

Don't Miss The **NEWEST** Conference From The Advanced Learning Institute's Acclaimed Communications & Social Media Training Series, Specialized For Healthcare...



**Rave Review from a Past Social Media Conference Attendee:**

*"I came to get some case studies from leading companies that I could take back and relay to others to get social media started at our department statewide. I feel much more prepared to do this and my expectations are grounded in reality instead of theory."*

S. Palmer, Director, Communications and Health Marketing  
**Alabama Department of Public Health**

\*\*\*\*\* Register by August 12th To Save \$400! \*\*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400

**REGISTER TODAY!**

[www.aliconferences.com](http://www.aliconferences.com)

Call TOLL FREE: (888) 362-7400 • Phone: (773) 695-9400 • Fax: (773) 695-9403

**KEY TAKE AWAYS:**

Attend this healthcare conference to learn how to use social media, and leverage the latest interactive Web 2.0 tools and techniques to advance your organizational goals, by:

- **Engaging** your organization to use the latest social media tools to maximize effectiveness, increase productivity, inspire innovation, and advance your culture
- **Developing** a social media (blogging, podcasting, wikis, social networks, Twitter, etc.) strategy to drive performance-based communications
- **Understanding** how these new social media technologies work including legal considerations, such as the Health Insurance Portability and Accountability Act (HIPAA) Privacy Rule, IT support, policy and guidelines
- **Establishing** a stronger sense of community and brand for your healthcare organization
- **Determining** key steps and strategies for setting up and managing an effective blog
- **Integrating** new social media tools with traditional

**SPEAKING ORGANIZATIONS:**

Hear practical solutions you can apply immediately to help integrate social media strategies and new Web 2.0 technologies into your healthcare communications and marketing programs to engage your community, improve quality of service, and build your reputation from:

**Centers for Disease Control and Prevention (CDC)**

**Humana Inc.**

**Valley Medical Center Foundation**

**Kaiser Permanente**

**Wyeth**

**Aurora Health Care**

**Fleishman-Hillard**

**Bon Secours Health System**

media to multiply your program's results

- **Harnessing** the collaborative power of your organization's social media tools to improve your quality of service
- **Building** senior management support for your social media programs
- **Determining** the Web 2.0 spaces that have relevance for your organization and brand
- **Measuring** the value of your organization's social media strategy: determining key metrics and gathering employee and/or customer feedback
- **Leveraging** Web 2.0 technologies to build your organization's reputation
- **Developing** your online communications to meet the needs of a diverse employee population
- **Transforming** your organization's blog/podcast from purely an information source to a comprehensive strategic tool
- **Building** the business case and demonstrating the ROI of your social media program
- **Monitoring** customer feedback and satisfaction
- **Marketing** your social media programs both internally and externally to encourage their use
- **Discovering** an untapped audience and potential business opportunities

**Presented by:**



**Your Communications  
& Marketing Training  
Partner Since 1997**



**Brooks Health System**

**Hospital Social Network List**

**University of Maryland Medical System**

**Cooperative Of American Physicians Inc.**

**Baylor College of Medicine / Texas Children's Hospital**

**Ohio State University Medical Center**

**Watson Wyatt Worldwide**

**IQ Solutions, Inc.**

**Pediatrics Now**

**Transmission Content + Creative**

**Aperial**

**CareVocate, LLC**

**Sensis**

**MedTouch**

**Supporting Organizations:**





THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON DC

## WHY IS THIS A CAN'T MISS EVENT?

Several organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this social media evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other healthcare professionals engaged in the "journey."

## MAXIMIZE YOUR TRAINING...

### Choose From Four Workshops For Ultimate Value & Learning!

Sign up for your choice of these highly-interactive and practical workshops to focus on your individual needs:

- **Pre-Conference Morning Workshop A –**

**Monday, October 5, 2009, 9:00 a.m. – 12:00 p.m.:**

Social Media 101:

Demystifying The World Of New Media Tools For Implementation In Your Healthcare Organization

- **Pre-Conference Afternoon Workshop B –**

**Monday, October 5, 2009, 1:30 p.m. – 4:30 p.m.:**

Social Media 102:

Making The Most Of Existing Online Tools To Monitor Conversations And Connect With Patients

- **Post-Conference Morning Workshop C –**

**Thursday, October 8, 2009, 8:30 a.m. – 11:30 a.m.:**

Practicing Social Media: Where And When To Use Social Media Tools To Improve Your Internal And External Communications And Awareness

- **Post-Conference Afternoon Workshop D –**

**Thursday, October 8, 2009, 1:00 p.m. – 4:00 p.m.:**

How To Incorporate Twitter And Other Microsharing Platforms Into Your Healthcare Communications Plan

## WHO WILL ATTEND:

This conference has been researched with and designed for Healthcare Directors, Managers, Senior Vice Presidents, Vice Presidents, Specialists, Officers, Leaders and Consultants of:

- Social Media
- Emerging Media
- Employee Communications
- Communications Research
- Corporate & Brand Identity
- Corporate Communications
- Electronic Communications
- Marketing
- New Media
- Public Relations
- Internal Communications
- Intranet Communications
- Change Management
- Online & Publication & Web Content
- Public Affairs
- Organizational Development

- Employee Engagement
- Interactive Media
- Human Resources
- Information Services
- Brand Development
- Business Development
- Quality Improvement
- External Relations
- Strategic Planning
- Training & Development
- Organizational Communications
- Global Communications

And all those interested in incorporating social media into their strategy toolkits.

## BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:

---

This conference is a must-attend event for all those who are committed to using social media to engage their community, improve quality of service, and build their reputation to achieve results. You will benefit from:

- **22 innovative speakers** at your disposal to share their strategies and experiences in using blogs, podcasts, wikis, Twitter, and other Web 2.0 tools in the healthcare arena
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts
- **A comprehensive overview** of social media innovations from leading healthcare practitioners like **Kaiser Permanente, Aurora Health Care, Humana, Wyeth, University of Maryland Medical Center,** and many more
- **Acquiring new knowledge** to help transform your communications and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to foster your organization's values and mission, in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion**, which documents your training achievement and commitment to continuing professional development

## A MESSAGE FROM THE CONFERENCE CHAIRPERSON:

---



Dear Communications, Marketing, PR or HR Executive:

Hello. Everything has changed.

