

Wednesday, March 21

2:00 pm - 6:30 pm

Registration and Exhibit Area Open

3:15 pm - 4:15 pm

Mentoring and Orientation Session for New GIA Members and First-Time Attendees

The conference once again kicks off with an informal meet-and-greet for new GIA members/first-time attendees with seasoned members serving as mentors. Those requesting a mentor at the time of online registration will meet with their mentor and find out how to navigate the sessions, get introduced to other attendees, and gain tips on how to get the most out of the conference and other GIA services.

4:45 pm - 6:15 pm

Opening Plenary Session: Health, Hollywood, and Human Stories

Moderator:

Chad B. Ruback, MSed, MBA

Assistant Vice President for External Relations

University of Iowa Roy J. and Lucille A. Carver College of Medicine
GIA Chair

Speaker(s):

Neal Baer, MD

Executive Producer of CBS's *A Gifted Man & Medical Expert*
Senior Fellow, USC Center for Communication Leadership and Policy

University of Southern California

Dr. Neal Baer, a Harvard Medical School graduate, is executive producer of CBS's drama *A Gifted Man*. Formerly executive producer of NBC's *Law & Order: Special Victims Unit* and the series, *ER*, Dr. Baer was a member of *ER*'s original staff and a writer and producer on the series for seven seasons.

In addition to his work on *A Gifted Man*, Dr. Baer is writing and producing a six-hour mini-series for HBO on the world AIDS pandemic and the plight of AIDS orphans with Sir Elton John and executive producing a pilot for AMC on the pharmaceutical industry.

Dr. Baer's primary medical interests are in adolescent health. Dr.

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Baer co-established the Institute for Photographic Empowerment at USC's Annenberg School of Communications, which links photographic story-telling projects around the world and makes that work available to NGOs and policymakers. He has worked in South Africa and Mozambique since 2006, teaching photography to mothers with HIV and to AIDS orphans so that they can tell the world their own stories. He also produced the documentary short, "Home Is Where You Find It," directed by a seventeen-year-old Mozambican AIDS orphan, which chronicles one young man's search to find a family after his parents' death. The film has screened internationally at sixteen festivals and has won four awards for best documentary.

Recognized in many ways for his writing and his unique ability to convey public health messages and the human stories behind disease and illness, Dr. Baer will discuss how mass media can play a powerful role in raising the awareness of health concerns, social issues, and advance public health. He will also share his insights as a physician-writer, detail how he selects the initiatives and causes he champions, and give us a behind the scenes look at the making of medical dramas.

6:45 pm - 9:00 pm

Welcome Reception and Buffet Dinner

Can you think of a better way to enjoy the first night of the conference than having dinner and drinks beneath the Palm Springs Desert stars? We can't either. Join your fellow attendees at a fun, festive and tasty event right at the Riviera Resort. The swank, loungy and retro setting will fast-forward your orientation to Palm Springs life.

9:00 pm - 11:00 pm

GIA Hospitality Room

You don't want to miss out on anything during your stay at the Riviera. Reacquaint with colleagues or meet new friends at the GIA's hospitality room.

Thursday, March 22

7:30 am - 8:30 am

Continental Breakfast and Time to Visit Exhibitors

8:30 am - 10:00 am

Alumni Track Session: Marketing 101 for Alumni Relations

Moderator:

Ellen Clarke

Associate Director of Alumni Relations, Medical Center
Development
University of Chicago Medical Center

Speaker(s):

Kathleen DeVries

Vice President of Marketing and Communications
University of Chicago Division of the Biological Sciences The
Pritzker School of Medicine

The field of alumni relations is all about relationships—building loyalty and promoting connections. In other words, it's all marketing. Making informed decisions about how to thrive and remain relevant to alumni is dependent on our understanding of basic marketing principles. Are you survey savvy? Slow to reply to our new rapid response culture? Struggling to tell the difference between a text and tweet?

This session will provide a strategic framework for understanding sound research methods, translating data into action, branding, delivering an integrated platform of communications, segmenting audiences, gauging effectiveness, seeding social media and co-opting it all to develop a multi-channel marketing effort to better engage alumni.

8:30 am - 10:00 am

Development Track Session: Maximizing Physician Partnerships

Moderator:

Andrew K. Welch

Assistant Vice President, UW Medicine
University of Washington School of Medicine

Speaker(s):

Leah Bentley, M.A.

Director of Major Gifts Specialists
Stanford Hospital and Clinics

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Kerry Clyne-Ivkovic

Assistant Vice President, CCS and Campaign Counsel
Weill Cornell Medical College

Sara Kelly

Senior Managing Director of Development
Massachusetts General Hospital

Heather Renshaw Vucetin

Director of Major Gifts Generalists
Stanford University School of Medicine

With increasing demand for philanthropic revenue, we are challenged to expand support for clinical and basic science programs. Forging strong partnerships with physicians and scientists is the key to our success.

How do we nurture these important relationships, and how do we manage these often competing demands? This panel will share strategic approaches to building strong partnerships and maximizing results.

8:30 am - 10:00 am

Development Track Session: Using Strategic Planning to Envision Your Future

Moderator:

Patricia K. Porter

Vice President for Development
Minnesota Medical Foundation

Speaker(s):

Susan L. Barcus

Sr. Vice President for Advancement & Community Relations,
Georgia Health Sciences University
Chief Development Officer, Georgia Health Sciences Medical
Center & Medical Associates

Michèle Joanisse

Executive Director, Development and Alumni Relations
McGill University Faculty of Medicine

Cindy Kaiser

Chief Financial Officer and Vice President of Operations
Minnesota Medical Foundation

Raising funds for health education, biomedical research and health care are ever changing scenes. With the advent of in-vogue venture philanthropy, the stock market growth and decline affecting our endowments and the generosity of our supporters, development teams are asked to respond not only to the needs of their respective colleagues but also to their donor communities with regards to mapping out the future of our organization. Donors seek clarity of goals, anticipated investment outcomes, sustainable funding mechanism to support their endeavor, matching monies, budgets and a clear plan... while development teams seek transparency and guidance as to their organization's priorities to be successful at meeting their goals—and ultimately the goals of their institutions.

Developing and executing strategic plans have become an essential tool in development to secure transformative gifts and rallying alumni around a common project. They help us make the right decisions about opportunities and determine how we will allocate resources.

Session participants will better understand the strategic planning process, what is required to successfully conduct one and ultimately build commitment among key stakeholders.

8:30 am - 10:00 am

Marketing Track Session: What do Referring Docs Want?

