



Healthcare Executive Career Management in a Web 2.0 Era

February 21, 2011



American College of Healthcare Executives - Central Illinois Chapter

Upcoming Programs

Earn 1.5 CAT II Credits

Healthcare Executive Career Management in a Web 2.0 Era

An Independent Chapter of



Cheryl Burbach, JD, B.A. Pol/Sci, B.A.Engl, Partner at Hovey Williams LLP

Cody Burch, MBA / ACC, BS/BA, BA/Econ, Director of Candidate Generation at B.E. Smith

Jamie Oakes, BBA, Vice President of B.E. Smith

Christine Ricci, MBA., Vice President of Marketing Strategy, Public Relations and Alliances at B.E. Smith

Greg Wahlstrom, MBA / HCM, ACHE Education Committee

Tuesday, February 21, 2012 12:00PM – 1:30 pm (GMT – 06:00) Central Time (US & Canada).

The growth of social networking Web sites has been rapid both in their extent of use and in their transformation from informal socializing into media integral to career management. However, healthcare executives must understand that employing social networking media offers advantages and disadvantages.

This program examines the current and emerging employment market for healthcare executives from the organization's and the job seeker's viewpoints. The session will also explore how Web 2.0 social networking strategies, tactics and tools offer career management opportunities and challenges.

Join Central Illinois American College of Healthcare Executives and B.E. Smith speakers: Cheryl Burbach, Cody Burch, Jamie Oakes, Christine Ricci, and Greg Wahlstrom for this 90-minute Webcast, including Q&A, to get alignment strategies to thrive in an increasingly integrated industry.

With this webcast, you will gain insight and tactics to:

- Review the function of Web 2.0 social networking and its implications for hiring authorities and job seekers.
- Recap the local healthcare executive employment market and the tool, tactics, and strategies that organizations are using to attract top talent.
- Identify the technical elements of using Web 2.0 tools for a job search
- Identify the technical elements of using social media to find candidates
- Address the future of employee recruitment as Web 2.0 tools become more widespread

As an independent chartered Chapter of the American College of Healthcare Executives Central Illinois Chapter of ACHE is authorized to award 1.5 hours of Category II continuing education credit toward advancement or recertification in the American College of Healthcare Executives. Participants in this program who wish to have it considered for Category II (non-ACHE) credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.

For more information :

