

Friday, November 13, 2009

Oregon Medical Center Association

11740 SW 68th Parkway,
Portland, Oregon, 97223

Schedule

8:15-8:45 am

Breakfast and Registration

8:45-9 am

Welcome

9-10 am

A Legislative Update—Our November event is conveniently timed for a Legislative Update on the status of our state and national healthcare debate. Lobbyist Alison (Ali) Santore, Principal at Conkling Fiskum & McCormick and Providence's chief federal lobbyist in DC will offer a glimpse into what has been going on in Salem and DC and what is still to come. Ali joined CFM as a Federal Affairs Associate in January 2007. Prior to joining CFM, Alison spent three years on Capitol Hill in the office of Senator Gordon H. Smith, as a Legislative Assistant in 2006 and a Legislative Correspondent prior to that. It will be interesting to hear the insider view of healthcare reform underway at the State and Federal level.

10-11:00 am

Changing Role of PR in Today's New Environment

Chris Foster, Chair, US Healthcare Practice, Burson-Marsteller, has been working closely with Senator Wyden and the Committee for Economic Development on healthcare reform. He'll be flying in from Washington, DC and is ready to talk about the debate and what it means for consumers, providers and healthcare communications professionals, in his presentation, the Changing Role of Healthcare Communication. He will explore proposed changes in DTC and the evolving role that social media is playing in disease management, compliance, prevention and communications.

11:00-11:15 am

Break

11:15-12:00 pm

Gary Walker, Director of Communications, Providence Health & Services, will discuss strategies and tactics for internal and external communications. He'll offer tips and insight into what works and what doesn't, how to keep your message clear, importance of timing and how to keep crisis communication under control.

12:00- 1 pm

Lunch Break

1-2:30 pm

Panel: Changing Role of Media—An article in *The Oregonian* or on TV is still one of the most powerful channels to reach your target audience. Pitching stories to print and TV will seem achievable after you hear what newspapers and TV experts Scott Nelson, Online Enterprise Editor from *The Oregonian* and John Tierney, executive producer and news assignment editor at KVAL-TV in Eugene, have to say. They will let you know about new opportunities for pitching stories in Changing Age of Communication.

2:30-2:45 pm

Break

2:45-3:45 pm

Reaching Patients and Positioning Your Practice with Social Media

Are your patients "tweeting" about a bad experience at your clinic? Do you know what to do about it? Can patients researching physicians learn about yours via social media? Have you harnessed social media to facilitate physician recruitment? Is your social media campaign aligned with your company's strategic goals? Social media expert Siouxsie Jennett, will show you how to harness today's social media and launch effective campaigns that are aligned with your company's strategic goals. Siouxsie will use case studies and attendee participation to teach how to "let go of control, but not relinquish command" when she presents Reaching Patients and Positioning Your Practice with Social Media.

3:45-4 pm

Survey and Adjourn

Please take a minute to fill out your HCO event survey before leaving. Thank you!