



Dear Colleagues,

It is a privilege to address you as the new President of the Healthcare Planning and Marketing Society of New Jersey (HPMSNJ)! I think HPMSNJ is truly different than any other health care professional society I have been a part of during my career:

Who we are...

HPMSNJ represents a broad constituency of health care professionals with different backgrounds and from an array of organizations across the state of New Jersey and surrounding states

- We are hospitals and health systems; consulting firms and public relations agencies
- We are marketing and communication professionals; strategic planners and business developers; government and public affairs experts
- We are presidents and vice presidents; directors and managers; consultants and analysts

HPMSNJ is welcoming and offers a comfortable yet professional atmosphere

- We enjoy getting together at networking events in a relaxed environment
- We value learning from each other at educational events throughout the year

HPMSNJ is engaged in affecting health care policy both at the state and national level

- We participate locally in regular meetings at the New Jersey Department of Health and Senior Services and the New Jersey Hospital Association
- We represent HPMSNJ at a national level each year at the American Hospital Association's Society for Hospital Strategy and Marketing Development's (SHSMD) annual meeting

HPMSNJ has a personal touch

- We encourage people to get involved and help in any way they can, no matter how small or large a contribution, from members to board members, committee chairs, and sponsors
- We work together to make our Society the success that it is today, with many people chipping in throughout the year

HPMSNJ is set to have another innovative menu of educational and networking programs this year

- We will be offering a series of webinars this year free of cost to our members (so you can continue your education in the comfort of your home or office!) in addition to our regular spring and fall education events
- We will have three Meet and Greet networking opportunities at locations throughout the state (north, central, and south)
- We plan to conduct a member survey this year and update our Society's strategic plan
- We will hold our annual meeting in December, which is free of cost to HPMSNJ members

I invite you to check our website often for important announcements and look for e-mails from me throughout the year! **Our membership runs on a calendar year, so be sure to renew your membership with us as early as possible in 2010 to ensure that you receive all of the benefits of HPMSNJ!** With the members of the board and our society's officers, I look forward to welcoming old friends and new members alike to all of our upcoming educational and networking events in 2010.

I thank you for the opportunity to serve as HPMSNJ president.

Anna R. Steelman, FACHE
2010 HPMSNJ President

**Join the HPMSNJ LinkedIn group
to stay current on Society activities!**

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It's Membership Renewal Time!

HPMSNJ memberships run on a calendar year, and all memberships expire on 12/31 of each year. If you are interested in joining the society as a 2010 member, please visit www.hpmsnj.org/register.aspx to download a membership form. We now accept payments by cash (in-person only), check, credit card, and PayPal!

The Healthcare Planning and Marketing Society offers the following to its members:

✓ Annual Holiday and Networking Event

Each December is the HPMSNJ annual meeting. The meeting is a half day event that includes breakfast, installation of the following year's officers, committee updates, lunch and a wonderful speaker to motivate and inspire you! The event is free to members and allows you to bring a guest at a reasonable rate.

✓ Educational Programs

HPMSNJ offers at least two formal educational programs throughout the year. Topics cover industry trends, planning, marketing, community relations, finance, building and other topics in healthcare. They feature nationally known speakers as well as those who have an impact on New Jersey's healthcare industry. The price is discounted for society members.

✓ Job Postings

Members have access to job postings in the members-only section of the site.

✓ External Affairs Meetings and Minutes

Members are provided the opportunity to attend the quarterly external affairs meetings between the society, Department of Health and NJHA. All members, even those that are unable to attend, are encouraged to submit discussion topics or questions. Minutes from the meetings are then distributed to members and posted on the web site.

✓ Member List

Members have access to the membership list with contact information at the members-only section of the site. Please note this is only for use to contact other members, not for use as a distribution list.

✓ Newsletter

HPMSNJ puts out a quarterly newsletter containing information on the society, upcoming events, member news and other happenings throughout the state.

✓ Distribution List

Information is also sent out through the HPMSNJ distribution list. This includes announcements for upcoming programs, new information available on the site, and other healthcare happenings and news that might be of interest to our members.

