



WHPRMS

Wisconsin Healthcare Public Relations & Marketing Society

WHPRMS Annual Conference

turning today's challenges
into tomorrow's opportunities

October 7-9, 2009 ♦ Hyatt Regency, Milwaukee

inspire. educate. elevate.

Who Should Attend

Public relations and marketing professionals from hospitals, clinics and other health care providers throughout Wisconsin; as well as representatives from agencies and consultants who work with health care clients. You do not need to be a member of WHPRMS to attend this event.

2009 WHPRMS Annual Conference: Turning Today's Challenges Into Tomorrow's Opportunities

October 7-9, 2009 ♦ Hyatt Regency Milwaukee, 333 West Kilbourn Avenue, Milwaukee, WI 53203; 414-276-1234

Wednesday, October 7

10:00 a.m. - 4:00 p.m.

WHPRMS Golf Classic - Brown Deer Golf Club

Novices and seasoned golfers alike are invited to participate in the WHPRMS Golf Classic. Tee times are reserved starting at 11:00 a.m. The outing is a scramble format, so everyone gets the chance to feel like a pro. Cost is \$65 per person including 18 holes and golf cart.

4:00 - 7:00 p.m.

Conference Registration and Hotel Check-in – Hyatt Regency Milwaukee

6:30 - 8:30 p.m.

Networking Reception at The Eisner- American Museum of Advertising & Design

Join us for a fun networking event at a one-of-a-kind venue - *The Eisner- American Museum of Advertising & Design*. The Eisner is a unique combination of the worlds of advertising and related design. Explore aspects of Americana, cultural history, or even broadcast your own radio commercial. **A complimentary shuttle will be available between the lobby of the Hyatt and the Eisner.**

Thursday, October 8

7:30 - 8:30 a.m.

Breakfast and Exhibitor Showcase

8:30 - 9:45 a.m.

Marketing in Tough Times

Susan Dubuque, President, Neathawk Dubuque & Packett, Richmond, VA

You're one of a lucky few health care marketers if your budget hasn't been cut as hospitals face mounting costs and plunging revenues. But when times get tough, the tough get going in new directions. Explore creative and proven ways to refocus your marketing efforts and achieve your marketing goals on a tight budget, while positioning your organization for success when good times roll again.

9:45 - 10:15 a.m.

Break and Exhibitor Showcase

10:15 - 11:15 a.m.

Concurrent Sessions:

A. The Impact of Consumer Search on Health Care Providers

Todd VanFossen, Senior Consultant, HealthGrades, Madison, WI

The online health-seeking population is growing dramatically. A recent Harris Interactive Poll states there are more than 150 million U.S. adults searching online for health care information – representing 81% of Internet users. In dealing with health issues, individuals turn to the Web before their doctor, hospital, or any other provider. Gain valuable insight into these current trends in consumer online search behavior and understand how they provide strategic business opportunities and risks for health care organizations. Effectively leveraged, the Internet can be a powerful tool for new patient acquisition, patient retention, building community awareness and enhancing patient perception.

B. Go Good To Do Well

Susan Dubuque, President, Neathawk Dubuque & Packett, Richmond, VA

As marketing budgets are cut and consumers are more cost conscious, hospitals have an opportunity and obligation to use their marketing for public good - support the organization's mission; improve the community's health status; and earn the respect and loyalty of our customers. "Social Marketing" is the art and science of applying marketing principles with the goal of creating a behavioral change. They may not be clinicians, but health care marketing/PR professionals can have a decidedly positive impact on the health status of their communities. Learn how social marketing can affect your organizations' reputation, and even the bottom line.

11:30 a.m. - 1:00 p.m.

Lunch / WHA Update / WHPRMS Annual Business Meeting

1:00 - 2:00 p.m.

Concurrent Sessions:

C. Communicating Tough News to Internal and External Customers (Session REPEATED at 2:30 p.m.)

Amy Harris, Director of Public Affairs, Fairview Health Services, Minneapolis, MN

Communicating layoffs to both internal and external audiences is one of the toughest challenges any communicator faces. Developing messages for staff, patients, the community, news media and legislators must all be considered, as well as other stakeholders. Amy Harris, director of public affairs for Fairview Health Services, will share their recent experience in implementing workforce reductions.

Featured Speaker

Susan Dubuque, President, Neathawk Dubuque & Packett, Richmond, VA

Susan Dubuque is the president and co-founder of Neathawk Dubuque & Packett, a health care marketing and advertising firm based in Richmond, Virginia. Previously, she served as director of marketing and PR for Mary Immaculate Hospital, Newport News, VA, and CEO of the Puller Rehab Center, Gloucester, VA. She is a nationally recognized speaker on health care and service marketing and an associate professor for the Graduate School of Healthcare Administration at VCU. In 2000, she received the Award for Individual Professional Excellence from the Society for Healthcare Strategy and Market Development, and in 2008, she was named Woman of the Year by the Richmond YWCA for her charitable work. She received her master's degree in counseling from Lehigh University, Bethlehem, PA, and a Bachelor of Arts degree in psychology from East Stroudsburg University, East Stroudsburg, PA.

