

# UFO\* Ahead!

UNIVERSAL CHALLENGES IN HEALTH CARE MARKETING

MHSCN Spring Conference 2010

\*Unforeseen Occurrences

Friday, April 16, 2010 • Maple Grove Hospital

## AGENDA

8:30am 9:00am	<b>Registration and Continental Breakfast</b> <b>Opening Remarks</b> Ted Blank, President of MHSCN, Director of Marketing, Hennepin County Medical Center
9:15 to 10:15 am	<b>GENERAL SESSION – Four Seasons Conference Room</b> <i>Market Trends and Drivers: What's Happening and How Should You Respond?</i> Danny Fell, Neathawk Dubuque & Packett, Chattanooga, Tenn. Keynote speaker Danny Fell will give us an overview of current market trends and drivers, and tell us how to best position ourselves for whatever the future holds.
10:15 to 10:30am	<b>Break</b>
10:30 to 11:30am	<b>Concurrent Sessions</b> <b>Session A – Four Seasons Conference Room</b> <i>Skills to Lead: Do You Have What It Takes?</i> Joanne Cirillo, HT Klatzky & Associates, Duluth, MN How can you increase the strategic relevance of marketing inside your organization? By bringing the required skills to the table! Find out what they are from our speaker, who will help you identify any gaps in your preparation to be a marketing leader.  <b>Session B – Heron Conference Room</b> <i>Courage to Lead: Sustaining Yourself in Times of Uncertainty</i> Laura Kinkead, Executive Coach & Management Consultant, Minneapolis, MN How do we lead in challenging times when there are no easy answers and the way forward is uncertain? Our speaker, a former health care marketing executive, will share practical approaches to weathering difficult times. She will help you assess your capacity for resilience and reconnect to passion, meaning and purpose in your work and life.
11:30 to 11:45am	<b>Break</b>
11:45 to 12:30pm	<b>Round Table Luncheon</b> Enjoy lunch from the Four Seasons Café and then join your colleagues for moderated discussions on the following topics: <ul style="list-style-type: none"><li>• <i>Blogging Techniques and Tips</i>—Marcia Jedd, Owner, Marcia Jedd &amp; Associates LLC</li><li>• <i>Design to Communicate your Brand</i>—Kristin Garcia, Owner, Garcia Design (Bring design samples from your organization for an informal critique.)</li><li>• <i>The Rules of Brand Dominance</i>—Carol Russell, CEO, Russell Herder</li></ul>
12:30 to 12:45pm	<b>Break</b>
12:45 to 1:45pm	<b>GENERAL SESSION – Four Seasons Conference Room</b> <i>You Have a Social Media Presence. So Now What?</i> Arik Hanson, APR, ACH Communications, Minneapolis, MN A digital communications expert will help you re-evaluate your social media strategy and give you the tools and ideas to help your organization better tell its story, enhance its reputation and serve patients and stakeholders. You'll return to your desk with ideas you can put into practice immediately.
1:45 to 2:00pm	<b>Break</b>

[www.mhscn.com](http://www.mhscn.com)

Please check your membership status online.



Minnesota Health Strategy  
& Communications Network  
2550 University Ave. W., Ste. 350s  
St. Paul, MN 55114

# UFO\* Ahead!

## UNIVERSAL CHALLENGES IN HEALTH CARE MARKETING

### MHSCN Spring Conference 2010

*\*Unforeseen Occurrences*

2:15 to 3:15pm

#### GENERAL SESSION – Four Seasons Conference Room

##### *Lift-off: Lessons from Launching*

In this panel discussion, hear from three of your peers who have recently launched new programs or facilities, including the state's first WalMart-based clinic, the Upper Midwest's only dedicated pediatric cardiovascular center and Minnesota's newest hospital. Panelists include:

- Ted Blank, director of Marketing, Hennepin County Medical Center
- Trudy Marshall, director of Marketing, Children's Hospitals & Clinics
- Jennifer Krippner, director of Marketing, Maple Grove Hospital

3:15pm

#### Tour of Maple Grove Hospital

Welcome to a whole new level of health care – where a modern healing environment, technology, intelligent, patient-centered design have come together to provide an experience that respects personal preferences and choices. Your tour of Maple Grove Hospital will feature the Emergency Care Center, Imaging, Family Birth Center and the Medical/Surgical Care Center.

3:45pm

#### Conference Adjourns

### OUR SPEAKERS



#### **Daniel Fell**, Neathawk Dubuque & Packett, Chattanooga, TN

With 20+ years of health care marketing experience, Danny has developed marketing strategies for a wide variety of health care clients across the country. A frequent speaker, Danny has also co-authored *The Marketer's Guide to Market Research*, published in 2008 by HealthLeaders, and the American Hospital Association's 2004 *Futurescan*.



#### **Joanne Cirillo**, HT Klatzky & Associates, Duluth, MN

An account manager and director of business development at HT Klatzky & Associates, Joanne has 27 years of health care marketing, advertising and public relations experience which includes more than a decade in executive positions at two of the largest health care systems in the Upper Midwest – SMDC Health System and Allina Health System.



#### **Laura Kinkead**, Laura Kinkead Consulting, Minneapolis, MN

Laura is an executive coach, retreat facilitator and management consultant who has also held marketing leadership positions within health plans, hospitals and clinic organizations. Laura has served as a retreat series facilitator for health professionals through the Archibald Bush Foundation and University of Minnesota Center for Spirituality and Healing.



#### **Arik Hanson**, APR, ACH Communications, Minneapolis, MN

As the principal of ACH Communications, a digital communications firm, Arik helps organizations across the country create tight-knit communities, build strong brand awareness and drive thought leadership through integrated PR, communications and digital programs.

### A Special Thanks to Our Sponsors

**TEAMHealth**<sup>®</sup>  
MEDICAL CALL CENTER

**Keynote Sponsor**  
TeamHealth Medical Call Center

**Refreshments Sponsor**  
The Research Edge

The Research Edge<sup>SM</sup>  
LLC

**Supporting Sponsors**  
B Sharp Creative  
MD News  
Nielsen Photography  
The Falls Agency

**Roundtable Sponsors**  
Garcia Design  
Marcia Jedd & Associates  
Russell Herder

**Sustaining Sponsor**  
Priority Integrated Marketing