
Seventeenth National Summit

Healthcare Marketing Strategies



FOCUS ON:

Strategic Marketing

Customer Communication & Engagement

Physician Strategies

Patient Experience

Interactive Strategies & New Media

April 29 – May 1, 2012

The Ritz-Carlton
Orlando, FL



forum FOR HEALTHCARE STRATEGISTS

The Changing Role of the Marketing Strategist

Innovate... Differentiate... Transform

Healthcare marketers have responded well to increasingly strategic demands in recent years. Now, they will play a key role in shaping how their organizations respond to new competitive and economic challenges posed by healthcare reform, including:

- Building and maintaining a strong, differentiated brand
- Solidifying and leveraging physician relationships
- Increasing customer engagement, responsiveness, and loyalty
- Communicating quality and value
- Improving the patient experience
- Innovating for long-term success

The National Healthcare Marketing Strategies Summit is an opportunity for healthcare marketing, planning, and strategy executives to share “best practices” and network with colleagues.

Dear Colleague:

This is a time of unprecedented challenges for those of us in healthcare. Uncertainty regarding how healthcare reform will play out adds to ongoing economic and competitive pressures, as does the transition from volume-based to value-based payments. For marketing strategists, this is an opportune time to examine how you can help manage the transition while also attending to ongoing responsibilities.

What better time than now to take a good look at how you can improve marketing strategy, messaging, and positioning? How can you build relationships to drive profitable growth? How will you respond to heightened demands from physicians and consumers for better communication and service? What is marketing’s role in ensuring a better patient experience?

The **Seventeenth National Healthcare Marketing Strategies Summit** is your opportunity to learn about strategies and tactics for addressing these issues and more. With solid case study sessions featuring leading healthcare organizations, thought-provoking keynote speakers, and hands-on workshops, the Summit is an exceptional educational experience.

On behalf of the Forum for Healthcare Strategists, we extend a very special invitation to you to attend healthcare’s most forward-thinking marketing conference.

Conference Co-Chairs



Preston Gee
Senior Vice President,
Strategic Planning and
Marketing
Trinity Health



Susan Milford
Senior Vice President,
Strategic Marketing and
Planning
Centegra Health System



Suzanne H. Sawyer
Chief Marketing Officer,
Associate Vice President
Penn Medicine

Seventeenth National Summit Healthcare Marketing Strategies



Examine the Winning Strategies

Actual case studies from leading healthcare organizations will allow attendees to:

- Define the evolving role of healthcare marketing, and how it will change in response to new economic and competitive dynamics
- Examine new strategies for bringing value to your organization
- Examine new concepts for understanding, engaging, and “activating” the customer
- Identify innovative approaches for balancing digital and traditional media
- Define the steps needed to assess, strengthen, and track your organization’s consumer and physician marketing strategies
- Identify innovative approaches to improving the customer experience

Who Should Attend

The **Seventeenth National Healthcare Marketing Strategies Summit** is designed for the following executives from hospitals, academic medical centers, healthcare systems, and medical group practices:

- Chief Marketing Officers
- Senior Strategists
- Marketing Communication Executives
- Physician Relations Directors
- Public Relations Directors
- Network and Business Development Executives
- Advertising Executives
- Sales Executives
- CRM Directors
- Web and Social Media Strategists
- Consultants

Pre-Summit Strategy Session I

9:00A-12:00P

Maximizing Marketing Messages with Physicians

Without a doubt, physicians are a key audience for today's marketers. But what's the best way to connect with physicians and align physician initiatives within marketing? Attend this interactive session and examine proven strategies and tactical tools for boosting physician marketing success. Hear new insights on what doctors want from communications. Learn how to develop communication tools that work, practice marketing plans, and winning advertising campaigns.

Carrie Bennett

Senior Director, Customer Service
LifePoint Hospitals (Brentwood, TN)

Susan Milford, MBA

SVP, Strategic Marketing & Planning
Centegra Health System (Crystal Lake, IL)

Kriss Barlow, RN

Principal
Barlow/McCarthy

Separate conference registration fees apply to the Pre-Summit Strategy Sessions. Please check the Registration Form for details.

Pre-Summit Strategy Session II

9:00A-12:00P

Transform Your Healthcare Marketing

Hospital and health system marketers are under unprecedented pressure to demonstrate results while facing dramatic change. To master the challenges, marketers must transform their approach to healthcare marketing, with an increased focus on measurement, digital strategies, and engagement. In this workshop, you'll learn the five key changes necessary for transformation, how most organizations stack up, and how to assess your own level of transformation. Join your colleagues and take home strategies, tools, and techniques to accelerate your transformation.

Chris Bevolo

President
Interval

Pre-Summit Strategy Session III

9:00A-12:00P

Understanding the Patient Experience: Beyond the Survey

You're measuring patient satisfaction but do you have a handle on the patient experience? Every interaction or telephone call shapes that experience. Explore five proven methods for understanding the patient experience, including rounding, mystery shopping, intercept interviews, and more. Receive an experience mapping tool to help you evaluate your organization against your own standards and brand promise.

Jean Hitchcock

Vice President, Public Affairs & Marketing
MedStar Health (Columbia, MD)

Kevin Stranberg

Director, Public Relations
Memorial Medical Center (Ashland, WI)

Kristin Baird

President
Baird Group

12:00P Conference Commences Lunch in Exhibit Hall

Strategic Marketing

Sponsored by Coffey Communications

Are You Ready for the Future?

