

Eleventh National Forum

CUSTOMER BASED MARKETING STRATEGIES

FOCUS ON :

MARKETING RESULTS
PHYSICIAN STRATEGIES
CUSTOMER COMMUNICATION
TECHNOLOGY & THE INTERNET



**April 30 – May 2, 2006
Caesar's Palace
Las Vegas, NV**



FORUM FOR HEALTHCARE STRATEGISTS

Examine the Winning Strategies

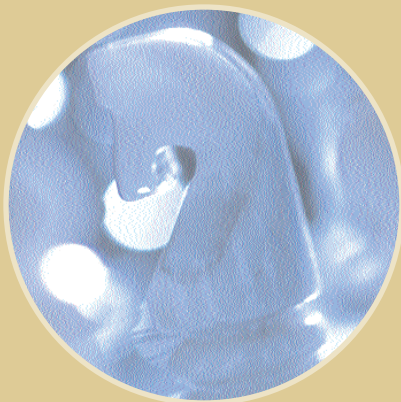
Actual case studies from leading healthcare organizations will allow attendees to:

- Examine new concepts for understanding, and engaging, the customer
- Identify innovative approaches to looking at traditional services
- Define strategies to strengthen your physician relations efforts
- Evaluate branding strategies
- Track and measure marketing efforts

Who Should Attend

The **Eleventh National Forum on Customer Based Marketing Strategies** is designed for healthcare executives from hospitals, academic medical centers, healthcare systems, and medical group practices including:

- Chief Marketing Officers
- Marketing Communication Directors
- Physician Relations Directors
- Public Relations Directors
- Network and Business Development Executives
- Sales Executives
- Strategy Executives
- Consultants



The Engaged Healthcare Consumer: A Marketing Call to Action

Today, a growing number of consumers are becoming more involved in healthcare decisions. Employers and health plans are asking them to pay a larger share of premium costs, so they want to know that they're spending their money wisely. And, with the increased access to information about health and healthcare, they're able to do so. They engage physicians in discussions about their health problems and treatment options, express their preferences, and participate in decisions about their care. They embrace boutique medicine, complimentary and alternative medicine, and more choice.

The role of the healthcare strategist is clear: to become the voice of the consumer within their healthcare organization, to know what the healthcare consumer is looking for, and to ensure that the consumer is informed and involved.

For eleven years, the **National Forum on Customer Based Marketing Strategies** has identified important healthcare marketing challenges and tackled them head-on. The 2006 program continues this tradition.

Dear Colleague:

Healthcare marketers, it is time to answer the Marketing Call to Action. In every other industry, marketers are "kings," and marketing often leads to the CEO's seat. Traditionally, this has not been the case in healthcare. But, it's time for a change, for marketers to take a cue from other industries.

The engaged consumer presents healthcare strategists with a challenge, but also with a tremendous opportunity. There's a need for something different...for strategic marketing. This means developing services that are superior to all others in the market when it comes to quality and value, aligning with the right physicians to maintain that superiority, and giving consumers the information they need to make intelligent and responsible choices regarding their care.

It is time for marketing professionals to be market-driven, to focus on accountability, ROI, and making a difference on the bottom line success of healthcare organizations. After all, marketers possess the skills needed for healthcare organizations to succeed in the changing environment. Most importantly, they understand the customer, and are in the best position to act as the customer's voice within their healthcare organizations.

At the **Eleventh National Forum on Customer Based Marketing Strategies**, you will find many case studies that highlight the strategies and tactics of leading healthcare organizations. The solid breakout sessions are enhanced by thought-provoking keynote speakers.

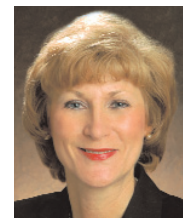
On behalf of the Forum for Healthcare Strategists, we extend a very special invitation to you to attend the nation's most forward-thinking marketing conference.



William Gombeski
Conference Co-Chair
Director, Strategic
Marketing
University of Kentucky
HealthCare



Debbie Hunter-Snow
Conference Co-Chair
Director, Marketing
Communications
UAB Health System



Janet Meeks
Conference Co-Chair
SVP for Corporate
Development
Mount Carmel Health
Services

Pre-Forum Strategy Sessions

Separate conference registration fees apply to the Pre-Forum Strategy Sessions. Please check the Registration Form for details.

