

## President's Message

As I look out at the falling leaves and reflect on the year, I realize that 2006 has been a busy and productive year for the Healthcare Planning and Marketing Society of New Jersey. We have grown as a society: held quality programs, strengthened our sponsorships, upgraded our communications through the web and newsletters, become more active in legislative issues and shared the joys of our member's personal and professional achievements. It has been a year in which we are truly demonstrating our efforts toward achieving our new vision statement as we aim to:

- \* Provide valuable programs to enhance members on a professional and personal level;
- \* Demonstrate commitment to member satisfaction and teamwork;
- \* Create, preserve and strengthen relationships among peers; and
- \* Foster vitality and recognition as a proactive society.

Last year, a comprehensive membership survey, spearheaded by past-president Alisa Wasserman, allowed our members to share their insights and suggestions on how the society could meet their professional needs. This year, our Membership Committee took the feedback from the membership survey and used it to develop new programs and outreach activities, resulting in an even larger membership.

I am pleased to announce that the society is going strong with sponsorships. We currently have 7 sponsors, with two as Gold Sponsors and five as Silver Sponsors. In addition several new organizations are considering becoming sponsors. Our sponsors provide the much-needed funding that enables our society to continue to provide quality programming. On behalf of all of our members, I thank them for their ongoing support

Our March 2006 educational program presented sage advice about leadership and organizations from three outstanding health administration leaders, Mr. George Lynn, Mr. Larry Matthis and Mr. Alan Zuckerman. The Summer Meet and Greet Membership events

at St. Francis Retreat with Burt Bierman of JH Cohn, LLC and at LBI were warm settings to learn about business networking and share some of our professional planning and marketing successes and challenges.

The October 20<sup>th</sup>, educational program, entitled *Building for Your Future, Planning Marketing and Fundraising* was an exciting and fruitful program. We had the opportunity to tour of Jersey City Medical Center and heard presentations about the planning, marketing and current challenges associated with building a new physical plant.

Our Annual Meeting, scheduled for December 1, 2006, featuring Greg Risberg. Greg's "Humor with a Message" program will help us learn how to handle stress better, communicate more effectively, and maintain balance-- so needed in our busy lives,

On a personal note, we are all pleased to welcome our newest member, Kaitlyn Elizabeth McNutt, Vice President, Elizabeth Kanabe's new daughter, born October 4, 2006. Our society offers our best wishes to Kate for a long and happy life. It has been a true honor and a privilege to serve as the Society's President of this outstanding society comprised of exceptional people. In working with each officer and dedicated member, I have developed a sincere admiration for each person's hard work, collaboration and commitment to make our Society better and more meaningful to all of our members. I thank each and every person who worked with me this year in making 2006 a year of outstanding achievements and I thank the membership for your participation and commitment to the society.

Renie Carniol  
President  
HPMSNJ

*The Healthcare Planning and Marketing Society of New Jersey invites you to our annual holiday event and meeting!*

**Date: December 1, 2006**  
**Time: 9AM – 1:30PM**  
**Location: Forsgate Country Club, Monroe Township, NJ**

**Our featured speaker is Greg Risberg, CSP, MSW, delivering humor with a message to over half a million people over the past twenty years! He will be speaking about *How to Stay Energized in a Changing World!***

*Admission is free to members and \$50 for guests. We also offer a new member special if you join now. For more information or to request an invitation to be mailed to you, please contact Elizabeth Kanabe at [ekanabe@saintclares.org](mailto:ekanabe@saintclares.org).*



*A group photo of those who attended the October 20<sup>th</sup> educational program!*

## KUDOS...

**Abe Kasbo** has been named to NJBiz's "Forty Under 40" class of 2006. As CEO of Verasoni Worldwide, a Montclair, NJ based marketing communications firm with a special focus on healthcare, Abe was recognized for innovation, public service and leadership. Along with the entire "Forty Under 40" class, Abe was honored at an awards dinner on November 6<sup>th</sup>.

**Sandi Fein** was elected to the Board of Directors of the Deborah Hospital Foundation in May 2006. Sandi will serve a three-year term on the board, and participate in several board committees. The election occurred at the National Delegates Meeting of the Foundation, which was held at Deborah Heart and Lung Center in Browns Mills, NJ.

### Every Brand Has a Voice

This article was provided by [r&jhealth](http://r&jhealth)

#### There is a voice within us all—and within every brand.

Put simply, *copy is the voice of your brand*. It tells your story and communicates your brand's personality. It connects with your customers and helps drive people to your doors. And well-written, carefully crafted copy—even in our non-reader, time-starved society—is as important as ever in communicating your brand to the world.

