



forum FOR HEALTHCARE STRATEGISTS

— 21ST ANNUAL —

Healthcare Marketing & Physician Strategies

Summit

MAY 23-25, 2016 | SHERATON GRAND CHICAGO

FOCUS ON:

ANALYTICS, DATA & MEASUREMENT
COMMUNICATION & ENGAGEMENT
INTERACTIVE & DIGITAL STRATEGIES
PHYSICIAN RELATIONS & SALES
PHYSICIAN STRATEGIES
STRATEGIC MARKETING

WITH SPECIAL SUPPORT FROM



Marketing, Strategy, and Physician Relations Expanding Roles...New Opportunities

In today's healthcare organizations, those responsible for marketing and physician relationship strategies are dedicated to the same goals: driving growth, improving service, defining the brand, and understanding and communicating with customers. In fact, in many organizations, the departments function as one organic unit.

The **Healthcare Marketing & Physician Strategies Summit** continues a 21-year tradition of identifying important healthcare marketing and physician relationship challenges and tackling them head-on. It is a one-of-a-kind opportunity for executives from marketing, strategy, and physician relations to come together to share "best practices" and network with colleagues.

Dear Colleague:

Over the past two decades, the disciplines of healthcare marketing, strategy, and physician relations have evolved significantly. Advances in digital and mobile technology, increased consumer demands for transparency and personalized service, the explosion of social media, and changes arising from the Affordable Care Act all present new challenges and opportunities — and marketing and strategy executives are responding.

Today, they are pursuing new strategies for communicating with patients, consumers, and physicians to not only connect, but build engagement and lasting relationships. Initiatives are also underway to encourage healthy behaviors; improve service and the patient experience; and advance the use of data, analytics, and metrics to accomplish important objectives.

The **21st Healthcare Marketing & Physician Strategies Summit** explores all of these issues and more. Case study sessions featuring leading healthcare organizations, internationally renowned keynote speakers, and hands-on workshops make this an exceptional educational experience.

On behalf of the Forum for Healthcare Strategists, we extend a very special invitation to you to attend this Summit. Join your colleagues to solve today's most important healthcare marketing and physician relationship challenges, and to look towards the future!

Summit Co-Chairs



Leslie Burnside
VP, System Affiliations &
Network Development
UNC Health Care



Dalal Haldeman, PhD, MBA
SVP, Marketing and
Communications
Johns Hopkins Medicine



Don Stanziano
VP, Marketing
Communications
Scripps Health

Healthcare Marketing & Physician Strategies Summit

Examine the Winning Strategies

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

- Define the evolving role of healthcare marketing and physician relations in the new era of value-based care
- Master the data and tools needed to assess, strengthen, and track your organization's marketing and physician relations strategies
- Explore the marketer's crucial role as communicator
- Identify new approaches for customer engagement and acquisition
- Differentiate innovative approaches for advancing digital and mobile strategy
- Examine proven approaches for improving physician satisfaction, retention, and referral development

Who Should Attend

The **Healthcare Marketing & Physician Strategies Summit** is designed for the following executives from hospitals, health systems, academic medical centers, integrated networks, and medical groups:

- Chief Marketing Officers
- Chief Strategy Officers/Senior Strategists
- Marketing Communication Executives
- Business Development/Planning Executives
- Web/Social Media Strategists
- Physician Relations Directors
- Physician Referral/Outreach Directors
- Sales Executives
- Public Relations Directors
- Advertising Executives
- CRM Directors
- Consultants

ENGAGE...INNOVATE...TRANSFORM

Current Events: Why Satire is the Only Reasonable Response to the Times We Live In

Sponsored by Buxton

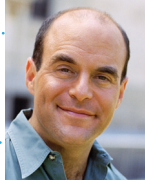
Peter Sagal

Radio Host, Author, and Humorist

Monday, May 23

4:00 – 5:15p

As the host of National Public Radio's wildly popular "Wait Wait...Don't Tell Me!," Peter Sagal is heard by more than 5 million people every week. The show is broadcast on 700 public radio stations nationwide and via a popular podcast. Peter is also an author, humorist, and commentator on current events. With his signature wit, Peter kicks off the Summit with an unforgettable — and often irreverent — look at the Presidential campaign, the upcoming election, and more as he shows us why satire may well be the only rational response to the tenor of the times.



Better and Faster: The Proven Path to Unstoppable Ideas

Sponsored by Evariant

Jeremy Gutsche

Bestselling Author of *Better and Faster*;
CEO of Trend Hunter

Tuesday, May 24

8:00 – 9:15a

Jeremy Gutsche, MBA, CFA, is a *New York Times* bestselling author, an award-winning innovation expert, "one of the most sought-after keynote speakers on the planet" (*The Sun*) and the CEO of Trend Hunter — the world's largest, most popular trends and innovation website, with over 2 billion total page views from 100 million people. Described as "a new breed of trend spotter" by *The Guardian* and an "intellectual can of Red Bull" by *Association Week*, Jeremy has helped more than 400 brands, billionaires, and CEOs innovate, create, adapt, and succeed in the face of dramatic change.



