



SOCIETY FOR
Healthcare Strategy & Market Development™
of the American Hospital Association

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News Release

Diane Stover Honored by SHSMD

Healthcare Strategy Society's Highest Award Recognizes Innovators

Chicago — **Diane Stover**, vice president of marketing and innovation strategy at Memorial Hospital & Health System in South Bend, Ind., was announced as a recipient of the 2010 Award for Individual Professional Excellence from the Society for Healthcare Strategy and Market Development (SHSMD) of the American Hospital Association. SHSMD's Award for Individual Professional Excellence is the highest honor the Society can bestow on one of its members. Stover accepted her award from SHSMD President David Kantor during the Society's Annual Conference in Chicago.

Diane Stover is a key force behind Memorial Hospital & Health System's Innovation Everywhere culture. During her 20 years at Memorial, she has greatly expanded the role a marketing strategist can play. Stover was the project proposer and project manager for the HealthWorks! Kids' Museum, a \$5 million health "edutainment" center visited by 40,000 children each year. The impact of this idea spread nationally when a second HealthWorks! Museum opened at North Mississippi Medical Center in 2009.

In 1999 Stover's marketing role grew to include new responsibilities as chief innovation officer. Working closely with Memorial CEO Phil Newbold, she proposed and implemented the first research and development innovation policy at a community hospital. In 2006 Stover added the responsibilities of chief experience officer to her portfolio. She launched the system-wide Exceptional Experiences effort to train team members as "chief moment officers," making the most of the impact frontline staff can have on creating raving fans.

Stover also led the creation of the Memorial Venture Center, which serves as an R&D test-bed facility for regional and national corporations, and she coordinates the Day at the Innovation Café program, where representatives from healthcare and other industries spend two days visiting Memorial to learn about creating and sustaining a culture of innovation.

About the Society for Healthcare Strategy and Market Development

The Society for Healthcare Strategy and Market Development is the premier organization for healthcare planners, marketers, and communications and public relations professionals. A personal membership group of the American Hospital Association, SHSMD serves more than 4,000 members and is the largest organization in the nation devoted to serving the needs of healthcare strategy professionals. The Society is committed to helping its members meet the future with greater knowledge and opportunity as their organizations work to improve health status and quality of life in their communities. For more information, visit shsmd.org.

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