D. HIPAA Compliance Strategies for New Marketing Models

Catherine Boerner, JD, Boerner Consulting, LLC and Board Member, HIPAA COW, New Berlin, WI (invited)

The American Recovery and Reinvestment Act of 2009 includes provisions for heightened enforcement of HIPAA; stiffer penalties for privacy and security violations; and further strengthens rules for the marketing and release of patient information. And as regulations are tightening, you're branching out into new kinds of media, increasing your chances for exposure to HIPAA and ARRA violations. Learn about the more stringent regulations and discuss the challenges, including managing websites and social media; the effective and compliant use of patient testimonials; and continued efforts to keep more traditional marketing compliant as well.

2:00 - 2:30 p.m. Break and Exhibitor Showcase

2:30 - 3:30 p.m.

Concurrent Sessions:

E. Effective Strategies for Living Your Brand

Joel English, Managing Director, BVK, Milwaukee, WI

Mike Eaton, VP of Consulting, Navvis and Company, Norfolk, VA

Increasingly, health care organization CEOs are growing frustrated... their advertising seems compelling, but they aren't seeing improved market share. Marketers are frustrated...they have a well-researched platform and an engaging promise, just very little to offer in terms of proof/support. The cause of the frustration is likely the same for both: their organization doesn't consistently support or deliver on their brand promise. This session will provide important principles on integrating brand portrayal and behavior, and practical lessons in building the brand culture from the inside out, drawing from a number of provider examples.

F. Communicating Tough News to Internal and External Customers (Repeated Session)

Amy Harris, Director of Public Affairs, Fairview Health Services, Minneapolis, MN

5:30 - 7:00 p.m.

Cocktail and Hors d'oeuvres Reception with Exhibitor Showcase

7:00 - 9:30 p.m.

Dinner, Leadership Recognition and Communications Review Awards

Join your colleagues as we recognize the year's accomplishments with a celebratory dinner and awards ceremony.

Friday, October 9

7:30 - 8:30 a.m.

Breakfast

8:30 - 10:00 a.m.

Energizing Word-of-Mouth and Improving Organizational Effectiveness through Social Media: The Mayo Clinic Perspective

Lee Aase, Manager, Syndication and Social Media, Mayo Clinic, Rochester, MN

Mayo Clinic's reputation has been built primarily through word-of-mouth recommendations from patients and their families, physician referrals and via news media stories - not paid advertising. The advent of social media tools has enabled Mayo to accelerate the spread of that word-of-mouth, giving patients a platform to share their stories. This session highlights Mayo's experience and other health care social media programs. It will overview the relevant tools and examples of their successful use, discuss the obstacles to implementation in health care, strategies for overcoming those barriers, and examine some of the yet-untapped potential for social media within health care to improve collaboration and efficiency.

10:00 - 10:15 a.m.

Break and Hotel Check-out

10:15 - 11:45 a.m.

Social Media in Health Care: Successes, Challenges and Lessons Learned

Panel presentations by:

Josh McColough, Marketing Manager, and Chris Priester, Director of Marketing, Sherman Health, Elgin, IL

Steve Van Dinter, Regional Director of Media Relations and Public Affairs, and

Catherine Showers, Internet Marketing Specialist, St. Mary's Hospital, Madison, WI

Tom Jensen, Director of Marketing, Mercy Health System, Janesville, WI

Peers from three health care organizations will share lessons they've learned from their various experiences with social media in the health care setting. Hear about their successes and the challenges they faced, and take the opportunity to ask questions to make the most of this interactive session.

11:45 a.m.

Adjourn

Featured Speaker**Lee Aase, Manager, Syndication and Social Media, Mayo Clinic, Rochester, MN**

Lee Aase is manager of Syndication and Social Media for Mayo Clinic. His team's focus is developing quality medical news resources for mainstream media, and using social media applications to create more in-depth, extended relationships directly with key stakeholders. You can see examples of Mayo Clinic's social media offerings through the Mayo Clinic News Blog at <http://newsblog.mayoclinic.org/> or at *Sharing Mayo Clinic*, <http://sharing.mayoclinic.org/>.

By night, Aase is Chancellor of Social Media University, Global (SMUG), a free online higher education institution that provides practical, hands-on training in social media for lifelong learners. Visit SMUG at <http://social-media-university-global.org>.