Re-Imagining Digital Marketing and Analytics

Sponsored by Healthgrades

Avinash Kaushik

Author, Digital Marketing Evangelist for Google,
Co-founder of Market Motive Inc.

Wednesday, May 25

8:00 – 9:15a

Avinash Kaushik is the author of two bestselling books, *Web Analytics 2.0* and *Web Analytics: An Hour A Day*, and the highly-rated web analytics blog *Occam's Razor*. He is the Digital Marketing Evangelist for Google and the Co-founder and Chief Education Officer for Market Motive, a source for high-quality, on-demand, online marketing education, updated daily. With boundless energy, Avinash aims to simplify the complexities of digital strategy. He'll help us explore simpler and smarter approaches for using digital to its fullest potential as well as innovative ways to measure the results.



Summit Schedule At-A-Glance

MONDAY, MAY 23

8:00a–5:00p	Registration
9:00a–12:00p	Pre-Summit Strategy Sessions
1:00–3:45p	Concurrent Sessions
4:00–5:15p	General Session
5:15–6:45p	Opening Reception in the Exhibit Hall

TUESDAY, MAY 24

7:00a–5:00p	Registration
7:30–8:00a	Continental Breakfast
8:00–9:15a	General Session
9:15–10:00a	Break in the Exhibit Hall
10:00–11:00a	Concurrent Sessions
11:00–11:15a	Break
11:15a–12:15p	Concurrent Sessions
12:15–1:00p	Networking Luncheon
1:00–1:45p	Dessert in the Exhibit Hall
1:45–2:45p	Concurrent Sessions
2:45–3:45p	Break in the Exhibit Hall
3:45–5:00p	Concurrent Sessions
5:00–6:15p	Reception in the Exhibit Hall

WEDNESDAY, MAY 25

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	Summit Adjourns

9:00a – 12:00p

PRE-SUMMIT STRATEGY SESSION I

The Four “Ss” of Marketing

In today’s world, successful marketers must master four “Ss”:

- **Science:** technologies and data can now guide tactics and precision marketing
- **Storytelling:** translating what is learned through data into powerful stories
- **Social Media:** social platforms are a must for marketing and customer engagement
- **Search:** search has become a key tool for engaging and converting customers

Learn how the four “Ss” are transforming marketing at three organizations.

Jill Austin, Chief Marketing Officer
Vanderbilt University Medical Center (Nashville, TN)

Keith Fontaine, VP, Marketing and Branding
Hartford HealthCare (Hartford, CT)

Selima Khan, VP, Marketing Communications
Memorial Healthcare System (Hollywood, FL)

Karen Corrigan, CEO
Corrigan Partners

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

PRE-SUMMIT STRATEGY SESSION II

Boost Your Communication Skills: Learn to “Improv” the Second City Way

Basic communication and listening skills are the foundation to successful business, yet people rarely have the opportunity to grow and develop these skills. Here’s your chance! Join facilitators from Chicago’s acclaimed Second City for this interactive workshop and hone your ability to listen, share information clearly, and create an environment that fosters and encourages communication through improv. Have fun while exploring the essential components for effective communication.

Attendance is limited. Register early!

1:00p Summit Commences

STRATEGIC MARKETING

Sponsored by Bluespire Marketing

Empowering Consumers with Watson Health

You’ve heard about IBM’s Watson Health...this is your chance to hear firsthand how Watson Health puts the consumer at the center of care. The Watson Health cloud ecosystem will connect consumers’ information — from health and fitness wearables and other apps — with the eyes and ears of their healthcare providers, enabling earlier interventions and better care. Examine the approach and hear the implications for healthcare marketing.

Suzanne Sawyer

Vice President, Portfolio Marketing
IBM Watson Health

COMMUNICATION & ENGAGEMENT

Sponsored by StayWell

Full-Service vs. Specialized Agencies: Let’s Talk!

With a growing amount of channels available to marketers, leaders are challenged to determine the best approach to working with agencies. Explore the strengths and weaknesses of working with one agency to do it all versus managing multiple traditional and digital agencies.

Preston Gee

Vice President, Strategic Marketing
CHRISTUS Health (Irving, TX)

Diane Hammon

Vice President of Strategic Development
Moffitt Cancer Center (Tampa, FL)

Phyllis Marino

Vice President of Integrated Marketing
University Hospitals (Cleveland, OH)

Terri Goren (Facilitator)

Principal, Goren & Associates

ANALYTICS, DATA & MEASUREMENT

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Improving Experience and Engagement Via Contact Centers

A customer contact center is one of an organization’s most important customer service touch-points. Examine the array of capabilities a contact center offers for improving patient and physician interactions, engaging patients in their care, and creating system-wide efficiencies.