Is your marketing department positioned for success in the new era of reform economics; changing competitive dynamics; and accelerated growth in web, social media, and mobile technologies? More than ever, marketing executives are being held to a higher standard of accountability for driving growth, innovation, customer loyalty, and better business performance. Explore:

- the marketer's role in establishing the discipline as a core business competency, and in creating high-performing, future-ready marketing teams and operations
- how three healthcare organizations are reshaping marketing to proactively address new competitive dynamics, align with system growth agendas, and master new media fluency

Plus, learn how to assess your own marketing operations and establish a road map for change.

Ellen Barron

Associate Vice President, Marketing and Communications
University of Iowa Health Care (Iowa City, IA)

Phyllis Marino

Vice President, Marketing & Communications
The MetroHealth System (Cleveland, OH)

Suzanne H. Sawyer

Chief Marketing Officer, Associate Vice President
Penn Medicine (Philadelphia, PA)

Karen Corrigan

Corrigan Partners

Customer Communication & Engagement

Sponsored by LIONSHARE

Leveraging Brand to Drive Home Generosity

At Children's Hospitals and Clinics of Minnesota, marketing and fundraising collaborated to build brand awareness AND raise money, integrating every imaginable channel. Authenticity and candor are used to create a distinctive brand, establish Children's importance to the community, and generate community support and generosity. Hear results and next steps.

Bjorn Gunnerud

Senior Director, Marketing and Brand Communications
and

Jesse Stremcha

ePhilantropy Strategist
Children's Hospitals and Clinics of Minnesota
(Minneapolis, MN)

Customer Modeling Delivers Results

St. Anthony's Medical Center used customer modeling and profiling to increase campaign response rates and improve return on marketing investment. After categorizing prospects based on likelihood to interact with the call center, a targeted campaign reached out to the "top" segments. Hear the double digit increase in response results. Apply customer modeling techniques to other business challenges.

Tess Niehaus, VP of Marketing and Communications
Saint Anthony's Medical Center (Saint Louis, MO)

Scott Guest, Director of Client Services, DIATA
LionShare Marketing, Inc.

Interactive Strategies & New Media

Sponsored by Greystone.Net

Creating Dynamic Intranets: Engaging Employees

A well designed Intranet can engage employees, increase efficiency, and drive quality. Follow UAB Health System's Intranet journey, including research that led to a redesigned Intranet and innovation portal. Learn about MD Anderson Cancer Center's 10-year-plus evolution using its Intranet to meet management, staff and faculty needs, and support key institutional objectives.

Debbie Hunter Snow

Associate Vice President, Marketing
UAB Health System (Birmingham, AL)

Alan Powell

Director, Internet Services
MD Anderson Cancer Center (Houston, TX)

Transformational Uses of Social & Mobile Technology

From simple to sophisticated, mainstream mobile technologies are expanding beyond their social roots. As hospital services become self-serve – from QR Code technologies, interfaced into portals and call centers, to pre-registrations, check-ins, scheduling, medical forms and more – how can you ensure that your mobile strategy serves consumer needs? Examine the options. Learn action steps to facilitate meaningful expansion of mobile and social technologies.

Chris Catallo, Executive Vice President *and*

Michael Schneider, Executive Vice President
Greystone.Net

1:00-2:15P

2:30-3:45P

4:00-5:15P

General Session



The Word from Washington: Healthcare Reform Update

The Affordable Care Act is the law of the land, but given constitutional challenges, calls for repeal, and the sheer complexity of the legislation, no one knows for sure how it will play out. Still, the overall trajectory of reform is unlikely to change...the need to rein in costs is simply too high. What's the latest word from Washington and how will it impact consumers, as well as healthcare marketers? Paul Keckley will give us the inside scoop, including the consumer's view of healthcare reform, and highlights of a recent study from the Deloitte Center for Health Solutions that analyzes consumer discretionary spending and more!

Paul H. Keckley, PhD, Executive Director, Deloitte Center for Health Solutions

5:15-6:45P

Opening Reception

in the Exhibit Hall

Sponsored by
CPM HealthGrades

8:00–9:15A

General Session

Sponsored by eVariant



Great by Choice: Thriving in an Era of Uncertainty

Why do some companies thrive in uncertainty, chaos, and unpredictable, tumultuous, fast-moving times while others do not? What does it take to become great in an uncertain and changing world? Business strategy expert Morten Hansen reveals the answers to these fundamental questions based on insights from his *New York Times* best-seller, *Great by Choice*.

Morten will share lessons learned from the software, airlines, and biotech industries. Learn why uncertainty is now the new normal and take home leadership secrets to help you not only survive, but thrive.

Morten Hansen, PhD
Management Professor
University of California, Berkeley and INSEAD, France
Best-Selling Author and Speaker

Schedule At a Glance

- 6:30A–5:00P **Registration**
- 7:00–7:50A Sunrise Networking Breakfast
- 8:00–9:15A **General Session**
- 9:15–9:45A Break in the Exhibit Hall
- 9:45–11:00A **Concurrent Sessions**
- 11:00–11:15A Break
- 11:15A–12:30P **Concurrent Sessions**
- 12:30–1:15P Networking Luncheon
- 1:15–1:45P Dessert in the Exhibit Hall
- 2:00–3:15P **Concurrent Sessions**
- 3:15–3:45P Break in the Exhibit Hall
- 3:45–5:00P **Concurrent Sessions**
- 5:00–6:15P Reception in the Exhibit Hall

7:00–7:50A Sunrise Networking Breakfast Sponsored by Thomson Reuters

Strategic Marketing
Sponsored by Coffey Communications

9:45–11:00A

Technology-Based Points of Access for Growth

With fee-for-health incentives and readmission penalties looming, attracting the right patient to the right care will be a key focus for marketers. Learn how to stratify potential patient relationships and drive clinical intake of the “right” patient to the “right” experience using technology-based points of access. Hear results, including community benefit and downstream revenue exceeding \$10M.

