

# 14TH ANNUAL HEALTHCARE INTERNET CONFERENCE

THE PERFORMANCE EDGE

Sponsored by:

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*Enhancing Healthcare  
Through Today's Internet*

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COMMUNICATIONS

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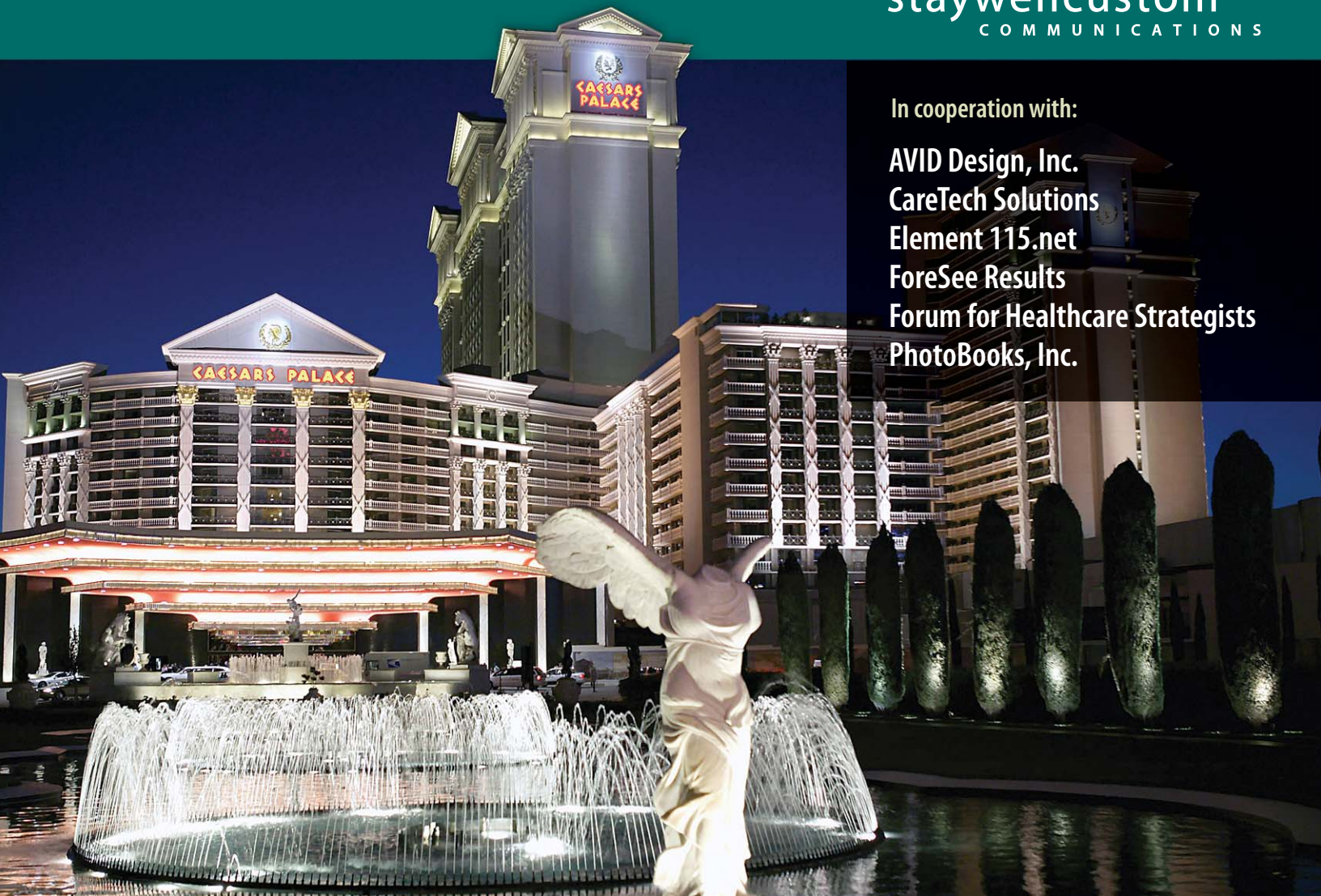
CareTech Solutions

Element 115.net

ForeSee Results

Forum for Healthcare Strategists

PhotoBooks, Inc.



November 15-17, 2010

CAESARS PALACE

Las Vegas, NV

# 14th Annual Healthcare Internet Conference

## Why It's Important That You Attend!

As the future of healthcare reform unfolds, it will be more important than ever to stay ahead of the curve on Web strategy and development. Attend this year's conference and:

- See what's working in social media in healthcare.
- Hear case studies on showing ROI.
- Get practical tips and ideas for your Web strategies and tactics.
- Examine the use of EMRs, PHRs and other strategies to ensure physician and patient connectivity.
- Learn "best practices" on a range of issues from the best in the industry.
- Network with colleagues from hospitals and health systems from around the country.

## Who Should Attend?

This conference has been designed for healthcare executives from hospitals, health systems, group practices, integrated networks and health plans including:

- Marketing and Communications Directors
- Strategic Planners
- Public Relations Directors
- Business Development Executives
- IT and Webmasters
- Physician Relations Directors

## An Unparalleled Opportunity

Don't miss the opportunity to attend healthcare's most respected Marketing and Internet conference featuring:

- **Two and a half days** dedicated to helping you pinpoint the technologies, strategies and solutions that best position your organization for a consumer-driven future.
- **Six General Sessions** to inspire you and broaden your thinking about the impact of new technologies.
- **The Eleventh Annual eHealthcare Leadership Awards Presentation**, an informative session highlighting the current landscape of healthcare Internet development.
- **Dedicated time in the Exhibit Hall**, allowing you to interact with the leading consultants and vendors whose emphasis is on "Where eHealthcare and Customer Focused Marketing Meet."
- **Networking opportunities** that connect you with your peers.

