



December 3-5, 2014

MIAMI, FL

Digital Communication Strategies for HEALTHCARE

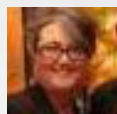
Using the Latest DIGITAL, SOCIAL & MOBILE TECHNOLOGIES to Engage your Audiences, Increase your Reach & Measure your Effectiveness to Add More Value

REGISTER BY OCTOBER 24 AND SAVE \$400

NETWORK, CONNECT & BENCHMARK Best Practices With:



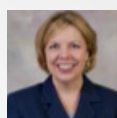
Ann Marie Gothard, *Director, Communication Strategy, Marketing & Communications*
EMBLEMHEALTH



Heather C. Guidone, *CWC, Surgical Program Director*
CENTER FOR ENDOMETRIOSIS CARE



Christian Caldwell, *Engagement Analyst*
AMERICAN HEART ASSOCIATION



Kristen Johnson, *Internal Communications Specialist*
OSF SAINT FRANCIS MEDICAL CENTER



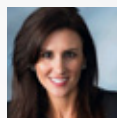
Rachel Butts, *Senior Internal Specialist, Marketing & Communications Specialist*
CHILDREN'S MEDICAL CENTER



Kertling Baldwin, *Director, Corporate Communications*
MEMORIAL HEALTHCARE SYSTEM



Nina Kim, *Manager of Internal Communications*
PALOMAR HEALTH



Stacey Kovalsky, *Corporate Communications Manager*
MEDNAX NATIONAL MEDICAL GROUP



Kristin Duquaine, *Director of Health and Performance Creation Health Employees*
FLORIDA HOSPITAL



Aaron Watkins, *Director of Internet Strategy*
JOHNS HOPKINS MEDICINE



Cindy Rose, *Vice President, Marketing & Community Relations*
ALL CHILDREN'S HOSPITAL



Darrel Lee, *Director, Digital & Interactive Services*
ALL CHILDREN'S HOSPITAL

Having a strategic communications strategy is vital for every healthcare organization, and it's critical that you keep yours strong and up to date. Attend this conference to gain practical tips to apply as soon as you return to the office, including:

- **LEVERAGING** various measurement tools to determine the effectiveness of your communication strategy
- **UTILIZING** innovative digital & mobile tools to enhance your communication strategy and your brand
- **ENGAGING** your audiences—including physicians, nurses, patients & employees—with a variety of digital & traditional tools
- **USING** video to inform and educate patients
- **ADOPTING & UTILIZING** social media tools to enhance your communication strategy— including policies & guidelines
- **APPLYING** various communication tools to demonstrate the value of your brand
- **CREATING** a comprehensive branding strategy that turns your employees as brand ambassadors
- **ALIGNING** communications across a large organization
- **APPLYING** cost effective solutions to your communication strategy
- **BUILDING** an effective communication strategy during Healthcare Reform

ORGANIZED BY



WE GUARANTEE RESULTS:

The Advanced Learning Institute guarantees you will benefit from the innovative and practical strategies shared during this conference — if not we'll send you a full credit to be used for another event.

REGISTER TODAY

ONLINE: <http://www.aliconferences.com/events/strategic-communications-for-healthcare>
CALL TOLL-FREE: (888) 362-7400 • PHONE: (773) 695-9400



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5 REASONS why you shouldn't miss this communication event designed specifically for HEALTHCARE COMMUNICATORS:

- 1 3 days & 10+ leaders in healthcare coming together to provide you with real examples, first-hand advice, and solutions proven to work
- 2 Dive into the topics that mean the most to you during our interactive break-out sessions where you will brainstorm and strategize solutions with attendees & speakers
- 3 Tailor your training experience by adding up to 4 optional workshops – discuss your biggest challenges in smaller peer groups and gain hands-on experience through creative exercises
- 4 Network with your peers in an interactive setting, make lasting connections, share stories with those experiencing the same issues as you, and hear solutions from those who were once in your position
- 5 Return to the office with actionable tools, re-energized & inspired to revamp your internal communications strategy – we guarantee it!