Moderator:

Lyle D. Green

Associate Vice President, Physician Relations
M.D. Anderson Cancer Center

Speaker(s):

Dan Dunlop

President and CEO
Jennings

Jill Lawlor

Vice President, Marketing and Community Outreach

Cooper University Hospital

Marketing to physicians may be the next great frontier in health care marketing—powered by the rise of new media, online video and social networks. The emergence of these contemporary marketing vehicles represents an opportunity for organizations to engage physicians in a manner that could not have been possible in the past.

The manner in which most hospitals market to physicians has not changed significantly in the last 20 years. What's more, physician marketing is seldom a priority, despite the fact that physician referrals are still the primary drivers of volume for hospitals, even in this age of consumer-driven healthcare.

When it comes to physician outreach, most hospitals still rely on tried and true methods. But today, with changes in the expectations related to the work-life balance of the physician, the adoption of social media, and the rise of physician-only social networks, the time has come to integrate new media into the marketing mix when seeking to engage referring physicians. This presentation will be anchored by a case study featuring Cooper University Hospital's physician marketing program.

8:30 am - 10:00 am

**Marketing/Public Affairs/Public Relations Track Session:
Departmental Structure: Organizing for Effectiveness**

Moderator:

Pamela S. Perry

Director of Public and Media Relations
Indiana University School of Medicine

Speaker(s):

Deborah Hunter-Snow

Associate Vice President, Marketing
University of Alabama Hospital

Avice Meehan

Vice President for Communications and Public Affairs
Howard Hughes Medical Institute

Gina Vild

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Associate Dean for Communications and External Relations and
Chief Communications Officer
Harvard Medical School

The world is changing, budgets and staffs are often shrinking, and our marketplaces are increasingly competitive. Our internal clients need, and feel entitled to, more support, but are we best organized to deliver? Is it best to organize our staff around major clients like an agency, or by their skills and the kind of work they do? And how do we get some of the new skills needed if we can't hire any more people? This session will look at several ways some senior leaders have organized their operations in response to these challenges. Bring your own org chart for some good discussion.

8:30 am - 10:00 am

Master Class: Old Guard or "Damn the Torpedoes" Change Agent? What to Do When You Are Somewhere in the Middle

Moderator:

Lisa Harter

Director of Alumni Programs
George Washington University Medical Center

Speaker(s):

Allison McEwen Vaillancourt, Ph.D., S.P.H.R.

Vice President, Human Resources
University of Arizona

Where are you along the organizational change continuum? Are you likely to chant the mantra "It's best to leave well enough alone," or do you delight in turning things upside down just for kicks? Is it possible that you are somewhere in the middle and fighting hard not to be frustrated with the recalcitrant or appalled by those bent on blowing up anything and everything?

In this highly interactive session, we'll explore our individual comfort with change and discuss the important roles that "the old guard," "people in the middle," and "transformation zealots" can play in making organizational change possible and productive.

10:00 am - 10:30 am

Break, Network with Participants, and Visit Exhibits

10:30 am - 11:45 am

Alumni Focused Discussion: Show and Tell: Examining Social

Media from Other Points of View

Facilitator(s):

Jessica Rutan

Assistant Director for Medical Center Development and Alumni Affairs

The Ohio State University Medical Center

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Social media has become a viable way to engage in a two-way conversation with our alumni about events and changes at our institutions. We not only see our young alumni seeking out information from social media outlets like Facebook, LinkedIn, and Twitter, but we also see our older alumni joining these sites to connect with family, friends, and organizations of importance to them.

This interactive discussion will focus on how we can best engage our alumni on the various social media outlets. How can the best practices from outside of the profession translate to alumni relationships? Participants are asked to examine their own Facebook, LinkedIn and Twitter accounts in advance and come ready to share creative uses by people and/or organizations.

10:30 am - 11:45 am

Alumni Focused Discussion: Small Shop Management

Facilitator(s):

Melissa Willard Lang

Director of Alumni Relations

Eastern Virginia Medical School

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

How does a small alumni shop work effectively with the growing demands of our institutions? This interactive discussion will address small shop decision-making skills, goal setting, collaboration, burnout, and strategies for managing expectations from both alumni and management. Whether you are a lone ranger or part of an intimate team, plan to share ideas and brainstorm solutions for making limited resources work in a big way.

10:30 am - 11:45 am

Alumni Focused Discussion: Student Programming

Facilitator(s):

Martha S. Hicks

Alumni Director, Medical Center Development and Alumni Affairs
The Ohio State University College of Medicine

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

The student experience has been a growing tradition for many schools. Join us for this vibrant discussion and learn how your alumni relations colleagues are engaging students in the life of their medical schools. Discover what programs are most successful and are being used to develop alumni relations. Come prepared to highlight your student programs and how they have enhanced the student experience.

10:30 am - 11:45 am

Development Focused Discussion: Building a Grateful Patient Program Through Medical School and Hospital Collaborations

Facilitator(s):

Sandy Majerus

Director of Development for Special Programs
Minnesota Medical Foundation

Kathleen R. Murray

Assistant Vice President Development and Alumni Affairs
University of Florida College of Medicine

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Complexities within an organization contribute to the challenge of implementing a successful grateful patient program. Sometimes patients can have surgery performed by a medical school physician while receiving nursing care from a hospital employee. Since these are the same grateful patients for both institutions, success depends on the collaborative relationship between the two entities.

This interactive presentation will highlight some of the instrumental collaboration that needs to happen—and can happen—for both institutions to be successful.

10:30 am - 11:45 am

Development Focused Discussion: Cause Marketing: Is it Healthy for You?

Facilitator(s):

Maureen Carlson

Executive Vice President

Good Scout

Jonathan Schreiber

Director of Community Engagement

Cedars-Sinai Medical Center

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Cause marketing is booming in the hospital and healthcare sector. Who's doing it and why? Should your organization consider engaging in this tool to diversify fundraising income? What is it really and how do you start? Join us in this session to learn the basics, hear some case studies, engage in an interactive discussion, and learn what you need to know to decide if cause marketing is healthy for you.

10:30 am - 11:45 am

Development Focused Discussion: Fundraising Challenges for Medical Schools at Public Universities

Facilitator(s):

Mary Ann Kiely

Associate Vice President for Development, UF Health Science Center

Vice President for Development, Shands HealthCare

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Medical schools at public universities face distinct fundraising challenges and environments—the perception of state funding, the emphasis on sports, access to public records by the media, and the complexities of dealing with affiliated foundations—to name just a few. This discussion will provide a forum for discussing these challenges and suggest strategies and tools for overcoming them.

10:30 am - 11:45 am

Development Focused Discussion: Maximizing Employee and Physician Campaign Giving

Facilitator(s):

John J. Zabinski

Vice President of Institutional Advancement
Drexel University College of Medicine

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Asking medical school and hospital employees for gifts to the institutions where they work can result in unpleasant comments like "I haven't had a salary increase in three years." But a well orchestrated campaign can result in inspiring stories and new major gift donors as well as educate physicians and staff about philanthropy in the process. This discussion will focus on how best to connect with these potential donors in your own backyard.

