





**Meet us for three days of learning, inspiration and networking** as we gather with colleagues from across the country in Washington, D.C., for the 2009 PRSA Health Academy Conference.

**Together with the economy, health care in America has risen to the top of the national agenda**, placing increasing responsibility in the hands of health care communicators to take advantage of fast-moving developments. With a historic new administration in the White House and sweeping changes in the legislative branch, there are more opportunities for health care communicators than ever before. And just as a seismic shift has occurred in the political spectrum, the rise of social media is revolutionizing traditional print and broadcast public relations tactics and giving rise to a whole new way of influencing key decision makers, as well as providing access to health information. The Obama campaign certainly demonstrated how using social media for fundraising, networking and outreach can transform virtual social networks into real-world power. Our conference will demonstrate how you can apply these very same successful tactics for your clients and at your own organization.

**Throughout the three days, you'll hear from some of the top practitioners of social media in health care** with case histories and strategies that will equip you with the information you need to adapt in a declining economy. Our keynote speaker is **Josh Bernoff**, co-author of "Groundswell: Winning in a World Transformed by Social Technologies." We'll also hear from **Mara Liasson**, political correspondent for National Public Radio, who will provide the latest insights about the new administration on Capitol Hill, and **Jennifer Martin** of CNN, who will talk about how user-generated content and social media are being integrated into the "World's Most Trusted News Source."

**We have a huge responsibility as health care touches everyone.** We know by attending the 2009 Health Academy Conference, you will leave refreshed and excited about the new technology, nontraditional marketing and communication strategies, and be better prepared to target your message to reach all segments of health care and consumers.

Sincerely,

**Garland Stansell, MPPM**

Children's Health System, Birmingham, Ala.  
PRSA Health Academy 2009 Chair

**Leigh Fazzina**

Health Care Communications Consultant, King of Prussia, Pa.  
PRSA Health Academy Conference Co-Chair

**Ben Garrett**

On The Scene Productions, Atlanta, Ga.  
PRSA Health Academy Conference Co-Chair

- **Leverage social media to make the most of opportunities in a changing financial environment.**
- **Leverage blogosphere influentials to help carry your message.**
- **Find out how news media are incorporating user-generated content into new media strategies.**
- **Get updates and analysis on health care-reform and how it will impact the health care industry.**
- **Get started in the Health Blogosphere.**
- **Discover how the latest breakthroughs in health care information technology are advancing the frontiers of social media.**



**About the PRSA Health Academy**  
Where Health Care and Public Relations Intersect

One of the largest Professional Interest Sections within PRSA, the Health Academy comprises nearly 800 members. Its members are mid- to senior-level public relations practitioners representing a broad spectrum of health care organizations such as hospitals and health systems, medical societies, long-term care providers, insurers, managed care organizations, biotech and medical device manufacturers, alternative medicine providers, pharmaceutical companies, government agencies and public relations firms with health care practices.

Join us to meet the Health Academy leadership on Wednesday, May 13. Meet the people who lead the Health Academy, learn more about Academy benefits and find out how you can become involved.



## Keynote Speakers:

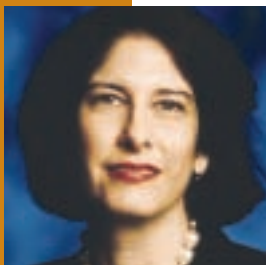
### Josh Bernoff

Co-Author  
“Groundswell: Winning in a World Transformed by Social Technologies”



### Jennifer Martin

Director of Public Relations  
CNN



### Mara Liasson

Political Correspondent  
National Public Radio

## Conference Highlights

### Keynote Speaker: Josh Bernoff, co-author, “Groundswell: Winning in a World Transformed by Social Technologies”

The groundswell is global, it is unstoppable, it affects every industry and it represents a revolution in the way we must approach public relations in every sense of the word. Learn from Bernoff why you need to be involved in the groundswell and how you can leverage it to your advantage.

### Keynote Speaker: Jennifer Martin, director of public relations, CNN

Learn from Martin how the power of social media has given CNN the ability to react and respond instantaneously and tailor its communications and conversations with its diverse audience, including other journalists and influential bloggers.

### Keynote Speaker: Mara Liasson, political correspondent, National Public Radio (NPR)

Get a unique, inside-the-Beltway perspective from Liasson on the historic Barack Obama White House. Her reports can be heard regularly on NPR’s award-winning newsmagazines, “All Things Considered” and “Morning Edition.” Liasson provides extensive coverage of politics and policy from Washington, D.C. — focusing on the White House and Congress — and also reports on political trends beyond the Beltway.

