



PR-Marketing Peer Network Group Meeting:

Live and in-person at Memorial-Carthage

Tuesday, April 19 from 10 a.m. to 2 p.m.

Memorial Hospital, 1454 County Road 2050, Carthage, IL



ADA BAIR, CEO
Memorial Hospital -
Carthage



PAUL SKOWRON, CEO
Warner Hospital
& Health Services



STEVE TENHOUSE, CEO
Kirby Medical
Center



PAT SCHOU, Exec. Dir.
Illinois Critical Access
Hospital Network

We extend our sincere thanks to Ada Bair and Cynthia Stewart for graciously hosting this meeting and for offering lunch and a tour to our group! We are also excited to announce that Ada Bair, Paul Skowron, and Steve Tenhouse will be serving as our CEO Panel, with ICAHN's own Pat Schou facilitating the effort!

The morning session (10-11:30 a.m.) will feature the CEO panel. Each CEO will offer suggestions on how you, as a marketing department of one or a small team, can achieve the goals they are expecting. Those in attendance will also be able to ask questions of the panel. We may offer a link so that you can attend via Zoom, but we are especially hoping for a good in-person attendance. *Some questions to be addressed include:*

- 1. Which metrics do you expect to see when measuring results and effectiveness of marketing efforts? How can we provide a clear ROI on our marketing efforts? What are your expectations?*
- 2. How can marketing and administration work more cohesively? How can marketers be part of the team that creates the hospital's strategic plan, and if they're already on that team, are you offering guidance to help them stay on track with the plan? Is there clear communication on what is expected?*

Lunch will be served, compliments of Memorial Hospital, around 11:45 p.m., and the round table session will begin around 12:45 p.m. followed by a tour of the facility and wrap-up at 2 p.m.

It is important to preregister for this event as soon as possible. If you have any specific questions you wish to see posed during the meeting and are unable to attend, please send them to Stephanie DeMay at sdemay@icahn.org or call 815.719.6200.

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