10:30 am - 11:45 am

Marketing Focused Discussion: Engaging Physicians in Patient Satisfaction

Facilitator(s):

Patricia Cuen

Director of Marketing, UCLA Health System
University of California - Los Angeles

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

What is the secret to engaging physicians in patient satisfaction? At UCLA Health System, service excellence is built into the culture. Join the conversation as we talk about UCLA and other's approaches to this all important topic.

10:30 am - 11:45 am

Marketing/Public Affairs/Public Relations Focused Discussion: Effective, Data-Driven Strategies for Employee Communication

Facilitator(s):

Michael Mozdy

Associate Director, Strategic and Internal Communications
University of Utah School of Medicine

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Every organization must present their employees with information about a broad range of topics. In health care, this challenge is amplified by the diversity of the staff—from nurses and physicians to billing representatives. Without a clear set of tools and strategies, organizations may appear as disorganized among staff and, more

importantly, fail to inspire employees around mission and vision, impacting staff retention.

Through a broad-reaching staff survey, the University of Utah Health Care identified communication barriers, areas to increase communication, and tools for more effective communication for both staff and leadership. Armed with this data, the public affairs team identified five categories where communicators could make the most impact for the organization: practical, operational, recognition, inspirational and strategic. Examples will be provided about tools to support messaging in three areas with recommendations for organizations facing similar internal communication challenges. An Intranet demonstration with a customized user experience will be shown.

10:30 am - 11:45 am

Marketing/Public Affairs/Public Relations Focused Discussion: Engagement through Education: Connecting Physicians and Consumers in the Online World

Facilitator(s):

Ashley Grodnitzky

Marketing Project Administrator
Johns Hopkins Medicine

Morag Muirhead

Marketing Manager
Johns Hopkins Medicine

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

During the last year, Johns Hopkins Medicine successfully implemented an online patient education seminar series that enables physicians to conduct live, online presentations on specific medical conditions and treatments, followed by a Q&A session with viewers who can submit questions in confidence. In this discussion, we will outline how webinars have become an important component of our marketing tool box and strengthens the institution's mission and brand positioning.

Using real examples, we will also provide an overview of our planning process, including: how to identify and connect with online patient support groups through social media and online marketing and how to utilize traditional marketing tactics to ensure that those who could benefit from the information being shared are aware of the seminar – no matter their location in the world.

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10:30 am - 11:45 am **Marketing/Public Affairs/Public Relations Focused Discussion: Service Recovery in 140 Characters: Use of Twitter to “Hear” Word of Mouth and Respond in Real Time**

Facilitator(s):

Cynthia Floyd Manley

Integrated Messaging and Content Strategist

Vanderbilt University Medical Center

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

We know that customers are as apt—maybe more—to take to social media to complain about us as to compliment us. What do you do when you see that rant on Twitter? Join the conversation as we talk about whether, when and how to intervene without getting your feelings—or your brand—hurt.

10:30 am - 11:45 am **Public Affairs/Public Relations Focused Discussion: CPR for Your Annual Report**

Facilitator(s):

Michele Weber

Director of Communications

Northwestern University The Feinberg School of Medicine

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Northwestern University’s medical school produced a series of clever annual reports during the mid-2000s—one taking the form of a deck of cards, another an anatomy textbook. Those pieces were well received but expensive. So, Northwestern decided to do an online-only report in conjunction with its primary teaching hospital.

What was the thinking behind it, how was it achieved and what were the audience reactions? This discussion will also share how Dartmouth was inspired by Northwestern’s annual report and how they, too, created a joint school-hospital report to build a robust online presence while achieving a 35 percent budget reduction.

10:30 am - 11:45 am **Public Affairs/Public Relations Focused Discussion: Intranet Show and Tell**

Facilitator(s):

Kara Gavin

Director of Public Relations
Department of Public Relations and Marketing Communications
University of Michigan Medical Center

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Intranets, employee portals, internal home pages—no matter what you call them, more and more academic medical centers are following industry in creating a sophisticated, protected online space where employees can get and post information, collaborate, and avoid information overload. This session will allow you to get a sneak peek at sites that are usually behind the firewall, including examples from Barnes-Jewish Hospital and The Ohio State University Medical Center, and learn from those who created them.

If you're thinking of overhauling your employee-facing Webspaces, or are already doing it, come to this session to learn about the trials, triumphs and tribulations that others have experienced.

10:30 am - 11:45 am

Public Affairs/Public Relations Focused Discussion: Print is Dead...Long Live Print!

Facilitator(s):

Michael Keating

Manager of Internal Communications
Beth Israel Deaconess Medical Center

Julie Scott

Director of Public Relations
Ohio State University Medical Center

All focused discussions will be conducted twice: the first session from 10:30-11:05 am, and the second from 11:10-11:45 am.

Here's a chance to discuss the important issue of when to print and when to publish online. Increasingly, print publications of all stripes—internal, research, marketing, development, public relations—are being killed off or bumped online.

We'll discuss successes and failures at our own institutions, showcase some examples by laptop, and attempt to define best practices. Please come prepared to share your own experiences and outcomes—and please bring copies of your publications.

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11:45 am - 12:00 pm **Break**

12:00 pm - 1:30 pm **Literary Luncheon with Danielle Ofri**

Moderator:

Treva Webster, M.B.A., R.N.

Assistant Dean for Development and Alumni Relations
Loma Linda University School of Medicine

Speaker(s):

Danielle Ofri, M.D., Ph.D.

Associate Professor of Medicine, New York University School of Medicine; Internist, Bellevue Hospital; Editor-in-Chief of the *Bellevue Literary Review*

Physician, Teacher, Writer, Storyteller and Literary Editor...these are just some of the many roles played by Dr. Danielle Ofri. In addition to her career as associate professor of Medicine at New York University School of Medicine and as a practicing internist at Bellevue Hospital, Dr. Ofri co-founded the *Bellevue Literary Review*, the first literary journal to arise from a medical setting, and currently serves as editor-in-chief.

Dr. Ofri has focused on reaching the real humanity of her patients and on teaching young doctors how to do the same. Referred to as “medicine’s leading proponent of the power of story—and of literature—to teach health care providers and to improve the practice of medicine”, Dr. Ofri’s writings about medicine and the doctor-patient relationship have also appeared in *The New York Times*, the *Los Angeles Times*, the *Washington Post*, the *New England Journal of Medicine*, the *Lancet*, and on CNN.com and *National Public Radio*. Author of three books, Dr. Ofri is an established and respected voice in conversations concerning how we educate tomorrow’s doctors, the joys and challenges of a medical profession, health care reform, and ethics.

