

**\*\*\*THE HEALTHCARE EXECUTIVES' CLUB  
PRESENTS A CONTEMPORARY PROGRAM \*\*\***



*May 31, 2018*

*The Campbell Lounge, The Center for Recreation and  
Sports at Adelphi University*

***"Marketing for the Health Care Organization: High  
Performance Websites and Social Media that  
Engage Patients and Providers"***

**Presented by:** *Peter Levinson is Principal and Founder of LevinsonBlock, a  
healthcare marketing and social media agency  
Ben O'Brien Smith is a LevinsonBlock strategic partner in  
healthcare social media and Principal of Cadence Independent  
Media, a social marketing and content creation firm.*

**PROGRAM**

6:00 PM – 7:00 PM

Buffet and Fellowship

7:00 PM – 8:30 PM

Program with Presentation

**Peter Levinson is Principal of LevinsonBlock, a Brooklyn-based  
healthcare marketing and social media agency.**



Since founding LevinsonBlock over 20 years ago, Mr. Levinson and his company have helped many healthcare clients of acute, ambulatory and long term care organizations elevate their game by improving brand strategy, communications connections and interactional platforms in the social media environment; transforming websites and creating persuasive, effective and provider appropriate content. Clients include healthcare provider organizations such as the Urban Health Plan and the Lighthouse Guild; managed care providers such as GuildNet and Hudson Valley Care; healthcare technology firms such as Healthix and TruClinic; and different providers in the long term and acute sectors of the health care delivery system.

Mr. Levinson is the recipient of a National Endowment for the Arts Fellowship, a Healthcare Advertising Award, an American Graphic Design Award, and his work has been selected for numerous design annuals. In addition, he has published over 200 issues of an e-newsletter that offers insights on branding, marketing and the dynamics of social media for healthcare service organizations and their leaders. He attended the University of California at Santa Cruz and the School of Visual Arts in New York City.

**Ben O'Brien Smith is a LevinsonBlock strategic partner in healthcare social media and Principal of Cadence Independent Media, a social marketing and content creation firm focused on developing and implementing engaging social strategy.**



**Mr. Smith has developed and managed social, marketing, communities ranging from several thousand individuals to one million. In addition to many client companies within the commercial and private industrial sectors like D'Addario & Co., Latin Percussion, Red Rock Drums (Australia), Flammadiddle (Canada), he has, as a key member of the team at LevinsonBlock, enhanced the social media content and strategies of numerous health care organizations – including within the acute, long term care and ambulatory care fields.**

**His consultations are directed to helping the administrative and managerial staff of the health care organizations understand and implement forms of social media platforms that effectively and appropriately represent their missions and services, as well as improve the marketing capacity within the competitive environment of the hospital, nursing home or other health care organization.**



## **Watch for Announcements**

**June ~ General Membership Meeting  
and Program**

**July ~ Spring/Summer Social**

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***A Special Thank You to the Staff of the Auxiliary and Event Services and the Catering Services of Adelphi University in Making Arrangements for the Healthcare Executives' Club***