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President's Message

Another year has come and gone at the Healthcare Planning and Marketing Society of New Jersey! For those of you who were able to join us at our Annual Meeting in December, we appreciate that you were able to celebrate with us as another year came to a close and we transitioned into 2009. The annual meeting provides us with the opportunity to recognize outstanding accomplishments in the fields of planning, marketing and public relations. 2008 saw the resurrection of the PERCY awards and they were received with such enthusiasm and a desire to see more that the displays, process and recognitions might double for 2009! We were also joined by a speaker from the Studer Group who reminded us that we are owners at our institutions and what a difference each of us can make in the lives of those we work with, patients or even strangers we run into. A web site has actually been set up for our members on the Studer Group web site sharing materials from the day and can be found at: <http://www.studergroup.com/HCPMSNJ1208>.

Looking ahead to 2009 we are well on our way to another successful year with more programs than ever, larger sponsor support than ever before and new and unique ways to benefit our members. Whether you are a long-time member, new to the organization or just browsing, I invite you to visit our web site to learn about upcoming programs, volunteer opportunities, to nominate someone in your field for an award, to post a job or make a new contact. Sure we think we're great, but I hope the growth in opportunities, members and programs speak to that as well!

One goal that remains a constant from year to year is our desire to change. While that might sound a bit backwards, an organization that doesn't will grow old. It is the fresh new faces, ideas and enthusiasm that appear each year that seem to keep things interesting and bring on new people and opportunities. And it is those who have dedicated their time and resources year after year that keep the foundation of the Society strong and functioning. To both groups, I thank you for all that you do! And for those looking to become a part of something exciting, I encourage you to visit the volunteer section in this newsletter or contact me.

- *Elizabeth McNutt*
2009 HPMSNJ President



2008 Annual Meeting in Pictures S

To view all pictures, visit Past Meetings at www.hpmsnj.org!



2008 Award Recipients S

Special Achievement Award

Description: The Special Achievement Award acknowledges individuals who have made a unique or innovative contribution over a period of time to the art and process of health planning, marketing or public relations.

Winner: New Jersey Institute of Technology for developing the Master of Science in Healthcare Systems Management. This is an innovative, educational program, which provides technology expertise for the efficient operation of healthcare facilities. Accepting the award on behalf of NJIT was Professor Sanchoy Daf, Director of the MS in Healthcare Systems Management Program.



Society Recognition Award

Description: The Society Recognition Award recognizes those individuals who have made a continuing contribution to advance the field of health planning, marketing and public relations, particularly through participation in committee work and on task forces.



Winners: Jeff Aber – Ernst & Young, for his work on the How to Hit a Homerun with Your Customers spring education session.

Norm Tessell – Siemens, for his work in bringing the PERCY awards back this year!

Janine Imbriaco – NY Times, for her work on the Get With the Times! Exploring the hottest technologies in healthcare marketing fall education session.



PERCY Awards

Description: The PERCY Award recognizes excellence in health care Marketing and Public Relations campaigns in the state of New Jersey.

Winners: The winner of the PERCY Award for Best Marketing was a tie between AtlantiCare and St. Peter's University Hospital.



The winner of the Best Public Relations 2008 Award for facilities with less than 200 beds was Southern Ocean County Hospital.

The winner for the Best Public Relations campaign for facilities with greater than 200 beds was AtlantiCare – City Campus Expansion.

2009 Membership P

It's that time again! The HPMSNJ membership runs on a calendar year. All memberships expire December 31 of that year. So, it's time to renew for 2009 to stay active or join as a new member!

