

## EMG Director & Client LLUMC to Present at Physician Strategies Summit

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IRVINE, CA – Earthbound Media Group’s (EMG) Director of Communications and Brand Experience Amanda Vande Brake will join healthcare client Service Line Development Director at Loma Linda University Medical Center (LLUMC) Beverly Rigsby to present “Connecting Online to Add Value and Generate Revenue” at the Physician Strategies Summit in Scottsdale, Arizona, on Sunday, February 28th, 2010, from 1:00 to 2:15 P.M. Vande Brake and Rigsby will share their insight regarding the collaboration between EMG and LLUMC focused on aligning physician groups with LLUMC’s global marketing strategies via web communications initiatives.

Vande Brake and Rigsby’s presentation will showcase healthcare-specific web development and online marketing strategies undertaken by LLUMC in 2009 and how the processes align organizations and physicians in a way that both entities see eye-to-eye on business goals. “Connecting Online to Add Value and Generate Revenue” will also describe LLUMC’s historical business and marketing challenges and how the marketing and lead generation needs of respective number of individual physician groups were addressed throughout EMG and LLUMC’s work together during 2009 and into 2010.

“The goal of this presentation is to equip hospital leadership and stakeholders to communicate the value of implementing strategic web solutions to enhance physician relationships and their shared bottom lines,” explained Vande Brake. “What it really boils down to is facilitating collaboration and communication between hospital administration and their physician group leadership and recognizing when to allow group autonomy in web referral and marketing initiatives.”

Focused on a central theme of driving performance and results in 2010, the cutting-edge Physician Strategies Summit attracts the healthcare industry’s top-level business and medical staff executives including CEOs, Chief Strategists and Chief Medical Officers. In addition to networking with colleagues from other hospitals, academic medical centers and healthcare systems, physicians and senior executives will share and acquire best practices within an intensely competitive market. This year’s event will be held at the Camelback Inn Resort & Spa in Scottsdale, Arizona, from February 28th through March 2nd, 2010.

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About Healthcare Strategy Institute, Inc. ([www.healthcarestrategy.com](http://www.healthcarestrategy.com))

The Healthcare Strategy Institute, Inc. (HSI) designs, organizes and administers cutting-edge educational conferences, trade shows and customized learning programs for healthcare executives through its membership arm, the Forum for Healthcare Strategists. These programs are often presented jointly with, or on behalf of, sponsoring associations, organizations and publications. HIS continuously monitors today’s critical healthcare issues and examines the latest strategies vital to success.

About EMG ([www.earthboundmediagroup.com](http://www.earthboundmediagroup.com))

EMG is a one-of-a-kind, technology-driven strategic marketing agency. Our singular goal is to evolve the digital and visual landscapes of business for corporations, brands and non-profits worldwide.

As a leader in the marketplace, EMG has single-handedly set a benchmark for complexity, creativity and vitality in the solutions we have provided for both our partners and clients alike.

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