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President's Message

Whether we call it a society, a club, a network, or even a family...we need it. We need to be part of something greater than our work and our selves. We need to understand how others are approaching problems similar to ours. We need to learn from one another. We need a shoulder to lean on, or a hand to reach out to. My friends, we need each other.

Part of what the HPMSNJ tries to accomplish is to create links between us. Our members contribute to setting up education programs, designing web sites, writing newsletters, contributing their organizations settings as a place for a meet and greet, or making phone calls to encourage attendance. Some present at sessions, or line up presenters, or introduce presenters. Some belong to organizations that help sponsor our society. Some are active in committees, or work with the state department of health. Some organize mail lists, or send invitations, or help register people at the door, or pick up our speakers. Some contribute databases to our map of hospitals in NJ, some contribute mapping software to our web site, and some use a map to come to our sessions around the state!

Since 1999, I've come to HPMSNJ events, and got to meet a lot of really fine people, who are doing very difficult jobs, in a profession that serves the noblest of callings, to help the sick by planning services, marketing services, and providing positive public relations for our institutions. I've learned much from this group of professionals. And I count on them to help me, or to help others that I know need help.

We've seen our membership grow to 135 members plus! Our educational sessions average 50 people to each session. To provide some context to that number ... other local societies report being lucky if they get 10 people to a session. We have 15 sponsors going into 2008, more than double than we had at the end of 2006. Even our "meet n' greet" gatherings have gathered strong attendance. Meant to be low-key networking events around a common subject, in 2007 we saw more than 30 attend our sessions.

Our 2007 annual meeting was attended by record numbers this year, as people came from around the country from as far away as Washington state, Wisconsin, and Illinois, to hear Chuck Lauer, columnist for Modern Healthcare and a national icon for healthcare.

We created a statewide fold-out map, and made it available for free to all members, for distribution by the New Jersey Hospital Association, and to all of our sponsors. We've printed 2,500 copies of the map, and within the first two months have distributed more than half of them!

We have honored, by awarding the Society Recognition Award, to Fred Jacobs, a man who spent his career improving health – whether as a physician or as the Commissioner of Health in New Jersey. We've awarded to three society members, Eileen Horton, Anna Pence, and Anna Steelman, for their work to improve the society.

In 2008, we will strive to resurrect the "Percy" awards, for excellence in health care advertising in NJ. We are planning on creating a world class educational session around the "patient experience". We have much work to do, and we have people already who have stepped up to try to make these two goals happen.

If you are interested in getting involved in our society, please call or e-mail me.

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President, HPMSNJ
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Annual Meeting Recap



SOCIETY RECOGNITION AWARDS

Pictured from left to right: Charlene Harding, Anthony Stanowski, Rich Sutton, Elizabeth McNutt, Eileen Horton, Anna Pence, Annie Steelman

This year three society members were recognized for their contributions in 2007.

Eileen Horton received the award for being a newly involved member of the society who wanted to start to get a feel for the committees but ended up “chairing” one unofficially until a replacement could be found! New to the board meetings and events, Eileen in addition to taking on the society by-laws and helping out with the membership committee also coordinated the use of her facility for the two meet n’ greet sessions held this year that yielded the largest turn-outs to date.

Anna Pence received the award for taking on the new role of Sponsor Coordinator in addition to her involvement already serving on the board for HPMSNJ and co-chairing the external affairs committee. Anna always volunteers to help out at any event and can always be counted on to share her support of anything that is going on.

Finally, **Annie Steelman** received the society award for her work as co-chair of the education committee in 2007. Even with a heavy travel schedule and workload, Annie led the coordination of the second event of the year and always responded to discussions to lend her support and help in any way that she could. Even when she wasn’t able to attend a board meeting in person, she followed up afterwards with what was discussed and what she could help out with.

It is through the dedication and outstanding work done by such members each year that HPMSNJ continues to grow and offer new benefits to our members. We thank all those who have helped out this year, and especially Eileen, Anna and Annie for their hard work!



SPECIAL ACHIEVEMENT AWARD

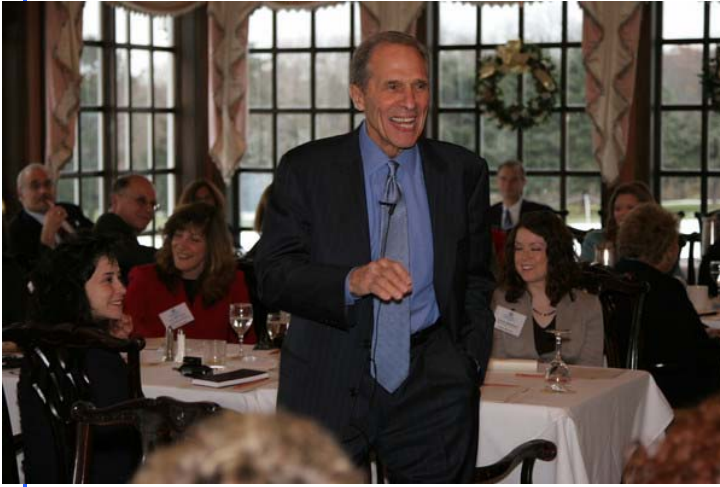
Pictured from left to right: Rich Sutton, Renie Carniol, Elizabeth McNutt, Dr. Fred Jacobs, Charlene Harding and Anthony Stanowski

Fred M. Jacobs, M.D., J.D., recently retired Commissioner of the NJ Department of Health and Senior Services, received the 2007 HPMSNJ Special Achievement Award.

