

Registration

Name

Organization

Address

City, State, Zip

Telephone

E-mail

Registration deadline: October 8 (late registration fee additional \$25)

Cost

DAY 1: \$60 – individual
\$300 – groups of 6-8 from same organization
\$450 – groups of 9 or more from same organization

DAY 2: \$150 – individual

DAY 1 & 2: \$180 – individual

Exhibitors: \$200 for one day, \$300 for both days

Location

Harrah's Casino & Hotel
151 North Joliet St., Joliet, IL 60432
1-800-HARRAHS

Discount code: 5101715 (by phone only, not given through website)

Discounted room rate \$99 per night, normally \$149.
Discount effective until September 26.

To Register

Duplicate this form for multiple attendees and mail, e-mail or fax to:

mail

Jim McRoberts
Iroquois Memorial Hospital
200 Fairman Ave., Watseka, IL 60970
1-815-432-7912

e-mail

jnmcroberts@iroquois Memorial.com

fax

815-432-7847

Make checks payable to ISHMPR and send to Jim McRoberts at the above mailing address.

ILLINOIS SOCIETY FOR HEALTHCARE
MARKETING AND PUBLIC RELATIONS



War Games

More than just a crap shoot.

Test your abilities and communication skills in an interactive game staging a disaster. Are you ready?

ISHMPR Fall Meeting & Pinnacle Awards Presentation
October 18 and 19, 2007
Harrah's Casino & Hotel, Joliet

 ILLINOIS SOCIETY FOR HEALTHCARE
MARKETING AND PUBLIC RELATIONS

Inside the War Room

The Centers for Disease Control and Prevention (CDC) predicts “when the Pandemic Flu hits,” not “if the Pandemic Flu hits”, it will have a devastating effect on our communities and our workforce. Are you ready? Can anyone really be ready?

On Thursday, October 18, ISHMPR and The Roberts Group have teamed up to present War Games. This is a terrific opportunity to bring together your communication, infection control, disaster folks and key administrators to learn through an interactive “game” how to adjust your current disaster preparedness and communication plans to meet the challenges brought on by a disaster of pandemic proportions.

You’ll spend the first two hours of the day learning about the flu as a pandemic disaster and how it could stretch your human, technical and financial resources beyond the imagination and scope of your present readiness. Following lunch, your team will come together in the “War Room” to deal with the crisis at hand from both an internal and external communications perspective. You’ll be challenged to think on your feet and react quickly to changing scenarios. You’ll meet your counterparts at other Illinois hospitals, discover your strengths and weaknesses, and you’ll have fun, guaranteed!

This event better prepares your organization for many other disasters and helps you analyze the valuable crisis communication tools you’ll need. You’ll walk away with the materials to host a “war game” for your own organization that will promote crisis communication development and training for your hospital leadership, board of directors, physicians, employees and volunteers.

Agenda

Thursday, October 18

10 am – 4 pm

War Games

4 - 6 pm

Social Hour

Friday, October 19

7:30 - 9 am

Registration and Breakfast

Noon

Lunch

9 am

Chris Bevelo: The iPod Mindset

1 pm

James Hallick: Instant CRM™

11 am

Michelle Rathman: Advancing the Telehealth Mission from Concept to Reality

2 pm

Legislative Update

2:30 pm

Pinnacle Awards Presentation

Presentations

The iPod Mindset

How Marketers Can Shape the Patient Experience to Drive Volume, Loyalty and Share

You’ve heard the argument that improving the patient experience is critical to achieving long-term success. But what is marketing’s role in shaping the patient experience? How can marketers add value beyond promotion or communication? In this interactive workshop, learn from a leader in uncovering and developing opportunities to leverage the patient experience, allowing you to both increase the success of your marketing efforts and raise the value of your department in the eyes of your organization.

In this workshop, participants will:

- learn about the iPod Mindset and the value it can bring healthcare marketers
- apply the iPod Mindset to real-life challenges
- learn a process for uncovering and developing opportunities to shape the patient experience

Chris Bevelo helped establish GeigerBevelo in 1995 in Minneapolis. The firm has since gained a national reputation for being a leader in bringing value of design to the healthcare industry. He has won numerous awards over the years and has been recognized at both the local and national levels.

Bevelo’s experience includes leading the development of patient experience strategies, marketing and advertising plans, and branding campaigns for healthcare clients such as Woodwinds Health Campus, North Memorial Health Care, Foote Health System, Hudson Hospital, BlueCross and BlueShield of Minnesota, and the Minnesota Hospital Association.

He has been a keynote presenter and featured conference speaker at the national Forum for Healthcare Strategists’ conference, the Iowa Society of Healthcare Marketing and Public Relations’ annual conference, the Minnesota Health Strategy and Communications Network, the Minnesota Medical Group Management Association, the Nebraska Hospital Association, the Public Relations Society of America’s Minnesota chapter, the Wisconsin Forum for Healthcare Strategy, the Fairview Health Services and the The Beryl Institute. His topics include the patient experience, branding, strategic design and positioning. Bevelo has served as a judge in local and regional design and marketing competitions, and has published a number of articles and white papers.

He is a member of the Minnesota Hospital Association, Minnesota Health Strategies and Communications Network, the Society for Healthcare Strategy & Market Development, and the International Association of Business Communicators.

Bevelo received his bachelor’s degree in journalism and mass communications at Iowa State University and currently is pursuing an M.B.A. at the University of St. Thomas in Minneapolis.

Advancing the Telehealth Mission from Concept to Reality

For most organizations, developing a tangible Telehealth strategy presents a formidable challenge. This session addresses many of the roadblocks preventing the advancement of a Telehealth mission. Participants will learn how to:

- identify opportunities for Telehealth in your organization
- create strategic alliances needed for a successful program
- recognize feasible service areas to incorporate into your plan
- understanding the resources needed to develop, launch and sustain a Telehealth program

Michelle Rathman, founder of Impact! Communications, Inc., is a highly successful public relations and marketing firm. Impact has a primary focus on healthcare systems and organizations in the field of wellness. Rathman advises management teams on effective communication strategies while guiding them through organizational change. Her work with healthcare systems includes developing effective programs to build identity and brand presence, and facilitating strategic partnerships between hospitals and other organizations. Central to this work is the implementation of the fusion of rural and academic medicine (Telemedicine). She also consults with top executives and CEOs on such issues as building strategic alliances, employee-to-patient conversions, as well as managing the media and the public.

Rathman has been featured in Entrepreneur Magazine, Woman’s Day, and has appeared on various news shows, including a feature as one of Chicago’s Very Own on WGN-TV. She is the founder of CLUB W, affiliated with the WNBA’s Chicago SKY. CLUB W is an organization that matches professional women as mentors with girls who are at risk or underserved. It has given countless young girls the opportunity to have role models outside of their immediate environment. She also facilitates Wise Woman Retreats which focus on helping women obtain the tools to be informed, positive, and nurtured in their daily lives.

Instant CRM™

Improving the customer experience through integrating the call center, Web and direct mail presence.

James Hallick is a partner with CPM Marketing Group. In this role he is responsible for the company’s strategic vision and long-range planning. Additionally, he is CPM’s vice president of research and development. Hallick is a national speaker and has been published in several publications. He sits on the Society for Healthcare Strategy for Market Development’s Physician Strategies task force.

Hallick earned his bachelor’s degree in computer science and engineering from the Massachusetts Institute of Technology in Cambridge, Massachusetts.