Greg Wahlstrom, MBA / HCM

(424) 256-3556

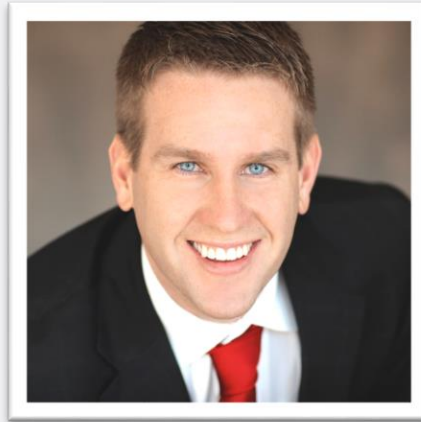
GregWahlstrom@hotmail.com

<http://centralilache.blogspot.com>

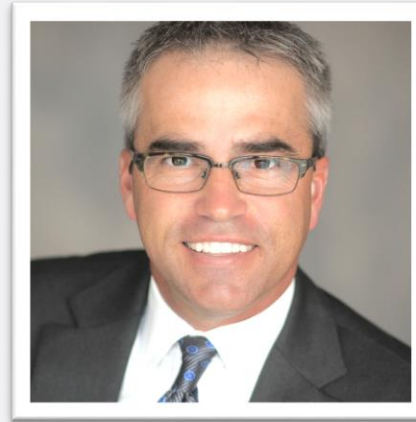
Meet our Presenters



Cheryl Burbach
Partner, Hovey Williams



Cody Burch
Associate Vice President,
Interim Leadership



Jamie Oakes
Regional Vice President,
Business Development



Christine Ricci
Vice President,
Market Strategy

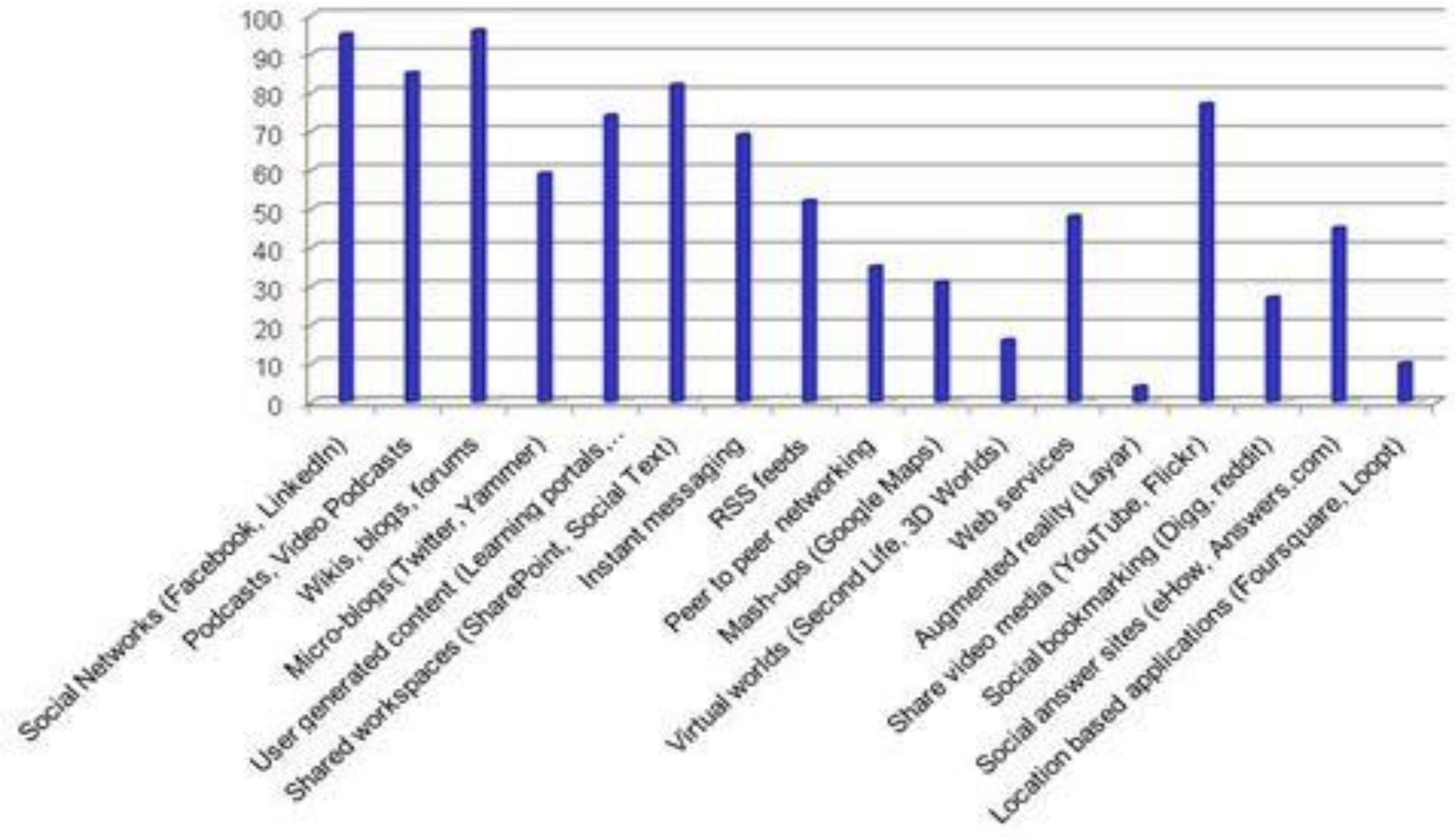
Overview of the Healthcare Market

- Social media trends
- Job market trends
- Legal trends

Social Media Landscape



Social Networking Utilization



Overview of the Healthcare Market

- Social media trends
- Job market trends
- Legal trends

Web 2.0 Strategies

- Employer & recruiter social media tools
- Job seeker best practices
- Employer & job seeker legal considerations

Aggregators Wikis Folksonomy User Centered Joy of Use
Blogs Participation Six Degrees Usability Widgets
Pagerank XFN Recommendation Social Software FOAF Browser
Videocasting Podcasting Sharing Collaboration Perpetual Beta Simplicity AJAX
Audio IM Video Design
Convergence Web 2.0 CSS Pay Per Click
UMTS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation
OpenAPIs RSS Semantic Web Standards SEO Economy
OpenID Remixability REST Standardization The Long Tail
DataDriven Accessibility XML
Modularity SOAP Microformats Syndication

Web 2.0 Strategies

- Employer & recruiter social media tools
- Job seeker best practices
- Employer & job seeker legal considerations

Creating an Online Identity

- Building a positive identity (personally & professionally)
- Avoiding negative identity
- Building your network
- Branding yourself

Establish Your Brand

Brand yourself for the career you desire, not the job you have.



Social Media Within Your Organization

- Company branding
- Human resource's policy
- Organizational legal risk



Questions?

Jamie Oakes
Regional Vice President, Illinois
joakes@besmith.com

Cheryl L. Burbach
Hovey Williams LLP
clb@hoveywilliams.com





Thank you!

Jamie Oakes
Regional Vice President, Illinois
joakes@besmith.com

Cheryl L. Burbach
Hovey Williams LLP
clb@hoveywilliams.com