Strategy Session I: 9:00am–12:00pm	Strategy Session II: 9:00am–12:00pm	Strategy Session III: 8:00am–1:00pm
<p>Public Data Releases: Clinical & Strategic Implications</p> <p>The increase in healthcare information now available to consumers has placed pressure on providers to improve performance. Examine:</p> <ul style="list-style-type: none"> • What data is available now as well as the future of outcomes data • How to use the data to improve clinical performance working with the medical staff and nurses • The issue of pay-for-performance • Effective public relations/media strategies to take advantage of positive outcomes and minimize the negative impact of poor outcomes <p>Steve Berkowitz, MD Chief Medical Officer St. David's Healthcare Partnership (Austin, TX)</p> <p>Christin Cross Marketing Director South Austin Hospital</p>	<p>Service Line Management: The Essentials</p> <p>Responding to demands to be more customer-driven, to improve clinical and financial performance, and to compete with niche players, healthcare executives are focusing on the development of successful service lines. The following will be examined:</p> <ul style="list-style-type: none"> • Overview of service line models, as well as the operational, financial, and marketing implications • Impact on physicians, as well as the clinical agenda • Cultural impact • Key steps to implementing service line management • Measuring ROI <p>J. Heidi Aylsworth Senior Business Development Associate Swedish Medical Center (Seattle, WA)</p> <p>Richard K. Keck, Jr. President StratEx, LLC</p>	<p>Academic Medical Centers: Focus on Results</p> <p>Healthcare organizations are faced with unprecedented change. Often this change is most evident at Academic Medical Centers. Don't miss the "kick-off" session as Una Newman, Senior Director, and Efrat Marmur, Senior Marketing Research Analyst, Emory Healthcare, examine Consumers' Perception of Academic Medical Centers. Then, join your colleagues in facilitated discussion on key issues for AMC healthcare executives.</p> <p>Note: This session is designed for Academic Medical Center marketing and planning executives. Please refer to page 8 for a complete agenda.</p>

1:00pm Conference Commences

	Strategic Marketing	Customer Communication	Physician Strategies (Sponsored by DataBay Resources)
1:00 – 2:15pm	<p>The Quality Differentiated Brand</p> <p>With greater public scrutiny and disclosure of comparative quality data, will clinical quality performance be the new standard for competitive differentiation? Explore the complex construct of consumer perceived quality. Then, examine strategies for increasing preference, volume, and market share for quality differentiated brands. Research highlights will provide insight into consumer perceptions regarding quality, and case studies from leading healthcare organizations will illustrate how to involve physicians in the development of a strong, differentiated strategy built on quality.</p> <p>Kim Menefee Vice President WellStar Health System (Marietta, GA)</p> <p>Susan Solomon Vice President, Marketing & Public Relations MemorialCare Medical Center (Huntington Beach, CA)</p> <p>Jan Brown President Market Strategies, Inc.</p> <p>Karen Corrigan, Facilitator CEO The Strategy Group</p> <p style="text-align: right;">(1/2 Day)</p>	<p>Strategic Messaging: Using Your Internal Audiences</p> <p>It IS possible for employees to talk about the organization in a consistent and strategic manner. Examine how consistent messages and positioning can lead to a happier workforce and stronger bottom line. Learn how to motivate employees and partners to promote the message.</p> <p>Marty Campanello Senior Vice President for Planning and Business Development Bayhealth Medical Center (Dover, DE)</p>	<p>Building and Maintaining Strategic Alliances: Who Wins and Who Loses</p> <p>Nationwide, hospital executives and physicians are looking for ways to work together. Examine the alliances that will secure physician loyalty, grow market share, and develop winning relationships. Learn what works, what doesn't, and why.</p> <p>Jeffrey Peters President Health Directions, LLC</p>
2:30 – 3:45pm		<p>Secret Shopping: Getting to Know Your Customer</p> <p>How do customers gauge their experience with your organization, and what are the touch points that can make or break that experience? Examine the critical elements of the customer experience in medical practice and hospital settings. Learn how to conduct a secret shopping exercise, as well as how to use that information to foster change.</p> <p>Kevin Stranberg Director of Marketing & Community Relations Memorial Medical Center (Ashland, WI)</p> <p>Kristin Baird President Baird Consulting, Inc.</p>	<p>Developing a Database: Tracking Your Efforts</p> <p>Physician strategies must target physicians who will maximize gains in strategic volumes, as well as increase profitability. Examine how to develop physician stratification strategies, as well as determine market potential. Design measurable goals for the targeted physician groups. And, don't forget accountability. Examine how to track and measure results.</p> <p>Mike Riley Vice President of Sales HCA/HealthOne Continental Division (Denver, CO)</p> <p>Allison McCarthy Consultant Corporate Healthcare Group-Northeast</p>

4:00–5:15pm General Session



The Boomers: The Albatross Myth

There's no doubt that baby boomers will impact the healthcare system in an unprecedented way. But, will the forecasts of catastrophic spending be accurate? And, what is the likely impact of the baby boomers on social security and Medicare programs? How real is the potential for significant improvement for health and life status? Jeff Goldsmith is an award winning author and widely sought after lecturer. Be one of the first to hear insights from his new book.

