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Enhancing Healthcare  
Through Today's Internet

staywellcustom  
COMMUNICATIONS

In cooperation with:

CareTech Solutions  
Element 115.Net / FatWire Software  
Private Health News  
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AVID Design, Inc.  
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Forum for Healthcare Strategists

13TH ANNUAL

# HEALTHCARE INTERNET CONFERENCE

THE PERFORMANCE EDGE

November 2-4, 2009

CAESARS PALACE®

Las Vegas, NV

## THIS YEAR'S CONFERENCE OFFERS:

- 30 Best-Practice Case Studies
- Keynote Presentations by
  - ✓ Mayo Clinic
  - ✓ Sharp HealthCare
- Sessions on the Use of Personal Health Records, Patient Portals and Integration with EMRs including two special sessions on:
  - ✓ NewYork-Presbyterian Hospital's use of Microsoft's Health Vault
  - ✓ Lucile Packard Children's Hospital's use of Google Health
- Sessions Highlighting the Effective Use of Social Media
- Sessions on How to Measure and Report ROI

# 13th Annual Healthcare Internet Conference

## Why It's Important That You Attend!

In tough economic times, it's even more dangerous to fall behind on Web strategy and development. Attending this year's conference will allow you to:

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

## Who Should Attend?

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

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

## An Unparalleled Opportunity

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

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



## CAESARS PALACE Las Vegas, NV



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

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

To make reservations, call Caesars directly at **(866) 227-5944**, and identify the conference as the "Healthcare Internet Conference" to receive the special rate of \$149 (Roman Tower); \$189 (Forum Tower); or \$209 (Palace Tower). These special rates are only guaranteed until Friday, October 2, 2009. Please note: the meeting rooms are in the Palace Tower, so the Palace Tower rooms are closest to the meeting space. You will be required to guarantee the reservation with a major credit card.

Be sure to make your reservations by **Friday, October 2, 2009**. 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!



### Hotel Highlights

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



Monday, November 2, 2009

## 2009 Client Conference

**Greystone.Net**  
and  
**StayWell Custom  
Communications**  
Client Conference

greystone.net



staywellcustom  
COMMUNICATIONS

**The joint Client Conference will be held at Caesars on Monday, November 2, 2009.**

**The client conference features speakers from Greystone.Net and Staywell Custom Communications on a variety of topics including social media, strategic plan implementation, and content integration strategies.**

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

Visit [www.greystone.net](http://www.greystone.net) and [www.staywellcustom.com](http://www.staywellcustom.com) for more information or register online at [www.healthcarestrategy.com](http://www.healthcarestrategy.com).

9:00am - 5:30pm Registration

2:30pm Conference Commences

2:30 - 3:45pm

### ***Why Social Media are Essential to the Future of Healthcare Marketing***



**Lee Aase**

From Facebook to YouTube to Twitter to blogs, interest in social media among healthcare marketers has grown explosively. And while more than 300 hospitals have some level of official social media involvement, thousands more have yet to join the conversation. Many have met as-yet-insurmountable internal obstacles, ranging from HIPAA concerns to lack of a compelling value proposition to generalized risk aversion. Others have dipped their proverbial toes in the social media water, but have been unable to develop broad-based programs.

Lee Aase, Mayo Clinic's manager for syndication and social media, will highlight growth in healthcare social media usage and the reasons why it will – and must – accelerate. Mayo Clinic's philosophy and extensive experience in social media will be shared, as well as examples of other healthcare providers that are using social tools effectively. Lee will show how Mayo and others have overcome barriers and objections, inspiring you to dream about how you can use social media productively and offering a roadmap for how you can begin to realize your vision.

#### **Lee Aase**

Manager, Syndication and Social Media  
Mayo Clinic

4:00 - 5:00pm

Concurrent Sessions

**Using Video to Engage Customers Across Traditional and Social Media Channels**

This presentation will detail a healthcare system's use of video to engage customers on the Web and via social media. This best-practices presentation will highlight Wellmont Health System's successful use of both professional and in-house video. Participants will learn how Wellmont has integrated video into its Web site, social media channels, employee newsletter, online newsroom, physician directory and patient e-newsletters. This session will provide concrete steps to incorporate video into marketing initiatives on any budget.

