

# MHA Distance Learning

# Think Before You Do: Building Conversion Driven Hospital Web sites that Make Money Webinar

## Audience:

Hospital Webmasters, Marketing,  
Public Relations, COO

## Speaker:

Tom Brand

## Date:

April 22, 2010  
9:00—10:30 am MST

## Pricing\*:

MHA Members: \$165/line

Non-MHA Members: \$210/line

DEADLINE FOR REGISTRATION IS

April 17, 2010

\*Fees include session materials and one (1) phone line

## Program Topics:

- **Effective Website Design:** From Planning to Launch—Website design involves much more than what it will look like. Concepts and considerations are included
- **Intro to Organic Search Engine Optimization:** Beyond High Page Rankings—having the top search engine result means nothing if a Website can't turn visits into conversions.
- **Writing for the Web:** Creating content the way users read online.
- **Conversions—A Closer Look:** What conversions are most needed? Which work best? Are there best practices?
- **Rich Media:** Getting visitors to look at more than video—rich media can be a powerful & efficient way to drive visitors towards conversions.

## Program Overview

The most popular and profitable Web sites were completely planned and developed to be fully integrated destinations that keep visitors engaged, active and onsite – before they were built.

When building conversion-driven Web sites several factors need to be considered, from functional planning and design to usability standards. To have an effective hospital Website you must have a clear way for people to get there. Having certain fundamentals such as the layout of good, searchable content that works for both human visitors and search engines is key from a usability and conversion level, as is enhancing your content with the use of rich media applications.

This presentation will guide you through hospital and health care system examples that showcase best practices for successful conversion-driven Web sites.

## Faculty

**Tom Brand** founded AVID Design in 1996. At AVID Design he provides Internet and Intranet strategy and consulting services for hospitals and health care systems. He has overseen strategic planning and implementation of numerous interactive engagements for such organizations as Palomar Pomerado Health, MCG Health, Baptist Health of South Florida, Columbus Regional Healthcare, Phoebe Putney Memorial Hospital, as well as many others. Previously, Mr. Brand served as Vice President of Creative Services at Greystone.Net (a provider of Internet consulting services for health care organizations). In keeping with his health care interest, Tom is an instrument-rated pilot, and offers volunteer piloting services to Angel Flight of Georgia to aid in the transportation of those in medical need. He earned his bachelor's degree in Art and Illustration from Carson-Newman College.

**ONLINE REGISTRATION**  
**NOW AVAILABLE!**

**WWW.MTHA.ORG**

**MHA**

AN ASSOCIATION OF  
MONTANA HEALTH  
CARE PROVIDERS

# Registration Instructions & Other Information

# Hospital Web sites that Make Money Webinar

## Registration Information

Registration fees are \$165/line for MHA members and \$210/line for non-MHA members. The registration fee includes one toll-free telephone connection per registered facility to hear the presenter, webinar access information and handout materials.

To register, please complete the attached form and fax it back to MHA at (406)443-3894, Attn: Jennifer Wagner. A copy of the registration form can also be obtained at [www.mtha.org](http://www.mtha.org).

**Online registration is also available.** Go to [www.mtha.org](http://www.mtha.org) for the link to register online.

If you have not received confirmation via the email address provided on the registration form 48 hours after sending registration, please contact Jennifer Wagner at (406)442-1911. **Registration deadline is April 17, 2010.**

## Log-In Instructions

Upon receipt of registration, confirmation will be e-mailed to the contact person indicated on your registration form. You will receive another e-mail approximately 48 hours prior to the event with web access, dial-in information and the handouts.

**It is the responsibility of the contact person listed on the registration form to download and/or access presentation materials prior to the day of the event.** If your e-mail address changes, you do not receive an e-mail with instructions from MHA, or if you are unable to download or open presentation materials, please contact MHA 24 hours prior to the event to allow time to address the issue. Participants are encouraged to log in 15 minutes prior to the start of the program, as the program will begin on time.

## Continuing Education

A copy of the Certificate of Attendance will be sent with the handouts and dial-in information. This Certificate should be copied and issued to all participants attending the session. Completed certificates should be placed on file at your hospital as evidence of attendance. You may apply on an individual basis with the appropriate accreditation organization for consideration of continuing education credits. This webinar is approved for 1.5 contact hours.

## Refunds

Fees will be refunded only if written cancellation is received by MHA by 5 pm on April 20, 2010. Fax written cancellation to MHA at (406)443-3894, Attn: Jennifer Wagner. E-mails and phone call cancellations will not be accepted.

# Hospital Web sites that Make Money: Webinar Registration Form

## Date:

April 22, 2010  
9:00—10:30 am MST

## Series Overview

This presentation will guide you through hospital and health care system examples that showcase best practices for successful conversion-driven Web sites.

## Prices:

MHA Members: \$165/line  
Non-Members: \$210/line

**Contact Person:** Please fill out the contact information for the person that will be responsible for receiving and distributing dial-in information and handouts.

## Registration Deadline:

April 17, 2010

## Registration Information

To ensure your spot at this webinar, please fill out the information below, completely, and fax to MHA at (406)443-3894, Attn: Jennifer Wagner. **You may also register online at [www.mtha.org](http://www.mtha.org).**

**Refunds** Fees will be refunded only if written cancellation is received by MHA by 5 pm on April 20, 2010. Fax written cancellation to MHA at (406)443-3894, Attn: Jennifer Wagner.

## Participant Information:

Facility Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
Facility Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**YES!** We wish to participate in the webinar. I understand we will be emailed the dial-in number, agenda, and materials prior to the conference. \_\_\_\_\_ **Number of lines** \_\_\_\_\_ **MHA Member(\$165/line)** \_\_\_\_\_ **Non Member(\$210/line)**

## Payment Information *(All credit card information is required and must be complete).*

Total Payment Due: \$ \_\_\_\_\_

Visa                       Mastercard                       Discover                       American Express  
Card number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
Cardholder Name: \_\_\_\_\_ CVS #\* \_\_\_\_\_  
Credit Card Complete Billing Address \_\_\_\_\_  
Signature: \_\_\_\_\_

\*The CVS number is the 3 digit number on the back of your card. For AMEX it is 4 digits on the front

A check, payable to MHA is being mailed to P.O. Box 5119; Helena, MT 59604-5119

Please invoice me—MHA Member Facility PO#: \_\_\_\_\_

*FOR INTERNAL USE ONLY:* DATE PAID: \_\_\_\_\_ REGISTRATION ENTERED (DATE): \_\_\_\_\_ BY: \_\_\_\_\_  
CONFIRMATION SENT (DATE): \_\_\_\_\_ BY: \_\_\_\_\_

ACCOUNTING CODE: 08-08-20     CHECK#: \_\_\_\_\_ AMT: \_\_\_\_\_     INVOICE (DATE): \_\_\_\_\_ BY: \_\_\_\_\_



For questions regarding education, please contact:  
Jennifer Wagner · PO Box 5119 · Helena, MT 59604 · (406) 442-1911 · [jennifer@mtha.org](mailto:jennifer@mtha.org)