Change is happening faster than ever and the world is getting smaller. For a communicator, this can be daunting. For a healthcare communicator, it can be doubly so. People connect and communicate in new ways across a multitude of uncontrolled channels and patients are making healthcare decisions that are based on access to information in a way that was unheard of 10 years ago. Every new innovation brings with it a new set of challenges. Traditional forms of communicating with patients, prospects and physicians are diminishing in effectiveness while social networking, social media, crowd sourcing and Web 2.0 are replacing them. But where will you start? How will you decide what's right for your business? How will you demonstrate results? These questions can haunt even the most seasoned communications professional.

### **Nothing has changed.**

Communication is still about content, credibility, and trust ... about influencing those who influence others, about understanding and leveraging context, and about managing reputation by managing relationships through dialogue and interaction.

The digital tools that are becoming more and more pervasive in our lives are no longer in their infancy, and strategically deploying them effectively into your communication mix can have a huge impact on awareness, brand favorability, and most importantly, sales.

### **Moving from what to how.**

At this conference, you will hear proven strategies and practical experience, firsthand, from leading healthcare organizations and practitioners, on how to use new social media technologies and tools to improve your communication and marketing initiatives and practices, including how the:

- **National Institute on Drug Abuse** deployed a diverse portfolio of interactive communication strategies to initiate a "conversation" with the youth population in an evolving digital landscape
- **Aurora Health Care** successfully embraced social media in an effort to engage the community, empower employees, and provide a better patient care experience
- **Ohio State University Medical Center** handled the responsibilities of HIPAA, identity theft, and privacy concerns while implementing new social media technologies

Don't be left behind - Register today [online](#) or call our conference hotline at 888-362-7400 to attend A.L.I.'s conference on "SOCIAL MEDIA for HEALTHCARE: How To Use The Latest Web 2.0 Technologies To Engage Your Community, Improve Quality Of Service, And Build Your Reputation," this October in Washington, DC, to hear from healthcare professionals who are currently utilizing social media tools. I look forward to seeing you at this information-packed event.

Sincerely,

Bill Evans, Senior Vice President, Digital Practice Group Head  
**FLEISHMAN-HILLARD**  
Conference Chairperson

**P.S. Make your investment pay off even more by bringing a team! Register 3 people and get the 4th for FREE! Call (888) 362-7400 or (773) 695-9400 for more details. [Click here for details.](#)**

### **RAVE REVIEWS FROM PAST SOCIAL MEDIA CONFERENCE ATTENDEES:**

*"It was great to hear what others are doing and to finally realize what we need to do to get started. It seems so simple now; that I wonder what was really holding us back. This conference helped us solidify our plan."*

D. King, Application Support & Web Manager  
**Atlantic Health**

*"It was a great mix of content – great to hear personal accounts of different uses of new media. The line-up of name brand companies was what brought me here and they delivered."*

B. Dziedzic, Public Relations Specialist

**Xerox**

*"Timely and topical – all the presentations provided complimentary perspectives on social media."*

M. Hudson, Senior Communications Executive

**Public Health Agency of Canada**

*"My brain is full of great ideas and useful tips. I really appreciate the extra opportunities to speak with the experts one-on-one, and am looking forward to continued online communications. "*

L. Wilson, Web Designer

**Bechtel**

*"Overall, there were very interesting presentations!"*

S. Lecour, Policy & Program Advisor

**Health Canada**

*"This conference was the most engaging I've ever attended. What an incredible group of speakers!"*

G. Groomes, Director of Field Communications

**Transamerica**

*"I loved the conference booklet – it was easy and convenient for note-taking!"*

E. Franklin, Social Work Reinvestment Initiative

**National Association of Social Workers**

*"Wonderful, diverse content. Appreciated the diversity in speakers, topics and ideas. I feel like I got a Social Media 301 course during the two days of general sessions."*

M. Bartlett, Vice President of VSC Relations & Communications

**Arise Virtual Solutions Inc.**

*"The conference provided an abundance of relevant, timely and useful information. The program was well designed to include an array of topics and expertise, with plenty of time for networking with colleagues and subject matter experts."*

S. Russ, Director of Internal Communications

**The Reader's Digest Association, Inc.**

*"I am a big fan of your conferences. This is my second one and I look forward to future offerings."*

I. Esche, Brand Manager

**AAA of Northern California**

*"Lots of really useful information, great contacts - - thanks for putting on such a good conference!"*

S. Shoemaker, Director of Employee Communications

**AT&T**

## **PRE-CONFERENCE WORKSHOPS: Monday, October 5, 2009**

Take social media from complexity to clarity through these interactive workshops guaranteed to jumpstart your conference experience. These workshops are a great opportunity to advance your learning and network with fellow attendees while taking a hands-on, common sense and practical approach to mastering social media for healthcare that will enhance your understanding of the informative, case study presentations throughout the entire conference.

## Choose A or B or BOTH for Maximum Value and Learning

9:00 a.m. to 12:00 p.m.

### **MORNING PRE-CONFERENCE WORKSHOP A**

Registration and continental breakfast will begin at 8:30 a.m. for the morning workshop attendees.

### **Social Media 101: Demystifying The World Of New Media Tools For Implementation In Your Healthcare Organization**

---

Communications are changing. From the ubiquity of the internet to the availability of information, how we interact with each other, with brands, and with corporations is at a fundamental crossroads. New technologies lead to new opportunities and navigating and succeeding in this environment can be a challenge. Relevancy, credibility and transparency are the new currency of the digital communications economy, and missteps will get you burned.

