



Misys Healthcare Systems Users Group  
MHSUG Conference and Exhibition  
Westin Kierland, Scottsdale, AZ

Audience size: 750

Theme: Summit of Excellence



### ***Elevating product loyalty...taking an event formula to new heights.***

Restoring the excitement of an annual event and ramping up the motivation, product knowledge, and loyalty of Misys Healthcare Systems Users.

The prescription? A whole new level of execution.

MDP and STS took the theme and went all the way to the top. Eye-popping, wide screen visuals, coupled with theatrical set pieces, were changed daily to mirror every level – every business challenge - in the climb to the summit. The staging and creative design were used to reflect the challenges met every day by healthcare professionals and the incredible support they get from MHSUG. At the same time, the evolving environment set the stage for speaker creativity.

Motivation and inspiration were elevated by guest speaker, Erik Weihenmayer, the only blind adventurer to climb Mount Everest. Essential networking opportunities were created through breakouts and themed dinners.

Once again, MDP and STS delivered the right combination of creativity and business message, giving the client the level of excitement and motivation needed to keep their product users up-to-speed and very enthusiastic.