Diane Serbin Stover, Chief Marketing & Experience Officer
Memorial Health System/Elkhart Health System, Indiana
Paul Szablowski, VP Marketing, Communications & PR
Catholic Healthcare West, Arizona Service Area
Greg Gossett, Healthcare Technology Solutions
Navigant

11:15A–12:30P

Driving Results with Marketing Analytics

Understanding and anticipating customer needs and designing campaigns to attract, retain, and reactivate profitable patients is a “must” for marketers. Explore principles of behavioral targeting, list attribution, and customizing messaging with social media, mobile apps, and personalized URLs. Learn how to track and measure spending and results.

Marc Beaumont, Emarketing Director
UAB Health System (Birmingham, AL)
Daniel Fell, Executive Vice President
Neathawk Dubuque & Packett
Linda MacCracken, Vice President,
Product Management
Thomson Reuters

12:30–1:15P Networking Luncheon

2:00–3:15P

Selling Health Services Directly to Employers

Examine four distinct and profitable models for packaging health services and selling to employers, with examples from four health systems in different regions around the country. Learn how all health systems and hospitals, large and small, can benefit from an employer strategy. Hear the “how-to” of successfully building and selling employer programs and the major pitfalls to avoid.

Stuart G. May, Network & Business Development
Eastern Connecticut Health Network (Manchester, CT)
Kathleen Harkins, Principal
Harkins Associates

3:45–5:00P

Don't Let a Crisis be a Brand Breaker!

Crises events — think drug-addicted surgeons, patient assaults, CEO firings, and fraud investigations — are more than “PR problems.” They can hurt physician recruitment, referrals, employee morale, and patient service/satisfaction — and undercut all of your reputation-building and marketing efforts. Learn how to plan for and proactively manage a crisis in today’s viral, Twitter-dominated world. Hear how audience analysis, online and social media, and war room scenario drills can help maintain reputation and protect brands from long-term damage.

Steven Seekins, Principal *and*
Ken Trester, Principal
Lewton, Seekins & Trester

5:00–6:15P Reception in the Exhibit Hall

Customer Communication & Engagement
Sponsored by LIONSHARE

Health Insurance Exchanges: Implications for Marketers

As healthcare reform is implemented, a large percentage of the population is expected to enter health insurance exchanges (HIEs). Learn how the trend will alter the entire dynamic of the healthcare purchase equation as consumers once insured by employers take on accountability for accessing care, paying for it, and more. Examine the implications, including the increasing importance of market position and an elevated role for marketers.

Preston Gee
Senior Vice President, Strategic Planning and Marketing
Trinity Health (Novi, MI)

Population Health Marketing Strategies

With healthcare reform changing the focus of payment and delivery, marketers are called on to develop focused marketing strategies that engage consumers in getting and staying healthy and building a relationship with their primary care team through medical homes. Explore population health marketing strategies executed in collaboration with some non-traditional partners.

Pamela Maas, Chief Business Development and
Marketing Officer *and*
Brenda Rooney, PhD, Epidemiologist and Medical
Director, Community & Preventive Care Services
Gundersen Lutheran (La Crosse, WI)

Digital Marketing: Focus on Conversions

How do you attract 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.

Suzanne H. Sawyer
Chief Marketing Officer, Associate Vice President
Penn Medicine (Philadelphia, PA)
Rob Grant, Co-Founder and Executive Vice President
eVariant, Inc.

Rebranding a Healthcare Organization: Let's Talk

Need to re-invent your brand? Hear how Dean Clinic gained organizational commitment to rebranding a 107-year-old brand and how Indiana University Health successfully moved from a fragmented to a unified system brand. Gain insights and strategies to guide your own rebranding strategy.

Mark Rothwell, VP, Marketing and Communications
Dean Clinic (Madison, WI)
Mike Yost, Executive Director of Marketing
Indiana University Health (Indianapolis, IN)
Sandy Rebitzer, *Facilitator*
Executive Director of Marketing
Health Forum (Chicago, IL)

Physician Strategies
Sponsored by Connect Healthcare

Integrating New Media into Physician Marketing

As physicians adopt new technologies, it's time to integrate social media, online video, and physician-only communities into referring physician marketing. Learn how two organizations use Twitter, LinkedIn, Facebook, Microsites, and sophisticated landing pages to engage today's "social physician."

Lyle Green, Associate Vice President, Physician Relations
The University of TX M.D. Anderson Cancer Center
(Houston, TX)

Jill Lawlor, Vice President of Marketing & Public Relations
Cooper University Hospital (Cherry Hill, NJ)

Dan Dunlop, President & CEO
Jennings Health

Patient Experience
Sponsored by MEDSEEK

Improving Patient Experience: A Marketing and Clinical Partnership

Baystate Health's marketing team successfully partnered with clinical teams to create a better experience for cancer patients. Learn how marketing worked with physician leaders and clinical staff to launch a free-standing, all-inclusive cancer center and improve the patient experience at all touch points. Examine the ongoing marketing efforts that have earned the center a 99% excellent patient satisfaction rating.

Suzanne Hendery
Vice President, Marketing & Communications
Baystate Health (Springfield, MA)

Interactive Strategies & New Media
Sponsored by Greystone.Net

Digital Body Language

Much like astute salespeople can read the body language of buyers, today's best businesses are learning to read and respond to the "Digital Body Language" of their prospects. This new body language, made up of online activities such as website visits, searches, downloads, and social media activities, gives clues to someone's intentions and goals. Learn how leading healthcare organizations can use the same techniques to better understand potential patient needs and interests, and to better connect them to procedures and treatments.

