

Thursday, May 10, 2012
DIRECTIONS TO
OUR HARTFORD OFFICE
One Constitution Plaza
Hartford, CT 06103-1919
(860) 251-5000

FROM I-91, HEADING NORTH INTO HARTFORD:

Exit 29A (Capitol Area, exit is to left). Merge onto Whitehead Highway and take first exit on right (Columbus Boulevard). Turn right onto Columbus Blvd., proceed .3 miles to State Street. Turn left onto State Street and proceed one block to Market Street. Turn right onto Market Street and proceed .1 miles to Kinsley Street. Turn right onto Kinsley Street and enter second parking garage on right marked Kinsley Street South Garage.

FROM I-91, HEADING SOUTH INTO HARTFORD:

Exit 31 (State St.). At 2nd light, turn right onto Market St. Turn right at next light onto Kinsley Street. Enter second parking garage on right marked Kinsley Street South Garage.

FROM I-84, HEADING EAST INTO HARTFORD:

Exit 50 (Main St.). Go through 2 lights. At the 3rd light, turn right onto Market St. At 2nd light turn left onto Kinsley Street. Enter second parking garage on right marked Kinsley Street South Garage.

FROM I-84, HEADING WEST INTO HARTFORD:

Exit 54 (Downtown Hartford). Cross Founders Bridge/CT River. Proceed through light at end of bridge. At next light turn right onto Market Street. Take right at next light onto Kinsley Street. Enter second parking garage on right marked Kinsley Street South Garage.

ENTRY TO ONE CONSTITUTION PLAZA LOBBY:

From parking garage, access One Constitution Plaza Lobby via P4 level, reached by stairwell (located in center of garage) or elevator (located on Kinsley St. side). Shipman & Goodwin LLP sign is located at lobby entrance. Sign in at the registration desk in Lobby. Take elevator labeled "Shipman & Goodwin" to 19th Floor reception area.

PARKING:

Parking will be provided if you park in the KINSLEY ST. SOUTH GARAGE. Please bring your parking ticket with you for validation.

If you are using a GPS, you should enter the intersection of Kinsley Street and Market Street rather than the actual building address.

Catching the Social Media Bug: The Risks and Rewards of Social Media For Health Care Providers

SHIPMAN & GOODWIN
COUNSELORS AT LAW
One Constitution Plaza
Hartford, Connecticut 06103-1919



Catching the Social Media Bug:

*The Risks and Rewards of Social Media
For Health Care Providers*

A Complimentary Breakfast Seminar

*Presented by
Shipman & Goodwin LLP*

Thursday, May 10, 2012 at 8:15 a.m.

*One Constitution Plaza
Hartford, Connecticut*

Catching The Social Media Bug:

The Risks and Rewards of Social Media For Health Care Providers presented by Shipman & Goodwin LLP

Free Registration

About the Workshop

Health care providers are embracing social media as a way to communicate with their patients, the community and their employees. A panel of attorneys will discuss the legal and risk management implications of using social media in a health care setting. A Q&A session will follow the panel discussion. Topics include:

1. Risk Management

- Liability
- Professional Boundaries
- E-Discovery
- Advertising

2. Labor & Employment

- Protected Speech
- Discrimination, Harassment and Retaliation
- Employee Discipline
- Endorsements

3. Intellectual Property

- Copyright and Trademark
- Trade Secrets

4. Privacy/Health Information Management

- Safeguarding Information
- Preventing Breaches
- Policies and Procedures

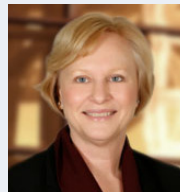
Coffee and a light breakfast will be served.

Each participant is invited to bring a guest(s) to the workshop. When registering, please register your guest(s) as well.

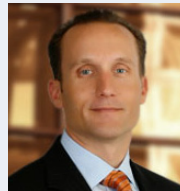
Our Speakers



Joan W. Feldman, Esq.
Health Law
860-251-5104
jfeldman@goodwin.com
Moderator



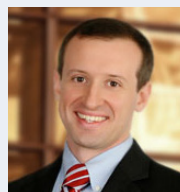
Catherine F. Intravia, Esq.
Intellectual Property
860-251-5805
cintravia@goodwin.com
Panelist



Gabriel J. Jiran, Esq.
Labor & Employment
860-251-5520
gjiran@goodwin.com
Panelist



Susan S. Murphy, Esq.
Intellectual Property
860-251-5707
smurphy2@goodwin.com
Panelist



William J. Roberts, Esq.
Health Law
860-251-5051
wroberts@goodwin.com
Panelist

Register online at www.shipmangoodwin.com.

Registration Required - Space is limited so please register by May 1st.

Location: Shipman & Goodwin LLP
One Constitution Plaza
Hartford, CT 06103

DATE: May 10, 2012

TIME: 8:15 AM to 10:30 AM

8:15 - 8:30 Registration & Breakfast

8:30 - 10:00 Panel Discussion

10:00 - 10:30 Q & A

Name: _____

Organization: _____

Address: _____

Telephone: _____

E-mail: _____

Register online at www.shipmangoodwin.com. On the events tab, click on May 10th - "Catching the Social Media Bug." Or fax registration form above to Jade Tarca at (860) 251-5214.