



IABC INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

DETROIT

# Communicating Through the Changing Health Care Landscape



Wednesday, October 15, 2014

11:30 a.m. to 1 p.m.

Blue Cross Blue Shield of Michigan

600 Lafayette East

Detroit, MI 48226

Members: \$15

Non-Members \$25

How does an organization help its stakeholders understand a vastly changing marketplace? How does an organization communicate while adapting to change? Learn how Blue Cross Blue Shield of Michigan approached these communication challenges and helped its various audiences understand the new reality of health care in the state.

**Register Online Today at [www.iabcdetroit.org](http://www.iabcdetroit.org).**

**Parking is available in the Congress Street Parking Deck.**

**A map to the parking deck is on our website.**

**Questions? Contact Nancy Skidmore at (248) 546-5490.**

Speaker, Andy Hetzel, Vice President of Corporate Communications, Blue Cross Blue Shield of Michigan is responsible for brand and reputation management, public relations, advertising, marketing communications, employee communication and social media. Hetzel is IABC Detroit's 2014 Communicator of the Year.



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