## Plenary & Concurrent Sessions

- The Best Web Site in Health Care?
- Using Social Media to Effectively Reach Your Audience
- Lean Forward and Click!
- Innovative Use of Social Media in Health Care: From Facebook to CarePages
- Let’s Talk About Tech: How to Find and Promote Your Health Care Information Technology Story
- The Evolution of Media Skills Training: How Messaging, Preparing Spokespersons and Crisis Response Changes in the 24/7 Web 2.0 World
- Influencing and Reaching the Wellness-Motivated Consumer
- Targeting and Reaching Web Influencers in the Health Care Community
- “Traditional” PR Is So 80s: Lessons Learned From Consumer PR
- Engaging Youth Through Interactive Marketing and Media
- Sphere of Influence of Key Opinion Leaders in Health Care Social Media
- Humanizing Health Policy Through Blogs, V-logs and Social Media
- The Next New Model of Web-Based Journalism: An Insider’s Perspective
- Social Media as a Component of an Overall Charitable Giving Strategy
- Case Histories from the Front Lines of Social Media
- The Impact of Social Media on Health Care
- The New Global Dynamics of Health Care Engagement
- Engaging Young Girls in Smoking Prevention: A Web-Based Strategy for Intervention
- Accountability and Transparency in the Twitter/YouTube Era: Lessons from Barack, Bachmann and BOB

## Pre-Conference Seminar at the Department of Veterans Affairs

Witness TroopTube, the Army’s answer to YouTube and its amazing DVIDS (Digital Video and Imagery Delivery System). Also learn about My HealtheVet, a Web-based product that gives veterans information and tools to improve their health.

## Schedule at a Glance

### Wednesday, May 13

- 12:45 – 1:45 p.m. Registration
- 1:45 – 5 p.m. Pre-Conference Seminar: Department of Veterans Affairs
- 6 – 7 p.m. Meet the Health Academy Leadership Reception

### Thursday, May 14

- 7:30 – 8:30 a.m. Registration and Continental Breakfast
- 8:30 – 8:45 a.m. Welcome and Introductions
- 8:45 – 10 a.m. Opening Session: Are You Ready for the Groundswell?  
Josh Bernoff
- 10:15 – 11:30 a.m. Breakout Set: “Basics and Beyond”
- 11:30 a.m. – 1 p.m. Luncheon Plenary and Awards Presentation
- 1:15 – 2:30 p.m. Breakout Set: “Sharpening Your Social Media Skill Set”
- 2:45 – 4 p.m. Breakout Set: “Influencing the Influentials”
- 4:15 – 5:30 p.m. Concurrent Sessions
- 6 – 8 p.m. Networking Reception at Woodrow Wilson House

### Friday, May 15

- 7:45 – 9 a.m. Registration and Continental Breakfast
- 8 – 8:45 a.m. Early Session: Health Academy Paper Presentation
- 9 – 9:15 a.m. Welcome and Introductions
- 9:15 – 10:30 a.m. Plenary Session: Jennifer Martin
- 10:45 – Noon Breakout Set: “Building Communities With Social Media”
- Noon – 1:30 p.m. Plenary Luncheon: Mara Liasson
- 1:45 – 3 p.m. Plenary Session: “The Impact of Social Media on Health Care”
- 3:15 – 4:30 p.m. Breakout Set:  
“Putting It All Together: Real Life Meets Social Media”
- 4:30 – 5:30 p.m. Closing Reception and Prize Raffle

## Wednesday, May 13

### The Military and Social Media: From TroopTube to HealtheVet: Amazing Innovations & Strategies From Our Armed Forces

#### 1:45 – 5 p.m. Pre-Conference Seminar Department of Veterans Affairs

(Walking distance from hotel)

Many of the advances in medicine during our nation’s history originated in military field hospitals, but those innovations also can be found in health care communications. Witness TroopTube, the Army’s answer to YouTube and its amazing DVIDS (Digital Video and Imagery Delivery System). You’ll find out what other Web 2.0 applications the Department of Defense has on the horizon. Then, there’s Soldier’s TV, the main source of news for more than three million service men and women.

In this session, you will also learn from VA health care experts about the latest advances in treating two of the signature illnesses affecting returning soldiers as they transition back to civilian life — Post-Traumatic Stress Disorder (PTSD) and Traumatic Brain Injury (TBI).

#### Scheduled to Appear:

**Col. Paul Little, M.D.**, Soldier’s TV  
**Christine DeVries**, New Media Team, Armed Forces Information Service (TroopTube)  
**Rep. Harry Mitchell, (Ariz.)** House Committee on Veterans’ Affairs

Please note: This is an optional ticketed event. To register, select “Pre-Conference Seminar” on the form on page 11.

#### 6 – 7 p.m. Meet the Health Academy Leadership Reception (Hosted)

After you’ve arrived in D.C. and gotten settled in, join us for cocktails and meet the volunteer leaders of the PRSA Health Academy.

