

The Newsletter of the Healthcare Planning & Marketing Society of New Jersey.

## President's Message



**HPMSNJ**, an allied organization of the New Jersey Hospital Association (NJHA) and an affiliated state chapter of the Society for Healthcare Strategy and Market Development (SHSMD) is in its 27th year of service, commitment and solvency! Our organization serves over 90 members from a variety of fields, including planning, marketing, business development, consulting, legislative affairs, and development. In 2004, we welcomed over 20 new members from the inactive New Jersey Healthcare Public Relations and Marketing Association, enlarging our organization's scope and diverse membership. HPMSNJ's mission is to provide to its members:

- \* A forum for the advancement of the healthcare professions of planning, marketing, public relations and legislative affairs;
- \* A forum for professional education;
- \* A medium for the exchange of ideas and dissemination of information; and
- \* Input into healthcare policy decisions on a statewide level.

I invite you to take advantage of the various opportunities the Society offers:

- \* Educational programs from leading experts on a range of healthcare topics at two major educational seminars and several smaller forums for exchange which we call "meet and greet" sessions;
- \* Quarterly newsletters including Society and industry news;
- \* Corporate sponsorship for our Society with its many benefits;

- \* Attendance on a rotational basis to the quarterly meetings with members of the NJ Department of Health and Senior Services, NJHA, Hospital Alliance of NJ and NJ Council on Teaching Hospitals; access to the minutes from these quarterly meetings (a members-only benefit)
- \* A membership directory (a members-only benefit);
- \* An exclusive job posting section (a members-only benefit); and
- \* Free attendance to our December Annual Meeting (which is ALWAYS well attended and a great networking opportunity).

If you are not yet a Society member, please visit our website at [www.hpmsnj.org](http://www.hpmsnj.org) and click on the "Register" link under the "Membership" link to learn more about becoming a member. Under the "About Us" link, take a glance at our Who's Who in 2006 to learn more about our Board and Officers. As an additional resource for members, we are in the process of designing a website to contain the most commonly used links collected from our members and look forward to posting soon.

Our website has been designed by our members, for our members. Any questions you may have or suggestions for making this website and Society membership even more valuable, please contact me at [rrcarniol1@aol.com](mailto:rrcarniol1@aol.com). Any job opportunities to be posted, please contact our Vice President, **Elizabeth Kanabe** at [ekanabe@saintclares.org](mailto:ekanabe@saintclares.org). I encourage you to visit our Website often, and to take advantage of our benefits and programs. Our goal is to exceed your expectations of the value you receive from your HPMSNJ membership.

Renie Carniol  
2006 HPMSNJ President

## Spotlight On Sponsors

We are grateful to our sponsors for their continued support of our organization.

Thanks!

### Gold Sponsors

**Coffey Communications**  
**Solucient**

### Sliver Sponsors

**Dowden Health Media**  
**Health Strategies and Solutions**  
**Innovative Health Solution**  
**New Solutions**

### Bronze Sponsors

**R&J Health**

## **SAVE THE DATE!**

**SHSMD's 2006 Annual Educational Conference and Exhibits...**

September 6-9  
J. W. Marriott Desert Ridge Resort and Spa  
5350 East Marriott Drive  
Phoenix, AZ

For information, please go to:

## Staying Ahead of Regulatory Issues!

As part of our efforts to keep members updated on state-wide, healthcare legislative issues, members of HPMSNJ are invited to attend quarterly meetings held in conjunction with the New Jersey Department of Health & Senior Services (NJDHSS). **The next meeting will be held on Wednesday, March 15 at 2:00 pm at the NJDHSS office on Scotch Road in Ewing, NJ.**

Participation in this session will include representatives from:

- NJDHSS
- HPMSNJ
- New Jersey Hospital Association
- New Jersey Council of Teaching Hospitals
- Alliance of New Jersey

Topics May Include:

- Standards
- Licensure issues
- Certificate of Need application updates
- Designations
- Hospital applications
- Inspections, enforcement, etc

Seating is **limited**; Please contact Rob Baron 732.294.7038 if you are interested in attending. Participation will be on a first come, first serve basis.

