Mayo School of Health Sciences Alumni Association

You And A Guest Are Cordially Invited

FRIDAY, APRIL 27, 2012

Chancellor Room | University Hall
Doubletree Hotel
150 S Broadway | Rochester, MN

You and a guest are cordially invited to attend the
Mayo School of Health Sciences Alumni Association annual lecture, dinner and business meeting

Date: ***Friday, April 27, 2012***
Place: Chancellor Room/University Hall
Doubletree Hotel, 150 S Broadway
Rochester, MN

Schedule

5:30 p.m. Reception
6:15 p.m. Program
Making Social Media Practical: Health Applications for Transformative Technologies
Lee A. Aase, Director of Mayo Clinic Center for Social Media
7:15 p.m. Dinner
8:00 p.m. Presentation of MSHSAA Recognition of Outstanding Contribution Award
MSHSAA Business Meeting
Installation of new MSHSAA President

MAYO CLINIC | 4500 San Pablo Road, Jacksonville, FL 32224 | 200 First Street SW, Rochester, MN 55905 | 13400 East Shea Boulevard, Scottsdale, AZ 85259
mayoclinic.org

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MESSAGE FROM THE PRESIDENT

Dear Alumni of Mayo School of Health Sciences,

I hope you are planning to attend the annual alumni association dinner program on Friday, April 27! This is a wonderful opportunity to reconnect with classmates and program directors, as well as a chance to network with peers in a casual setting away from your work-a-day world. There is no cost for the evening.

The social media revolution is the defining communications trend of the third millennium. From blogs to Facebook to Twitter to YouTube, the power of worldwide broadcasting and publishing is now available to anyone. In his presentation, Lee Aase, will share how Mayo progressed naturally from traditional media relations to direct-to-consumer news delivery to conversational marketing, giving patients a platform for their stories.

The MSHSAA *Recognition of Outstanding Contribution Award* will be presented and Caren Hughes will be installed as the new President.

I look forward to seeing you on April 27!

Cordially,
Jerrod Ernst, President, MSHSAA

KEYNOTE SPEAKER

Lee A. Aase
Lee is director of the Mayo Clinic Center for Social Media, a first-of-its-kind social media center focused on health care, which builds on Mayo Clinic's leadership among health care providers in adopting social media tools. Mayo Clinic has the most popular medical provider channel on YouTube and active, popular outposts on Twitter and Facebook. Mayo Clinic is a pioneer in hospital blogging, and has recently launched an online community for patients at http://connect.mayoclinic.org/ and a heart health awareness campaign at http://knowyournumbers.me/. Prior to joining Mayo Clinic in 2000, Lee spent more than a decade in political and government communications at the local, state and federal level.

Online event registration is available at
whttp://development-comm.mayoclinic.org/page.aspx?pid=518

Questions may be directed to Betsey Smith at mshsaa@mayo.edu or 507-266-4454.