**Patrick Kane**

Senior Vice President of Marketing Communications  
and

**Amy Stevens**

System Director of Marketing Communications  
Wellmont Health System

**Maximum Impact, Minimum Dollars**

With fewer dollars to spend, marketers have to be smarter and reassess how they allocate resources. Are you getting the most bang for your marketing buck? Learn how two hospitals integrated e-CRM tools with traditional media to create award-winning campaigns that engaged consumers and referring physicians, increasing volume and loyalty with measurable results for Cardiology and Women's and Children's service lines.

**Robyn Boniewicz**

Program Manager,  
Women's and Children's Services  
AtlantiCare

**Susan Emerson**

Area Vice President of Business Development  
Private Health News

**Michelle Hornberger**

Chief Strategy Officer  
Crittenton Hospital Medical Center

**An Enterprise Approach to Physician Web Search Development: Issues and Best Practices**

The University of Rochester Medical Center realized its physician Web search and print directory were burdened by inaccurate data, manual update processes, inconsistent and internally-focused terminology, subjective inclusion and ordering criteria, and conflicting internal expectations. Sound familiar? In this session, explore the issues (organizational, political, legal, and technical) and best practices involved in taking an enterprise-wide, data-driven approach to physician Web search, and examine the cases for and against print directories.

**Mike Thibault**

Lead Application Programmer  
University of Rochester Medical Center

**A Roadmap to Successfully Migrating Content into a New Content Management System**

As more and more information is added to your Web site, you may find the need to utilize a content management system (CMS) to effectively organize and display your content, including media, documents, and external links. Whichever CMS vendor you choose, maintaining a detailed content inventory of your current site content and preparing for content migration, with existing or new information architecture, are essential steps to a smooth transition. Defining the budget and making launch date commitments can be daunting given the scope of the content migration task. Through a detailed case study, we will describe the planning, preparation and implementation methodology needed for successful content migration into a new CMS.

**Rebecca Steurer**

Content Manager  
Northwestern Memorial Hospital

**Erin McKasson**

Information Architect & Content Migration Specialist  
Element115.Net

5:15 - 6:45pm Opening Reception Sponsored by Element115.Net / FatWire Software

7:00am - 5:00pm Registration

7:15 - 7:45am Continental Breakfast

7:45 - 9:00am

***The Politics of Healthcare – Public Opinion Meets Public Policy***



**Mark Allen**

Everyone agrees that healthcare reform is needed, but no one can seem to agree on what shape that change should take. For all the talk in Washington there has been little action, and there is probably no other issue in which public opinion so directly affects public policy. We welcome Mark Allen, a pollster with over 15 years of healthcare experience, to share his insights on the direction that healthcare reform will take under President Obama.

**Mark Allen**

AmericanPublic.us

9:00 - 9:45am Break in the Learning Center

9:45 - 10:45am

Concurrent Sessions

## Digital Marketing: Why Style and Substance Should Go Together Like Marketing and IT

Explore a formula for achieving that optimum balance in a health system Web site – captivating the consumer's attention with the latest digital fad, plus a solid foundation of substance to keep them coming back. The key is leveraging technology to achieve marketing objectives – which is possible with tight alignment between Marketing and IT. Podcasts, flashy videos and Twitter have a role – as long as they're backed by strategies that deliver results. That's having it all – the "fun" AND the fundamentals.

### Lannie C. Byrd

Web Center Director  
University of Arkansas for Medical Sciences

### Chris Catalo

Director, Web Products & Services  
CareTech Solutions

## Washed Away: How the Internet Helped Save an Institution

Sometimes change happens slowly, and sometimes it crashes into an organization with the fury of a hurricane. In September 2008, tidal surge from Hurricane Ike swamped the campus of the University of Texas Medical Branch, the state's first medical center. Flood waters destroyed its hospitals and damaging winds shut down an extensive network of clinics. The Internet played a critical role in connecting with staff and patients – and ultimately, in recovery. Hear what worked and what didn't, and the surprising ways the Web helped a century-old institution reinvent itself.

### E. Pep Valdes

Web Director  
University of Texas Medical Branch

## Taking the EMR Beyond the Hospital's Four Walls Delivers Improved Patient Safety, Productivity & Physician Satisfaction

To address demands from community physicians to connect their ambulatory EMR systems to hospital data, Intermountain Healthcare implemented a scalable system that interfaced results and text reports directly into the practices' EMR systems and works as a reports portal for practices without an EMR. The solution enhances physician relationships, reduces staffing demands, provides near real-time data from the hospital to practice EMRs, reduces paper and waste, and ultimately allows for enhanced patient care and safety.