## THIS YEAR'S CONFERENCE OFFERS:

- 30 Best Practice Case Studies
- Keynote Presentations by Leading Healthcare Organizations and Companies such as:
  - ✓ Cleveland Clinic
  - ✓ UW Health
  - ✓ FutureWorks
  - ✓ Greenspun Interactive
  - ✓ The Harlow Group, LLC
  - ✓ e-Healthcare Strategy & Trends
- Four Tracks of Education Focusing on:
  - ✓ Social Media
  - ✓ Strategy Development
  - ✓ Patient/Physician Connectivity
  - ✓ Mobile and Multimedia Strategies





## CAESARS PALACE, Las Vegas, NV

The official hotel for the conference is Caesars Palace. Standing in a class by itself, this beautiful hotel offers the luxuries of the world's top resorts. With four pools, workout facilities, a world-class spa with steam rooms, whirlpools, massage and award-winning dining and show experiences, Caesars doesn't lack for amenities.

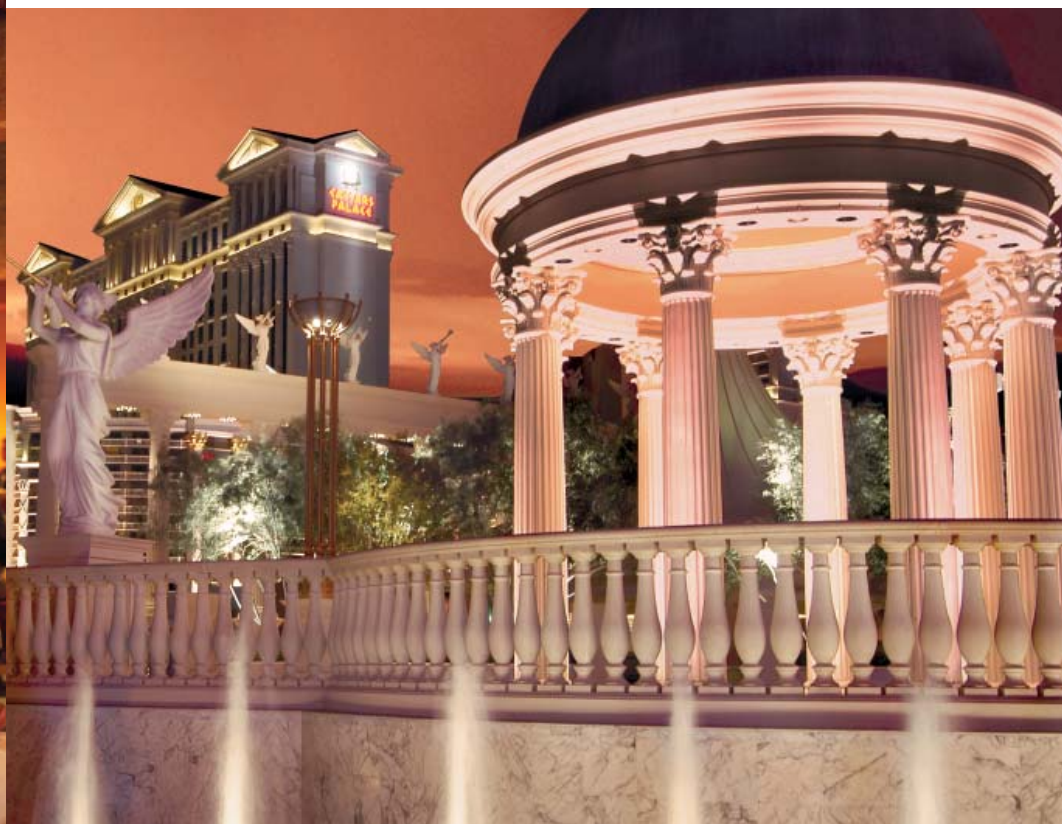
Caesars Palace is one of the world's best known resort-casinos, celebrating the glory that was Greece and the grandeur that was Rome, in an 85-acre destination location that sets the standard for excitement and luxury.

To make reservations, call Caesars directly at **(866) 227-5944** and identify the conference as the "14th Annual Healthcare Internet Conference" to receive the special rate of \$120 (Roman Tower); \$140 (Forum Tower); or \$150 (Palace Tower). *Please note: the meeting rooms are in the Palace Tower, so the Palace Tower rooms are closest to the meeting space.* You will be required to guarantee the reservation with a major credit card. These special rates are only guaranteed until **Friday, October 8, 2010**.

Be sure to make your reservations as soon as possible. Reservation requests received after **Friday, October 8, 2010**, or after the reserved room block is filled, will be confirmed on a space and rate available basis. Call early to ensure availability!

### Hotel Highlights

- ✓ 10 minutes from McCarran International Airport
- ✓ The Forum Shops at Caesars – 165 merchants/restaurants
- ✓ 240,000 sq. ft. meeting/convention/ballroom facilities
- ✓ Business Center, Concierge, Meeting-Convention Services Center, 24-hour Room Service, Dry Cleaning Services, Wireless Internet in all guest rooms
- ✓ PURE Nightclub, Shadow Bar, Seahorse Lounge, Cleopatra's Barge and Galleria Bar
- ✓ The 4,300-seat Colosseum stars Cher and other premier talents
- ✓ Qua Baths & Spa. 50,000 sq. ft. spa and barber salon in the Augustus Tower



Monday, November 15, 2010

## 2010 Client Conference

**Greystone.Net**

and

**StayWell Custom Communications**

Client Conference

Monday, November 15, 2010

7:30am - 2:15pm

greystone.net staywellcustom  
COMMUNICATIONS



The client conference features speakers from Greystone.Net, Staywell Custom Communications and their client organizations on a variety of topics including implementing Web strategy, using Web analytics and benchmarking data to improve your site and employing best practices in content integration.

During lunch, the Eighth Annual Best In Class Awards will be presented.

Visit [www.greystone.net](http://www.greystone.net) for more information on the 2010 Client Conference or register online at [www.healthcarestrategy.com](http://www.healthcarestrategy.com).

### Session Icon Legend:

Use the icons below to quickly identify the session tracks in the brochure.



