

School of
Business Administration

PORTLAND STATE
UNIVERSITY

2006-2007

Business Briefings Breakfast Series

*Continental Breakfast 7:15 a.m., Presentation from 7:45 – 9:00 a.m.
Multnomah Athletic Club (1849 SW Salmon, Portland, OR 97205)*

Reservations are required: contact development@sba.pdx.edu or call 503-725-4763.

October 19, 2006

*Healthcare 2.0: New Frontiers to Improving Cost
and Quality of Care*

Roy Magnusson

Chief Medical Officer, OHSU Hospitals and Clinics
Associate Dean of Health System Affairs, School of Medicine

Kathy Prosser

Worldwide Partner, Mercer Health & Benefits LLC

David Rowe

Vice President of Marketing, WebMD Health Services

Dave Sanders

Co-Founder, ZoomCare

December 7, 2006

*Topic: Bogs and virtual Communities:
Marketing in the Age of the Connected Consumer*

January 18, 2007

*Topic: On Boarding –
the successful integration of employees*

February 15, 2007

Topic: Regional Economic Update

Additional Briefings will be on March 15th and on May 17th



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