

# H C I C

15th ANNUAL  
**greystone.net**  
*Enhancing Healthcare  
Through Today's Internet*

## HEALTHCARE INTERNET CONFERENCE

- **November 7-9, 2011**
- **Orlando, FL**
- **JW Marriott Orlando Grande Lakes**

Platinum Sponsor:  
Krames StayWell

Gold Sponsors:  
CareTech Solutions, Inc.  
Connect Healthcare  
ForeSee Results

• **The Convergence:**

• Marketing & IT Collaboration



## JW Marriott Orlando Grande Lakes, Orlando, FL

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. 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.



Set among pristine lakes, sweeping vistas and fragrant gardens, the JW Marriott Orlando will bring you back to the genteel elegance of old-world Florida. Gracious service and enticing environments surround you. Awe-inspiring Spanish Colonial architecture, tropical gardens and a meandering Lazy River beckon you to explore. 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.



To make reservations, contact the JW Marriott directly at **(800) 576-5750** and identify the conference as the "15th Annual Healthcare Internet Conference" to receive the special rate of \$229 + tax single/double. You can also reserve your hotel room online at <http://jw-marriott.grandelakes.com> by entering your arrival/departure dates and the code: **GREGREA** under Group Code. You will be required to guarantee the reservation with a major credit card. These special rates are only guaranteed until **Friday, October 14, 2011**. Please note: the room rate includes Internet access in the sleeping rooms.

Be sure to make your reservations as soon as possible. Reservation requests received after **Friday, October 14, 2011**, 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:

- ✓ Situated on 500 acres of tropical landscape.
- ✓ Easy, convenient access to the Ritz-Carlton Spa.
- ✓ A Greg Norman Signature golf course.
- ✓ Lavishly appointed rooms with stunning views have plush bedding and modern amenities.
- ✓ Enjoy family fun at this Orlando luxury resort located near Discovery Cove, SeaWorld and Universal Studios.
- ✓ Multiple in-hotel dining options with many other nearby options at the adjoining Ritz-Carlton or in the local area.
- ✓ Lazy River outdoor heated pool.



# A New Track of Topics This Year:

## The Convergence : Marketing and IT Collaboration



This year, the 15th Annual Greystone.Net Healthcare Internet Conference will include a fifth track of education called The Convergence™. This track will focus on patient-centered care and enhanced access, which has been accelerated by healthcare reform, Meaningful Use and new Web, mobile, IT and marketing technologies. The C-Suite, Marketing, Strategic Planning and others are all interested in learning about and understanding this convergence of technology and how to truly make their use meaningful for patients and physicians. This track will focus on the strategies enabling hospitals, health systems, ACOs and other constituencies to use Web and mobile innovations, EHRs, HIEs and other leading-edge technology to transform healthcare.

This track will focus on the evolving convergence of Marketing and Information Technology on the Web.

## Also New This Year: Pre-Conference Boot Camps

Come a little early to Orlando this year and join us for one of the following two special Boot Camps. Each offers an in-depth focus on current topics of interest. Separate conference registration fees apply. Please check the Registration Form for details.

### Video Production Boot Camp

Anyone can pick up a camera and start shooting. But to be successful in implementing a multimedia strategy, a healthcare organization needs a strong understanding of the entire process of planning, shooting and producing a video piece for the Web and beyond. Through this Video Production Boot Camp, attendees will learn how to take video a step further by actually demonstrating a video shoot and post production. The Boot Camp will also discuss best practices and showcase case studies of the effective use of video for healthcare marketing. Participants will come away with an in-depth understanding of video production, gain insight on how to use video in healthcare marketing and learn tips and tricks to make the process efficient and effective. Be sure to attend this session if learning more about cost efficient and highly effective video production is important to your organization's Web strategy.

**Brad Bishop**  
Video Specialist  
and

**Brad Karnes**  
Video Specialist  
and

**Todd Stogner**  
New Media Manager  
INTEGRIS Health

**Lannie Byrd**  
Senior Director of Marketing and Online Services  
and

**Christina Trimble**  
Manager of Web Marketing and Content  
University of Arkansas for Medical Sciences

### Web Analytics Boot Camp: Beyond Visits and Page Views

This "hands-on" Boot Camp will focus on advanced techniques and trends in Web metrics. Led by industry experts and using case studies, healthcare marketers and Web managers will learn how to collect, report and communicate data that clearly demonstrates the effectiveness Web strategies. If you'd like to take your Web analytics beyond counting page views, visits and unique visitors, then this Boot Camp is for you. This is a "tool neutral" session that will focus on both the business and technical aspects of metrics development and report building. Be sure to attend this session if understanding Web analytics and how to use them to demonstrate the Web's business value is important to your organization's Web strategy.

**Phillip Kemelor**  
Vice President, Strategic Analytics  
Semphonic

**Andrew Roberts**  
Director of Market Research, Analytics, and e-Metrics  
Greystone.Net

11:00 - 2:00pm

## Pre-Conference Boot Camps

This year, attendees can choose to participate in one of two pre-conference Boot Camps: either the **Video Production Boot Camp** or the **Web Analytics Boot Camp: Beyond Visits and Page Views**. For more detailed information on each Boot Camp and their respective faculties, see the detailed summaries on the previous page. Separate registration is required and can be found on the registration form of this brochure or online at [www.healthcareinternetconference.com](http://www.healthcareinternetconference.com).