Social Media Session



Strategy Development Session



Patient/Physician Connectivity Session



Mobile & Multimedia Session

### 2:15pm Conference Commences

The 14th Annual Healthcare Internet Conference begins with welcoming and opening remarks.

### 2:30pm 2009 Healthcare Benchmarking Study Results

Larry Freed, President of ForeSee Results, briefly shares the results of their 2009 Healthcare Benchmarking Study and introduces the opening general session featuring Scott Linabarger.

### 2:45 - 4:00pm

### General Session Sponsored by ForeSee Results:

### *A Web Site Redesign Based on Value*



**Scott Linabarger**



9:00am - 5:45pm Registration

Many healthcare organizations are rethinking their Web sites in light of expanded consumer demands for health information and connectivity. The Cleveland Clinic, a leader in Web strategy, wanted to improve its site in a way that would bring value to users as well as the organization. Behavioral data showed what visitors did on the site, but not their perceptions of the experience. The Cleveland Clinic filled this gap with attitudinal data on how well the site met visitors' needs and expectations. Scott Linabarger shares the process for establishing goals, measuring progress and managing to the metrics.

### Scott Linabarger

Director of Internet Marketing  
Cleveland Clinic

4:15 - 5:15pm

Concurrent Sessions

**Ready, Set, Blog: What You Need to Know**

Thinking about starting a hospital blog? This presentation, which features case studies from the University of Maryland Medical Center and Johns Hopkins Medicine, will give you the tools you need to start and maintain an engaging blog. Learn how to convince leadership of the value of a hospital blog and how to overcome the most common obstacles to starting a blog. Hear how to create and maintain an engaging blog that people will look forward to receiving.



**Chris Lindsley**  
Web Site Editor  
University of Maryland Medical Center

**Aaron Watkins**  
Director of E-Strategy and Web Services  
Johns Hopkins Medicine

**More Than Just a Pretty Face: 5 Keys for a Successful Redesign**

An eHealthcare Leadership Platinum Winner for Best Site Design, Hendricks Regional Health got an extreme makeover. Hear how, and why, the Hendricks team took a deep breath and scrapped the site design that was only two years old. With evolving strategic priorities, social media trends and SEO, the changes were more than skin deep. And instead of following healthcare Web site "best practices," they looked for inspiration from mommy blogs, travel sites and more!



**Carrie Meyer**  
Public Relations Coordinator  
and

**Becky Wardzala**  
Public Relations Manager  
Hendricks Regional Health

**Doctors Are People Too: Improving the MD and Marketing Relationship**

One of the joys, and challenges, of working in medical marketing is collaborating with physicians, whom many would characterize as bright, dedicated and opinionated. Based on over two decades of working at the nexus of medicine and communications, David Feinberg will share his unique insights into how to make these relationships work. Why are some physicians so hard to work with? Why do they tend to both undervalue and overvalue marketing? Which techniques work best? Can a hospital get physicians involved in marketing programs, particularly new and social media? How do you turn physician enemies into friends? Come learn how to make your physician relationships more productive and enjoyable.



**Dave Feinberg**  
Vice President, Marketing  
NewYork-Presbyterian Hospital

**Whiz-bang on the Web**

How do you keep Web site visitors engaged? The INTEGRIS Health Web team has created a number of interactive features including videos, 360-degree virtual tours and custom widgets built in-house or by Web/social media services on the newly redesigned site. Next ... the creation of an iPhone application. Examine the lessons learned over the past couple of years, including INTEGRIS's approach to video production and hosting, the use of flipcams vs. prosumer-grade video camera and our method for creating or constructing widgets. Take a virtual tour in real time and explore our e-publications.



**Jeff Knight**  
Web Content Specialist  
and  
**Todd Stogner**  
Web Development Lead  
INTEGRIS Health

5:30 - 7:00pm Opening Reception in the Exhibit Hall Sponsored by CareTech Solutions

7:00am - 6:00pm Registration

7:30 - 8:00am Continental Breakfast

8:00 - 9:15am

**General Session:**

**Redefining the Online Experience: Hear What's Working**



**Brian Solis**

In the era of social networks, consumers are defining a sense of self-prominence. There's a reason why there's a "me" in social media. Consumers expect to have experiences revolve around them and they've diligently built their social graphs to help them get the most of each social network. But what happens when they jump from very interactive experiences in Facebook and Twitter to a very static dead-end, your Web site? Attention is lost, as is the ability to make connections. Healthcare organizations need to modernize their Web sites and create bridges that connect attention to their mission and purpose - and ultimately the solutions and benefits offered.

**Brian Solis**  
Principal  
FutureWorks

9:15 - 10:00am Break in the Exhibit Hall

10:00 - 11:00am

Concurrent Sessions

## Four Organizations Talk About Their Social Media Strategies, Successes and Challenges - Moderated by Rachele Montaño

Nationwide, healthcare organizations are developing strategies for the rapidly changing world of social media. Join your colleagues in an interactive discussion of social media challenges and struggles. Hear what works, what doesn't and why.



### Lisa Bailey

Director of Social Networking  
Communications  
Fox Chase Cancer Center

### Morgan Griffith

Web Communications  
& Social Media Specialist  
Emory Healthcare

### Cindy Rose

Associate Vice President,  
Marketing and Community Relations  
All Children's Hospital

### Ryan Squire

Program Director,  
Digital/Social Media  
The Ohio State University  
Medical Center

### Rachele Montaño, *Facilitator*

Vice President,  
Consulting Operations  
Greystone.Net

## Interactively Selling Your Brand - From the Inside Out



Achieving a successful brand externally begins with a healthy brand internally. To be successful, it is critical that all employees understand, embrace and promote the brand attributes of your organization. This session will explore the concept of interactively promoting your brand to employees and harnessing their influence with your customers to enhance external perceptions of your brand. Hear how this was done with the MCGHealth Kid Certification program, celebrating 100 years of caring for kids.

### Kim Marlatt

Director of Marketing and Planning  
MCGHealth

### Tom Brand

Executive Director  
Avid Design, Inc.