Continuing in the tradition of our literary luncheons and appropriately celebrating the 50th anniversary of the GIA along with the recent 10th anniversary of the *Bellevue Literary Review*, Dr. Ofri will share her thoughts on physician-writers, her approach to writing and to teaching residents, and discuss her latest book *Medicine in Translation: Journeys with my Patients* which explores the experience of immigrant patients and the challenges related to

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language, culture, religion and stereotypes.

1:30 pm - 2:00 pm

Book Signing, Dessert, Time to Visit Exhibitors, Break

2:00 pm - 3:15 pm

All Disciplines Track Session: Putting Strategy into Special Events

Moderator:

Anne Shatkin

Alumni and Development Officer

The University of Western Ontario - Schulich School of Medicine & Dentistry

Speaker(s):

Julianne E. Collier

Assistant Director, Community Outreach/Special Events, UW Medicine

University of Washington

Debra Kain

Director of Research Communication

University of California, San Diego, Medical Center

Lydia Saylor

Director of Special Events

Keck School of Medicine of the University of Southern California

No matter your role in institutional advancement or your organization, events both big and small are important tools in achieving your strategic objectives. Whether you groan at the thought of another event or love to plan a party, this session will help you get more out of the time and expense you invest in special events.

You'll learn:

·How to identify event objectives to meet strategic goals

·How UC San Diego's development officers and media relations specialists coordinated efforts around announcement of a major naming gift and plans to build a new medical center at UC San Diego – resulting in an award-winning, all-day series of events

across multiple sites

-How the University of Washington uses special events to connect with referring physicians and patients to help grow volume for their faculty's clinical practices

-New tools to ensure that your ideas support the messages you're attempting to send

2:00 pm - 3:15 pm

Alumni/Development Track Session: Refuel Your Annual Giving Program

Moderator:

Bethany Solomon

Director, Annual Giving and Alumni Relations,
Office of Biomedical Advancement

The Warren Alpert Medical School of Brown University

Speaker(s):

Marie Baker

Director of Annual Giving

The Medical Foundation of University of North Carolina Hospitals

Samantha Carroll

Director of Annual Giving

University of Kentucky College of Medicine

How do you maximize annual fund participation for your medical school? How can you implement significant changes to your annual fund? What are the best practices and the newest trends in building strong annual giving programs for medical alumni and parents?

Representatives from the University of Kentucky and the University of North Carolina will set the stage for an interactive discussion about the changes they have made in their annual giving programs and help you discover new techniques in new donor acquisition and retention to implement at your own institution. Come prepared to share your successes with your alumni and development colleagues.

2:00 pm - 3:15 pm

Development Track Session: A Closer Look: Elevating Inter-Campaign Planning Through Internal Assessment

Moderator:

Erin Lanahan

Specialist, Development Initiatives
Cedars-Sinai Medical Center

Speaker(s):

Melissa Boutelle Coleman

Associate Director, Campaign Management
Cedars-Sinai Medical Center

Sarah Finnegan

Associate Vice President for Donor Engagement
Rush University Medical Center

Karyn Reif

Associate Vice President for Philanthropy
Rush University Medical Center

Kenneth Ross

Director, Development Communications
Cedars-Sinai Medical Center

Comprehensive campaigns remain a cornerstone of development strategy at academic medical centers. Yet at the culmination of these sizeable endeavors, institutions often forego opportunity for reflection and instead immediately embark on major new initiatives. If approached correctly, this interstitial period can provide a valuable time to evaluate processes and uncover additional potential.

This session will closely examine the post-campaign internal assessments of two academic enterprises—Cedars-Sinai Medical Center and Rush University Medical Center. Critically, each assessment spanned not only the major gifts function, but also explored the work of essential internal partners such as communications and advancement services. Panelists will address the philosophy and process underpinnings for each audit and resulting recommendations, as well as internal positioning for the audits and subsequent study rollouts across the entire development organization. In keeping with the theme of comprehensive assessment, panelists will represent diverse functions within the

development department.

2:00 pm - 3:15 pm

**Marketing/Public Affairs/Public Relations Track Session:
Medical Schools and Teaching Hospitals: Leading the Way to
Improvements in Quality Care**

Moderator:

Susan Beach

Director of Public Affairs

AAMC

Speaker(s):

Laurel A. Dibrog

Vice President for Marketing, Planning & Public Affairs

Roswell Park Cancer Institute

Joanne M. Conroy, M.D.

Chief Health Care Officer

AAMC

With the changes in health care brought about by the Affordable Care Act and the increasing number of Americans entering the health care system, quality of patient care is facing new scrutiny among the public and with policymakers. Medical schools and teaching hospitals are responding to the challenge with new initiatives addressing this important issue. One campaign, Best Practices for Better Care (BPBC), has brought together more than 240 institutions committed to leading the way in improving clinical care while advancing patient safety and quality curriculum and using research to find out what works. At the same time, institutions are changing the ways they communicate quality to the public and other audiences. Join us to hear about BPBC, about one institution's path breaking approach to communicating its quality data, and what's new with quality.

2:00 pm - 3:15 pm

**Marketing/Public Affairs/Public Relations Track Session: When
Animal Rights Activists Attack: Strategies for Success, Not
Just Survival**

Moderator:

Tom Vasich

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Assistant Director, Health Sciences Communications
University of California, Irvine, School of Medicine

Speaker(s):

Amanda Banks, Ph.D.

President
California Biomedical Research Association

Phil Hampton

Associate Director, UCLA Media Relations and Public Outreach
University of California - Los Angeles

Janine Sikes

Director of Public Affairs
University of Florida

The age of social media and Web 2.0 has transformed the way animal rights advocates – from the moderate to the extreme – target academic institutions whose faculty perform biomedical research involving animals. But it has also brought about changes in the way those institutions, and their allies in pro-research advocacy groups, communicate about the same issues.

From Facebook attacks to traditional news media, and from online petitions to threats of violence, learn how two prominent institutions have handled recent efforts by animal rights groups to threaten their research. And, from one of the nation's many research advocacy groups, learn about emerging tactics being used by the animal rights community – and what your institution can do together with your regional advocacy group to anticipate or counter attacks.

2:00 pm - 3:15 pm

Master Class: I Have a Tank of Frogs to Sell: Communicating and Translating Basic Science

Moderator:

Shawn M. Vogen, Ph.D.

Assistant Vice President and Associate Dean for Health Sciences Advancement
Loyola University of Chicago

Speaker(s):

Patricia Gregory, Ph.D.