Even if you don't plan to attend, please send any questions or issues you would like to be discussed at the meeting to Rob Baron - [rbaron@centrastate.com](mailto:rbaron@centrastate.com) ASAP for inclusion in the agenda for this meeting.

## Healthcare Happenings!

### Competing on Excellence: *Leadership, Service and Quality*

Co-sponsored by the New Jersey Hospital Association and Healthcare Planning and Marketing Society of New Jersey

**Date:** March 17, 2006

**Where:** New Jersey Hospital Association

760 Alexander Road, Princeton, NJ

#### PROGRAM OBJECTIVES

In this time of change and turmoil for healthcare planning and delivery, the leadership challenge that faces anyone in the provider field is simply stated yet daunting: Doing the right things with finite resources satisfying potentially infinite demand for quality and service. Combine that paradox with the daily agenda of surviving payer cuts to reimbursement; managed care's delay and deny tactics; growing demands from the uninsured; staff shortages; protecting hospitals' tax-exempt status; ensuring profitability and efficiency while maintaining and improving quality and one thing is clear. Leadership is a

conference will bring together three pre-eminent national leaders in hospital management and healthcare planning to take participants through discourse and dialogue on how to lead daily and long term success in planning for service excellence in a highly competitive marketplace.

American Hospital Association Immediate Past Chairman **George Lynn** will be joined by past-AHA chairman **Larry Mathis** and strategic planning guru **Alan Zuckerman** to guide you through a worthwhile think and respond morning that will better inform and prepare you to meet the leadership challenge.

To review the full brochure, go to;

<http://www.njha.com/hret/edupdf/222006110342AM.pdf>

Visit us at...

[www.hpmsnj.org](http://www.hpmsnj.org)



## Trends In Brief

Solucient recently released a white paper report entitled the **Health of our Nation's Hospitals**. Examining trends from 1997 through 2004, Solucient found a 20 percent decline in operating margins from 2003 to 2004. In the Northeast region, operating margin averaged 2.86 percent, while national margin was 4.04 percent. Most industry analysts recommend a minimum operating margin of 4.5 percent and suggest 5.5 percent as a goal.

If you would like a copy of the report, please visit <http://www.solucient.com/forms/honh.asp>.

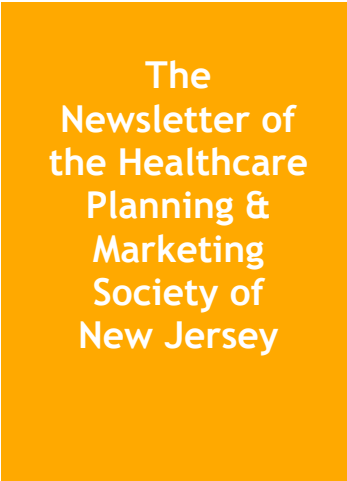
## Watch Your Brand

R&J Health's January 06 newsletter offers some practical solutions about guarding your brand.

Since your brand - the very essence of what you offer your customers - has to be consistent to be effective, Below are some helpful hints to help you get there.

For collateral across your organization:

1. Create "on-brand" templates
2. Everyone in the organization must exude your brand
3. Be sure of consistency of look and feel of collateral



### About HPMSNJ

The Healthcare Planning & Marketing Society of New Jersey (HPMSNJ) is an allied organization of the New Jersey Hospital Association and an Affiliated State Chapter of the Society for Healthcare Strategy and Market Development of the American Hospital Association. HPMSNJ's mission is to advance the development of effective strategic & business planning and marketing in healthcare institutions.

planning, consulting, public affairs, physician relations, marketing, as well as individuals in the clinical areas.

Our sponsorship program enables HPMSNJ to underwrite educational events, and other organizational activities in pursuit of our mission. For the coming year, we have developed a comprehensive corporate sponsorship program to provide maximum benefit and recognition throughout the year.

### We're on the Web!

See us at:

[www.hpmsnj.org](http://www.hpmsnj.org)

We accomplish this by offering our members informative educational sessions, networking opportunities, input into statewide healthcare policy decisions and an informative website ([www.HPMSNJ.org](http://www.HPMSNJ.org)). Our quarterly newsletters provide Society and healthcare industry news and recognition of our most valued sponsors. Our Society is comprised of individuals representing the fields of healthcare