*“A vision without a task is merely a dream;
A task without a vision is drudgery;
But a vision with a task is the hope of the world.”*

Author Unknown

2009 Award Winners

Percy Award Winners

Best Marketing Program - University Hospital	Hoboken University Hospital ER Campaign
Best PR/Media Placement - University Hospital	Cooper University Hospital Pavilion Opening
Best Marketing Program - Hospital > 200 Beds	The Valley Hospital Image Branding Campaign
Best PR/Media Placement – Hospital > 200 Beds	AtlantiCare Cancer Care Institute Program for increasing awareness, preference and volume through media coverage
Best Planning Program - Hospital > 200 Beds	Capital Health – Fuld Campus Strategic Planning Process for NJDHSS Comprehensive Stroke Center Designation
Best Marketing Program – Hospital < 200 Beds	Deborah Heart and Lung Center and Dowden Custom Media PULSE! Magazine
Best PR/Media Placement – Hospital < 200 Beds	Miles for Matheny TV Coverage – CBS 2 News – Eye on New York
Best Marketing Program – Non-Hospital	Paramus Surgical Center Community Marketing

Society Recognition Award Winners

Patricia Haines, AtlantiCare

For her help with leading the coordination of two successful full-day education sessions for the society this year. The two programs “Physician Partnerships: Strategies for Success in Today’s Times” and “Reinventing Customer Service in Healthcare: Lessons Learned From the Best” brought in attendance of over 100 and included society sponsors, industry leaders and a partnership with the Healthcare Leadership Network of the Delaware Valley!

Rich Sutton, Southern Ocean County Hospital

Fr his many years of help on multiple committees, the board and executive board for the society. Rich has been a long time member of the society and always takes on multiple responsibilities. As Rich retires from the HPMSNJ board after many years we recognize all that he has done to elevate the society to a higher level of professionalism and service.

Special Achievement Award

Cooper Medical School at Rowan University

For the formation of a new, four-year allopathic medical school in Camden, NJ. The first in southern New Jersey, the Cooper Medical School of Rowan University will bring tremendous healthcare, academic, and economic benefits to the region. Accepting the award were Dr. Donald Farish, President of Rowan University, and Dr. Annette Reboli, Acting Dean of the Cooper Medical School.

Upcoming **EVENTS**

[New Jersey.] ATLAS OF THE WORLD.

March 17, 2010 @ 2:00 PM
(Tentative)

DHSS & NJHA Meeting *(Open to members only)*

Located at the NJDHSS - HFEL Office
of Certificate of Need and
Healthcare Facility Licensure

Central New Jersey Meet & Greet March 3, 2010 @ 9:30 AM **Excerpts from My Medical Mission in Haiti**

*Capital Health Hamilton, 1445 Whitehorse-
Mercerville Road, Hamilton, NJ 08619*

Meet the HPMSNJ Board and network with other
members

Listen as HPMSNJ member Lee Crouch shares her
experience on a recent medical mission trip to Haiti



April, 2010 *(Date & Time, TBD)*
All Day Education Event followed by
minor league baseball game

Strategies for Successful Service Lines: The Impact of Advanced Imaging Technologies on Planning and Marketing

Trenton Thunder Waterfront Park Conference Center

Northern New Jersey Meet & Greet *(May, Date TBD)* **Public Relations Topic** *(North Jersey, Location TBD)*



September 15, 2010 @ 2:00 PM
(Tentative)

DHSS & NJHA Meeting *(Open to members only)*

Located at the NJDHSS - HFEL Office
of Certificate of Need and
Healthcare Facility Licensure

Southern New Jersey Meet & Greet *(September, Date TBD)* **Planning Topic** *(Atlantic City, Location TBD)*



Check out the new NJ Health Access Map Online!

Another long time partner of HPMSNJ, Veritices, has provided us with another map to link to that you will find very useful! Simply click on the "Access Map" link on the left-hand side of our web site or go directly to <http://maps.gismap.us/njhealthaccess/>.

The mission of Vertices is to connect people and communities with GIS technology. An innovative GIS Technology company based in New Jersey, Vertices focuses on providing feasible interactive mapping solutions with the benefits of Open Source technology.

NJ Health Care Access On-line allows individuals to locate hospitals, nursing homes, and other health care facilities and their proximity to the public transit system throughout New Jersey. The Search function is used to locate health care facility information by the facility address. Detailed hospital or nursing home data is available in the Information section. This health care access map conveniently overlays public transportation with access to hospitals and health care in the state for anyone to use!