Steven Woods
Chief Technology Officer
Eloqua

Dual Target, Single Budget: Uniting Physician & Consumer Strategies

Historically, marketing to physicians and marketing to consumers have been treated as separate functions. But with tight budgets and empowered consumers, there is a need to share physician-focused communications with information-hungry consumers. Examine a proven brand positioning framework and creative toolkit that will work across physician and consumer targets.

Tom Panion, Director, Business Development
Vanguard Health Chicago (Chicago, IL)

Marilyn Wilker, Vice President, Strategic Director
Cows in Trees

The Road from Satisfaction to Experience

As healthcare evolves into new settings and delivery models, and patient expectations for service increase, marketers are challenged to move beyond traditional satisfaction measures and develop more sophisticated methods for understanding experiences and delivering positive results. Mayo Clinic has embarked upon multiple new care delivery initiatives and has transitioned the way that it measures satisfaction. Hear about the approach and lessons learned.

Misty Hathaway
Chair, Division of Marketing
Mayo Clinic (Rochester, MN)

Breaking the Rules of Website Design

When a hospital website is built from the organization's perspective, not the user's, it is often a hot mess of multiple navigation paths, redundant content and tools, and a home page with dozens of links. Hear how Inova used key design philosophies to develop a cardiovascular website that puts the user first. Hear about the process, the results (both positive and negative), and lessons learned.

Chris Boyer
Director, Digital Marketing & Communications
Inova Health System (Falls Church, VA)

Chris Bevolio
President
Interval

12:30–1:15P Networking Luncheon

Physician Trends: The Impact on Marketers

Shortages in physician supply, growing interest in employment by hospitals, new reimbursement models – all impact hospital/physician relationships. Join this panel of senior level marketing and strategy executives for a discussion of how these and other important trends impact marketing, sales, and physician relations strategy and tactics.

Peter S. Brumleve, Chief Strategy and Marketing Officer
Scott and White Healthcare (Temple, TX)

C. Josef Ghosn, EdD, FACHE, SVP & Chief Strategy Officer
Florida Hospital/Florida Division of Adventist Health System (Maitland, FL)

Steve Sloate, President
Cirra

Grow New Business via Marketing-Generated Word-of-Mouth

Word-of-mouth (WOM) marketing has always been available for healthcare marketers to use as a marketing and communications strategy, but it has been poorly understood, undervalued, and underused. Examine the role of WOM in growing referrals from consumers, employees, and physicians. Hear insights from four studies on the role of marketing-stimulated WOM, marketing-induced WOM, and patient experience-based WOM. Take home 20 tips for attracting new patients.

William R. Gombeski, Jr.
Director of Strategic Marketing
UK HealthCare (Lexington, KY)

Aligning Brands Across Digital Channels

As health systems invest in clinical information systems and embrace web, social, and mobile technologies, branding becomes increasingly complex. Learn how to build and manage digital brand portfolios and create brand identity and consistency across web, social, and mobile platforms. Hear how to manage multi-facility, multi-service, and multi-market system brands across the digital landscape.

Jessica Carlson, Web, Interactive and Social Media
Consultant *and*

J. Lee Gwaltney, Web and Mobile Marketing Consultant
Sentara Healthcare (Norfolk, VA)

Carla Bryant, Partner & Digital Strategist
Corrigan Partners

From Physician Relations to Business Growth: Making the Transition

Growing new volume is the focus of many healthcare organizations. Learn how a large health system took a fragmented physician relations function and transitioned it to a system-wide business growth strategy. Understand what must be in place to get results, create organizational buy-in, and demonstrate ROI.

Susan Boydell
Director, Business Growth Strategy
Texas Health Resources (Arlington, TX)

Improving the Patient Experience Through Mobile

Examine Capital Regional Medical Center's (Tallahassee, FL) mobile strategy, focused on facilitating patients' search for appropriate care for their symptoms and acuity level. Hear how the hospital attracted new insured patients, as well as increased patient satisfaction. The focus on improving the patient experience also has differentiated the hospital within a highly competitive market.

Joseph Cazayoux
Associate Vice President, Resources Group
HCA Healthcare (Nashville, TN)

David Friedersdorf
Vice President of Sales
iTriage

Maximizing ROI with Search Engine Marketing

Effective Search Engine Marketing can help hospitals capture and engage patients online. Learn how to develop Search Engine Marketing strategies and analysis that are service line specific, with consideration given to payer mix, patient population, program specifics, and physician availability. Learn how to track budgets and ROI.

Vickie Parry, Marketing Manager
Illinois Neurological Institute (Peoria, IL)

Golda Hartman, MD, Director of the Healthcare Division
ReachLocal

Tae Kim, Head of Search Engine Marketing Partnerships
Google

5:00–6:15P Reception in the Exhibit Hall

8:00 – 9:15A
General Session

Sponsored by eVariant



The New Rules of Marketing

The Web has profoundly changed the rules for marketing. Smart marketers now communicate with consumers through content-rich Websites, blogs, YouTube videos, e-books, and other online media that people actually want to consume and are eager to share. How does the new reality apply to healthcare?

David Meerman Scott is back by popular demand to share case studies and real-world examples of how organizations both inside and outside of healthcare are applying the new rules, to great effect. Join him for an entertaining and practical examination of the new reality of marketing.

David Meerman Scott
Marketing Strategist
Best-Selling Author and Speaker



Attendees will receive a copy of David's best-seller, *Real-Time Marketing & PR*.

