
Fifteenth National Forum

Customer Based Marketing Strategies



FOCUS ON:

Strategic Marketing
Customer Communication
Physician Strategies
Strategies for Consumer Engagement
Interactive Strategies & New Media

April 14 – 16, 2010

InterContinental Buckhead
Atlanta, GA



forum FOR HEALTHCARE STRATEGISTS

A Marketing Call to Action Lead...Strengthen...Differentiate

Today's healthcare marketers understand marketing's strategic role, and are examining the best way to get there. The challenges, and opportunities, they face are numerous ...

- With limited resources, how do you balance strategic and tactical demands, and determine priorities?
- How do you demonstrate what marketing has to offer in terms of program and service development, experience enhancement, pricing strategy, and distribution?
- How do you balance traditional marketing approaches with Web-based tools and other new media?
- How do you respond to heightened demands from key customer groups, including physicians and consumers, for better communication and service?

Since 1996, the National Forum on Customer Based Marketing Strategies has identified important healthcare marketing challenges and tackled them head-on. The 2010 Forum continues this tradition.

Dear Colleague:

Uncertainties about healthcare reform and economic recovery make for a challenging environment for anyone in healthcare, and marketers are no exception. Yet the uncertain environment also presents marketers with an important opportunity...what better time than now to take a good hard look at marketing's contributions to the bottom line and prove to your organization that marketing does indeed make a difference?

Marketers are rising to the challenge by focusing on strategic marketing. They are playing a proactive role in service, program, and product development; identifying and pursuing opportunities for profitable growth; and building and protecting relationships with all consumer groups, as well as physicians. What's more, they are focused on demonstrating accountability and proving marketing's ROI.

The **Fifteenth National Forum on Customer Based Marketing Strategies** is your opportunity to learn from leading healthcare organizations about strategies and tactics that work. The solid case study sessions are enhanced by thought-provoking keynote speakers.

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



David A. Feinberg
Vice President, Marketing
New York-Presbyterian
Hospital



Allison McCarthy
Principal
Barlow/McCarthy



Donna Teach, MS, APR
Vice President, Marketing
& Public Relations
Nationwide Children's
Hospital

Fifteenth National Forum Customer Based Marketing Strategies

Examine the Winning Strategies

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

- Define the evolving role of healthcare marketing, as well as new strategies for bringing value to your organization
- Examine new concepts for understanding, engaging, and "activating" the customer
- Identify innovative approaches for balancing new media with traditional methods
- Define the steps needed to assess, strengthen, and track your organization's consumer and physician marketing strategies
- Identify innovative approaches to looking at and strengthening traditional services

Who Should Attend

The **Fifteenth National Forum on Customer Based Marketing Strategies** is designed for the following executives from hospitals, academic medical centers, healthcare systems, and medical group practices:

- Chief Marketing Officers
- Senior Strategists
- Marketing Communication Directors
- Physician Relations Directors
- Public Relations Directors
- Business Development Executives
- Advertising Executives
- Sales Executives
- CRM Directors
- Consultants

Pre-Forum Strategy Session I

9:00A–12:00P

Servicing Your Service Lines

Increasingly, marketers are playing a key role in supporting service line initiatives and growth. Examine how service lines may evolve given predicted health system changes, and the marketer's role in a service line model. Take home tools and information for selecting service lines to invest in, and communicating the rationale behind investment decisions; designing successful service line marketing campaigns — online and traditional; developing marketing plans that support service line growth initiatives; and ensuring that the voice of the customer is heard in service and experience design.

Gary W. Lang

Chief Executive Officer
Walton Regional Medical Center (Monroe, GA)

Howard J. Gershon

Principal
New Heights Group

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

Pre-Forum Strategy Session II

9:00A–12:00P

Social Media: Connecting for Results

Social Media offers tremendous opportunity for connecting with patients, consumers, and physicians. Attend this interactive session and learn how to develop a social media marketing plan for connecting with the audiences that matter most to your organization. Examine the platforms, including Twitter, Facebook, and YouTube, and when it makes sense to use them; explore methods for monitoring social media use and results; and view examples of successful social media marketing campaigns.

