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2006 Annual Educational Conference

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Workshop Session CD-ROM contains the following sessions:

- W1....Your Healthcare Marketing MBA in Just One Day – Kristin Baird; Jean Hitchcock; Cheryl Stone
- W2.... Advertising Boot Camp – Susan Dubuque
- W3.... Strategic Planning Building Blocks: Who, What, When, Where, Why – David Kantor; Susanna Krentz
- W4.... How to Conduct Marketing and Public Relations Audits at Your Healthcare Facility - Joseph Grano
- W5.... ONE: The Art and Practice of Conscious Leadership - Scott Regan
- W6.... Leap to the Front: Techniques to Differentiate Your Physician Sales Effort - Kriss Barlow; Carolyn Merriman
- W7.... Grassroots Campaigns, Lobbying and Government Relations for Marketing and Public Relations Professionals – Steven Bristow; Jennifer Cutrer; April Foran
- W8.... Event Planning--Creating Extraordinary Events on an Ordinary Budget - Janna Binder; Jessica Gochenour
- W10... 2007 Internet Update for Senior Marketers and Strategists - Kathy Divis; John Eudes; Mike Schneider
- W11... Organizing for Community Benefit and Creating a Community Benefit Plan – Michael Bilton; Maya Dunne
- W12... Strategies for Strengthening Hospital-Physician Relationships - Amy MacNulty; Robert McGowan; L. Craig Miller

All tracks CD-ROMs will include the following General Sessions:

- GS-W: **Nobody Moved Your Cheese** - Ross Shafer
- GS-F: **Thinking in the Future Tense** - Jennifer James
- GS-S: **Creating a Culture That WOWs** - Al Stubblefield
- SS-1: **Community Connection: The Pathway to Public Trust** - John King

Strategic Marketing CD-ROM contains the following sessions:

- T1 How Much is that Healthcare in the Window--The Impact of Consumer Directed Health Plans and the Advent of Price as a Marketing Strategy for Providers - David Marlowe
- T2 Marketing and HR: A Partnership for Success. How Marketing and HR Can and Must Work Together to Successfully Enhance your Brand and Manage the Very Real Staffing Crisis in Healthcare - Stephen Mitchell; Laurie Brucks
- T11 ... What's Driving Your Brand? Where is it Going? Use a Map and Reach Your Goals – Rene Bunting; Tom DeSanto
- T12 ... Using Traditional Marketing Tools to Track Response and Prove ROI: Best Practices from Tenet Healthcare – Carol Britton; Jodi Wagner
- T21 ... Web-based Service Line Marketing and Brand Building . . . A Case Study on Developing Ongoing Targeted Relationships – Daniel Ansel; Pam Shannon
- T22 ... Transforming the Marketing Function through Innovative Leadership: How Trinity Health Evolved the Healthcare CRM Market – Larry Margolis; Guy Miller; Morely Robbins
- F1 The Successful Innovator--Applying Evidence-based Methodologies to Strategic Business Development – Scott Laubisch; Scott Williams
- F2 Impacting and Promoting Your Hospital's Quality Outcomes – Kevin Lavoie; Frank Johnson
- F11 ... Building a Stronger Brand: How Marketing Can Contribute to Hospital Performance – Kelly Myers
- F12 ... Just What the Doctor Ordered . . . An Easy-to-Swallow Pill to Improve Volumes for Your Medical Group – Shari Campbell; Kathleen Deakins
- F21 ... Hit Us with Your Best Shot for Marketing Professionals – Karen Corrigan; David Marlowe; Gary Naifeh; Nancy Paton
- F22 ... Finding Uncontested Space in a Competitive Cardiac Marketplace – Brenda Beukelman; Anne Theis
- S1 Lifestyle Change Programs--New Movers, New Parents, and Newlyweds – Marcia Diaz-de-Villegas; Dwight Orr; Doreen Pichotti

Strategic Planning CD-ROM contains the following sessions:

- T5 Rehearsing the Future: Practical Strategic Planning Tools and Techniques for an Uncertain World - Kelly Credit; Michele Flanagan
- T6 Mission and Margin: Can they Co-exist? Strategies for Building Services that Benefit the Community and Impact the Bottom Line - Anthony Gardner; Robert Prevost
- T15 ... Lost? Get your GPS through Strategic Planning – Phyllis Marino; Holli Salls
- T16 ... Integrated Market Growth and Clinical Affiliation Strategies – Amy MacNulty; Elaine Monico; Jean Vaughn
- T25 ... Line of Sight: Driving the Strategic Plan to the Front Line – Marian Jennings; Donna Ross
- T26 ... Prioritization and Politics: Successful Capital Allocation for Strategic Opportunities – Mark Dubow; Gary Spaug

- F5 State-of-the-Art in Strategic Planning – Alan Zuckerman
- F6 Retooling Your MSO for Innovative Business Strategies – Donna Mikulecky; Mary Reed
- F15 ... Hit Us With Your Best Shot for Strategic Planning Professional – Ruth Colby; Preston Gee; Thomas Hansen; Donald Seymour
- F16 ... Making Physicians True Strategic Partners in Strategic Planning – Don Fisher; Zachary Gerbarg; Burl Stamp
- F25 ... Keeping the Plan Off the Shelf: Successful Development and Implementation of Your Organization's Strategic Plans – Tony Benton
- F26 ... A Community Collaboration Case Study: Accomplishing More Together Than You Can Achieve Solo – Patty Looker; Sonja Reece
- S3 Successes and Challenges of the Kaiser Permanente Template Hospital and Facilities Standards Program – John Kouletsis; Wendy Weitzner