This session will focus on the current and future tools and trends in marketing and communications, clearly defining the hot topics that any new healthcare professional will face. You'll leave with a deeper understanding of the tools that are shaping the opinions and decisions that matter to your business, and ways to put them into action, including how to:

- Launch your own blog or wiki in a few simple steps
- Use Facebook, Twitter and Yammer to foster deeper levels of communication with your audiences
- Leverage these tools to spread up-to-date information

**WORKSHOP LEADER: Melissa Barnes is a senior vice president in the Fleishman-Hillard digital practice where she oversees the consumer digital team.** She specializes in developing integrated campaigns that utilize online and traditional strategies and tactics to maximize impact. Before joining Fleishman-Hillard, Ms. Barnes worked at Ruder Finn. Her past clients include Phonak, Ortho-McNeil-Janssen Pharmaceuticals, Kellogg, Foster's Wine Estates, Glacéau and many others. Ms. Barnes graduated from the University of Missouri School of Journalism.

---

12:00 p.m. to 1:30 p.m.

**Afternoon break/lunch on your own.**

---

1:30 p.m. to 4:30 p.m.

### **AFTERNOON PRE-CONFERENCE WORKSHOP B**

### **Social Media 102: Making The Most Of Existing Online Tools To Monitor Conversations And Connect With Patients**

---

Connecting with patients and healthcare practitioners in relevant ways is a two-step process. First, you must know what they're thinking and, secondly, you need to learn how and where to connect with them. In this hands-on workshop, we'll look at the tools you can use to find conversations and then learn how you can use the information you're collecting to create meaningful connections with others.

Specifically, we'll cover:

- All the different reasons to listen to online conversations
- The concept of RSS feeds and how to set up an RSS reader
- How your branding and your online presence are related
- How to use online research tools to improve your content creation and conversation responses
- The basics of blogging and how to get your facility started

Knowledge is power. By learning how to monitor online conversations, you'll have the power to connect with patients in a more meaningful way by talking to them in their language, tackling their most passionate concerns and creating content that will resonate in a deeper way.

While participants are invited to bring their laptops to get the most out of this workshop, there is ample room to learn with or without.

**WORKSHOP LEADER:** After 10 years working in marketing as a copywriter at several traditional advertising agencies, Mark Goren, New Media Strategist and Trainer at Transmission Content + Creative, turned his attention and creative thinking to the field of social network marketing, all so he can help businesses reach people on their terms. Today, Mark consults with direct clients, as well as advertising and P.R. agencies in the U.S. and Canada.

**Testimonials From Past Mark Goren Sessions:**

*"Excellent – hands on, worked us through each item. Very useful!"*

*"Speaker was able to engage."*

*"Very hands-on. Nice!"*

\*\*\*\*\* Register by August 12th To Save \$400! \*\*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400

**AGENDA - DAY 1: Tuesday, October 6, 2009**

**8:00 a.m.**

**Registration & Continental Breakfast**

---

**8:30 a.m.**



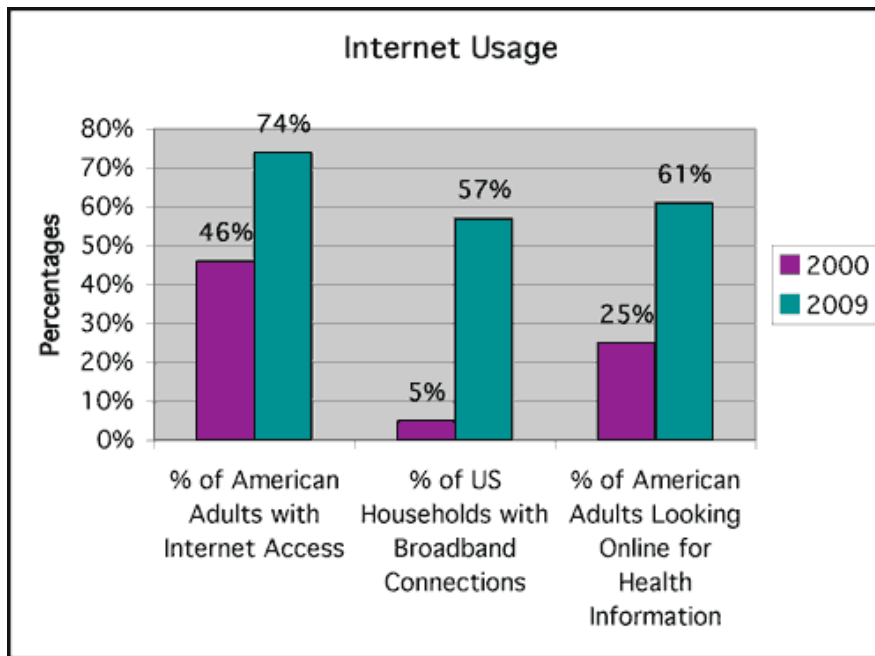
**CHAIRPERSON'S ADDRESS**

**Chairperson's Welcome, Opening Remarks & Presentation  
The State Of The Union: Healthcare And Web 2.0**

---

According to the Pew Internet Study on American Life, in 2000, overall internet usage and internet usage for seeking health information has greatly increased as seen below.





From traditional websites to social media sites, selecting the right outlet to reach your audience is critical to success. This session will give you an overview of the current consumer and physician perspective on the internet, helping you choose the medium and message that will generate a positive and lasting impact.

Bill Evans, Senior Vice President, Digital Practice Group Head  
**FLEISHMAN-HILLARD**

**9:30 a.m.**



**Speed Networking**

You'll have a chance to meet and greet fellow attendees in this fun and fast-paced forum!

**10:00 a.m.**



**Morning Refreshment & Networking Break**

**10:30 a.m.**



**CASE STUDY**

**Social Media In Action: How To Build Your Business Case For Social Media With Best Practices From U.S. Hospitals**

A surprising number of hospitals are beginning to use social media, but for most it's an unknown environment. Common concerns include: does social media offer any value to our organization, what are the risks, what are the rewards and is it worth the effort?

In this session, you will hear from an industry insider as he addresses these questions while reviewing the current social media landscape and taking a look at how hospitals are using these services in some unexpected ways.

