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APRIL 22-24

Western District Conference
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David Langness
formerly of Tenet Healthcare Corp.

David is a media relations veteran whose assignments have taken him to the nation's capital and around the world. David joined Tenet Healthcare in 1999 as director of corporate communications, expecting to carry out the normal duties for a major hospital chain facing the dilemmas of cost containment and managed health care. But David's life soon changed when the FBI launched an investigation into allegations of kickbacks to physicians and unnecessary heart surgeries at some of its hospitals. With 112 hospitals in 16 states, the very survival of Santa Barbara-based Tenet was at stake. The story kept multiplying, with arrests, state investigations and more.

Now with Fraser Communications in Los Angeles (which won a 2008 Gold Anvil for non-profits), David will share his Tenet crisis communication experience for the first time.