

Message from the President

With the first quarter coming to a close, I am excited to see all the hard work that the committees have invested in order to produce great programs and products for the coming year. I've seen the enthusiasm and ideas grow each year in the society since I've been a part of it and know that each committee member brings a unique talent to the table. With the support of the past-Presidents as well, it is easy to see how much influence we've had in these years in healthcare and the energy that is building for the future.



Many of our events have been set for the coming year. The first Department of Health and Human Services meeting with the External Affairs committee was March 14th. The minutes from the meeting will be shared shortly. These meetings have been relocated to accommodate the larger number of people interested in going, so please sign up if you'd like to attend! Our two educational session topics have also been set for the year. The first program is "Wellness Goes to Work," which will feature medical centers and corporate clients discussing their focus on community wellness and health promotion. The second educational program of the year will be on cancer programs and initiatives in the state. In addition there are two Meet n' Greet events planned, one each in the north and southern parts of the state to cover even more topics and allow for additional opportunities to interact with others in the Society.

HPMSNJ is also very excited to announce that Chuck Lauer will be the featured speaker at our annual meeting in December! We are looking forward to having such an inspirational leader speak and attending another exciting event. Chuck Lauer recently retired from his position as corporate vice president of Crain Communications, the parent organization of Modern Healthcare. Lauer was the publisher of Modern Healthcare for more than 30 years, is an accomplished author, public speaker and award-winning businessman.

Additionally, HPMSNJ would like to recognize our newest sponsor, TLContact, Inc. TLContact, Inc. allows hospitals to provide a service to their patients that provides them support and communication with family and caregivers at no cost. The service also providing medical centers opportunities to educate the community and recognition of staff members.

Finally, I'd like to recognize and thank two of our members who have contributed to the Society and will be leaving to pursue other goals. The first is Steve Parkins of r&j health for all of his contributions over the past two years. Steve has been instrumental in many of the programs we've offered the past year, in redesigning the Society logo, providing educational pieces for the newsletter, of restructuring the distribution list and many other operational successes. Steve will be leaving to form his own company, PICKS Training and Consulting (www.pickstraining.com). On behalf of the Society, we will experience a loss without Steve on our Board, however, wish him much luck and look forward to his success! I'd also like to thank Abe Kasbo of Verasoni Worldwide for all of his contributions as co-chair of the communications committee. Abe has helped to produce the Society newsletters over the past two years and will be focusing his efforts on his business and travel. These two individuals have helped to advance the Society to where we are!

Again, thank you for the opportunity to serve as president this year. I look forward to seeing everyone at the events!

-Elizabeth McNutt

Special
Thanks to our
Sponsors!

Gold



Silver



UPCOMING EVENTS

Education Program: "Wellness Goes To Work"

Wednesday, May 2, is the date for HPMSNJ's Spring Education Program, "Wellness Goes to Work." The program will offer an in-depth look at the growing role of hospitals in helping corporate America keep its employees healthy.

The program will feature a panel consisting of representatives from three medical centers – AtlantiCare Health Systems, Egg Harbor Township; Kimball Medical Center, Lakewood; and CentraState, Freehold. Accompanying these medical center spokesmen will be corporate clients, explaining why wellness has become so important and why and how they turned to New Jersey hospitals to help launch and maintain their wellness programs.

The panel will be moderated by J.P. Ruth, the *NJBiz* reporter, whose January 8th article, "Wellness Reaches Out to the Office," spotlighted this important trend.

The program will be held at NJHA headquarters in Princeton and will run from 8:30 A.M.- 1 P.M.. More information will be coming your way soon, but, in the meantime, if you have any questions, please feel free to call or e-mail either of the Education co-chairs:

Sandy Josephson, 908 234-0011, ext. 273, sjosephson@matheny.org
Anna Steelman, 215 636-3500, ext. 119, asteelman@hss-inc.com

Meet N' Greet

Date: June 8, 2007

Topic: Meeting the Press with Success

Speaker: Greg Peck, Media Training Inc.

Time: 9 A.M. – 11 A.M.

