



# Central Illinois Chapter of ACHE & Idaho Healthcare Executive Forum

## Upcoming Program

Earn 1.5 Qualified Education Credits

## Strategic Marketing: Winning The Battle For Markets And Shares

Angela Jaco, MBA, MHA, FACHE, Education Chair, Idaho Healthcare Executive Forum  
Keith Hoerth, MHA, Education Committee, Central IL Chapter of ACHE  
Greg Wahlstrom, MBA, HCM, President & CEO, The Healthcare Executive  
Ramiro Roman, M.S., Chief Marketing Officer, API Healthcare A GE Healthcare Company  
Don Stanziano, MHA, APR, Corporate VP Marketing & Communications, Scripps Health  
Randall Carter, Senior Vice President, Planetree, Inc.

**Wednesday, February 03, 2016 – 12PM - 1:30PM CST**

In today's competitive healthcare marketplace, a strategy for offering your products and services in a way that will outdistance your competitors is critical. However, in concert with defining the marketing strategy you must also have a well-defined methodology for implementation that contains a relevant and consistent message. Further, it is of little value to have a strategy and a message without the resources or the expertise to implement them.

In the process of creating a marketing strategy you must consider many factors including, but not limited to, the Four P's of Marketing: Product, Place, Price and Promotion. A well-conceived marketing plan that is in concert with your strategic plan and the time and resources to put it in motion are the necessary elements to increase market share and support financial success. Of those many factors, some are more important than others. Because each strategy must address some unique considerations, it is not reasonable to identify 'every' important factor at a generic level. However, many are common to all marketing strategies.

Please join Central Illinois American College of Healthcare Executives and Idaho Healthcare Executive Forum, Angela Jaco, Keith Hoerth, Greg Wahlstrom, Ramiro Roman, Don Stanziano and Randall Carter for this 90-minute panel discussion. This event will include an opportunity for Q&A.

With this panel discussion, you will gain insight and tactics to:

- Understand the techniques for marketing health care and staying ahead of the competition
- Learn how physicians, payors and patients make their referral and selection process choices
- Target your market segments for effective, tailored marketing
- Strengthen the relationship between your strategic plan and your marketing message
- Develop marketing approaches that are driven by customer need – current and future
- Determine your competitive edge in the health care market place
- Preparing for diversity readiness

*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 Qualified Education Credit toward advancement or recertification in the American College of Healthcare Executives.*

*Participants in this program who wish to have it considered for Qualified Education (non-ACHE) credit should list their attendance when they apply to the American College of Healthcare Executives for advancement or recertification.*



Speakers

Date

Description

Register Here:

<https://lnkd.in/eUvTxx5>

For More Information Contact:

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