

2009 NESHCo Spring Symposium



Make Lemonade: Squeezing the Most Out of Smaller Budgets

May 4-6, 2009
Renaissance Hotel
Providence, RI

2009 NESHCo Spring Symposium

Make Lemonade: Squeezing the Most Out of Smaller Budgets

May 4-6, 2009
Renaissance Hotel
Providence, RI

In tighter economic times, there's no ignoring the need to find the lowest cost, highest impact communications strategies for hospitals and healthcare organizations. The challenge is always to strike the right tone in a competitive industry in which image and reputation are paramount. So, where's that balance point and how do we speak confidently about the value of preserving communication and marketing dollars in our leaner organizational budgets? We've got some solid, research-tested solutions that will put a spring in your step at this year's Spring Symposium in Providence.

We hope you'll join us!

Lou Davis, Market Street Research
Jill McDonald, APR, Eastern Maine Medical Center
Conference Co-Chairs



Conference Schedule Quick View



Monday, May 4

- 1 PM.....Pre Conference Writing Workshop
- 5 PM.....Early Bird Registration
- 6 PM.....Early Bird Welcome Reception



Tuesday, May 5

- 9 AM Registration, Breakfast,
Time with Exhibitors
- 10 AM Keynote: Healthcare
Marketing Strategy
for a Sagging Economy
- 11:45 AM..... Break with Exhibitors
- 12:30 PM..... Lamplighters Luncheon
- 2:15 PM..... Break with Exhibitors
- 2:45 PM..... Breakouts:
 - 1. The Healthy Hospital Movement:
Marketing Green Initiatives in Healthcare
 - 2. The Click Factor: Developing successful
community relations programs that click,
catch on and grow
- 4 PM..... Break
- 6 PM..... Lamplighter Reception
- 7 PM..... Dinner Options
- 9 PM..... Hospitality Event
at Temple Lounge



Wednesday, May 6

- 8 AM Breakfast
- 9 AM Breakouts:
 - 1. Challenging Times...Creative Solutions:
more effective use of resources for stand-out
branding solutions
 - 2. Social Media Case Study
- 10:15 AM..... Break with Exhibitors
- 10:45 AM..... Closing Session: Branding Shmanding!
- 12:30 PM..... Adjourn

THANK YOU TO OUR 2009 PARTNER SPONSOR



Welcome to the 2009 NESHCo Spring Symposium

Make Lemonade: Squeezing the Most Out of Smaller Budgets



Program



Monday, May 4

1:00-4:30 PM Pre Conference Writing Workshop

This session can be stand alone or part of your conference registration. There is an additional fee for this workshop. See the registration form for pricing.

Join us for a special add on session that is a fit for any communications writer. Combining general information on improving your writing and tips for communications-specific documents with insights for special circumstances and channels, this workshop offers something for everyone. Veteran writers can't help but feel refreshed—and reminded—while fine tuning their interviewing and editing skills. Topics to include: Tips to improve your writing, core PR documents, interviewing for writing and effective editing. All participants will receive an AP Stylebook and a workshop manual with many handouts, examples and worksheets.

Michael Dowding is the president of Wordscape Communications and an adjunct lecturer at Boston University's School of Communications. He has more than 25 years of marketing, writing, and public relations experience with a track record of award-winning work and quantifiable results. Michael has worked for such health care and medical products and services companies as Amicore, AstraZeneca, Caritas/St. Elizabeth's, ChartOne, Dyax Pharmaceuticals, Fallon Clinic, Insulet, LeMaitre Vascular, MedMetrics Health Partners, McKesson, PatientKeeper, Somanetics, Versant, and West Pharmaceuticals.

5:00 - 6:00 PM Early Bird Registration

6:00 PM Early Bird Welcome Reception

Providence is famous for its many tempting dining spots. Monday dinner is on your own - but you don't have to dine alone! We'll do some homework, and make a plan to head to some of Providence's best restaurants in groups. Meet in the Hotel Lobby at 6 pm for the reception and we'll walk to dinner together at 7:00 pm.



Tuesday, May 5

10:00 – 11:45 AM KEYNOTE SESSION

TEAMHealth.

Sponsored by **MEDICAL CALL CENTER**

Healthcare Marketing Strategy for a Sagging Economy: 10 Key Steps

Daniel Miers of SPM Marketing & Communications

When the economy takes a plunge, often the first budget to take a hit is marketing. Still, with the right tools in hand, the downturn presents some unique opportunities as well. Economic dips and recessions are much-studied phenomena and, the truth is, sound use of strategic marketing and solid plans can help communications professionals assert the value of marketing.

In this exchange of ideas, attendees will discuss how their organizations have challenged them to modify their marketing plans in response to economic fears. In particular, we will use the 10 Steps to Strengthen Marketing's Role as a springboard to discuss the tactical ways these strategic principles have been put into action by NESHCo members.