Location: Capital Health System, Hamilton

Quarterly External Affairs DH&SS Meeting

Date: June 13, 2007

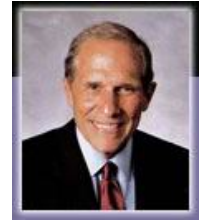
Time: 2:00 P.M.

Location: DHSS Offices, State of NJ Health Care Quality & Oversight
25 Scotch Road, Ewing Township, NJ

To submit topics for discussion or to attend please contact: *Debra Levinson*, 732-418-3232 dlevinson@newsolutionsinc.com

Chuck Lauer to Speak at HPMSNJ Annual Meeting

Chuck Lauer, former publisher of Modern Healthcare, will be the feature speaker at HPMSNJ's annual meeting on December 7, 2007. Mr. Lauer recently retired from his position as corporate vice president of Crain Communications, the parent organization of Modern Healthcare. More details to come!



REMEMBER...members can attend the annual meeting at no charge. If you are a member, your membership is now providing access to a national speaker. If you know someone who wants to be a member, encourage them to sign up now so they can get all the benefits of membership this year, including attending the annual meeting with Chuck Lauer.

Boost readership of your hospital's publication! 10 tips you can use, right now. By: r&j Health

If you're like most hospital marketers, you're being stalked. There's a perpetual blip on your marketing radar... always in the shadows, never leaving, always hanging around. Yes, we're talking about your quarterly publication to the community. That 8 1/2 x 11 glossy with photos of your docs, new services, and perhaps a story on your latest fundraising event.

In today's *Healthbeat*, we'll share 10 rock-solid tips to make your quarterly publication a lot more interesting... and a lot more *you*. Let's start with who's reading it...

Everyone's tuned in to WII-FM (What's in it for me?)

Your publication will likely be in a stack... of bills, catalogs, credit card offers and countless other pieces of mail. Your reader—charged with combing through this hefty pile every day—is likely very busy, frazzled, and *scanning*. Just like you do with your mail.

If you want your pub to be read, *it has to matter to the reader*. You won't be able to please everyone, but those you catch are worth their weight in gold.

That said, here are some insights you can incorporate today...

1. **Think big, think brand.** With projects like ads and brochures, most marketers will labor over logo colors, photo selection, and the message in the copy. Then they publish their community newsletter, and all that goes out the window.
2. **Ask yourself... would I read this?** Your publication has one job... *to be relevant to your reader*. Now, that's a little tough with a general public, buckshot approach. But still, give very careful consideration to your editorial content.
3. **Remember that this is a people business.** An article about a new CT scanner may be interesting. But how that scanner helped diagnose a rare condition and saved a little girl's life is *compelling*.
4. **Watch the "big brochure" trap.** Your publication should read like a magazine... not a brochure.

5. **Create a cover that's a *grabber*.** Remember that pile of mail your reader labors through? People scan, because they don't have time. So grab their eyeballs, right on the cover, with something that will get them to open it up.
6. **Make it scannable.** Again, people don't read, unless they're interested.
7. **Connect your publications.** Most hospital publications are planned at the last minute. Change that. In the beginning of the year, or at least quarterly, create an editorial calendar. This little trick will help you think of your publication as a whole... an ongoing piece... in your branding efforts.
8. **Link to the Internet.** One clever community hospital had a contest on the inside cover of its magazine. Read a certain story, answer a question about it, and email them the answer. The winner would receive an iPod Nano. Your publication could also drive people to your Web site, with the promise of more information that's relevant to them.
9. **Promote your pub!** You're a marketer! Use your skills to boost interest and readership. Send an email blast with a preview of stories. Place an ad that highlights your most interesting story.
10. **Give the *local* solution to healthcare issues.** When it comes to health information, consumers are bombarded with information from loads of sources. But you have one advantage over all those—you're their local resource for health issues. You're a place they can turn to.

It all boils down to this...

Just like your big brand idea, you have to be different. But even more important, you have to be *relevant* to your audience. Your publication is the perfect opportunity to prove it.

**It is time to renew your HPMSNJ
Membership for 2007!**

If you have any questions, please contact Elizabeth at ekanabe@saintclares.org or Eileen at EHorton@CHSNJ.org.

In order to enjoy uninterrupted member benefits please submit form by March 31, 2007.