Topics to be covered include how to use the latest social media tools for:

- Community Engagement
- Education
- Outreach Issues
- Service Recovery
- Brand Monitoring
- Crisis Communications

For all those looking for an efficient way to connect with the public, this presentation will provide real-world examples of social media in action. It will also share a framework to explain and justify investment in this new environment.

Edward Bennett, Director of Web Strategy

**UNIVERSITY OF MARYLAND MEDICAL SYSTEM**

and Founder

**HOSPITAL SOCIAL NETWORK LIST**

**11:15 a.m.**



**CASE STUDY**

### **SYSTEMHow To Use Social Media To Engage Consumers And Broaden The Meaning Of The Brand While Reducing Costs And Creating Efficiencies**

---

There are plenty of companies that have begun to dabble in various elements of social media – and some of them have been quite successful. But the truth is that no business has truly figured out how to become “The Social Business.”

Humana Inc., one of the nation’s largest publicly traded health and supplemental benefits companies, set out on their social media journey in 2008 – developing a unique vision around what they wanted to become, and an unusual mechanism for getting there. Through the introduction of a company-wide platform called “The Town Square”, Humana established a way to bring their social media activities into a common place to share ideas and plans. This new form of interaction and collaboration has provided a venue for the development of a variety of social media programs utilizing YouTube, Facebook, and blogs.

Attend this session and learn how your organization can engage employees, reduce costs and create efficiency – all while creating a variety of interactions with your consumer audience.

Greg Matthews, Director, Consumer Innovation

**HUMANA INC.**

**12:00 p.m.**

### **Lunch On Your Own -- But Not Alone!**

---

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media for healthcare concerns.

1:30 p.m.



## How To Plan And Deploy A Social Media Program To Strengthen Relationships With Your Patients, Employees And Physicians: Lessons Learned From A Social Media Pilot Program

---

Bon Secours Health System, the 10<sup>th</sup> largest Catholic health system in the United States, owns, in whole or part, 18 acute care hospitals, including 7 fully owned hospitals in Virginia, generating over \$2 billion in annual revenue.

As part of its mission to “provide good help to those in need,” Bon Secours believes in being an active part of the communities it helps care for. Starting in the summer of 2009, Bon Secours Richmond Health System is piloting the use of social media tools to develop deeper connections with its constituents – patients, employees and physicians. These new forms of communication bring needed transparency to the healthcare industry. The goals of the pilot program include: strengthening the relationship that Bon Secours has with its community through more direct communication and continuing the Bon Secours mission of service excellence well beyond the four walls of its hospitals.

In this session, you will hear the up-to-the-minute results of the Bon Secours social media pilot program. You’ll leave armed with knowledge and insight from the fresh perspective of an organization just diving into this new endeavor, including:

- The importance of social media for healthcare organizations
- An overview of the tools selected and methodology behind those choices
- Ideas for planning and deployment, including ROI and proposal strategies
- Creating a compassionate and authentic presence online

Nick Dawson, Director of Revenue Cycle

**BON SECOURS HEALTH**

2:15 p.m.



## How To Use Social Media To Prove The Value Of Your Healthcare Organization

---

Valley Medical Center (VMC) is the public hospital for Silicon Valley, serving the underserved and providing specialty services to a staggeringly large population. After 8 years of budget cuts, they faced the mandated closure of half their beds... unless the voters approved a tax increase allowing VMC to rebuild—at a cost of nearly a billion dollars.

This was early 2008, and opinion polling indicated that VMC would NOT win this vote.

In this session, you will learn how social media helped VMC prove the value of their organization to secure financial support and avoid having to shut down, including:

- How to use blogging and email blasts the RIGHT way
- An easy way to add videos to your website and messaging
- How to increase employee donations to your foundation using Web 2.0 (and even improve morale)
- How social media can help launch your multimillion dollar giving goal
- Using humor can help – even in a hospital setting

Join Silicon Valley's "Outstanding Professional Fund Raiser 2008" in a fun and useful look at how the public sees your healthcare organization today...and how they could see you tomorrow.

E. Christopher Wilder, Executive Director  
**VALLEY MEDICAL CENTER FOUNDATION**

**3:00 p.m.**



### **Afternoon Refreshment & Networking Break**

---

**3:15 p.m.**



#### **CASE STUDY**

### **Twitter MD: How To Use The Latest Micro-Blogging Tools To Create A Personal Voice Online**

---

In the ever-changing world of social media, physicians have a growing number of social networking platforms at their disposal. While blogs once represented the only means of cultivating a voice online, newer tools such as the micro-blogging application *Twitter* offer new ways to network. The use of social media among physicians and health facilities is on the rise - but how are doctors using social media and how should they be using social media?

This new online presence has created challenges never before encountered, including:

- How should a physician handle being approached by patients online?
- Do physicians have an *obligation* to maintain a presence in the social media space?
- How much should a health provider reveal?
- How should physicians use social media platforms to develop their personal/practice brand?

Through live, online demonstration and personal testimonial of one doctor's own transition to new media, this practical, engaging presentation will provide a useful introduction to the new world of physicians and patients in social media.

Bryan Vartabedian, MD FAAP, Assistant Professor of Pediatrics  
**BAYLOR COLLEGE OF MEDICINE / TEXAS CHILDREN'S HOSPITAL**

**4:00 p.m.**



#### **CASE STUDY**

### **How To Educate And Engage Your Audiences Through Interactive Marketing And Social Media**

---

There is no turning back – young people today connect with other young people through the use of social media.

To educate and engage youth effectively about the science behind drug abuse, the National Institute on Drug Abuse (NIDA) has purposefully decided to complement traditional, offline research dissemination activities with interactive online ones. NIDA launched a variety of science-based, attention-grabbing initiatives that it hoped would open up a dialogue with youth, including those of African American and Latino descent. To initiate "the conversation," NIDA deployed a diverse portfolio of innovative, interactive communication strategies. These included the use of YouTube, MySpace, Webisodes, public service announcements, tailored content, and interactive online activities.

This case study will highlight NIDA's use of new and inventive social media – such as blogging and social sharing tools – to show practitioners what digital public relations offers in the growing health 2.0 movement.