## 2:15pm 15th Annual Healthcare Internet Conference Commences

2:15 - 2:45pm

## Conference Opening and 2011 Healthcare Benchmarking Results

The Conference opens with remarks by Greystone.Net and a retrospective of the past 15 years. The opening will be followed by Larry Freed, President of ForeSee Results, briefly sharing the results of their 2011 Healthcare Benchmarking Study and introducing the opening general session featuring Peter Taylor.

2:45 - 4:00pm



### General Session *sponsored by ForeSee Results*

#### Getting Your Hands Dirty with Digital: From Facebook to Foursquare, Mobile to Apps and Beyond

Wondering how to advance your social media and mobile strategies, but not sure where to start? Join Peter Taylor as he shares a fascinating play-by-play account of how Sarasota Memorial Hospital built a nationally-recognized online consumer engagement platform from scratch with an appetite for social media, mobile sites and smart phone applications. It was all done with a minimal budget, no extra hours in the day and a self-taught team of amateurs! Examine the process, measures and ROI. Learn what worked, including an innovative staffing model recognized by The Advisory Board, what didn't and what keeps Taylor up at night. Come away with practical tips for getting started and the Top 10 Do's & Don'ts for successfully incorporating a digital platform into your overall marketing mix.

#### Peter Taylor

Director of Marketing  
Sarasota Memorial Health Care System

4:15 - 5:15pm



### Strategy Development and Patient Engagement

#### Digital Brandscaping: Extending Your Brand Portfolio across Web, Social and Mobile Sites

As health systems invest in clinical information systems and EHRs, and embrace the Web through social and mobile technologies, the complexity of building and managing brands in the digital space is increasing. Success requires a proactive, focused and purposeful plan to build and leverage brands across multiple platforms. Learn how Sentara Healthcare is extending and unifying brand identity and leveraging its EHR, patient portal and other IT capabilities to build brand equity. Take home digital brandscaping templates and checklists.

#### Jessica Carlson

Interactive and Social Media  
*and*

#### J. Lee Gwaltney

Web and Mobile Marketing  
Sentara Healthcare

#### Karen Corrigan

Corrigan Partners



### e-Metrics and Analytics

#### The Million Dollar Call Center Web Site Connection

Bridging the Call Center and Web site with campaigns blending old and new media can improve customer loyalty and utilization. Hear how a health system is leveraging its Call Center and the Web to guide customers to traditional service lines (cardiology, orthopedics) and wellness-driven, reform-ready service lines (mental health and health management). Learn campaign tactics to increase ROI conversion rates among current and new customers.

#### Andrew Snyder

Vice President, Marketing  
Alexian Brothers Health System

#### Linda MacCracken

Vice President, Product Management  
Thomson Reuters

5:15 - 6:45pm Opening Reception in the Exhibit Hall



As the leader in customer satisfaction measurement, ForeSee Results captures and analyzes voice of customer data to help organizations increase loyalty, recommendations and marketing value. Using a patented, scientific methodology developed at the University of Michigan, ForeSee Results identifies improvements across all channels and touch points that drive customer satisfaction.

ForeSee Results is sponsoring the opening General Session on Monday, November 7, 2011 at 2:45pm featuring Peter Taylor.



**Content and Application Management**

**Not Your Ordinary Find a Doctor: The Patient-Centered MCW Online Physician Directory**

Medical College of Wisconsin (MCW) developed a unique online physician directory that allows patients to easily locate physicians through a vocabulary of 100,000+ consumer-friendly words. MCW is only one of two AMCs in the nation operating such a health-topic/find-a-doctor search engine. MCW partnered with internal IT and software companies to implement this solution. Outcomes include new services between existing databases to improve accuracy, a new consumer-tested interface, a significant drop in the visitor bounce rate and a measurable increase in patient appointments from the online experience.

**Rick Gillis, MD**  
Chief Medical Information Officer  
Froedtert Health

**Keith Murphy**  
Director of Web Services  
Medical College of Wisconsin



**Convergence**

**Improving Online Adoption and the Patient Experience**

Spectrum Health's efforts with eServices have evolved and grown to include mobile applications, social media integration, consumer Web experience and a patient portal. Examine their strategy and learn how to successfully implement and promote patient and consumer portals. Learn how to push for adoption internally with operations and providers as well as drive consumer/patient use of Web-based technologies. Hear about the creation and implementation of Spectrum Health's mobile application (MySpectrum mobile), which helps patients find locations with the shortest wait, view their lab results, access scheduling information, find a physician and more.

**Jason Joseph**  
Director, Technology and Information Solutions  
Spectrum Health System

**Travis Moore, RN, MBA**  
Vice President, Patient Experience  
MEDSEEK



**Emerging Technologies, Mobile and Social Media**

**Creative and Social Media Strategies to Improve Teen Health**

LiVe Public Service Campaign is a media program designed to help combat Childhood Obesity, which teaches children and their caregivers the critical 8 Healthy Habits. Developed by a multi-disciplinary team of experts and Intermountain Healthcare, LiVe sets a new standard in child fitness communication. Learn how the program integrates traditional marketing with new online applications to reach teens through the channels they use most: edgy peer-to-peer broadcast messaging, educational gaming, social media and mobile apps. Hear the impact on social engagement and content sharing.

**Terry B. Behunin**  
Senior Director, Marketing  
Intermountain Healthcare

**Gale Wilson-Steele**  
CEO  
Health Media Syndicate

8:00 - 9:15am



**General Session** *sponsored by Krames StayWell*

**Anything, Anytime, Anywhere ... But Where Am I?**

In this age of hyper-transparency and instantaneous information access, marketers are faced with the unique challenge of creating a message that rises above the "noise." The answers to these questions seem daunting and confusing. Hundreds of mobile devices, tablet PCs and iPads complicate things even more. In this session, Scott Thomsen helps to make sense of this seemingly tech heavy landscape by putting things into easy to understand, real world concepts and outlines a simple path for cross-channel engagement. He'll share successful case studies from both inside and outside of healthcare.