### Ryan Smith

Assistant Vice President, E-Business Services  
Intermountain Healthcare

## Where the Larger Social Media Opportunities Are to Be Found For Healthcare Organizations

Although social media is now an established channel for both community and communications, understanding how best to leverage it for measurable healthcare marketing and service provision has eluded most organizations. This presentation will walk attendees through Planned Parenthood's early forays into social media and the ultimate realization that the organization needed to blaze a trail of their own.

### Tom Subak

Vice President, Online Services  
Planned Parenthood Federation of America

11:00am - 12:00pm

Concurrent Sessions

## Think Before You Do: Building Conversion-Driven Web Sites That Make Money

Web sites are like Las Vegas casino-resorts: the most popular and profitable ones were completely planned and developed to be fully integrated destinations that keep visitors engaged, active, and onsite – before they were built. Explore this concept – and the importance of goals and conversions – in detail while relating it to The Bonati Institute's complete redesign of their Web site.

### George Thorry

Director of Marketing & Patient Services  
The Bonati Institute

### Tom Brand

Executive Director  
AVID Design

## Drive a Great Brand from the Inside Out: Creating a Dynamic Intranet

A well-presented Intranet can drive brand quality, increase employee efficiency, and decrease communications clutter. In late 2008, the Office of Public Affairs took responsibility for the long-neglected University of Utah Health Sciences Intranet and built a new Intranet portal. The new site contains a vehicle for targeting messages to employees, an internal events calendar, a banner news section, crisis and emergency communications, gadgets that interface with other Web applications, and a personalizable My Links section.

### Michael Mozdy

Internal Communications Manager  
*and*

### Christopher Nelson

Director of Public Affairs  
University of Utah Health Care

## A Teaching Hospital's Evidence-Based Google Health Implementation

Lucile Packard Children's Hospital at Stanford is the first Children's Hospital to partner with the Google Health personal health record. The obstacles, decision points and benefits of implementing this new system and the impact it has on patients as well as providers' work flow will be shared. Also provided will be lessons learned around what information can be shared with patients and legal issues that arise in this new field of Health IT.

### Dan Imler, MD

Physician Lead for Web Informatics  
*and*

### Chris Longhurst, MD

Medical Director of Clinical Informatics  
Lucile Packard Children's Hospital at Stanford University

## Wired for Health: Digital Trends and the Evolving Patient/Physician Relationship

Health information technology and the Internet have created drastic shifts in how consumers and physicians gather health and medical information to make clinical and treatment decisions. It is no longer a question if the market is using these tools but rather a discussion about the frequency, engagement, and offline impact. This session will discuss the shift in how physicians communicate, current adoption rates to technology, the barriers to adopting technology, and how the Internet is changing the patient/physician dialogue. The insights offered in this session are based on ten years of research studies conducted by Manhattan Research with over 100,000 U.S. adults and 40,000 practicing physicians.

### Mark Bard

President  
Manhattan Research

10:45 - 11:00am Break

Noon - 1:15pm

**Luncheon**

**Hospitals, Crises, and Web 2.0**



**Shel Holtz**

The nature of crises, and how organizations respond to them, has been irrevocably changed by the meteoric rise of social media. Virtually every citizen is a prospectus photojournalist with cameras in their cell phones. Tweets and other micromessages amplify and accelerate the spread of a story, along with the reactions of a risk-averse public. Boycott sites on Facebook can attract hundreds of thousands of activists. In this dynamic session, communications expert Shel Holtz will explore the way crises unfold in the social media era, the unique positions in which hospitals can find themselves during a crisis, and the new models of communication required to come out on top.

**Shel Holtz, ABC**

Principal  
Holtz Communication + Technology

1:30 - 2:30pm

Concurrent Sessions

**When “Do It Yourself” Doesn’t Get It Done**

Finding – and maintaining – the skill sets necessary to launch and run a truly effective Web strategy is a challenge. Often traditional marketing staffs aren’t able to cross the chasm, and too often, the IT staffs are consumed with clinical applications and other requirements. Some are finding that the right answer is outsourcing – not just the technology platform, but the unique expertise required to have a “best in class” Web strategy. Discuss new emerging models and how they address these challenges.