“The PRSA Health Academy Spring Conference is always reliably relevant to the profession and to health care. I am guaranteed to come away with value for the investment, better prepared for the turbulent, challenging times we face.”

**Michael D. Bardin, APR**,  
senior director, public and  
government affairs, Scripps Health



## Thursday, May 14

8:45 – 10 a.m.  
**Opening Keynote Session**

### Are You Ready for the Groundswell?



**Josh Bernoff**  
Co-Author, “Groundswell: Winning in a World Transformed by Social Technologies”

Social technology is transforming the world as we know it. Corporations are struggling with a new trend: consumers using online social technologies

(blogs, social networking sites, YouTube, podcasts) to discuss products and companies, write their own news and find their own deals. This groundswell is global, it is unstoppable, it affects every industry and it represents a revolution in the way we must approach public relations in every sense of the word.

Josh Bernoff is one of America’s most prominent and widely quoted technology analysts. Bernoff has been a Forrester Research analyst for 13 years and is currently a vice president at the technology and market research company. He created the Technographics segmentation, the foundation for Forrester’s worldwide consumer survey business since 1997. Josh’s analysis aims at a deeper understanding of people, how they use technology, and how that affects business. He blogs at [blogs.forrester.com/groundswell](http://blogs.forrester.com/groundswell).

10:15 – 11:30 a.m.  
**Breakout Set: “Basics and Beyond”**

### The Best Web Site in Health Care?

**Neal Linkon**, senior vice president, Greystone.Net

While its hard to name one single Web site as “The Best,” there are, however, identifiable “best practices” that distinguish excellent sites from good sites. Using existing examples of winning health care sites, effective strategies will be presented that achieve targeted results through site design, interactivity and

the use of social media to engage patients and other audiences. Enjoy a tour of the best that health care has to offer on the Web, and see what might work for you. You’ll learn:

- What’s considered a “best practice” in health care online strategies.
- How results are being achieved using these strategies.
- How barriers were overcome to achieve those results.

### Using Social Media to Effectively Reach Your Audience

**Jon Carpenter**, senior manager, Digital Strategy, Strat@comm LLC

How to identify, listen and engage your key audiences are essential to the success of the Web-based component of a public relations campaign. If you don’t know how to identify relevant blogs, key influencers, understand how to reach out to bloggers and leverage the digital spread, you’re not maximizing the potential of one of Internet’s most powerful new applications for public relations. This presentation will describe the most popular and effective mediums in the digital and social media sphere and illustrate how to tailor their use toward the health care industry. You’ll learn:

- How to set up a social media page effectively.
- How to use Twitter and how corporations have used it effectively to engage their customers.
- How YouTube can be used to promote your cause.

### Lean Forward and Click!

**Kristy “Indi” Jones**, director of marketing, Minor & James Medical

Are you curious about how to develop a Web site for your practice? Do you want to take your site to the next level and increase the number of visitors? How about using your site to increase patient communication and interactions? Learning how to master the interactivity of the Internet is the key. The techniques presented in this session are easy to implement and are, in many cases, low-cost and include: how to drive visitors to your site; how to use search engines to your advantage; creating additional and stronger links to patients to attract new

clients; and leveraging to your advantage the future of Web sites (and patient portals!). You will learn:

- The differences among search engines and how to use organic as well as paid searches (and why both are important).
- What content should be added to your Web site to make it more patient-friendly.
- Trends that are shaping the future of health care Web sites and patient portals.

11:30 a.m. – 1 p.m.  
**Luncheon Plenary and Awards Presentation**

### Innovative Use of Social Media in Health Care: From Facebook to CarePages

**Dmitriy Kruglyak**, CEO, Trusted.MD  
**Paul Griffiths**, CEO, MedTouch  
**Sarah Wilcox**, chief marketing officer, CarePages

This presentation will help health care public relations professionals know which social media options are available and how to participate in the conversations — while adhering to industry rules and regulations. Based upon industry and proprietary research as well as practical experiences, this presentation also offers practical tips and best practices for PR professionals to participate with social media. You will learn:

- The trends impacting health care and technology and how that relates to public relations and government regulations.
- How to take advantage of the types of conversations consumers are having online.
- How to join the online conversations, while staying within regulatory guidelines.

The luncheon will also feature the presentation of the Health Academy Awards, recognizing the best of health care public relations and management leadership.

## Thursday, May 14 (cont.)

1:15 – 2:30 p.m.  
**Breakout Set:**  
**“Sharpening Your Social Media Skill Set”**

### **Let’s Talk About Tech: How to Find and Promote Your Health Care Information Technology Story**

**Sarah Bond**, senior program coordinator, public relations, Cerner Corporation

This practice-based presentation will focus on how to build relationships with the essential players in your health care information technology organization, including CIOs, nurse and doctor “super users” and health care IT suppliers. We’ll also discuss current trends in health care IT media coverage and how you can work with your key IT players to translate your technology story into one that your local media and patients can understand. You will learn:

- How to translate the benefits of health care information technology to critical non-IT internal audiences.
- How to connect innovations to news-making trends in health care IT.
- How users of technology in the organization can help champion the company’s PR objectives.

