

INNOVATIVE STRATEGIES

for Better Healthcare
Planning & Marketing

2019 ANNUAL CONFERENCE

JOIN US!

THURSDAY, APRIL 11

LANSING COMMUNITY COLLEGE | LANSING, 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 State Conference with topics and presentations dedicated to Innovative Strategies for Better Healthcare Planning and Marketing.

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

8:30-9:00 am **BREAKFAST & NETWORKING**

9:00-9:30 am **WELCOME**

Megan Yore, President, Michigan Society for Healthcare Planning & Marketing
Jennifer Dale, Education Chair, Michigan Society for Healthcare Planning & Marketing

9:30-10:30 am **KEYNOTE**

Building a Culture of Innovation Through Storytelling

Tammy Zonker, CEO & Founder Fundraising Transformed

Innovation thrives best in a culture of trust and connectedness. Move and inspire your many audiences by sharpening your storytelling skills and mastering your “Big Three” stories: your personal story, consumer story and organizational story.

10:30-11:00 am **MHA & MSHPM UPDATE**

11:15-Noon **BREAKOUT SESSION #1**

Marketing Track—Courageous Creative: How your Brand can Leverage Great Creative to get Attention, Build Loyalty and Yield Strong Results.

Brian Burton-Associate Creative Director, Franklin Street Marketing

Planning Track—How Much is Your Brand Worth? Understand and Leverage Your Brand Value

Jim Lloyd-Principal with PYA and Will Flynn-Founder, Franklin Street Marketing

Noon-1:00 pm **LUNCH & PRESENTATION**

1:15-2:00 pm **BREAKOUT SESSION #2**

Marketing Track—Information is Power: A Simple Idea that Brought Cancer Risk Testing to Life
Liz Phillips-Chief Client and Strategy Officer, Northlich

Planning Track—Enhance Physician Relations and Drive Service Line Results

Lisa McCluskey-Vice President, Marketing and Communications CHI Memorial Health Care System and Tim Roberts-President and CEO, Franklin Street Marketing

2:15-3:00 pm **BREAKOUT SESSION #3**

Marketing Track—Navigating the Client/Agency Partnership, and Living to tell about It
John Gonda and Jordan Buning, ddm marketing & communications

Planning Track—The State of Health Care in 2019: A Look at Health Policy in Michigan and Beyond
Megan Foster Friedman, Center for Healthcare Research and Transformation (CHRT)

3:00-4:00 pm **CLOSING SESSION, ANNOUNCEMENTS & DRAWINGS**

The Power of Presence: A Mindful Approach to Reconnecting to People

Hailey Yatros

An individual seeks to be in a healthcare profession because they have a deep desire to help others. They are a natural supporter, healer and caregiver. Yet, so often this instinct is overwhelmed by creating charts, filing and disputing insurance submissions, lack of resources, exhausted staff, that the real mission of patient care takes a back seat. If we can get back to the overall purpose of why healthcare exists, embody presence and mindfulness when working with people we come into contact daily, and then clearly communicate this to the community, we can be more powerful than ever. It all starts with one conversation at a time and one moment of action at a time.

TO REGISTER VISIT: MSHPM.ORG

REGISTRATION INFORMATION

Prior to March 22

\$50 Student

\$99 Member

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

March 22–April 11

\$50 Student

\$125 Member

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

MSHPM EXECUTIVE BOARD

Megan Yore, President

Jennifer Dale, Vice President

Larry Daly, Secretary

Bogdon Costan, Treasurer

John Fick, Immediate Past President

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.