To find out more about what membership entails and benefits, please visit our web site. If you are ready to join:

1. Visit www.hpmsnj.org and click on "Membership" or "Student Member"!
2. Print out this form and mail it back to the address listed below
3. Call the number at bottom with your payment information if paying by credit card
4. Request a membership pamphlet to be mailed to you

Name _____

Title _____

Organization _____

Street _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

I am interested in the following committee(s) or activities:

- | | |
|--|---|
| <input type="checkbox"/> Education | <input type="checkbox"/> Awards |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Membership/Bylaws | <input type="checkbox"/> Sponsors |

Make checks payable to HPMSNJ and mail along with this completed form to:

HPMSNJ
760 Alexander Road
P.O. Box 1
Princeton, NJ 08543-0001

For credit card payments please have all the above and payment information ready and call: 609-275-4123

WHO'S WHO IN 2009

HPMSNJ Executive Board Members

President

Elizabeth McNutt, Somerset Medical Center

Vice President

Rich Sutton, Southern Ocean County Hospital

Treasurer

Anna Steelman, Health Strategies & Solutions, Inc.

Secretary

Eileen Horton, Capital Health System, Fuld Campus

Past-President

Anthony C. Stanowski, ARAMARK Healthcare

HPMSNJ Board Members

Susan Frost, Hackettstown Regional Medical Center

Donna Getcliffe, Meridian Health System

Trish Haines, AtlantiCare

Sanford Josephson, Matheny Medical and Education Center

Anna Pence, Atlantic Health

Norman Tessell, Seimens Medical Solutions

Janine Imbriaco, The New York Times

Jeff Aber, Ernst & Young

Sherri R. Bowman, Array Healthcare Facilities Solutions

Chris Manzella

HPMSNJ Committees

Communications Committee

Susan Frost (Chair), Hackettstown Regional Medical Center

Education/Professional Development Committee

Trish Haines (Chair), AtlantiCare

Margaret (Peggy) Salisbury, Runnells Specialized Hospital

Lisa Cover, Children's Hospital of Philadelphia

Kim Haller

Robert Harrison, DGA PARTNERS

Sponsorship Committee

Anna Pence (Chair), Atlantic Health

External Affairs Committee

Anna Pence (Co-Chair), Atlantic Health

Donna Getcliffe (Co-Chair), Meridian Health System

Debra A. Levinson (Co-Chair), New Solutions, Inc

Gladys Harris

Membership & Bylaws Committee

Chris Manzella (Chair)

Jackie Lue Raia (Special Events)

Percy Award Committee

Norman Tessell (Chair), Seimens Medical Solutions

Sandy Josephson, Matheny Medical and Education Center

Jeff Aber

Sherri R. Bowman, Array Healthcare Facilities Solutions



Call for volunteers

Want to meet others in your field?

Have a desire to work with and learn from the best?

Possess a talent you're willing to share?

Interested in having input into future events?

We always welcome new faces and talent to our team! We have several committees who could use additional help. Below are some of the committees and descriptions of tasks that are in need now, but this is always changing and by no means complete!

Would you like to volunteer but are afraid you're not experienced enough in the field, are too new or don't have the time? We take all those who offer their time and services.

Whether it be just to start attending board/committee meetings (held about 3-4 times a year) and chime in with thoughts or to tackle an event with one of our chairs. We'll find the right spot for you! And there is no better way to meet many of the key players in the state and learn about what is going on and what others are doing than to work with those on your teams.

Volunteer Help Wanted Samples

PERCY Awards – Work with chair to approve designs, set deadlines, coordinate judging, communicate with submissions, expand categories for awards, work to set up display table design at annual meeting, etc.

Communications – Assemble news updates and articles for newsletters on quarterly basis, send out distribution list communications, ensure parts of the web site are kept up to date, assist chair with new communications formats and designs.

Membership – Keep track of members for year, ensure timely communication between the society and potential members, help with mailings and electronic communications.

Bylaws – Want something that's not much work but gets you involved and to board meetings? Help guide decisions according to the bylaws as they come up!

Students – Interested in working on something new for the society? The membership committee is working to reach out to area health care students and invite them to meetings, possibly set up student organizations, get them networking early and bring them into the society.

Special Events – The annual meeting, meet n' greets, a board retreat... If you have a desire to get involved in one of the more social events either by looking at venues or organizing the food, this is your chance!

