



LEADING & MANAGING YOUR VISION

2018 ANNUAL CONFERENCE

JOIN US!

THURSDAY, MAY 3

THE INN AT ST. JOHN'S | PLYMOUTH, MICHIGAN



Michigan Society
for Healthcare Planning & Marketing

As the premiere organization dedicated to healthcare planning and marketing in Michigan, we invite you to join us for our Annual Conference with topics and presentations dedicated to Leading & Managing Your Vision.

What to expect:

- Hear from industry leaders on current topics including professional development, community engagement, planning, marketing, communications, media, strategic concepts and organizational development
- Network with professionals from various health systems and industries in Michigan
- Gain perspectives needed to make your organization more successful

SCHEDULE

8-8:45 am	BREAKFAST & NETWORKING Garden Gallery	
8:45-9 am	WELCOME Grande Ballroom <i>Megan Yore, President, Michigan Society for Healthcare Planning and Marketing</i> <i>Jennifer Dale, Conference Chair, Michigan Society for Healthcare Planning and Marketing</i>	
9-9:45 am	KEYNOTE Grande Ballroom Who is the Captain of your Vision? Lessons in Leadership from the Titanic <i>Leslie Graham-Andrews, Chief Executive Officer, Daisy Ventures LLC</i>	
10-10:45 am	BREAKOUT SESSIONS <i>Marketing Track</i> Wisdom Meeting Room The Brand Knew You <i>Camille Jamerson, President & CEO, CDJ & Associates</i>	<i>Planning Track</i> Kings Meeting Room What is your Strategy for Risk? <i>Michelle Hornberger, Strategy Advisor, Certitude Health Strategy</i>
11 am - 12:30 pm	LUNCH & PRESENTATION Grande Ballroom	

12:45-1:30 pm **BREAKOUT SESSIONS**

Marketing Track Wisdom Meeting Room
Media Exposure is not just for People who like to see Themselves in the Limelight
Jennifer Foster, Founder & President, Catalyst Media Factory

Planning Track Kings Meeting Room
You Are Diluted
Camille Jamerson, President & CEO, CDJ & Associates

1:45-2:30 pm **BREAKOUT SESSIONS**

Marketing Track Wisdom Meeting Room
Millennials in the Workplace
Sherri McDaniel, CEO Sage Solutions Group

Planning Track Kings Meeting Room
Using MHA's Data Koala to Maneuver Outpatient Hospital Visits
Keri Force, Senior Client Representative, MHA
Jennifer Groseclose, Strategic Business Consultant, Munson Healthcare

3-4:30 pm **GENERAL CLOSING SESSION, ANNOUNCEMENTS AND DRAWING**

Grande Ballroom
The Organizational Change Curve: What to Expect in Times of High-Change and Stress
Ursula Adams, Founder & Managing Partner, SheHive

TO REGISTER VISIT: MSHPM.ORG

REGISTRATION INFORMATION

Prior to April 20

\$50 Student

\$99 Member

\$150 Non-Member (includes one year membership)

April 20 – May 3

\$50 Student

\$125 Member

\$175 Non-Member (includes one year membership)

*Register 4 or more individuals from one organization and receive \$20 off / per person.

During breaks attendees are encouraged to visit our vendors and sponsors:

Brogan & Partners

Coffey Communications

Healthgrades

MHA

Siena Heights University

MSHPM EXECUTIVE BOARD

Megan Yore, President

John Fick, Immediate Past President

Jennifer Dale, President Elect

Larry Daly, Secretary

Jeff Schilling, Treasurer

Michigan Society for Healthcare Planning and Marketing's mission is to provide high quality educational opportunities and professional development opportunities for healthcare planning and marketing professionals and serve as a resource for other healthcare professionals throughout the state of Michigan. MSHPM is committed to add value to its members by providing resources, experiences and connections to improve your professional and networking goals.