Schedule At a Glance

- 7:30A–2:30P Registration
- 7:30–8:00A Continental Breakfast
- 8:00–9:15A General Session
- 9:15–9:30A Break
- 9:30–10:45A Concurrent Sessions
- 10:45–11:00A Break
- 11:00A–12:15P Concurrent Sessions
- 12:30–2:30P Special Workshop Sessions
- 2:30P Conference Adjourns

Strategic Marketing
Sponsored by Coffey Communications

9:30–10:45A

The Journey from Independence to the Power of Partnerships

Saint Mary's Health System moved from not-for-profit independence to a new for-profit partnership. Hear details on making the decision, finding the right fit, and getting key audiences on board with the decision. Examine how to communicate the decision and vision and garner support from your board, staff, and community.

Joseph T. Connolly
Chief Marketing & Government Relations Officer
Saint Mary's Health System (Waterbury, CT)
Kevin Phillips
Partner
Jarrard Phillips Cate & Hancock, Inc.

11:00A–12:15P

Hospital Ranking Matters!

If you think hospital rankings don't matter, think again. Demystify Best Hospitals and Children's Hospitals methodology, outline critical steps for improvements, and share strategies for building physician reputation. Learn how hospitals, big and small, can use ranking to benchmark and drive quality-improvement programs.

Gabrielle DeTora
Interim Chief Marketing Officer
Mercy Health System (Conshohocken, PA)
Sean Young
Chief Marketing Officer
Penn State Milton S. Hershey Medical Center and Health System (Hershey, PA)

Customer Communication & Engagement
Sponsored by LIONSHARE

Corporate Social Responsibility

Companies like Walmart, BMW, and Allstate Insurance are engaging customers in Corporate Social Responsibility (CSR) initiatives to supplement brand strategy. Hear how CSR initiatives can translate into effective and competitive strategies as well as complement a brand. Learn how to launch a CSR campaign that engages employees, customers, and patients. View examples using traditional, non-traditional, and social media channels.

Laura Harner, Marketing Manager
Lehigh Valley Health Network (Allentown, PA)
Rob Rosenberg, President
Springboard Brand & Creative Strategy, Ltd.

Pump Up the Value Not the Volume

As organizations progress beyond Meaningful Use and towards the objectives of accountable care, the emphasis is shifting towards readmission prevention and away from episodic care. Hospital revenues are in the crosshairs, unless CRM capabilities are leveraged to focus on value rather than volume. Using CRM tools to catch conditions before they become chronic (and low-margin), Provena is building loyalty, changing health behaviors, and promoting condition-related, higher-margin service lines. Hear how.

Janice Ciccarelli
Director of Marketing and Public Relations
and
Richard Matula
Marketing Manager
Provena St. Joseph Medical Center (Joliet, IL)

Special Workshop Sessions

Advance sign-up for workshop sessions is required, although there is no extra charge. Please see Registration Form.

12:30–2:30P

Ideas Into Action: Let's Talk

So...now what? After three days of discussions, great ideas, and a flash drive full of power points, we're sure you have new insights. How can you return to your office prepared with an organized set of strategies and an action plan that will count for your organization? What is the best engagement strategy to align others to these initiatives? And, what strategies should your organization prioritize for greatest competitive advantage? Roll up your sleeves, and join your colleagues for an interactive session that will help organize next steps around all you've learned. Bring your questions.

James Blazar
Senior Vice President, Chief Strategy Officer
Hartford Healthcare (Hartford, CT)
Kriss Barlow, RN
Principal, Barlow/McCarthy
Terri Goren
Principal, Goren & Associates

Physician Strategies
Sponsored by **Connect Healthcare**

ACO, PHO, IDS...It's the RELATIONSHIP That Matters

Getting hospital/health system executives and physicians to work together as true partners is often the biggest stumbling block in collaborative models. Learn how to go beyond legal and financial issues to build genuine respect, using marketing and communications expertise to build bridges between leadership and physicians and remove barriers to collaboration.

Tom Vitelli
Assistant Vice President, Communications
Intermountain Health Care (Salt Lake City, UT)

Kathleen L. Lewton
Principal
Lewton, Seekins & Trester

Patient Experience
Sponsored by **MEDSEEK**

Creating an Experience-Focused Culture

Vanguard Health Systems is building a culture around hiring top talent, ensuring successful onboarding, developing managers and leaders, and creating an engaging and inspired employee culture. Examine strategies to embed engagement and experience into system initiatives. Hear how to develop an Office of Experience and infrastructure aimed at delivering an emotionally engaging patient and family experience.

Devin C. Carty
Vice President of Culture, Chief Marketing Officer & Chief Experience Officer
Vanguard Health Systems (Nashville, TN)

Interactive Strategies & New Media
Sponsored by **Greystone.Net**

Using Interactive Tools to Attract Patients

Learn how a mix of traditional and interactive tools can attract and convert prospects to patients for your primary care physicians. Predictive modeling identified targets, and campaigns used direct mail with QR codes, email blasts, and online ads to draw consumers to unique landing pages, where they could learn more about doctors. Hear tips for tool selection, measurement, and success.

Tim McGuire, Marketing Lead, Primary Care Expansion
Greenville Hospital System (Greenville, SC)

Anne Theis, Chief Marketing Officer
Salem Health (Salem, OR)

Bill Moschella, Chief Executive Officer
eVariant

Get it Read: Marketing Messages for Physician Recruitment

As physician recruitment challenges intensify, marketers play a crucial role in recruitment strategy. Hear proven approaches for getting the right messages through to physician prospects while also managing the brand. Traditional methods, as well as new media approaches, will be featured.