## Bringing Self Service to Healthcare Through an Empowering Patient Portal



In response to the demands of today's empowered patients, hospitals are rapidly developing strategic Web initiatives to improve convenient access, service and connectivity. The focus is on increased access to information and secure communication processes, as well as giving patients control over what information they wish to receive, how they wish to view it and with whom they wish to share it. These online services can improve patient satisfaction and care, but they also raise new issues of data accuracy, workflow re-engineering, privacy and security. Explore patient-focused strategic Web initiatives and the processes and deliverables necessary to implement a patient connectivity solution.

### Lannie Byrd

Senior Director of Marketing & Online Services  
University of Arkansas for Medical Sciences (UAMS)

### Christopher Catalo

Executive Director, Web Services  
CareTech Solutions

## Extreme Measures: Tools, Tips & Strategies to Boost Web Site ROI



Join us in an examination of key lessons learned in achieving online success through Web analytics and additional tools. See a demonstration of Web tools, tips and strategies that the pros use, accompanied by insights based upon real-world experience. View relevant healthcare-related data-points and receive an analysis of specific Web elements that will serve as key action steps for use within your own organization.

### Grant Gannon

Interactive Marketing Coordinator  
NorthShore University HealthSystem

### Kelly Cutler

CEO, Cofounder  
Marcel Media

11:15am - 12:15pm

Concurrent Sessions

## Web Site Re-Launch: A Survival Guide



Last year MD Anderson Cancer Center completely overhauled its Web site, including a new design, information architecture, content management system and radically cutting the number of pages in half. Hear how the organization lived through the experience and maintained Internet visibility when all URLs changed overnight. Learn about the specific, practical steps that worked and, just as importantly, the mistakes that were made. Hear how to plan the project, including a top ten checklist for success and five key mistakes to avoid.

### Alan Powell

Director, Internet Services  
*and*

### Blair Thrash

Marketing Program Coordinator  
MD Anderson Cancer Center

## The Role of Quality Indicators on Your Web Site: A Case Study



Increasingly, healthcare organizations are becoming more transparent and striving to make quality data more accessible for the consumer. An important step ... creating an effective Web strategy for quality that will build trust with consumers and patients. Socializing the strategy through the organization, ensuring management and medical staff are on board, aligning the data and developing an effective way to show the data are all key to success. Examine how to effectively prepare your organization to tackle this effort and how to measure and evaluate success moving forward.

### Tessa Burton

Director of Marketing Services  
Northwestern Memorial Hospital

### Venkatesh Korla

President  
Element115.net

## Online Communications Vehicles: Developing a Scalable and Measurable Approach



Healthcare organizations need to communicate with a diverse range of constituencies including patients, physicians and leaders of the communities they serve. Tailoring communications to each of these audiences is essential; the challenge lies in crafting an online approach that's both scalable and measurable. The UPMC OnTopic video series achieves these objectives, and our speakers will demonstrate the results and outline the path for developing and implementing similar programs.

### Sandra Danoff

Senior Vice President and Chief Communications Officer  
*and*

### Marian Dezelan

Vice President of Marketing Communications  
UPMC

11:00 - 11:15am Break

12:15pm - 1:30pm

**Luncheon & General Session:**

**Healthcare Social Media: The Lawyers Don't Always Say No**



**David C. Harlow**



A skilled user of social media has the opportunity to become a trusted source, a convener, an influencer; however, the use of these tools requires interaction and engagement at a level that many healthcare organizations find uncomfortable. One element of the discomfort is a concern that the social media landscape is littered with legal land mines. Balancing the inherent tension between transparency and privacy, openness and control, can be difficult. While the land mines are there, it is possible to make your way through and emerge unscathed if you have a clear understanding of applicable HIPAA and other privacy rules – and other relevant laws – and how they apply to social media initiatives. Learn more about the range of issues and some key strategies to satisfy legal concerns . . . so you can set your inner tweeter free.

**David C. Harlow, JD, MPH**  
Principal  
The Harlow Group, LLC

1:45 - 2:45pm

Concurrent Sessions

**Blocking Employees is the Real Risk**

More than half of U.S. companies block employee access to online social content. In doing so, they fail to capitalize on the untapped worth that lies in employees' networks of friends, family and colleagues. From a new approach to recruiting to improved decision making, from rapid identification of competitive threats to enhanced marketing and community relations, employees' networks can serve the organization in ways most leaders have never dreamed of. This eye-opening session will:



- Shatter myths about the risks of employee access to social media.
- Explore how companies can ethically, transparently and authentically activate employees to mine the gold from their social graphs.
- Discuss the crucial role of both internal and external communications.

**Shel Holtz, ABC**  
Principal  
Holtz Communication and Technology

**Ahoy, There's a Mutiny on Your Intranet! How to Save Your Organization from Going Overboard**

"They're just not into it" ... that seems to be the catch phrase expressed by many organizations when it comes to describing the intranet. Why? Often, the problem is failing to comprehend the needs and background of users. Intranets tend to be built bit by bit by various departments and, as the organization grows, never get the attention they deserve--limiting their lifespan and leaving employees frustrated. Learn the "Dos and Don'ts" of keeping your intranet simple, up-to-date and worthy of attention. Examine the methodology behind the planning, building, launch and post-launch of one well-known Comprehensive Cancer Center's intranet.



**Sara Lewis**  
Manager, Web Marketing  
City of Hope

**Boosting Individual Patient Experiences Through Intelligent, Instant CRM Marketing**

Delivering real-time, personalized communication at consumer touch points, such as Web and phone, is becoming the wave of the future for healthcare marketing. In March 2010, Edward Hospital embarked upon a journey to make this highly targeted communication a reality by adopting Instant Customer Relationship Management (ICRM) technology to enhance relationship building with patients. Examine the implementation process, including challenges and lessons learned, along with some early successes and preliminary results.