### **The Evolution of Media Skills Training: How Messaging, Preparing Spokespersons and Crisis Response Changes in the 24/7 Web 2.0 World**

**Andrew D. Gilman**, president and CEO, CommCore Consulting Group

If a negative news item shows up in an Internet posting, what does this mean to how a PR team responds, prepares a message and makes a spokesperson available? How can the health care communicator’s requirement to be accurate, compliant and responsive be balanced with the journalist’s, Web publisher’s and blogger’s need for instant access? Explore this highly charged relationship between traditional and new media based on research, best practices and case histories.

You will learn:

- How best media skills practices and new regulations governing communications apply across traditional and new media formats and platforms.
- The risks and rewards of adapting traditional media relations to the Internet age.
- How the evolving online journalism and social media landscape changes the way we train and prepare spokespersons.

### **Influencing and Reaching the Wellness-Motivated Consumer**

**Ann M. Moravick**, executive vice president, director, Global Healthcare and Brand Advocacy, Ketchum

Who are the women most likely to lead health and wellness discussions on and off line? Proprietary research will be shared on the well-connected female consumer, showing her health and wellness motivations and communications preferences. Some of the leading health and wellness bloggers will share information about how to develop lasting relationships with this important influencer group. You will learn:

- How to communicate with and involve the well-connected woman online.
- How to reach and engage health and wellness bloggers and build sustaining relationships.
- The power, promise and pitfalls of social networking sites in relaying health and wellness information.

2:45 – 4 p.m.  
**Breakout Set:**  
**“Influencing the Influentials”**

### **Targeting and Reaching Web Influencers in the Health Care Community**

**Doug Simon**, president & CEO, D S Simon Productions, Inc.  
**Allison S. Ewing**, director, communications and public relations, American College of Physicians

This presentation will show the anatomy and outcome of a successful Web-based informational campaign to influence practi-

tioners and information-seekers in the health care community. By careful and innovative methodology, and working with the American College of Physicians (ACP), health care information was saturated on leading Web sites and social news sites. This session will discuss how to use social media, such as blogs, social networking sites, social news sites and video portals, to facilitate two-way conversations with Web Influencers, as well as consumers. You will learn:

- Key principles to follow to when reaching Web Influencers in the health care community.
- New tools and Web technologies to help the identify target audiences and then distribute content to Web Influencers.
- How to apply tested tools and tactics to health care campaigns aimed at health care information seekers on the Web.

### **“Traditional” PR Is So 80s: Lessons Learned From Consumer PR**

**Heather Gartman**, managing director, ZENO Group

The use of new media in the world of non-health care consumer companies far outpaces that of health care companies. Part of this slow adoption in health care can be attributed to regulatory concerns that preclude health care companies from embracing Web 2.0. But that is changing, as health care becomes more consumer-driven and the use of Web 2.0 becomes more sophisticated. This presentation will explore what has worked in new media consumer PR and draw lessons that can be applied to the health care Web 2.0 world. You will learn:

- How recent consumer PR campaigns can be used to reach various types of health care audiences.
- How to tap into consumer blogs (“me” media) and online media to reach your target audience.
- How to support a Web-based community from consumer campaigns that got it right.

## Engaging Youth Through Interactive Marketing and Media

**Brian Marquis**, public liaison officer, National Institute on Drug Abuse (NIDA)

**Eric Davis**, M.S., project director, IQ Solutions

The National Institute on Drug Abuse (NIDA) launched a variety of science-based, attention-grabbing initiatives to dialogue with youth, including young African American and Latina women. This case study highlights NIDA's use of new, inventive social media, such as blog monitoring and search engine optimization, to show practitioners what digital public relations offers in the growing health 2.0 movement. You will learn:

- Three take-home messages from a National Institute on Drug Abuse (NIDA) case study showcasing how NIDA uses new media technology to attract not-yet-served youth, particularly young African American and Latina women.
- Three strategies for integrating new e-technology into your own campaign.
- Three ways your organization can enter the Web 2.0 space while maintaining and strengthening your own brand.

## 4:15 – 5:30 p.m. Concurrent Sessions

### Sphere of Influence of Key Opinion Leaders in Health Care Social Media

**Kyung Han**, managing partner, EmPower Research LLC

**Rachelle Spero**, senior vice president, digital media, Cohn & Wolfe

Social media channels have provided expert Key Influential Bloggers (KIBs) the ability to disseminate information pertaining to health care in an interactive manner and, in the process, influence target audiences. As a result, public relations, marketing, corporate communication and public affairs roles are beginning to overlap, causing a need for redefinition of roles and accountability, and making leveraging social media a necessity for enhanced consumer engagement.