Specifically, this session will focus on NIDA's efforts in the realm of social media to reach youth and diverse groups in an evolving digital landscape. Healthcare practitioners, nonprofit organizations, professional associations, and public relations professionals will learn how to maximize the effect of their products and services within a consumer-centered and -generated virtual social milieu.

At the end of the session, you will be able to:

- Take three messages from the case study that demonstrate how to use new media technology to attract not-yet-served youth
- Outline three strategies for integrating new e-technology into your own campaigns
- Highlight three ways that your organization can enter the Web 2.0 space while maintaining and strengthening your brand (i.e., message, identity), for instance, by tracking how it is currently presented in new media and by bolstering such efforts)

Eric Davis, Director of Interactive Communications  
Jennifer Isenberg Blacker, Vice President of Health Communications  
**IQ SOLUTIONS, INC.**

**4:45 p.m.**  
**End Of Day One**

---

**5:00 p.m.**



**Networking Reception: Please Join Us!**

---

We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

**6:30 p.m.**



**Dine Around**

---

Sign up during the day for dinner with a group. Take advantage of Washington, D.C.'s fine dining while you continue to network with your colleagues.

## **AGENDA - DAY 2: Wednesday, October 7, 2009**

**8:00 a.m.**  
**Continental Breakfast & Networking**

---

**8:30 a.m.**  
**Chairperson's Opening Of Day Two**

---

Bill Evans, Senior Vice President, Digital Practice Group Head

**FLEISHMAN-HILLARD**

8:40 a.m.



## **How To Rise Above The Noise And Engage Employees: Implementing Web 2.0 Strategies To Enhance Organizational Communication**

---

Kaiser Permanente, founded in 1945, is the largest not-for-profit, integrated healthcare organization in the U.S., with 8.6 million members, 14,000 physicians and 160,000 employees in multiple regions across the country, and the largest active electronic medical record system on the planet (over 3 million active registrants).

Issues such as being in a highly regulated industry, having a long-standing orientation towards traditional marketing, and managing teams that are spread out in various geographic locations can present real challenges for marketers who want to explore the world of social media.

Attend this insightful presentation and hear how Kaiser Permanente has embraced the next generation of employee communication and innovation using 21<sup>st</sup> Century tools and channels. You will leave this session with new information and an understanding of:

- Innovative ways you can further the mission, brand and goals of your organization by implementing Web 2.0 strategies coupled with old-fashioned storytelling, cutting-edge media tools and strategic thinking
- The inherent risks of adoption and implementation of strategies that are being taken as a department and as an organization
- Best practices for engaging your internal audiences – creating choice in message delivery, two-way communication and making information viral

Nancy Buono Cartwright, Vice President, Communications

**KAISER PERMANENTE**

9:25 a.m.



## **Integrating Social Media Into Your Communications Programs To Better Serve Your Key Audiences**

---

Aurora Health Care is a nationally recognized integrated healthcare system located in the Midwest. In an effort to find better ways to serve its core internal and external stakeholder audiences, Aurora chose to develop and implement an integrated social media strategy.

Hear an exciting story about how Aurora successfully embraced social media in an effort to engage the community, empower employees and provide a better patient care experience. This included using Twitter to broadcast a live knee replacement surgery (which achieved national recognition), integrating social media into multiple communications programs, and establishing a presence on multiple social networks.

This case study will provide you with practical strategies to apply to your own organization, including how to:

- Align your social media efforts to support growth initiatives and deliver key metrics that demonstrate value to customers and the organization
- Identify opportunities to leverage social media to serve key audiences

- Engage senior leadership and leverage social media to empower employees

Jamey Shiels, Director of Social Media and Digital Communications

**AURORA HEALTH CARE**

10:10 a.m.



### **Morning Refreshment & Networking Break**

---

10:30 a.m.



### **CASE STUDY**

### **Integrating Social Media In The Novel H1N1 Pandemic Response To Expand Reach, Engage Users, And Present Information In New And Meaningful Ways**

---

The CDC uses social media to provide health information when, where and how users want it and to engage citizens in personal behavior change. Specifically, CDC has implemented social media tools to:

- Increase the dissemination and potential impact of CDC's science
- Leverage unique characteristics of emerging channels
- Reach diverse audiences, tailor and personalize health messages
- Facilitate interactive communication and community
- Empower people to make healthier and safer decisions

During the novel H1N1 (also known as Swine Flu) response, the CDC social media team worked within the emergency communications structure to develop a number of innovative and effective customer-centered and science-based products to expand the reach of their health messages, engage the public and partners with interactive tools, and present content in new formats and in new places. Specifically, CDC utilized widgets, mobile and other phone technologies, graphical buttons, online video, podcasts, eCards, RSS feeds, microblogs (i.e. Twitter), image sharing, social networking, email and booking marking and sharing tools.

In this session, you will learn social media tactics you can use in your own organization, including:

- Strategies for integrating social media into your traditional media efforts
- Methods for encouraging viral spread of your messages
- Creative ways to repurpose information in social media spaces

Janice Nall, Director, Division of eHealth Marketing (DeHM)

National Center for Health Marketing (NCHM)

**CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)**

11:15 a.m.



### **CASE STUDY**

### **Using Social Media And SharePoint To Drive Employee Engagement And Productivity**

---

Attend this session as Wyeth, a global leader in prescription pharmaceuticals, non-prescription consumer health care products, and pharmaceuticals for animal health, shares the insights and lessons they have

garnered from their experience with SharePoint - an integrated suite of tools for communication, collaboration, document, content management and social media.

You will leave this session with new understanding and tips on:

- Utilizing social media to support internal communication and drive collaboration
- Integrating social media into your intranet – using SharePoint 2007 - to drive employee engagement and increase productivity
- Handling governance, staffing, resources and the business case to keep it all going

Wendy Kouba, Vice President

**WYETH**

Michael Rudnick, Global Practice Leader

**WATSON WYATT WORLDWIDE**

**12:00 p.m.**

### **Lunch On Your Own -- But Not Alone!**

---

Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to connect with others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media for healthcare concerns.