**Scott Thomsen**  
Managing Partner  
Launch Media, Inc.

10:00 - 11:00am

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



**Strategy Development and Patient Engagement**



**e-Metrics and Analytics**

**Elevating the Patient Experience through the Hospital Marketing Web Site**

Learn how Minnesota's newest hospital built a Web site infused with its promise to elevate the patient experience. The site serves as a platform for critical patient engagement, revenue generation and tracking, and has helped propel the hospital to meet patient volume goals years ahead of schedule. This presentation is optimal for community hospitals and small health systems that are moving beyond promoting clinical content and into a more transactional and interactive model.

**Jennifer Krippner**  
Director of Physician Development & Guest/Public Relations  
Maple Grove Hospital

**Mike Seyfer**  
Vice President, Interactive  
H.T. Klatzky & Associates

**No Patient Left Behind: How Real-Time Monitoring Dashboards Improve Satisfaction Scores and Deliver Measurable ROI**

Patient satisfaction surveys are important, but often fall short of providing actionable information. Memorial Hermann developed a Web-based solution that elicits feedback when it matters most to patients. By flagging "at risk" patients, hospital staff can take decisive action to resolve issues and keep patients coming back. The result? Measurable improvement in patient satisfaction metrics--metrics that will soon determine Medicare funding under Value-Based Purchasing. Examine the tracking system and service recovery strategy. Learn when and why to implement a real-time tracking dashboard, along with critical success factors.

**DaWanda Nelson**  
Chief Operations Officer  
Memorial Hermann Outpatient Imaging

**Steve Matthews**  
Vice President, Marketing Technology  
Gelb Consulting Group, Inc.

11:15am - 12:15pm

**11:00 - 11:15am Break**

**Pay per Click Campaigns: A Prescription for Marketing Success**

Patients are using online applications to inform family about condition progress; leaders in healthcare are using online marketing techniques to enhance patient relationships and generate referrals and conversations. While many understand the marketing value of SEO, pay-per-click (PPC) campaigns continue to confound. Learn the value of PPC campaigns to the healthcare industry. Campaign creation, monitoring, reporting and specific case successes will be covered.

**Kay Franks**  
Marketing Manager  
St. Louis Children's Hospital

**Ken Truman**  
Director of Analytics  
iSunela

**Digital Marketing: Focus on Conversions**

How do you attract potential patients online even though they may not know who you are, or that you are able to help them? Learn how Penn Medicine studied its target audience, found online venues, and built engaging digital campaigns and a conversion funnel that brought patients in the door and delivered ROI. Delve into the mind of an online health consumer and learn how to translate insights into business strategy.

**Vincent Matyi**  
Associate Director of User Experience & Web Strategy  
*and*

**Suzanne Sawyer**  
Chief Marketing Officer, Associate Vice President  
Penn Medicine, University of Pennsylvania Health System

Tuesday, November 8, 2011

KRAMES  
staywell

Krames StayWell is the largest provider of interactive and print consumer health information and patient education solutions nationwide. We know how to leverage deep technological expertise and extensive consumer insights to create seamless, integrated programs across Web, mobile and print formats to maximize clients' ROI. Our cross-media solutions are custom designed for hospitals and health systems to reach a wide array of consumer targets. Integrate. Engage. Deliver.

Krames StayWell is sponsoring the General Session on Tuesday Morning, November 8, 2011 at 8:00am featuring Scott Thomsen.

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

 Content and Application Management

**Opening Up About Open Source Content Management: The Good, the Bad and the Ugly**

Have you ever considered moving to an open source content management system? Should you? Join your colleagues from several healthcare organizations who have moved (or are moving) their Web sites to an open source platform in an interactive discussion about the pros and cons of open source content management.

**Andy Gradel**  
Director of Internet Marketing  
Cooper University Hospital

**Chris Catallo**  
Facilitator  
Executive Vice President  
Greystone.Net

**John Odom**  
Webmaster  
St. Louis Children's Hospital

**Mike Hill**  
Director of Web Strategy  
CentreTEK Solutions

**Seth Young**  
Web Content Manager  
Piedmont Healthcare

 Convergence

**Improved Care Coordination with Mobile Communications**

Today's highly-mobile clinicians and nurses need real-time access to patient alerts and telemetry data, along with rapid communications with care teams via telephony and messaging. The rapid adoption of smart phones, the amount of data available and the communications needed to coordinate care require a new and more effective way to communicate so that the highest priority and most relevant data/messaging is used. Examine solutions for a more integrated and contextual communication environment, enabling a smarter, more efficient care team.

**Paul Jones**  
Director of Technology Services  
Parkview Hospital

**Sanjeev Gupta**  
General Manager, Avaya Healthcare Solutions  
Avaya

 Emerging Technologies, Mobile and Social Media

**Lessons from the Social Edge: The Good, the Bad and The Engaged**

Research from *How America Searches: Health and Wellness* shows that 34% of consumers use social media to search for health information. So it's essential for hospitals and healthcare providers to rethink their marketing mix to include social media. How do you tap into the social Web to reach business goals? Learn how NorthShore is using social media and interactive Facebook apps to improve patient care and increase community engagement.