Tanya Andreadis

Director, Interactive Marketing & Web Strategy
Penn Medicine (Philadelphia, PA)

Kelly Faley

VP, Web Strategy & Customer Call Centers
Sharp HealthCare (San Diego, CA)

Daniel Fell (Facilitator)

CEO, Neathawk Dubuque & Packett

1:00 – 2:15p

2:30 – 3:45p

Fireside Chat: Entrepreneurship and Disruption

Disruptive entrepreneurship is gaining a foothold in healthcare, driven by the shift to value, increased consumer empowerment, and advances in information technology. As more disruptors and entrepreneurs enter the arena, what does it mean for traditional healthcare organizations? How will they respond—and how can they compete? How does the marketer’s role change? Hear insights from innovation leaders.

Bruce Brandes, CEO & Founder, Lucro

Steven Collens, CEO, MATTER

Linda Finkel, President, AVIA

Ann Mond Johnson (Moderator)

CEO, Zest Health

Internal Communications in the Brave New World

Mergers and acquisitions. Integration. New delivery models. With so much dramatic change, internal communications has become a top strategic priority for healthcare communication and marketing executives. Learn how to create consistent, strategic communications that not only inform but engage employees as brand advocates.

Susan M. Alcorn

SVP & Chief Communications Officer
Rochester Regional Health (Rochester, NY)

J. Kyle VanDiver

VP, System Marketing & Communications
Mission Health (Asheville, NC)

Kim Fox

SVP, Jarrard Phillips Cate & Hancock

Connecting Population Health Analytics with CRM

Many companies and healthcare systems are exploring population health analytics as a tool for understanding populations. But opportunities also exist to connect analytics with precision CRM-derived communications, as well as mass communications. Learn how analytics coupled with CRM can be used to connect with chronic and non-chronic patient populations to achieve common objectives.

John Marzano, VP, Marketing & Public Affairs
Lehigh Valley Health Network (Allentown, PA)

Jay McCutcheon, President, McCutcheon and Co.

Bill Moschella, Co-founder, CEO, Evariant

4:00 – 5:15p

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Current Events: Why Satire is the Only Reasonable Response to the Times We Live In

Every era gets the media it deserves, and this era deserves people making funny faces at it. Look no further than the 2016 Presidential campaign if you need proof! Join **Peter Sagal** for a lighthearted look at current events, including the ongoing campaign, the election, and more. With a growing stockpile of evidence, Peter explains why satire may well be the only rational response to the tenor of the times and why hooting like a monkey is really sometimes the best thing to do.

Peter Sagal, Host of NPR’s “Wait Wait...Don’t Tell Me,” Author, Humorist, and Commentator on Current Events

9:00a – 12:00p

PRE-SUMMIT STRATEGY SESSION III

Personalized Marketing: Moving from Persona to Person

Explore the power of personalized marketing! Examine the four key technologies of personalized marketing — CRM, Marketing Automation, CMS, and EMR — and how they can be used together to evolve your marketing efforts. Learn how to develop a one-on-one relationship with your audience; begin unifying marketing, PR, fundraising, and population health initiatives into a centralized effort; and build a 360-degree view of the patient’s experience. Take home practical tips for moving from persona to person.

Chris Bevolo

Executive Vice President
and

Chris Boyer

Senior Vice President, Digital/Creative
ReviveHealth

PRE-SUMMIT STRATEGY SESSION IV

Proving Impact in Physician Relations

With less money to go around, physician relations executives must be able to prove their impact. Learn how organizations are demonstrating results through regular tracking and reporting of measures that align with organizational goals. Examine concrete ROI models and successful revenue generating campaigns, with a focus on portfolio analysis and segmentation of physician customers. Hear how stories can be used to gain internal support and add validity to the field role.

Leslie E. Burnside

Vice President, System Affiliations & Network Development
UNC Health Care (Raleigh-Durham, NC)

Mitzi Kent, RN, BSN

Senior Director, National Physician Liaison Program
LifePoint Health (Brentwood, TN)

Kriss Barlow RN, MBA

Principal
Barlow/McCarthy

1:00p Summit Commences

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Corrigan Partners

Leveraging Strategies from Consumer Markets

By borrowing from progressive consumer markets — including hospitality, banking, and retail — healthcare organizations can reshape ‘value’ for the modern consumer-patient. Examine an omni-channel patient interaction framework that capitalizes on proven consumer marketing strategies and technologies to activate the Three Ps of digital engagement: Patient-centric, Personalized, and Prompt.

