

ACHE Central Illinois Chapter

An Independent Chapter of



American College of
Healthcare Executives
for leaders who care®

Upcoming Programs

Earn 1.5 Face-to-Face Education Credits

Marketing & Money: Presentation

Speakers

Date

Description

Registration:

<http://achecentralillinois.eventbrite.com/>

Event Location:

Graham Hospital

210 West Walnut Street

Canton, Illinois 61520

For More Information Contact:

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Director of Lean, Six Sigma, Strategic Planning

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Marketing & Money: Linking New Products, Services and ROI

David Adcock, FACHE, MHA, President, Long View Consulting, LLC

Jim Brown, MBA, Partner, Hippo

James Farrell, MBA, Sr. VP Marketing & Communications, OSF Healthcare System

Gene Vogelgsang, B.J., Public Relations Director, Illinois Valley Community Hospital

**Wednesday September 25, 2013, 6:30PM – 8:00 pm (GMT – 06:00)
Central Time (US & Canada).**

When developing new products and services, healthcare professionals must have a comprehensive understanding of their consumers – their needs, values, and communication preferences. Accordingly, a well thought out marketing strategy is vital to the success of your organization. To stay competitive, you must also continuously measure effectiveness and make appropriate adjustments.

Join the Central Illinois American College of Healthcare Executives and David Adcock, Jim Brown, James Farrell, and Gene Vogelgsang for this 90-minute presentation, including Q&A, to Marketing and Money strategies to thrive in a competitive industry.

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

- The importance of marketing – building awareness, influence consumers decision making
- The impact of the marketing strategic on the bottom line
- The role of senior executives – resource allocation and prioritization, serve as liaison between administration and marketing staff.
- How to ascertain the need for new products and services and why these needs are currently unmet.
- What tools are needed to evaluate the size of potential market
- What are the key criteria in determining the viability of a new product of service line
- Why a thorough competitive analysis is a critical component
- Conduct an internal audit / environmental scan – current products / services, consumer characteristics and utilization patterns
- Identify and prioritize strategies, goals, objective and actions
- Develop an implementation matrix for each action – list required resources
- Identify report card metrics / measurement tools and protocol

As an independent chartered Chapter of the American College of Healthcare Executives Central Illinois Chapter of ACHE is authorized to award 1.5 hour of Face-to-Face 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 Face-to-Face Education (non-ACHE) credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.