

Please join us for the  
South Dakota Association of Healthcare Marketing & Public Relations

# Summer Conference

June 8 & 9, 2017

Cedar Shore Resort  
Chamberlain, SD

## THURSDAY

- 9:45 a.m. Welcome & Introductions
- 10:00 a.m. Pink Elephant Marketing  
*Elizabeth Harvill, Director of Marketing & Community Relations, Meadows Regional Medical Center*

Effective marketing is not defined by the amount of zeros behind a campaign, but in the sheer results that it drives. Venture into case studies of a one (wo) man marketing department who collects awards for abstract campaigns, using peanuts for payment.

- 12:00 p.m. Networking Lunch & Table Topics
- 1:00 p.m. Break
- 1:30 p.m. Creative Work Hacks  
*Elizabeth Harvill, Director of Marketing & Community Relations, Meadows Regional Medical Center*

In a world of shifting priorities, healthcare marketing departments must develop short cuts to get more done with less. Join your peers and explore creative web services and other means to help you work smarter, not harder. Bring your own device (laptop, tablet, smart phone) to develop your tool box of tried and true creative hacks.

- 3:30 p.m. SDAHMPR Business Meeting
- 4:30 p.m. Break
- 5:15 p.m. Social Hour  
*Sponsored by MED Magazine*
- 6:30 p.m. Dinner

## FRIDAY

- 8:45 a.m. Continental Breakfast
- 9:00 a.m. Media Relations Policies: Ensuring Compliance with HIPAA Rules webcast

In PR we work diligently to comply with U.S. Department of Health and Human Services rules. Recently the Office for Civil Rights brought attention to HIPAA compliance issues. This presentation reviews existing rules and their consistent reflection related to media interactions. In addition, a hospital explains how it enhanced privacy policies and procedures while ensuring HIPAA compliance.

- 10:00 a.m. Media Relations 101 - Part 1  
*Nathan Schock, President & CEO, Locals Love Us*

Maintaining good relationships with media is key to successful healthcare PR. Learn the basics of responding to media inquiries, from answering the call and setting up the interview to how to respond during the interview. Three attendees will have the chance to give a mock TV interview on a real-life topic. The group will review the interviews to teach communication principles, effective message development and tips on how to understand reporters.

- 12:00 p.m. Break
- 12:30 p.m. Lunch & Crisis Communication Panel: Being on the Receiving End of Investigative Reporting
- 1:30 p.m. Media Relations 101 - Part 2
- 3:00 p.m. Conference Wrap-Up

Sign me up!

SDAHMPR

# Summer Conference

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**YES!** I'd like to share my experience on the panel.

**YES!** Please consider me for the mock TV interview.

## Registration Fees

- SDAHMPR Member:**  
\$125 Early Bird Fee (postmarked by May 8, 2017)  
\$150 Post-Early Bird Deadline
- Non-Member:** \$185

Please make checks payable to SDAHMPR and send with registration form to:

SDAHO  
3708 W. Brooks Place  
Sioux Falls, SD 57106

---

## Hotel accommodations available at Cedar Shores Resort

Room Reservations: (888) 697-6363

Room Rate: **\$89.95 per night**

*Request the SDAHMPR (SDAHO) group block.*

## Conference Location

Cedar Shores Resort, Chamberlain, SD, is located just off I-90. When traveling, take exit 260 at Oacoma. Turn right and go 2 miles to the east. You will see a sign that directs you 1 mile north to Shoreline Drive.

## Save the Date

SDAHO 91st Annual Convention

Sept. 20 - 22, 2017

Rushmore Civic Center

Rapid City, SD