**Cheryl Eck**  
Director of eHealth  
Edward Hospital and Health Services

**Jeff Herman**  
Strategic Marketing Manager  
CPM Marketing Group

**A Look at How Mobile Technology is Changing the Face of Healthcare and Communications**

Hospitals and healthcare systems are beginning to embrace mobile technology in increasing numbers. Whether it is the development of mobile applications or the launch of a WAP site, the world of Mobile Health is here and now. This presentation will overview the mHealth landscape and include examples of how leading organizations are embracing this technology.



**David D. Bennett**  
Senior Vice President, Interactive Solutions  
StayWell Custom Communications

**Brian Dolan**  
Editor  
MobiHealthNews

1:30 - 1:45pm Break

2:45 - 3:30pm Break in the Exhibit Hall

3:30- 4:30pm

Concurrent Sessions

## Divide, Empower and Conquer: Tackling Social Media

Learn how a SMALL community hospital is making a BIG impact with quick, creative, cost-effective social media practices. This session will describe a "Divide, Empower and Conquer" social strategy and explain how it challenged team members to think and act outside their core competencies -- and in some cases their comfort zones -- to build one of the nation's first Best Practice Social Hospitals.



### Peter Taylor

Director of Marketing  
Sarasota Memorial Health Care System

## Scanning the Horizon: What's Next for the Healthcare Web Site?

It is hard to believe that five years ago, YouTube had just been born and Facebook, Twitter and many of the applications and features we've come to use on a daily basis weren't even created yet. So what will the next five years bring? This session will offer a forward-looking vision of what we, as marketers and Web strategists, may be dealing with in our world in the coming years. This session will highlight the trends that may shape our future, take up our time and provide new opportunities for our organizations. Bring your own ideas and add your thoughts to this interactive session!



### Kathy Divis

President  
and

### Michael Schneider

Executive Vice President  
Greystone.Net

## Physician and Patient Connectivity: The Southwest Airlines Way

Have you ever purchased an airline ticket from Southwest Airlines® and thought to yourself, "I wish healthcare worked like that?" Well, now it can. Riverside Health System in Virginia is using self-service technology to allow physicians and patients to schedule outpatient services online. Their tools have improved physician, patient and staff satisfaction while simultaneously improving their bottom line.



### John Piper

Call Service Center and Scheduling System Manager  
Riverside Health System

### Vincent Whibbs

Senior Vice President, Community Initiatives  
SCI Solutions

## Creating the Children's Medical Center Online Customer Experience: Integrating Online and Offline Communication

Increasingly, patients and families want to stay connected with their care via the Web and mobile devices. Children's Medical Center has embarked on an initiative to use interactive technology to integrate and personalize disparate information with the goal of improving patient outcomes and customer satisfaction. Examine Children's Medical Center's strategy to develop a robust, interactive online patient and family experience, following a model of participatory medicine and encouraging self-management.



### Trent C. Smith

Senior Vice President, Network Development  
Children's Medical Center Dallas

### Sue Sutton, RN, PhD, FHIMSS

President and CEO  
Tower Strategies

4:45- 6:00pm

## General Session:

### *All This New Stuff: What Does it Mean? How Do You Use It?*



Rob Curley



In an encore performance, Rob Curley, who is in charge of new media strategies for all Greenspun Media Group publications and the *Las Vegas Sun*, will rejoin us this year to share his insights on all the new technology coming down the pike – what it means for our hospitals and health systems and how people will really use it. He'll walk us through a look at some of the new and "goofy" technology and applications that are popping-up and showcase some "real" uses for it. Don't miss this high energy, always fun and visionary session.

### Rob Curley

President/Executive Editor  
Greenspun Interactive

4:30 - 4:45pm Break

8:00 - 9:15am

**General Session:**

***A Day in the Life of the e-Health Office at UW Health***



**Rebecca Broering**



What happens in a day in the life of a busy e-Health Office? e-Health Director, Rebecca Broering, will share real-life experiences from the UW Health (Madison, WI) Web center. In any given day, Broering's cross-functional team touches everything from minor updates to major enhancements for the flagship external sites of UW Health and UW School of Medicine and Public Health while also maintaining UW Health's intranet; managing the outbound e-mail communication and online communities of Our UW Health; monitoring and updating social media venues; developing database-driven Web applications; meeting with clients, including clinicians and senior leaders; attending and reporting on events; producing multimedia and more. Hear what it takes to excel.

**Rebecca Broering**  
 Director, e-Health Office  
 UW Health

9:30 - 10:30am

Concurrent Sessions

**Making Social Media Work to Make Medicine Better**

BJC HealthCare, St. Louis, wanted to create a better understanding of its brand—both internally to 30,000 employees across 17 different corporate entities and externally to the community. More importantly, BJC wanted to engage these groups to help find solutions for improving care delivery and problem resolution and to bring enhanced credibility to BJC's desire to make medicine better. The solution: makemedicinebetter.org.



**June McAllister Fowler**

Vice President, Corporate and Public Communications  
 BJC Healthcare

**Cary Bynum**

President  
 blr/further

**Gluttons for Punishment: Implementing an Integrated Web Plan Across an Academic Medical Center**

University of Iowa Health Care recently developed and implemented an integrated Web business plan that is completely recreating the Web sites of the hospitals and clinics, the children's hospital and the medical school. The exercise has not only highlighted the differences in clinical and academic cultures, but has also illustrated the importance of leadership support, political deftness and a great deal of patience. Hear how!



**Steve Maravetz**

Director of New Media  
*and*

**Greg Johnson**

Assistant Director, UI Health Care Web Center  
 University of Iowa Healthcare

**Behind the Screen: The Making of a Real-Time Patient Portal**

This year, Sharp HealthCare launched MySharp, its new patient portal that allows patients to use online tools to schedule appointments in real-time, view lab results, pay bills, e-mail the physician office, view part of the medical record and request a prescription refill. This remarkable tool was built entirely in-house and is fully-integrated with legacy systems and the electronic health record. Since launching MySharp, more than 15 percent of eligible patients have signed-up and are actively using the tools. Learn about the process the team used to gain physician buy-in, design and build the application in a year and sign-up more than 20,000 patients in just five months.