**Edward Fishbein**  
Director of Online Marketing  
NorthShore University HealthSystem

**Kelly Cutler**  
CEO  
Marcel Media

11:00 - 11:15am Break

**Growing Pains: Selecting CMS that Evolves with Your Organization**

Chances are your organization isn't the same as it was a few years ago. That was the case for Avera. For years, the integrated health system had multiple Web sites for many of its 35 hospitals and 206 clinics. Realizing the need for a more unified online presence, Avera implemented a new, centralized site that better meets organizational goals. Learn about the Web strategy and flexible CMS that were both key to making this monumental transition.

**Daryl Thuringer**  
Vice President, Marketing & Public Relations  
Avera Health System

**Ben Dillon**  
Vice President & eHealth Evangelist  
Geonetric, Inc.

**Workforce Engagement: People Influenced by Intranets Influenced by People**

As the corporate intranet becomes an increasingly participative business tool, its influence in cultivating an engaged and productive work environment grows. Learn how Texas Health Resources introduced an interactive, personalized intranet to support the vision of an informed, engaged, connected and united workforce. Included in this presentation is insight into research strategies, design approaches (including home page customization), social media implementation, governance and more.

**Randy Froese**  
Employee Portal Manager  
Texas Health Resources

**Mobile Apps and Mobile Sites to Improve Physician Relations**

Examine the state of mobile technology and healthcare, including how hospitals plan to use the technology, consumer expectations for interacting with hospitals via smart phones, and how mobile technology can improve physician relations. Hear about University Hospitals' key initiatives, including a microsite that enables physicians to refer patients to its Urology Institute and a mobile app that allows physicians to initiate referrals at the point of care from their phones.

**Lynn Eastep**  
Director of Interactive Marketing  
University Hospitals

**Matthew Dillingham**  
Managing Partner  
MedTouch

12:15 - 1:30pm

### Networking Luncheon


During this luncheon, roundtables will be set up to allow you to network with colleagues and friends. Each table will have an identified primary topic of discussion and a facilitator, so you'll be able to meet new people and discuss topics of interest to you and others.

If you have a particular topic you'd like to see as part of the mix or if you would like to facilitate a roundtable, please contact us at 312-440-9080, extension 23 to let us know or sign-up at [www.healthcareinternetconference.com/h\\_callforspeakers.asp](http://www.healthcareinternetconference.com/h_callforspeakers.asp).

There will also be a number of tables set aside for open discussions.

### 1:30 - 1:45pm Break

 **Strategy Development and Patient Engagement**

 **e-Metrics and Analytics**

1:45 - 2:45pm

#### How a Small Regional Hospital Built a Leading, Powerful Web Site

Not long ago, Lexington Medical Center had an ineffective, confusing Web site with no interactivity, functionality or viable business strategy. Today, [www.lexmed.com](http://www.lexmed.com) boasts a highly successful site featuring automated Doctor Finder, integrated Health Library, integrated Birth Center, Online Bill Pay, Online Registration, Calendar, News Center, Blog, browser-based data management and innovative physician practice Web site templates. LexMed is going mobile in 2011. Learn how this dramatic turnaround was accomplished.

**Mark Shelley**  
Director of Marketing  
Lexington Medical Center

**Dean Schuster**  
Partner, Experience Design  
truematter

#### If You Think Selling Snowballs to Eskimos is Hard ...

Worse than selling snowballs to Eskimos, healthcare marketers are challenged with selling services that most people aren't interested in buying. Innovative solutions are needed to both attract patients and improve their experience and overall health. Examine one health system's journey to enhance community connections to healthcare. Learn the role Web site and call center technologies played in targeting patients, creating loyalty among the patient base, and supporting strategies geared toward managing health. Find out the results and ROI.

**Debbie Kenemer**  
Strategy & System Development  
Community Health Network

**Nicole Nicoloff**  
Vice President, Patient Experience Group  
BERYL

### 2:45 - 3:15pm Break in the Exhibit Hall

3:15 - 4:15pm

#### Web Site Marketing Strategies to Effect and Communicate Becoming an ACO

Ownership changes place new demands on healthcare marketers, requiring optimal use of all communication, especially Web strategies. When Caritas Christi Health Care (now Steward Health Care System) changed its ownership, name, brand and dramatically expanded capabilities, Web site marketing became a central focus of communication with consumers, patients and physicians. Examine the strategy that emphasized medical expertise readily available in a close-by, community setting, along with new branding, featuring the tagline, "Largest community-based Accountable Care Organization and Community Hospital Network in New England."

**Denise Cummings**  
Director, Strategic Web Services  
Steward Health Care, LLC

**Dale Boylston**  
Executive Vice President  
Connect Healthcare

#### Cancer Strategy by Design

The relationship between paid and organic search could change your Web strategy forever. Learn how it did for FirstHealth of the Carolinas' marketing campaign for cancer services in this practical "How To" presentation. This case study shows how key findings were turned into marketing strategy, and what lessons were learned to continuously improve results and document ROI.

**Leslie Deane**  
Administrative Director, Planning & Marketing  
FirstHealth of the Carolinas

**Chris Whitesell**  
Director, Digital Media  
Spider Digital

Be sure to attend this networking luncheon for a special announcement about the establishment of the Healthcare Internet Hall of Fame™ and what it means to the industry. Also, witness the first induction into the Hall of Fame and the announcement of a special Annual Achievement Award in memory and honor of John A. Eudes.