**1:30 p.m.**



### **INTERACTIVE SESSION**

#### **Group Exercise:**

---

You asked for it, you got it! Interact and discuss how to implement the latest technology tools to assist you in meeting your social media for healthcare challenges with your fellow attendees and our experienced speakers. You will leave with new tools and ideas for more successfully applying best practices to your own Web 2.0 healthcare initiatives.

**2:15 p.m.**



### **CASE STUDY**

#### **How To Handle The Responsibilities Of HIPAA, Identity Theft, And Privacy Concerns While Introducing New Social Media Technologies**

---

Healthcare organizations are consistently faced with the challenges of HIPAA, identity theft, and privacy concerns. So it's no surprise that the introduction of social media tools into an already guarded industry can heighten these challenges.

The first step in any successful social media program is establishing and communicating guidelines. But, who do you involve, how do you communicate the guidelines and most importantly, how do you do all this without smothering the open, transparent conversation that social media ultimately creates?

At the Ohio State University Medical Center, this is being accomplished through the “golden rule of social media participation” - engaging in the use of social media to build conversation as a means to connect with customers in a manner that is consistent with the expectations of any other form of communication. It comes down to conducting yourself in the social media arena the same way you would conduct yourself as if you were at work.



Attend this session to learn from an experienced healthcare system how to handle the responsibilities of HIPAA, identity theft, and privacy concerns when adding social media into your communications plan.

Specifically, you will learn how to:

- Leverage social media as a culture – it's not just a communications program
- Work with HR, legal and privacy officers to develop aspirational social media guidelines and put them into action before you need to rely on them for corrective action
- Encourage the use of social media throughout the organization by teaching the responsibility and opportunity at the same time
- Educate the c-suite on the value of social media – and get them involved

Ryan Squire, Social Media Program Director, Communications & Marketing

**OHIO STATE UNIVERSITY MEDICAL CENTER**

**3:00 p.m.**



**Afternoon Refreshment & Networking Break**

---

**3:15 p.m.**



**CASE STUDY**

**How To Make Social Media A Benefit For Healthcare Providers By Creating Dialogue And Engaging Communities**

---

Healthcare providers face numerous challenges in engaging their community, particularly online. Brooks Health – a national leader in inpatient, outpatient, and home health rehabilitation located in Jacksonville, Florida – jumped into the social media arena with Twitter, Facebook, and YouTube channels. What started as a simple strategy to generate more traffic has turned into a meaningful mechanism to create dialogue in their community.

This session will focus on lessons learned and best practices for how hospitals, physicians, and healthcare systems can leverage the power of social media tools and avoid common institutional resistance to entering these channels.

Specifically, this session will teach you:

- The benefits of social media for healthcare providers
- How to educate C-levels on the essentials of social media and how to assure them it isn't "a waste of time"
- How to report on successes (and failures) of social media initiatives
- What works and what doesn't for healthcare providers

Jennifer Gornto, MPH, Manager, Strategic Marketing

**BROOKS HEALTH SYSTEM**

Paul Griffiths, CEO

**MEDTOUCH**

4:00 p.m.



### Developing Sustainable Relationships:

#### How Social Media Tools Can Effectively Attract New Clients And Retain Existing Ones

---

The Cooperative of American Physicians (CAP) provides products and services to nearly 10,000 physicians practicing in California. Recognized as one of the most successful physician-owned companies of its type in the United States, CAP works to help its members meet the business challenges of running a medical practice.

Physicians are high Internet users and frequently visit physician-oriented websites and social networks. They are also heavy search engine users, with 76% of physicians using search engines to find medical information online. Looking to capitalize on these trends, CAP partnered with interactive agency Sensis to develop an online campaign designed to recruit new members (lead generation program), establish CAP as an industry leader in digital communications and utilize the Internet to develop long, successful relationships with current and potential members.

In this session, you will learn:

- How CAP successfully partnered paid media and social media marketing into a successful digital campaign
- How to utilize social networks for industry-specific outreach
- The benefits of using social media for the recruitment and retention of clients

Mary Crystal, Director of Corporate Communications

**COOPERATIVE OF AMERICAN PHYSICIANS INC.**

Jose Villa, CEO

**SENSIS**

4:45 p.m.

### Chairperson's Recap:

#### Key Takeaways And What To Do When You Get Back To The Office

---

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

5:00 p.m.

### Close Of General Sessions

---

\*\*\*\*\* Register by August 12th To Save \$400! \*\*\*\*\*  
To Register, Call (888) 362-7400 -or- (773) 695-9400

## POST-CONFERENCE WORKSHOPS: Thursday, October 8, 2009

### INTERACTIVE WORKSHOPS

These workshops are designed to take your conference experience to the next level. Post-conference workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this conference by attending these highly interactive, practical and hands-on sessions. Space is limited to ensure interactivity!

## Chose C or D or BOTH for maximum value and learning

8:30 a.m. to 11:30 a.m.

### MORNING POST-CONFERENCE WORKSHOP C

Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

#### Practicing Social Media: Where And When To Use Social Media Tools To Improve Your Internal And External Communications And Awareness

---

At this conference, you will have heard many high-level presentations on the use of social media within healthcare organizations. Understanding how specific social media practices and tools are best matched to organizational product, service and market requirements, however, can be quite challenging.

This workshop will provide a situational working model that shows where and when to use (or avoid the use of) specific social media tools for different internal or external communication objectives.

In effect, the workshop is a class designed to introduce you to working with various social media tools, with emphasis on creating and using social media programs effectively once back home in your organization.

Specifically, you will learn:

- When a blog makes sense and key steps to take if you decide to create your own blog
- How podcasting works and when to use live streaming podcasts vs. recorded/edited podcasts
- Why wikis are gaining traction as a new way to manage internal projects as well as external social media events
- When and how to incorporate Twitter, Facebook and YouTube into your communication strategies
- How Really Simple Syndication (RSS) works and is integrated with other social media tools

**WORKSHOP LEADER: Tom Stitt, Co-Founder/Managing Director of Aperial, has led interactive media projects around the globe for the last 10 years, including interactive television projects at leading healthcare systems like Carolinas Medical, Trinity Healthcare, Walter Reed and St. Joseph of Orange.**

Aperial is the developer of BlokCast and PatientCast, web-based social publishing services for healthcare organizations and patients. Aperial also provides social media support services to the Healthcare Communications and Social Media, the leading healthcare communications conversation community on Twitter with over 1,000 followers (#hcsfm) where Tom also acts as a moderator.

