

MARKETING EXPERIENCE

HEALTHLEADERS MEDIA

09

FEATURING THE 2009 HEALTHLEADERS
MEDIA MARKETING AWARDS

OCTOBER 14, 2009 • THE PALMER HOUSE • CHICAGO, IL

SEE YOU IN CHICAGO!



SUPPORTED BY



Featuring **STARIZON**

www.hlm09.com/marketingexperience

Meet us in Chicago on October 14, 2009 for the premier healthcare marketing event

The healthcare experience is the key to organizational growth.

Attend the **HealthLeaders Media Marketing Experience 09** to learn how to transform your organization by creating the very best healthcare experience—no matter your resources, no matter the economy.

During this transformational, collaborative event, marketing professionals from healthcare organizations of all sizes will learn ways to:

- Align brand promise with brand experience
- Move the brand experience beyond good customer service
- Demonstrate to senior leadership how the "experience" is critical to organizational survival and future success
- Improve your patient satisfaction and experience scores as measured by HCAHPS
- Produce better quality outcomes
- Create a radical market distinction that engenders loyalty
- Retain your best employees and physicians

In the soon-to-be-released HealthLeaders Media survey of top healthcare executives, 88% ranked patient experience as one of their top priorities.

The **HealthLeaders Media Marketing Experience 09** moves beyond the traditional conference into an attendee experience like no other including:

- **Case studies:** Discuss how other teams have driven the decisions that have transformed their organizations.
- **Scale-able strategies and actions ready for implementation:** Every organization, regardless of size or resources, will learn ways to make a difference in the patient experience, improve satisfaction, and increase market share.
- **Peer-to-peer learning:** Interactive exercises and group activities provide an intimate opportunity to have your most pressing question answered.
- **Activities/learning based on your needs:** Focus on particular experiences in the hospital that you want to transform. After you register, we'll send you a short survey. The answers you give us will help shape the content of the program.
- **Competitive research:** See what your peers—and your competition—have been up to over the past year when we present the winning campaigns from the 2009 HealthLeaders Media Marketing Awards Program.



Location and Accommodations

The Palmer House

17 East Monroe Street, Chicago, IL 60603

PHONE: 312/726.7500 • RESERVATIONS: 877/866-5321

WEB SITE: www.palmerhousehiltonhotel.com

DISCOUNTED ROOM RATE: \$299

ROOM RATE CUTOFF DATE: September 22, 2009

As the longest continuously operating hotel in North America, The Palmer House, has been the destination of choice for every U.S. president since Ulysses S. Grant, world leaders and dignitaries, celebrities, and Chicago's movers-and-shakers. The hotel is within walking distance of the city's best attractions. Hotel accommodations include Spa Chakra, a complimentary indoor pool, Precor® Health Club, Lockwood—a "Luxe-dining" restaurant, and Potter's Lounge.



Agenda

7:00–8:00 AM	Registration/Continental Breakfast
8:00–10:00 AM	Gary Adamson and Sonia Rhodes: The Role of the Marketer in Developing Signature Moments that Create Loyalty, Increase Market Share, and Improve the Bottom Line
10:00–12:15 PM	Group exploration of The Art Institute of Chicago and Personal Art presentation
12:15–12:45 PM	Break
12:45–2:15 PM	Celebrate the winners of the 2009 HealthLeaders Media Marketing Awards over lunch
2:15–2:30 PM	Break
2:30–3:30 PM	Braindorming: An interactive, solution-focused question, answer, and discussion session with your peers.
3:30–5:00 PM	Group sessions: Bringing Your Art to Life; Creating Experiences in Your Organization to Transform Healthcare
5:00–5:30 PM	A Personal Art closing ceremony

Agenda subject to change.

Featuring Guest Facilitators



Gary Adamson,
Chief Experience Officer of Starizon

STARIZON

Starizon gives organizations the expert guidance needed to explore, design, and implement compelling Experiences.



Sonia Rhodes,
Vice President of Customer Strategy and
The Sharp Experience at Sharp Healthcare
in San Diego, a not-for-profit healthcare
system and recent Malcolm Baldrige
National Quality Award recipient.

Register now at www.hlm09.com/marketingexperience or call 888/242-2642.

HEALTHLEADERS MEDIA MARKETING EXPERIENCE 09

FEATURING THE WINNERS OF THE 2009 HEALTHLEADERS MEDIA MARKETING AWARDS

OCTOBER 14, 2009 | THE PALMER HOUSE | CHICAGO, IL

REGISTRATION FORM—Fax to 800/738-1553, call 888/242-2642, or visit www.him09.com/marketingexperience

REGISTRATION FEES:

\$395 Individual attendee \$1,185 Team of four

Send a team of 3 and your 4th member is FREE!

Call for special offers for teams with more than four participants.

CONTACT PERSON NAME:

Attending the seminar: Yes No

Title: _____ Dept: _____

Organization: _____

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State: _____

ZIP: _____

Tel: _____

Fax: _____

E-mail: _____

NAME OF REGISTRANTS: (seminar confirmation will be sent via e-mail.)

1st Name: _____

Title: _____

E-mail: _____

2nd Name: _____

Title: _____

E-mail: _____

3rd Name: _____

Title: _____

E-mail: _____

4th Name: _____

Title: _____

E-mail: _____

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