Jeff Goldsmith, President, Health Futures, Inc.

5:15–6:45pm Opening Reception in the Marketing Learning Center

SCHEDULE AT A GLANCE

6:30am–5:00pm Registration

7:00–7:50am Sunrise
Networking
Breakfast
(Sponsored by
Solucient®, LLC)

8:00–9:15am General Session

9:15–9:45am Break in the
Marketing
Learning Center

9:45–11:00am Concurrent Sessions

11:00–11:15am Break

11:15am–12:30pm Concurrent Sessions

12:30–1:30pm Luncheon

1:30–2:00pm Dessert in the
Marketing
Learning Center

2:00–3:15pm Concurrent Sessions

3:15–3:45pm Break in the
Marketing
Learning Center

3:45–5:00pm Concurrent Sessions

5:00–6:00pm Reception in
the Marketing
Learning
Center

HIGHLIGHT

7:00–7:50am

Solucient Sunrise Networking Breakfast

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.

Monday, May 1

Time	Strategic Marketing	Customer Communication
9:45–11:00am	<p>Being Honest About Identity</p> <p>Hospital executives sometimes form unrealistic views of what the public thinks about them. In fact, most institutions have not created a memorable “brand identity” in the customer’s mind. Learn how health-care organizations can take control of their public persona.</p> <p>Pam Bylen VP, Marketing & Planning University of CA, San Diego Healthcare</p> <p>Daniel Miers VP, Account Director Storandt Pann Margolis</p>	<p>Winning and Sustaining Excellence</p> <p>St. Luke’s Hospital, on a journey to excellence for many years, was chosen as a Malcolm Baldrige National Quality Award winner in 2003. Hear how the organization has continuously raised the bar and benchmarked their performance against best practice organizations in healthcare and in other industries.</p> <p>Corrine Everson VP, Marketing & Communications Saint Luke’s Health System (Kansas City, KS)</p>
11:15am–12:30pm	<p>Philanthropy: Marketing & Development Work Together to Make a Difference</p> <p>Marketers at the University of Michigan Health System launched the first brand advertising campaign in over ten years in order to support the efforts of the development team. Hear how the integrated planning and execution resulted in increased giving, as well as driving awareness at a high level.</p> <p>Jim Macksood Lead Marketing Representative, Development Communications, Public Relations, and Marketing Communications University of Michigan (Ann Arbor, MI)</p>	<p>Selling YOU: How to Sell Your Ideas Within the Organization</p> <p>The packaging and selling of your ideas can mean success or failure. Examine proven strategies for developing your ideas, as well as presenting them, in a way that makes people sit up and listen.</p> <p>Geoff Kaufmann Vice President of Clinical Development Center for Diagnostic Imaging, Inc. (Minneapolis, MN)</p> <p>Janet Guptill President KM At Work, Inc.</p>
12:30–2:00pm	LUNCHEON	
2:00–3:15pm	<p>Re-packaging: Indisputable ROI</p> <p>When planners and marketers re-package existing services for increased volume, measuring ROI is simple with indisputable results. Re-packaging, or modifying the product, price and place, creates more significant promotional opportunities and higher volume increases. Learn the essential steps in successful re-packaging, as well as how to measure ROI.</p> <p>Leslie L. Deane Director, Planning & Marketing FirstHealth of the Carolinas (Pinehurst, NC)</p>	<p>You Had Me at Hello: Speech Recognition Technology Improves Outreach and Cuts Costs</p> <p>Speech-enabled technology can inspire healthy behavior changes in patients. Hear how Intermountain Healthcare (IHC) provides members with tailored information on appropriate blood pressure levels and interventions aimed at helping them control their condition. PLUS...it reduces costs as well as the burden of traditional outreach.</p> <p>David Larsen, Director, Quality Improvement IHC Health Plans (Salt Lake City, UT)</p> <p>Alexandra Drane, Founder and SVP Eliza Corporation</p>
3:45–5:00pm	<p>Media Advertising: Driving Forces AND ROI!</p> <p>Increasingly, various players are competing for advertising attention and dollars. So, how can you segment the market appropriately and allocate your valuable dollars to create the strongest impact? And, how do you accurately measure ROI? Examine this timely issue.</p> <p>Angela Wilson Senior Marketing Specialist Washington Hospital Center (Washington DC)</p> <p>Susan Dubuque President Neathawk Dubuque & Packett</p>	<p>Service Excellence: Becoming the Nordstrom’s of Healthcare</p> <p>Today, healthcare organizations need to compete on a service experience level. Erlanger Health System has used fiscally-conservative methods to increase patient satisfaction, as well as their market presence. Examine Erlanger’s focus on service excellence, and how they’ve communicated their service standards to the community.</p> <p>Nancy P. White, SVP, Marketing/Public Relations Erlanger Health System</p> <p>Janna Binder, MBA, Director, Marketing & Public Relations Professional Research Consultants, Inc.</p>
5:00–6:00pm	RECEPTION IN THE MARKETING LEARNING CENTER	

