goals and still provide a seamless user experience.

Daryl Thuringer
Vice President, Marketing and Public Relations
Avera Health System (Sioux Falls, SD)

Ben Dillon
Vice President/Corporate Evangelist
Geonetric, Inc.

Pricing, Transparency, and Marketing Strategy
As consumers take on a greater share of healthcare costs, they are increasingly shopping for health services based on price. Examine the level of consumer interest in healthcare prices, factors driving retail pricing, and the concept of “price” as a marketing strategy. Hear how price and quality work together in the value equation and where healthcare is headed in terms of organized, promoted price packages. Examples of pricing strategies will be shared.

David Marlowe
Principal
Strategic Marketing Concepts

Visit the Forum at www.healthcarestrategy.com to register online.
Thomson Reuters Sunrise Networking Breakfast  
Monday, March 28  
Sponsored by Thomson Reuters  
7:00–7:50A  
Begin your day right — by meeting and networking with your colleagues. Join us for a networking breakfast, organized topically and facilitated by recognized leaders in the field. There is no additional charge, but you must register in advance. Each breakfast table is limited to the first 10 registrants.  
I. CRM Strategies  
II. Branding Strategies  
III. Integrating Digital and Traditional Media  
IV. Service Line Strategies  
V. Physician Strategies  

Beyond Health Reform: Strategic Imperatives for Hospitals and Health Systems  
Sponsored by CPM  
Monday, March 28  
8:00–9:15A  
Jeff Goldsmith, PhD  
President  
Health Futures, Inc.  
Start your day right! Healthcare visionary Jeff Goldsmith, PhD, provides a down-to-earth look at how health reform will affect hospitals and health systems, and what your organization can do to prosper under the changes. Jeff is one of the nation’s foremost health industry analysts, specializing in corporate strategy, trend analysis, health policy, and emerging technologies. He is a sought-after adviser to senior management and boards throughout all facets of the health system, including hospitals, health plans, physician groups, pharmaceutical and biotechnology firms, and the health manufacturing and distribution sectors. Jeff writes and lectures extensively on health policy, financing, and technology, both in the United States and overseas. His latest book, The Sorcerer’s Apprentice: How Medical Imaging Is Changing Health Care, co-authored with Bruce Hillman, was released in September 2010.  

A Call to Action: Marketing the Patient Experience  
Tuesday, March 29  
8:00–9:15A  
M. Bridget Duffy, MD  
Chief Executive Officer  
ExperiaHealth  
Dr. Bridget Duffy’s passion for defining and creating optimal healing environments has been the focus of her work throughout her 20 year career. Join her in a compelling examination of the marketer’s role in improving, and promoting, the patient experience. A pioneer in healthcare, Bridget created one of the nation’s first Hospitalist programs and served as the nation’s first Chief Experience Officer at the Cleveland Clinic. While there, she led the organization in establishing patient experience as a top strategic priority and creating the operational infrastructure to support the strategy. Now, as Chief Executive Officer of ExperiaHealth, she helps other organizations transform the patient experience by harnessing the power of actively engaged physicians, nurses, and employees.  

The Exhibit Hall  
The Exhibit Hall offers the opportunity for hands-on experience with the newest and best marketing technologies and services, featuring demonstrations hosted by the nation’s leading marketing technology and service firms. The Learning Center is designed to help you “demystify and distinguish” so that you can make informed decisions for the future.  

The Forum Has Gone Green!  
The Forum for Healthcare Strategists wants to help keep our planet healthy and safe, so our conferences have “gone green.” Our efforts to deliver an exceptional conference, while remaining friendly to the environment include:  
• Online access to conference handouts, as well as Attendee and Faculty Lists  
• An electronic Overall Summit Evaluation following the conference  
• Large spring water coolers, rather than individual plastic bottles  
• Recycling — bins for recycling bottles, cans, and paper will be located throughout the meeting space
In cooperation with:

**AVID Design**

AVID Design, with more than 15 years of experience in providing award-winning online strategies and solutions for hospitals and healthcare systems (including Website design, CMS build-out, SEO, copywriting and rich media), is an innovative company that actively seeks to discover, test and integrate industry best practices. As a result, we have earned a reputation as ambitious thought leaders that are continuously helping redefine best practices.

**Barlow/McCarthy**

Barlow/McCarthy consults nationally in strategy development for physician relations, retention, medical practice development, and all elements of physician recruitment. The Barlow/McCarthy team has hands-on expertise in defining and implementing the right strategy and structure to bring hospitals and physicians in sync.

