

# South Dakota Association of Healthcare Marketing & Public Relations (SDAHMPR)

## *Frequently Asked Questions*

### **What is SDAHMPR?**

We are an affiliate of the South Dakota Association of Healthcare Organizations (SDAHO) and are open for membership to all healthcare marketing and public relations professionals in South Dakota and the surrounding area. Anyone interested in advancing the development of effective marketing and public relations in hospitals, health systems, clinics, nursing homes and other health care related fields are welcome to join SDAHMPR.

### **How much is membership?**

Annual membership dues are low, only \$35 per person. Conference registration fees may vary from year-to-year. Our summer conference is usually around \$100 - \$150, plus travel expenses. The annual convention has a base cost of \$150, plus travel expenses and special registration for lunches, golfing, etc.

### **How often do you meet?**

We typically have two formal meetings per year. Our summer conference is held in June or July in Chamberlain, SD for two days. We bring in experts to provide education on topics of interest to our membership and network and socialize with one another.

In September we join all SDAHO affiliates at the annual convention, which alternates between Rapid City and Sioux Falls. We create a specific track for our membership to attend which includes conference-wide sessions, exhibits and networking opportunities as well as special break-out sessions chosen specifically for our memberships' educational needs. Our annual "Bright Idea" award is given out at the conference and we also elect officers.

### **What benefits do members receive?**

**Networking:** meet health care marketing, PR and communication professionals from across the region, exchange ideas with peers or discuss challenges/solutions in an open environment.

**Opportunity for Recognition:** submit an entry for our annual "Bright Idea" award, which recognizes marketing and public relations impact on health care and celebrates creativity.

**Resources:** gain access to the South Dakota Code of Cooperation, a public relations handbook for healthcare professionals and the media regarding the release of patient information while following HIPAA guidelines.

**Education:** learn from experts about the latest trends, innovations and best practices in health care communications.

### **How do I join?**

To join, please contact Rhonda Christensen ([rhonda.christensen@sdaho.org](mailto:rhonda.christensen@sdaho.org) or 605-361-5175) at SDAHO and request a SDAHMPR Membership Form.