8:15–9:15am

General Session



By the Numbers: Emerging Trends on Hospital Demand

Are past predictions about hospital services really coming true? Join Dr. Kaveh Safavi as he examines the impact of demographics and technology on areas like inpatient service lines and operating expenses. Based on data representing the most current available national perspective, he will review how key factors, such as demand on resources, are affecting trends in hospital services and what that means for the relationships between consumers and healthcare organizations as they adapt to a changing marketplace.

Kaveh Safavi, MD, JD, Chief Medical Officer, Solucient®, LLC

Monday, May 1

Physician Strategies (Sponsored by DataBay Resources) Strategies for Consumer Engagement Leveraging Technology & the Internet

Co-Marketing with Physicians
Learn how one premier healthcare organization developed co-marketing programs with specialists, family physicians, and community hospitals. Hear how this approach has generated significant revenue in specialized service lines, including cardiac surgery and cancer.
Michele Flanagan
Vice President, Strategic Planning, Marketing, and Program Development
Rush University Medical Center (Chicago, IL)

Consumer Driven Healthcare: Early Adopter Experience
Although much has been written about CDHP, employer adoption has been slow. That's about to change, driven by the experiences of large employers like Wells Fargo. Examine what CDHP means to employers and employees, and how that will impact providers.
John Reynolds
Vice President, Human Resources
Wells Fargo
William T. Phillips
Vice President & Chief Revenue Officer
Revenue Strategies, Inc.

The Marketing Challenge: Technology Trends & Transitions
Healthcare strategists are challenged with trying to understand the implications that new technology will have on the delivery and financing of healthcare and their organizations. Hear how the latest trends will impact your planning efforts. Examine proven knowledge transfer processes and review the results.
Stephanie McCutcheon, Senior Advisor
and
Michele van Zuiden, Senior Advisor
Health Technology Center

The Physician Customer: Driving Hospital Growth through C-Suite CRM
Hear how a hospital CEO drove strong revenue growth in competitive markets through focused CRM initiatives to reach out to physicians and engage them as valued customers, as well as partners, in the clinical enterprise.
Lester Schindel
President & CEO
New England Sinai Hospital (Stoughton, MA)
Bob Edmondson
President
Edmondson Consulting

Healthcare Goes Retail
Convenient Medical Clinics, often staffed by nurse practitioners, provide a quick way for consumers to access care for common health ailments. Examine the benefits, including aligning with primary care physicians, increasing market share, providing downstream revenue, reducing visits in the ER, and more.
Janet Meeks
SVP, Corporate Development
Mount Carmel Health Services (Columbus, OH)
Ronald J. Schmidt
Executive Vice President
DMI Transitions

A Technology Milestone: Getting Patients Online
The Palo Alto Medical Foundation (PAMF) recently achieved another health care technology milestone when its e-health service PAMFOnline surpassed 50,000 subscribers, or approximately 1/3 of PAMF's adult primary care patient population. Patients are using an EHR, requesting appointments, renewing prescriptions, accessing test results, receiving customized health information, and communicating with their physicians — all online! Examine how this is impacting care.
Cecelia Montalvo
Vice President
Palo Alto Medical Foundation (Palo Alto, CA)

LUNCHEON

Medical Groups: What Matters Now
Between ever-increasing expenses and declining reimbursements, medical groups today are concerned about their bottom line. How can the hospital position themselves as helpful partners? What kinds of old ideas have been refreshed to strengthen relationships with medical groups? Hear the results of a national poll of specialty physicians who will tell you exactly what's on their agenda and how you fit in.
Dan DeGroot
Division Administrator
Marshfield Clinic (Eau Claire, WI)
Karen Zupko
President
KarenZupko & Associates, Inc.