**John Eudes**  
Co-Founder  
*and*  
**Neal Linkon**  
Senior Vice President  
Greystone.Net

**Communicating Quality from the Consumers Point of View**

Many consumers do not define quality by traditional healthcare quality outcomes and process metrics. How can quality be defined and communicated from the consumer’s point of view? This session will look at a question-and-answer framework that provides meaningful quality information to consumers through a case study of Vanderbilt Medical Center’s Quality Answers homepage and Vanderbilt-Ingram Cancer Center’s quality Web site.

**Jill Austin**  
Chief Marketing Officer  
Vanderbilt Medical Center

**Cynthia Manley**  
Associate Director for Communications  
Vanderbilt-Ingram Cancer Center

**Connecting the Dots: Getting a Handle on Content Using Just-the-Right Mix of Marketing, IT, and Project Management**

Getting, and keeping, marketing plugged-in to the organization is no small feat. Learn how one organization is using marketing, IT, and project management to establish trusted data sources, both electronic and manual, throughout the organization and to keep the information flowing. Learn about project management processes, tools, and techniques from a certified project manager, receive template versions of information plans and other documents, and tour a Microsoft SharePoint-based project management information system (PMIS).

**Hartman Holliman**  
IT Project Manager  
University of Mississippi Health Care

**Super Size Your Web Site (But Not Your Staff or Budget!)**

Children’s Hospital & Medical Center in Omaha shows how a one-person Web team can make a defining difference in an organization’s quest to become more. This presentation will show five executable ideas used to transform a dismal Web site into a vibrant marketing tool respected internally and emulated by others. You will learn how to use limited resources strategically to make a significant impact – with a little help from a few friends.

**Martin Beerman**  
Vice President of Marketing and Community Relations  
*and*  
**Brad Shaink**  
Web Development and Strategy  
Children’s Hospital & Medical Center

3:15 - 4:15pm

Concurrent Sessions

**e-Connectivity in the Physician's Office Enriches Care Delivery**

LoCicero Medical Groups' embracement of HIPAA-compliant online services is a real-life testimonial of Web information exchange augmenting operations to increase patient safety, chronic care management, improved workflow and productivity, convenience, and stronger patient connections. Consequential is the low-cost Web Visit consultation providing monitoring support for Weight Management Program enrollees and providing care to patients with common ailments. Trends, greatest care areas of impact, and revenue and savings gains are revealed congruent with care delivery goals.

**Nicholas Galantino**  
Office Administrator  
LoCicero Medical Group

**Gregory White**  
Executive Marketing Director  
RelayHealth

**Crawling through Glass: How a Unique Organizational Structure (Finally) Resulted in Success for One Web Team**

In April 2009, UT Southwestern successfully redesigned its consumer Web site. But during its seven-year history, the Web Services team reorganized five times, had nine different direct and dotted-line reporting relationships, lost half of its team, and added seven new members in 12 months. The team leaders will rip off the bandages, show their battle scars, and describe how three important changes to the organizational structure helped them achieve success and improve the Web culture.

**Tom Mathews**  
Assistant Director of Technology, Web Services  
*and*

**Lorie Robinson**  
Assistant Director of Product Management, Web Services  
UT Southwestern Medical Center

**Re-centralizing Your Decentralized Web Site: A Case Study in Improving Web Usability**

MUSCHHealth.com has over 30,000 pages. In 2002, a CMS was implemented and the authorship of the Web site was decentralized, with over 200 users. As a result, the content and graphic presentation on MUSCHHealth.com became unruly. Web authors with a lack of experience in Web writing, marketing, or technical skills became a support nightmare. Learn how the content and architecture of the site were re-centralized, and how the same mistakes will be avoided in the future.

**Christine Gainer**  
Web Content Developer/Trainer  
*and*

**Kim Haynes**  
Web Resources Manager  
Medical University of South Carolina Hospital

**Quick, Effective Mobile Site Creation**

Creating a mobile site requires special design considerations due to mobile device characteristics. Not all content and applications are directly portable to a mobile site. Community Health Network's team was surprised to discover that, even with device constraints, an effective mobile site was able to be built quickly. In this presentation, considerations for designing a mobile site as well as the techniques used will be discussed.