Sandra Mackey

Executive Director, Market Strategy
Emory Healthcare (Decatur, GA)

Kathy Divis

President
and

Michael Schneider

Executive Vice President
Greystone.Net

Pre-Forum Strategy Session III

9:00A–12:00P

Marketing To, With, and For Physicians

Without a doubt, physicians are a key audience for today's marketers, and the challenges are many. Attend this interactive session and examine proven strategies and tactical tools for aligning physician initiatives within marketing. Learn how to develop marketing plans for employed practices, design winning advertising campaigns, decide where and how to invest marketing dollars, communicate better with physicians, and engage physicians in marketing campaigns.

Ellen Barron

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

Kriss Barlow, RN, MBA

Principal
Barlow/McCarthy

Larry Margolis

President & Chief Marketing Officer
Storandt Pann Margolis

1:00P Conference Commences

Strategic Marketing

1:00–2:15P

The "Chief Marketing Officer" – Redefined for a New Decade

As healthcare organizations navigate unprecedented change, the expectations for marketing executives are transforming in tandem. The need to be strategic and plan proactively must be married with resilience and the flexibility to respond to opportunity or challenge. This session will examine:

- Assessing the marketing function to align priorities and resources for maximum impact in the face of heightened demand
- The future of communications strategies — new media vs. traditional media vs. media we haven't even seen yet
- Thinking beyond traditional roles — emerging opportunities in access, pricing as a pro-active strategy and its relationship to "quality," and profitable growth
- Strategies for building confidence and demonstrating credible ROI with organizational leaders
- The impact of "reform" and changing economic structures on marketing motivations and strategies

David A. Feinberg, Vice President, Marketing
New York-Presbyterian Hospital (New York, NY)

Donna Teach, MS, APR, Vice President, Marketing & Public Relations

Nationwide Children's Hospital (Columbus, OH)

David Marlowe, Principal, Strategic Marketing Concepts

1/2 day

2:30–3:45P

General Session



inGAGE ME!

Engaging people in their health is more important than ever. In many industries, a transformation from a "push" to a "pull" relationship with customers has occurred as they've been empowered with new media. People now expect to be engaged on their terms in smart, more convenient, and faster ways. Has the healthcare industry kept pace with other industries to benefit from all the new approaches and engaging technologies? Join marketing visionaries **Steve Cook** and **Bob Isherwood** for a world-changing review of innovative engagement examples from consumer-centric brand leaders, and how these approaches can inspire positive changes in healthcare.

Steve Cook, Chief Marketing Officer and **Bob Isherwood**, Chief Creative Dude, i.e. healthcare

4:00–5:15P

Customer Communication

Reaching Multiple Generations: Messages & Means

Hear new consumer research on generational preferences in healthcare. Learn how a 100 Top Hospital Everest winner and market share leader uses generational messages and tactics. Find ways to borrow from targeted generational techniques to increase market share, launch a new hospital, and advance specific initiatives.

Andrew J. Snyder, Vice President, Marketing and Community Development

Saint Joseph Regional Medical Center (South Bend, IN)

Linda MacCracken, Vice President, MDS Product Management

Healthcare & Science, Thomson Reuters

Emotional vs. Rational: Why Some Messages Work

In today's cluttered media markets, what balance of quality data, awards, and human emotion work best to inform, persuade, and reinforce consumer beliefs and impressions of how well a healthcare provider can meet or exceed their individual expectations? Examine a decision tree for wrestling with this question. Understand the consumer decision/information gathering process based on research.

Gary Mueller

Senior Vice President/Creative Director
BVK

Candace Quinn

CEO, Senior Consultant
Brand + Experience

Interactive Strategies & New Media

Sponsored by Greystone.Net

How Twitter Put a New Hospital on the Map

As a two year old hospital, Progress West HealthCare Center needed to raise name awareness and build patient volumes. Hear how a new marketing campaign leverages two key differentiators (a highly efficient ER and superior communication with patients) and offers a new approach for reaching younger audiences by driving consumers to Twitter for the latest ER wait times.

Julie Bruns, Director, Call Center & Market Research
BJC HealthCare (St. Louis, MO)

Barbara McLaurine

Manager, Marketing & Physician Services
BJC-Progress West HealthCare Center (O'Fallon, MO)

A Website Redesign Based on Value

Cleveland Clinic wanted to improve its Website in a way that would bring value to users and the organization. Behavioral data showed what visitors did, but not their perceptions of the experience. Cleveland Clinic filled this gap with attitudinal data on how well the site met visitors' needs and expectations. Examine the process for establishing goals, measuring progress, and managing to the metrics.

