

VSHMPR Spring Conference Agenda

Wednesday, May 5

- 4 – 6 Registration
- 6 – 7:30 Wine Tasting Social (for those registered)
- 8 – 11 Hospitality Suite

Thursday, May 6

- 8 – 9 a.m. Breakfast Buffet and Visit with Sponsors
- 9 – 10:15 Keynote Speaker: Jeff Goldsmith, Ph.D.
President, Health Futures Inc.
The Future of Healthcare
- 10:15 – 10:45 Break with Sponsors
- 10:45 a.m. – 12 p.m. Jenn McDaniel, Marketing Specialist
Martha Jefferson Hospital
Make or Break Your Media Coverage
- 12 – 1:30 Lunch / Panel Discussion
Social Media / Hospitals
- 1:30 – 1:45 Break with Sponsors
- 1:45 – 3:00 Chris Bevol, President, Interval, Inc.
Joe Public Doesn't Care About Your Hospital
- 3 – 6 Free Time
- 6 – 7 Cocktail Reception and Preview of
Measure of Excellence Entries
- 7 – 10 Measure of Excellence Banquet and Awards
- 10 Hospitality Suite

Friday, May 7

- 8 – 9 a.m. Breakfast Buffet & Visit with Sponsors
- 9 – 10 Mike Gillette, Ph.D., President
Bioethical Services of Virginia
Ethics in Healthcare Marketing
- 10 – 10:15 Break with Sponsors
- 10:15 – 11 Mike Gillette, Ph.D., President
Bioethical Services of Virginia
Ethics in Healthcare Marketing continued
- 11 Conference Concludes

VIRGINIA SOCIETY
OF
HEALTHCARE MARKETING
AND
PUBLIC RELATIONS

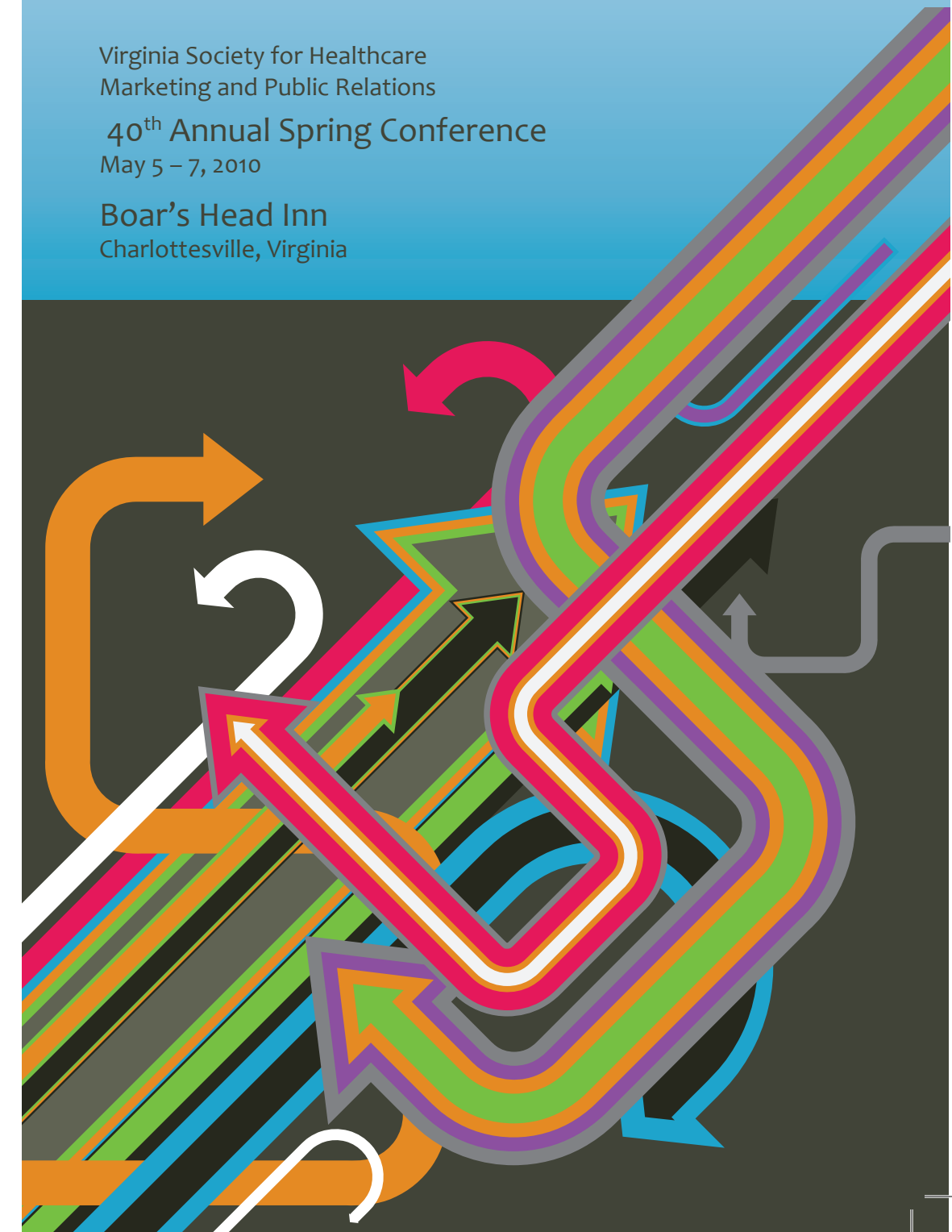
VSHMPR
C/O Melanie Barber
333 W. Cork Street, Suite 210
Winchester, VA 22601