**Michael Fisher**  
Senior Web Developer  
*and*  
**Dan Rench, RN, MS, MBA / EB**  
Vice President, e-Business  
Community Health Network

4:30- 5:45pm

**5 Principles to Survive 6 Product Launches in 12 Months**



**Kelly Faley**

In the last year, the Web team at Sharp HealthCare implemented a new content management system; developed and launched a microsite in support of Sharp's newest hospital facility; re-launched Sharp.com and Sharpenespanol.com with a new look-and-feel and new content architecture; designed and developed a patient portal; implemented an aggressive SEO campaign; and implemented a comprehensive social media strategy.

Hear how the Web team gained internal support to take on these resource-intensive and highly visible projects. Learn the 5 Guiding Principles they used to achieve success and the secret to maintaining sanity!

**Kelly Faley**  
Director, Marketing Technology  
Sharp HealthCare

7:45 - 8:45am

**Launching the New Era of Health Connectivity: How NewYork-Presbyterian and Microsoft are Pioneering a New Model of Patient Centered Information Access and Sharing**



**David A. Feinberg**



**Grad Conn**

It's a radical but powerful concept. The patient owns their data; not the Hospital, not the Doctor, but the patient. This requires a new model for patient centered access, education, and sharing among all involved. NewYork-Presbyterian Hospital is the first hospital in the world to use Microsoft Amalga and HealthVault to create an innovative portal, myNYP, that provides a low-cost way for patients to see and understand their data and share it with family, physicians, institutions, and caregivers. We will share how this was done and how you might apply this approach to your institution.

**David A. Feinberg**  
Vice President, Marketing  
NewYork-Presbyterian Hospital

**Grad Conn**  
Senior Director, Health Solutions Group  
Microsoft Corporation

9:00 - 10:00am

Concurrent Sessions

**Would Your Web Site Receive a Clean Bill of Health? Tips for an Online Tune-Up**

Maintaining an error-free Web site can be vital to the way consumers perceive your organization. How healthy is your Web site? Learn how one hospital applied basic maintenance tools to its site to eliminate human errors, broken links, malfunctioning applications, and avoided the possibility of a damaged reputation. Learn how an easy, ongoing online check-up can save your organization's standing, ensure your site is accessible to disabled users, and keep it in tip-top working order.

**David Bennett**  
Vice President, Interactive Solutions  
StayWell Custom Communications

**Anatomy of a Medical Center Web Team**

Join us for a panel discussion with three academic medical Web centers willing to share the nitty-gritty of what makes a good Web team. Topics covered will include: challenges faced by Web teams, team roles, working with marketing and IT, and the future of Web work. Audience participation is encouraged, so bring your own questions to ask the panelists.

**Ed Bennett**  
Director, Web Strategy  
University of Maryland Medical System

**Drew Diskin, MS**  
Director of Interactive Marketing & Web Strategy  
University of Pennsylvania Health System | Penn Medicine

**Bart Hubbard**  
Associate Director of Web Production  
Duke Medicine

**Who Let the "Docs" Out?**

Faced with the need to launch a physician clinic brand as a subset of a strong healthcare system brand in a highly competitive market, Alegen Health chose to put its physicians "front and center" and in the everyday lives of consumers through the creative use of social media. Hear the lessons learned.

**Heidi Grunkemeyer**  
Director of Marketing  
*and*  
**Amy Protexter**  
Senior Vice President and Chief Marketing and Communications Officer  
Alegen Health

**Impactful Usability: ROI, Your Budget, and You!**

While improved usability can enhance the overall quality of care, level of service, and make for happier Web site visitors, benefits can also be gained in cost savings, increased revenue, and the departmental budget. To realize these benefits, Methodist Le Bonheur Healthcare's Web group examined usability issues on their Web sites using heuristic evaluation and user-testing methods. The study provided the foundation to apply the results and positively affect the bottom line.

**Roc Johnson**  
Director, Web Services  
*and*  
**Greg Jordan**  
Manager, Web Development  
Methodist Le Bonheur Healthcare

10:30 - 11:30am

Concurrent Sessions

## **Social Media: The Myths, The Realities, and What You Can Do In One Day**

Getting your organization involved in social media may seem like a daunting task. But, if you look beyond the preconceptions, you can become part of the conversation in just one business day with less than one hour per week of maintenance. Cooper University Hospital shares some unique ways they are utilizing social media for internal and external communications as well as what has worked and what hasn't.

