



Illinois Society for Healthcare
Marketing and Public Relations

Spring Conference

April 11, 2008

Illinois Hospital Association Headquarters

1151 East Warrenville Road

Naperville, Illinois

&

Video Conference at

Illinois Hospital Association

Springfield Office

700 South Second Street

Building Brand Advocates

Join your colleagues at the Illinois Hospital Association Offices in Naperville and Springfield. Learn from the industry's best consultants on building brand advocates and capitalizing on your internal ambassadors.

AGENDA

Friday, April 11, 2008

8:30 a.m. to 9:30 a.m.

Registration

9:30 a.m.

“Building Brand Advocates”
McCormack Healthcare Marketing

12:00 p.m.

Lunch

1:00 p.m.

2007 Best of Show

1:30 p.m.

2008 ISHMPR Pinnacle update

2:30 p.m.

IHA Legislative Update

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

\$125 members
\$150 nonmembers
\$200—exhibitors
sponsorship opportunities available

Deadline for Registration April 7, 2008

PRESENTERS

BUILDING BRAND ADVOCATES

featuring Cheri Woodsmall

McCormick Healthcare Marketing

With so much going on in our industry today, there's never been a more opportune time to better establish internal communication and motivation guidelines and promote your system/clinic as a quality employer and technology leader in this competitive healthcare environment. Learn how to establish a brand champion team, stimulate and motivate, build a sustaining brand, identify new growth opportunities, and influence communications strategies to create consumer-ready healthcare systems and encourage other team members to meet each other and your patients with a smile. You will leave with the knowledge of how to keep your most important audience (your employees!) motivated and energized, how to "brand" yourself within your organization, and how to use best practices and communication to establish trust and feed organizational growth.

Session outline:

- I. Introduction: Why internal branding matters
- II. How do I implement an internal brand launch program
 - A. Bringing the team together through open communication
 - B. Brand Champs – JUST DO IT
 - C. Why do I want to work there?
- III. Case studies and anecdotes
- IV. Questions and Answers

About the speaker

Cheri Woodsmall is Group Account Director of McCormick Healthcare Marketing, a division of McCormick Company. She has extensive experience in marketing and consulting for such diverse industries as health care, senior living, insurance, banking and higher education.

Her health care experience includes Midwest Director for Coventry Health Care, a large managed care system in Bethesda, MD.; account management for a large hospital system in Pennsylvania; several physician group practices; several senior living organizations; a medical software company; and Hilb, Rogal, and Hobbs, the eighth largest insurance brokerage firm in the United States.

Woodsmall received a bachelor's degree in marketing from The University of Iowa. She is a member of the advisory board of KCPT, Kansas City's PBS affiliate. She is a current member of Society for Healthcare Strategy and Market Development, Kansas Hospital Association, Missouri Hospital Association, Illinois Society for Healthcare Marketing and Public Relations, Direct Marketing Association, Business Marketing Association, and the American Marketing Association. Woodsmall also serves on several philanthropic committees in the Kansas City area, such as Children's TLC, Turning Point, Sunflower House, and Greater Kansas City Council on Philanthropy. She lives in Olathe, KS with her husband Dan, and their four daughters.

2007 Pinnacle Best of Show

Here's your opportunity to learn about the 2007 Best of Show winning entry.

2008 Pinnacle Update

Here's your opportunity to learn about the changes to the 2008 ISHMPR Pinnacle Awards.

Legislative Update

IHA will provide a legislative update as to the happenings in both Springfield and Washington. There will also be a discussion as to what to potentially expect the direction of healthcare when the final votes are counted in November.

ISHMPR
200 Fairman Ave
Watseka, IL 60970

Yes, I want to attend ISHMPR's 2008 Spring Confernce

Name _____ ***Organization*** _____

Address _____

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

I will bring payment to the conference

Payment enclosed

\$125—members \$150—non-members \$200-exhibitors

Fax to 815-432-7847

E-mail to jnmcroberts@iroquoismemorial.com

Mail to: Jim McRoberts
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 Watseka, IL 60970

For more info please call 815-432-7912

***Register by March 31st and be
eligible to win an iPod Nano***