NETWORK & LEARN INNOVATIVE HEALTHCARE COMMUNICATION SOLUTIONS FROM YOUR PEERS AT:

- Mosaic Life Care and Heartland Health
- EmblemHealth
- American Heart Association
- Memorial Healthcare System
- Center for Endometriosis Care
- MEDNAX National Medical Group
- OSF Saint Francis Medical Center
- Children's Medical Center
- Palomar Health
- AboutFace Media
- The Hospital Portal
- Rightpoint
- Florida Hospital
- All Children's Hospital
- Johns Hopkins Medicine

Who Will Attend

This conference has been researched with and designed for Healthcare Communication Directors, Managers, Vice Presidents, Specialists, Officers, Leaders and Consultants involved in:

- Corporate Communications
- Public Affairs
- Media Relations
- Marketing
- Community Relations
- Strategic Learning
- Physician Relations
- Employee Engagement
- Public Relations
- Brand Communication
- Change Management
- Intranet Communications
- Digital Communications
- Global Communications
- Strategic Planning
- Employee Relations
- Training & Development

And all those interested in learning new innovative ways to engage their audiences and drive culture change.

Pre-Conference Interactive Workshops, Wednesday, December 3, 2014

- 7:30am Workshop Registration and Continental Breakfast
- 8:00am–10:30am Workshop A: **Storytelling In A Digital Age: Creating Effective & Engaging Video Content**
Denise McKee, COO, **ABOUTFACE MEDIA**
- 10:45am–1:15pm Workshop B: **Strategies For 360 Degree Communications In Healthcare**
Regan Sonnabend, Director of Sales, **THE HOSPITAL PORTAL**

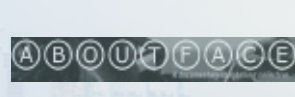
- 1:15pm–2:30pm Lunch on your own, but not alone!
- 2:30pm–5:30pm Workshop C: **Breaking Down The Barrier: How To Get Your Communication Team To See The Value Of Social Media & Use It Effectively**
Jeff Willinger, Director of Social Computing, Collaboration & Intranets, **RIGHTPOINT**

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GENERAL SESSIONS, DAY 1: THURSDAY, DECEMBER 4, 2014

- 8:00am **Registration, Continental Breakfast, & Networking**
- 8:30am **Chairperson's Welcome & Introductions**
Regan Sonnabend, Director of Sales
THE HOSPITAL PORTAL
- 9:15am **Panel Discussion – Building An Effective Digital Communication Strategy During Healthcare Reform**
Kertling Baldwin, Director, Corporate Communications
MEMORIAL HEALTHCARE SYSTEM
- 10:00am **Leveraging Various Measurement Tools To Determine The Effectiveness Of Your Digital Communication Strategy**
Christian Caldwell, Engagement Analyst
AMERICAN HEART ASSOCIATION
Kristin Duquaine, Director of Health and Performance, Creation Health Employees
FLORIDA HOSPITAL
- 10:35am **Morning Refreshments & Networking Break**
- 10:55am **Are Your Employees Connected To Your Brand? Learn How To Create An Effective Brand Survey**
Ann Marie Gothard, Director, Communication Strategy, Marketing & Communications
EMBLEMHEALTH
- 11:30am **Panel Discussion – Utilizing Innovative Digital And Mobile Tools To Enhance Your Existing Communication Strategy**
Ann Marie Gothard, Director, Communication Strategy, Marketing & Communications
EMBLEMHEALTH
Nina Kim, Manager of Internal Communications
PALOMAR HEALTH

- 12:15pm **Lunch On Your Own – But Not Alone! Reservations are booked!**
- 1:45pm **Harnessing Social Media To Maximize Engagement Through Collaborative, Patient-centric Strategies**
Heather C. Guidone, CWC, Surgical Program Director
CENTER FOR ENDOMETRIOSIS CARE
- 2:20pm **INTERACTIVE ROUND TABLE DISCUSSIONS: Discuss Healthcare Communication Challenges & Solutions With Your Peers**
- 3:00pm **Afternoon Refreshments & Networking Break**
- 3:20pm **Building Physician Cohort Identity To Improve The Patient Experience & Increase Organizational Awareness**
Nina Kim, Manager of Internal Communications
PALOMAR HEALTH
- 3:55pm **How To Successfully Revamp Your Communication Strategy After A Merger Or Acquisition**
Cindy Rose, VP, Marketing & Community Relations
Darrel Lee, Director, Digital & Interactive Services
ALL CHILDREN'S HOSPITAL
- 4:30pm **Panel Discussion – Ways To Successfully Adopt Social Media Tools That Will Enhance Your Current Digital Communication Strategy**
Kristen Johnson, Internal Communications Specialist
OSF SAINT FRANCIS MEDICAL CENTER
Rachel Butts, Senior Internal Specialist, Marketing & Communications Specialist
CHILDREN'S MEDICAL CENTER
- 5:15pm **Chairperson's Recap And End Of Day One**
- 5:30pm **Networking Reception & Dine Around**