**Andy Gradel**  
Internet Marketing Manager  
and

**Jim Kettinger**  
Web Developer  
Cooper University Hospital

## **No Butts About It: Web-Centric Ad Campaigns = Success**

Colonoscopies were the focus of one hospital's multi-faceted ad campaign to drive gastroenterology business through their Web site. Efforts gave consumers the message that colon cancer screening saves lives, and motivated them to request a colonoscopy online. The bottom line... increased business to gastroenterologists on staff plus a public service campaign to raise awareness of a silent killer. Hear how Hendricks Regional Health designed a marketing plan including traditional and innovative approaches around a common online call-to-action.

**Carrie Meyer**  
Public Relations Coordinator  
and

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

## **TMI on the ROI: How Internal Video Production Increases Patient Referrals, Employee Satisfaction, and Revenue**

In this economy it is more important than ever to show an ROI. External video production companies charge a fortune and force you to give up creative control. Solution: do it yourself! From the healthcare system that produces its own video newscast, see how INTEGRIS Health produced videos that bring in patients and remind our employees why they work in healthcare.

**Brad Bishop**  
Video Specialist  
INTEGRIS Health

## **Ending Micro-Site Mania: Making the Case for a One-Site Strategy**

This presentation will demonstrate how one site can be the most effective strategy to achieve organizational, brand, and Web site goals. Seattle Children's established a broad new strategic plan in 2006. The plan called for active promotion and management of the brand, and ultimately led to the development of a new brand strategy, Web strategy, logo, name, and Web site. The new site consolidated 23 micro-sites into a single unified site.

**Stephen Halsey**  
Web Services Manager  
and

**Chris Tobey**  
Creative Services Director  
Seattle Children's

11:30am - 12:45pm

## **Tenth Annual eHealthcare Leadership Awards Presentation**



**Mark Gothberg**

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

**Mark Gothberg**  
Editor  
*eHealthcare Strategy & Trends*

1:00 - 2:00pm

Concurrent Sessions

## Medical iPhone Applications

This presentation will discuss the latest medical iPhone applications and whether these applications can assist caregivers. New iPhone applications are being developed at an increasing rate and some of the applications can be used right at the point of care for patient education.

### Bruce Blausen

President & CEO  
Blausen Medical

## Connecting Physicians and Patients on the Web

Patients depend on the Web to research and connect with doctors. But proving the value of the Web to physicians isn't always easy. The online patient experience will be discussed and insights will be shared as to how to help physicians understand the value the Web offers. A case study featuring usability research results will demonstrate how potential patients search and interact with doctors online and provide tips to improve task completion on your Web site.

### Ken Croken

Vice President of Corporate Communications and Marketing  
Genesis Health System

### Ben Dillon

Vice President and eHealth Evangelist  
Geonetric, Inc.

## Other Details

### Departing Flights

Below are a sample of Wednesday afternoon departures – from Las Vegas – that will allow you to attend the entire 13th Annual Healthcare Technology Conference and still get home Wednesday night. From Las Vegas to:

- New York JFK – 3:45 pm – Delta
- Baltimore – 3:40 pm – American
- Atlanta – 2:50 pm – Delta
- Cleveland – 2:25 pm – US Airways
  
- Chicago – 5:10 pm – American
- Minneapolis – 4:15 pm – Delta
- Kansas City – 4:30 pm – United
- Dallas – 2:52 pm – Continental
  
- San Francisco – 4:30 pm – United
- Portland – 6:00 pm – Frontier
- Seattle – 4:30 pm – United

Schedule as of July 6, 2009. *Departure times may change.*

### ACHE Category II Eligible

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

2:00pm Conference Adjourns



Make plans to attend next year's conference November 15-17, 2010 at Caesars Palace in Las Vegas, Nevada!



# Sponsors

## Sponsors of the 13th Annual Internet Healthcare Conference



Greystone.Net is an Internet consulting company that provides a wide range of services to help organizations improve the performance of their Web sites. Services include Internet strategic planning, Intranet strategic planning, benchmarking and peer comparisons, graphic redesign, Web site assessments, search engine marketing, search engine optimization, social networking strategic planning, and persuasive architecture consulting for improved Web ROI. Over the past 12 years, Greystone.Net has assisted more than 200 hospitals, health systems and physician group practices with their Internet needs.