---

11:30 a.m. to 1:00 p.m.

Afternoon break/lunch on your own.

---

1:00 p.m. to 4:00 p.m.

### AFTERNOON POST-CONFERENCE WORKSHOP D

#### How To Incorporate Twitter And Other Microsharing Platforms Into Your Healthcare Communications Plan

---

This workshop will prepare you with a hands-on understanding of the role of Twitter and other real-time social technologies and communities. The healthcare industry faces social media challenges that don't factor into other industries. Twitter and other microsharing platforms will play increasingly important roles in the total social media landscape. As a result, understanding the opportunities and challenges of Twitter is an essential part of comprehensive social media strategies.

In this interactive and hands-on session, you will participate in a discussion on:

- Introduction/background to Twitter
- What Twitter is and what it isn't
- Twitter 101 – an overview of the basics
- Twitter's Application Programming Interface (API) and why you need to understand its importance
- Tools of the trade (desktop clients, web-based clients, other applications)
- How to monitor conversations (brand & reputation management)
- Practical tips (etiquette, content, sharing, interacting, etc.)
- Considerations for the Health Insurance Portability and Accountability Act (HIPAA) Privacy Rule
- Privacy and dignity matters on Twitter
- Specific uses (examples from marketing, internal use, patient support, etc.)
- Patient/consumer perspective: Why do patients tweet? What do they want?
- Live demo, hands-on training
- Do's & don'ts

As Twitter & other real-time media become increasingly popular modes of communication, it's important for individuals and organizations to master these tools if they wish to have a voice online, improve the efficiency of their external and internal communications and respond effectively and safely to challenges of an exponentially changing business landscape. This session will provide you with an understanding of these media and offer strategies and specific tips on how to use these communities remarkably.

You won't want to miss this insightful and informative session on the social media tool that everyone's talking about!

**WORKSHOP LEADER: Phil Baumann is CEO, CareVocate, LLC, a web presence consultancy providing strategic guidance to individuals and organizations.** He is a second-career registered nurse who has specialized in critical care. He started his career as an accountant and has worked in enterprises in financial reporting, treasury management and systems implementation. Therefore, he offers a unique perspective that blends his enterprise background with his clinical experience to help provide leadership in the use of social software and communities.

## **VENUE AND LODGING:**

### **ALL CONFERENCE SESSIONS WILL BE HELD AT THE:**

#### **The Westin Arlington Gateway**

801 North Glebe Road

Arlington, VA 22203

703-717-6200

<http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=1513>

**For the conference, a limited number of rooms have been set aside at a reduced conference rate of \$219/night. Please contact the hotel directly when making your reservation. Be sure to make your reservation with the hotel no later than September 4, 2009 to help ensure this rate and mention that you are attending the "A.L.I. Conference October 2009. Reservations can be made by calling 703-717-6200 or online <<http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0907071578&key=E1E82>>. We recommend that reservations be made early as space is limited.**

One of the newest hotels in the Washington D.C. area, The Westin Arlington Gateway enjoys prime access to its surrounding area. In the active Ballston area of Arlington, and just a short walk from the Ballston Metro Station, guests have the option of exploring Arlington, Virginia or venturing into the nation's capital.



Photo courtesy of WCTC

Join us in Washington, D.C. for A.L.I.'s Social Media for Healthcare Conference: "How To Use The Latest Web 2.0 Technologies To Engage Your Community, Improve Quality Of Service, And Build Your Reputation," and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Washington, DC, go to [www.washington.org](http://www.washington.org).

## REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

<b>Group Discount: Register 3 colleagues and the 4<sup>th</sup> is FREE!</b>	<b>Earlybird Pricing: Register with payment by August 12<sup>th</sup></b>	<b>Regular Pricing: Register with payment after August 12<sup>th</sup></b>
Conference Only (October 6 <sup>th</sup> & 7 <sup>th</sup> )	\$1,299	\$1,699
Conference Plus <b>One</b> Workshop	\$1,699	\$2,099
Conference Plus <b>Two</b> Workshops	\$1,999	\$2,399
Conference Plus <b>Three</b> Workshops	\$2,199	\$2,599
Conference Plus <b>Four</b> Workshops – <b>All Access Pass!</b>	<b>\$2,299 BEST VALUE!</b>	\$2,699
Conference Workbook Only	\$199.00* + \$20.00 S&H	
*IL residents will be charged 9.75% sales tax on workbook orders.		

**Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold, training form or purchase order will be taken to ensure your space.**

## SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted healthcare communications and marketing audience. Space is limited, so please call Amy at (773) 695-9400 x20, for more information.

## GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,299! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

## A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn conference attendance bonuses as you benchmark with other organizations. For every A.L.I. conference attended, receive a **\$200 discount** off your next A.L.I. conference. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

## PROGRAM CHANGES:

---

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

## CANCELLATION POLICY:

---

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before September 21<sup>st</sup>), a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after September 21<sup>st</sup>) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

## ABOUT THE ADVANCED LEARNING INSTITUTE:

---

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

**Healthcare · Brand Management · Communications · Marketing**  
**Human Resources · Performance Measurement · Strategic Planning · Technology**  
**Government · Biometrics · e-Commerce**

## ABOUT OUR SUPPORTERS:

---



As public relations and communications specialists continue to be recognized as a growing force within health care systems and organizations across Canada, the **Health Care Public Relations Association (HCPRA)** strives to meet the professional needs of those who work in this field. With 375 members across the country – they are a growing force. HCPRA is about bringing health care communicators together to learn, share and grow.

For more information, please go to <https://www.hcptra.org/>.