Rich Phillips

Chief Technology Officer
Tampa General Hospital (Tampa, FL)

Chris Behan

President, Socius Marketing

Christopher Catalo

Senior Vice President, Healthgrades

PHYSICIAN STRATEGIES

Sponsored by Tea Leaves Health

Emerging Themes in Physician Relations

With increasing accountability for growth, physician loyalty, and business performance, is your department positioned for success? Explore issues shaping the future of physician relations and proactive response strategies.

Ally Frank

Business Development Manager,
Outpatient Rehabilitation Services
Adventist HealthCare Physical Health and Rehabilitation
(Gaithersburg, MD)

Christine Sasser-Perry

Manager, Physician Liaison Program
Duke Medicine (Raleigh-Durham, NC)

Lori Brenner (Facilitator)

Executive Vice President
Tea Leaves Health

1:00 – 2:15p

2:30 – 3:45p

Becoming a Digital-First Healthcare System

Over 40% of people say social media would affect their choice of a specific doctor, hospital, or medical facility. Social media can also benefit branding, marketing, customer and patient service, and community and donor engagement. Learn how to become a digital-first organization. Hear best practices for online conduct, collaboration between departments, and maintaining an active professional presence.

Lee Aase

Director, Center for Social Media
Mayo Clinic (Rochester, MN)

Michael Blonde

Global Director, Enterprise Education
Hootsuite Media Inc.

Fireside Chat: Hospital/Physician Relationships in an Era of Consolidation

Increasing consolidation of health systems, health plans, and physician practices is changing the nature of hospital/physician relationships. Examine the outlook for future consolidation and the impact on marketing, sales, and physician relations.

Daniel Derman, MD, SVP, Growth and Innovation
Northwestern Medical Group (Chicago, IL)

Martin E. Hickey, MD, CEO

New Mexico Health Connections (Albuquerque, NM)

Kaveh Safavi, MD, JD, Global Managing Director,
Health Industry, Accenture

Jean Hitchcock (Moderator)

President, Hitchcock Marketing & Consulting

Summit Sponsor



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.

Join the Forum!

Join the Forum for Healthcare Strategists and benefit from:

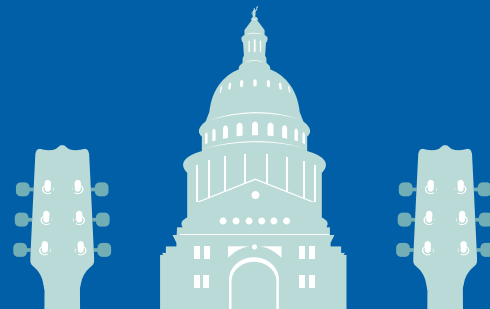
- Exclusive networking opportunities available only through the Members Only Section of the Forum Website
- Discounts on conferences, Webinars, and other professional development opportunities
- *Healthcare Strategy Alert!*, the Forum’s acclaimed newsletter focusing on today’s important strategic issues

For more information, visit www.healthcarestrategy.com

Continue the Conversation

22nd Healthcare Marketing & Physician Strategies Summit

April 24 – 26, 2017
JW Marriott Austin, TX



8:00 – 9:15a

SPONSORED BY EVARIANT



Better and Faster: The Proven Path to Unstoppable Ideas

In times of great change, those who see opportunities can achieve the unthinkable. **Jeremy Gutsche** draws on research on tens of thousands of ideas, as well as frameworks he's tested while helping to solve some of the world's toughest innovation problems, to explain how to look for patterns of opportunity and overcome psychological traps that block success. Learn how to be a better innovator, creator, and adapter!

Jeremy Gutsche, Best-selling Author, Innovation Expert, and CEO of Trend Hunter

STRATEGIC MARKETING

Sponsored by Bluespire Marketing

Innovating for Growth

Consumers today expect convenience, better results, faster response, and reasonable cost... and they want it NOW! Learn how Ochsner is creating a culture of innovation. Hear about the O-bar (a genius bar to help patients with health apps), IdeaVillage, innovations with Apple, and efforts to advance the use of apps and wearable technology to improve health.

Mark Muller

SVP, Strategy & Business Development

and

Aimee Quirk

CEO, innovationOchsner (iO)

Ochsner Health System (New Orleans, LA)

COMMUNICATION & ENGAGEMENT

Sponsored by StayWell

Focusing Your Content on Patient Experience

Historically, healthcare content has focused on hospitals and facilities, presented from the institution's point of view. But consumers today aren't searching for facilities...they're looking for information on services, conditions, treatments, and physicians that is relevant to their needs and presented from the patient's point of view. Learn how Geisinger is revamping its content strategy to focus on the patient experience.

