

HEALTHCARE SIG EVENT PROMOTION POLICY

Overview

The PMI® Healthcare SIG is designed to help connect and educate health care project managers. A facet of this includes ensuring that they receive valuable benefits as a member. On occasion, organizations approach the PMI® Healthcare SIG board to help them promote their educational event. This policy outlines the criteria that the board will utilize when determining whether or not they will support the event promotional activities of another organization.

Policy

To promote the event, there are multiple criteria that must be met. Ultimately, the program must benefit the members of the PMI® Healthcare SIG. It must contain healthcare PM education or be able to translate to the healthcare environment. If it is not a healthcare-specific program, then at least 25 percent of attendees should be affiliated with the healthcare industry based on previous year's attendance statistics or current year's registrations to date.

In addition to the primary requirement mentioned above, the program must teach processes that coincide with PMI's project management methodologies. As a PMI-based organization, we must help to ensure that training follows *PMBOK*® for that also maintains consistency with the PMI® Healthcare SIG's vision and objectives.

The sponsoring organization should be willing to provide the PMI® Healthcare SIG members with a discount or some other tangible benefit to attend. This ensures we meet the established member benefit of offering discounted admission to industry conferences and training programs.

Since the PMI® Healthcare SIG can not support or promote all events, preference will be given to organizations that provide PMI® Healthcare SIG members with PDU credit for their attendance and discounts or other benefits to our members.

Exceptions to the above criteria can be made at the discretion of the board. Requests should be sent in writing to the PMI® Healthcare SIG President at president@pmihealthcare.org. Exceptions will be limited, with examples being conferences that have received PMI Healthcare SIG support in the past, a PMI or partner organizations that have promoted a PMI® Healthcare SIG event within the previous 12 months or if a board or committee has previously attended the event and can vouch for its value to membership.

Promotion Opportunities

If the PMI® Healthcare SIG elects to promote an event, it will include an advertisement in the following month's *HealthCareSpeaks* member e-zine to include a brief overview, mention of member benefit, one graphic to illustrate the event and a hyperlink to the registration page. It will also include the PMI® Healthcare SIG's web site home page and events calendar.

Note: Under no circumstances will the PMI® Healthcare SIG release its membership list to the registering company for its own promotional purposes nor will it do a special mailing.

All questions about this policy should be directed to the president@pmihealthcare.org.