You will learn:

- How to gauge the sentiments around health care products and services through identifying and analyzing influencers in different facets of social media (including Flickr, Facebook, MySpace, YouTube).
- How to identify and track the trend setters for your specific markets in the social media space.
- How to identify and leverage these key influencers to achieve increased sales and meet marketing goals.

### Humanizing Health Policy Through Blogs, V-logs and Social Media

**Gillian Ray**, director, public relations, National Association of Children's Hospitals and Related Institutions

**Lora Jarrell**, assistant director, Web communications, National Association of Children's Hospitals and Related Institutions

**Jennifer Parris**, communications specialist, Le Bonheur Children's Medical Center

Hear how innovative use of social media significantly increased public awareness for the 2008 N.A.C.H. Family Advocacy Day, an annual meeting on Capitol Hill where patient families and hospital staff met with legislators to discuss important health policy issues. The presenters will discuss how they planned and implemented a blog, video blog and Facebook ad to elevate the visibility for the issues highlighted during the event beyond its core audience of Congress and health policy reporters. You'll learn:

- How to leverage social networking tools to promote a health policy agenda.
- Tips for planning and executing a blog and a v-log as part of an advocacy campaign.
- How to promote a blog and v-log among its intended audience.

### The Next New Model of Web-Based Journalism: An Insider's Perspective

**Laurie McGinley**, co-editor, Kaiser Health News

Get an up-close and personal perspective on one of the most exciting and innovative experiments in Web-based journalism.

Kaiser Health News is a new nonprofit venture started by the Kaiser Family Foundation to provide high-quality, in-depth coverage of health policy issues. This session will discuss the news service's threshold challenge: establishing itself as a credible, independent source of health care news. You will learn:

- The inner workings of a new model of journalism.
- The obstacles and challenges of a new journalism startup.
- The kinds of stories Web-based journalists are looking for from freelancers, reporters and editors.

## 6 – 8 p.m. Networking Reception

Woodrow Wilson House

2340 S Street, N.W., Washington, D.C.  
(Transportation will be provided.)

Unwind after a day of enriching programming to spend the evening networking with your peers over cocktails and appetizers. The event will be held at the historic Woodrow Wilson House, where the late U.S. president spent the final years of his life.

"It goes without saying that the health care environment changes faster than the seasons. What works today is a tired cliché tomorrow. For that reason, I consider conferences such as the PRSA Health Academy essential for anyone concerned with improving their communications arsenal. From hearing directly from top-rank medical reporters to learning about the latest social media tactics to late-night jawboning with colleagues, the Health Academy is the place to learn what is shaping our health care world."

**Michael Durand**, senior health care counselor



## Friday, May 15

8 – 8:45 a.m.  
Early Session

### Health Academy Paper Presentation

**Kurt A. Wise, Ph.D., APR**, chair, Public Relations Department, Quinnipiac University (Moderator)

The first annual Health Academy Paper Competition, held in conjunction with Quinnipiac University, invited professors, doctoral students and doctoral candidates to submit papers on a variety of topics including health care management, hospital public relations and pharmaceutical public relations. In this session, the winner of the competition (still to be determined at press time) will deliver their paper.



9:15 – 10:30 a.m.  
Plenary Session

**Jennifer Martin**  
Director of Public Relations  
CNN

“Our rules at CNN for social media and all our news-related activities are transparency and authenticity. And being brief is also important.”

Those are the words of Jennifer Martin, who will discuss how the power of social media has given the network the ability to react and respond instantaneously and tailor its communications and conversations with its diverse audience, including other journalists and influential bloggers.

CNN has emerged as one of the leading broadcast networks to fully integrate the power of the Web with their network offerings. For example, they have used live access on the Web to newsmaker events as a way to solidify consumer awareness of the network’s prominence and respond to issues and questions poised by other journalists and their viewing public about its coverage and anchors. CNN has also used social media for critical instant view feedback, as during the 2004 presidential debates, when anchors were fed consumer reactions to adjust their commentary.

“The Health Academy annual conference consistently features top industry experts on cutting edge topics. It is a “must attend” event for health care communications professionals.”

**Nancy Hicks**, senior vice president, associate director, Ketchum North America Healthcare Practice

You will learn:

- How to identify and connect with the key influential bloggers to obtain positive coverage.
- How to have specific conversations and communicate specific messages to individual audiences.
- The social marketing trends the network is leveraging and how to adopt them to your and your client’s goals.