## 1:30 - 1:45pm Break



### Content and Application Management

#### Big Web Sites, Big Team, Big Realities

Oregon Health & Science University (OHSU) has over 1,200 Web content authors managing content for more than 25,000 Web pages. Learn how OHSU's core Web Strategies team ensures the organization gets the most from its CMS by controlling the assignment of ownership rights, enabling teams and individual content contributors to manage their respective pages, while giving them options needed for effective content delivery organization wide.

#### Dedrick Sprick

Content Strategist  
Oregon Health & Science University



### Convergence

#### How Clinical Systems, Communications and Health Information Must Work Together in the New Age of ACOs

Many healthcare systems are exploring the concept of becoming ACOs. Banner Health is headed in the right direction with initiatives designed to move toward a continuum-based care delivery model that ensures an extraordinary patient experience that is safe, efficient and effective. Examine how Banner coordinates the science of care, effective care delivery, technology, communication and health education to drive quality of care, business and meet Meaningful Use requirements. Gain insights on building a collaborative approach between Marketing, Online Services, Clinical Care and Information Technology.

#### Jeff Brown

Director, Online Services  
*and*

#### Theresa Lindahl, RN

Disease Management Program Coordinator  
Banner Health

#### Jean Neiner

Executive Vice President  
Krames StayWell



### Emerging Technologies, Mobile and Social Media

#### Social Media: A Quality/Service/Product Improvement Tool?

Hospitals often use social media for promotional communications and customer service. How can you extend social media's impact and communicate its additional value to executives? For organizations like Sharp HealthCare, social media provides the voice of the customer and comments are regularly used as a catalyst to improve service, change processes and address behavior issues. Learn how sharing the good and bad comments can influence the care your hospital provides to patients.

#### Kelly Faley

Director, Web Strategies  
Sharp HealthCare

## 2:45 - 3:15pm Break in the Exhibit Hall

#### Building a Best-in-Class Careers Site from the Inside Out

Attracting top, experienced talent takes more than just posting jobs. Candidates must be inspired with authentic stories and experiences that connect with their rational and emotional touch points, and back end tools must optimize organic search, build relationships and track ROI. Learn how NewYork-Presbyterian Hospital created a groundbreaking careers site that is streamlining operations and providing a stronger pipeline of qualified candidates. Examine the process for finding an authentic voice and building an effective site infrastructure.

#### Kiersten Kanaley

Director, Talent Acquisition Group  
NewYork-Presbyterian Hospital

#### Elizabeth Enck

Sr. Digital Strategist  
JWT INSIDE

#### Revolutionary Connection: The Highly Engaging Patient Portal

Not all online health portals deliver as promised. Hear about one that does. This outcomes-based presentation focuses on six months of implementation time and one year of consumer metrics to demonstrate high-impact data driven results and outcomes. Through this highly visual presentation, experience how strategy, design and implementation produced one of the largest adoption rates and highest sustained utilization rates of its kind. Children's Hospital & Medical Center is a proud recipient of the 2011 Healthcare Informatics Innovators Award.

#### Martin W. Beerman

Vice President, Marketing & Community Relations  
Children's Hospital & Medical Center

#### Danee Schroeder

Marketing Strategist  
Children's Physicians

#### Social Media Crisis: Do You Have a Plan?

Bad news spreads like wildfire within the first 24 hours on social media. So, every organization must be prepared to act fast and respond across various social networks in order to maintain a positive online sentiment. Learn how to develop a social media crisis management plan that minimizes negative impact and maintains stakeholders' trust. Explore the critical elements and the "good, bad and ugly" through an examination of Essentia Health's use of social media during a major flood.

#### Kris Olson

Vice President of Marketing, Quality & Physician Services  
Essentia Health

#### Jenn Riggle

AVP and Director of Healthcare Social  
CRT/tanaka

4:15 - 4:30pm Break

4:30 - 5:45pm



**General Session** *sponsored by Connect Healthcare*

**More New Stuff: What Does it Mean and How do You Use It**  
Back by popular demand! Rob Curley joins us once again to share his insights on all the new technologies and tools coming down the pike. What do they mean for hospitals and health systems? How will people really use them? Curley, who is in charge of new media strategies for all Greenspun Media Group publications and the *Las Vegas Sun*, will offer his unique take on some of the new and "goofy" technology and applications that are popping-up. He'll also showcase some "real" uses that bridge the gap from cool idea to practical application. Don't miss this high energy, always fun and visionary session.

**Rob Curley**  
President/Executive Editor  
*Greenspun Interactive*

5:45 - 7:00pm Reception in the Exhibit Hall



Scan to Visit the HCIC Web Site

## 15th Annual Greystone.Net HCIC

### 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:

- Learn "best practices" on a range of issues from the best in the industry.
- 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.
- Network with colleagues from hospitals and health systems from around the country.

### Who Should Attend?

The conference is designed for healthcare executives from hospitals, health systems, group practices, integrated networks and health plans including:

- Vice Presidents of Marketing
- Chief Information Officers
- Marketing & Communications Directors
- Web Directors, Webmasters and Web Team Members
- Public Relations Directors
- Business Development Executives
- IT Professionals
- Physician Relations Directors
- Strategic Planners



Connect Healthcare (A PhotoBooks Company) combines personalized customer service with cutting edge technology. Our easy-to-use solutions include automatic upgrades and integrate well with legacy systems:

- Online and Print Provider Directories
- Content Management System, infinitely expandable with cost-effective modules
- Virtual Communities, designed to improve medical outcomes and increase service line revenue
- Customized Digital Experience Strategy, to maximize Web investment returns.