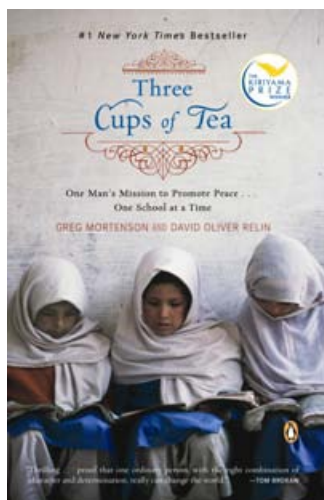
Looking Ahead to 2010

Each year, HPMSNJ welcomes a new board and new leadership. This year, there are some fantastic new programs planned for 2010. HPMSNJ also plans to survey its members to ensure we are meeting needs and to solicit suggestions. In addition, the Society is looking to partner with more hospitals, organizations, sponsors, members and regions! 2010 promises to be an exciting year at HPMSNJ!

Welcome 2010! Looking for **VOLUNTEERS!**

With the start of a new year, HPMSNJ is looking for some established or emerging leaders to help out! There are a number of ways to get involved from joining a committee, attending board meetings (open to all active members), sharing ideas, registering guests at an event, the possibilities are endless! There is something for everyone's talent and comfort level.

What do you get out of it? More of the same reasons you join the society in the first place! You get to meet others in your field, learn from each other, get involved in the state and help us achieve more!



Book Recommendation Submitted by Lisa Cover

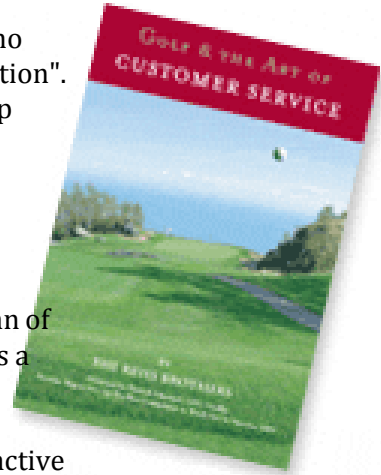
In *Three Cups of Tea: One Man's Mission to Promote Peace*, Greg Mortenson, and journalist David Oliver Relin, recount the journey that led Mortenson from a failed 1993 attempt to climb Pakistan's K2, the world's second highest mountain, to successfully establish schools in some of the most remote regions of Afghanistan and Pakistan. By replacing guns with pencils, rhetoric with reading, Mortenson combines his unique background with his intimate knowledge of the third-world to promote peace with books, not bombs, and successfully bring education and hope to remote communities in central Asia. *Three Cups of Tea* is at once an unforgettable adventure and the inspiring true story of how one man really is changing the world—one school at a time.

Annual Meeting

HPMSNJ concludes a successful 2009 by celebrating our 30th annual meeting!



HPMSNJ's guest speaker was none other than the host of the C.E.O. Show, **Robert G. Reiss**, who coined the term: "Customer Experience organization". He has worked with 200 organizations to develop customer centric strategies and work has been featured on CNBC's Profiles of America, and in numerous publications, including The Harvard Business Review. He is co-author of *Golf and the Art of Customer Service*, which everyone in attendance received a copy of! Robert is Chairman of the Board of Interlude Inc, Publisher of *Managing Health Today Magazine*, and is a Trustee for Kingsbrook Hospital. Previously, he served as Executive VP of The Outsourcing Institute and as President of the American Society for Training and Development (ASTD) in New York City. Robert delivered a humorous and interactive presentation outlining the keys to successful organizations.



2010 Executive Board



2009 and 2010 Board Members



Robert Reiss, Keynote Speaker



Tamara Cunningham, SBHCS, Daring Volunteer!



All photos from the event are posted on our website under Past Meetings!

Meeting SPOTLIGHT

Long-time HPMSNJ members, past-presidents and sponsors, Nancy Erickson and Deb Levinson of New Solutions, Inc.



2010 Secretary and recipient of 2009 Society Recognition Award, Trish Haines of AtlantiCare



Meeting attendees



Meeting room



2010 HPMSNJ Vice-President, Eileen Horton of Capital Health System



2010 President Annie Steelman presenting Society Achievement Award to Dr. Donald Farish, President of Rowan University, and Dr. Annette Reboli, Acting Dean of the Cooper Medical School.



New Sponsorship

HPMSNJ is proud to welcome another new sponsor since the last newsletter that we look forward to working with in 2010!



MD News joins HPMSNJ as a silver sponsor. MD News is a business and lifestyle magazine for physicians, published in over 60 major markets throughout the United States. M.D. News readers are over 3,000 regional industry professionals of the health care industry sector, with total circulation exceeding 180,000 health care professionals.

To learn more about MD News, visit www.mdnews.com or contact:

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