

Message from the President

Platform for Growth



With the holidays behind us and a New Year starting, we all examine our lives, our priorities and decide how we can make this year better than the last. Over the past year, I have witnessed numerous miracles at the hospital where I work and all of us are witness to exceptional occurrences and people each and every day. I have the privilege of working with nursing staff that hold a scared patient's hand before a procedure, of seeing teams accomplish improved patient care and witnessing individuals in the community providing the basic necessities of life to those who need it most. It has been said that to make a difference and see results we need to surround ourselves with great people.

I am fortunate that the past presidents, executive board, committee members and general membership of HPMSNJ have paved the way for the successes we have come to enjoy and are those responsible for the continued growth that we experience. As individuals we each bring talents to the table, as a team we accomplish extraordinary feats.

In 2006 we had 33 new members join and had the support of seven sponsors. We held two successful half-day educational events, two meet n' greet gatherings and the annual meeting. We also redesigned our logo and web site as well as put out a growing quarterly newsletter. At our annual meeting last month Greg Risberg reminded us how to laugh through tough times and to take life's surprises with hope and anticipation. We also recognized two members of the Society who in 2006 went above and beyond. These were Sandy Josephson, Education Committee Co-Chair, and Steve Parkins, Membership and Bylaws Chair. HPMSNJ also honored George Lynn, President and CEO of AtlantiCare, an integrated health system in Egg Harbor Township, NJ, with the Special Achievement Award for 2006.

Although most of us do not get to work with patients, we have a great influence in how they are treated each and every day. Our involvement with planning, marketing and public relations in the state of New Jersey guide the direction hospitals and healthcare take. Our job is not to react to what is given to us but rather to blaze paths and achieve great things, as well as to help shape a healthcare environment that allows all of us to provide the best care to our communities.

Oliver Wendell Holmes, an American Judge, once said that "the main part of intellectual education is not the acquisition of facts but learning how to make facts live." Through the Society we offer education and networking events that help to take us one step closer to both acquiring knowledge and forming relationships that will allow us to elevate our organizations to the next level and continue to improve healthcare in the state of New Jersey. I hope that you will take advantage of all that the Society has to offer and if you are interested in getting more involved contact me to do so. I look forward to the coming year and feel great honor to be President of this Society.

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Embracing Quality: A Healthcare Priority
By: Gary S. Carter, President, New Jersey Hospital Association

The old adage, “the more things change, the more they remain the same,” certainly applies to hospitals. Cyclical economic and operational issues like access to medical malpractice insurance, cuts to Medicare, adequate charity care funding, dealing with managed care and staff shortages will continue to challenge hospitals.

But amid those “boilerplate” opportunities comes a critical issue that hospitals and other healthcare providers must continue to address straight on for years to come. In a word, it’s quality.

Back in 1985, the national Delphi Study on the future of healthcare cited as one of its nine major predictions:

“...The quality of healthcare will be defined, measured, reported and used by businesses and the public to make decisions about the services they receive from hospitals and other providers.”

That forecast, made More than 20 years ago, now reads like an understatement.

Attempts by regulatory agencies, insurers, consumer groups, payers, labor unions, business groups and the media to assess and report quality have become more refined. Quantifying quality of care and helping the public make informed choices about where and how they will receive the best care possible is an investment that hospitals and other health providers must be willing to make.

The fact that medical errors occur is a reality. New Jersey hospitals treat more than 17 million inpatients and outpatients yearly. That’s an enormous number of encounters and interactions.

Statistically, things can and will sometimes go wrong. On those occasions when mistakes occur, hospitals and physicians launch probing self-assessments to determine why a mistake happened and develop processes and policies to make sure it doesn’t happen again. As good as we are at doing this, benchmark numbers from various groups tell us we need to do better.

Five years ago, The New Jersey Hospital Association launched and staffed a new entity ...the NJHA Quality Institute... to gather the good quality works of our member hospitals, pool those resources... and share them in the name of improvement. The Institute has been successful in helping hospitals achieve best practices, patient safety and improve patient care and efficiency.

A recently completed intensive care unit improvement collaborative between 35 hospitals showed remarkable progress in reducing such things as pneumonia and infection rates in ICU patients. Another initiative has hospitals and nursing homes working together to reduce pressure ulcers and related problems in elderly patients.

So, whether it’s the use of bar-coding to limit the risk of medication errors or employing palm pilots for physician order entry, hospitals will be encouraging both technological and common sense approaches to reduce and eliminate the chance of errors while improving care.