**Kelly Faley**

Director, Web Strategies  
 Sharp HealthCare

**Kathy Hutchens**

Director, Marketing and Patient Contact Center  
 Sharp Rees-Stealy Medical Centers

**Implementing Accessibility Standards**

Healthcare Web sites are becoming an increasingly important educational and self-management resource for patients and consumers. Millions of people have disabilities that affect their use of the Web, including visual, auditory, physical, speech, cognitive and neurological disabilities—and healthcare Web developers should be attuned to their needs. Hear how the University of Michigan Health System developed a Web site with accessibility of most primary functions as a core goal. Examine how UMHS shaped guidelines and tested the site's accessibility.



**Jean Eggertsen**

Associate Director of Web Communications  
 University of Michigan Health System

9:15 - 9:30am Break

11:00 - Noon

Concurrent Sessions

**Reorganizing Your Internet Team in the Age of Social Media**



With the addition of new tools to extend your message, it may be time to look at your marketing/Internet team and define new models for supporting Internet strategies. This presentation will discuss ways to evaluate your current team and will examine how UAB is reshaping its team to move into new social media and mobile application strategies. Hear a review of national benchmarks regarding Internet team roles and positions, the organizational structure of other AMCs and how their teams are built and ways to transition your current team while also creating more integration and economies of scale.

**Debbie Hunter-Snow**

Associate Vice President, Marketing  
and

**Maelynn Cheung**

Director of Publications and Interactive Media  
UAB Health System

**Determining the Usefulness of Video for Internal Communications: A Discussion of Intranet, Brand and Agile Products**



One year after launching a new, dynamic intranet for the 7,500-employee and 1,000-physician network at University of Utah Health Care, the communications team in the Public Affairs Office has reaped some valuable lessons. In addition to examples of intranet and video integration tactics, you'll be involved in an interactive discussion of emerging communication tactics and their role in reaching healthcare employees. Lend your voice to the following topics:

- "Social media-quality video" vs. "brand quality video" – when and why?
- Building your agile tactics team with open eyes – time and budget needs
- Video as a tool: fad or lasting tactic?

**Christopher Nelson**

Assistant Vice President for Public Affairs  
and

**Michael Mozdy**

Internal Communications Manager  
University of Utah Health Sciences

**Using Integrated Electronic Visits to Deliver Patient Care**



Treating and communicating with patients via an online interview tool is a cost-effective and efficient means of delivering care. The system is optimized for both patients and the provider: a structured interview facilitates the patient's ability to report all necessary information, which in turn creates a message to the provider that is integrated into the normal workflow. Ease-of-use and integration are critical to the system's success, leading to patient satisfaction and widespread acceptance by providers.

**Eric Manley**

Product Manager, Patient Online Services  
Mayo Clinic

**You Know You Are Worth It. Now Prove It.**



Each month, St. Louis Children's Hospital creates an E-Health Report to demonstrate Web site and online initiative performance in key goal-driven areas. The Web team has carefully chosen specific metrics to prove worth to senior leaders and others with a vested interest in the Web's success. Learn what metrics have been chosen and why, who receives the E-Health Report, why an executive summary of metrics is important and how the Web team has benefited by sharing this information. This report won Gold for Best Use of Web Analytics at the Best-in-Class Awards last year.

**Kay Franks**

Marketing Manager  
and

**John Odom**

Web Site Coordinator  
St. Louis Children's Hospital

Noon - 1:15pm

**Luncheon & General Session:**

**Eleventh Annual eHealthcare Leadership Awards Presentation**



**Mark Gothberg**



In a highly engaging, interactive multimedia presentation, gain detailed information about emerging trends in eHealth. Learn how award winners are using enhanced Web site designs, Web 2.0 rich media and social networking, cutting-edge business process applications, integration of online and offline marketing and e-business features to increase revenues and reduce costs in a challenging economic environment. This session honors award winners while drawing participation from all attendees on how Internet and technology can help organizations achieve their business objectives and mission. The eHealthcare Leadership Awards recognize the best Web sites of healthcare organizations, health plans, online health companies, pharmaceutical/medical equipment firms, suppliers and business improvement applications.

**Mark Gothberg**

Editor

*eHealthcare Strategy & Trends*

1:30 - 2:30pm

Concurrent Sessions

## Driving Transformational Change Through Digital Strategy



Inova Health System has transformed its marketing and communications department to thoroughly embrace digital strategies. Examine the lengthy process involved, including the following steps: identifying the need to establish a transformational digital environment, engaging executive leadership for sponsorship and buy-in, redefining and aligning the organization (including education throughout the system, from marketing to service-line leaders and doctors) and embracing transparency through reporting of results and successes to the system.

### Christopher Boyer

Senior Manager, Digital Communications

and

### Jeff Cowart

Senior Vice President and Chief Marketing Officer  
Inova Health System

## Online Event Registration? Easy. Developing a Robust Event Registration System Integrating Social Media Functionality? A Little Bit of Work.



Cooper University Hospital built a custom Web application to manage event entry, display and registration. Incorporating user commenting, reviews and Facebook connect, the goal was to create a site where users could not only search for upcoming classes and programs, but make informed decisions. Examine the process for creating an enterprise-level solution that works across numerous departments with unique requirements, including: analysis of user needs and business goals; effective coordination with the outsourced team that built the application; and understanding the ways in which users might want to access the site.

### Andy Gradel

Internet Marketing Director  
Cooper University Hospital

### Michael Hill

Web Manager/Lead Designer  
CentreTEK Solutions

## ACHE Category II Eligible

The conference sponsors are authorized to award up to 12 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants of this program wishing to have the continuing education hours applied toward Category II credits should list their attendance when applying for advancement or recertification in ACHE. Please note your ACHE affiliation on the Registration Form.

## If You are Attending this Conference:

- We are pleased to offer an online community again this year. Join the conference social networking site at [www.healthcareinternetconference.com](http://www.healthcareinternetconference.com) to create a schedule of activities, connect with others who are planning to attend and keep up on the latest conference news.
- Visit the mobile conference site at [www.hcic.mobi](http://www.hcic.mobi).
- The official conference hashtag is #hcic.