What You'll Learn:

1. 10 ways to cement marketing's role in your organization AND protect your budget in the process.
2. About healthcare's unique opportunities in a down-trending economy.
3. How to apply lessons in branding, communications, and media strategy gleaned from previous recessions
4. How America's top researchers, scholars, and institutions are saying firms should approach marketing today.

Dan Miers is Vice President, Business Strategy with SPM Marketing & Communications. Dan's role--unique to SPM--is to ensure SPM stays on the leading edge of healthcare communications strategy. As a resource to all SPM clients, Dan's strategic insights focus on how we understand and apply industry trends to client issues.

A 15-year healthcare industry veteran, Dan spent seven years at Northwestern Memorial Hospital in business development overseeing product line strategic planning, leading new business development, executing improvements to existing programs. During the four years just prior to joining SPM, Dan successfully launched a healthcare-related technology business. Dan is also a frequent lecturer at state and national healthcare marketing conferences on matters of healthcare branding and market positioning.

11:45 AM – 12:15 PM BREAK WITH EXHIBITORS

12:30 – 2:15 PM LAMPLIGHTER AWARDS LUNCHEON



Sponsored by

Scott Orstad & Deb Chiaravalloti
Co-Chairs, Lamplighter Awards Committee

Celebrate your best work – and applaud the work of your colleagues! – at the 2009 Lamplighter Awards Luncheon. Special thanks to committee members: Karen Fleer, Lifespan; Shawn Mawhiney, William W. Backus Hospital, Roxanne Jones, Hurley Communications and Christine Trincherro, Cooley Dickenson Hospital.

2:15 – 2:45 PM BREAK WITH EXHIBITORS

2:45 – 4:00 PM CONCURRENT BREAKOUT SESSIONS

Session 1:

The Healthy Hospital Movement: Marketing Green Initiatives in Healthcare
Mark Shelley of Lexington Medical Center (South Carolina)

Lauren Whaley, Jennings Healthcare Marketing

In times of economic challenge, living our healthy missions becomes even more important. In healthcare, the green movement includes all aspects of the global “healthy hospital” initiative: patient safety, nutrition programs, employee wellness, green building, and eco-sensitive programs. These are important because they help us create healthy environments resulting in better patient outcomes and satisfaction, better staff morale and retention, and enhanced community image. Through this session learn more about marketing healthy/green aspects of your hospital.

What You’ll Learn:

1. To understand the benefits of healthy hospital initiatives for your institution. Then learn how to leverage those benefits to your advantage.
2. To see the green “healthy hospital” movement as something much larger than simply caring for the environment. And reap the huge benefits for your organizations and all of its constituents.
3. About the extensive resources that you can tap into as you begin to understand and market your hospital's healthy initiatives. You're doing more than you may know!
4. How to avoid making false claims or “greenwashing.” This includes an introduction to regulations regarding green advertising claims.
5. Why people relate to green marketing. It's all about echo-branding, not to be confused with eco-branding.

Lauren is an account leader at Jennings, a healthcare branding and advertising agency in North Carolina. Her healthcare accounts include the East Carolina Heart Institute and Lexington Medical Center. Lauren most recently moderated a roundtable at the 2008 Fall CHPRMS Conference, and was a featured speaker at the 2008 North Carolina Affordable Housing Conference.

Mark is the director of marketing at Lexington Medical Center (LMC) in South Carolina, with 20 years experience. His work has won Aster Awards, Healthcare Advertising Awards, and Videography Awards, and has been featured in Healthcare Advertising Review and Healthcare Marketing Advisor. Mark is presenting at the 2009 Forum on Customer Based Marketing.

Session 2:

The Click Factor: Developing successful community relations programs that click, catch on and grow

Deb Chiaravalloti of Anna Jaques Hospital

Here's another opportunity for more mileage out of your communication dollars. Does your hospital's community programming CLICK? Is it compelling, readily adopted by key influencers? Does it develop students into hospital ambassadors to their families, turn tired teachers into avid fans, enhance the reputation of the hospital? Smart programming spreads like wildfire through grassroots networks, and with it your hospital's key messaging. Economical programming is easily sustainable when correctly built. This session will teach how to develop exciting programming that can take on a life of its own.

What You'll Learn:

1. The right concept; making it a win/win. The hospital wants to communicate services and enhance its reputation with key constituencies. The recipients need teaching components, materials, excitement, and ease of implementation. How are those seemingly competing objectives achieved in the development of the program?
2. Keys to implementation; what exactly is a turn-key program? What elements need to be built into the program to ensure its implementation, and sustainability? What role does creativity and imagination in the development process play in the eventual adoption of the program? How do you get a program implemented?
3. Buy-in: how do you build relationships with key influencers in the community/organization to ensure the program isn't isolated, shelved and defeated? Teachers are overloaded, school nurses are struggling for resources, non-profit community organizations are cash starved. You can meet their needs and become an indispensable community partner, with the right program development. You can build a program that they will talk about, and market for the hospital.
4. Sustainability: good programming, strong relationships, and a bit of funding can ensure the hospitals' community programming is sustainable, implemented year after year, and grows, expanding from one group to another, without added work for the hospital.
5. Grant opportunities: these programs attract grant money. Key elements make the programs easy to pitch.

