



Illinois Society for Healthcare
Marketing and Public Relations

Spring Conference

April 19 & 20, 2007

Clock Tower Resort & Conference Center
Rockford, Illinois

Dividing and Conquering Markets

Join your colleagues at *The Clock Tower* and learn from the industry's best consultants:

- The Strategy Group
- Press Ganey
- Healthy Solutions
- Sorensen Wilder and Associates

AGENDA

Thursday, April 19, 2007

- 10:00 a.m. to 12:30 p.m.
Registration
- 11:00 a.m.
Buffet Lunch and Exhibitor Displays
- 12:30 p.m.
Welcome
Keynote Speaker
**“Segmentation –
Targeting Your Best Customers”**
Robin Segbers
The Strategy Group
- 2:00 p.m.
**“HCHAPS-
Explaining the Results to the
General Public”**
Laura Lindberg, MS, CPHQ
Press Ganey Associates
- 3:30 p.m.
**“Relationship Indexes -
Improving the Effectiveness of
Marketing Campaigns”**
Jackie Bridgeman
Healthy Solutions
- 5:00 p.m.
Break
- 6:00 p.m.
Reception & Exhibitors
- 7:00 p.m.
Dinner
Comedian/Juggler Andy Martello

Friday, April 20, 2007

- 7:30 a.m.
Continental Breakfast
- 8:30 a.m.
“Avoiding the Headlines”
Steve Wilder
Sorensen Wilder & Associates
- 10:30 a.m.
Swedish American Hospital
2006 Pinnacle Best of Show
- 12:30 p.m.
Box Lunch

3 ways to register:

via Fax
815-432-7848

via E-mail
jnmcroberts@iroquoismemorial.com

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

\$150-ISHMPR Members
\$175—non-members
\$200—exhibitors
sponsorship opportunities available

Deadline for Registration April 13, 2007

see last page for room reservations

PRESENTERS

“Segmentation – Targeting Your Best Customers”

In today’s competitive healthcare economy segmentation is critical to creating and sustaining competitive advantage. Learn how to practically apply the evidence-based marketing practice of segmentation to grow your service line, increase revenue and capture greater market share.



Robin Segbers is a regional SHSMD Speaker and has 25 years experience in strategic planning and brand development. She helps clients to realize the potential of their brands through refining brand strategy, repositioning brands, or helping clients live their brand to the fullest. She has worked in both the healthcare and packaged goods industry for some of the most well known brands including the J. M. Smucker Company, Sherwin Williams Paint, Pfaltzgraff, Phillips Medical Systems, Cleveland Convention and Visitors Bureau and Sky Bank

“HCHAPS: Explaining the Results to the General Public”

As Knowledge Manager with Press Ganey Associates, Laura Lindberg seeks to provide consultants and clients with current information on a variety of healthcare topics and best practices as related to patient, employee and physician satisfaction. As part of the knowledge management team, she organizes literature and actively conducts quantitative and qualitative research to highlight additional best practices. She presents this information at both national and regional meetings including the National Association of Health Care Quality’s National meeting last September . She earned her CPHQ certification and is actively involved in the National Association for Healthcare Quality (NAHQ), Indiana Association for Healthcare Quality (InAHQ), and American College of Healthcare Executives (ACHE). Laura received her B.S. degree from Illinois State University and her M.S. from Purdue University.

“Relationship Indexes - Identifying Challenges and Opportunities”

Through relationship indexing you will learn to identify challenges and opportunities. Identify the characteristics of your best customers all the way down to those likely to defect. Improve the overall health of your customer relationships with the Relationship Index Survey.



Jackie Bridgeman is a 20-year veteran of the healthcare marketing industry. Her career before joining Healthy Solutions, the health consumer experts at First Marketing, includes media management, public relations, marketing, advertising and working as an assistant lobbyist. Presently, Jackie is responsible for developing a working partnership with healthcare facilities. Her expertise helps individual healthcare marketers access and implement a custom communication plan that best satisfies their specific goals and budgetary requirements.

“Avoiding the Headlines”

An infant is abducted. A nurse is attacked by a hostile visitor. A shooting occurs in the ED. When these and other safety and security events occur, the importance of a strong working relationship between the hospital’s Marketing/PR Department and the hospital’s Safety Committee, Risk Management Team, Quality Management Team and Environmental Services becomes even more critical. Steve Wilder, a nationally recognized expert on healthcare safety and security will address what hospital’s Marketing/PR Departments can do today to avoid the headlines tomorrow.



Since 1983, Mr. Wilder has been involved in safety, security, and risk management in hospitals, long term care facilities, manufacturing, retailing, and industry. In his career, Mr. Wilder has served as Director of Risk Management, Director of Safety and Facility Management, System Director of Safety and Security, and also as a hospital administrator and as the administrator of an ambulatory surgical treatment center.

Mr. Wilder has developed management programs in Safety, Life Safety, Hazardous Materials, Security, Utility Management, Equipment Management, and Emergency Preparedness. Originally the founder of S. Wilder and Associates, Inc., he has been consulting in safety, security, and risk management program administration since 1990.

2006 Pinnacle Best of Show

Here’s your opportunity to learn about Swedish American Hospital’s 2006 Best of Show winning entry as they provide the nuts and bolts of how they created their award winning project.

Yes, I want to attend ISHMPR’s 2007 Spring Conference

Name _____ ***Organization*** _____

Address _____

Telephone _____ ***e-mail*** _____

I will bring payment to the conference

Payment enclosed

\$150—members

\$175—non-members

\$200-exhibitors

Fax to 815-432-7912

E-mail to jnmcroberts@iroquoismemorial.com

Mail to: Jim McRoberts
Iroquois Memorial Hospital
200 Fairman Ave
Watseka, IL 60970

For more info please call 815-432-7912



Reserve your room today for this year's ISHMPR Spring Conference by calling the Clock Tower at 815-398-6000 or 800-358-7666

Hurry— a limited number of rooms have been discounted for this conference to \$109 per night (plus tax)

All rooms come available with access to:

- Free High Speed Internet Access
- Outdoor Pavilion and Gardens
- Cranny's Lounge
- Outdoor swimming pools
- Whirlpool & Sauna
- 50,000 square foot Fitness Center
- 9 Tennis Courts (7 indoor plus 2 outdoor)
- 2 Racquetball Courts and 2 Volleyball & Basketball Courts
- Specialty Boutique Shops
- Bus service to Downtown, O'Hare and Midway airports

Consider bringing your family! While you're at the conference they can enjoy CoCo's Key Water Resort featuring an indoor water park, cabana and arcade. (additional fee for water park)