Assistant Vice Chancellor and Executive Director, Corporate and Foundation Relations

Washington University in St. Louis School of Medicine

Terri Rutter, M.A.

Senior Director of Development Communications

Harvard Medical School

Translating science to the lay audience offers unique challenges for all of our advancement efforts. How does basic science impact the academic medical center? What is the connection between basic science and patient care? Why is research important to medical education?

During this interactive session, hear from colleagues in advancement communications and development discuss strategies for communicating and selling basic science to constituents across the academic medical center. The session will solicit the audience for their own ideas and strategies for how to sell their own institution's tank of frogs.

3:15 pm - 3:30 pm

Break

3:30 pm - 5:00 pm

Alumni Track Session: Reunions: the Good, the Bad and the Ugly

Moderator:

Deborah Jagielow

Director of Alumni Affairs

Yale University School of Medicine

Speaker(s):

Julie E. Robbs, M.A.

Director of Alumni Affairs

Southern Illinois University School of Medicine

Mary Dixon Rogan

Associate Director for Alumni Relations

University of Rochester School of Medicine and Dentistry

We all do reunions, but do we do them well? Are we getting the most bang for our buck? In the era of ever tightening budgets and staff reductions, reunion seems like a good place to cut; but is it? Are we missing opportunities to effectively reconnect with our alumni, reawakening their nostalgia and gratitude for the education they received?

3:30 pm - 5:00 pm

**Development Track Session: Grateful Patient Fundraising:
From Service to Solicitation**

Moderator:

Mary Ann Kiely

Associate Vice President for Development, UF Health Science
Center
Vice President for Development, Shands HealthCare
Shands Healthcare

Speaker(s):

Laurie Kopin, Ed.D, RN, ANP

Executive Director
University of Rochester Medical Center

Raymond J. Mayewski, M.D.

Chief Medical Officer
University of Rochester Medical Center

Rebecca Schultz

Prospect Researcher
University of Iowa Hospitals and Clinics

Shannon Thomas

Associate Director of Development, UI Roy J. and Lucille A. Carver
College of Medicine
University of Iowa Hospitals and Clinics

Grateful patient programs that employ medical professionals to work closely with advancement professionals can significantly increase the pool of potential donors. The ability to connect with and extend

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oneself to the patient and their family is the key to a successful and positive, therapeutic relationship that is a powerful tool in the cultivation tool box.

Regardless of your institution's structure or interpretation of HIPAA guidelines, this session will offer innovative strategies and approaches to grateful patient fundraising. A case study illustrating ways to gain HIPAA consent from patients, develop prospect strategies, and move these patients into solicitation will be explored.

3:30 pm - 5:00 pm

Development Track Session: Working Effectively with Disease-related Organizations

3:30 pm - 5:00 pm

Marketing/Public Relations Track Session: Challenging Clinical Trials + New Ways to Recruit

Moderator:

Mary Lynn Carver

Senior Vice President, Communications & Public Affairs
University of Maryland Medical Center

Speaker(s):

Richard N. Katschke

Associate Vice President for Public Affairs
Medical College of Wisconsin

Tina Mankowski

Associate Vice President for Medical Affairs and
Director of Health Sciences/UW Medicine News and Community
Relations
University of Washington School of Medicine

Molly Dwyer-White

Manager, Clinical Research Recruitment Program
University of Michigan Medical School

Public affairs and marketing professionals are often called upon to give input and manage various aspects of clinical trials, ranging from providing investigators with advice on a sensitive or unusual trial, to (yet) new approaches for patient recruitment. This session highlights ways to plan and manage tricky clinical trials—for

example, using community relations to build broad community awareness as sensitive trials unfold. The session also takes a look at a new model for Web patient recruitment.

3:30 pm - 5:00 pm

Marketing/Public Relations Track Session: What Consumers Really Want From Hospital Social Media

Moderator:

David A. Feinberg

Vice President of Marketing
NewYork-Presbyterian Hospital
The University Hospital of Columbia and Cornell

Speaker(s):

Amy Comeau, MBA

Senior Marketing Manager
Emory Healthcare

Margaret Trevor, Ph.D.

Vice President of Survey Services
YouGovHealthcare

Brycie Jones

Social Media Manager
Oregon Health & Science University

Social media is a part of every teaching hospital's media strategy today. But do we know what are our patients really want from hospital social media? This educational session will present the findings of a national survey of over 2,500 healthcare decision makers.

The research findings provide an in-depth examination of the current and future use of hospital social media. You'll learn about audience profiles, what social media channels and activities patients are seeking from us and others, and understand how our use of social media may impact perceptions, selection and loyalty to your organization.

You'll also hear how Oregon Health & Science University and Emory Healthcare are applying strategic social media principles to

drive their content, prioritize service lines and measure success.

Armed with data and these practical insights, marketing, public relations, and development professionals will be able to enhance their social media presence.

3:30 pm - 5:00 pm

Master Class: Inside Out: Leveraging Internal Communications Resources for the Outside World (and Vice Versa)

Moderator:

Michael Keating

Manager of Internal Communications
Beth Israel Deaconess Medical Center

Speaker(s):

Amy Goodwin

Director, Institutional Internal Communications
Johns Hopkins Medicine

Julie Scott

Director of Public Relations
Ohio State University Medical Center

Eric Switzer

Associate Director of Communications
Oregon Health & Science University School of Medicine

At complex institutions like academic medical centers, intranets connect employees not only with operational resources, but also with news stories and philanthropic and marketing campaigns. This master class will focus on using intranets as a platform for engaging employees in their work, with their colleagues and as ambassadors for key institutional initiatives.

Presenters will offer case studies and best practices for engaging employees on an intranet. Topics may include:

- Video—from employee profiles to research breakthroughs, grateful patient stories to the latest ads.
- Blogs—transforming static information distribution into an ongoing conversation.
- Key Performance Indicators—making KPIs like patient satisfaction

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or philanthropic contributions the focal point an intranet.

·Development/Rollout—getting the right stakeholders on board in the beginning and developing a comprehensive approach to buy-in after launch.

·Measurement—understanding employee behavior online and developing ways to influence behavior.

Of primary interest to mid-career internal communications professionals, this session will also be of interest to marketing, public relations and development professionals interested in learning how to engage internal audiences in institutional advancement efforts. Presentations will be multi-media, followed by questions and discussion.

6:00 pm - 7:30 pm

Awards Presentation followed by Cocktail Reception

Join us for the Awards for Excellence presentation (6-6:45 pm) as well as a cocktail reception (6:45-7:30 pm) to honor award winners and meet up with your dine-around group.

8:00 pm - 10:00 pm

Dine-Around Palm Springs!