Dr. Jacobs served as the commissioner since December 2004. During this time he worked to implement many changes in the state of New Jersey. Dr. Jacobs list of accomplishments during this time include:

- Advocating the implementation of the Smoke Free Air Act that took effect on April 15, 2006.
- Touring the state in the fall of 2007, speaking to more than 5,000 high school students and more than 1,500 school nurses, about the two leading causes of death and disability in the U.S.: smoking and obesity.
- Focusing unprecedented attention on the Department's core mission of reducing health disparities in minority and multi-cultural populations.
- Testifying /advocating for passage of a law authorizing several cities to operate pilot needle exchange pilot programs to reduce the spread of HIV/AIDS.
- Participating in World AIDS Day/Black HIV/AIDS awareness programs and accepted the national 2006 Vision Award from the Association of State and Territorial Health Officers for outreach to minority populations and statewide expansion of the Rapid HIV test.
- Provided Department's leadership during multi-national, multi-state, full-scale bio-terrorism exercise: TOPOFF 3.
- During Dr. Jacobs' tenure, the Emergency Health Powers Act was signed, updating the Department's authority during a public health emergency.
- Visiting the vast majority of NJ's hospitals to talk to management, clinical staffs and boards of trustees about how they should share best practices and improve quality.





CHUCK LAUER GIVES MOTIVATIONAL TALK!

HPMSNJ was fortunate enough to have Charles S. (Chuck) Lauer present to give his *Decency* lecture at the annual meeting.

Mr. Lauer was Modern Healthcare's editorial director and vice president of publishing, as well as a vice president within Crain Communications (Modern Healthcare's parent company). Known throughout the healthcare industry and beyond, Mr. Lauer has also added author, public speaker and award-winning businessman to his many titles. As publisher of Modern Healthcare for more than 20 years, he took the magazine from a monthly, money losing proposition when Crain Communications purchased the magazine in 1976, to the nation's leading healthcare news weekly. In 1997 Mr. Lauer introduced Modern Physician magazine. He announced his retirement from Modern Healthcare effective Feb. 2, 2007. Mr. Lauer continues to author his weekly column in Modern Healthcare, and serves on the boards of many health care companies. As a speaker, author, and board member, Mr. Lauer continues to motivate those in health care as one of the agents of change in our profession.

During his talk, Mr. Lauer made the group laugh and motivated each of us to make a difference. Through his inspirational stories and touching anecdotes, all those present were fortunate to be able to hear Mr. Lauer in person and to meet him!

Upcoming Board Meeting



Date: Wednesday, January 16, 2008

Time: 9:30A.M. – 12:00P.M.

Location: New Jersey Hospital Association
760 Alexander Rd., Princeton, NJ 08543

All are invited, but please RSVP to Anthony Stanowski at anthony.stanowski@thomson.com

Private Log-In Now Available!

HPMSNJ officers are continuously working to expand and improve the Society's website to better serve our members. One security measure that is new to the site is individual member log-in's for the "members only" sections of the website as well as access to past meeting hand-outs. Please see below for instructions to set-up your user name and password for the first time.

Instructions for initial set-up of your HPMSNJ user name / password:

1. Open the HPMSNJ website at www.hpmsnj.org
 2. Click on the "login" tab located near the bottom of the screen
 3. Enter your user name: jsmith (first initial and last name)
 4. Click on "forgot password"
 5. This will bring you to another screen. Click on "reset password"
 6. An e-mail will be sent to your inbox momentarily with a very complex password
 7. Go back to the "login" tab and enter your user name and this password
 8. Go to the "Contact Information" tab . . . You can change your password there
-

Brand Diagnostics Workshop

Date: Thursday, February 21, 2008

Time: 9:30 – 12:00PM

Location: Star and Barry Tobias Ambulatory Campus at CentraState
901 West Main Street, Freehold, NJ 07728 * 732.845.9400
For directions, visit www.centrastate.com



Speaker: Bob Gaguauf, President, R&J Health

Description: A powerful, strongly developed brand says who you are and what you promise to bring to your patients and their families. A brand is much more than a logo and corporate colors. It's your unique position – an absolute must-have in today's highly competitive healthcare market.

R&J Health's Brand Diagnostic Workshop is a brand-building exercise that works from the ground up to help you define and develop an unshakable brand. The workshop will feature an interactive format that actually allows you to participate in a process for an imaginary hospital, that applied in the real world, will allow you to create powerful marketing communications that are clear... unique... get attention and increase market share.

The session will be followed by group tours of the new ambulatory fitness center!

2008 HPMSNJ WHO'S WHO

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If you'd like to submit an article, news item or recognition for the next newsletter, or have a question regarding a submission, please send to Elizabeth McNutt at emcnutt@sbhcs.com.

Please limit submission to one page in length including all text, graphics and footnotes. You may arrange fonts and text/graphics placement however you wish to fit it to the page.

Submissions should be educational or informative in nature, we cannot accept advertisements or product endorsements. If you have a question regarding if a submission is appropriate, please e-mail Elizabeth! We can work with you regarding length or content!