Connect Healthcare is sponsoring the General Session on Tuesday, November 8, 2011 at 4:30pm featuring Rob Curley.

**5:45 - 7:00pm Reception in the Exhibit Hall**

**An Unparalleled Opportunity**

Don't miss the opportunity to attend healthcare's most respected Marketing, Internet and Web Technology 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.
- Five General Sessions to inspire you and broaden your thinking about the impact of new technologies.
- The Twelfth 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 "The Convergence: Marketing and IT Collaboration."
- Networking luncheon, breaks and receptions that connect you with your peers.

**2011 Client Conference**



**Greystone.Net and Krames StayWell Client Conference**

**Monday, November 7, 2011 • 7:30am - 2:15pm**

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

During lunch, the 2011 Annual Best In Class Awards will be presented.

Visit [www.healthcareinternetconference.com](http://www.healthcareinternetconference.com) for more information on the 2011 Client Conference or to register.

8:00 - 9:15am



**General Session** *sponsored by CareTech Solutions*

**The Web is One: Communication, Collaboration, Convergence**

Technologically savvy patients, physicians and staff are pushing the envelope on healthcare organizations' connectivity strategies. As a result, organizations like Crittenton are rethinking how they leverage Web-enabled systems and mobile technologies. Learn how Crittenton proactively positioned for a transformation, obtained the budget to do so and gained the CEO's support. Hear Dr. Frank Sottile's point of view on the "voice of the customer" and Michelle Hornberger's approach to increasing brand engagement through technology. Understand how a shared vision for Web-based portals developed around the concept of on-demand communications. Understand what the "The Web is One" means and what the future may bring. Join Sottile and Hornberger as they share highlights of communication/collaboration convergence at this community hospital.

**Michelle Hornberger**  
Chief Strategy Officer  
Crittenton Hospital Medical Center

**Frank D. Sottile, MD**  
Chief Medical Officer  
Crittenton Hospital Medical Center

**9:15 - 9:30am Break**



**Strategy Development and Patient Engagement**



**e-Metrics and Analytics**

9:30 - 10:30am

**Does Your Web Organization Have a Quarterback and a Game Plan?**

As hospitals are learning to do more with less, it is becoming increasingly important for every organization to have someone who gets up every morning thinking about how to improve each of their Web properties (consumer, employee, patient and physician portals). This quarterback needs to understand and drive the game plan, read the situation and make good decisions on short notice and under pressure. Examine the latest trends and practices in Web organizational development and planning.

**Mike Schneider**  
Executive Vice President  
Greystone.Net

**Positioning for Performance: Maximizing your Web Site's Contribution to Growth Strategy**

As one of the Midwest's largest healthcare providers, Aurora Health Care recently launched a new Web site focused on improving patient engagement, growing business and improving SEO. Learn how Aurora's strategic approach has reaped impressive results in its first few months of launch.

**Cindy Moon-Mogush**  
Vice President of Communications  
*and*  
**Jamey Shiels**  
Director of Social Media and Digital Communication  
Aurora Health Care

11:00am - Noon

**Building a Rich Multimedia Experience on the Web: One AMC's Journey**

The Nebraska Medical Center re-designed its Web site, incorporating media rich content to enhance the user's experience. Over 100 YouTube videos featuring physicians discussing new procedures, diagnostics and general health information were integrated with hundreds of 3D animations from health libraries into key service lines. The Web team worked with clinicians and administrators to develop unique content categories and multimedia features. Examine the process and measurable results.

**Jason Bash**  
Webmaster  
*and*  
**Leslie McAllister**  
Director, Marketing  
The Nebraska Medical Center

**How to Increase Revenue with Online Preorders and Sales**

Blessing Breast Center has sold breast cancer apparel for several years now. Hear how sales have increased over the years, with the greatest increase occurring since online preorders were implemented. Gross sales more than doubled between 2009 and 2010 – from \$50,000 to \$112,000 – following the introduction of online preordering. Full e-commerce capabilities, including online credit card processing, will be implemented this year and is expected to increase sales even more.

**Kara Wingerter**  
Marketing Specialist  
Blessing Health System

**Mike Marvin**  
Senior Account Executive  
CareTech Solutions

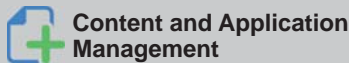
**10:30 - 11:00am Final Break in the Exhibit Hall**



Developing and supporting more than 150 hospital and health system Web sites, CareTech Solutions is the nation's leading healthcare Web products and services provider. With a state-of-the-art content management system, self-service modules, and value-added services such as Web site hosting, Web site performance monitoring and 24x7x365 help desk support, CareTech provides an integrated solution for you to engage patients, clinicians and the community at large.

CareTech Solutions is sponsoring the General Session on Wednesday morning, November 9, 2011 at 8:00am featuring Dr. Frank Sottile and Michelle Hornberger.

## 9:15 - 9:30am Break



**Content and Application Management**

### Have Your Cake and Eat It Too: The Hybrid Site Model

Duke Orthopaedics wanted a robust, independent Web presence to promote its services to consumers. Instead of building a separate site that focused solely on one service line, Duke created a hybrid site model – a cross between centralized and decentralized strategies. The hybrid model provided branding independence while taking advantage of established site technologies and content on Duke Medicine's flagship site, DukeHealth.org. Examine the benefits of the model and learn how to leverage your existing page-rank for SEO.