Public Relations and Communications CD-ROM contains the following sessions:

- T3 That's Perfect, but the CEO will Never go for It--Getting Great Creative Approved - Gail Myers; Kris Laufer
- T4 Beyond Smile Lessons: Linking Customer Service to Core Strategies - Kristin Baird; Kevin Stranberg
- T13 ... Surviving Katrina: In New Orleans, One Hospital Stayed Open and Stayed in Touch with Patients and Employees – Amiee Goforth; Robert Loeb; Katherine Voss
- T14 ... Us vs. Them: How to Turn the Tide of Public Sentiment in Contract Disputes - Mary Alice Czerwonka; Jon McKee
- T23 ... Using Public Relations to Promote Physicians and Physician Groups--It's All About "Connectivity" – Carol Koenecke-Grant; Luke Perez
- T24 ... Listening and Learning: Creating a Patient Feedback System – Lina Henriksen
- F3 Public Relations and Communications Hit Us With Your Best Shot for PR and Communications Professionals – Frederick Bagg; Mark Cohen; Mary Alice Czerwonka; Geri Evans
- F4 Going the "Extra Extra" Mile with Internal Communications – Colleen Hallberg; Bo Larsen
- F13 ... Planning and Waging a Successful CON Campaign in a Highly Charged Environment – Holly King; Sharon Polk
- F14 ... Brokeback Mountain, Burger King and Brangelina. How Far Do We Have to Go to Get Attention Today? – Jerry Hobbs; Phil Smith
- F23 ... Going to the Dark Side: How Public Relations and Marketing Can Work Together to Own the Market – Jennifer Arvin; Jason Merrill
- F24 ... How to Build a "Next Generation" Website for Key Service Lines – Melissa Boswell; Stephanie Cannon
- S2 Increasing Employee Satisfaction through HR Partnerships – Debbie Gac; Jean Hitchcock; Jane Hong

Hot Topics CD-ROM contains the following sessions:

- T7 Breakthrough Strategies that Shift Market Share – Preston Gee
- T17 ... Innovation--Survival of the Fittest – Carol Garikes-Schneider; C. Richard Panico
- T27 ... The DNA of Consumer-Driven Healthcare: Positioning Your Organization for Success - Michael Petrochuk
- F7 Advancing the Healthcare Safety Culture: Using Aviation-based Skills to Reduce Errors, Improve Teamwork, and Save Lives – Jack Barker; Yo Hoffner
- F17 ... Political Mistakes to Avoid While Working with Physicians – Jeffrey Peters
- F27 ... There's More to Toyota Than Just Great Cars: Learning "Lean" From This Industry Giant – Stephanie Axelrod; Patrick Hagan
- S4 Getting Paid for Quality: A Strategic Approach for Hospitals and Physicians – John Marren; Lee Sacks; Elizabeth Simpkin

Physician Relations CD-ROM contains the following sessions:

- T8 Show Me the Results: Effective Planning and tracking of Physician Sales – Allison McCarthy; Donnell Martinez; Sue Pietrafesa
- T18 ... Understanding and Evaluating Joint Venture Alternatives – Craig Holm; D. Louis Glaser
- T28 ... Stark and Anti-Kickback Regulations: What you Don't Know can Hurt You – Kristen Beech; Kathy Dean
- F8 Inside the Mind of a Physician: Fears, Fantasies and Facts – Christopher Kane; William Kane
- F18 ... Using the Call Center as a Strategic Physician Relations Tool – Julie Bruns; Tess Niehaus
- F28 ... Something Old, Something New, Something . . . Physician Employment on the Rebound?! – Trent Green
- S5 Driving Patient Loyalty with Physician Excellence – Stephen Beeson; Julie Kennedy-Oehlert

Strengthening Core Competencies CD-ROM contains the following sessions:

- T9 Radio and Internet: Old and New Complements the Mission – Sheri Putnam; Ron Watson
- T19 ... Minding Your E's, P's, and Q's: Twelve Tips for a Powerful Presentation – Geri Evans
- T29 ... Getting it Right the First Time: How to Evaluate Your Vendor Needs and How to Pick the Right Partner for the Job – Andrea Olson; Elizabeth Scott
- F9 Marketing and Fundraising: Partners for the Bottom Line – Diana Boyce; Steve Reed
- F19 ... Targeting Employees with Strategic Work-Life Communication – Anne Streeter
- F29 ... Writing Copy that Gets Results – Linda Pophal
- S6 Business Plans are not Just for Executives: Learn the Basics of Crafting a Credible Business Plan – Josephine Morris

Leadership CD-ROM contains the following sessions:

- T10 ... Defy Gravity: The Wizardry Behind Effective Team Leaders – Janet Guptill; Geoff Kaufmann; Rick Stier
- T20 ... Becoming an Effective Member of the Executive Team – Burl Stamp
- T30 ... Designing Your Organization's MD-Hospital Management Structure: What It Looks Like in 2010 – Ronald Riner

Issues for Small and Rural Hospitals CD-ROM contain the following sessions:

- F10 ... Let Your Patients do the Marketing! How Patient Satisfaction Can Be the Small Hospital's Best Friend – Peter McCall; Greg Stock
- F20 ... Ten Industry Best Practices to Enhance Performance at Your Small or Rural Hospital – Robert Snyder
- F30 ... Issues for Small and Rural Hospitals - A Win-Win Plan You Can Use Today for Marketing Key Services and Pleasing Your Physicians at the Same Time - Donna Ballou; Stephen Moegling

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