

This year the Pinnacle Award winners will be seeing stars.

While you won't hear the national anthem if you get an award, tears of joy are perfectly acceptable. That's because this year, as we recognize our peers, we're putting a new face on our annual awards with improved program elements, award criteria and, of course, our new trophy. We received more than 120 entries from 40 different hospitals, healthcare systems and related healthcare organizations. We're personally notifying our winners, but winner or not, you'll want to attend the awards presentation, where we'll be showcasing all of the Pinnacle entries. The ideas you can bring back to your organization will be well worth a day away from the office! So plan to attend the 2008 Annual Fall Meeting and Pinnacle Awards Presentation Friday, Oct. 10, at Northwestern Memorial Hospital in the heart of downtown Chicago.



Yes, I want to attend ISHMPR's 2008 Fall Conference

Name _____
 Organization _____
 Address _____
 Telephone _____ e-mail _____

I will bring payment to the conference Payment enclosed
 \$125, members \$150, non-members \$200, exhibitors

Not an ISHMPR member? Join now before the conference and your membership will be good through 2009. Membership fee is \$199 per organization up to seven individuals. Simply visit www.ishmpr.org/join to download our new member form and include it with this registration.

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 Illinois Hospital Association
 1151 E. Warrenville Rd.
 Naperville, IL 60566

For more info please
 call (630) 276-5552

Registration Deadline: Oct. 6, 2008!

Getting Here: ISHMPR's 2008 Annual Fall Meeting and Pinnacle Award Presentation will be held at the Mecklenburg Conference Room at Northwestern Memorial Hospital's Feinberg Pavilion: 251 Huron Street, Chicago, IL 60611. (312) 926-2000.

For detailed directions from your starting point, visit Northwestern Memorial Hospital on the Web at www.nmh.org and select "directions." Because of morning travel times, you may want to consider arriving in Chicago or outlying communities Thursday evening and/or relying on public transportation. For scheduled stops or additional information, visit the Metra Web site at metrail.com or contact Metra Passenger Service at (312) 322-6777.



**Most of us
 will never taste
 Olympic glory.**

**But this October
 you can still
 go for the gold!**

 **Illinois Society for
 Healthcare Marketing
 and Public Relations**

2008 Annual ISHMPR Fall Meeting & Pinnacle Awards Presentation

October 10, 2008

Northwestern
Memorial Hospital
251 E. Huron
Chicago, Illinois



Going for the Gold: Crossing the Finish Line in Healthcare Marketing

While you probably won't beat Michael Phelps in the pool or run a 9.6-second 100-meter dash, the Illinois Society for Healthcare Marketing and Public Relations (ISHMPR) 2008 Annual Fall Meeting will put on some rather impressive performances. And with the new face on our 2008 Pinnacle Award Presentation, there will even be an opportunity for you to take home the gold.

2008 Annual ISHMPR Fall Meeting Agenda

8 a.m. to 9:15 a.m.	Registration/Networking Breakfast Legislative Update , Nichole Magalis, Senior Director, Government Relations, IHA
9:30 a.m.	Using Web 2.0 to Dominate Healthcare Marketing Charles Falls, President, Demi & Cooper Advertising
10:45 a.m.	Marketing Healthcare to Today's Women: A Case Study Holli Salls, Vice President of Public Relations/Marketing Northwestern Memorial Hospital
12 p.m.	Lunch
1 p.m.	Pinnacle Awards
2:30 p.m.	Adjourn



Legislative Update
Nichole Magalis is Senior Director, Government Relations, with the Illinois Hospital Association (IHA) and

has been with the Association since 2000. Founded in 1923, the IHA advocates on behalf of its 200+ member hospitals. Magalis represents IHA member interests to the legislators and staff of the Illinois General Assembly as well as with other lobbyists and interest groups. She received her bachelor's degree in history from Illinois College and a master's degree in legal studies from the University of Illinois at Springfield.



Using Web 2.0 to Dominate Healthcare Marketing

Charles Falls will review some of the most common – as well as most unusual – Web 2.0 sites, tools and technologies and suggest strategies smart healthcare marketers can employ to dominate on-line conversations, increase interactions and measure ROI. Includes a spirited discussion of traditional advertising methods and how they can be affected by on-line media and social marketing.

Falls is owner and president of Demi & Cooper Advertising, a full-service advertising agency that serves many business-to-consumer markets including healthcare, homebuilding and real estate, higher education, financial services and local government. Falls is a nationally-recognized speaker on many marketing topics including advanced advertising techniques, Web 2.0 strategies and tactics and consumer-oriented marketing.



Marketing Healthcare to Today's Women

Learn about the challenges, opportunities and lessons learned in plan-

ning and positioning a hospital specifically devoted to women's health. Northwestern Memorial Hospital's Vice President of Public Relations and Marketing, Holli Salls, will speak about her experiences in spearheading Northwestern's new Prentice Women's Hospital integrated communications, including an overview of the project, research, planning and events, and tactics used to build support and create excitement internally and externally for the facility's grand opening. She'll close with lessons learned – including post-event metrics – and entertain questions from attendees.

Salls is a graduate of Ursuline College in Pepper Pike, Ohio, and is accredited by the Public Relations Society of America.