2:30pm Conference Adjourns



Make plans to attend next year's conference November 7-9, 2011, at the JW Marriott Orlando Grande Lakes in Orlando, FL.

## Session Icon Legend:

Use the icons below to quickly identify the session tracks in the brochure.



Social Media Session



Strategy Development Session



Patient/Physician Connectivity Session



Mobile & Multimedia Session

## Sponsors

The 14th Annual Healthcare Internet Conference is sponsored by:



Greystone.Net is an Internet consulting company that provides a wide range of services to help organizations improve the performance of their Web sites. Services include Internet strategic planning, intranet strategic planning, benchmarking and peer comparisons, graphic redesign, Web site assessments, search engine marketing, search engine optimization, social networking strategic planning and persuasive architecture consulting for improved Web ROI. Over the past 14 years, Greystone.Net has assisted more than 200 hospitals, health systems and physician group practices with their Internet needs.



StayWell Custom Communications is the leader in custom health content solutions delivered via a variety of sophisticated technology platforms. Our interactive offerings include robust Web platforms, online health libraries, e-mail marketing programs and an extensive range of multimedia tools including video, podcasts and animations. The company serves hundreds of clients including hospitals and health systems; health plans; employers; and retail organizations. StayWell Custom also offers a comprehensive range of print and print/interactive integrated solutions. *StayWell is sponsoring the mobile site and mobile messaging used by this conference.*

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### In cooperation with:



AVID Design is a full-service healthcare interactive marketing group offering a blend of integrated marketing communication strategies to deliver award winning Web sites and online communication services to clients. Services include: Web site design, SEO and PPC services, online video and rich media, Web 2.0 and social media, The **AVIDCMS** (content management system), custom applications and much more. We build hospital Web sites that deliver results!



CareTech Solutions Web Products and Services group provides its healthcare clients extensive health information management experience, strategic consulting and superior technology solutions to fulfill their Web initiatives now and into the future. *CareTech Solutions is sponsoring the opening reception on Monday evening, November 15, 2010.*



Element115.net is a national eHealth solutions company with expertise in information technology and healthcare marketing strategies. Element115.net provides a healthcare content management system (CMS) solution for consumer and internal Web sites and portals called eHealth Accelerator, a suite of Web applications called iCareTools™, consulting, strategy, CMS deployment and application development. Visit [www.element115.net](http://www.element115.net) or [www.iCareTools.com](http://www.iCareTools.com). *Element 115 is sponsoring the Flash Drives of faculty PowerPoint presentations.*



The leader in customer satisfaction measurement, ForeSee Results captures and analyzes online voice of customer data to help organizations increase sales, loyalty, recommendations and website value. Using the scientific methodology of the American Customer Satisfaction Index (ACSI), ForeSee Results identifies the improvements to Web sites, online initiatives and multi-channel programs with the greatest ROI. *ForeSee Results is sponsoring the opening general session on Monday, November 15, 2010.*



The Forum for Healthcare Strategists was established in 1996 by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for the delivery of healthcare. The Forum provides networks of communication and support, as well as opportunities for professional development, with the ultimate purpose of inspiring new, more effective models of care. Visit [www.healthcarestrategy.com](http://www.healthcarestrategy.com).



Since 1992, PhotoBooks has provided clients with customized solutions to their Web site and directory needs. PhotoBooks offers "best practices" physician directories, specialized healthcare content management systems and custom mobile applications for iPhone, BlackBerry, Android and Windows Mobile 7 platforms. PhotoBooks combines personalized customer service with cutting-edge technology and is a proven provider of award winning print and online solutions. PhotoBooks' Web site clients won 14 eHealthcare Leadership Awards in 2009! *Photobooks is sponsoring the reception on Tuesday evening, November 16, 2010.*



# Conference Schedule At-A-Glance

## Monday, November 15

9:00am-5:45pm	Registration
2:15-2:45pm	Conference Commences, Opening Remarks and 2009 Healthcare Benchmarking Results
2:45-4:00pm	General Session Sponsored by ForeSee Results: A Web Site Redesign Based on Value - Scott Linabarger
4:15-5:15pm	Concurrent Sessions
5:30-7:00pm	Opening Reception in the Exhibit Hall sponsored by CareTech Solutions

## Tuesday, November 16

7:00am-6:00pm	Registration
7:30-8:00am	Continental Breakfast
8:00-9:15am	General Session: Redefining the Online Experience - Brian Solis
9:15-10:00am	Break in the Exhibit Hall
10:00-11:00am	Concurrent Sessions
11:15am-12:15pm	Concurrent Sessions
12:15 -1:30pm	Luncheon & General Session: Healthcare Social Media: The Lawyers Don't Always Say No - David C. Harlow
1:45-2:45pm	Concurrent Sessions
2:45-3:30pm	Break in the Exhibit Hall
3:30-4:30pm	Concurrent Sessions
4:45-6:00pm	General Session: All This New Stuff: What Does it Mean? How Do you Use It? - Rob Curley
6:00-7:15pm	Reception in the Exhibit Hall Sponsored by PhotoBooks, Inc.

## Wednesday, November 17

7:00am-2:00pm	Registration
7:15-8:00am	Continental Breakfast in the Exhibit Hall
8:00-9:15am	General Session: A Day in the Life of the e-Health Office at UW Health - Rebecca Broering
9:30-10:30am	Concurrent Sessions
10:30-11:00am	Final Break in the Exhibit Hall
11:00-Noon	Concurrent Sessions
Noon-1:15pm	Luncheon & General Session: Eleventh Annual eHealthcare Leadership Awards Presentation - Mark Gothberg
1:30-2:30pm	Concurrent Sessions
2:30pm	Conference Adjourns

# Save the Date: November 7-9, 2011

## 15TH ANNUAL GREYSTONE.NET HEALTHCARE INTERNET CONFERENCE



### JW Marriott Orlando Grande Lakes - Orlando, FL

Next year, the 15th Annual Greystone.Net Healthcare Internet Conference will be held at the JW Marriott Orlando Grande Lakes in Orlando, Florida.