Shawn Kessler
Senior Strategist
Aloysius Butler & Clark

Allison McCarthy
Principal
Barlow/McCarthy – Northeast

Interactive Patient Care Drives Optimal Outcomes

Expedition Joint Replacement Center offers a totally immersive experience that engages patients and the entire family before, during, and after care. Cited by the Disney Institute in its customer service training, the travel-themed service line gives patients control over their care in an appealing format. Examine the strategies that resulted in significant improvement in employee engagement, clinical outcomes, patient satisfaction, expense reduction, and volume growth.

Patty Jo Toor
Chief Nursing Officer
and

Vickie White
Assistant Vice President, Strategy and Innovation
Florida Hospital Celebration Health (Celebration, FL)

Integrated Strategies to Stand Out in the Crowd

Early investments in robotic prostatectomy in 2001 placed Henry Ford Health System firmly ahead of the national and international competition. As new programs emerged, Henry Ford needed to cut through the clutter, continue to grow reputation, and maintain market share. Examine the strategic campaign that engaged operations and service line leadership while integrating public relations, social media, advertising, and marketing to boost response by 71%.

Ara Telbelian
Director, Marketing and System Promotions
Henry Ford Health System (Detroit, MI)

Kari Shimmel
Vice President & Creative Director
DBA Healthcare

Special Workshop Sessions

Advance sign-up for workshop sessions is required, although there is no extra charge. Please see Registration Form.

Service Line Strategies: It's All About Accreditation

The acceleration of physician employment and alignment has led hospital executives to evaluate different service line strategies to enhance brand awareness and improve ROI. In some service lines, such as cardiac and cancer, national accreditation and the achievement of well-known designations are important tools in positioning the service line and creating market differentiation. Learn how to choose the right accreditation target for your service line, as well as understand the difference between certain accreditations/designations in terms of scope, financial investment, and program requirements.

M. Sue Anderson
Senior Manager
and

Jessica L. Turgon
Senior Manager
ECG Management Consultants, Inc.

Deliberate, Thoughtful Creation of Exceptional Experiences

We are all creating experiences for patients, visitors, and physicians every day. Some experiences are good, some mediocre, and some downright horrible. This workshop will review the theory and tools available to build a system in your organization that spreads the competency around creating exceptional experiences. Attendees will walk away with a new perspective on balancing the Worm's Eye View and the Bird's Eye View, as well as tools they can use on Monday morning. Exceptional experiences offer differentiation, enhanced compliance, enhanced loyalty, and ultimately strong revenue performance. Hear how.

Diane Serbin Stover
Certified Experience Economy Expert
Chief Marketing and Experience Officer
Memorial Health System/Elkhart Health System, Indiana



Listen and Learn

Can't make the conference this year? Don't worry...you can still benefit by ordering the **CD-ROM**, featuring the audio plus handouts from the sessions. For only \$395 for non-attendees, you won't want to miss this valuable resource. Order today on the Registration Form, or by calling 312-440-9080, ext. 23.



Summit Highlights

The Word from Washington: Healthcare Reform Update

Sunday, April 29

4:00–5:15p

Paul H. Keckley, PhD

Executive Director
Deloitte Center for
Health Solutions



Do you want to know what is really happening in Washington, DC? No one is better informed about the goings on in DC and how they will affect hospitals, physicians, and consumers than Paul Keckley. One of the country's leading experts on healthcare reform, Paul will give us an inside look at the latest developments. Paul is a health economist, policy expert, frequent keynote speaker at national healthcare conferences for a variety of industry trade groups and associations, and a regular contributor to CNN and Fox News. He shares his health reform knowledge weekly in Deloitte's popular Monday Health Care Reform Memo, an e-mail summary of ongoing federal legislative and regulatory activity.

Great by Choice: Thriving in an Era of Uncertainty

Sponsored by eVariant

Monday, April 30

8:00–9:15A

Morten Hansen, PhD

Management Professor
University of California,
Berkeley, and INSEAD, France



Don't miss the opportunity to hear Morten Hansen, co-author of the *New York Times* best-seller *Great by Choice*, and learn the secrets to thriving in times of massive uncertainty and turbulence. Together with co-author Jim Collins, Morten spent nine years researching more than 20,000 companies to understand why some companies thrive in times of uncertainty and chaos while others do not. He also authored the management book *Collaboration* as well as several best-selling articles in the *Harvard Business Review*. Morten's award-winning research has been published in leading academic journals, and he received the *Administrative Science Quarterly* award for exceptional contributions to the field of organization studies. Morten regularly delivers keynote talks and consults for companies across the world.

The New Rules of Marketing

Sponsored by eVariant

Tuesday, May 1

8:00–9:15A

David Meerman Scott

Marketing Strategist,
Author, and Speaker



Back by popular demand! Best-selling author and acclaimed speaker David Meerman Scott leads this dynamic look at how healthcare organizations can harness the power of the Web for marketing success. David is the author of hundreds of articles, a popular blog, and seven books, including the best-sellers *The New Rules of Marketing & PR* and *Real-Time Marketing & PR*. Now in its third edition, *New Rules* has been published in 26 languages and is considered a modern business classic. David's popular Web Ink Now blog and hundreds of speaking engagements around the world give him a singular perspective on how businesses are implementing new strategies to reach buyers. David is a recovering vice president of marketing for two publicly traded technology companies and was also Asia marketing director for Knight-Ridder.