**Coffey Communications, Inc.**

Coffey Communications, Inc., delivers memorable marketing that educates your community, establishes preference, builds loyalty, enhances patient satisfaction, grows service lines, and supports physician relations and referrals. From powerful, web-based solutions to engaging publications, Coffey is your partner in making your marketing stick. To learn more, visit us at www.coffeycomm.com/sticks or call us at 1.800.253.2030.

**Connect Healthcare (A PhotoBooks Company)**

Connect Healthcare (A PhotoBooks Company) continues to provide all the same services delivered by PhotoBooks: Total Website Solutions; Find a Doctor Applications; Social Media Platforms; Printed Physician Referral Directories. Our enhanced services include Web, Social Media and Operations Strategy Development that build on our 18 years of experience in connecting institutions with consumers, patients and physicians.

**CPM**

CPM, headquartered in Madison, Wisconsin, is a growth and business development partner for healthcare organizations. We fuel hospital growth with smarter strategies in customer relationship management (CRM), physician relations, planning and forecasting, strategic marketing and business intelligence. Since CPM was founded 30 years ago, over 450 hospitals have found their competitive edge with us. Find more information on our products and services at cpm.com. Follow us on Twitter (@CPMmarketing) and Facebook for healthcare news and updates.

**ECG Management Consultants**

ECG offers a broad range of strategic, financial, operational, and technology-related consulting services to healthcare providers. ECG provides specialized expertise to community hospitals, academic medical centers, health systems, and medical groups throughout the U.S. For nearly 40 years, we have played an instrumental role in developing and implementing innovative and customized solutions that effectively address issues confronting healthcare providers. Visit www.ecgm.com.

**eVariant’s HealthConnect**

eVariant’s HealthConnect CRM unites and standardizes all of your IT, marketing and employed physician data — all in one place, simultaneously and in real-time. Execute direct mail, email, SMS, search marketing, banner ads and landing pages easily to filtered or modeled individuals. Track and adjust campaign components in real-time through integrated analytics that measure individual traffic/inquiries. Automate responses to individuals based on triggers to maximize your marketing effectiveness.

**Greystone.Net**

Greystone.Net offers services for hospitals including Internet, intranet and portal strategic planning; Web site assessments; e-Metrics, Web analytics and Web benchmarking/peer comparisons; social media planning, implementation and tracking; search engine optimization and marketing; and call center strategic planning and assessments.

**Navvis & Company™**

Navvis & Company™ is a management consultancy providing counsel and support for innovative, market-linked strategies to create high-performing, future-ready health systems, forge enduring physician partnerships, and create competitive advantage.

**Thomson Reuters**

Thomson Reuters produces intelligent information to help hospitals drive growth and improve outcomes. We integrate market and business intelligence, and bring expertise that helps hospital marketers improve targeting, drive profitable revenue, and deliver measurable results. Learn more at healthcare.thomsonreuters.com/provider.
Details

Group Discounts Available
The development of a comprehensive marketing and communications strategy is a joint effort of executives throughout a healthcare organization. Therefore, team attendance is encouraged. Discounts for groups of two or more are available. Please contact the Forum directly, at 866-440-9080 ext. 23.

Special Needs
If you need assistance with special arrangements, such as dietary restrictions or accessibility, call toll-free at 866-440-9080, ext. 23.

Excellence Guarantee
The Forum for Healthcare Strategists is committed to excellence in education programming. If you are not satisfied with the Summit, you may return your conference materials while on-site and we will refund your registration fee minus a $150 processing fee.

ACHE Category II Eligible
The Forum for Healthcare Strategists, Inc. is authorized to award up to 18 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credits should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

Car Rental
Special meeting rates are available through Avis Rent A Car’s Meeting Reservation and Information Desk at 800-331-1600. Mention the group number J948529.

The Ritz-Carlton Orlando Grande Lakes

The official hotel for the Summit is The Ritz-Carlton Orlando, Grande Lakes. Marvel at the magic of Orlando, Florida, a vibrant city full of vision and variety. Take in the fun while retaining a sense of sophistication at The Ritz-Carlton Orlando, Grande Lakes. Inspired architecturally by the grand palazzos of Italy, this exceptional Orlando vacation resort’s amenities provide guests with a stylish way to indulge in the playful offerings of this all-American city.