Deborah Chiaravalloti is Vice President of Public Relations and Marketing for Anna Jaques Hospital. Her community relations programs have been adopted by Councils on Aging, mother's clubs, and eight school districts, reaching more than 6,200 elementary school children. Her Healthy Snack program was included in the U.S. Senate 2007 Nutrition Title.

6:00 – 7:00 PM LAMPLIGHTERS RECEPTION

Join your colleagues to celebrate your Lamplighter win or simply enjoy some hors d'oeuvres before dinner.



Sponsored by

7:00 – 9:00 PM Optional Wine Dinner

Enjoy a fabulous four-course meal at the Napa Valley Grille celebrating wine! This meal will include a different wine with each course along with an explanation of why the wine was chosen.

**Those not opting to attend the pre-paid dinner may join a second group at a more casual restaurant. Meet in the lobby at 7 pm*

9:00-11:00 PM MEDTOUCH HOSPITALITY EVENT

Join MEDTOUCH at Temple Lounge for a relaxed "after hours" party with open bar and dessert.



Wednesday, May 6

8:00 – 9:00 AM BREAKFAST WITH EXHIBITORS

Signup sheets will be available at registration table

9-10:15 am Concurrent Breakout sessions

Session 1:

Challenging Times...Creative Solutions: more effective use of resources for stand-out branding solutions

Maria Miranda & Ruth Radin of Miranda Creative

Most of us are facing the challenge of needing to get "more creative with what we have." Maria Miranda and Ruth Radin of Miranda Creative, recipients of more than 25 Lamplighter awards, will help you navigate these challenging times with creative solutions. At the close of this interactive session, that features hand-on exercises and a pre-symposium website, you will be prepared to address any communications task with a creative solution.

On March 15, 2009 neshcocreative.com will launch. Those planning to attend this session, will be able to submit a creative challenge (i.e. "What is an effective way to honor employees without an extensive budget?" or "Minority males historically do not take advantage of regular screenings...how can we get their attention?") These challenges will be reviewed by Ruth, Maria, and their colleagues, with suggestions presented at the session. In addition, other universal aspects of creative problem-solving will be addressed and appropriate exercises engaged.

A summary of the session and examples of the solutions presented will be hosted on this site following the symposium, allowing members to digitally reference what they learned for one year.

What You'll Learn

1. How to develop a "culture of creativity" in your Marketing/Communications Department.
2. to rethink communications solutions and the very definition of media options.
3. How to identify and engage new ideas that capture consumers and make everyone else say "why didn't WE think of that?"

Maria Miranda is creative director of Miranda Creative, Inc., a strategic communications firm established in 1988. She is a graduate of the University of Connecticut with degrees in marketing and design and completed post graduate studies in interactive media, search engine marketing and trademark law. A member of non-profit boards, and adjunct faculty at

Three Rivers College, Maria has received recognition from the SBA, regional Chambers, peer-organizations and NESHCo.

Prior to joining Miranda Creative a decade ago, Ruth Radin, Art Director, lead a classroom, and every now and then, uses her "teacher voice" to control photo shoots and wayward clients. She earned her undergraduate degree from Wheelock College and her Master's from the University of Rhode Island. As with all members of Miranda Creative, Ruth is a community advocate and has received recognition from NESHCo, specifically in total marketing plans.

Session 2:

Social Media Case Study

Keith Fontaine, Backus Hospital

Blogs, podcasts, e-newsletters, Twitter, Facebook. Healthcare communications has moved way beyond the press release. In this session, we'll explore how you can tap into social media, extend your reach, sharpen your message, and promote your brand. In the process, you'll learn something about your audience. Presenter: Keith Fontaine, Vice President for Corporate Communications at The William W. Backus Hospital in Norwich, CT.

10:15 – 10:45 AM BREAK WITH EXHIBITORS

Don't miss out on the opportunity to win great prizes from our exhibitors and the "Grand Prize."

10:45 AM – 12:30 PM CLOSING GENERAL SESSION

Branding Shmanding!

Sean Tracey of Sean Tracey Associates

Branding Shmanding! What really counts for your organization's perception in the marketplace is not what you SAY on paper...it is what people inside and outside your organization SEE and HEAR.

Communications professionals must know how the branding message is an integral part of the overall message to enhance your organization's reputation and achieve your marketing goals.

