

# WOMEN'S HEALTH

## Centers of Excellence

*Creating, Marketing, and Delivering Comprehensive Women's Health: Growing Your Facility with Developing Trends and Cutting-Edge Strategies in the Women's Health Service Industry*

DECEMBER 7 - 9, 2009 NEW ORLEANS, LA

INCLUDES SITE TOUR OF TULANE CENTER FOR WOMEN'S HEALTH

### DISTINGUISHED SPEAKING FACULTY INCLUDES:

**Neeta Shah**, MD FACP, Vice President, Women's Health Services, North Shore Long Island Jewish Health System, New Hyde Park, NY

**Karleen K. Lee**, RN, Outreach Program Manager, Banner Thunderbird Medical Center, Glendale, AZ

**Carole Siegfried**, RN, MS, CNA, Program Director, Women's and Neonatal Services, Palmetto Health Richland, Columbia, SC

**Pat Delaney**, RN, AAS, Director of Cardiac Outreach and Service Line Development, Valley Columbia Heart Center and the Center for Women's Heart Health, Valley Columbia Heart Center, Ridgewood, NJ

**Kathy Schilling**, MD & Lorraine Chrystal, MS, ARNP, Medical Director of Women's Imaging & Executive Director of Women's Services, Boca Raton Community Hospital, Boca Raton, FL

**Judy Briley**, MSN, Director, Childbirth Unit, Labor and Delivery, Granville Health System, Oxford, NC

**Penny Beattie**, RN, BSN, MBA, Center Director, Women's and Children's Services, St. Cloud Hospital, Saint Cloud, MN

**Jennifer Herbert-Beirne**, PhD, Director, Research and Development, Women's Health Foundation, Chicago, IL

**Becky Hardie**, RN, C-OB, MS, HCAD, Program Director, Women's and Children's Services, Andrews Women's Hospital, Baylor All Saints Medical Center, Fort Worth, TX

**Katherine Sherif**, MD, Program Director and Associate Professor of Medicine, Center for Women's Health, Drexel University College of Medicine, Philadelphia, PA

**Diana Bruno-Himwich & Joe Calvaruso**  
The Himwich Group, Inc, Albuquerque, NM

**Kelley Connors**, KC Healthcare Communications, Norwalk, CT

**Mary Pfenning**, RN, MSN, Education Coordinator, Women's Community Education, St. Luke's Hospital, Chesterfield, MO

**And More!**

### LEARN ABOUT:

- Unique clinical and business strategies that compose Women's Center Care
- Designing, executing, and sustaining a brand promise
- Positioning strategies for urban and community markets
- Learning how to develop an infrastructure to promote multidisciplinary care for women
- How to appropriately identify downstream revenue
- Targeting your program to women and their families
- Changing community attitude toward women's services in a small hospital
- Getting buy-in from senior management for updated programming and equipment
- Reinventing your Women's Health Programs in times of economic decline
- Learning the essential ingredients to creating brand attachment



**MEDIA PARTNER:**



FOR COMPLETE INFORMATION INCLUDING FULL AGENDA, HOTEL, OR TO REGISTER

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