



2012 Amerinet Member Conference
May 15-18, 2012
Rio All-Suite Hotel and Casino, Las Vegas, Nev.

Plenary
Day: Thursday
Date: May 17, 2012

Time: 7:30 – 8:30 a.m.

Primacy Audience: All conference participants

Other relevant disciplines: All conference participants

CE awarded:	Material Management	ISM
	Executives	ACHE II
	Nursing Home Administrators	NCERS/NAB
	Pharmacy	ACPE-P
	Pharmacy Technician	ACPE-T
	Nursing	ANCC
	Laboratory	P.A.C.E./CMLE/ California
	Dietary Managers	CBDM
	Dietitians	CDR
	Culinary (Chef)	ACF
	Radiology	ASRT

Title: **Return on Impact** – Thinking and Leading Differently in the Age of Social Media, Social Collaboration, and Social Healthcare Leadership

Description:

How do healthcare organizations go from using social media to becoming more engaged with their patients, caregivers, volunteers, and community at large? How do they become a more socially enabled organizations and healthcare market leaders?

David Nour’s session on Listen Louder™ - the power and promise of social media in Healthcare was rated as “one of the best” of the entire 2011 Member Conference. Join us for this encore session on how to get beyond “doing” social media, to “becoming” a more socially enabled healthcare organization. Based on his newly released book, **Return on Impact – Leadership Strategies for the Age of Connected Relationships** (ASAE, 2012), David will share key insights from his research, executive interviews, and applications of the IMPACT Model in the field.

According to recent McKinsey Global Institute research, almost 50 percent of online U.S. consumers are advanced users of smartphones, social networks, and other emerging tools, up from 32 percent in 2008. Customers are not only buying and selling products and services

online, but they are sharing ideas, perspectives, and advocating through mobile and social interaction.

In order to respond to the digital landscape, Nour writes that organizations will need to lead differently, develop a social market leadership strategy, and have a fundamental shift in mindset, toolset, and roadmap for an individual, a team, and organization to:

- Put its customers/members at the center of its structure, talent acquisition, suite of offerings, and value creation efforts;
- Creatively collaborate in real time, while becoming more agile, responsive, streamlined, and direct; and
- Be more open in its communication and transparent in its governance, and to be more caring, accessible, and innovative.

“This book will help healthcare organization not only become more socially enabled, but it will help them develop effective leadership strategies, which can lead to healthcare market leadership. Social media and networking have the power to help Amerinet members think and lead differently as well as consider how to transform their organization with their constituents, who are at the center of what they do, and communicate the value of what they bring to the community,” said business-relationship expert and author David Nour.

“Having heard David Nour speak several times, I’ve found him to be insightful, pragmatic, and poignant in simplifying the complex, and bringing thought leadership to his focus on strategic relationships. *Return on Impact* will similarly make the reader think about the quantifiable outcome of social media and social collaboration,” added John H. Graham IV, CAE, President & CEO of ASAE.

Objectives:

- Outline how to get beyond “doing” social media, to “becoming” a more socially enabled healthcare organization.
- Plan your role in your organization’s strategy to be more open in communication, more caring, accessible, and innovative.

Objectives for Pharmacy Technicians:

- Outline how to get beyond “doing” social media, to “becoming” a more socially enabled healthcare organization.

Speaker: David Nour – CEO, The Nour Group, Inc. Senior Management Advisor | International Speaker | Best Selling Author

David Nour is *the* thought leader on Relationship Economics® - the quantifiable value of business relationships. In a global economy that is becoming increasingly disconnected, The Nour Group, Inc. has attracted consulting clients such as KPMG, General Reinsurance, Chubb Insurance, Siemens, HP, and over 200 marquee organizations in driving unprecedented growth through unique return on their strategic relationships. David has pioneered the phenomenon that relationships are the greatest off balance sheet asset any organizations possesses, large and small, public and private.

He annually delivers 50 keynotes at leading industry association conferences, corporate, and academic forums. He is often a guest lecturer at the Goizueta Business School at Emory University and Georgia Tech’s College of Management.

David's unique perspective and independent insights on Relationship Economics® have been featured in a variety of prominent blogs and publications including *The Wall Street Journal*, *The New York Times*, *The Atlanta Journal and Constitution*, *Association Now*, *Entrepreneur and Success* magazine. He is the author of several books including the best selling *Relationship Economics* (Wiley), *ConnectAbility* (McGraw-Hill), *The Entrepreneur's Guide to Raising Capital* (Praeger) and the *Social Networking Technology Best Practices* Series. He is a contributor to *The Social Media Bible* (Wiley) and is particularly excited about his most recent book: *Return on Impact – Leadership Strategies for the Age of Connected Relationships* (ASAE, 2012)

An Eagle Scout himself, David is passionate about youth with his foundation's support of the Centennial Scouting movement, Junior Achievement, One Voice – aiming to create peace in the Middle East, and the High Tech Ministries.

A native of Iran, David came to the U.S. with a suitcase, \$100, limited family ties and no fluency in English! He earned an Executive MBA from the Goizueta Business School at Emory University and a BA degree in Management from Georgia State University.