Wendy Wilson

Vice President, Corporate Communications

Geisinger Health System (Danville, PA)

Ahava Leibtag

President, Aha Media Group

ANALYTICS, DATA & MEASUREMENT

Sponsored by Evariant

Metrics, Dashboards, and Accountability

In today's era of accountability, marketers and physician liaisons must be prepared to prove results. Examine the realities of measurement, including what to measure; availability, timeliness, and accuracy of data; and how often to report. View dashboards for demonstrating marketing and physician relations impact.

Lori McLelland, RN, MSN

Corporate Director, Market Development
Emory Healthcare (Atlanta, GA)

Don Stanziano, VP, Marketing Communications

Scripps Health (San Diego, CA)

David Marlowe (Facilitator)

Principal, Strategic Marketing Concepts

10:00 – 11:00a

Radical Convenience: The Future of Healthcare Delivery

Accelerating growth begins with radical convenience: anytime/anywhere access to quality care. Learn how two organizations are using retail clinics, telehealth, online reservations and scheduling, social media applications, and other innovative strategies to deliver more efficient, effective, and convenient care.

Christi McCarren, SVP, Retail Health and Community-Based Care, MultiCare Health System (Tacoma, WA)

Ara Telbelian, Director, Marketing & Brand Management
Henry Ford Health System (Detroit, MI)

Kari Shimmel, Director, Marketing & Planning

Campbell Ewald

Brand Story Development: Shifting from Author to Editor

Through posts on social media channels as well as easy production of cellphone videos and pictures, consumers, employees, and other stakeholders are now writing your brand story. Learn how to harness the words and emotions of customers to create stories that differentiate and advance your brand.

Jacqueline Weder

Vice President, Marketing

Southeast Georgia Health System (Brunswick, GA)

Rob Rosenberg

President

Springboard Brand & Creative Strategy

CRM: A Technology and a Strategy

Carolinas HealthCare System made a commitment 3 years ago to keep patients first – always – and to make staying healthy easier by customizing and connecting communications and care. Learn how 11 disparate systems were integrated to align strategy and technology across departments and create one 360 degree view of patients. The result: ONE view of each patient by ONE integrated team. Hear challenges, lessons learned, and ROI.

Carol Lovin, EVP & Chief Strategy Officer
Carolinas HealthCare System (Charlotte, NC)

Rob Grant, Co-founder, EVP

Evariant

11:15a – 12:15p

12:15 – 1:00p NETWORKING LUNCHEON Sponsored by Marketware | 1:00 – 1:45p DESSERT IN EXHIBIT HALL

1:45 – 2:45p

Moving Retail Medicine Forward: A Collaborative Model

In the past year, Walgreens has entered into strategic clinical collaborations with Providence Health & Services in Washington and Advocate Health Care in metro Chicago. The goal of the collaborations is to improve patient access and care coordination via a collaborative retail services model. Examine the strategy. Hear plans for future collaborations with health systems, in retail and pharmacy.

Patrick Carroll, MD

Chief Medical Officer, Healthcare Clinics and

Katie Lestan, Divisional VP, Health Systems
Walgreen Co.

The Digital Patient Journey

Be one of the first to hear the results of Google's latest research on the ever-changing digital patient journey! The findings will help you identify the respective roles of Search, Mobile, Video, and Display and how to leverage these tools to engage prospective patients. Google last conducted this study in 2012—don't miss this important update and the implications for healthcare marketing strategy!

David Feinberg, VP, Chief Marketing Officer
New York-Presbyterian Hospital (New York, NY)

Brendan Jacobson

Strategic Partnerships Manager

Google

Improving Access and Engagement with Online Scheduling

Accommodating patients' scheduling needs is one way for healthcare organizations to improve access and engagement. Learn how insights from a multichannel approach to online scheduling are helping Penn Medicine optimize resources, improve business processes, and expand access.

Tricia Bell, Director of Marketing - Hospitals, Region & Entities and

Ronald B. Barg, MD, Executive Director, Clinical
Care Associates

Penn Medicine (Philadelphia, PA)

Jordan Pisarcik, VP, Business Development

DocASAP

3:45 – 5:00p

Branding for Population Health

ACOs, clinically integrated networks, and other population health ventures create unique marketing challenges, including branding new and existing entities as well as communicating about new relationships to employees, physicians, patients, and the community at large. Hear strategies for tackling two distinctly different market scenarios.

Jim Enright, Chief Business and Marketing Officer
AboutHealth (Appleton, WI)

Alex Sydnor, Vice President External Affairs

Beebe Healthcare (Lewes, DE)

Michael Eaton (Facilitator)

Senior Vice President, BVK Brand + Lever

Leading the Customer Experience Revolution

Customer experience is radically shifting to the forefront in healthcare. Examine the leadership role of marketing in driving excellence in service design, patient experience, and social engagement.