10:45 a.m. – Noon  
Breakout Set:  
“Building Communities with Social Media”

### Social Media as a Component of an Overall Charitable Giving Strategy

**Paul Amundsen**, president, Paul Amundsen Associates  
**Wendy Harman**, director, new media integration, American Red Cross

While social media shows great promise for the nonprofit sector, smaller organizations often struggle to keep up with Web-related marketing basics and can be driven to distraction by the latest tactic that captures someone’s fancy. But faced with personnel and budgetary constraints, how can nonprofit organizations master this brave new world of marketing basics and take advantage of all the benefits social media have to offer? Explore practical applications for social media and examine critical elements required to ensure every aspect of your nonprofit’s marketing strategy supports fundraising and is in sync with overall organizational goals. You will learn:

- How to identify when best to incorporate social media into overall marketing and fundraising effort.
- Strategies for starting small, without losing sight of overarching fundraising goals.
- How to make an investment of staff time, and the technology involved to determine whether cross-marketing within social media might be beneficial.

### Building and Bringing Your Patient Community Online — Ways to Make It Happen in 2009

**Wick Davis**, director of online services, Lupus Foundation of America (LFA)

**Jill Ammon**, associate account director, Virilion

**Dan Solomon**, CEO, Virilion

Bringing patients to the Web is a continuing challenge. With technology evolving, engaging them in this new media landscape has taken on multiple dimensions. Recently published research has identified that we are entering an era of collaborative health care — especially as it relates to online public relations efforts. This radiates through both the health care entities pushing messages online as well as the consumer audiences they are trying to reach. You will learn:

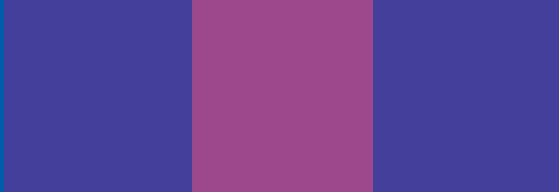
- Innovative and sustainable strategies and tactics behind online patient interaction.
- Web 2.0 tools of engagement.
- Real-life case studies and best practices from major health care organizations and how these tools will help online efforts in 2009.

### Case Histories from the Front Lines of Social Media

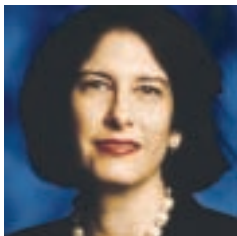
**Colleen Creighton**, executive director, Alliance for Consumer Education (ACE)

The Alliance for Consumer Education (ACE) is a national nonprofit educational foundation that is using social media to advance its health-related causes. Social media sites and frameworks such as Squidoo, Twitter, MySpace, Facebook, blogs, and Second Life have helped ACE effectively reach a greater portion of its target audience.

However, for a nonprofit foundation, costs are obviously a concern. Therefore, ACE will explain how they have been able to harness the power of social media to increase awareness of their public health issues and get information and materials out to more consumers throughout the country — at a fraction of the traditional cost of such a program.



**Noon – 1:30 p.m.  
Plenary Luncheon**



**Mara Liasson**  
Political Correspondent  
National Public Radio (NPR)  
Mara Liasson will provide her unique, inside-the-Beltway perspective on the historic Barack Obama White House. Her reports can be heard regularly on NPR's award-winning news-magazines "All Things

Considered" and "Morning Edition." Liasson provides extensive coverage of politics and policy from Washington, D.C. — focusing on the White House and Congress — and also reports on political trends beyond the Beltway.

Each election year, Liasson provides key coverage of the candidates and issues in both presidential and congressional races. During her tenure, she has covered five presidential elections beginning with 1992. She is also a political contributor for Fox News Channel joining the network in 1997 and serving as a regular contributor to "Special Report" the top-rated political program on cable television.

**1:45 – 3 p.m.  
Plenary Session**

**The Impact of Social Media on Health Care**  
**Paul Vogelzang**, producer, MommyCast

There is a great opportunity to use social media for health care, as conventional outlets are shrinking or not as efficient, or have great cost associated with them. Social media is vastly superior to anything else, but has limitations, too. This session will focus on demystifying the use of social media, as well as the tools used today, such as Twitter, Facebook and MySpace, and how they're all being used both proactively and reactively in health care communications. Discover how to reap the rewards and size up the possibilities from a "first hand" expert. You'll learn:

- Lots of examples: what's worked and what hasn't.
- iPhone development and why this platform will win.
- How you can use social media to meet your business needs.
- The most important social media term for health care communicators today.