Sponsors – Ensuring communication is kept up with the sponsors, that they are aware of upcoming events and opportunities or bringing on new sponsors a talent of yours? The sponsor coordinator could use your help!

Other ideas – Not good with predefined job descriptions but like to come in with ideas and make them happen? Come to a meeting!

One-time tasks – Don't have the time to attend meetings and join conference calls? Sign up for a one-time task such as printing up nametags for an event or registering people at the door!

U pcoming Events

For more information, directions or to register for any of these events please visit www.hpmsnj.org
Check site often for added events or updated information.

Date: Wednesday, April 01, 2009

Topic: [Meet n' Greet Networking Event](#)

Time: 6:30 - 8:30 P.M.

Location: Morton's Steak House
The Shops at Riverside
Hackensack, NJ

Description: You've heard the advice: Networking is key to your success. Here's a chance for you to put your best foot forward and mingle with healthcare professionals in public relations, marketing and business planning. The event is open to those in New Jersey health care, students graduating into health care jobs or those looking for a career change and advice! You can ask questions, discuss happenings, gain valuable, real-world insight and even make some new connections. Come to learn more about the Healthcare Planning and Marketing Society of New Jersey and what we have to offer. Meet other members and get involved! Don't miss it!

Price: \$65 for members (please note that all 2008 memberships expired 12/21/08 - to renew you may send in your membership form simultaneously)

\$75 for non-members (includes a \$10 voucher towards a 2009 membership)

\$35 for current students (valid student ID required)

Please note that you must be 21 years old to attend this event.

Date: Wednesday, May 06, 2009

Topic: [Meeting with the DHSS and NJHA](#)

Time: 2 P.M.

Location: NJDHSS - HFEL
Office of Certificate of Need and Healthcare Facility Licensure
171 Jersey Street, Building 5 - First Floor Trenton, NJ 08611
Basement Conference Room

Description: Meeting with the Department of Health and Human Services and NJHA to discuss any issues regarding licensure, certificate of need updates or state regulatory issues.

Price: Free to members

Registration Information: To attend please contact Donna Getcliffe at dgetcliffe@meridianhealth.com or 732-751-7584. If you are unable to attend but would like to suggest an agenda item for discussion please e-mail Donna. Note that meeting minutes are available upon approval on the HPMSNJ web site for members.

Date: Friday, May 08, 2009

Topic: [Physician Partner Strategies for Success in Today's Times](#)

Time: 9:30 A.M. – 3:30 P.M.

Location: CentraState Medical Center
Star and Barry Tobias Ambulatory Campus Conference Center
901 West Main Street
Freehold, NJ 07728
(732) 431-2000

Description: Partnering with our physicians has never been more important to the success of both hospitals and physician practices. This session will discuss strategic planning with our physicians, discuss examples of partnerships, share learned experiences and case studies from former hospital executives who now work exclusively with physicians and finally discuss marketing with physicians.

Price: \$125 Members, \$150 Non-Members

For more information, please contact Trish Haines at 609-569-7840 or patricia.haines@atlanticare.org.

Date: Friday, May 29, 2009

Topic: Meet n' Greet Session - 990 Tax Forms and Implications for Community Benefit Reporting

Time: 9:30 A.M. – 11:30 A.M.

Location: NJHA Conference Center
760 Alexander Road
Princeton, N.J. 08543-0001
609-275-4000

Program Outline:

Ernst and Young

- Rationale for IRS 990 revisions and Schedule H
- Key Reporting Issues/Changes e.g. compensation, governance, compliance, Charity Care

New Solutions, Inc.

- Beyond Community Benefit Reporting: What's required?
- Evidence-Based Program Planning and Development: A Cost Benefit Approach
- Community Benefits Next Steps: Supporting & Enhancing Strategic Planning priorities

Price: Free to members, \$25 for Non-Members

Call for Submissions!



Have something to share for the next newsletter? We are looking for hospital case studies, client best practices, member recognitions, opinion pieces and other submissions!