StayWell Custom Communications is the leader in custom health content solutions delivered via a variety of sophisticated technology platforms. Our interactive offerings include robust web platforms, online health libraries, e-mail marketing programs, and an extensive range of multimedia tools including video, podcasts and animations. The company serves hundreds of clients representing several channels in the healthcare industry: hospitals and health systems; health plans; employers; and retail organizations. StayWell Custom also offers a comprehensive range of print and print/interactive integrated solutions to meet a broad range of clients' marketing and communication needs.

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### In cooperation with:



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



CareTech Solutions, Inc., is uniquely positioned within the healthcare industry to support your Web initiatives. In addition to Web Products and Services, we also host and manage complete IT requirements of hospitals and health systems. Healthcare organizations throughout the United States have entrusted us with their critical information technology infrastructure, hosting hospital clinical applications, e-commerce, and Web content management and portals.



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



AVID Design partners with hospitals and healthcare systems to design and develop custom integrated online marketing strategies. AVID's programming, graphic, writing and video production teams deliver award-winning Websites, content management systems and development (SEO, SEM and PPC), online video and rich media, Web 2.0 and social media, assessments and more.



Since 1992 PhotoBooks has provided clients with customized solutions to their web site and directory needs. We offer a wide variety of services, from photo directories to specialized healthcare content management systems. As the needs of our clients grow and evolve, so do our products. PhotoBooks combines the best of personalized customer service with cutting-edge technology and is a proven provider of award winning print and online solutions.



Element115.net is an eHealth solutions company focused on CMS technology and marketing strategies. Using FatWire Content Server, Element115 provides a solution for consumer and internal web sites (and portals) called eHealth Accelerator. FatWire Software is known for its best-in-class web experience management (WEM) and Element115 provides consulting, strategy and deployment of content management systems. For more information please visit [www.element115.net](http://www.element115.net).

# Conference Schedule At-A-Glance



## Monday, November 2

9:00am-5:30pm	Registration
2:30pm	Conference Commences
2:30-3:45pm	Why Social Media are Essential to the Future of Healthcare Marketing - Lee Aase
4:00-5:00pm	Concurrent Sessions
5:15-6:45pm	Opening Reception in the Learning Center

## Tuesday, November 3

7:00am-5:00pm	Registration
7:15-7:45am	Continental Breakfast
7:45-9:00am	The Politics of Healthcare – Public Opinion Meets Public Policy - Mark Allen
9:00-9:45am	Break in the Learning Center
9:45-10:45am	Concurrent Sessions
11:00am-Noon	Concurrent Sessions
Noon-1:15pm	Luncheon - Hospitals, Crises, and Web 2.0 Shel Holtz
1:30-2:30pm	Concurrent Sessions
2:30-3:15pm	Break in the Learning Center
3:15-4:15pm	Concurrent Sessions
4:30-5:45pm	5 Principles to Survive 6 Product Launches in 12 Months - Kelly Faley
5:45-7:00pm	Reception in the Learning Center

## Wednesday, November 4

7:00am-2:00pm	Registration
7:00-7:45am	Continental Breakfast in the Learning Center
7:45-8:45am	How NewYork-Presbyterian and Microsoft are Pioneering a New Model of Patient Centered Information Access and Sharing - David Feinberg and Grad Conn
9:00-10:00am	Concurrent Sessions
10:00-10:30am	Break in the Learning Center
10:30-11:30am	Concurrent Sessions
11:30am-12:45pm	Luncheon - Tenth Annual eHealthcare Leadership Awards Presentation – Mark Gothberg
1:00-2:00pm	Concurrent Sessions
2:00pm	Conference Adjourns

# Save the Date for 2010 : November 15-17

## 14TH ANNUAL HEALTHCARE INTERNET CONFERENCE



### November 15-17, 2010 • Same Place – New Dates!

CAESARS PALACE Las Vegas, NV

Next year's 14th Annual Healthcare Internet Conference will be held again at Caesars Palace Hotel and Casino in Las Vegas. If you don't get a chance to see all that Las Vegas has to offer this year...you still have 2010!

Check out some of the options below for this year or next.