Margaret Coughlin, SVP and Chief Marketing & Communications Officer

Boston Children's Hospital (Boston, MA)

Suzanne Hendery, VP, Marketing & Public Affairs

Baystate Health (Springfield, MA)

Paul Matsen, Chief Marketing & Communications Officer

Cleveland Clinic (Cleveland, OH)

Linda MacCracken, (Facilitator)

Senior Principal, Accenture

Online Reputation Management

Increasingly, consumers are sharing their views of healthcare providers — and reading what others are saying — on social media and sites like Yelp, Healthgrades, Vitals, and RateMDs. Examine tools and strategies for managing online reputation. Learn how to monitor feedback across sites, deal with negative comments, and use ratings and comments to your advantage.

Matt Gove, Chief Consumer Officer

Piedmont Healthcare (Atlanta, GA)

Terri McNorton, Vice President, Marketing

Ochsner Health System (New Orleans, LA)

Burl Stamp (Facilitator)

President/Founder, Stamp & Chase, Inc.

5:00 – 6:15p RECEPTION IN THE EXHIBIT HALL

10:00 – 11:00a

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Corrigan Partners

The Mobile-Only Customer: Are You Ready?

The day is quickly approaching when a large block of your patients, physicians, and other customers will access your information and services only via mobile devices. Is your organization prepared? Examine the components of an effective mobile strategy. Learn how to secure organizational and clinical buy-in, organize staff and resources to build and support mobile strategies, and measure results.

Neal Linkon, Director, Digital Engagement
Children's Hospital of Wisconsin (Milwaukee, WI)
Kathy Divis, President
Greystone.Net

11:15a – 12:15p

Online Conversations: From Understanding to Action and Success

Increasingly, patients are connecting with each other via online health communities, where they benefit from peer-to-peer support and access to resources and information. Learn where and how these conversations are taking place and how they are changing healthcare. Explore the implications for marketers and communicators, including how they might support, promote, and engage online communities.

Dana Lewis
ePatient, Creator of the Do-It-Yourself Pancreas System, Founder of the #OpenAPS Movement, and Director, MDigitalLife, W2O Group

1:45 – 2:45p

Social Media to Drive Marketing Success

Social media can be an effective marketing tool, but it must be used strategically. Examine Orlando Health's approach and results. Hear how social media channels are employed in service line marketing campaigns; how social ads are integrated with a blog and video content to drive landing page traffic; and how data gathered from Facebook, Twitter, and YouTube is used to target leads.

Simon Yohe
Director of Digital
Orlando Health (Orlando, FL)

3:45 – 5:00p

Online Physician Profiles: What Matters Today

Are your physicians easy to find in an online search? Is the information up-to-date, accurate, and appealing? Can patients schedule appointments? Learn how to create and maintain online profiles that meet the needs of today's consumers while improving search rankings.

Christine Bon
Manager, Digital Marketing and Communication
Advocate Health Care (Downers Grove, IL)
Mitch Turpen
Senior Director, Websites Portfolio
Providence Health and Services (Portland, OR)
Chris Boyer (Facilitator)
Senior Vice President, Digital/Creative, ReviveHealth

PHYSICIAN RELATIONS & SALES

Sponsored by Accenture

Mergers, Acquisitions, and the Liaison Role

Mergers, acquisitions, and consolidations create new challenges for liaisons. Examine the impact. Learn how to engage new physicians, grow new markets, unite as one health system, and help physicians adapt to new referral networks.

Vicki Jones
Sr. Physician Relations Manager
Thomas Jefferson University Hospital (Philadelphia, PA)
Robyn Lewis
Director, Business Development & Physician Relations
Abington Jefferson Health (Abington, PA)
Marcy Traxler
VP, Business Development & Service Line Strategy
AMITA Health System (Elk Grove Village, IL)

Getting Internal Buy-In for Your Physician Relations Program

Internal buy-in and support is a must for defining areas of growth, responding to issues, and working with stakeholders to address barriers to effective physician relations. Learn how organizations are earning, validating, and leveraging internal support for program positioning.

Marlana Beck
Director, Referring Provider Office
Mayo Clinic (Jacksonville, FL)
Anamika Roy Desai
Director, Physician Relations
Robert Wood Johnson University Hospital
(New Brunswick, NJ)

Getting A Physician Relations Program Off the Ground

Is your physician relations program in the start-up phase? Having trouble knowing where to start? For many hospitals, getting a program up and running can be a challenge. Hear how Valley Health built a program from the ground up using a well-thought-out strategic approach. Learn how to develop a business plan that delivers results.