Attendees will look at a lot of controversial/edgy healthcare advertising executions from across the country. Attendees will participate in a lively debate on the effectiveness and appropriateness of marketing in the healthcare industry. This session is all about interacting with attendees and offering your own opinions.

What You'll Learn:

1. How to assess whether advertising/marketing solutions match your brand positioning.
2. How to read between the lines on campaign concepts and storyboards to know whether they are right for your brand's personality (before you spend the money).
3. How to grasp and articulate your brand's positioning in the marketplace, and internally.

Sean Tracey has created award-winning and effective advertising for more than twenty years. His advertising firm focuses on healthcare, banking, and retail. Sean is a creative and brand strategist named a "Creative All-Star" by Adweek magazine. Sean has addressed advertising communities for the Canadian Advertising Association, and the American Association of Advertising Agencies, the Society for Healthcare Strategy and Market Development and has instructed at Emerson College's Center for Political & Health Communications. Sean has also directed hundreds of TV commercials for many of North

America's best-known brands, including MasterCard, Sears, McDonalds, NBC, Optima Healthcare, DuPont Hospital, Children's Hospital Boston and Connecticut Children's Hospital.

12:30 PM ADJOURN

Pick up your boxed lunch and enjoy the ride home while digesting all the information you've collected over these last two days!





Accommodations

Stimulate your senses at a dramatic Providence hotel boasting a fully orchestrated experience that celebrates the visual arts, music, drama, and dance at the Renaissance Providence Hotel. Originally built in 1929 as a Masonic temple, the remarkable neoclassical architecture has been meticulously restored to its natural beauty, while the interior has been transformed into an elegant reflection of modern day sophistication, creating a unique Providence, Rhode Island hotel. Beyond the iconic columns and grand entrance, visitors are welcomed by a theatrical backdrop that sets the stage for in an inspiring experience. Stylish downtown Providence hotel rooms offer timeless luxury, stunning detail, and refined comforts, as well as innovative technology. A central location in the Capitol District allows guests to visit the area's sites, such as the Rhode Island Statehouse. Reacquaint yourself with creativity and explore an expression of the arts at the glorious Renaissance Hotel in Providence.



Renaissance Providence Hotel
5 Avenue of the Arts, Providence, RI
401-919-5000 or 1-866-630-0704

Call the hotel directly to make reservations. Mention NESHCo to receive **the special rate of \$179.00**. We cannot guarantee this rate or availability after **April 6, 2009**.



Directions

From the South/West

I-95 North to Providence - Take Exit 22 A-B-C Downtown/Hartford, CT - bear left toward Exit 22B-C Providence Place Mall. Staying in the right lane, Exit 22C - Providence Place Mall. Follow Providence Place to the end and merge slightly left heading N towards the top of the hill (along the backside of Providence Place Mall). After second stoplight, make right onto the Avenue of the Arts.

From the North

I-95 South to Providence - Take Exit 22 A-B-C Downtown/Hartford, CT - bear right toward Exit 22B-C Providence Place Mall. Staying in the right lane, Exit 22C - Providence Place Mall. Follow Providence Place to the end and merge slightly left heading N towards the top of the hill (along the backside of Providence Place Mall). After second stoplight, make right onto the Avenue of the Arts.



Parking

Valet parking, fee: \$25 daily

Off-site parking; contact hotel for details

Valet has in and out privileges from the Providence Place Mall





Registration

To register

Go to www.neshco.org to register. All registrations must be completed online. Payment must be made by check or credit card at the time of reservation. Sorry, but we cannot bill your institution. Your registration will be confirmed by e-mail.

Questions? Please contact Kelly Woodsum at 978-948-8600 or kwoodsum@neshco.org.

Conference Fees

Member Rate (early bird-before March 31) \$299.00
Member Rate (after April 1) \$339.00
One Day Member Rate (Tuesday, May 4 only) \$199.00

Non-Member Early Bird Rate (before March 31)\$349.00
Non-Member Rate (after April 1): \$389.00
One Day Non-Member Rate \$249.00

Add on Writing Workshop
Workshop only \$125.00
With conference registration \$100.00

Add on Wine Dinner: \$70 per person
Guest fees for social events excluding wine dinner: \$25 per person
Guest fee for Lamplighter Luncheon: \$65 per person
**Guest fee only available with full or one day conference attendee .*

Lamplighter Luncheon is included in the price of the conference.

Conference attendee registration fee covers the costs of speakers, conference materials, meals, special events, conference breaks and related expenses. The Conference fee does not include the Tuesday night Wine Dinner or guests for any events or meals. Guests must pay the special fee to attend meals and special events.



Cancellation Policy

Refunds will not be made after April 20, 2009. Cancellations must be made in writing by April 20 in order to receive a refund. By registering for the conference you agree to our cancellation policy.

