

Rural Health Care Marketing Workshop

KU Rural Health

Find out trends and best practices for your marketing efforts at the Rural Health Care Marketing Workshop. You can choose to attend or send an employee charged with marketing your rural health care organization.

At the Rural Health Care Marketing Workshop, you'll start by learning the basic marketing strategies every health care organization needs for success, and then we'll build on these strategies with expanded marketing topics to promote your organization and market your community.

August 2 and 3, 2016

Hotel at Old Town

Wichita, KS

Day 1: \$100

9 a.m. to 4 p.m.

Basic marketing strategies for rural health care organizations

Who's it for? Day 1 workshop is designed for individuals who work in a rural health care organization in Kansas who have minimal marketing experience and could use some ideas on how to accomplish some basic marketing strategies with small budgets and little to no staff.

Day 2: \$125

9:30 a.m. to 4 p.m.

Who's it for? This workshop is designed for individuals who work in a rural health care organization. Advanced topics in marketing will be presented for a wide-range audience. Guest speakers will share on social media, survey insights, recruiting health care providers and media relations.

Register today at www.ruralhealth.kumc.edu. Click on the Rural Health Care Marketing Workshop ad on the home page. Early bird special runs until Friday, May 20—save \$25 when you register for both workshops. Limited space available.

Event hosted and presented by The University of Kansas Medical Center, Rural Health Education and Services. For questions, contact Jenifer Yuza, jyuza@kumc.edu, 316.293.2649.