Prior to joining Mayo Clinic in 2000, Aase spent more than a decade in political and government communications at the local, state and federal level. He received his B.S. in political science from Mankato State University in Minnesota in 1986.

Speaker Presentations Available On-Line ONLY at www.whprms.org

All speaker presentations and supplemental materials for this event will be posted on the WHPRMS Web site at www.whprms.org, and available electronically at the conference. You can view the materials before or after the event. **Please note: paper copies of these handouts will NOT be available on-site at this education event.** You will be notified via e-mail when the handouts are available online, with a direct link to access the files. The files will be posted approximately seven days prior to the event and will remain online for 14 business days following the event.

Hotel Accommodations

A block of rooms has been reserved for October 7-8, at the Hyatt Regency Milwaukee in downtown Milwaukee (www.milwaukee.hyatt.com). Contact the hotel at 414-276-1234 to reserve a room before **September 16, 2009**; be sure to ask for the "Wisconsin Healthcare Public Relations & Marketing Society" group rate.

Room rates for October 7-8 are \$139.00, for up to four people per room.

Parking

There are two options for parking while at the WHPRMS annual conference:

- Valet parking: available at the Hyatt for \$23.00 per 24-hour period; cash or credit card accepted, or can be charged to Hyatt guest room.
- Issacs Self-parking: available in a parking structure attached to the Hyatt; \$20.00 per 24-hour period; cash or credit card accepted at Issacs Booth; can not be charged to Hyatt guest room.

Cancellation Policy

Cancellations received in writing up to five business days prior to an event will be given a full refund, less a \$50 processing fee. No refunds will be given for cancellations received less than five business days prior and day-of-program no-shows. Substitutions are accepted.

Conference Attire

Casual, comfortable attire is appropriate for all conference sessions. Thursday evening's reception, dinner and awards ceremony are celebratory events, for which formal or semi-formal dress is optional and encouraged.

Special Needs

In accordance with the Americans with Disabilities Act, WHPRMS seeks to make this conference accessible to all. If you have a disability which might require special accommodations, or have any dietary restrictions, please email your needs to Lisa Littel at llittel@wha.org or call 608-274-1820.

For Additional Information

Contact Lisa Littel at the Wisconsin Hospital Association at llittel@wha.org or 608-274-1820.

Registration

Return the completed registration form with payment to:

WHPRMS, Attn: Lisa Littel

c/o WHA, PO Box 259038, Madison, WI 53725-9038

If you have any questions regarding your registration, contact Lisa Littel at llittel@wha.org or 608-274-1820.

Registration Options for WHPRMS Members or Affiliate Organization Members:

Affiliate organizations include the Illinois Society for Healthcare Marketing and Public Relations and the Minnesota Health Strategy and Communications Network.

Please read carefully and select the ONE option that best applies:

Early Bird Discounts: For registrations received by ~~AUGUST 14, 2009~~ EXTENDED through August 31!

- A. Full conference – early bird: \$250
- B. Thursday only – early bird: \$200

Registrations Received AFTER August 31, 2009

- C. Full conference: \$295
- D. Thursday only: \$235

E. Thursday evening only: \$95

Cocktail and Hors d’oeuvres Reception, Exhibitor Showcase, Dinner, Leadership Recognition and Communications Review Awards Ceremony.

F. Group Discount: Full conference: \$250 each

Register three or more conference participants from your organization and receive \$45 off each registration. The group rate applies only to full conference registrations; the early bird discount does not apply; and to receive the discount, registration forms must be submitted together.

Non-Member Registration Option:

G. Non-Member Full Conference: \$370

To become a WHPRMS member, contact Heather Sullivan at hesullivan@mhsjvl.org or 608-741-2421.

Name: _____ Title: _____

Organization: _____

Address: _____ City/State/Zip: _____

Email: _____ Phone: _____

Registration Options:

A B C D E F G Total: \$ _____

WHPRMS 11th Annual Golf Classic ● Brown Deer Golf Club

- Yes, I will participate in the golf outing on October 7. Additional cost of **\$65 per person**, includes 18 holes and golf cart.
- No, I will not participate in the golf outing

Wednesday Evening Networking Reception at The Eisner-American Museum of Advertising & Design

- Yes, I will attend the Wednesday evening networking reception
- No, I will not attend the Wednesday evening networking reception

Thursday Evening Dinner: Entrée Selection

- Herb-crusted Chicken Breast Grilled Ribeye Vegetable Pastilla I will not attend the Thursday dinner

Payment Information: Payment by check only; payable to "WHPRMS"

Return registration form and payment to:

WHPRMS, Attn: Lisa Littel, c/o WHA, PO Box 259038, Madison, WI 53725-9038

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