#### Michael Gowan

Associate Director of Web Strategy  
*and*

#### Bart Hubbard

Director of Web Strategy  
Duke Medicine



**Convergence**

### A MyChart Success Story

UI Hospitals and Clinics launched MyChart in July of 2010. In April of 2011, UI surpassed 20,000 registered patients or approximately 24% of all eligible patients. Examine critical elements of the successful launch, including a phased approach, purposeful training, and an implementation plan encompassing IT requirements and marketing to consumers and staff. Hear lessons learned and results, including a decrease in work load, a shift to electronic communication and improved patient satisfaction. Learn how to overcome obstacles and nay-sayers in clinical areas.

#### Amy Austin

Senior Marketing Specialist  
*and*

#### Brian Denning

Assistant Director, Clinical Applications  
University of Iowa Health Care



**Emerging Technologies, Mobile and Social Media**

### Getting Connected - A Case Study: Developing and Implementing an External and Internal Social Media Strategy at a Large Health System

Social media is transforming all aspects of healthcare marketing and communications. It makes possible, perhaps even requires, two-way, ongoing and direct communication between patients and physicians, associates and senior leadership, and colleagues throughout the organization. While it presents special opportunities it also presents special challenges. Learn how a large health care system successfully launched, promotes and maintains multiple Facebook pages, numerous Twitter accounts and a growing YouTube channel. In addition, learn how they communicated these initiatives to their associates and facilitated system-wide social media access.

#### Christine Bon

Senior Web Specialist  
*and*

#### Jonathan Fine

Director, Web Services  
Advocate Health Care

## 10:30 - 11:00am Final Break in the Exhibit Hall

### Online Disability Community Involvement Through Cause Marketing

The disability community is larger than the population of California, yet marketers often fail to connect with them. Good Web site design helps meet the needs of the 4% of the disabled who are blind, but what else can be done to reach out to the rest of this sizable market? Find out how to make disability community involvement a key pillar of your outreach activities and empower consumers to access your healthcare services today.

#### Roberto Prieto

Web Content Manager  
Miami Children's Hospital

#### Simon Dermer

Managing Director  
eSSENTIAL Accessibility

### Geek is Chic: Communicating and Promoting Technology in a Changing Healthcare World

It was the "Year of IT" at Barnes-Jewish Hospital. More than a dozen new software systems would be introduced and the entire Web site re-launched. For the first time ever, IT and Marketing worked together and created Geek Speak, a visual brand that encompasses all IT projects. Learn about the campaign and see collateral examples. Discuss your own technology advancements, challenges, successes and lessons learned.

#### Valerie Hoven

Marketing and PR Coordinator  
Barnes-Jewish Hospital

### Leveraging Ratings and Reviews for Patient Acquisition

Love them or hate them, patient reviews are popular among patients looking for physicians. Learn how Florida Radiation Oncology Group has solicited ratings and reviews from patients to promote their doctors and oncology centers in search engines and on the Web at large. Hear how giving "power to the people" through ratings and appointment scheduling tools has increased positive feedback, improved business practices, and, most importantly, attracted new patients.

#### Jamie Cesaretti, MD

Partner  
Florida Radiation Oncology Group

#### Jeff Cutler

Executive Vice President & General Manager  
Vitals

Noon - 1:15pm



## Luncheon and General Session

### Twelfth Annual eHealthcare Leadership Awards

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 recognizes 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 and Trends*

1:15 - 1:30pm Break



### Strategy Development and Patient Engagement

1:30 - 2:30pm

#### Redefining the First Touch: How to Turn a Shopper into a Patient

MD Anderson Cancer Center is focused on improving the first touch points shoppers experience when they want to make an appointment. Marketing, IT, clinical and operations have collaborated to create a concept that will streamline the appointment process for patients and clinics, allow patients to track where they are in the process and create workflow lists for staff to help expedite operations. Examine the rationale behind this concept, how to engage executive leadership and lessons learned about designing and reevaluating processes to improve interactions between patients and staff.

#### Alicia Jansen

Associate Vice President, Marketing  
MD Anderson Cancer Center

#### Sue Sutton, RN, PhD

CEO  
Tower Strategies

2:30pm Conference Adjourns

**Make plans to attend next year's conference  
November 12-14, 2012 at The Cosmopolitan of Las  
Vegas in Las Vegas, Nevada.**

Wednesday, November 9, 2011



1:15 - 1:30pm Break



Content and Application Management



Emerging Technologies, Mobile and Social Media

#### Testing Healthcare Content: A Johns Hopkins Case Study

As hospitals focus their efforts on increasing patient volumes and awareness of their brand, content strategy becomes critical. In an academic medical center, the organizational goals can be especially complex. What kind of content do users really want? Is it the same as what physicians and executives want? Using user data and moderated usability studies, this Johns Hopkins case study focuses on business strategy for developing clinical service line Web sites that work for patients.

##### Aaron Watkins

Director of Internet Strategy  
Johns Hopkins Medicine

##### Ahava Leibtag

Healthcare Content Strategist, Principal  
Aha Media Group, LLC

#### Building a Long-Term, Sustainable Mobile Strategy

In early 2010, Norton Healthcare launched iPhone and iPad applications as well as a mobile version of its Web site. A cross-functional team created a mobile strategy that is fluid enough to change with emerging technologies. Examine Norton's success with both of these initiatives. Learn why it is crucial to build efficient and scalable strategies in an ever-changing digital landscape in order to anticipate and prepare for tomorrow's technology.

##### Gabe Riggs

Manager, Marketing Web Strategy  
*and*

##### Jerry Roberts

Senior Web Developer  
Norton Healthcare

2:30pm Conference Adjourns



# Healthcare Internet Conference Organizers & Sponsors



Conference Organizer



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Active Data Exchange is sponsoring the Content and Application Management track.



