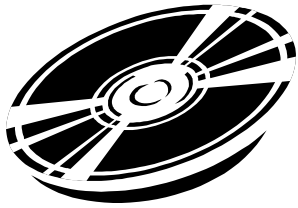


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TWELFTH NATIONAL FORUM ON CUSTOMER BASED MARKETING STRATEGIES

April 22–24, 2007 Omni Orlando at ChampionsGate Orlando, FL

GENERAL SESSIONS

Trend/Counter Trend: Getting Deep Into the Hearts and Minds of the Consumer

Robyn Waters, Author, Lecturer, and “Creative Maverick”

The Empowered Consumer: A Marketer’s Call to Action

Wayne Sensor, Alegent Health

On Top of the World: Combine Your Profession With Your Passion

Luanne Freer, MD, Everest Base Camp Medical Clinic

PRE-FORUM STRATEGY SESSIONS

Integrate Messages & Management to Grow Physician Relationships

Susan Milford, Centegra Health System; Kriss Barlow, Barlow/McCarthy

Market Research Techniques for Effective Brand Management and Profitable Growth

Sue Reimbold, Community Health Network; Mark Rudzinski, Aeffect, Inc.

Academic Medical Centers: Focus on Results

Vicki Amalfitano, Brigham & Women’s Hospital; Josie Aguirre, University of Michigan Health System

STRATEGIC MARKETING

The Chief Marketing Officer’s New Strategy Agenda

Patricia Cluff, University of Virginia Health System; Geoffrey Crabtree, Methodist Healthcare System; Karen Corrigan, The Strategy Group

Maximizing Ambulatory Growth: If You Don’t, They Will!

Scott Powder, Advocate Health Care

Pricing: The Strategy

David Foshage, Health Evolutions

Marketing Centers of Excellence: Are We Missing the Mark?

Dennie Conrad, Sutter Health; Kim Athmann King, Strategy Advantage

Non Traditional Advertising

Stephen Grubbs, MD, Medical Oncology Hematology Consultants, PA; Patricia Hoge, RN, PhD, American Cancer Society; Tom DeSanto, Aloysius Butler & Clark

Guerrilla Marketing: Optimizing Single Service Marketing

Leslie Deane, FirstHealth of the Carolinas; Linda MacCracken, Solucient, a Thomson business

How to Outsmart When You Can’t Outspend

Jo Ann Hoag, RN, MA, St. Luke’s; Judy Kessel, StoneArch Creative

CUSTOMER COMMUNICATION (SPONSORED BY DOWDEN HEALTH MEDIA)

Innovative Strategies to Garner Internal Support

Marty Campanello, Carolinas HealthCare System; David Grossman, dg&a

Are You Ready for H-CAHPS?

Kevin Stranberg, Memorial Medical Center; Kristin Baird, Baird Consulting, Inc.

Building a Strong Services Brand: Lessons Learned

Kent Seltman, PhD, Mayo Clinic

Branding as a Strategy for Success: A Case Study

James Blazar and Marilyn Wilker, Cleveland Clinic

Reaching Women: What’s New? What’s Next?

Jane Fielding Ellis, Holy Name Hospital; Cheryl Stone, Cheryl Stone & Associates

Redefining Health Care: A Discussion of Michael Porter’s Book

Kaveh Safavi, MD, JD, Solucient, a Thomson business

Gaining Momentum & Increasing ROI with Your CRM Database

Deena McAllister, Presbyterian Healthcare System; Dwight Orr, Creative Marketing Programs

Crisis Communications: Turing a Crisis into Brand Equity

Jennifer Horton, MBA, Regional Health

PHYSICIAN STRATEGIES

Physician/Hospital IT Strategy: The Potential & the Pitfalls

George Morris, Northwest Community Hospital; Laura Jantos, ECG Management Consultants, Inc.

Growth Strategies with Specialists

Ed Dougherty and Brian Nester, DO, MBA; Lehigh Valley Hospital and Health Network

Improving the Performance of Employed Physician Practices

Douglas Cropper, Inova Health System; Steve Messinger, ECG Management Consultants, Inc.

Sustained Excellence Through Physician Leadership

Joseph Feldman, MD, Hackensack University Medical Center; Julie Kennedy-Oehlert, Studer Group

Building Outpatient Referrals: A Sales Success Story

Laurie Slater, MBA, BayCare Health System; Carolyn Merriman, Corporate Health Group

Focus on Imaging

Lawrence Muroff, MD, FACR, Imaging Consultants, Inc.

CONSUMER ENGAGEMENT (SPONSORED BY THE BERYL COMPANIES)

A Taste of Our Own Medicine

Andrew Dahl, ScD; Amy Protexter, Alegent Health

Healthcare Consumerism: Examine the Phenomena and the Outcomes

Ann Mond Johnson, Subimo, LLC

Healthcare Retail: Lessons Learned

Darcy Lorenzon, Aurora Health Care; Mindy Thompson-Banko, Simply Retail, Inc.

LISTEN AND LEARN

Transparency & Price Sensitivity

Mark Hansberry, Fairview Health Services; Mark Rudzinski, Aeffect, Inc.

Creating Marketing Plans to Get Results

Mary Alice Czerwonka, Finelight, Inc.

Integrative Medicine: Differentiating Your Services

John Surprenant, St. Joseph Cancer Institute; Howard Gershon, New Heights Group, LLC

LEVERAGING THE INTERNET (SPONSORED BY GREYSTONE.NET, INC.)

Online Communities Improve Performance, Quality, and Efficiency

Holly Pendleton, Catholic Health Initiatives; Janet Guptill, Health Evolutions

The Internet and the End of Advertising

David Feinberg, NewYork-Presbyterian Hospital

Online Quality Communications = Informed Consumers

Mary Beth Eldredge and Melanie Mastanduno, Dartmouth-Hitchcock Medical Center

The Call Center as an Integrated Marketing Channel

Margaret Shiver, OhioHealth; Tom Panion, The Beryl Companies

New Media Requires New Strategies: A Marketer's Primer

Lee Aase, Mayo Clinic; David Bennett, Medical University of South Carolina; Jane Jacobs, Mayo Clinic; Kathy Divis, Greystone.Net, Inc.

SPECIAL WORKSHOP SESSIONS

Innovation: Creating a Culture and Capability

Julie Koch, Mayo Clinic; Matt Krathwohl, Memorial Health System; Chris Bevolo, GeigerBevolo

What Am I Paying For? A Hard-Nosed Approach to PR Measurement

Carolyn Bellin, Froedtert Lutheran Memorial Hospital; Angela Jeffrey, APR, VMS

New Perspectives on Marketing: Focus on Imaging Facilities

Barbara Bellman, 3 Legged Stool

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