

C M G M A

Travel Directions to
Hilton Garden Inn
85 Glastonbury Blvd.
Glastonbury, CT 06033
860-659-1025

C M G M A

Please Join Us for our

Annual Meeting and

November Educational Program

This year's speaker is Eric Berkowitz, Ph.D. Dr. Berkowitz will teach attendees how to more effectively market their practice. As managing health care organizations becomes a more challenging task, Dr. Berkowitz will teach attendees how to unlock this challenge by understanding the market, the workforce and colleagues. According to Dr. Berkowitz, historically in marketing we have defined patients from a generational perspective such as the year in which they were born. The emerging view in marketing, however, is far more complex and insightful.

In this session, Dr. Berkowitz will examine what is really going on in the health care marketplace including how patients make choices among organizations and how physicians make decisions about referrals. He will also discuss marketing applications; organizational positioning; and identifying trends and forecasts for new opportunities. In addition, he will also touch on ways to determine what's needed and what's wanted; how to respond to local market demands while staying aware of needs of the entire organization; finding your organization's differential advantage in the marketplace; controlling the flow of patients; and gaining bargaining power in contract negotiations.

This program is sure to be one that no practice manager should miss!

From Points North:

- I-91 South to Exit 25N (Rte. 3 North)
- 1st Exit for main Street / Downtown Glastonbury
- Left at end onto Glastonbury Boulevard
- Hotel on Left

From Points South:

- I-91 North to Exit 25 (Glastonbury/Old Wethersfield)
- Bear Left towards Glastonbury
- 1st Exit for Main Street / Downtown Glastonbury
- Left at end onto Glastonbury Boulevard
- Hotel on Left

From Points West:

- I-84 East; Go through Hartford
- Signs for Rte. 2 East Towards Norwich
- On Route 2, take Exit 6 (Griswold)
- Right at light
- Go through intersection, hotel on right

From "Points East:

- I-84 West; Exit 55 on Left (Rte 2 East Toward Norwich)
- On Route 2, take Exit 6 (Griswold)
- Right at light
- Go through intersection, hotel on right

*****The American College of Medical Practice Executives (ACMPE) has designated this educational seminar for a maximum of 4.0 ACMPE continuing education credits. In order to receive these credits, please complete the ACMPE form in your meeting materials and return it to ACMPE.*****

**Connecticut
Medical Group
Management
Association**

presents

*The 2006 CMGMA
Annual Meeting -*

*“How to Market
Your Practice”*

Featuring

Eric Berkowitz, Ph.D.

Thursday, November 9, 2006

9:00 a.m. - 3:00 p.m.

Hilton Garden Inn
Glastonbury, CT

**November Educational
Program Speaker**

ERIC BERKOWITZ, Ph.D.

Dr. Berkowitz is Professor of Marketing, School of Management, at the University of Massachusetts, Amherst. He presently serves as Associate Dean of Professional Programs for the Isenberg School of Management. For 11 years he served as Chair of the Marketing Department.

Dr. Berkowitz has consulted frequently in marketing research and strategy for a wide range of health care organizations, including hospitals, HMOs, and group practices. A frequent speaker for medical staff meetings and retreats, Dr. Berkowitz also serves as a core faculty member for the American College of Physician Executives. Dr. Berkowitz is a frequent presenter at the Medical Group Management Association and also served as the Editor of the Journal of Health Care Marketing and the Editor of Trend Watch. He has also served as the Chairperson of the Alliance for Health Care Strategy and Marketing.

Dr. Berkowitz is listed in Who's Who in American Industry and Finance, Who's Who in Education and Who's Who Among Emerging Leaders. He has received the Alliance for Healthcare Strategy Frank L. Weaver Leadership Award for his contributions to the advancement of health care marketing.

CMGMA is pleased to welcome Dr. Eric Berkowitz.

Thank you

“Friends of CMGMA”

Platinum Sponsors

SSIMED Corporation

ProMutual Group

Thursday, November 9, 2006

9:00 a.m. - 3:00 p.m.

**Hilton Garden Inn
Glastonbury, CT**

(directions on reverse)

Schedule

8:30 a.m. - 9:00 a.m.

Registration

ACMPE Breakfast *

9:00 a.m. - 9:30 a.m.

Lisa Edwards, CMGMA President

Welcoming Remarks

9:30 a.m. - 10:30 a.m.

Eric Berkowitz, Ph.D.

“How to Market Your Practice”

10:30 a.m. - 10:45 a.m.

Break

10:45 a.m. - 12:00 noon

Program Continuation

12:00 noon - 1:15 p.m.

Annual Meeting

Election of 2007 Officers

Lunch

1:15 p.m. - 3:00 p.m.

Continuation of Program

*Lorri Brown, CMGMA's American College of Medical Practice Executives (ACMPE) Forum Representative, will be meeting with anyone interested in learning more about ACMPE. Please see reverse for information about obtaining ACMPE credits for this program.

REGISTRATION FORM

Please send this registration form
and check made payable to **CMGMA** to:
CMGMA, P.O. Box 30, Bloomfield, CT 06002
or fax to: 860-286-0787

Name: _____

Organization: _____

Address: _____

City: _____ State: _____

Zip: _____

Phone: _____ Fax: _____

Email: _____

Registration Fee received on or before October 26:

___ **\$95.00 CMGMA Member (*)**

___ **\$135.00 Non-Member**

Registration Fee received after October 26 or at the door:

___ **\$130.00 CMGMA Member (*)**

___ **\$190.00 Non-Member**

Fee is non-refundable.

***Please note that member rates apply to all
office staff attending with CMGMA members.**

Check Enclosed # _____

Credit Card# _____

Expiration Date _____

___ AMEX ___ MasterCard ___ VISA

Name on Card: _____

Signature: _____

Are you a new CMGMA member? ___ Yes ___ No

Is this your first CMGMA meeting? ___ Yes ___ No

For further information, please call Melissa or Lori
at the CMGMA Executive Office: 860-243-3977
or email us at the CMGMA office at info@cmgma.org.