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MEDSEEK is sponsoring the Convergence track.



[www.greystone.net](http://www.greystone.net)

Greystone.Net is sponsoring the Strategy Development and Patient Engagement track.

# Save the Date: November 12-14, 2012

## 16TH ANNUAL GREYSTONE.NET HEALTHCARE INTERNET CONFERENCE



### THE COSMOPOLITAN™ of Las Vegas - Las Vegas, NV

Next year, the 16th Annual Greystone.Net Healthcare Internet Conference will be held at The Cosmopolitan of Las Vegas in Las Vegas, Nevada.

At The Cosmopolitan of Las Vegas, you'll find spacious suites by award-winning designers, expansive private terraces, the country's top chefs, three distinctive pool environments and unparalleled service.

With its stylish design and adventurous spirit, The Cosmopolitan offers a unique Las Vegas experience. Situated in the heart of The Strip between Bellagio and City Center, the 2,995-room resort features residential-style rooms with expansive private terraces. A diverse collection of restaurants from renowned chefs, three distinct pool experiences, a dynamic art program, and a jam-packed entertainment calendar unite to offer guests a fresh perspective on luxury.



THE COSMOPOLITAN™  
of LAS VEGAS

The Cosmopolitan features two types of room offerings, the City Room and Terraces. City Rooms are standard hotel rooms that come in dual queen configuration only. The Terraces are former condo suites with kitchenettes and outside terraces that come in studio, one and two bedroom options.

The Cosmopolitan of Las Vegas has many restaurant offerings:

- Blue Ribbon Sushi Bar & Grill
- China Poblano
- Comme Ca
- D.O.C.G.
- Estiatorio Milos
- Holsteins
- Jaleo
- Overlook Grill
- Scarpetta
- STK
- The Henry
- Va Bene Caffe
- Wicked Spoon Buffet

The Cosmopolitan also features a number of smaller boutique retail shops on the second floor shopping promenade. Shops include All Saints Spitalfelds, Molly Brown (swimwear), Retrospecs, Skins 6/2 (skin care product), DNA2050, Stitched, Beckley, CRSVR, Monogram and Droog.

# Registration Form

15th Annual Greystone.Net Healthcare Internet Conference  
November 7-9, 2011 • JW Marriott Grande Lakes • Orlando, FL

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 the JW Marriott directly at **800-576-5750** and identify the conference as the "15th Annual Healthcare Internet Conference" to receive the special rate of \$229 + tax single/double. Or make reservations online by visiting <http://jw-marriott.grandelakes.com> and using group code "GREGREA." These special rates are only guaranteed until Friday, October 14, 2011 or until the room block is filled. You will be required to guarantee the reservation with a major credit card.

## 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 9, 2011. Verbal cancellations are not accepted. Cancellations received after September 9, 2011, 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 9, 2011. 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 9/9)	Regular (received after 9/9)
Healthcare Provider	___\$1,095	___\$1,195
Commercial (Consultant/Vendor)	___\$1,195	___\$1,350

Pre-Conference Boot Camps Rates	Early (received by 9/9)	Regular (received after 9/9)
Video Production Boot Camp	___\$95	___\$125
Web Analytics Boot Camp: Beyond Visits and Page Views	___\$95	___\$125

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

If yes, are you planning to attend the Client Conference on Monday, November 7th? Remember, it starts at 7:30am on Monday, November 7, 2011.

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

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**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.healthcareinternetconference.com/h\\_register.asp](http://www.healthcareinternetconference.com/h_register.asp)

## For More Information

Call 866-440-9080, x 23, or visit  
[www.healthcareinternetconference.com/h\\_register.asp](http://www.healthcareinternetconference.com/h_register.asp)

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# HEALTHCARE INTERNET CONFERENCE

15th Annual Greystone.Net

## HEALTHCARE INTERNET CONFERENCE



**November 7-9, 2011**

**JW Marriott Orlando Grande Lakes • Orlando, FL**

Scan to Visit the HCIC Web Site

[www.healthcareinternetconference.com](http://www.healthcareinternetconference.com)

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### Featuring Case Studies From:

Advocate Health Care	Maple Grove Hospital
Alexian Brothers Health System	Medical College of Wisconsin
Aurora Health Care	Memorial Hermann Outpatient Imaging
Avera Health System	Miami Children's Hospital
Banner Health	The Nebraska Medical Center
Barnes-Jewish Hospital	NewYork-Presbyterian Hospital
Blessing Health System	NorthShore University HealthSystem
Children's Hospital & Medical Center	Norton Healthcare
Children's Physicians	Oregon Health & Science University
Community Health Network	Parkview Hospital
Cooper University Hospital	Piedmont Healthcare
Crittenton Hospital Medical Center	Sarasota Memorial Health Care System
Duke Medicine	Sentara Healthcare
Essentia Health	Sharp HealthCare
FirstHealth of the Carolinas	Spectrum Health System
Florida Radiation Oncology Group	St. Louis Children's Hospital
Froedtert Health	Steward Health Care LLC
INTEGRIS Health	Texas Health Resources
Intermountain Healthcare	University Hospitals
Johns Hopkins Medicine	University of Arkansas for Medical Sciences
Lexington Medical Center	University of Iowa Health Care
MD Anderson Cancer Center	University of Pennsylvania Medical Center

# Look Inside!

FOR AN EXCITING NEW  
TRACK THIS YEAR:

**The Convergence:**  
Marketing & IT Collaboration

