



## WEBINAR:

### HOSPITALS IN THE SOCIAL MEDIA WORLD: 2-PART SERIES

AUGUST 25 & SEPTEMBER 15, 2010  
1:00 –2:00 EDT

The explosive growth of social media creates new opportunities and challenges for hospital/health system public relations and human relations associates, and even for senior leadership. It can affect how hospitals recruit and retain employees, how they communicate with employees and patients, and their reputation and perception in the community, nation and even the world.

#### **Social Media Benefits & Hazards for Health Care Organizations (1049)**

**Wednesday, August 25, 2010**

Social media tools hold many potential opportunities for health care organizations, but they can also be fraught with legal pitfalls. As employers, health care providers and businesses, hospitals and health systems should consider many factors in their decisions on whether to engage in social media use and how best to use this medium. James G. Petrie with Bricker & Eckler, LLP, will discuss these potential legal issues and how health care organizations can protect themselves while still taking advantage of the benefits of social media tools.

Participants will learn:

- Things to consider in making the choice to use or not use social media
- Whether to restrict on-duty or off-duty social media by employees
- Importance of having a social media policy
- Potential implications for hospitals as employers and recruiters

#### **No More Piecemeal Social Media: Adding Strategy & Measurement (1050)**

**Wednesday, September 15, 2010**

Does your organization have a social media strategy? As more and more organizations delve into social media, their first step often is focusing on what tool to use, instead of first going through the basic questions essential to any communications effort. Join Stephanie Pavol of Lesic & Camper Communications as she explains what questions hospitals/health systems must answer to create winning social media strategies, as well as measure their efforts.

Participants will learn:

- How and why to develop a big-picture strategy to employ social media purposefully and effectively
- How to decide which social media tools offer a return on investment for your organization
- Tools for measuring social media success and identifying improvement areas

**Target Audience:** Public relations, human resources, legal counsel.

**Faculty:** **James G. Petrie** is a partner of Bricker & Eckler, LLP and the Chair of the Employment and Labor Group. He represents employers, including many hospitals and other health care organizations. He regularly counsels health care employers on discrimination laws, wage and hour laws, the ADA, the FMLA, and other laws. He is also experienced in drafting employment and separation agreements, policies, and handbooks. He defends employers against claims of discrimination, harassment, and retaliation in state and federal courts. He is a frequent speaker on employment-related topics, including the amendments to the ADA, the new FMLA regulations, and social media.

**Stephanie Pavol** is an account executive at Lesic & Camper Communications, a public affairs-focused PR agency in Columbus. Stephanie provides expertise in media relations, advocacy support, grassroots development, event planning, writing, research and design for many health care clients, and has successfully incorporated social media strategies into several recent communications campaigns. Stephanie leads social media outreach for Lesic & Camper, as well as training for clients. She also feels fortunate to get to work on social media as part of her job! You can find her at @spavol on Twitter.



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You should register at least five (5) business days prior to the event to ensure optimal processing of conference materials. To register, please submit the attached registration form. Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.

Prior to the event, you will receive a file with the link to the webinar, call-in (bridge) phone number, and link to the handout. You are encouraged to make enough copies of the handout for all the participants at your hospital. If you have not received an e-mail with instructions via the e-mail you provided on the registration form or if you are unable to download or open presentation materials, at least three (3) business days prior to the event, please contact Mary Hofbauer Brown at 410.796.6204 or via e-mail to mhbrown@mhaonline.org.

Substitution, Transfer and Cancellation Policy

Refunds, minus a \$25 processing fee, will be granted if requests are received by MHEI at least 5 business days prior to the program. No refunds will be issued after that date. Substitutions, however, are permitted.

REGISTRATION FEES

Register for both and get a discount: \$300 for series, MHEI members; \$500 for series, non-members

August 25, 2010 Social Media Benefits & Hazards for Health Care Organizations (1049) MHEI member - \$150; non-members - \$250

September 15, 2010 No More Piecemeal Social Media: Adding Strategy & Measurement (1050) MHEI member - \$175; non-members - \$300

Registration fee covers one or multiple participants at one location (one connection per registration) and includes one set of instructional materials/handouts. Advance registration is required to ensure delivery of instructional materials. Upon receipt, additional handouts can be copied.

Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.

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