Carol Koenecke-Grant
Vice President, Strategic Services
Valley Health (Winchester, VA)

Managing the Sales Function

Referral relationships are a critical component in the tumultuous environment today. This interactive session will explore principles and techniques for managing an effective team, including how to develop a team and provide the right motivation and support team members need to succeed. Examine how to find and develop talent, how to manage up within the organization, and how to monitor success.

Lori Marshall
Interim Sales Leader
and
Dana Smelser
Director of Marketing & Business Development
CHRISTUS Health (Irving, TX)

PHYSICIAN STRATEGIES

Sponsored by Tea Leaves Health

Engaging Physicians in Social Media

University of Utah Health Care is engaging physicians in marketing, PR, and social media in a big way! In fact, social media is no longer a side note, but an expectation for many physicians. Examine metrics that will help increase physician buy-in and low-cost ways to create content that makes it easy for physicians who want to engage.

Jeffrey Campsen, MD, Transplant Surgeon *and*
Libby Mitchell, Social Media Coordinator *and*
Kathy Wilets, Assoc. Director, Communications,
Media Relations
University of Utah Health Care (Salt Lake City, UT)

Tackling Access and Primary Care Growth

Charged with primary care growth? Learn how Indiana University Health launched Same-Day Primary Care Appointments to generate 6% patient growth in a highly competitive market. See how customer know-how was leveraged to create operational change in a skeptical environment. Examine an innovative multi-channel campaign with a direct response media model, as well as the metrics, tracking, and reporting.

David Mangan
Executive Director, Marketing *and*
Mike Yost
Vice President, Marketing, Outreach and Experience
Indiana University Health (Indianapolis, IN)

Employed Physician Strategy: Leakage, Keepage, and Marketing

With more systems owning physician practices, liaisons can play a key role in preventing and managing referral leakage outside of the system as well as in helping employed physicians grow their practices. Examine what's working, what's not, and why!

Tricia Anderson
Director of Business Growth
Texas Health Resources (Arlington, TX)
Lisa Owendoff
Manager, Physician Relations, Communications
and Marketing
TriHealth (Cincinnati, OH)

A Tale of One City and Four Hospitals

When three major health systems started shaking up the Tucson market in 2014 via acquisitions, Tucson Medical Center (TMC) — the traditional market leader — needed a strategy, fast. Learn how TMC is thriving as an independent community hospital in the midst of heavy consolidation. Examine key physician partnerships, a rural hospital alliance, and other strategic initiatives.

Julia Strange, VP, Community Benefit
and
Susan Willis, Executive Director, Network Development
Tucson Medical Center (Tucson, AZ)
Kim Athmann King, Founder & President
Strategy Advantage

8:00 – 9:15a

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Re-Imagining Digital Marketing and Analytics

Healthcare marketers continue to be challenged with balancing traditional tactics with newer digital and social channels, often with limited budgets. **Avinash Kaushik** will share a unique framework for looking at digital strategy in a simpler and smarter way. Learn specific strategies for using digital to its fullest potential, as well as innovative ways to measure the results and prove how digital improves relationships with consumers and physicians.

Avinash Kaushik, Author, Digital Marketing Evangelist for Google, Co-founder of Market Motive Inc.

STRATEGIC MARKETING

Sponsored by Bluespire Marketing

9:30 – 10:45a

The Digital-Ready Marketing Department

The growing array of digital tools for marketing and communication dramatically impacts how hospitals should structure and staff their marketing departments to be future-ready. Examine requirements for the next-generation MarCom department, including optimal staffing models and skill sets. Learn how to build the capabilities of the team across the organization.

Brian Gresh

Executive Director of Multi-Channel Content Marketing and

Paul Matsen

Chief Marketing & Communications Officer
Cleveland Clinic (Cleveland, OH)

COMMUNICATION & ENGAGEMENT

Sponsored by StayWell

Using Content and Nurturing to Convert Service Line Leads

What content is attractive and beneficial to consumers seeking healthcare services? Once they initially respond via a landing page or your contact center, how do you keep the conversation going? See how two health systems engage with consumers and patients with marketing campaigns that have long "buying cycles," such as Bariatrics, AFIB, Joint, and IVF.

Dalal Haldeman, PhD, MBA, Senior Vice President, Marketing and Communications

Johns Hopkins Medicine (Baltimore, MD)

Jeff House, Assistant Vice President, Marketing
Wake Forest Baptist Health (Winston-Salem, NC)

ANALYTICS, DATA & MEASUREMENT

Sponsored by Evariant

Data-Driven Strategic Outreach

By taking a data-driven approach to outreach, healthcare organizations can more effectively cultivate physician relationships and grow referrals. Learn how to use "big data" and "analytics" to develop strategic outreach plans, prepare for weekly physician visits, measure results, and modify plans based on ROI.