Joining with other health providers, regulators and the business community, we can draw on our experiences, successes ...and yes, even our mistakes ... to make even more dramatic improvements in the care we deliver to our patients.

Gary Carter is president and CEO of the 115-member new Jersey Hospital association, based in Princeton, NJ

The HPMSNJ 2006 Annual Meeting



Pictured from left to right during the installation of the 2007 HPMSNJ board and officers are:

Lisa Weinstein, Board Member, Anthony Stanowki, Vice President, Elizabeth Kanabe, President, Alisa Wasserman, Past President, Sandy Josephson, Board Member, Renie Carniol, Immediate Past President, Rich Sutton, Treasurer and Charlene Harding, Secretary

The distinctive Forsgate Country Club in Jamesburg, NJ, provided an elegant backdrop for HPMSNJ's 27th Annual Meeting held on December 1, 2006. During the gala event, new board members and officers took the reins of leadership, while outgoing president Renie Carniol received well-deserved recognition for her efforts.

During the meeting, the society announced the recipients of the prestigious **2006 HPMSNJ Recognition Awards**. This honor went to two deserving individuals, Sandy Josephson, HPMSNJ Board Member and Education Committee Co-Chair, and Steve Parkins, HPMSNJ Board Member and Membership Committee Chair. Sandy serves as Director of Marketing and Public Relations at Matheny Medical and Education Center and Steve is Director of Business Development at *r&jhealth*.

HPMSNJ also honored George Lynn, President and CEO of AtlantiCare, an integrated health system in Egg Harbor Township, NJ, with the **Special Achievement Award for 2006**.

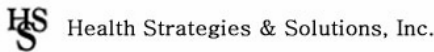
News From Our Members... **Englewood Hospital** was awarded once again with MAGNET status for nursing excellence - only 2% of hospitals nationwide achieve this distinction!... **Englewood Hospital** has received a Gold Award in the 2006 MARCOM International Creative Awards competition for its 2005 "Circle of Caring" annual report... **Trish O'Keefe**, RN, MSN, CNO of **Morristown Memorial Hospital** received the 2005-2006 ONE/NJ Nurse Executive Award... **Michael Orłowski**, Staff Nurse, ICU at **Morristown Memorial Hospital** received the Humanitarian of the Year Award from NJHA... **Scott Ross**, FACHE, has been appointed as Planning Analyst for Atlantic Health... **Newark Beth Israel Medical Center** was named a Solucient Top 100 Hospital in cardiovascular benchmarks... **Newark Beth Israel Medical Center** received State approval to begin a lung transplant program... **Monique Arends** has joined *r&jhealth* in the position of senior account manager... **Richard Sutton** has joined **Southern Ocean County Hospital** as a Planning Analyst... **Saint Clare's Health System** received a 2006 Compass Award from Press Ganey Associates for its Inpatient Behavioral Health Services, and the Jackson Organization recognized Saint Clare's as the top hospital in the nation for overall patient satisfaction in its Denville Emergency Department and for overall inpatient satisfaction at its Sussex campus.

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Gold



Silver



HPMSNJ Adds 33 New Members in 2006

The Healthcare Planning and Marketing Society of New Jersey is a dynamic organization of professionals in planning, marketing and public relations. Membership benefits include our annual meeting and educational events featuring nationally known speakers who present on important healthcare issues; networking opportunities; access to job postings; the membership listserve; and timely legislative updates from the New Jersey Department of Health and Senior Services.

New Members:

Melanie Anthony, Director of Marketing, Christian Healthcare Center
Margie Barham, Director of Marketing, Shore Memorial Hospital
Jeffrey Bronstein, Vice President, New York Presbyterian Healthcare System
Brynn Buskirk, Marketing Coordinator, Hunterdon Medical Center
Carrie Cristello, Assistant Director, Public Relations & Marketing,
Saint Barnabas Ambulatory Care Center
Barbara Davy, Vice President Public Relations, Christ Hospital
Anna Marie D'elia, Account Executive, Block Advertising and Marketing
Vincent D'elia, Vice President Marketing & Planning, Somerset Medical Center
Carla Dewitt, Vice President of Marketing, Christian Health Care Center
Justin Doheny, Principal, Health Strategies and Solutions
Jane Ellis, Vice President Marketing & Public Relations, Holy Name Hospital
Susan Frost, Manager, Marketing & Public Relations, Hackettstown Regional
Medical Center
Robert Gazzetta, President, Yellow Pages, Inc
Glenn Hall, Director, Account Manager East Region, Solucient
Glady Harris
Kelly Heard, Sr. Director of Marketing, Albert Einstein Healthcare Network
Karen Hockstein, Director Publications, Christian Health Care Center
Eileen Horton, Director of Planning, Capital Health System
Janine Imbriaco-Lloyd, Director/Hospital, The New York Times
Peggy Leone, Asst. Vice President Public Relations, Cooper University Hospital
John Lonsdorf, President, R&J Public Relations, LLC
Sally Malech, Director of Marketing, Chilton Memorial Hospital
Maria Margiotta, Manager of Marketing and Community Relations,
Englewood Hospital and Medical Center
Scott Marioni, Vice President, R & J Public Relations
Amy Massimo, Assistant Director Public Relations, Pascack Valley Hospital
Avinandan Mukherjee, School of Business, Montclair State University
Michael Pietrowicz, VP Planning & Program Development,
Englewood Hospital & Medical Center
Scott Ross, Planning Analyst, Atlantic Health
Rhoda Schermer, VP Corporate Development, PBI Regional Medical Center
Lori Shaffer, Public Relations Associate, Cooper University Hospital
John Stavros, VP Marketing & Public Relations, Cooper University Hospital
Heather Wolff, Public Relations Associate, Pascack Valley Hospital
Juliana Wooster, Account Director, Solucient

For more information about membership, please log onto our website at www.hpmsnj.org and download a membership form.

A BIGGER GENERATION GAP THAN EVER

This article is provided by r&jhealth

Right now, everyone in healthcare is thinking about Baby Boomers—those born between 1946 and 1964. It's understandable, because the older half of these folks are beginning to hit retirement now. By and large, they have pretty good incomes. They'll need healthcare. And there's a whole, big bunch of them.

But, there are also the people coming up *behind* the Boomers... a.k.a. Generation X, Generation Y, and the Millennials. Over the next few years and beyond, these are the ones who will be making the healthcare decisions for their aging moms, dads, grandparents, uncles and aunts. And their view of the world, and what's important to them, is radically different from Boomers.

Gen X

Born between 1965 and 1976, Gen X makes up roughly 17 percent of the population. They were the first generation to experience a much wider range of media choices, ranging from *MTV* to *Fox*. For numerous socio-economic reasons, they're more skeptical, cynical and independent. Now moving into their 30s and 40s, they're working on their careers, establishing households and having kids, juggling the demands of work and home life, and caring for children and aging parents alike. Gen Xers are keenly aware of advertising and in many cases have nostalgic feelings for the television shows, products and jingles of their childhood.

Gen Y and Millennials

Gen Y and Millennials are a force to be reckoned with, topping the scales at more than 40 million Americans. Collectively called the *Echo Generation* in certain circles, this group was born between the late 1970s and the mid 1990s. Unlike the much smaller Generation X before them, Echoes tend to be more idealistic, conservative, optimistic and patriotic. When it comes to media, the big thing to remember with Echoes is *control*. They are adept at tuning out messages they don't want to hear. They create their own experiences with custom phone rings, iPod playlists, *MySpace.com* personal Web pages and instant messaging for hours with cyberspace friends in the infinite blogosphere. Seeking less independence than previous generations, they rely heavily on their parents and peers to help them make buying decisions.

Three ways to reach Gen X

1. **They're skeptical**, so give them a reason to choose you, a clear benefit that brings an advantage to their lives.
2. **Address their more-than-likely "buyer's remorse"** and give them comfort in moving forward (i.e., if you can offer a minor procedure or seminar to test the waters before suggesting more advanced treatments, this may be the way to go.)
3. **Consider direct mail** in your marketing mix—research indicates that Gen X spends quality time with their mail and it should be used in conjunction with online marketing initiatives.

How to resonate with Echoes

1. **Whatever your message is, it must be interactive!** Echoes want to actively participate in the communication process.
2. **Use the media they use.** The Internet is their communications and entertainment hub. It's not the only channel for them, but its importance is dominant.
3. **Do not use interruption marketing.** Echoes are adept at removing marketing messages from their media environment if they haven't intentionally sought you out. Don't annoy them. Be where they seek information and don't chase them, because they'll tune you out.
4. **They care what their parents and friends think, a lot...** so get this "community" angle into your messaging.
5. **Educate with information.** Don't try to dazzle them. Think "pull marketing" rather than "push."

And one, final tip: Check out www.netlingo.com for a lot more on this subject (and for an inside look at what your kids are text messaging back and forth!).