Submissions must fit to one 8.5"x11" page and may not be a sale of services in nature.

Have an idea for an article but aren't sure about it? E-mail Elizabeth at emcnutt@somerset-healthcare.com for feedback and to discuss!

We do welcome articles that you have submitted for other journals, provided they are not copyrighted, but they will need to fit into the one-page guidelines mentioned above.

Deadline for quarter 1 2009 newsletter submissions is **Monday, March 30, 2009!**

Submissions can be sent to Elizabeth at emcnutt@somerset-healthcare.com.

Meet, greet, bon appetite!

You are invited to a fun-filled evening of fine company,
select wines and signature hors d'oeuvres.
Meet with others in the society as well as graduating students
in your field!



Sponsored by: **The Healthcare Planning & Marketing
Society of NJ**

~

**Wednesday, April 1, 2009
Morton's ~ The Steakhouse**

The Shops at Riverside
Hackensack, NJ

6:30 - 8:30 PM

\$65: Members

\$75: Non-Members

\$35: Students (Must be 21 years of age or older)

To register or for directions, please visit the Upcoming
Events page at www.hpmsnj.org!

RSVP deadline March 23, 2009



Television Advertising 2.0 For Hospitals

Each year, hospital marketers looking to advertise on television face a difficult decision: Which services should get this year's advertising budget? Now, thanks to the advent of television ad licensing and the cost savings it offers, marketers are finding it possible to promote more services for less money and make the finance department and their doctors happy in the process.

"Ad licensing allows us to reallocate production dollars across a wider marketing mix without sacrificing on quality" says Peter Taylor, Director of Marketing for Sarasota Memorial HealthCare System, who noted that for less than the cost of producing one ad, he can license a heart ad, a cancer ad, and an orthopedic ad, effectively driving patients to particular services. Additional savings can be used to expand media buy or produce long-form content for web and social networking uses.

Television ad licensing sounds new, but the concept is not. Most marketers have employed stock photos for print advertising or plumbed footage libraries for use in web-delivered media. TV ad licensing employs the same principle, but instead of editing together a collection of miscellaneous film clips, a complete existing ad is customized for a new use.

The distinction between existing ads and stock footage is important, because most existing ads have the advantage of a preconceived conceptual approach for getting the viewer's attention. In other words, a quality ad for license tells a compelling story and has a hook aimed at communicating a message in a memorable way.

For example, an ad featuring a father watching his young daughter's piano recital depicts a life moment that everyone can identify with. In this case, the recital is the story of the ad. The proud look on dad's face at the end of his daughter's performance is the hook. There are several ways that a hospital's message can be woven into this story to take advantage of its hook.

Perhaps, in voice over, dad tells us about the day, six months ago, when his daughter was rushed to the ER. He wasn't sure she'd ever play piano again, but the trauma team worked a miracle. Another option: his own treatment at the cancer or heart center made it possible for him to see his daughter's special day.

Though less personal, licensed ads will be as effective as even the best produced ads as long as the product message is organically woven into the story. Licensed ads have other advantages too. Many have been proven effective in earlier incarnations. Time and money are saved since the creation process is compressed to as little as one week. Best of all, because they are already shot, you'll know what you are getting before you commit to spending money.

Even ad agencies are taking notice of how licensing can boost their client's ROI. Impact Communications, Inc. a healthcare focused strategic communications and advertising firm based out of St. Charles, IL has formed a strategic partnership with an ad licensing company to better serve their clients. "Through ad licensing, we are able to provide our clients with high-quality television ads that would not otherwise be affordable to produce", says Michelle Rathman, the company's President.

With the ongoing convergence of television with Internet, as well as the evolution of ON Demand cable platforms for advertisers, hospital marketers must compete to win patients who are actively researching treatment options. For marketers who are employing it, ad licensing frees up money to extend their reach across the many platforms they must use to gain a competitive edge.

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at an upcoming event!