Consumer Directed Health Plans and Health Savings Accounts: Impact on Provider Marketing Strategies
The growth of Consumer Directed Health Plans (CDHP's) and Health Savings Accounts (HSA's) is having a profound impact on how consumers look for and purchase health care services. Providers need to rethink pricing strategies, the process of providing price information, and the entire value equation of price vs. quality. Examine strategies.
David Marlowe
Principal
Strategic Marketing Concepts

Integrating Web Content and Metrics into Marketing Strategies
The University of Virginia Health System developed a marketing campaign that integrated print advertising, public relations, and other platforms to drive readers to a new consumer health site. Close tracking of the site allows marketing staff to measure consumer response to each stage of the campaign, determine which metrics are critical, and quantify the usage value of the different media and messaging.
Carol Keese, MBA
Manager of Strategic Marketing Communications
University of Virginia Health System (Charlottesville, VA)

Lowering Health Plan Costs AND Increasing Market Share
Solve the #1 health issue for many companies AND build market share. Using Web based information, hear how combining evidence based medicine and predictive modeling can improve health and reduce costs.
Barb Eisenhardt
VP, Operations
HealthSpan (Cincinnati, OH)
Barbara Rutkowski
Medical Manager, Managed Care
St. Mary's Health System (Evansville, IN)
Rich Williams, Facilitator
Advanced Plan for Health

Referring Physicians Portal: A Winning Strategy
Physician portals can enhance relationships with referring physicians, increase revenues, and greatly increase patient safety and satisfaction. Two prominent healthcare organizations share their secrets.
Edward Gardner
Director, IT Technology Services
Lucile Packard Children's Hospital
Stanford University Medical Center
Margaret Hardie, RN, MS
Manager, Web User Experience Group
The Children's Hospital of Philadelphia
Kathy Divis, Facilitator
President, Greystone.Net, Inc.

Lowering Health Plan Costs AND Increasing Market Share
Solve the #1 health issue for many companies AND build market share. Using Web based information, hear how combining evidence based medicine and predictive modeling can improve health and reduce costs.
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SCHEDULE AT A GLANCE

6:45am–2:30pm Registration

7:00–8:00am Special Breakfast Briefing (Sponsored by The Jackson Organization)

8:00–9:15am General Session

9:15–9:30am Break

9:30–10:45am Concurrent Sessions

10:45–11:00am Break

11:00am–12:15pm Concurrent Sessions

12:30–2:30pm Winning Workshops

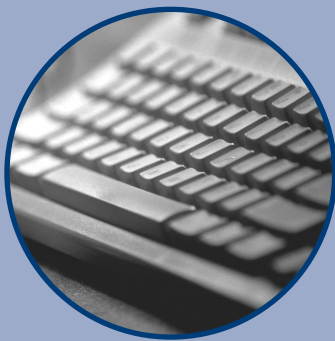
HIGHLIGHT

7:00–8:00am Special Breakfast Briefing

Panel Discussion

State-of-the-Art in Healthcare Marketing: Prognosis for the Future

Join a panel of senior level healthcare marketing executives and discuss the results of a national research study on the State-of-the-Art in Healthcare Marketing, which was sponsored by The Endresen Institute at the Jackson Organization and the Forum for Healthcare Strategists. Examine the implications for the future of healthcare marketing.



Tuesday, May 2

Time	Strategic Marketing	Customer Communication
9:30–10:45am	<p>Demonstrating Marketing Accountability</p> <p>Marketing Departments are being asked to produce more with less, as well as demonstrate why their budgets shouldn't be downsized. So, it's no surprise that a solid methodology for building, tracking, and measuring marketing performance is essential. Examine the obstacles in measuring marketing ROI. Identify what can be realistically measured and how.</p> <p>William R. Gombeski, Jr. Director, Strategic Marketing University of Kentucky HealthCare</p>	<p>Harnessing the Power of Women</p> <p>From the marketing practices of over 150 hospitals, understand the unique "female personality." Create a toolbox of innovative outreach activities that drive women to hospital utilization. Examine how the new retail perspective, and concierge services, will impact this important consumer group.</p> <p>Christina Ryan CEO The Women's Hospital (Newburgh, IN)</p> <p>Tanya Abreau President Spirit of Women</p>
11:00am–12:15pm	<p>Bringing a New Health Care Service to Market</p> <p>The Neuroscience Institute in Cincinnati has pioneered an integrated marketing process yielding dramatic results. Through a collaborative approach, resources of the hospital, the physician practice, and the College of Medicine combined for a dynamic marketing approach. Examine the quantifiable objectives and the positive ROI.</p> <p>Tom Rosenberger, APR Vice President Mayfield Clinic & Spine Institute</p> <p>Mimi Smith, APR President Smith Marketing Group</p>	<p>A Beautiful Brand</p> <p>Despite the growth in the community, Princeton HealthCare System was facing declining market share, patient volume, and revenue. Hear how branding strategies, aligned with the strategic planning process, successfully initiated a brand identity and launched a marketing campaign leading to renewed ties to the community, increased visibility, enhanced public perception, and growth in patient volume.</p> <p>Carol Norris VP, Marketing & Public Affairs <i>and</i></p> <p>Amy Franco Rodriguez Manager, Marketing & Public Affairs Princeton HealthCare System</p>
12:30–2:30pm	<p>WINNING WORKSHOPS Advance sign-up for workshop sessions is required, although there is no extra charge. Please see Registration Form.</p> <p>Understanding Market Research</p> <p>Market research is a key tool used to support the development of brand positions, track the results of marketing efforts, and define new services. Attend this session and:</p> <ul style="list-style-type: none"> • Understand when to use specific research methodologies • Examine the key logistics associated with market research • Look at the pitfalls that can ruin a research effort • Examine ways to stretch the research budget • Examine ways to document the ROI of your research efforts <p>Cheryl E. Stone President Cheryl Stone & Associates, Ltd.</p>	