Scott Linabarger

Director of Internet Marketing
Cleveland Clinic (Beachwood, OH)

5:15–6:45P

Opening Reception

in the Marketing Learning Center

8:00–9:15A

General Session

Sponsored by Coffey Communications, Inc.



Health Reform: Off and Running

As the reform debate continues, what's the latest word from Washington? **Kevin Fickenschner** will provide an up-to-the-minute look at the latest developments and what they mean for hospitals and their relationships with patients, physicians, and payers. Join Kevin in examining key aspects of proposed legislation, as well as the status of such features as taxation of benefits, individual and employer mandates, a public option, comparative effectiveness, cost reduction, performance-based payments, and quality and transparency. Hear the implications for healthcare marketers.

Kevin Fickenschner, MD
Vice President, Strategic Initiatives
Dell Perot Systems – Healthcare

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 Marketing Learning Center

9:45–11:00A **Concurrent Sessions**

11:00–11:15A Break

11:15A–12:30P **Concurrent Sessions**

12:30–1:30P Networking Luncheon

1:30–2:00P Dessert in the Marketing Learning Center

2:00–3:15P **Concurrent Sessions**

3:15–3:45P Break in the Marketing Learning Center

3:45–5:00P **Concurrent Sessions**

5:00–6:30P Reception in the Marketing Learning Center

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

Strategic Marketing

9:45–11:00A

Stop Defending Your Turf and Reinvent It!

Re-sort your resources when tasked with doing more with less. Examine the politics and process of conducting a marketing/PR audit to identify best practices; find new ways of saying “no but yes” to demanding stakeholders; uncover potential new win-win partnerships with your foundation, government relations, or other departments; and adapt, reinvent, or restructure to meet current and future needs.

Kathleen L. Lewton, APR, Fellow PRSA, Principal and
Steven V. Seekins, APR, Fellow PRSA, Principal
Lewton, Seekins & Trester

11:15A–12:30P

Marketers Have the Greatest Potential To Lead Disruptive Innovations: Hear How

Of all those involved in healthcare delivery, only marketers are trained to focus intently on the consumer. So, they have the greatest opportunity to help clinicians and other healthcare veterans lead the development of consumer-centric health and healthcare delivery innovations that can position the organization for future success. Examine how Vanguard is doing just that through its Tenzing Health initiative.

Suzanne Towry, Director, Marketing & Communications
Vanguard Health Systems (Nashville, TN)
Tess Coody, Partner and Chief Operating Officer
Guerra DeBerry Coody

12:30–1:30P **Networking Luncheon**

2:00–3:15P

Marketing Niche Products, Affiliations, and Strategic Partnerships

Tufts Medical Center has partnered with area community hospitals to develop and market suburban pediatric specialty centers. Examine the niche campaign, which integrates elements of consumer, internal, and physician marketing. Hear how two separate marketing teams (and brands) collaborated to develop a winning marketing program without muddying their individual brands.

Tim Brennan, Public Affairs & Communications Manager
Tufts Medical Center (Boston, MA)
Dan Dunlop, President & CEO
Jennings

3:45–5:00P

Strategic Marketing Plans: Maximizing Results

Create a fact-based strategic marketing plan that delivers results. Examine the essential steps, including executive interviews; a marketing audit; competitive advertising and positioning analyses; and assessments of business goals, competitive service offerings, and financial goals and expectations. Hear how the knowledge gained can guide resource allocation decisions.

Jill Lawlor
Vice President, Marketing & Public Relations
Cooper University Hospital (Cherry Hill, NJ)
Gabrielle DeTora
Healthcare Marketing Strategist
Gabrielle DeTora Consulting

Customer Communication

Marketing Post-Acute Care Services

The post-acute care industry accounts for billions in healthcare spending. Medical advances, an aging population, and shifts in reimbursement will increase demands on post-acute care providers to demonstrate higher levels of clinical excellence, customer service, and measurable outcomes. Examine how providers are positioning programs, differentiating services, and marketing to referral sources as well as consumers and their families.