- ✓ **Golf**  
Las Vegas is a favored golf destination, and with more than 60 courses in the Vegas area catering to every skill level and budget, there's no shortage of options. Fall, with moderate daytime temperatures, is high season for golf in Las Vegas.
- ✓ **Shows**  
Las Vegas truly is the entertainment capital of the world. Whether your tastes are traditional or more contemporary, you'll find something that will amaze and delight you.
- ✓ **Dining**  
Once known for its all-you-can-eat buffets, huge coffee-shop breakfasts, and classic red-velvet-and-leather-booth steak joints, Vegas has enjoyed a culinary renaissance.
- ✓ **Nightlife**  
From traditional casino lounges and cocktail bars to dance-till-dawn nightclubs featuring top deejays, Las Vegas will keep you partying.
- ✓ **Gaming**  
Playing the odds has been part of Vegas since the first casino opened in this desert town. Casinos are open 24 hours a day. If there's a game to be played, you can play it in Las Vegas. Many casinos offer gaming lessons for those who would like to learn a little more before hitting the floor. It never hurts to know the rules.
- ✓ **Attractions**  
Circus performers fly overhead in one casino, while singing cowgirls entertain customers in another. In need of a thrill or two? Why not ride a roller coaster a thousand feet in the sky. Or, for a change of pace, enter the sanctuary of a gallery for some of the world's finest works of art.

For more information, please visit: <http://www.harrahs.com>.

# Registration Form

13th Annual Healthcare Internet Conference: The Performance Edge  
November 2-4, 2009 • CAESARS Palace • Las Vegas, NV

Questions?

Call 866-440-9080  
ext. 23

## Registrant Information

Full Name

First name as you wish it to appear on badge

Title

Organization

Address

City

State

Zip Code

Phone

Fax

E-mail

## Which Category Best Describes Your Organization?

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

## Hotel Info

To make reservations, call Caesars directly at **(866) 227-5944**, and identify the conference as the "Healthcare Internet Conference" to receive the special rate of \$149 (Roman Tower); \$189 (Forum Tower); or \$209 (Palace Tower). These special rates are only guaranteed until Friday, October 2, 2009.

## Special Needs

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

## Excellence Guarantee

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

## Cancellation Policy

The conference sponsors guarantee a refund, less a \$150 administrative fee, if written notification is received on or before September 11, 2009. Verbal cancellations are not accepted. Cancellations received after September 11, 2009 are not eligible for a refund. You may always send a substitute.

## Confirmation of Registration

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

## Registrant Fees

Early rates are available if the registration form with full payment is received by Friday, September 4, 2009. Discounts for group registrations (3 or more) are available. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

### Conference Rates

	Early (received by 9/4)	Regular (received after 9/4)
Healthcare Provider	___\$1,095	___\$1,195
Commercial (Consultant/Vendor)	___\$1,195	___\$1,350

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

If yes, are you planning to attend the Greystone.Net and StayWell Client Conference on Monday, November 2?

- attending     not attending

## 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     AMEX

Print Name as it appears on Card

Card Number

Expiration

Billing Street Address

Zip Code

Signature

## Get This Form To Us...

### BY MAIL:

Mail registration form(s) with payment to:  
Forum for Healthcare Strategists  
980 North Michigan Avenue  
Suite 1260  
Chicago, IL 60611

### BY FAX:

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

### ONLINE:

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

## For More Information

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

Greystone.Net  
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Suite 200  
Atlanta, GA 30341  
www.greystone.net  
770.407.7670

# 13TH ANNUAL HEALTHCARE INTERNET CONFERENCE November 2-4, 2009

THE PERFORMANCE EDGE

## Featuring Case Studies From:

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AtlantiCare	Planned Parenthood Federation of America
Children's Hospital & Medical Center	Seattle Children's
Community Health Network	Sharp HealthCare
Cooper University Hospital	The Bonati Institute
Crittenton Hospital Medical Center	University of Arkansas for Medical Sciences
Duke Medicine	University of Maryland Medical System
Genesis Health System	University of Mississippi Health Care
Hendricks Regional Health	University of Pennsylvania Health System   Penn Medicine
INTEGRIS Health	University of Rochester Medical Center
Intermountain Healthcare	University of Texas Medical Branch
LoCicero Medical Group	University of Utah Health Care
Lucile Packard Children's Hospital at Stanford University	UT Southwestern Medical Center
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November 2-4, 2009  
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