**3:15 – 4:30 p.m.  
Breakout Set: "Putting It All Together:  
Real Life Meets Social Media"**

**The New Global Dynamics of Health Care Engagement**

**Susan Isenberg**, general manager, health, Edelman  
**Emily Downward**, senior vice president, Edelman Digital

See the results of a unique study exploring the dynamics of engagement in health. Get answers on why it matters, what it means for business and organizations, and how to engage effectively to thrive and lead in this changing environment. Identify the "Health Info-Entials" — highly informed and involved stakeholders who have disproportionate influence over health and health issues by virtue of their interest and involvement in receiving, interpreting and sharing information and opinions. You will learn:

- The emerging issues of top concern to key health stakeholders.
- How to engage stakeholders.
- How stakeholders' engagement in health is changing.

**Engaging Young Girls in Smoking Prevention: A Web-Based Strategy for Intervention**

**Kelley Connors**, president,  
KC Healthcare Communications LLC  
**Kara Connors**, consultant, public health education, Dartmouth Hitchcock Medical Center

Hear how an anti-smoking campaign successfully engaged 9-11-year-old girls using untraditional methods. The presenters will describe the unmet public health needs analysis, public health and behavioral research supporting the communications solution and the creative social media application of the patient education site. They will also explain the methodology they developed to understand how social media was applied with girls aged 9-11 to prevent smoking and provide a sneak preview of the site, and how it is being marketed. You will learn:

- The opportunities to educate young girls about smoking prevention and quitting.
- Challenges and solutions to using social media with girls aged 9-11.

- How the Web development creative process via a private social service agency engaged in high-risk teen behavior change.

**Accountability and Transparency in the Twitter/YouTube Era: Lessons from Barack, Bachmann and BOB\***

**Kathleen L. Lewton, APR, Fellow PRSA**, principal, Lewton, Seekins & Trester  
**Steven V. Seekins, APR, Fellow PRSA**, principal, Lewton, Seekins & Trester  
**Kenneth G. Trester, APR, Fellow PRSA**, principal, Lewton, Seekins & Trester

Social media's power to literally transform both the story and the outcome continues to be clearly demonstrated. The Michele Bachmann burnout in which one statement on "Hardball" went around the world and destroyed her campaign, the bailout bill (BOB) defeat in which engaged and energized citizenry took the bill down for the count in the first round, and the Barack Obama oldest/newest communications strategy in which traditional methods were combined with sophisticated online and social media tactics are classic examples of best (and worst) practices for accountability and transparency. You'll learn:

- Real examples in accountability and transparency that health care public relations and communications need to know in the social media age.

**4:30 – 5:30 p.m.  
Closing Reception & Prize Raffle**

Be sure to stay with us! The Health Academy will raffle several valuable prizes and you must be present to win. (A cash bar will be open throughout the reception.)



## General Information

### Accommodations

For accommodations at the Westin Hotel, City Center, call (202) 429-1700. The special room rate is \$275 per night. Rooms are guaranteed on a first-come, first-served basis through April 21, 2009. You are responsible for arranging your own hotel accommodations.

### Amtrak

You can receive a 10% discount off the lowest available fare to Washington, D.C.! The reservation number and promotional code will be included in your conference registration confirmation. Some restrictions apply.

### Social Media

Have a Facebook account? Get conference updates and network with attendees in advance by joining the Conference Event Page. To find us, search "PRSA Health Academy Conference."

### Sponsorship

Interested in becoming a Health Academy Conference sponsor? Opportunities are still available. For information, send an e-mail to [don.bill@prsa.org](mailto:don.bill@prsa.org) or call (212) 460-1456.

### Special Notes

Speakers and sessions are subject to change. If you have any special dietary requirements, please let PRSA know by April 21, 2009. PRSA will make every effort to accommodate you.

### What to Wear

The dress code for the conference is business casual. Average temperatures in Washington in May are in the mid 70s during the day and the mid 50s during the evening.