Susan Moss
Vice President, Communications
Kindred Healthcare (Louisville, KY)
Daniel Fell, Executive Vice President
Neathawk Dubuque & Packett

Brand Building Through Employee Engagement

Employees can be your best brand ambassadors, delivering on core values at every touch point. Examine innovative, highly successful programs that advance brand strengths and engage employees to live the brand promise.

Lisa R. Hess
Vice President, Marketing and Customer Relationship Management
Lancaster General Health (Lancaster, PA)
Mark Shelley
Director of Marketing and Advertising
Lexington Medical Center (West Columbia, SC)
Lynne Field, Managing Director, Strategy & Engagement
Monigle Associates, Inc.

Fostering Exceptional Patient Experiences

Creating a consistently positive patient experience won't happen by chance. It happens by design. Examine the critical steps for improving the patient experience and achieving a service-centered culture. Learn to assess and improve “quality” from the patient's point of view. Take home ideas for targeted service strategies and action plans that get results.

Kevin Stranberg, Director, Public Relations
Memorial Medical Center (Ashland, WI)
Kristin Baird, President
Baird Consulting

Creative Advertising: Moving Beyond Vanilla

What's the key to advertising that really sets an organization apart from all the others? Examine innovative advertising that pushes the envelope, including some concepts that ended up on the cutting room floor because of client resistance. Hear how forward-thinking work gets sold in other industries, with great results.

Alex Murray, Creative Director
Cows in Trees
Lynda Rudolph, Creative Director & Brand Strategist
Aloysius Butler & Clark Advertising
Phil Smith, Executive Creative
Prairie Dog/TCG

5:00–6:30P **Reception** in the Marketing Learning Center

Physician Strategies

Sponsored by Barlow/McCarthy

Targeted Marketing with the Physician Sales Force

Working together, the Marketing Department and the Physician Relations Sales Force at Alegent Health have shown documented growth in key system initiatives involving the integration of the consumer and the physician. A measurement system documented the growth. Hear how.

Heidi Grunkemeyer

Vice President, Marketing and Communications and

Julie Lambert

Manager, Physician Recruitment and Physician Relations Sales
Alegent Health (Omaha, NE)

Strategies for Consumer Engagement

Sponsored by PhotoBooks, Inc.

What Do E-Patients Want Out of Social Media?

Is your organization looking at social media as a tool to engage consumers? Be one of the first to hear the results of a national survey exploring consumer attitudes towards social media use in healthcare and its impact on consumer behavior and decision making. Based on the research, take away 10 recommendations for Social Media strategy.

Joel English

Managing Director
BVK

Interactive Strategies & New Media

Sponsored by Greystone.Net

Using Market Research to Measure Campaign Effectiveness

M.D. Anderson has successfully deployed a system of Web-based tools to monitor marketing efforts and demonstrate marketing's contributions to demand generation. Through call center tracking, a customer insights search engine, decision profiling, and a marketing ROI tool, documented data show how these actions drive demand.

Cara Zorzi

Manager of Marketing and Customer Research
M.D. Anderson Cancer Center (Houston, TX)

John McKeever

President
Gelb Consulting Group, Inc.

Marketing the Employed Physician Practice

As more hospitals employ physicians, a new responsibility has been added to the marketer's mix...marketing employed physician practices. Examine practical, time-tested solutions to streamline the practice marketing process, maximize your marketing efforts, and get practices the visibility needed for growth.

Teri Cardenas

Senior System Director, Strategic Marketing & Communications
CHRISTUS Health (San Antonio, TX)

Carol Fellin Hemker

Director, Physician Services & Marketing
Christian Hospital/BJC (St. Louis, MO)

Developing Centers of Medical Value in a Global Marketplace

Medical tourism is a growing trend in healthcare. Examine who's traveling for care, where they're coming from, and what they're looking for. Explore key markets for growth, including Canada, the Middle East, and Asia. Develop strategies for attracting profitable foreign patients to your hospital for a positive impact on the bottom line.