**Social Media Club** is a community for people who are personally passionate or professionally inclined towards an interest in blogs, wikis, tagging, podcasts, consumer generated content, online video and the social networks that connect global neighborhoods. The Club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other. Social Media Club's primary mission is to promote media literacy, promote standard technologies, encourage ethical behavior and share best practices across the community.

The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers,

developers, entrepreneurs and a diverse array of everyday people. We are active in over 15 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter.

Visit <http://www.socialmediacub.org> for more information.



With more than 5.5 million monthly page views, **Mashable** is the world's largest blog focused on social networks and Web 2.0 news. Mashable's readers include the most tech-savvy early adopters, venture capitalists, entrepreneurs, influencers, Web 2.0 aficionados and technology journalists.

For more information, please go to: <http://mashable.com/>



**The Web Marketing Association (WMA)** was founded in 1997 to help set a high standard for Internet marketing and web development. Staffed by volunteers, this organization is made up of marketing, advertising, public relations and web design professionals from around the world who share a passion for improving the quality of advertising, marketing and web site development on the Internet today and in the future.

The primary tool used to raise the standard of excellence in the Internet is through professional competitions. [The WebAward Competition](#) is the premier showcase for Web site development in more than 96 industry categories.

For news and award updates, go to the Web Marketing Association blog at [www.webaward.org/blog](http://www.webaward.org/blog) or sign up for their [RSS feed](#).



More than a professional association, the **Council of Communication Management (CCM)** is a true community of senior-level colleagues, built on a foundation of shared trust and mutual respect. They are a highly interactive, collegial group and are passionate about helping each other and their organizations succeed. Many members have formed lifelong connections that transcend their everyday work lives. For more information, please go to: [www.ccmconnection.com](http://www.ccmconnection.com).



**George Washington University's Center for Excellence in Public Leadership** is the result of an innovative public-private partnership established in 1997. The Center's mission is to develop public leaders who make a positive difference in their organizations and the lives of the people they serve, by providing leadership and management development experiences which inspire public leaders and are grounded in research and practical knowledge; creating collaborative networks among public leaders to share resources, knowledge, and experience. We accomplish our mission by working in three core areas: high-quality executive education in leadership and public management, research on state-of-the-art public management policies and practices, and expert management advice.

The Center brings more than 20 years experience to its work with federal managers. It provides both standardized training that prepares persons for the Senior Executive Service, and customized training to address specific training needs for a variety of managerial and supervisory levels. Open enrollment programs are currently offered in the areas of Senior Executive Development aimed at those interested in the Senior Executive Service, Executive Communication, Advanced Leadership, and Negotiation skills.

For more information, please go to <http://www.leadership-programs.org/>.

## **WE GUARANTEE RESULTS:**

---

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

### **A Few Of Our Past Attendees Include Representatives From These Leading Organizations:**

- Centers for Disease Control & Prevention
- Northwestern Memorial Hospital
- American Cancer Society
- AT&T
- Nationwide Insurance
- Prudential
- National Institutes of Health
- Allstate Insurance
- Gentiva Health Services
- National Cancer Institute
- American Heart Association
- Genentech
- American Express
- U.S. Department of Health & Human Services
- Johnson & Johnson Vision Care
- IBM Corporation
- JPS Health Network
- American Diabetes Association
- Sharp Healthcare
- Wyeth
- REM Medical Corp.
- Mayo Clinic
- Healthcare District of Palm Beach County, Florida
- Kaiser Permanente
- Lockheed Martin
- Microsoft
- Massachusetts Department of Mental Health
- Target Corporation
- LifeCare Hospitals
- Pharmacia Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service
- Global Healthy Living Foundation
- AstraZeneca Pharmaceuticals
- Ohio State University Medical Center
- University of Michigan Health Systems
- Cisco Systems, Inc.
- Southwest Airlines
- Whirlpool Corporation
- The University of Texas M.D. Anderson Cancer Center
- Antelope Valley Hospital
- Starbucks

**Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!**

Event #1009A1 ©2009 A.L.I., Inc. All rights reserved.






# SOCIAL MEDIA for Healthcare

*How To Use The Latest Web 2.0 Technologies  
To Engage Your Community, Improve Quality Of Service,  
And Build Your Reputation*

**October 5-8, 2009 • Washington, DC**

## Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the October 2009 Social Media for Healthcare Conference in Washington, DC

**Please check:**      E-mail Priority Code: \_\_\_\_\_ Amount Due: \_\_\_\_\_

Conference Only

Conference Plus Workshop(s):

- Pre-Conference Workshop A: Social Media 101: Demystifying The World Of New Media Tools For Implementation In Your Healthcare Organization
- Pre-Conference Workshop B: Social Media 102: Making The Most Of Existing Online Tools To Monitor Conversations And Connect With Patients
- Post-Conference Workshop C: Practicing Social Media: Where And When To Use Social Media Tools To Improve Your Internal And External Communications And Awareness
- Post-Conference Workshop D: How To Incorporate Twitter And Other Microsharing Platforms Into Your Healthcare Communications Plan

I would like to order a conference workbook only

Please add me to your mailing list to receive future conference notifications

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

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

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

Registrant's E-mail: \_\_\_\_\_

Approving Manager: \_\_\_\_\_

Approving Manager's E-mail: \_\_\_\_\_

Payment by:  Visa/IMPAC    MasterCard    Amex    Diner's Club    Discover  
 Check/Training Form (payable to Advanced Learning Institute, Inc.)

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Extra 3-4 digits on front/back of card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Signature/Name on credit card: \_\_\_\_\_

Event #1009A1 • ©2009 A.L.I., Inc. All rights reserved.

**REGISTER TODAY!**  
[www.aliconferences.com](http://www.aliconferences.com)  
 Call TOLL FREE: (888) 362-7400 • Phone: (773) 695-9400 • Fax: (773) 695-9403  
 Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL 60631

**\*\*\*\*\* Register by August 12th To Save \$400! \*\*\*\*\***  
 To Register, Call (888) 362-7400 -or- (773) 695-9400