

**FOR IMMEDIATE RELEASE:**

Contact: Dan Sassenberg, Communications Coordinator, Minnesota AMA Office  
phone: 651-917-6241; email: [dsassenberg@nonprofitsolutions.com](mailto:dsassenberg@nonprofitsolutions.com)

MINNESOTA AMERICAN MARKETING ASSOCIATION (AMA)  
HEALTHCARE SPECIAL INTEREST GROUP (SIG) EVENT

**“Test and Learn” Strategic Marketing and “Establishing a New Brand”**  
Speaker Chris Gibson, Chief Marketing Officer, UnitedHealthcare

**St. Paul, MN – September 9, 2008:** The Minnesota AMA’s newly formed special interest group (SIG) focused on marketing issues in the healthcare industry is proud to announce their second educational and networking event. The speaker, Chris Gibson, Chief Marketing Officer for UnitedHealthcare Group will share her insights and specific case study examples for “Test and Learn” Strategic Marketing and “Establishing a New Brand”.

Case studies will include specific examples on:

- Methods for determining changes to optimize media mix
- Metrics to demonstrate results from specific promotional channels
- Methods to test effectiveness of marketing tools
- Tools to build brand awareness

Chris was quoted in the December 2007 issue of MarketingNews on her method for developing marketing metrics. The impacts of Chris’s strategies reach more than 26 million UnitedHealthcare consumers and 300,000 businesses nationwide.

**About the Speaker:**

Chris Gibson is the Chief Marketing Officer for UnitedHealthcare Group, the largest division of UnitedHealth Group, a Fortune 50 company. UnitedHealthcare offers high quality, affordable health care solutions to employers and consumers, working closely with the medical community and channel partners. Chris sets market strategy and oversees a wide range of integrated “go to market” functions including market intelligence; brand positioning; national and local marketing to businesses, consumers, brokers, consultants, and physicians; interactive marketing, multi-cultural marketing, and public relations. In addition to her work with UnitedHealthcare, Chris has extensive experience building brands within the telecommunications, technology and business services marketplace.

**Date & Time:**

Tuesday, September 23, 2008

4:00 – 7:00 PM: Registration, Networking, Program, Q&A

**Location:**

United HealthCare  
Cafeteria  
5901 Lincoln Drive  
Edina, MN 55436

- Continued -

**Cost:**

AMA MN Members and Students: Free

Non Members: \$50

**Register at** [www.mnama.org](http://www.mnama.org); call the AMA Minnesota office at 651-917-6241 or email [office@mnama.org](mailto:office@mnama.org) with any questions.

**About AMA MN:**

The Minnesota American Marketing Association is comprised of Minnesota marketing professionals and students who are interested in developing their marketing skill set in a variety of industries. Its large and active pool of volunteers has helped the chapter build national recognition. In 2008 the Chapter of Excellence Award for Leadership was presented to the Minnesota Chapter by the International Headquarters of the American Marketing Association. Its over 750 members make it one of the largest chapters in the country. Membership is at an all-time high and the Minnesota chapter is now ranked in the top ten nation-wide.

Visit the website for more information at <http://www.mnama.org>

###