Bruce Barwick

CEO
Trigram American, LLC

William Flynn

President
Franklin Street Marketing

Building the Brand from the Inside Out: Creating a Dynamic Intranet

A well designed Intranet can drive brand quality, increase employee efficiency, and decrease communications clutter. Hear how a long-neglected Intranet was revitalized into a vehicle for targeting messages to employees, an internal events calendar, a banner news section, crisis and emergency communications, and a personalizable "My Links" section.

Michael Mozdy, Internal Communications Manager and

Christopher Nelson, Director of Public Affairs
University of Utah Health Care (Salt Lake City, UT)

12:30–1:30P Networking Luncheon

Communication Strategies for Engaging Physicians

Examine a committee structure and supporting tools that promote two-way communication between healthcare executives and physicians, create a participatory environment, and motivate physicians to align with organizational goals. Explore targeted communications, including a weekly video blog and newsletter, and face-to-face approaches, such as town hall meetings, site visits, and more.

Jean Sullivan, Senior Marketing & PR Consultant and

Pam Zippi, Director of Marketing
HealthTexas Provider Network (Dallas, TX)

Engaging Customers through Video

Healthcare marketers are embracing video and rich media content to engage consumers. Examine the keys to producing effective videos, including developing a production plan, preparing staff for the initiative, and creating a professional look without breaking the bank. Explore the benefits of bringing it in-house versus using an outside company.

Seth Young

Web Content Manager
Piedmont Healthcare (Atlanta, GA)

Tom Brand

Executive Director
AVID Design

Communicating Quality: The Consumer's Point of View

Consumer definitions of quality often don't conform with traditional outcome and process metrics. How can quality be defined and communicated from the consumer's point of view? Examine a "question-and-answer" framework that provides meaningful quality information through a Quality Answers homepage and a Cancer Center quality Website.

Jill Austin, Chief Marketing Officer

Vanderbilt University Medical Center (Nashville, TN) and

Cynthia Manley, Assoc. Director for Communications
Vanderbilt-Ingram Cancer Center (Nashville, TN)

Engaging Physicians to Improve the Patient Experience

Seattle Children's has successfully applied the principles of Continuous Performance Improvement to improve clinical care, resident teaching, and research administration. The results? Shorter wait times, and improved quality and engagement scores. Examine success factors, including engaging physician leaders early and staying true to the mantra of "Patients and Families First."

Stephanie S. Axelrod, Administrative Director and

Patrick J. Hagan, President and COO
Seattle Children's Hospital (Seattle, WA)

Personal Health Navigation = Extreme Customer Service

Virtua used Design for Six Sigma processes to evolve its call center into a sophisticated patient navigation service. Through extreme customer service, Virtua ensures an outstanding patient experience from the initial entry point, the primary care office. The outcomes: it builds customer loyalty and captures market share. Hear how.

Tom Bimmer

Six Sigma Black Belt and

Michael Capriotti, MBA

Director, Marketing Communications
Virtua (Malton, NJ)

Using Online Content to Reach a Community One Customer at a Time

Adopt best-in-class online strategies using videos, consumer forums, and social media to drive consumers to your Website. Examine the power of integrating online health content with YouTube, Twitter, and Facebook to elevate your leadership position. Learn how to promote content to position your organization as the "go-to" site for consumers.

Mike Dame

Director of Interactive Media
Carilion Clinic (Roanoke, VA)

Jon Lambert

Director of Client Services, Interactive Solutions
Staywell Custom Communications

8:00–9:15A
General Session



Expanding the Marketing Mix: Integrating the New and the Old
Today's healthcare marketers are balancing the expanding (and low cost) role of the Internet and social media with traditional communication channels. At the same time, dollars are tight and the pressure to produce quantifiable results is growing. Join **Shel Holtz** for a look at how marketers can repurpose and strengthen marketing and customer communications over multiple new channels, and demonstrate the value of these new channels to organizational leadership. View real-world examples of successful online campaigns.

Shel Holtz, ABC
Principal
Holtz Communication + Technology

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

9:30–10:45A

Trimming Budgets without Trimming Results
Marketing departments are being asked to produce more with less, as well as demonstrate why their budgets shouldn't be downsized. Join this interactive discussion with healthcare marketing veterans and take home some great ideas for cost-effective marketing that works. Examine opportunities for trimming fat from budgets, taking advantage of the economic climate to renegotiate strategies, and incorporating non-traditional workforce options.

