



sb10069454y-001 Thomas Northcut/courtesy of Getty Images

Special Interest Group

Tuesday, September 22, 2009
5:30 pm - 7:30 pm

THE TRANSFORMATION OF
HEALTHCARE MARKETING:
Get Ahead of the Curve

Location: AMS Pictures
16986 N. Dallas Parkway, Dallas, TX



Panel: April Foran, *Director of Corporate Communications, Parkland Health & Hospital System*; Danny DeAtley, *Marketing Director, AmerisourceBergen Specialty Group*; Michelle Rider, *Regional Marketing Director - Texas/Oklahoma, UnitedHealthcare*; and Huntley McNabb, *VP Marketing, MedSynergies Inc.*

This interactive panel discussion will address the significant challenges health care marketing professionals face when it comes to redefining how they go to market. Social networking, mobile media, blogs, digital advertising, search — learn how new media is transforming the way health care professionals and consumers engage with your brand and how marketers are leveraging it.

Pre-registration: \$20/members and \$30/guests

At the door: \$30/members and \$40/guests

Please preregister at www.DFWAMA.com.

Beer, wine and heavy appetizers will be provided.

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