

# MHCA

Mississippi Health Care Association

*Leading the way in long-term care.*

## LTC Marketing & Social Media: Opportunities and Challenges in 2023

February 23, 2023 1:00—2:30 pm

Presented by Quinton Dickerson, Frontier Strategies

Learn the opportunities & challenges for promoting your facility in 2023.

This webinar will provide strategies for effective marketing of long term care facilities in today's health care environment. Review the opportunities to share the positives and be prepared for the challenges of using social media as a health care provider and employer.

### IMPORTANT INFORMATION

- Each licensee (NHA) MUST register separately and will receive an individual webinar link. Links should NOT be shared with others.
- Only ONE licensee (NHA) per registration and per login will have CEUs reported.
- This program has been approved for 1.5 continuing education hours by the Mississippi Board of Nursing Home Administrators Approval #2327.
- ◆ MHCA will report CEUs directly to MSBNHA after: 1) Verification of attendance per web platform attendance report and 2) Receipt of the Sign In Sheet from NHA as attestation of attendance. MHCA will not issue certificates of attendance for NHAs attending this webinar.
- Handouts & Sign In sheets will be sent to registrants at least one day before the webinar.

**MEMBERS \$80 per Registrant**

**NON-MEMBERS \$240 per Registrant**

Registrant Name \_\_\_\_\_ Title/Discipline \_\_\_\_\_

Registrant Email \_\_\_\_\_ MS NHA License Number \_\_\_\_\_

Facility \_\_\_\_\_ Phone # \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

**If paying by credit card, register online at [MSHCA.COM](http://MSHCA.COM)**

**\*\*\* If paying by check, EMAIL registration to [memberservices@mshca.com](mailto:memberservices@mshca.com)\*\*\***

**Then mail check with copy of registration to:**

Mississippi Health Care Association

303 Brame Road Ridgeland, MS 39157

Phone: 601-898-8320

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If you need special aids for services identified under the  
Americans with Disabilities Act, please contact MHCA.