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Crisis Management for Health Care Executives

May 21, 2020

Live Webinar

2:00 pm-3:30 pm

1 CE credit for administrators, nurses, CEAL and CEHCH

Since it takes a lifetime to build a reputation and only seconds to destroy it, in a split second, senior living leaders can find themselves in a position where they need to know how to manage a crisis situation. With the rampant use of social media, that threat has grown exponentially. Within moments, your news can easily "go viral." This webinar will focus on a highly-strategic approach to communicating during a wide variety of situations, offering methods for establishing and maintaining "control of the message," enabling you to move your message forward or mount a defense against a sudden onslaught from traditional or social media. The webinar will also include reference to COVID-19.

- Learn how to describe critical deliverables, as well as discuss how each deliverable can be met.

Objectives:

- Learn how to provide examples of both positive and negative communication.
- Learn how to be proactive in identifying potential problems before they occur.

Speaker:

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RRWR2WDLRDDDLFWL2LF
RPPLFDWLR

Bruce Hennes is CEO of Hennes Communications, one of the few firms in N. America focused exclusively on crisis management and crisis communications. The firm serves health care organizations, corporations, and educational institutions that are "on trial" in the Court of Public Opinion. The firm's past and present clients include the Northeast Ohio Medical University, Case Western Reserve University School of Medicine and Cleveland's University Hospitals, as well as hospitals and senior adult living organizations across the U.S. Bruce has served for ten years on the executive committee of the Cleveland Metropolitan Bar Association and he's an adjunct professor at Cleveland State University.

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Members:	\$ 55 (Before May 7)	\$ 75 (May 7 and after)
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