

Friday, June 5, 2009

Sacred Heart Medical Center at River Bend

Springfield, Oregon,

Schedule

TIME/ TOPIC/ PRESENTER

8:15-8:45am/ Registration & Coffee

8:45-9am/ Welcome & Brief Group Introductions
Rika Bering, President, Healthcare Communicators of Oregon

9-9:45am/Legislative Update.
Kevin Earls, VP of advocacy/policy, OAHHS

9:45-10:30am/"No-cost or Low-cost, Marketing Through Social Networking",
Jeff Fisher LogoMotives Jeff Fisher, LogoMotives

10:30-10:45am-- Break

10:45-12pm/ "Physician Relations & Communications: The Ties That Bind"
Vicki Chamberlain, Oregon Advanced Imaging (Medford)
Hugh Maloney, MD, Kadlec Health System (Tri-Cities, Wash.)

12-1pm/ Lunch & Roundtable Discussions:

"Small Budget, Big Impact Ideas"
Group

1-1:45pm/ "20 Things We Did Right in Opening a New Hospital (and 2 Things We Did Wrong)"
Jenny Ulum, public affairs director, Sacred Heart Medical Center at RiverBend

1:45-2:30pm/ Tour Sacred Heart (optional)