

NON-MEMBER REGISTRATION

Please check all that apply:

of attendees

- \$575 Early-Bird (Registration deadline is September 23rd) _____
- \$650 Full Conference (After September 23rd) _____
- \$475 One-Day Only _____
- \$150 Thursday Night Dinner Only _____

Total Payment: _____

Attendee #1

Name (Please Print): _____
Title: _____ Organization: _____
Address: _____ City, State, ZIP: _____
Phone: _____ Email: _____

Attendee #2

Name (Please Print): _____

Attendee #3

Name (Please Print): _____

Attendee #4

Name (Please Print): _____

Conference & Hotel Accommodations

Par-A-Dice Hotel & Casino

21 Blackjack Blvd. East Peoria, IL 61611 ◆ paradicecasino.com

Conveniently located off I-74, the Par-A-Dice Hotel & Casino is 20 minutes from Peoria International Airport. The hotel offers complimentary parking and local shuttle service (pre-scheduled). Stay on-site and roll the dice at the casino, grab some food at the Tin Lizard, Boyd's Steakhouse, or Nelson's Deli, or take in the majestic beauty of the riverfront.

Hotel Reservations

Guests can make their reservation by calling 309-699-7711 by September 21, 2022. After this date, reservations will be taken on a space available basis only. Par-A-Dice Hotel & Casino is offering \$99 room rate for a King or Double Standard Room. If you would like to reserve a 1 Bedroom Executive or Luxury Suite for \$129, you must call the hotel directly to book.

Guests can also book online by going to this exact web address <https://www.paradicecasino.com/groups> and enter code HEAJ22C. Guests will need to adjust their check in and check out dates. All guests are responsible for making their reservations by the cut-off date of September 21, 2022. After this date, any unsold rooms will be released.





Please indicate which of the sessions you will be attending:

◆ **Thursday, October 13** ◆

- 11:00 AM** _____ Keynote “Collaborcate!™: How to Inspire Your Team and Roll with the Daily Challenges”
- 12:30 PM** _____ Lunch
- 1:30 PM** _____ “Keeping it Local: Using Data to Measure and Reduce Patient Outmigration in Rural Markets”
 _____ “Building Your Bench — Hiring, Coaching and Inspiring Great Performers”
- 2:30 PM** _____ Break and Exhibit Hall Open
- 3:00 PM** _____ “How PPC Can Be Used Successfully for Patient Acquisition and to Provide Public Service”
 _____ “Increasing Employee Attraction and Retention With Company Culture”
- 4:15 PM** _____ “Search Engine Optimization: How to Become the Master of Your Domain”
 _____ “Calling All Talent, the Role of Marketing in Recruitment and Retention”
- 6:00 PM** _____ Cocktail Hour



◆ **Pinnacle Awards Dinner** ◆

- 7:00 PM** _____ Meal Choice #1: Pork Filet Mignon
 _____ Meal Choice #2: Parmesan Crusted Chicken
 _____ Meal Choice #3: Chef’s Selection Vegetarian

◆ **Friday, October 14** ◆

- 7:30 AM** _____ Breakfast and Exhibit Hall Open
- 8:30 AM** _____ “Disruptor Insights — What Do Consumers REALLY Think About Disruptors vs. Traditional Healthcare?”
 _____ “Translational Branding — A New Way to Think About Extended Brand Messages”
- 9:45 AM** _____ “Controlling Your Image - Reputation Management for Your Organization”
 _____ “The 4 Pillars of Campaign Optimization”
- 10:45 AM** _____ Break and Exhibit Hall Open
- 11:15 AM** _____ “Navigating the New Media Landscape”
 _____ “8 Strategies to Get More Referrals from Your Physician Content Program”
- 12:30 PM** _____ Lunch & Keynote — “Joe Public 2030: What Will Healthcare Look Like in 2030”

◆ **Conference Cancellation Policy**

Cancellations received in writing 30 days prior to the conference will be given a full refund. No refunds will be given for cancellations received less than 30 days prior and day-of-event-no-shows. Substitutions accepted. We are looking forward to an IN-PERSON event for this year’s fall conference! We will plan to follow all CDC guidelines at the time of the event.

◆ **Questions?**

Email Molly Sorrell at msorrell@sdcmh.org or register online: register.ishmpr.org

◆ **Send Payment and Registration Form to:**

Kim Aldus, McDaniels Marketing • 11 Olt Avenue, Pekin, IL 61554. Please make checks payable to ISHMPR