## Conference Committee

### Conference Co-Chairs

**Leigh Fazzino**, health care communications consultant

**Ben Garrett**, executive producer, On the Scene Productions

### Health Academy Chair

**Garland Stansell**, chief communications officer, Children's Health System

### Sponsorship Co-Chairs

**Deborah Saline, APR, Fellow PRSA**, VP, COO, PRWorks, Inc.

**Beth L. Toal**, PR manager, Saint Luke's Health System

### Promotions Chair

**Deborah Davis, ABC, APR**, principal, Triad Public Relations Inc.

### Reception

**Ellyn Pollack, APR**, president, Pollack Communications

### Members at Large

**Debra Bethard-Caplick, APR**, Dialectic Strategic Communications

**Porlan Cunningham**, assistant account executive, Hill & Knowlton

**Stephen L. Davidow**, president, Davidow Communications, Inc.

**Lani Hudgins**, strategic marketing communications consultant, Healthcare, Pharmaceutical, Biotechnology Markets

**Nancy F. Hughes**, director of communications, marketing, National Health Council

**Lorri Rishar Jandron**, president & CEO, Edge Partnerships

**Marc Kaplan**, director, Department of Communications, PENN Medicine

**Lindsey Humpal Karberg**, Amendola Communications

**Ellen Beth Levitt**, director, public affairs & media relations, University of Maryland Medical Center

**Joyce Lofstrom, APR**, senior manager, corporate communications, HIMSS

**Laura H. Marshall**

**Rose Mary Mercer**

**Stephen F. Murphy**, senior technical advisor, Communications and Social Marketing Group, IQ Solutions, Inc.

**Paula L. Pedene, APR**, public affairs officer, Phoenix VA Health Care System

**Dennis Tartaglia**, president, Tartaglia Communications

# Leveraging Social Media in Health Care Public Relations: Innovations & Strategies for Enhanced Consumer Engagement

May 13-15, 2009, Westin City Center, 1400 M Street, NW, Washington DC 20005

## PRSA Health Academy Conference **Registration Form**

### Instructions

Please complete all information on this registration form. If needed, the form may be photocopied for additional registrations. The form must be complete, with full payment (U.S. funds only), in order to be processed. **Registrations received without payment will not be processed.** Submit a separate form for each registrant. This form must be received by April 21, 2009 to qualify for reduced rates. Registrations received thereafter will be processed at the regular rate. Mail/fax registrations must be received by May 6, 2009; registrations after that will be accepted on-site on a space-available basis.

Name (Last First Initial)

Title

Organization

Address

City

State/Province

Zip/Postal Code

Country

Phone

Fax

E-Mail (Please note: An e-mail address must be provided to receive registration confirmation.)

Preferred Name for Badge

Emergency Contact

Name

Phone

Cell

- Please update my address in member records.
- I have special needs, contact me.

### Industry (check one):

- Hospital/Provider
- Insurer/Payor
- Pharmaceutical
- Other

### Registration Fees

	Saver (by April 21)	Standard (after April 21)
PRSA Health Academy Member	<input type="radio"/> \$550	<input type="radio"/> \$650
PRSA Member*	<input type="radio"/> \$610	<input type="radio"/> \$710
Nonmember	<input type="radio"/> \$710	<input type="radio"/> \$810
Single Day Registration: Thursday Only <small>(includes all sessions and meal functions offered on the day noted)</small>	<input type="radio"/> \$375	<input type="radio"/> \$420
Single Day Registration: Friday Only <small>(includes all sessions and meal functions offered on the day noted)</small>	<input type="radio"/> \$375	<input type="radio"/> \$420

### Optional:

**Pre-Conference Seminar — Wednesday, May 13:**

#### Department of Veterans Affairs

(Member or Non-Member)

- With conference registration \$75
- Without conference registration \$125

Total \$ \_\_\_\_\_

### Membership

\*PRSA members attending this event will automatically be enrolled in Health Academy at no additional cost.

- Check here if you **do not** want to join Health Academy.

Global Alliance and BPRS/FL members qualify for the PRSA member rate.

### Payment

Payment must be made in advance. For credit card registration, fax your completed form to (212) 460-5460.

Select card:  Visa  American Express  MasterCard

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**Check:** Please make check payable to PRSA Health Academy and mail with this form to: **PRSA, Attn: Health Academy, 411 Lafayette Street, Suite 201, New York, NY 10003.**

**Cancellations/Refund Policy:** Refund of the PRSA Health Academy Conference Registration fee, less an administrative fee of \$55, will be made if written notice of cancellation is postmarked no later than April 22, 2009. Registrants whose cancellation requests are postmarked after April 22, 2009 will NOT be entitled to a refund. Cancellation of registration for this event must be made in writing and mailed to PRSA Health Academy Conference Registration, 411 Lafayette Street, Suite 201, New York, NY 10003, or faxed to (212) 460-5460. If you cannot attend, you may notify PRSA by May 6, 2009 if another person will be attending the conference in your place. For substitution, non-Health Academy or non-PRSA members must pay the appropriate difference in the registration fee. Please call (800) 350-0111 to make this notification.

### Ways to Register:

**Online:** [www.healthacademy.prsa.org](http://www.healthacademy.prsa.org). Complete online form and submit; must include credit card information.

**Fax:** Complete this form and fax; must include credit card information. U.S.: (212) 460-5460 International: +1 (212) 460-5460

**Mail:** Complete this form and mail; must include credit card information or a check made payable to PRSA, in U.S. funds only. Mail complete registration form along with full payment to: PRSA, 411 Lafayette Street, Suite 201, New York, NY 10003, Attn: PRSA Health Academy Conference Registration.

### Have Questions?

Registration: (800) 350-0111  
Programming: (212) 460-1456

Register today at [www.healthacademy.prsa.org](http://www.healthacademy.prsa.org)



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Innovations & Strategies for Enhanced Consumer Engagement

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