The Ritz-Carlton Orlando, Grande Lakes features 11 exceptional dining establishments and guest rooms with five-foot private balconies offering panoramic views of the lakes, pool, and gardens. Plus, guests enjoy easy access to world-famous, family-friendly attractions such as Walt Disney World (10 miles), SeaWorld, Discovery Cove, and Aquatica (two miles); complimentary transportation to SeaWorld, Aquatica, Universal Orlando, and Wet ’n Wild; and close proximity to Orlando International Airport (10 miles).

To make reservations, call the hotel directly at (800) 576-5750, and identify the meeting as the “Healthcare Marketing Conference” to get the special rate of $235 single/double. Note: The sleeping room rate includes high speed Internet access.

Be sure to make your reservations by Friday, February 25, 2011. After the deadline date, or when the room block is filled, rooms will be available on a space available basis only.

Call early to ensure availability!

Special Conference Features

Stay Connected
Wireless Internet access will be provided in the meeting rooms.

Leave the Shipping to Us
Collect as much valuable information as you’d like, and send it home compliments of Coffey Communications, Inc.

Access Handouts 24/7
Receive a flash drive on-site with all of the conference handouts.
Sixteenth National Summit
Healthcare Marketing Strategies

1 Registrant Information

FULL NAME

FIRST NAME AS YOU WISH IT TO APPEAR ON BADGE

TITLE

ORGANIZATION

ADDRESS

CITY STATE ZIP

PHONE FAX

E-MAIL

2 Which Category Best Describes Your Organization?

☐ Integrated Delivery System
☐ Hospital
☐ Urban/Suburban
☐ Rural
☐ Academic Medical Center

☐ Health Plan
☐ Insurer
☐ Medical Group Practice
☐ Consultancy
☐ Vendor

3 Half-Day Session, Special Workshops, Networking Breakfast

Please check if you plan to attend any of these workshops or half-day sessions. Your assistance in indicating which sessions you plan to attend will help us make appropriate room assignments. Note: Checking a box does not obligate you to attend the session.

Half-Day Concurrent Session
☐ Sunday, March 27
Healthcare Reform: Are You Ready? (Barron/Brumleve/Sawyer/Goren)

Special Workshop Sessions
☐ Tuesday, March 29
☐ Physician Marketing & Communications (McCluskey/ Moegling)
☐ Pricing, Transparency, and Marketing Strategy (Marlowe)

Thomson Reuters Sunrise Breakfast
Monday, March 28
Please check the breakfast you plan to attend. Choose only one!
☐ CRM Strategies
☐ Branding Strategies
☐ Integrating Digital and Traditional Media
☐ Service Line Strategies
☐ Physician Strategies

Cancellation Policy
The Forum guarantees a refund, less a $150 administrative fee, if written notification is received on or before February 18, 2011. Verbal cancellations are not accepted. Cancellations received after February 18, 2011 are not eligible for a refund. You may always send a substitute.

Confirmation of Registration
All registrations will be confirmed within 10 business days of receipt of the registration form and payment. If you do not receive a confirmation, please call toll-free, 866-440-9080, ext. 23. Please do not mail or fax forms without payment.

4 Registration Fees

Early rates are available if the registration form with full payment is received by Friday, February 18, 2011. Discounts for group registrations (2 or more) are available. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

<table>
<thead>
<tr>
<th>Conference Rates</th>
<th>Early</th>
<th>Regular</th>
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<tbody>
<tr>
<td>Forum Member</td>
<td>$895</td>
<td>$995</td>
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<tr>
<td>Non-Member*</td>
<td>$1,020*</td>
<td>$1,120*</td>
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Join the Forum ($225 annual fee)
☐ $100 due for Membership Dues
☐ ($125 of registration fee will be applied to Forum membership)

Pre-Summit Strategy Sessions

Hospital/Physician Alignment | $95 | $125 |
Branding Workshop | $95 | $125 |
CD-ROM of Audio/Handouts
☐ $95 for Attendees
☐ $350† Non-Attendees
☐ *includes shipping/handling

Total Due $ ________

5 Payment Information

Your registration will be confirmed only after payment in full has been received.
☐ A check is enclosed, payable to Forum for Healthcare Strategists
☐ I authorize you to charge:
☐ VISA
☐ MasterCard
☐ Discover
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6 Get This Form To Us

Mail registration form(s) with payment to:
Forum for Healthcare Strategists
980 North Michigan Avenue
Suite 1260
Chicago, IL 60611

Fax registration form(s) with credit card information to:
312-440-9089

Register online at:
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