



**NORTH TEXAS HEALTHCARE COMPLIANCE  
PROFESSIONALS ASSOCIATION**

Invites Members and Guests to Our Next Study Group Luncheon

**“Managing The Message: Effective Crisis &  
Other Communications  
For Compliance Leaders In Good Times & Bad”**

**Featuring**

**Eddie Reeves, Parkland Health and Hospital  
System Board Member and Head of Reeves  
Strategy Group**

**Wednesday, January 18, 2012**

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

**Dallas Ft Worth Hospital Council Offices**

**250 Decker Drive, Irving, TX 75062-2706**

**RSVP [here](#) by Noon on January 17, 2012**

Stay In Touch. Check Out Our New Newsletter, the NTHCPA News, [here](#)

North Texas Healthcare Compliance Professional Association (NTHCPA) invites members and other interested health care compliance professionals to join other NTHCPA members and guests hear the experiences and insights of **Eddie Reeves**, Parkland Health and Hospital System Board Member and head of Reeves Strategy Group on **“Managing The Message: Effective Crisis & Other Communications For Compliance Leaders In Good Times & Bad”** on Wednesday, January 18, 2012 from 11:30 a.m. to 1:30 p.m.

Effective management of crisis and other compliance communications with board and other management, staff, regulators, patients and others is critical to promoting the effectiveness and defensibility of compliance issues and the mitigation of the legal, political and other operational consequences of a compliance or other operational event. As a member of the Parkland Board of Managers and head Reeves Strategy Group, Eddie

Reeves knows first hand how communications can make or break efforts to prevent or manage compliance or other crisis. Newly appointed to the Parkland Board of Managers in 2010, Mr. Reeves has drawn upon his extensive experience helping companies and not-for-profits, political leaders, and others develop and manage sensitive internal and external crisis and other communications to help Parkland respond to the highly publicized compliance and operational challenges it faced during 2010.

Mr. Reeves has a lengthy and impressive resume of helping high profile companies and leaders to manage sensitive communications. As the head of the strategic communications consultancy, Reeves Strategy Group, Mr. Reeves helps companies and not-for-profits develop, execute and assess integrated communications and marketing. Before founding Reeves Strategy Group, Mr. Reeves co-led the media relations practice of Public Strategies, Inc., where he built marketing and communications departments from the ground up, successfully managed major crisis engagements and advised heads of corporations. Previously, Mr. Reeves served as Vice President, Media Relations at Merrill Lynch. He also served as press secretary and legislative assistant to Congressman J.J. "Jake" Pickle, serving as chief policy adviser on health reform, working with the staffs of the House Ways and Means Committee, the Senate Finance Committee and The White House, as well as with industry groups such as the American Hospital Association, the American Medical Association and the Health Insurance Association of America. He has also served as Press Secretary to former Houston Mayor Kathy Whitmire, as a senior legislative assistant in the Texas Legislature, as an award-winning columnist for the Austin American-Statesman and as a key advisor and strategist to several successful political campaigns. In addition to his volunteer service on the Parkland Board, Reeves serves on the boards of the East Dallas Community Schools, the AT&T Cotton Bowl Classic and Workforce Solutions for Dallas County. He has also served on the boards of the Austin Housing Authority and the Central Texas March of Dimes.

NTHCPA meetings are open to all NTHCPA members and other interested health care compliance professionals. Participation in the meeting is complimentary. Participants are responsible for any parking charges incurred.

### **RSVP & Register For Invites & Updates**

The meeting will be held from 11:30 a.m. to 1:30 p.m. on January 18, 2012 at the offices of the Dallas Ft Worth Hospital Council, 250 Decker Drive, Irving, TX 75062-2706.

There is no charge to participate in the meeting. To help us to arrange for adequate space and refreshments for this meeting, however, advance registration is required. RSVP **here** by Noon on January 17, 2012. A complimentary light lunch will be provided for those who timely R.S.V.P. Walk in guests will be accommodated on a space-available basis.

### **About the NTHCPA & Involvement**

NTHCPA exists to champion ethical practice and compliance standards and to provide the necessary resources for ethics and compliance Professionals and others in North Texas who share these principles. The vision of NTHCPA is to be a pre-eminent compliance and ethics group promoting lasting success and integrity of organizations within North Texas.

Would you or someone you know like to join the NTHCPA or get notice of upcoming meetings or events? Interested persons are encouraged to make sure we have your

current contact information by sending your current contact information including name, title, company, preferred mailing address, e-mail, and telephone number to Vice-President Cynthia Marcotte Stamer or by e-mail [here](#).

Stay on top of information about upcoming meetings and share and dialogue with other NTHCPA members about health care compliance challenges and developments by joining our Linked In Group [here](#) and checking out the NTHCPA News [here](#).

To register or update your registration or to receive notice of future meetings, e-mail [here](#).

Join the NTHCPA to receive information about upcoming meetings and share and dialogue with other NTHCPA members about health care compliance challenges and developments by sending an e-mail with your current contact information including e-mail to Vice-President Cynthia Marcotte Stamer at (469) 767-8872 or joining our Linked In Group [here](#). Please feel free to share this invitation with others who may be interested.

Would you like to get more involved? We encourage persons interested in serving on the steering committee, sponsoring refreshments for an upcoming meeting, wish to suggesting topics or speakers, or seeking more information about membership or involvement with the NTHCPA to contact:

NTHCPA President Erma Lee at (817) 927-1232 or by e-mail [here](#) or

Vice-President Cynthia Marcotte Stamer at (469) 767-8872 or by e-mail [here](#)

This communication may be considered a marketing communication for certain purposes. If you wish to update your e-mail for purposes of or would prefer not to receive future e-mail concerning meetings or other activities of the North Texas Healthcare Compliance Professionals Association or other marketing and promotional mailings from it, please send an email with the word “unsubscribe” in its subject heading [here](#).

**Please share this invitation with others who might be interested in this topic or other NTHCPA events!**