GENERAL SESSIONS, DAY 2: FRIDAY, DECEMBER 5TH, 2014

- 8:00am **Continental Breakfast & Networking**
- 8:30am **Chairperson's Presentation**
Regan Sonnabend, Director of Sales
THE HOSPITAL PORTAL
- 9:15am **The 7 Principles Of Crisis Communication - Are You Ready To Respond?**
Kertling Baldwin, Director, Corporate Communications
MEMORIAL HEALTHCARE SYSTEM
- 9:50am **Storytelling, Service And Social: A Multi-Faceted And Multimedia Approach To Building The Patient Relationship**
Aaron Watkins, Director of Internet Strategy
JOHNS HOPKINS MEDICINE
- 10:35am **Morning Refreshments & Networking Break**
- 10:55am **Developing And Enforcing A Social Media Policy: How To Train Clinicians And Employees On The Do's And Don'ts Of Social Media**
Stacey Kovalsky, Corporate Communications Manager
MEDNAX NATIONAL MEDICAL GROUP

- 11:30am **Content Creation For Healthcare Employees – Understanding Your Audience, Their Preferences, And The Impact Of Your Message**
Rachel Butts, Senior Internal Specialist, Marketing & Communications Specialist
CHILDREN'S MEDICAL CENTER
- 12:05pm **Lunch On Your Own – But Not Alone! Reservations are booked!**
- 1:30pm **INTERACTIVE ROUND TABLE DISCUSSIONS: Discuss Healthcare Communication Challenges & Solutions With Your Peers**
- 2:05pm **Afternoon Refreshments & Networking**
- 2:15pm **Panel Discussion – Tips & Techniques To Create A Comprehensive Brand Strategy**
Stacey Kovalsky, Corporate Communications Manager
MEDNAX NATIONAL MEDICAL GROUP
Kristin Duquaine, Director of Health and Performance, Creation Health Employees
FLORIDA HOSPITAL
- 3:00pm **Share Your Golden Nuggets And Close Of General Sessions**
Regan Sonnabend, Director of Sales
THE HOSPITAL PORTAL
- 3:15pm **Close Of General Sessions**

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"Great networking, supportive environment, real life tips and advice."

- PAST CONFERENCE ATTENDEE

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VENUE AND LODGING

Trump International Beach Resort

18001 Collins Avenue
Sunny Isles Beach, FL 33160
Phone: 305-692-5600

Reservations: 1-800-340-9789

We have a block of rooms available at a preferred rate of \$179 per night. If you need a sleeping room, please call 305-692-5600 or 1-800-340-9789 and ask for the "Advanced Learning Institute Communications for Healthcare" rate. The room rate expires November 9 or when the block is full.



Photo by Ricardo Mangual from Kissimmee

REGISTER BY OCTOBER 24TH AND SAVE \$400

The following are included in your conference registration: attendance, a conference portfolio with additional meeting materials—including access to the digital dropbox to obtain electronic copies of speaker presentations—continental breakfasts, morning & afternoon refreshments, evening networking reception, and an attendee networking list.

	Earlybird Pricing: BY OCTOBER 24 TH	Regular Pricing: AFTER OCTOBER 24 TH
Conference Only (December 4th & 5th)	\$1,699	\$2,099
Conference Plus One Workshop (Dec. 3rd – 5th)	\$2,099	\$2,499
Conference Plus Two Workshops (Dec. 3rd – 5th)	\$2,399	\$2,799
Conference Plus Three Workshops (Dec. 3rd – 5th) ALL ACCESS PASS	\$2,599 Best Value!	\$2,999
Digital Access to Presentation Materials Only (if not attending)		\$249

Payment is due two weeks prior to the conference, **November 19th**. If payment has not been received two weeks before the conference, a credit-card hold, conference form or purchase order will be taken to ensure your space.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,699! Register three attendees and the fourth registrant is FREE! Note to small departments—register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. PAST ATTENDEE DISCOUNT:

Earn conference attendance bonuses as you benchmark with other organizations. As a past A.L.I. conference attendee, receive a \$200 discount off your next A.L.I. conference.

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before November 19th) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after November 19th) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted healthcare communications audience. Space is limited, so please call Erin at (773) 695-9400 ext. 216, for more information.

ABOUT US:

Our conferences bring together industry leaders and experts to share valuable experience, best practices, and proven solutions to common business problems. Our events are unique — you'll build peer relationships and participate in various networking sessions to help you add more value at work and advance your career.

Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts! ©2014 A.L.I., Inc. All rights reserved.

REGISTER BY OCTOBER 24TH TO SAVE \$400! Bring a Team and Save—Register 3, Send a 4th for FREE!