Delight in the unparalleled JW Marriott Orlando Hotel Grande Lakes, featuring masterful architecture and 500 acres of tropical landscape. This memorable luxury resort gives guests an experience unlike any other hotel and resort in Orlando.

The JW Marriott offers guests a plethora of lavish amenities, from oversized marble bathtubs and remarkable resort views, to a refreshing spa and the world-class Greg Norman-designed golf course. From organic Southern Italian cuisine at Primo, to hand-rolled sushi in the Lobby Lounge, this luxury hotel offers endless dining options to please any palette. Perfectly positioned as a quiet retreat, the JW Marriott Orlando Hotel is also located near the city's top attractions.

Discover a luxury hotel ideal for hosting everything from business benefits to social soirees in over 100,000 square feet of elegant space. For any occasion, let the JW Marriott Orlando welcome you with charming grace.

#### Hotel Highlights:

- ✓ JW Marriott luxury resort in Orlando boasts a lavish spa, acclaimed golf course and guided Eco Tours to accommodate your leisure needs.
- ✓ Premier hotel and resort in Orlando featuring unparalleled Orlando resort accommodations featuring plush bedding and stunning resort views.
- ✓ Luxury accommodations include 518 double rooms, 418 king rooms and 64 spacious suites.
- ✓ Lovely resort views overlook 500 lush acres, complete with sparkling lakes, waterways and greens.

For more information, please visit: [www.marriott.com](http://www.marriott.com).

# Registration Form

14th Annual Healthcare Internet Conference: The Performance Edge  
November 15-17, 2010 • Caesars Palace • Las Vegas, NV

Questions?

Call 866-440-9080  
ext. 23

## Registrant Information

Full Name

First name as you wish it to appear on badge

Title

Organization

Address

City State Zip Code

Phone Fax

E-mail

## Which Category Best Describes Your Organization?

- |   |   |
|---|---|
| <input type="checkbox"/> Integrated Delivery System | <input type="checkbox"/> Health Plan            |
| <input type="checkbox"/> Hospital                   | <input type="checkbox"/> Insurer                |
| <input type="checkbox"/> Urban/Suburban             | <input type="checkbox"/> Medical Group Practice |
| <input type="checkbox"/> Rural                      | <input type="checkbox"/> Consultancy            |
| <input type="checkbox"/> Academic Medical Center    | <input type="checkbox"/> Vendor                 |

## Hotel Info

To make reservations, call Caesars directly at **(866) 227-5944**, and identify the conference as the "14th Annual Healthcare Internet Conference" to receive the special rate of \$149 (Roman Tower); \$209 (Forum Tower); or \$249 (Palace Tower). These special rates are only guaranteed until Friday, October 8, 2010.

## Special Needs

If you need assistance with special arrangements, such as dietary restrictions or accessibility, call toll-free (866) 440-9080, ext. 23.

## Excellence Guarantee

The conference sponsors are committed to excellence in educational programming. If you are not satisfied with the conference, you may return your conference materials while on-site and we will refund your registration minus a \$150 administrative fee.

## Cancellation Policy

The conference sponsors guarantee a refund, less a \$150 administrative fee, if written notification is received on or before September 17, 2010. Verbal cancellations are not accepted. Cancellations received after September 17, 2010, are not eligible for a refund. You may always send a substitute.

## Confirmation of Registration

All registrations will be confirmed within ten business days of receipt of the registration form and payment. If you do not receive a confirmation, please call 866-440-9080, ext. 23. Please do not mail or fax forms without payment.

## Registrant Fees

Early rates are available if the registration form with full payment is received by Friday, September 17, 2010. Discounts for group registrations (3 or more) are available. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

Conference Rates	Early (received by 9/17)	Regular (received after 9/17)
Healthcare Provider	___\$1,095	___\$1,195
Commercial (Consultant/Vendor)	___\$1,195	___\$1,350

## Are you a Greystone.Net or StayWell Client?

If yes, are you planning to attend the Greystone.Net and StayWell Client Conference on Monday, November 15? Remember, it starts at 7:30am on Monday, November 15, 2010.

attending  not attending

## Payment Information

Your registration will be confirmed only after payment in full has been received.

- A check is enclosed, payable to Greystone.Net  
 I authorize you to charge:  VISA  MasterCard  Discover

Print Name as it appears on Card

Card Number Expiration

Card Security Number

Billing Street Address Zip Code

Signature

## Get This Form To Us...

BY MAIL:  
Mail registration form(s) with payment to:  
Forum for Healthcare Strategists  
980 North Michigan Avenue  
Suite 1260  
Chicago, IL 60611  
**Make checks payable to: Greystone.Net**

BY FAX:  
Fax registration form(s) with credit card information to:  
312-440-9089

ONLINE:  
Register online at:  
[www.healthcarestrategy.com](http://www.healthcarestrategy.com)

## For More Information

Call 866-440-9080, x 23, or visit [www.healthcarestrategy.com](http://www.healthcarestrategy.com).

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770.407.7670

# 14TH ANNUAL HEALTHCARE INTERNET CONFERENCE

November 15-17, 2010  
Caesars Palace • Las Vegas, NV

THE PERFORMANCE EDGE

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BJC Healthcare	Northwestern Memorial Hospital
Children's Medical Center Dallas	Riverside Health System
City of Hope	Sarasota Memorial Health Care System
Cleveland Clinic	Sharp HealthCare
Cooper University Hospital	Sharp Rees-Stealy Medical Centers
Edward Hospital and Health Services	St. Louis Children's Hospital
Emory Healthcare	The Ohio State University Medical Center
Fox Chase Cancer Center	UAB Health System
Hendricks Regional Health	UPMC
Inova Health System	University of Arkansas Medical Sciences
INTEGRIS Health	University of Iowa Healthcare
Johns Hopkins Medicine	University of Maryland Medical Center
Mayo Clinic	University of Michigan Health System
MCGHealth	University of Utah Health Sciences
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