8:00–9:15am

General Session



Buzzmarketing: Get People to Talk About Your Stuff

Mark Hughes is the author of *BUZZMARKETING: Get People to Talk About Your Stuff*, which was selected by the *Financial Times* and *Fast Company* as one of the best business books of 2005. Hughes brings a wealth of creative and quantitative experience in consumer marketing from PepsiCo's Pizza Hut Division, Pep Boys, and American Mobile Satellite. According to Hughes, the best marketing and advertising anyone can have is word-of-mouth. Buzz marketing does just that...it captures the attention of consumers and the media to the point where talking about your brand becomes entertaining, fascinating, and newsworthy.

Mark Hughes, Author, Lecturer, and Entrepreneur

Tuesday, May 2

Physician Strategies (Sponsored by DataBay Resources)	Strategies for Consumer Engagement	Leveraging Technology & the Internet
<p>The Physician Connection: Implications for Healthcare Marketers</p> <p>As organizations become more involved in alliances, physician employment, and relationship building for referral development and retention, the marketer's role is changing. Today, marketing leaders are actively involved in integration strategies with physicians, as well as management of physician relations and sales initiatives. This highly interactive session will:</p> <ul style="list-style-type: none"> • Examine why thinking of physicians as a key customer group is essential • Discuss what marketing can do to ensure consistent communication with physicians • Identify tools and techniques for recruitment, retention, physician sales, and measurement <p>A pre-session survey will identify "hot topics" for session discussion.</p> <p>Donna Teach Director, Marketing Columbus Children's Hospital (Columbus, OH)</p> <p>Kriss Barlow Senior Consultant Corporate Health Group</p> <p style="text-align: right;">(1/2 Day)</p>	<p>A Successful Collaboration of Interventional Radiology & Vascular Surgery</p> <p>Examine how a successful collaborative venture of interventional radiology and vascular surgery advances the care of patients with vascular disorders. Radia is one of handful of groups in the United States where the care focuses on the vascular patient by seamlessly integrating the expertise of both vascular surgery and interventional radiology.</p> <p>Pamela Gibson, RN Vascular Services Manager Radia Medical Imaging (Seattle, WA)</p> <hr/> <p>Using Experience Mapping for High Impact Marketing Programs</p> <p>Experience mapping can be used to learn more about patients' expectations and brand touchpoint performance. Examine how this marketing research can be used to support marketing, brand strategy, operations, and information technology. Identify the critical success factors for taking action on the results.</p> <p>Alicia Jansen Director of Marketing UT M. D. Anderson Cancer Center (Houston, TX)</p> <p>John McKeever Senior Vice President Gelb Consulting Group, Inc.</p>	<p>Membership Programs Drive Revenue and Results</p> <p>Membership programs can build marketing share and brand loyalty, while driving revenue. Gain insights about how the programs work in key service line areas, and how to integrate the programs with communications and events.</p> <p>Deeana Crider, Marketing Manager UAB Health System (Birmingham, AL)</p> <p>Sharon Messimer, CRM Director Memorial Hermann Healthcare (Houston, TX)</p> <p>Shannon Cummins, <i>Facilitator</i> Senior Vice President Health Newsletters Direct</p> <hr/> <p>Broadband Media: Prepare for the Impact on Healthcare Marketing</p> <p>Broadband, and the convergence of the TV and PC, will impact the nature of hospital advertising. Understanding webcasting, RSS, podcasting, on-demand videos, interactive assessments, blogs, and other new relationship development tools is vital for healthcare marketing executives. Identify ways marketers, in healthcare and other industries, are using these new technologies.</p> <p>Mike Schneider, Executive Vice President <i>and</i> Robin Snow, Vice President Greystone.Net, Inc.</p>