For a great example of brand-driven copy, look no farther than your mailbox... to direct merchant, Land's End. Not a healthcare organization, we know, but a powerful lesson in how copy helps create an unshakable brand.

The next time you get a Land's End catalog, take a good hard look. Every bit of copy in those pages—from headlines, to descriptor copy, to even the occasional article—forwards the brand's essence. That is, well made, reasonably priced, attractive merchandise.

The tone is casual, informative, smart, and incredibly consistent. In fact, it all seems to have been written by the same person, which we know is far from the case. Yet, catalog after catalog, year after year, the voice of the brand remains the same.

After you read the copy, you know these guys live and breathe what they do. And you demonstrate your trust in them by exchanging your hard-earned money for what they sell.

Is your copy working that hard for you?

#### Expressing your brand in copy, the right way.

Like our Land's End example, you have to know the essence of your brand—only then will you be able to determine the tone of your copy.

#### A word is worth 1,000 pictures.

When you're reviewing copy, or writing it, dig deep into your brand. Get to the core of it, and let that guide you in finding the right words, phrases and tone to express it. Granted, it's no easy task. But its dividends, especially over time, will pay off... as you create a distinctive voice in the market. *Your* voice.

## NJDHSS CORNER

The New Jersey Department of Health and Senior Services released the **NJ 2006 Hospital Performance Report** in September. This year's report rates all New Jersey hospitals on how well they are providing quality treatment to their patients with AMI, Pneumonia, and Congestive Heart Failure.

The measures used are standards developed on the national level by JCAHO and CMS, and endorsed by NQF. The report also contains consumer information, such as questions to ask your doctor and how to take control of your health.

Visit their interactive web site where you can choose hospitals and conditions to compare. The site also contains more information than the hard copy (additional New Jersey Resources, data and charts, for example).

Visit: <http://www.state.nj.us/health/hpr>

Seton Hall University has announced the availability of scholarships for graduate certificate and degree programs in non-profit and arts administration.

Scholarship information is available at <http://artsci.shu.edu/cps>

Program information and applications for admission are available at <http://artsci.shu.edu/gdpha>

## Who's Who in HPMSNJ

Thank you to the officers, board members and committee chairs who volunteer their time to ensure that New Jersey's healthcare planning, marketing and public relations professionals benefit from quality educational and networking opportunities offered by the society.

If you would like to get involved by volunteering on a committee, please contact Renie Carniol at [rcarniol@ujcnj.org](mailto:rcarniol@ujcnj.org)

### Officers:

#### President:

Renie Carniol, Manager, Funder Services,  
Jewish Community Foundation of MetroWest,

#### Vice President/President Elect:

Elizabeth Kanabe, Business Analyst,  
Saint Clare's Health System

#### Treasurer:

Anthony Stanowski, Vice President  
National Accounts, Solucient

#### Secretary:

Charlene Harding,  
Director, System Development/Planning  
Saint Barnabas Healthcare System

#### Past President:

Alisa Wasserman, Planning Associate  
Urban Health Institute

### Board Members:

Rob Baron, Executive Director, Colts Neck OB/GYN

Ron Czajkowski, Vice President, Communications

New Jersey Hospital Association

Sanford Josephson, Director of Marketing & Public Relations

Matheny Medical and Educational Center

Jim Karaman, Operations Manager

Centra State Healthcare System

Abe Kasbo, CEO

Verasoni Worldwide

Michelle Lazzarotti,

Director of Marketing & Media Relations

Saint Peter's University Hospital

Donna Sellman, Manager, Corporate Communications

Meridian Health System

Rich Sutton, Planning Analyst

Southern Ocean County Hospital

Lisa Weinstein, Manager, Public Relations

Southern Ocean County Hospital

### Committee Chairs:

#### Communications Committee, Website:

Wansoo Im, Principle, Vertices, LLC

#### Communications Committee, Newsletter

Abe Kasbo

Lisa Weinstein

#### Education/Professional Development Committee

Sanford Josephson

#### External Affairs Committee

Anna Pence, Manager, Strategic Planning  
Atlantic Health System

Deb Levinson, Consultant

New Solutions, Inc.

#### Membership & Bylaws Committee

Richard Sutton

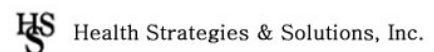
Steve Parkins, Director of Business Development  
R&J Health

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