



Capitalizing on the Occupational Health-Women's Health Interface

Building Market Share for Both Programs

Please join us from 8 a.m. to Noon at one of these three locations:

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|--------------------------------------------|-------------|
| San Jose Doubletree 408-453-4000 | February 24 |
| Seattle Hilton Airport 206-244-4800 | February 25 |
| Los Angeles Hilton Airport 310-410-4000 | February 26 |

Learning Objectives:

- Appreciate the emerging opportunity in women's health services
- Recognize the relevance of the workplace as a new frontier in women's health
- Enhance occupational health program revenue by responding to women's health needs
- Boost women's health program revenue by using the employer "portal" as an outreach mechanism
- Develop an innovative, integrated, synergistic package of women's health services
- Apply state-of-the-art promotional strategies to women's health and occupational health services
- Understand the financial return on investment associated with women's health programs

A half-day seminar for personnel working in Occupational Health and Women's Health Programs

Sponsored by RYAN Associates and the National Association of Occupational Health Professionals, divisions of Santa Barbara Healthcare, Inc.; www.naohp.com



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Meet the Faculty



Dr. Charles L. Barrett is a life fellow of the American College of Obstetrics and Gynecology with more than 35 years of private practice experience. He received his residency training at the U.C.L.A./Harbor Medical Center and has been affiliated with El Camino Hospital in Mountainview, CA and the Stanford University Medical Center for more than 30 years. He has special interest in women's health programs, integrative medicine, and women's health centers.



Mr. Frank H. Leone, M.B.A., M.P.H., is President and C.E.O. of RYAN Associates and Executive Director of the National Association of Occupational Health Professionals. He has been involved in more than 400 consulting engagements and has spoken to several thousand occupational health professionals during the past 25 years.

Who Should Attend

- ◆ **Occupational Health Program Directors, Medical Directors, and Sales/Marketing Professionals** who wish to build market share for their system, hospital, multi-specialty group or free-standing facility.
- ◆ **Women's Health program professionals** for health system, acute care hospital and women's health programs, and OB/Gyn practices that wish to expand their service portfolio and increase their market share.

What if I am unable to attend live?

If you do not live on the west coast or have a schedule conflict, you may join the seminar live via audio webinar on Friday, February 26, 11:30-3:00 p.m. EST (8:30-Noon PST).

The audio portion of the series will be broadcast from our Los Angeles session. Participants will have the opportunity to view PowerPoint presentations in advance and during the call on their personal computer.

Conferencing capabilities will also allow participants to ask questions of the faculty during the program.

Archived recordings will be available post-conference, both for webinar registrants and live attendees.

Registration Fee

\$189

Per person for the live session; includes materials, continental breakfast and complimentary access to full audio webinar.

For every two registrants from the same address, a third may come for free.

\$129

Webinar only; includes access for all staff at a single location to both the live and recorded versions of the seminar.

Seminar Agenda

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| 8:00 | Registration and Continental Breakfast |
| 8:15 | Welcome and Introductions |
| 8:30 | Module I: The Women's Health/Occupational Health Interface: Understanding and Seizing the Opportunity |
| 9:15 | Module II: Toward a Fully Integrated Women's Health Program: Products for 2010 and Beyond |
| 10:00 | Morning Refreshment and Networking Break |
| 10:30 | Module III: Integrating Your Women's Health and Occupational Health Marketing Plans |
| 11:15 | Module IV: The Bottom Line: The Extraordinary Women's Health R.O.I. Opportunity |
| Noon | Adjourn |