Join your fellow GIA colleagues for a fun way to network while dining at one of Palm Springs' highly recommended and unique restaurants. AAMC is holding reservations at a number of Palm Springs' hottest spots so you and other conference attendees can enjoy a Dutch treat dinner together.

Friday, March 23

7:30 am - 8:20 am

Alumni Relations Networking Breakfast

7:30 am - 8:20 am

Chief Development Officers Networking Breakfast

7:30 am - 8:20 am

Development Networking Breakfast

7:30 am - 8:20 am

Marketing Networking Breakfast

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7:30 am - 8:20 am **Public Affairs and Public Relations Networking Breakfast**

8:30 am - 9:45 am **Leadership Plenary: The Case for Change in Academic Medicine**

Speaker(s):

Darrell G. Kirch, M.D.

President and CEO

AAMC

Joni Westerhouse

Assistant Vice Chancellor for Medical Public Affairs

Executive Director for Medical News

Washington University in St. Louis School of Medicine

GIA Chair-elect

As institutional advancement professionals you are uniquely positioned to contribute to improvements in the nation's health care—you have access to your institution's leadership (or sit at the leadership table yourself), you are skilled at advancing a mission, you are experts at shaping and changing opinion, and you have key internal and external relationships with faculty, researchers, policymakers, alumni, donors, patients, and members of the media.

In this Leadership Plenary address, AAMC President and CEO Dr. Darrell Kirch will make the case for change in academic medicine, and the need to move from incremental improvements to transformational change. He will outline critical success factors to drive transformational change in organizations, and discuss how we are all responsible for leading that change.

Dr. Kirch's vision will inspire you to consider building your leadership capacity and to become a strategic partner in leading your institution toward positive change in academic medicine.

9:45 am - 10:15 am **Break, Time to Reflect on Previous Sessions, Network with Participants, and Visit Exhibits**

10:15 am - 11:45 am **Alumni Track Session: Engaging Housestaff and Launching Alumni Programs**

Moderator:

Barry J. Collins

Executive Director and Associate Dean for Medical Alumni Affairs

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University of Virginia Medical Alumni Association & Medical School Foundation

Speaker(s):

Karen Herman

Director, Alumni Relations
Mayo Clinic College of Medicine

Lois Sumegi

Director, Alumni Relations and Development
Cleveland Clinic Foundation

Karen Trewin

Manager for Institutional Communications
Mayo Clinic College of Medicine

Who are your alumni? Many colleagues in medical advancement have expanded the definition of their work to include more than just graduates of medical training programs; this expanded definition now includes those who have come through one or more post graduate training programs – our former house staff. By engaging these individuals in programming and communications similar to those provided to our graduates, advancement professionals can create greater house staff alumni engagement in the culture of the institution. This could lead to an expanded pool of alumni willing to provide gifts of time, treasures or talents to our respective schools.

This session will use as an example two institutions, one where house staff alumni programming is a regular part of their annual calendar and another just developing a program. Participants will engage in a conversation to develop new ways to engage house staff in current strategic plans, explore new partnerships across our institutions to strengthen house staff alumni relations, and learn how to take advantage of small opportunities for house staff alumni programming.

10:15 am - 11:45 am

Development Track Session: Best Practices in Online Fundraising

Moderator:

Sally Davis

Vice President, Institutional Advancement, Marketing and

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Communications
Morehouse School of Medicine

Speaker(s):

Kelli Smith, CPA, CFRE

Vice President of Foundation Operations, Barrow Neurological
Foundation, St. Joseph's Foundation
St Joseph's Hospital and Medical Center Program

Suzanne Sopa

Senior Director for Annual and Special Giving
Interim Executive Director for Annual Giving, CWU
Case Western Reserve University School of Medicine

Developing a top-notch online marketing and giving initiative has become a key component of any successful fundraising program. Do you feel like you are lagging behind with the latest and greatest techniques, or can't seem to figure out how to develop a thorough online program as part of your overall solicitation strategy? This session will provide an uplifting, motivating, and challenging look at how to plan and execute a successful online giving and stewardship program that will return quality donations and engage your donor base.

10:15 am - 11:45 am

Development Track Session: Using Performance Metrics to Build Fundraising Success

Speaker(s):

Jeff Nearhoof

Associate Dean of Development,
Executive Director of the Feinberg Campaign
Northwestern University Feinberg School of Medicine

Lise Twiford, MBA, CFRE

Vice President of Development

Lehigh Valley Hospital-Cedar Crest

John J. Zabinski

Vice President of Institutional Advancement

Drexel University College of Medicine

Despite efforts to be transparent when establishing performance metrics, often there is resistance, confusion and even resentment to such rigid performance metrics. The session is designed for gift officers who want to up their game and managers who strive to achieve effective and balanced metrics oversight. The objective is to present the case where both parties can have a greater appreciation and clearer understanding for performance metrics.

This session will review and discuss performance metric in three parts: from the perspective of the officer, the manager and finally a discussion of suggested best practices.

10:15 am - 11:45 am

Marketing Track Session: Beyond the Billboard: Innovative Strategies for Building Volume in Faculty Practices

Moderator:

Kathy Dean

Chief Marketing Officer

Oregon Health and Science University

Speaker(s):

Ellen Barron

Associate Vice President, Marketing and Communications

University of Iowa Hospitals and Clinics

Cathryn Connolley, MHA

Vice President, Public Relations & Marketing

Geisinger Health System

Dalal J. Haldeman, Ph.D., M.B.A.

Vice President, Marketing & Communications

Johns Hopkins Medicine

Growing clinical volume isn't as easy as buying a billboard. In this session, learn how three academic medical centers have connected their faculty with innovative new strategies that have a measurable impact on the bottom line. Learn how they identified growth opportunities, used data to target efforts and then implemented

integrated marketing strategies that supported clinical goals while building the brand.

You'll hear about relationship mapping, on boarding and national positioning. Efforts like these will help you position your department as a valued contributor to the organization's success, and earn you executive respect and confidence.

10:15 am - 11:45 am

Master Class: Obamacare: Two Years Later

Moderator:

Paul Costello

Chief Communication Officer

Stanford University School of Medicine

Speaker(s):

Peter R. Brown

Chief of Staff, Partners Healthcare

Brigham and Women's Hospital

Joanne M. Conroy, M.D.

Chief Health Care Officer

AAMC

Terry Leach

Executive Director

UC Center for Health Quality and Innovation

Since passage of the Patient Protection and Affordable Care Act, known more commonly as Obamacare, in March 2010, the law is being attacked on numerous fronts: Attorneys general in 27 states have mounted a court challenge to the constitutionality of the law, the Republican majority in the Congress threatened not to fund it and polls consistently state that public support remains weak. Two years out, health care reform remains widely misunderstood and disputed. Yet, the law—the first substantial reform of the nation's health care system since Great Society programs established under President Lyndon Johnson—has already changed the health care landscape for providers, large and small, public and private, rural and urban. While these new rules are still being interpreted, defined, debated and litigated, most health care experts agree that

no matter the law's fate, standing still is not an option as health care expenditures continue to drain a growing share of the Gross Domestic Product. Solutions for true health reform, these experts say, will come from innovative thinking on three key issues: access, cost and quality.