William R. Gombeski, Jr.
Director, Strategic Marketing
University of Kentucky HealthCare (Lexington, KY)
Una Hutton Newman
Managing Director, Health Care Division
Frederick Swanston Advertising

11:00A–12:15P

Driving Service Line Performance
A balanced scorecard framework applied to a service line can drive improved performance across the organization. Examine a proven methodology for aligning key stakeholders (physician and administrative), monitoring performance (financial, operational, quality, and cultural), identifying strategic initiatives for achieving higher performance, and communicating results to all levels of leadership.

Diana Scalise
Vice President, Planning & Business Development
Fletcher Allen (Burlington, VT)

Customer Communication

Got Creativity? Capture It! Lead It! Sell It!
Marketers excel at marketing organizations, products, services, and experts. But what about marketing yourself and your ideas? Get inspired in this hands-on session! Learn new ways to enhance your own creativity, inspire the creativity of those on your team, and market the marketing function. Take home your own personalized list to get the creative juices flowing.

Rebecca Keightley
Executive Director, Strategic Planning & Marketing
Memorial University Medical Center (Savannah, GA)
Anne West
Principal
Strategic Communication Counsel

Boosting Cardiac Service Line Revenue through CRM and Direct Mail Marketing
CRM can enhance brand awareness, service line performance, cross-selling opportunities, marketing efficiency, and patient and physician recruitment and retention. Learn how to use CRM to identify prospective and existing patients for high-value cardiovascular services and tailor a call-to-action.

Tandi Phillips Musuraca
System Director of Marketing
OhioHealth (Columbus, OH)
Brian Irby
Account Development Manager
CPM Marketing Group

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.

Kriss Barlow, RN, MBA
Principal
Barlow/McCarthy

Terri Goren
Principal
Goren & Associates

Arthur Sturm
President & CEO
SRK



Physician Strategies

Sponsored by Barlow/McCarthy

Branding Advantages in Physician Recruitment

Many organizations recognize the significant impact branding can have on physician recruitment. By creating organizational awareness within the physician marketplace, this baseline more quickly triggers prospect recognition and response. Examine marketing's role, as well as how to measure results.

Diane Huggins

Vice-President, Corporate Communications
and

Beth Wright

Director, Marketing Services
LifePoint Hospitals (Brentwood, TN)
Allison McCarthy, Principal
Barlow/McCarthy

Strategies for Consumer Engagement

Sponsored by PhotoBooks, Inc.

Fighting Childhood Obesity with 8 Healthy Habits: A PR Success Story

Research led to the development of a Care Process Model that became the foundation for an evidence-based marketing strategy leading to a powerful public relations campaign. Hear how the campaign has inspired politicians, the media, schools, and physicians to get involved. Examine future opportunities through viral marketing and social media.

Terry B. Behunin

Senior Director of Marketing
Intermountain Healthcare (Salt Lake City, UT)

Gayle Wilson-Steele

Founder and CEO
Health Media Syndicate

Interactive Strategies & New Media

Sponsored by Greystone.Net

Monitoring Social Media: Crisis Communications

Today, there are a host of free and easy methods for monitoring the blogosphere, podosphere, and other social media channels. Examine how to use social media — such as blogs, podcasts, and other tools — to help your organization through a crisis. Social media also can initiate a crisis; understand how to address it effectively.

Shel Holtz, ABC

Principal
Holtz Communication + Technology

Hardwiring Referral Development Best-Practices

Carilion Clinic has achieved tangible results by integrating referral development activities with the strategic marketing plan and creating a comprehensive program. Examine actionable ideas and implementation advice about infrastructure development, goal prioritization, performance measurement, value-added services, and lessons learned.

Deborah B. McCraw

Director, Market Planning
and

Page Pace

Director, Physician Marketing & Referral Development
Carilion Clinic (Roanoke, VA)

Market Research: Something New, Something Old, Something Borrowed

With the proliferation of mobile technology and social networks, 'how' we reach and engage consumers in market research is changing at a fast pace. Examine the latest and greatest analytical techniques. Get answers to such questions as: How do we conduct a long image survey via cell phone? Do focus groups work online? Are land line phone surveys still representative? And more! Join this interactive session.

