

MEDIA ADVISORY

PUBLIC RELATIONS AND MARKETING EXPERT, JODI AMENDOLA, TO MODERATE PANEL AT THE IHT2 HIT MARKETING SUMMIT

WHO: Jodi Amendola, CEO of [Amendola Communications](#), is a leading authority on public relations and marketing communications for healthcare information technology (HIT) companies. With more than 20 years of experience creating and implementing successful marketing strategies, Jodi is consistently named as a “Top PR Pro” for her personal contributions to the field of public relations. For three consecutive years, Amendola Communications has been honored as one of the information technology (IT) industry's five "Best-of-the-Best" small PR agencies by PRSourceCode's "Top Tech Communicators" study. Jodi has also been named an elite Forty-Under-40 business leader by the *Phoenix Business Journal* and serves on the Board of X2 Health Network (X2HN), a not-for-profit executive women's health network.

WHAT: Amendola will moderate a panel session, “Challenges & Opportunities in Health IT Marketing,” at the 2011 [iHT2 HIT Marketing Summit](#).

PANEL DETAILS: **"Challenges and Opportunities in Health IT Marketing"**

The panel will address:

- Marketing challenges faced by HIT technology companies as well as how to effectively set marketing goals and devise an integrated marketing plan.
- Execution wins the race: Effective execution strategies to ensure your marketing plan remains undiluted through execution.
- New age marketing: How to leverage social networking platforms, blogs and other digital media to enhance marketing efforts.

Panel participants will share their best practices and unique tactics to market HIT products and services:

- Dan Allison, Chief Executive Officer, PHNS, Inc.
- Mark Erwich, Senior Director of Marketing, Nuance Communications, Inc.
- Donna Scott, Executive Director of Marketing Strategies, RelayHealth

The conference agenda is available at: <http://www.ihealthtran.com/hitmsummitconfagenda.html>.

**CONFERENCE
ATTENDEES:**

Attendees include marketing and business development leaders responsible for developing, managing, marketing and selling healthcare technology-related services and solutions.

WHEN: January 19, 2011 in Phoenix – 9:00 a.m.-10:15 a.m.

WHERE: **Arizona Biltmore**
2400 E. Missouri Avenue
Phoenix, Arizona 85016
<http://www.arizonabiltmore.com/>

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