

Healthcare Marketing in 2011: Lead, Strengthen, Differentiate!

If you handle the marketing and communications for a healthcare organization, you can't afford to miss this exciting event.

Overview

Now, more than ever, healthcare marketers have a diverse array of tools at their disposal to promote your organization. This Fineline University will help you "lead, strengthen, and differentiate" your efforts in 2011.

Fineline Printing Group has once again hired a nationally renowned subject matter expert for our Fineline University series. SkillPath Seminars—the premier provider of business training in the United States—has created a custom training program for you: central Indiana healthcare marketers.

Join other professionals learning timely and strategic information to sharpen and expand your marketing efforts. This illuminating day is filled with three practical, idea-packed sessions with how-to tips, techniques, strategies, and more! And, all attendees will receive a detailed program book with the presentation, educational content, templates, articles, and more. **Don't miss this opportunity!**

Who Should Attend

Upper-level professionals in hospitals, academic medical centers, healthcare systems, and medical group practices:

- Marketing
- Social Media
- Communications/ Advertising
- Consultants
- Public Relations
- Event Planning

When: Wednesday, March 23, 2011, 9:00am-4:00pm

Where: Fineline Printing Group

Cost: Complimentary*

Register: FinelinePrintingGroup.com/learn

*Due to limited seating, we ask that you limit participation to two people per company. A waiting list is established in case of cancellations.

What You'll Learn

Branding

- The six D's of effectively building your brand
- Essential questions to ask when developing or evaluating your brand
- The differences between brand strategy and market awareness
- Ways to differentiate from your competition
- Ways to increase your brand's equity

Messaging

- The biggest media influencers on healthcare brand conversations
- What are proven "words" or "phrases" that sell
- The benefits of integrating offline and online media
- How to better engage your customers
- The Cycle for Effective Marketing
- The importance of treating external and internal customers equally well

Trends

- Social media strategies to grow and protect your reputation (and your bottom line)
- Why you should have diversity and sustainability strategies
- Maturism, Generation G, Wellthy, and Young Women: what these trends mean to you
- How mergers and acquisitions change the competitive landscape
- Perspective of how healthcare reform may impact your marketing programs

Fineline Printing Group is a leading commercial graphics and mailing provider in the Midwest. Fineline's customers get the best in purchasing efficiencies and brand quality from our wide range of products and services and state-of-the-art equipment. Our knowledgeable account executives personally handle the details of every project and look for ways to make it better or more efficient. That's why our motto is: *we will not ask for your business until we can improve it.*