This session will explore the dramatic shifts now occurring in the practice of medicine as a result of the law and the problems it is intended to address. First we'll hear an update on health care reform in real time and then dive into learning how two organizations—one in Massachusetts, the other in California—are responding to the challenge of reform, from embracing new approaches in health care delivery to educating the public about how the law is impacting people's lives.

10:15 am - 11:45 am

Public Relations Track Session: Scientific Publishing on Fast Forward

Moderator:

Margaret C. McDonald, Ph.D.

Associate Vice Chancellor for Academic Affairs, Health Sciences
University of Pittsburgh School of Medicine

Speaker(s):

Neda Afsarmanesh

Press Officer
Nature Publishing Group

Ivan Oransky, M.D.

Executive Editor

Reuters Health

Anita V. Srikameswaran, M.D.

Senior Manager, Media Relations
UPMC/University of Pittsburgh Schools of the Health Sciences
University of Pittsburgh School of Medicine

Once upon a time, a scientific or medical paper could take months from submission to publication. Now, the whole process sometimes seems like it takes minutes. Advance online publication, open-source journals, and other developments have transformed the world of scientific publication. While this evolution has been a boon for the exchange of data among researchers, it has thrown the

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system of embargoed press releases and media coverage of research into turmoil. Add in the sharp downturn in staff reporting positions for science and medicine at mainstream media organizations, and the picture gets even murkier.

How does scientific publishing work today? What can institutional communicators do to ensure they can still make the most out of the newsworthy findings of their faculty members' research? How are journalists reframing the way they cover current findings? How can institutions go beyond media coverage to get the word out about their research? Find out more from the speakers (and audience members) at this timely session. What are the best practices, and practices to avoid, when it comes to using embargoes?

11:45 am - 12:00 pm **Break**

12:00 pm - 1:30 pm **Special Interest Luncheon with GIA Update and Election of Officers**

Want to have some focused conversations at your luncheon table? We've identified some key issues/topics/segments and encourage you to have lunch with others interested in the same.

After dining, you will hear about GIA membership, current activities, and elect the next group of steering committee officers.

1:30 pm - 2:00 pm **Dessert, Time to Visit Exhibitors, Break**

2:00 pm - 3:30 pm **Alumni/Development Track Session: Working Effectively with Volunteer Boards**

Moderator:

Cynthia T. Hayes, M.Ed.

Director, Medical Alumni Relations and Constituency Programs
Executive Director, Tulane Medical Alumni Association
Tulane University School of Medicine

Speaker(s):

Mark Boone, J.D.

Assistant Vice Chancellor, School Development and Alumni Relations
University of California - San Francisco

Erik J. Thurman

Senior Associate Vice President, Development

Minnesota Medical Foundation

Donors cite involvement with an institution as the primary reason they give major gifts. No level of involvement is of greater importance than that of board service. Whether your focus is the board of trustees, an alumni association board or an ancillary board, this session will give tips for identifying and engaging volunteer board members in meaningful ways to increase giving and participation.

Best practices for developing committees, what to do with boards that were part of an acquired entity, the role of boards with fiduciary responsibility, diversity of membership, necessary skill sets and additional resources for effective board management will also be covered.

2:00 pm - 3:30 pm

Development Track Session: Partnering with Planned Giving and Faculty to Increase Multi-Million Dollar Gifts

Moderator:

Brian T. Hervey, CFRE

Vice President for Development

Scott & White Hospital - Temple

Speaker(s):

Lukas C. Dwelly, M.A., M.P.A.

Director of Major Gifts

University of Louisville School of Medicine

James P. Eriksen, J.D.

Senior Planned Giving Officer

University of Louisville

Ruth Johnson, J.D.

Associate Vice President for Advancement

Meharry Medical College

Larissa F. Reece, M.A.

Executive Director of Principal Gifts
University of Louisville

Daniel E. Riley, J.D.

Executive Director, Gift and Endowment Planning
University of California, San Francisco, School of Medicine

Partnering with your physicians on planned giving strategies can reap significant rewards. By focusing on selected faculty to identify, cultivate and steward prospects—and by sharing the credit for closed gifts with your planned giving director—everyone can benefit. And, by being part of the planned giving process, your faculty members become more aware of their own potential for these kinds of gifts.

This year the University of Louisville School of Medicine has incorporated a partnership focused fundraising strategy. The school of medicine team works with key faculty to provide identification, cultivation and stewardship of prospects. Additionally, the school has a formal partnership with a planned giving officer who jointly attends and receives credit for appropriate solicitations. Through this comprehensive program, in one year the school of medicine has increased philanthropy by \$20 million. This has included three multi-million dollar gifts, one of which was \$10 million secured in the 2011 fiscal year. Over this year University of Louisville made changes to the metrics system to acknowledge these types of partnerships with faculty and provide dual credit with planned giving. The donors who are part of this strategy include alumni and grateful patients.

2:00 pm - 3:30 pm

Marketing Track Session: Destination Marketing: Medical Travel and Academic Medical Centers

Moderator:

Alicia M. Jansen

Associate Vice President, Marketing
M.D. Anderson Cancer Center

Speaker(s):

Carey K. Chesney

Lead Brand Manager
University of Michigan Health System

Tricia J. Johnson, Ph.D.

Associate Chair and Associate Professor, Department of Health
Systems Management
Director, Center for Health Management & Policy Research
Rush University Medical Center

With more consumers finding treatment options far away from their home, medical travel in and to the United States is on the rise. This session will look at medical travel from both a national and international perspective.

Participants will learn how one institution's understanding and refinement of their brand promise—what they say they do and how that compares with the actual patient experience—is increasing national traffic to select clinical specialties and serving as both a lab of innovation and a model for its entire health system. In addition, this session will feature a U.S. Department of Commerce funded project designed to stimulate growth in the number of international patients choosing U.S. academic medical centers for care through better data, networking, and implementing best strategic business development practices.

2:00 pm - 3:30 pm

Marketing/Public Affairs/Public Relations Track Session: Cool Approaches and Tools

Moderator:

Eric Switzer

Associate Director of Communications
Oregon Health & Science University School of Medicine

Speaker(s):

Deborah Loeb Bohren

Vice President of Communications and Public Affairs
NYU Langone Medical Center

Amy Comeau, MBA

Senior Marketing Manager
Emory Healthcare

Cynthia Floyd Manley

Integrated Messaging and Content Strategist
Vanderbilt University Medical Center

Steven R. Singer, M.P.A.

