

EMG Attends Annual SHSMD Conference

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IRVINE, CA – Earthbound Media Group’s (EMG) Chief Operating Officer Blaine Behringer, Communications & Brand Experience Director Amanda Vande Brake and Consulting Group Director Kevin Lorenz will attend the Society for Healthcare Strategy and Market Development’s (SHSMD) Connections 2009 Annual Conference and Exhibits. Focused on real-world strategies to navigate through today’s healthcare challenges, the SHSMD Conference will be held from Wednesday, September 30th, through Saturday, October 3rd, at the J.W. Marriott Grande Lakes Resort in Orlando, Florida. There, the EMG team will exhibit healthcare solutions at booth #312, in which one lucky conference attendee will win two Cirque du Soleil La Nouba tickets. Following the exhibitions, EMG’s participating executives will each lead a round-table luncheon discussion on Thursday, October 1st, from 12:30 to 1:30 p.m.

“EMG is very excited to reintroduce ourselves to the healthcare industry and participate once again in this year’s SHSMD Conference,” explained Behringer. “Every year, this conference has opened up plenty of opportunities for EMG to develop strong business connections with healthcare professionals nationwide. In addition to networking, our executive team is able to educate conference attendees to see the value proposition of what EMG, as an agency, can do for them even during these challenging economic times.”

Drawing from experiences working with Loma Linda University Medical Center and Banner Health, Blaine Behringer, Amanda Vande Brake and Kevin Lorenz will generate conversations with regard to EMG’s extensive range of healthcare solutions. In doing so, the team hopes to address and resolve each respective medical institution stake holders’ concerns within the areas of marketing, technology and strategy. As an added bonus, attendees who drop by the EMG booth will also be eligible in a raffle for two tickets to attend Cirque du Soleil La Nouba at the Walt Disney World Resort.

The round-table luncheon groups on Thursday, October 1st, will feature all three EMG leaders facilitating discussions on the most talked about topics among healthcare industry marketers with attendees at individual discussion groups. With Behringer focusing on using the latest technologies toward increasing efficiency, conversions and functionality, Lorenz will touch on the benefits of using service-line, specific landing pages and microsites and Vande Brake will stir up conversation with regard to persona-driven websites.

The four-day SHSMD conference boasts 66 concurrent sessions, 4 general sessions, 10 optional workshops and numerous networking events. The event will focus on how to implement creative ideas that will be a helpful tool for budgeting and can offer considerable ROI. Additionally, attendees will explore topics such as quality and patient satisfaction, innovative media, economic challenges and the healthcare future.

Stop by booth #312 at the SHSMD Conference Exhibit Hall from Wednesday, September 30, to Friday, October 2, to meet and greet EMG executives and learn more about our suite of healthcare solutions and service lines.

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About SHSMD (www.shshmd.org)

Founded in 1996 as a result of a merger of the AHA American Society for Health Care Marketing and Public Relations and the AHA Society for Healthcare Planning and Marketing, the Society for Healthcare Strategy and Market Development (SHSMD) is a professional organization comprised of over 4,500 healthcare professionals from hospitals, healthcare systems, networks and consulting firms across the nation. SHSMD is responsible for strategic development and implementation in a wide variety of healthcare-specific disciplines such as marketing, public relations, communications, business development and sales.

About EMG (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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