



DO IT YOURSELF!

2008 MHSCN SUMMER CONFERENCE

Thursday July 17 - Friday July 18
The Northland Inn, Brooklyn Park

The theme of this year's summer conference is DIY (Do It Yourself). In an era of tight budgets, how can health care marketing, communications, and strategy professionals continue to demonstrate value to their organizations? One way is to master new concepts and skills that you can take back to work and apply immediately.

THURSDAY JULY 17

11 a.m. - 12:30 p.m.	Registration
11:30 a.m. - 12:30 p.m.	Buffet Lunch at America's Harvest Restaurant <i>Sponsored by Coffey Communications</i>
12:30 - 12:45 p.m.	Welcome
12:45 p.m. - 1:45 p.m.	Opening Keynote: Brand <i>Chris Bevolo, President, GeigerBevolo Inc.</i> The author of <i>A Marketer's Guide to Brand Strategy: Advanced Techniques for Healthcare Organizations</i> , Chris Bevolo will share his perspective on the dos, don'ts, and pitfalls of brand strategy in healthcare.
1:45 - 2 p.m.	Ice Cream Break
2 - 3 p.m.	Breakout Session A: Internal Communications <i>Tom Hayes, Director of Public Relations, Hennepin County Medical Center</i> <i>Becky Ousley, LifeSource</i> <i>Kendall Hicks, RN; Director of Critical Care, Hennepin County Medical Center</i> Organ donation is an important, but sensitive topic. Learn how a Minneapolis Trauma Center and LifeSource partnered to better prepare front line employees to raise these topics with potential donor families.
	Breakout Session B: Building a New Facility <i>Terri Zborowsky, PhD, Assoc., Director of Healthcare Education & Research, Ellerbe Becket</i> It's hard to find a healthcare organization that's not investing in new or refurbished facilities. Learn how Evidence-Based Design principles are making these new facilities better for patients and staff.
3 - 3:45 p.m.	Beacon Awards Presentation Update on MHSCN Membership Survey and Strategic Plan <i>Susan Mau Larson, President, MHSCN</i> <i>Cheryl Powers, President, The Research Edge</i>
3:45 - 4:45 p.m.	Keynote: Wrap It/Test It/Treat It <i>Roy Nelson, Minnesota Department of Health</i> "Wrap It/Test It/Treat It" is an advertising campaign directed at reducing the incidence of sexually transmitted diseases (STD's) among Minnesota's youth. Learn how the Department of Health approached this communications challenge.

- 8:30 - 9:30 a.m.** **Keynote: GenNext**
Carol Russell, Russell Herder Advertising
There is a demographic tidal wave emerging in healthcare, and it's not the Baby Boom. GenNext, aged 16 - 28, is considered one of the most significant groups to emerge. Learn about the implications for healthcare planning and marketing in this interactive presentation.
- 9:30 - 9:45 a.m.** **Break**
- 9:45 - 10:45 a.m.** **Keynote: Tools for Your Own Career**
Twanya Hood Hill, Director of Organizational Development and Learning, Hennepin County Medical Center
Each of us is likely to face a career transition at least once. Learn about several of the tools available to help you through this often stressful time, including the Gallup Organization's Strength Finder toolkit.
- 10:45 - 11 a.m.** **Break**
- 11 a.m. - 12 p.m.** **Keynote: Tools for You**
Sheree Vincent, Principal, Fusion Designed
So you've made it through the conference, mastered new concepts, but are still feeling stressed out about going back to work on Monday?
Well, maybe the problem isn't what you think it is... Sheree Vincent, a member of the American Society for Interior Design, will explain how the design of your workspace can contribute to this stress, and how Feng Shui techniques can help you overcome it.
- 12 p.m.** **Buffet Lunch in America's Harvest Restaurant**

REGISTRATION FEES: STILL THE BEST VALUE AROUND!

Conference Hotel:

The Northland Inn
7025 Northland Drive
Brooklyn Park, MN 55428
1-800-441-6422

A limited number of rooms are available at the MHSCN rate. Call the hotel for details.

Additional lodging nearby:

La Quinta Inn & Suites
7011 Northland Circle
Brooklyn Park, MN 55428
763-971-8000

*****NOTE*** All registration fees include a one year membership in MHSCN (a \$25 value).**

Current MHSCN Members, full conference: \$140
Current MHSCN Members, one day only: \$80

Non-MHSCN Members, full conference: \$165
Non-MHSCN members, one day: \$105

Register online at www.mhscn.com (payment via PayPal available), or by mail to

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2008 MHSCN SUMMER CONFERENCE REGISTRATION

Name: _____

Organization: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Membership:

I am already a MHSCN member

Current MHSCN Members, full conference: \$140

Current MHSCN Members, one day only: \$80

I am beginning my MHSCN membership with this conference

Non-MHSCN Members, full conference: \$165

Non-MHSCN members, one day: \$105

Payment:

Check enclosed

PayPal Account charged

To register, please complete the following form and mail with payment (payable to MHSCN) to:

Jenny Sanislo

Minnesota Hospital Association

2550 University Avenue West, Suite 350-S

St. Paul, MN 55114-1900

Fax: (651) 645-0002

Or register online at

<http://www.mhscn.com>

(PayPal Payment Option Available)