Robert Klein

President
Klein & Partners

Social Media: The Evolving Patient/Physician Connection

Getting physicians to recognize, and embrace, the shift to social media may not be easy. Examine proven examples of how social media can be used to strengthen patient and physician interactions, the value of different outlets, and tactics for obtaining buy-in from physicians and other staff.

Stephanie Cannon

Director, Web Communications & eBusiness
Nationwide Children's Hospital (Columbus, OH)

Elizabeth Scott

President & Principal Consultant
Raven New Media & Marketing

Special Workshop Sessions

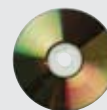
Advance sign-up for workshop sessions is required, although there is no extra charge. Please see Registration Form.

Brand Strategy Boot Camp

With empowered consumers and increased competition, branding is becoming an increasingly critical strategy for healthcare organizations. Yet very few embrace branding in a strategic way, and those who do often have trouble making it stick. If you're contemplating a brand strategy for your hospital, this is the workshop for you! Hear how to build a case for building your brand, why leadership involvement is essential, and what challenges and pitfalls you're likely to face. You'll also learn a six-step process to guide you through the brand strategy development process, as well as how to measure the results of your branding efforts.

Chris Bevolo

President
Interval



Listen and Learn

Concerned about missing out on sessions you can't attend? 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 \$95 for Forum attendees and \$350 for non-attendees, you won't want to miss this valuable resource. Order today on the Registration Form, or by calling 312-440-9080, x 23.

Visit the Forum at www.healthcarestrategy.com to register online.



Forum Highlights

inGAGE ME!

Wednesday, April 14

4:00–5:15P

Steve Cook

Chief Marketing Officer
and

Bob Isherwood

Chief Creative Dude
i.e. healthcare



Join marketing visionaries **Steve Cook** and **Bob Isherwood** for an entertaining look at customer engagement strategies from some of the world's best known brands. Steve and Bob bring impressive consumer branding and marketing credentials to i.e. healthcare, where they seek to innovate consumer engagement in health and healthcare.

Steve was formerly Chief Marketing Officer for Samsung North America and Global Vice President for Strategic Marketing & Innovation for Coca-Cola. He has led business-to-business as well as business-to-consumer marketing and has run and grown a number of leading iconic, image-based brands. Steve started his Brand Marketing career with Procter & Gamble.

Bob served as Global Chief Creative Officer for Saatchi & Saatchi advertising for 12 years. There, he oversaw communications ideas created for some of the world's major corporations, including Procter & Gamble and Toyota. Bob is a member of the Clio Hall of Fame and serves as Creative Chairman of the International/UN Initiative on Climate Change.

Health Reform: Off and Running

Thursday, April 15

8:00–9:15A

Kevin Fickenscher, MD

Vice President, Strategic Initiatives
Dell Perot Systems – Healthcare



Start your day right! **Kevin Fickenscher, MD**, one of the nation's visionary leaders in healthcare, provides a down-to-earth look at the latest developments in the health reform debate. Kevin, a physician executive and leader with extensive experience in strategic and operational development with complex healthcare organizations, is a regular participant at the national level in discussions, debates, and presentations related to the future of the U.S. healthcare system.

Expanding the Marketing Mix: Integrating the New and the Old

Friday, April 16

8:00–9:15A

Shel Holtz, ABC

Principal
Holtz Communication + Technology



Back by popular demand! Communications expert and internationally acclaimed speaker **Shel Holtz** leads this dynamic look at integrating online and traditional marketing strategies — and demonstrating the value to leadership. Shel has helped a variety of organizations, inside and outside of healthcare, strengthen their communications strategies. He is the author or co-author of six books on communication, blogs about communication regularly at blog.holtz.com, and co-hosts the longest-running communication-focused podcast, "For Immediate Release."

Thomson Reuters Sunrise Networking Breakfast

Thursday, April 15

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. ROI Realities
- II. Branding Strategies
- III. New Media vs. Traditional
- IV. Service Line Strategies
- V. Physician Strategies

Networking Luncheon

Thursday, April 15

12:30–1:30P

Reconnect with old colleagues and make new connections while discussing the issues that matter to you. Informal discussions will be organized topically, and facilitated by recognized leaders in the field.

