

THE INSIDE SCOOP ON KAISER'S "THRIVE" MARKETING CAMPAIGN

Speaker:

LORI CALL

Brand Manager

Kaiser Permanente Colorado

FRIDAY, JANUARY 26, 2007

Registration	7:15 a.m. – 8:00 a.m.
Breakfast and Networking	7:30 a.m. – 8:00 a.m.
Program	8:00 a.m. – 9:00 a.m.

Come learn about Kaiser Permanente's Thrive campaign from the HMO's local brand manager, Lori Call. The campaign is one of the most innovative health care marketing efforts to ever reach our televisions, newspapers, radios, and computers. The campaign was born out of an effort to combat negative attitudes towards Kaiser Permanente and other HMOs that proliferated in the 90's (remember cheering for HMO-bashing Helen Hunt in "As Good as it Gets?").

Call will reveal data indicating that not only do consumers feel much better about Kaiser and its mission, Kaiser employees are also feeling good about their employer (they don't take their ID badges off before going to the store, like the used to).

Of course, it hasn't been all accolades and awards for the marketing program. By raising the visibility of Kaiser, the Thrive campaign also gave Kaiser's critics a new theme (and search term) to use in their fight. In addition, the campaign also raised the bar, and expectations for Kaiser, very high. Now the HMO can't afford to be merely good, it's expected to be great.

ABOUT OUR SPEAKER

Lori Call earned her B.S. in journalism from University of Colorado at Boulder and MBA from University of Colorado at Denver. She formerly served as the Director of Communications at the University of Colorado at Boulder's Leeds School of Business. Call currently manages internal branding issues as well as consumer-based advertising and corporate sponsorships for Kaiser Permanente Colorado.

Coming February 23, 2007
HealthONE CEO Jeff Dorsey

CHSM's February 23, 2007 program will feature Jeff Dorsey, President and Chief Executive Officer of the HCA Continental Division. Mr. Dorsey oversees hospitals in Colorado, Oklahoma and Kansas. The HCA-HealthONE, LLC joint venture, which Mr. Dorsey also leads, is the largest healthcare system in metro Denver.

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CORPORATE SPONSOR

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CONTRIBUTORS

Bass Marketing specializes in healthcare marketing and advertising services. Clients include hospitals, managed care organizations, physicians, senior living providers, healthcare corporations, and associations. Contact: Natalie Bass at (303) 717-5307. www.bassmarketingllc.com

Centura Health is Colorado's largest healthcare system and fourth largest private employer, with 12 Front Range hospitals, eight senior living facilities, and home health and hospice services. Centura is a faith-based, not for profit organization. www.centura.org

The Medical Group Management Association (MGMA), founded in 1926, is the nation's principal voice for medical group practice. Headquartered in Englewood, MGMA has more than 19,000 members in 10,200 organizations, representing 210,000 physicians. www.mgma.com

Oleen Healthcare Information Management offers consulting services including project management, business process reengineering, implementations, conversions, programming, training, and facilities management. Oleen has offices in Denver and five other US cities. Contact: Dylan Rupe at (303) 679-1204. www.oleen.com

Patient Tools is a leader in patient-reported information such as chronic conditions, co-morbidity, adherence, and quality of life. Automated reporting for individual patient care saves physicians time and expense, and the information is compiled for population management and evidence-based outcomes. www.patienttools.com

Regis University offers undergraduate and graduate programs for working adults and traditional students. Healthcare programs include nursing, nursing management, physical therapy, health information, and healthcare administration. Regis also offers a broad range of other degrees and academic certificates. www.regis.edu

Registration

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Fees

Early Registration

Basic Members	\$35	\$25	Save \$10
Supporting Members	\$10	Free!	Save \$10
Sponsor Passes	Free	---	---
Guests	\$45	\$35	Save \$10

Early Registration Deadline **January 19, 2007**
Supporting members and Sponsors: pre-register to ensure seating

Event Registration Commitment

Event seating is limited and facility commitments are made for registered attendees. No refunds are given for non-attendance. Outstanding registration balances will be billed. Cancellations are accepted until 7 days before the event, the pre-registration deadline. After the pre-registration deadline, you are welcome to transfer your registration to a substitute. For more about payment and cancellations, visit our web site at www.chsm.org.

How To Register

Online. The CHSM web site at www.chsm.org

Fax. 303 265 9224

Mail This Form.

Checks payable to Colorado Healthcare Strategy and Management.

Send to: CHSM • 423 West First St. • Minden, NE 68959-1509

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Presents

The Inside Scoop on Kaiser's "Thrive" Marketing Campaign

Speaker

Lori Call

Kaiser Permanente Colorado

Friday, January 26, 2007

Summit Events Center

411 Sable Boulevard
Aurora, Colorado 80011
303.343.3833

Just east of I-225 off 6th Avenue
At the south end of the complex, next to Hobby Lobby

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