

Relationships & Reputation

Welcome to the HCNW
Fall 2019 Conference



#HCNW2019

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Agenda

MORNING SESSION

- 8:30 am Morning Keynote: Transformation & Transparency at the Oregon Health Authority
- 9:40 am Transforming Internal Communications at OHSU
- 10:10 am Break & Networking
- 10:30 am Panel 1: Meet the Media
- 11:20 am HCNW Annual Meeting
- 11:45 am Lunch, Networking & Stretch



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Agenda

AFTERNOON SESSION

- 12:45 pm Panel 2: Building Reputation Through Storytelling & Content Curation
- 1:35 pm Crisis Communications & Reputation
- 2:20 pm Break & Networking
- 2:30 pm Breakout Conversations
- 3:30 pm Closing Remarks



#HCNW2019

HCNW Annual Meeting

HCNW Vision

- Advance HCNW's mission of promoting excellence in healthcare marketing, communications, and public affairs
- Provide opportunities for involvement, interaction/networking, and professional growth
- Serve as a go-to resource for healthcare communicators



HCNW Annual Meeting

Gearing up for growth-2019

- Rebranded organization to cover wider regional footprint
- HCNW membership focus now includes all types of professionals whose work connects with healthcare and communications
- Expanded HCNW board with new director level positions centered on key organizational functions



HCNW Annual Meeting

HCNW Board 2019-2002

- President- Kelly Bantle, Allegiant Strategies Northwest
- Immediate Past President- Jess Columbo, Med|Ed Digital
- Immediate Past President- Piseth Pitch, Consultant
- Treasurer- Sage Townsend, Kaiser Permanente
- Secretary- Jennifer Nitson, Samaritan Health Services
- Co-Professional Development Director- Clarissa Fong, OHSU
- Co-Professional Development Director- Kathleen Nickel, CHI Mercy Health
- Membership Director- Mary Sawyers, Consultant
- Strategic Partnerships Director- Vicki Guinn, Legacy Health



HCNW Annual Meeting

Fielded 2019 online survey

- Top survey findings:
 - Building leadership and job skills ranked highest among career development needs
 - Top rated professional development services HCNW could provide included:
 - Conferences, webinars, and workshops
 - Networking/social events
 - Online job board
 - Professional directory



HCNW Annual Meeting

HCNW Priorities 2020

- Expand professional development programming:
 - Local networking/social events
 - Webinars/workshops
 - Summer Washington state conference (TBD)
 - Fall annual Oregon state conference
- Launch new services:
 - Professional directory
 - Job board
 - Expert blog site and message board



HCNW Annual Meeting

HCNW Annual Membership

- Reinstating annual membership fee: \$100
 - Includes annual conference ticket
 - Discounted tickets to networking events, workshops, and webinars



Join Us!

Join Healthcare Communicators Northwest (HCNW), the Pacific Northwest's only professional organization created specifically for communicators in healthcare.

- Conferences, workshops/webinars, and networking events
- Access to HCNW member network and industry-specific professional development resources
- Serve as HCNW board member, committee member or volunteer

Visit www.HealthcareCommunicatorsNW.org



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