If you are interested in leading a networking discussion, e-mail the Forum at jpense@healthcarestrategy.com, or call Jen Pense at 312-440-9080, ext. 23.

The Marketing Learning Center

The Marketing Learning Center offers the opportunity for hands-on experience with the newest and best marketing technologies and services, featuring demonstrations hosted by the nation's leading marketing technology and service firms. The Learning Center is designed to help you "demystify and distinguish" so that you can make informed decisions for the future. If you need a little extra encouragement, food and drink will be provided!

The Forum Has Gone Green!

The Forum for Healthcare Strategists wants to help keep our planet healthy and safe, so our conferences have "gone green." Our efforts to deliver an exceptional conference, while remaining friendly to the environment include:

- Electronic submission of Call for Speakers
- Online access to conference handouts, as well as Attendee and Faculty Lists
- Drop-off bins at the Registration desk for recycling attendee name badges
- An electronic Overall Forum Evaluation following the conference
- Large spring water coolers, rather than individual plastic bottles
- Recycling — bins for recycling bottles, cans, and paper will be located throughout the meeting space

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CPM Marketing Group, headquartered in Madison, Wisconsin, is the leader in healthcare relationship management, communication technologies, data management and prediction technologies. Our mission is to help hospitals understand the value of Relationship Management, the strategic value of data and its role in your marketing initiatives. Over the past 20+ years, we have built a reputation on providing real, measurable value to our hospital clients, helping them meet their business goals.

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.



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Details

Car Rental

Special meeting rates are available through Avis Rent A Car's Meeting Reservation and Information Desk at 800-331-1600. Mention the group number **J948529**.

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 conference, 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. **Please note your ACHE affiliation on the Registration Form.**

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 x 23.

InterContinental Buckhead



The official hotel for the Forum is the **InterContinental Buckhead**. The InterContinental Buckhead sets new standards of luxury with international flair and southern elegance. InterContinental Buckhead is in the heart of Buckhead's thriving business and shopping districts and provides easy access to attractions such as the Georgia Aquarium, the High Museum of Art, the New World of Coca-Cola, and the CNN Studio Tour. The hotel also features a first class fitness center and spa.

To make reservations, call the hotel directly at **877-422-8254**, and identify the meeting as the "Customer Based Marketing Strategies Forum" to get the special rate of **\$209** single/double. Note: The sleeping room rate includes high speed Internet access.

Be sure to make your reservations by **Monday, March 22, 2010**. 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



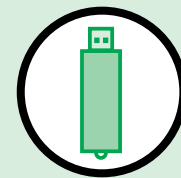
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Visit the Cyber Café, sponsored by **CPM Marketing Group, Inc.**, and stay in touch with home and work.



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



Access Handouts 24/7

Receive a flash drive on-site with all of the conference handouts.

Fifteenth National Forum

Customer Based Marketing Strategies

April 14–16, 2010
InterContinental Buckhead
Atlanta, GA

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

- Wednesday, April 14**
The Chief Marketing Officer's
New Strategy Agenda
(Feinberg/Teach/Marlowe)

Special Workshop Sessions

- Friday, April 16**
 Ideas Into Action (Goren/Sturm)
 Brand Strategy Boot Camp (Bevolo)

Thomson Reuters Sunrise Breakfast Thursday, April 15

- Please check the breakfast you plan to attend. Choose only one!
- ROI Realities
 Branding Strategies
 New Media vs. Traditional
 Service Line Strategies
 Physician Strategies

Cancellation Policy

The Forum guarantees a refund, less a \$150 administrative fee, if written notification is received on or before March 5, 2010. Verbal cancellations are not accepted. Cancellations received after March 5, 2010 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.

4 Registration Fees

Early rates are available if the registration form with full payment is received by **Friday, March 5, 2010**. 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	Regular
	received by 3/5/10	received after 3/5/10
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-Forum Strategy Sessions

Servicing Your Service Lines	\$95 _____	\$125 _____
Social Media: Connecting for Results	\$95 _____	\$125 _____
Marketing To, With, For Physicians	\$95 _____	\$125 _____

CD-ROM of Audio/Handouts

- _____ \$95[†] for Attendees
_____ \$350[†] Non-Attendees
[†]includes shipping/handling

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

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Chicago, IL 60611

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