THE FUTURE OF HEALTHCARE MARKETING

Virginia Society for Healthcare
Marketing and Public Relations

40th Annual Spring Conference
May 5 – 7, 2010

Boar's Head Inn
Charlottesville, Virginia



THE FUTURE OF HEALTHCARE MARKETING



What better way to look towards the future than to head back in time to the historic **Boar's Head Inn** for two days of educational programming and professional networking. This year's conference features nationally renowned speakers addressing the

future of our industry and how to make the best of it. Highlights include a Wednesday night wine tasting social and the popular Measure of Excellence Award Banquet.

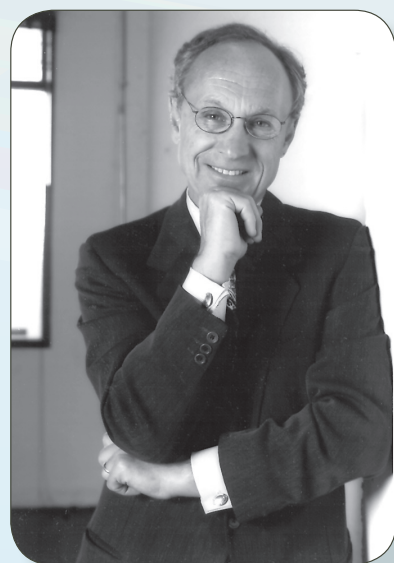
KEYNOTE SPEAKER

The Future of Healthcare

Jeff Goldsmith, Ph.D.

President, Health Futures, Inc.
www.healthfutures.net

Jeff Goldsmith, president of Health Futures, Inc., is also associate professor of Public Health Sciences at the University of Virginia. For eleven years, Dr. Goldsmith was a lecturer in the Graduate School of Business at the University of Chicago on health services management and policy. He has lectured on these topics at the Harvard Business School, the Wharton School of Finance, Johns Hopkins, Washington University and the University of California at Berkeley. His interests include biotechnology, international health systems, and the future of health services. Dr. Goldsmith will discuss the challenges healthcare professionals face as healthcare reform changes the way we do business.



Make or Break Your Media Coverage

Jennifer McDaniel

Media Relations Specialist, Martha Jefferson Hospital

www.marthajefferson.org



Jenn McDaniel, media relations specialist, is involved with the development and implementation of a long-term communication plan for the new Martha Jefferson Hospital that is currently under construction. She is also an editor of the *Martha Jefferson Magazine*, a quarterly publication distributed to the Central Virginia community. Previously, she worked for NBC29 News in Charlottesville. Ms. McDaniel holds a BA from the University of Virginia where she studied politics and media studies. She will

explain the stories reporters are looking for and demonstrate how to be successful when working with the media.

Joe Public Doesn't Care About Your Hospital

Chris Bevolo

President, Interval, Inc.

www.thinkinterval.com

Chris Bevolo, president and founder of Interval, is a frequent speaker at national healthcare conferences on the topics of marketing, branding, innovation, and consumer trends. Chris also is the author of *A Marketer's Guide to Brand Strategy: Advanced Techniques for Healthcare Organizations*, as well as numerous articles and papers on healthcare marketing. Chris and his team have developed effective marketing campaigns, brand strategies, and patient experience innovation for healthcare organizations. Attendees will learn the premise behind his assertion, and how acknowledging it can have a dramatic impact on marketing and communications strategies.



Ethics in Healthcare Marketing

Michael Gillette, Ph.D.

President, Bioethical Services of Virginia

www.bsvinc.com



Michael Gillette, Ph.D., is president of Bioethical Services of Virginia, Inc., a medical ethics consulting business. He is under contract with health care facilities throughout the Commonwealth to provide medical ethics educational programming, committee support, policy development support and ethics case consultations. Dr. Gillette has presented numerous thought-provoking seminars on medical ethics across the country. Back by popular demand, he will provide a highly interactive discussion about ethical concerns in healthcare marketing including case studies involving social media.

CONFERENCE REGISTRATION FORM

Name: _____

Title: _____

Company: _____

Address: _____

Telephone: _____

Email: _____

Yes, I would like to attend the wine tasting social on Wednesday evening

Amount Enclosed: \$ _____

\$295 **Member** Early Bird Rate (until March 8)

\$325 **Member** Rate (after March 8)

\$385 **Non-member** Early Bird Rate (until March 8) which includes a 1 year membership (\$90)

\$415 **Non-member** Rate (after March 8) which includes a 1 year membership (\$90)

\$210 One-day Rate to attend on Thursday, May 6, including MOE's

Please send check and registration form to: Melanie Barber, Treasurer, VSHMPR, 333 West Cork Street, Suite 210, Winchester, VA 22601

Boar's Head Inn: Make reservations directly with the hotel at 434.947.2224. Rooms are \$159 per night (rate available 2 days before and 2 days following the conference). VSHMPR rate available until Monday April 5, 2010.

2010

2011

2012

2013

2014

2015

2016