



## The Michigan Society for Healthcare Planning & Marketing (MSHPM)

invites you to our 2009 Fall Conference on Friday, October 16, 2009, at the Lansing Community College West Campus (Michigan Technology Center)

### Conference Agenda:

8:00 am – 8:30 am

**Registration and Networking Breakfast**

8:30 am - 8:35am

**Frank Veltri, MSHPM President**

**Welcome and Updates**

8:35 am - 8:45 am

**Jake Jeakle, Member**

**MSHPM Website Update**

8:45 am – 10:00 am

**James Bradford, Political Operative, James Bradford Research**

**“Herding Cats: Part II - The Slow March to Health Care Reform”**

10:00 am – 10:30 am

**Networking / Visit Sponsor Area**

10:30 am – 12:00 pm

**Don Seymour, President, Don Seymour & Associates**

**“Hospitals 2020: How Fundamental Economics, Clinical Innovation, and IT will Reshape the Healthcare Delivery Model”**

12:00 pm – 12:15 pm

**Amy Middleton, MSHPM Vice President**

**Announcements/Raffle Drawings**

12:15 pm – 1:30 pm

**Lunch/Networking/Visit Sponsor Area**

1:30 pm – 3:00 pm

**Breakout Sessions (Select One):**

- **Marketing and Communications Session:**  
“Leveraging E-mail and Video as Effective Communications Tools”;  
Presented by Michelle Hornberger, Crittenton Hospital Medical Center,  
and Scott Thornton, TMV Group.
- **Strategic Planning Session:**  
“Best Practice Strategic Planning: Lessons from Baldrige-Winning  
Hospitals”; Presented by Robert “Bo” Snyder, Bo Snyder Consulting,  
Inc.

**James Bradford, James  
Bradford Research**

Achieving comprehensive health reform has emerged as a leading priority of our Government. President Obama has outlined eight principles for health reform and Congress has announced a number of comprehensive reform proposals. As a result, our nation is now engaged in a great debate about the future of health care in America. Our guest speaker on Healthcare Reform, James Bradford, will take us through the challenging and difficult process which lies ahead in the passage of healthcare legislation.

**Don Seymour, Don Seymour &  
Associates**

By 2020 there will be at least 10 percent fewer hospitals. The survivors will be more specialized as caregivers master rules based medicine to move upstream and as hospitals focus their resources on what is "best" to do versus what is "good" to do. Integration will be evidenced by the growth of hospital systems and multispecialty physician groups responding to payment and policy initiatives. Although it won't have been easy, information exchanges will be completely digital.

**Special Guest:** *Senator Debbie Stabenow invited, and may attend in the afternoon*

**Registration:** <http://www.mshpm.org/details.php?eventID=105>

Registrations received after Oct. 15, 2009 will be charged a \$25 late fee. No refunds.

**Fee:** \$75 - Members      \$30- Student Members      \$120 - Non-Members (Fee includes lunch)

For additional meeting details, contact Karol Clason at [KClason@beaumont hospitals.com](mailto:KClason@beaumont hospitals.com) or visit our website at [www.mshpm.org](http://www.mshpm.org).



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### Breakout Session Presentation Detail

#### Breakout Sessions (Select One):

- **Marketing and Communications Session:**

- **“Leveraging E-mail and Video as Effective Communications Tools”**

Michelle Hornberger, Crittenton Hospital Medical Center and Scott Thornton, TMV Group

E-mail and on-line video have rapidly and dramatically changed the way we communicate. Learn from developers and users about this very latest communications technology. See first hand, just how simple, efficient, and powerful these tools are. Find out specifically how e-mail and video can be leveraged as a customer and prospect communications advantage. With the right focus, these new communication methods come alive and return a much higher measurable ROI over any traditional “media”.

Learning Objectives:

1. Learn how health care clients saw outcomes that were immediate, measurable and returned significantly higher ROI and CSI over traditional media.
2. See how you can only pay for who actually reads your message and greatly reduce administrative costs in the process.
3. Take home actual practical applications you can use the next day.

- **Strategic Planning Session:**

- **“Best Practice Strategic Planning: Lessons from Baldrige-Winning Hospitals”**

Robert “Bo” Snyder, Bo Snyder Consulting, Inc.

It is no coincidence that the ten hospitals that have won the Malcolm Baldrige National Quality Award since its inception have all had well-developed, integrated strategic planning processes. Developing and deploying a good strategic plan is the most important process in a healthcare organization. If done well, it aligns thinking and resources to guide all other work and will drive exemplary results.

This workshop looks at strategic planning from a Baldrige perspective and examines the approaches used by many of the Baldrige winners. Here’s a surprise: Many highly successful organizations do not have incredible strategic plans. What they have is incredible strategic plan deployment! Explore how Baldrige organizations use resource allocation and performance accountability processes to deploy the plan throughout their organizations. You’ll also learn how to win converts who will support adoption of a new and improved planning model.

Learning Objectives:

1. Learn which key strategic planning questions the Baldrige criteria ask.
2. Understand the strategic planning model used by many Baldrige-winning hospitals.
3. Identify the signs that your organization has a well-integrated, high-performing planning process.

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