Thomson Reuters Sunrise Networking Breakfast

Monday, April 30

Sponsored by Thomson Reuters

7:00–7:50A

Begin your day right — by meeting and networking with your colleagues. Join us for a networking breakfast, organized topically and facilitated by recognized leaders in the field. There is **no additional charge**, but you must register in advance. Each breakfast table is limited to the first 10 registrants.

- I. CRM Strategies
- II. Branding Strategies
- III. Interactive Strategies & New Media
- IV. Patient Experience
- V. Physician Strategies



Summit Exhibit Hall

Don't miss this opportunity to check out the latest and best marketing technologies and services! The Exhibit Hall features:

- Hands-on demonstrations hosted by the nation's leading marketing and technology service firms
- Knowledgeable experts to answer your questions and help you demystify and distinguish so that you can make informed decisions
- Food, drink, prizes, and more!!

Join the Forum!

Join the Forum for Healthcare Strategists and benefit from:

- Exclusive networking opportunities available only through the Members Only Section of the Forum Website
- Discounts on three annual conferences
- Discounted and complimentary Webinars
- *Healthcare Strategy Alert*, the Forum's acclaimed newsletter focusing on today's important strategic issues.

For more information, visit www.healthcarestrategy.com.

Sponsors



forum FOR HEALTHCARE STRATEGISTS

The **Forum for Healthcare Strategists** was established 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. Call 312-440-9080 or visit www.healthcarestrategy.com.



Coffey Communications, Inc. has been a nationwide leader in print and web communications and marketing solutions for hospitals nationwide since 1983. Service, value, quality and innovation are Coffey's cornerstones and the foundation of our website and publication families. Coffey's custom publications and award-winning web services team feature cutting-edge, powerful, engaging design and accurate, timely, original health content. We create fully integrated print, web, mobile and social media solutions.



Connect Healthcare (A PhotoBooks Company) celebrates twenty years connecting institutions with consumers, patients and physicians. Services include: Find-a-Doctor applications with Physician Data Content Management Systems; Mobile Directory APPs and Mobile Optimized Directories; Website Development & Management; Printed Directories and Print-on-Demand capability; Next Generation Social Media Platforms to optimize after-discharge patient compliance.



CPM HealthGrades provides hospitals with an efficient and accountable digital media + direct relationship management platform with the unique ability to help hospitals build physician practices, grow admissions, differentiate their brands, and improve the health of their populations. CPM HealthGrades offers Market Development Solutions for both Acquisition and Retention.



CRM, PRM & Healthcare Analytics

eVariant's HealthConnect CRM unites and standardizes all of your IT, marketing and employed physician data — all in one place, simultaneously and in real-time. Execute direct mail, email, SMS, search marketing, banner ads and landing pages easily to filtered or modeled individuals. Track and adjust campaign components in real-time through integrated analytics that measure individual traffic/inquiries. Automate responses to individuals based on triggers to maximize your marketing effectiveness. For more information, please visit www.myhealthconnect.com.



Greystone.Net offers services including Internet, intranet and portal strategic planning; Web site, intranet and portal assessments; e-Metrics and Web analytics; social media planning; technology selection assistance and call center strategic planning and assessments. Greystone also offers several products including SmartMap™, an inside the hospital wayfinding product and a Collaboration Portal for easy-to-use Web management of groups such as physicians, boards, employees, managers, etc.



HEALTH MARKET SCIENCE

Founded in 1999, **Health Market Science** is the market leader for innovative solutions based on the most comprehensive and accurate provider database in the U.S. We help health systems hone in on high value physicians to maximize marketing dollars and drive optimal decision making. Our PxDx Targeting solution reveals high volume, high referral physicians and HCPs across regions and practice areas.



LionShare
Marketing, Inc.

Founded in 1995, **LionShare** serves the healthcare industry nationwide. Our solutions such as Service Line Campaigns, New Mover/New Parent Programs, Physician Marketing, Dynamic Email Deployment, and Social Media Monitoring are rooted in DIATA™, our business intelligence tool (which includes CRM and propensity/modeling). Utilizing DIATA, we listen to your data and link analytics to executions.



MedCity Media creates content for people who care about healthcare. It serves the everyone's-a-publisher world of modern media through three primary products: Content services: MedCity Media streamlines the freelance process and creates made-to-order content for all mediums. Digital products such as MedCityNews.com. News syndication, which allows publishers to syndicate select MedCityMedia content for their print, broadcast or digital publications.

MEDSEEK

MEDSEEK's digital health solutions help healthcare organizations predict patient health requirements, plan capital investments, influence patient behavior, activate patients, expand business and manage patients across the continuum of care to find new cost savings and revenue streams. Find out how to strategically engage and manage your patients today – 888.MEDSEEK or sales@medseek.com.



Private Health News' (PHN) award-winning, interactive e-communication solutions and CRM/Marketing tools help providers build measurable, ongoing, targeted relationships with Consumers (My Health e-News), Physicians / Nurses (MedNews Plus) and Patients / Caregivers (Patient e-Prep) based on their specific health interests, specialties and needs. PHN's services create a strategic and competitive advantage while promoting a provider's brand, programs, services and physicians.



THOMSON REUTERS

Thomson Reuters provides intelligent information to help hospitals drive growth and improve outcomes. We integrate market and business intelligence, and bring expertise that helps hospital business development professionals identify opportunities, generate profitable revenue, and deliver measurable results. Learn more at healthcare.thomsonreuters.com/provider.

Details

Group Discounts Available

The development of a comprehensive marketing and communications strategy is a joint effort of executives throughout a healthcare organization. Therefore, team attendance is encouraged. **Discounts for groups of two or more are available.** Please contact the Forum directly, at 866-440-9080, ext. 23.