WINNING WORKSHOPS Advance sign-up for workshop sessions is required, although there is no extra charge. Please see Registration Form.	
<p>Using Sales to Develop Relationships with Referral Physicians</p> <p>Sales staff and methodologies have delivered value to healthcare organizations through market intelligence, driving focused referral volumes, and differentiation in a cluttered market. Attend this session and:</p> <ul style="list-style-type: none"> • Discuss how to incorporate sales into your organizational strategy and business plan • Identify sales models for your organization • Review the best practices for healthcare sales • Learn how to differentiate your approach, messages, and services • Build tracking and reporting methods to support your ROI efforts <p>Laurie Slater Manager, Business Development Morton Plant Mease Health Services BayCare Health System (Clearwater, FL)</p> <p>Carolyn Merriman President Corporate Health Group</p>	<p>Movers, Shakers, and Market Makers</p> <p>Hear how strategic marketing can support organizational and service line growth. Attend this session and:</p> <ul style="list-style-type: none"> • Examine a framework to train marketers in thinking strategically • Learn how to develop strategic marketing plans • Identify the difference between activity, outcome, and strategic metrics, along with techniques and tools for measuring and monitoring results • Look at a toolkit of marketing strategies, overall and specific to cardiovascular, OB, primary care, and surgery <p>Sue Reibold VP, Marketing and Communications Community Health Network (Indianapolis, IN)</p> <p>Kim Athmann-King President The Strategy Advantage</p>

Visit the Forum at www.healthcarestrategy.com for updates.

Sunrise Networking Breakfast

Sponsored by Solucient®, LLC

Monday, May 1

7:00 – 7:50am

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. ROI Realities
- II. Customer Relationship Marketing
- III. Marketing Innovations
- IV. Branding Strategies
- V. Physician Strategies

Special Breakfast Briefing

Sponsored by The Jackson Organization

Tuesday, May 2

7:00 – 8:00am

State-of-the-Art in Healthcare Marketing: Prognosis for the Future

Join a panel of senior level healthcare marketing executives and discuss the results of a national research study on the State-of-the-Art in Healthcare Marketing, which was sponsored by the Jackson Organization and the Forum for Healthcare Strategists. Examine the implications for the future.

Special AMC Session

Sunday, April 30

Special Session for Academic Medical Center Strategy Executives

Academic Medical Centers: Focus on Results

7:30–8:00am

Networking Breakfast

8:00–8:30am

Welcome and Introduction

Debbie Hunter-Snow

Director, Marketing Communications
UAB Health System (Birmingham, AL)

8:30–9:45am

Consumers Speak Out on the Differences Between Community Hospitals & AMCs

Be one of the first to hear the results of a study focused on the perceptions of consumers regarding the differentiation between Academic Medical Centers (AMCs) and community hospitals. Twenty-four AMCs participated in the study, with each AMC interviewing at least 600 people. Based on the perceptions and experiences of consumers, determine how to best utilize the positive factors, and minimize the negative ones, to create a meaningful differentiation for your organization. Identify how to use the information from the study to benchmark your organization with others nationwide, as well as to build strong brand.

Una Hutton Newman

Senior Director
Emory Healthcare (Atlanta, GA)

Efrat Marmur

Senior Marketing Research Analyst
Emory Healthcare (Atlanta, GA)

10:00am–12:15pm

Facilitated Discussions

In order to maximize interaction between attendees in key interest areas, facilitated roundtable discussions are scheduled.

Note: Attendees will have the opportunity to attend two (2) of the three (3) scheduled roundtables.

1) The Latest Wave in Internet Strategies, Solutions, and Applications

Kathy Divis, Facilitator

President
Greystone.Net, Inc.

2) Joint Ventures with Employed AND Community Physicians

Janet Meeks, Co-Facilitator

SVP for Corporate Development
Mount Carmel Health Services

Ronald J. Schmidt, Co-Facilitator

Executive Vice President
DMI Transitions

3) The Ethics of Advertising in AMCs

Larry Margolis, Facilitator

Executive Vice President, Client Services
Storandt Pann Margolis

12:15–1:00pm

Luncheon and Discussion Wrap-Up

Details...

Air Travel

United Airlines

A special discount of 5% off any applicable fare or 10% off coach is available when you or your travel agent contacts the United Airlines Convention Desk at 800-521-4041. Reference meeting code **553SY** (which is under the name of Healthcare Strategy Institute).

Note: The Forum reserves the right to cancel or reschedule the conference as well as to close registration when events are over-subscribed. For these reasons, registrants are advised against purchasing non-refundable airline tickets.