Senior Vice President for Communications
Dana-Farber Cancer Institute

Anton Zuiker

Communications Director, Department of Medicine
Duke University School of Medicine

With technology developing so quickly, how do we know what is a passing fad and what is really useful? This session will look at a variety of cool tools your colleagues are using right now to manage their work and reach their target audiences—from QR codes and mobile apps to digital publishing, blogs and online databases. Join us to share your new tricks and pick up a few things you can put to use back home.

2:00 pm - 3:30 pm

Master Class: Authentic Conversations: Leading the Way to a Culture of Trust and Commitment

Moderator:

Daniel Lacovara

Associate Vice President, Communications
City of Hope National Medical Center

Speaker(s):

Jamie Showkeir

Managing Partner
Henning-Showkeir and Associates

Maren Showkeir

Managing Partner
Henning-Showkeir and Associates

As institutional advancement professionals, communication is key. Within our complicated universities, hospitals, health systems—not to mention silos, departments, and modern day fiefdoms — conversations can easily become complicated with unintended and long-lasting consequences. This master class offers proven,

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effective ways to help you develop the intention and conversation skills to create authentic communication. You will discover the importance of understanding interdependency, and ways to foster collaboration and personal accountability for the good of the whole.

The class will help you deconstruct the parent-child conversations common in many organizations and expose the costs of using manipulative techniques to “get people on board.” Learn how authentic conversations can put you on the path to a culture built on strong relationships and open communication.

2:00 pm - 3:30 pm

Public Affairs/Public Relations Track Session: Branding Through Public Service Campaigns

Moderator:

Susan Hoffman

Vice President, Marketing and Public Affairs
Lehigh Valley Hospital-Cedar Crest

Speaker(s):

Robert Barraco, M.D., M.P.H., F.A.C.S., F.C.C.P.

Chief, Sections of Geriatric Trauma
Lehigh Valley Health Network

Chuck Lewis

Senior Vice President, External Affairs
Lehigh Valley Health Network

Richard D. deShazo, M.D.

Professor of Medicine and Pediatrics, University of Mississippi
Medical Center
Host of Southern Remedy
University Hospitals and Clinics/ University of Mississippi Medical
Center

Jenny Wilburn

Executive Producer, Southern Remedy
Mississippi Public Broadcasting

Academic medical centers not only have their tripartite missions of research, education and patient care, but they also are a vital part of

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the communities in which they “live and work.” As leaders—and often one of the largest employers in their communities—many academic medical centers traditionally have taken an active role in helping address important health care and societal issues right in their own backyards. Public service campaigns aim to raise public interest or awareness of an issue—and hopefully change behavior.

In this session, participants will learn how two public service campaigns served to raise awareness of important issues, while at the same time increasing perception of their brand among consumers. Regional health care and trauma leader Lehigh Valley Health Network will highlight an integrated public service campaign they launched to raise the awareness of the dangers of distracted driving. The University of Mississippi Medical Center will demonstrate how they partnered with a statewide public broadcasting network to raise awareness of the obesity issue while also garnering support among key stakeholders on an important issue.

5:30 pm - 7:45 pm

Networking Reception and our Celebration of the GIA’s 50th Anniversary

Step back in time to the supper club and cocktail lounge atmosphere of Palm Springs’ acclaimed Tropicale Restaurant and Coral Seas Lounge. To celebrate the GIA’s 50th anniversary, we’ll raise our glass to our profession and our past and current leadership while traveling back to the days of the Rat Pack, specialty cocktails, and lounge music. You don’t want to miss this—we’ll celebrate in style!

The Tropicale Restaurant and Coral Seas Lounge

330 East Amado Road

Palm Springs, CA

7:00 pm - 9:00 pm

Free Time/Dinner on Your Own

Saturday, March 24

8:00 am - 8:45 am

Continental Breakfast

9:00 am - 10:30 am

Master Class: Communicating in a Crisis

Moderator:

Tom Vasich

University of California, Irvine, School of Medicine

Speaker(s):

Phillip Van Saun

Director of Continuity and Emergency Services
University of California - San Diego

Effective communication depends on preparedness. This program will therefore focus on the tools that every leader needs to anticipate and plan effective communication strategies to address potentially disastrous situations. You will learn proven methods to prepare for, respond to and recover from any event that could negatively impact organizational stability and which present the potential of significant reputational risk.

The session will be augmented by case studies in which you will engage in scenarios involving scandal, geopolitical unrest and other unplanned events to better prepare you to lead during a crisis. Participants will learn practical techniques to:

- Discern facts from fragmented, conflicting information
- Make defensible decisions under pressure
- Communicate in the worst of times
- Heal your organization and return to normal.

9:00 am - 10:30 am

Master Class: Leadership and Professional Development

Moderator:

Diane McKeever, M.M., R.A.

Senior Vice President, Philanthropy and Chief Development Officer
Rush Medical College of Rush University Medical Center

Speaker(s):

Jon Derek Croteau, Ed.D.

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Senior Consultant
Witt/Kieffer

Zachary A Smith, Ph.D.
Assistant Vice Chancellor of Development

University of California - Riverside

Clyde Watkins
Chairman
Ter Molen Watkins & Brandt, LLC

Leadership development and talent management are critical issues for today's advancement organizations. What does it take to be an effective and high performing chief advancement officer? How should our profession prepare current alumni and development managers for future leadership roles? This master class will be an interactive session with a focus on fourteen leadership competencies necessary for success, as discovered through groundbreaking research. Case studies will help guide a discussion on how the advancement industry can better develop talent and prepare current and future generations of leaders for the demands of this important position.

9:00 am - 10:30 am

Master Class: Mapping the Internet: Locating Communities of Influence Online

Moderator:

Deborah Loeb Bohren
Vice President of Communications and Public Affairs
NYU Langone Medical Center

Speaker(s):

John Stafford

Internet and Social Media Strategist
Stanford University School of Medicine

Bryan Vartabedian, MD, FAAP
Pediatric Gastroenterologist

Texas Children's Hospital

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As the size and reach of traditional news outlets shrink, many communicators are wondering how we will "get the word out." Meanwhile, millions of people are bypassing those gatekeepers, finding the information they want online, and looking to others for guidance about medical questions, including where to go for their care. This session will explore the burgeoning communities of bloggers, curators, and patients online, and ways we might identify and participant in these important conversations.

10:30 am **Conference adjourns**

11:00 am - 12:30 pm **Steering Committee Luncheon Meeting (closed)** *(Closed)*