Special Needs

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

Excellence Guarantee

The Forum for Healthcare Strategists is committed to excellence in education programming. If you are not satisfied with the Summit, you may return your conference materials *while on-site* and we will refund your registration fee minus a \$150 processing fee.

ACHE Category II Eligible

The Forum for Healthcare Strategists, Inc. is authorized to award up to 18 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 in this program wishing to have the continuing education hours applied toward Category II credits should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.



The Ritz-Carlton Orlando Grande Lakes



The official hotel for the Summit is **The Ritz-Carlton Orlando, Grande Lakes**. Marvel at the magic of Orlando, Florida, a vibrant city full of vision and variety. Take in the fun while retaining a sense of sophistication at The Ritz-Carlton Orlando, Grande Lakes. Inspired architecturally by the grand palazzos of Italy, this exceptional Orlando vacation resort's amenities provide guests with a stylish way to indulge in the playful offerings of this all-American city.

The Ritz-Carlton Orlando, Grande Lakes features 11 exceptional dining establishments and guest rooms with five-foot private balconies offering panoramic views of the lakes, pool, and gardens. Plus, guests enjoy easy access to world-famous, family-friendly attractions such as Walt Disney World (10 miles), SeaWorld, Discovery Cove, and Aquatica (2 miles); complimentary transportation to SeaWorld, Aquatica, Universal Orlando, and Wet 'n Wild; and close proximity to Orlando International Airport (10 miles).

To make reservations, call the hotel directly at **(800) 576-5760**, and identify the meeting as the "Healthcare Marketing Conference" to get the special rate of **\$239 single/double**. Note: The sleeping room rate includes high speed Internet access.

Be sure to make your reservations by **Wednesday, April 4, 2012**. After the deadline date, or when the room block is filled, rooms will be available on a space available basis only.

Call early to ensure availability!

Special Conference Features



Stay Connected

Wireless Internet access will be provided in the meeting rooms compliments of **Health Market Science**.



Leave the Shipping to Us

Collect as much valuable information as you'd like, and send it home compliments of **Coffey Communications, Inc.**



You Won't Miss a Session

Attendees will receive a CD-ROM featuring the audio and handouts from each session, compliments of **eVariant**.

Seventeenth National Summit Healthcare Marketing Strategies

April 29 – May 1, 2012

The Ritz-Carlton

Orlando, FL

1 Registrant Information

FULL NAME

FIRST NAME AS YOU WISH IT TO APPEAR ON BADGE

TITLE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

2 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 |

3 Half-Day Session, Special Workshops, Networking Breakfast

Please check if you plan to attend any of these workshops or half-day sessions. Your assistance in indicating which sessions you plan to attend will help us make appropriate room assignments. Note: Checking a box does not obligate you to attend the session.

Half-Day Concurrent Session Sunday, April 29

- Are You Ready for the Future?

Special Workshop Sessions Tuesday, May 1

- Ideas Into Action
 Service Line Strategies
 Creation of Exceptional Experiences

Thomson Reuters Sunrise Breakfast Monday, April 30

Please check the breakfast you plan to attend. Choose only one!

- CRM Strategies
 Branding Strategies
 Interactive & New Media
 Patient Experience
 Physician Strategies

4 Registration Fees

Early rates are available if the registration form with full payment is received by **Friday, February 24, 2012**. Discounts for group registrations (2 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 2/24/12

Regular

received after 2/24/12

Forum Member

\$895 _____

\$995 _____

Non-Member*

\$1,020* _____

\$1,120* _____

Join the Forum (\$225 annual fee)

_____ *\$100 due for Membership Dues

(\$125 of registration fee will be applied to Forum membership)

Pre-Summit Strategy Sessions

Maximizing Physician Messaging

\$95 _____

\$125 _____

Transform Your Marketing

\$95 _____

\$125 _____

Understanding Patient Experience

\$95 _____

\$125 _____

CD-ROM of Audio/Handouts

_____ \$395 Non-Attendees
(includes shipping/handling)

**Attendees will receive a
CD-ROM, compliments
of eVariant**

Total Due \$ _____

5 Payment Information

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

- A check is enclosed, payable to Forum for Healthcare Strategists
 I authorize you to charge: VISA MasterCard
 Discover American Express

NAME ON CARD

CARD NUMBER

EXPIRATION

BILLING STREET ADDRESS

BILLING ZIP CODE

SIGNATURE

6 Get This Form To Us

Mail registration form(s) with payment to:

Forum for Healthcare Strategists
980 North Michigan Avenue
Suite 1260
Chicago, IL 60611

Fax registration form(s) with credit card information to:

312-440-9089

Register **online** at:
www.healthcarestrategy.com

Cancellation Policy

The Forum guarantees a refund, less a \$150 administrative fee, if written notification is received on or before February 24, 2012. Verbal cancellations are not accepted. Cancellations received after February 24, 2012 are not eligible for a refund. You may always send a substitute.

Confirmation of Registration

All registrations will be confirmed within 10 business days of receipt of the registration form and payment. If you do not receive a confirmation, please call toll-free, 866-440-9080, ext. 23. Please do not mail or fax forms without payment.



forum FOR HEALTHCARE STRATEGISTS

980 North Michigan Avenue
Suite 1260
Chicago, IL 60611

Tel: 312-440-9080
www.healthcarestrategy.com

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Featuring Special Keynote Speakers

Paul Keckley, PhD
Leading national expert
on healthcare reform



Morten Hansen, PhD
Co-author of the *New York Times*
best-seller *Great by Choice*



David Meerman Scott
Marketing strategist and
best-selling author



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