Car Rental

Special meeting rates are available through Avis Rent A Car's Meeting Reservation and Information Desk at 800-331-1600. Reference group number **J948529**.

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 educational programming. If you are not satisfied with the conference, 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. **Please note your ACHE affiliation on the Registration Form.**

The Marketing Learning Center

The Marketing Learning Center 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. If you need a little extra encouragement, food and drink will be provided!



Caesars Palace

The official hotel for the conference is **Caesars Palace**. Standing in a class by itself, this beautiful hotel offers the luxuries of the world's top resorts. With 4 pools, workout facilities, a world-class spa with steam rooms, whirlpools, massage, and award-winning dining and show experiences, Caesars doesn't lack for amenities.

To make reservations, call Caesars directly at **(800) 634-6661**, and identify the conference as the "Customer Based Marketing Strategies Forum" or use Group Code "SCHC16," to get the special rate of \$199 single/double (Run of the House); \$225 (Palace Tower); \$255 (Augustus Tower). Note: **The meeting rooms are in the Palace Tower**; the Augustus Tower is the newest tower, which opened in 2005. You will be required to guarantee the reservation with a major credit card.

Be sure to make your reservations as soon as possible. Reservation requests received after **Friday, March 31, 2006**, or when the room block is filled, will be confirmed on a space and rate available basis.

This is a busy time of year in Las Vegas, and the hotel is guaranteed to sell out. Call early to ensure availability!

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Forum for Healthcare Strategists was established by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for the delivery of healthcare. The Forum provides networks of communication and support, as well as opportunities for professional development, with the ultimate purpose of inspiring new, more effective models of care.

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Mount Carmel Health Services



Registration

REGISTRANT INFORMATION

Full name _____

First name as you wish it to appear on badge _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

WHICH CATEGORY BEST DESCRIBES YOUR ORGANIZATION?

- Integrated Delivery System
- Health Plan
- Insurer
- Vendor
- Hospital
- Urban/Suburban
- Medical Group Practice
- Regional Health Alliance
- Consultancy
- Other _____
- Rural
- Academic Medical Center

HALF-DAY CONCURRENT SESSIONS, NETWORKING BREAKFAST, and WINNING WORKSHOPS

Please check if you plan to attend these special events.

Half-Day Concurrent Sessions

Sunday, April 30, 2006

- The Quality Differentiated Brand (Menefee/Solomon/Brown/Corrigan)

Monday, May 1, 2006

- Medical Groups: What Matters Now (DeGroot/Zupko)

Tuesday, May 2, 2006

- The Physician Connection (Teach/Barlow)

Solucient Sunrise Networking Breakfast

Monday, May 1, 2006

Please check the breakfast you plan to attend. Choose only one!

- ROI Realities
- CRM
- Marketing Innovations
- Branding Strategies
- Physician Strategies

Winning Workshops

Tuesday, May 2, 2006

- Market Research (Stone)
- Sales (Slater/Merriman)
- Movers and Shakers (Reibold/Athmann-King)

REGISTRATION FEES

Early rates are available if the registration form with full payment is received by **March 3, 2006**. Discounts for group registrations (3 or more) are available. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

Conference Rates

	Early (received by 3/3)	Regular (received after 3/3)
Forum Member	___ \$895	___ \$995
Non-Member*	___ \$995*	___ \$1095*

Join the Forum (\$195 annual fee)

___ *\$95 due for Membership Dues
(\$100 of registration fee will be applied to Forum membership)

Pre-Forum Strategy Sessions

Public Data Releases	___ \$95	___ \$125
Service Line Management	___ \$95	___ \$125
AMC Session	___ \$95	___ \$125

Total Due \$ _____

PAYMENT INFORMATION

Your registration can be confirmed only after payment in full has been received.

- A check is enclosed, payable to the Forum for Healthcare Strategists
- I authorize you to charge: VISA MasterCard American Express

Name on Card _____

Card Number _____

Expiration _____

Signature _____

GET THIS FORM TO US...

BY MAIL

Mail registration form(s) with payment to:

Forum for Healthcare Strategists

980 North Michigan Avenue
Suite 1260
Chicago, IL 60611

BY FAX

Fax registration form(s) with credit card information to:

312-440-9089

ONLINE

Register online at:

www.healthcarestrategy.com

CANCELLATION POLICY

The Forum guarantees a refund, less a \$150 administrative fee, if written notification is received on or before March 3, 2006. Verbal cancellations are not accepted. Confirmations received after March 3, 2006 are not eligible for a refund. You may always send a substitute.

CONFIRMATION OF REGISTRATION

All registrations will be confirmed within ten 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.



FORUM FOR HEALTHCARE STRATEGISTS

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