Michael DeLaRosa

Assistant Director, Physician Relations and

Carol S. Marshall

Executive Director, Referral Marketing, Customer Insights & Analytics
University of Chicago Medicine (Chicago, IL)

11:00a – 12:15p

The Genius of "+": Marketing a Health System + Medical Group

Marketing a health system and a medical group are often conflicting priorities. What does it take to integrate these initiatives? Examine a campaign that helped one system surpass its main competitor for the first time in years while strengthening physician relationships. Learn how to attract more patients via expanded access points and build awareness of a medical group as the core of a health system.

Holly Smith

Director, Strategic Planning and Marketing
St. Mary's Health (Evansville, IN)

Jon Headlee

President
Ten Adams

Drive Service Line + Content Marketing with Integrated Digital Strategy

How do you drive patient acquisition and distinguish your brand in the competitive healthcare space? Learn how to plan and execute an integrated digital strategy for service line growth. Examine campaigns that integrated search marketing, Google AdWords, content strategy, and content marketing for digital success. Hear the results.

Kevin Cooper

Senior Manager, Marketing
UT Southwestern Medical Center (Dallas, TX)

Robert Wasserman

Chief Operating Officer
Hallmark Health (Medford, MA)

Paul Griffiths

CEO & Founding Partner, MedTouch

Bringing Marketing Automation and Digital Engagement to Healthcare

Marketing automation and other digital engagement tools can help marketers increase conversions. Learn how to create, aggregate, mine, and use consumer, donor, patient, and physician data in conjunction with branding and engagement campaigns. Hear how to coordinate inbound and outbound messaging and social listening through digital platforms and CRM.

Lisa Stockmon

Chief Marketing & Communications Officer
City of Hope National Medical Center (Duarte, CA)

Venkatesh Korla

Principal, Element Solutions, LLC

Robin Snow

Principal, Aefinity Interactive, LLC

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

Creating a Content Marketing Strategy

Increasingly, marketing is all about content... content that attracts, engages, and creates loyal customers. But developing and maintaining the right content can be a challenge, especially as healthcare organizations expand their use of digital and social media channels. Attend this hands-on workshop and learn how to:

- Create, train, and inspire your content team
- Budget for content marketing
- Integrate web content with social media
- Audit your content
- Shift from a campaign mentality to ongoing relationship development

Ahava Leibtag

President
Aha Media Group

So You Want to Redesign Your Website

Is your website ready for a makeover? Is it no longer meeting the needs of patients and consumers? Learn the critical steps for success as you plan, build, optimize, and analyze your new website, including:

- Establishing concrete goals: what do you want your website to accomplish?
- Assessing the good, the bad, and the ugly of your current website — and how to fix what's not working
- Understanding the content and features your audience really wants, and how to present it in a way that excites and engages
- Designing for an increasingly mobile world
- Ensuring that your website is an extension of your brand

Daniel Small

Director of Digital Strategy
Hartford HealthCare (Hartford, CT)

Julia Balfour

CEO, Julia Balfour, LLC

Retooling Your Liaison Program

Change is happening in physician relations as organizations and growth leaders prepare for the future. Hear from organizations that have recently been through a redesign/rebuild of their physician relations function. Learn why they needed to do it, what they did, and how they look different today. Come prepared for an interactive discussion and take home solutions from those that have been through it.

Alex Ellsworth

Director, Growth & Physician Relationship Management
UHS of Delaware, Inc. (King of Prussia, PA)

Christine Hayter

Manager, Physician Business Development and Corporate Wellness and

Edward M. Rafalski, PhD, MPH, FACHE

Chief Strategy and Marketing Officer
BayCare Health System (Clearwater, FL)

Kathy Spencer

System Director, Physician Relations
OhioHealth (Columbus, OH)

Susan Boydell (Facilitator)

Partner, Barlow/McCarthy

9:30 – 10:45a

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Corrigan Partners

Patient-Focused Digital Strategy and Design

A truly patient-centric online experience is one way for healthcare organizations to engage consumers and acquire patients. Learn how two organizations redesigned their websites to improve access, transparency, and the overall user experience. Hear results.

Rob Birgfeld

AVP and Chief Digital Marketing Officer
Inova Health System (Falls Church, VA)

Marie Mahoney

Sr. Director, Web and Marketing Communications
Rush University Medical Center (Chicago, IL)

Glen Doss

Director, Strategy & Business Development
CentreTEK Solutions

11:00a – 12:15p

Empowering Patients and Reducing Healthcare Costs with Self-Service

KP OnCall, a part of Kaiser Permanente, offers patients a website where they can securely fill out an online interview for selected health issues. Results are automatically routed to an expert based on how the questions are answered, and the expert responds to the patient online. Learn how KP OnCall empowers patients, reduces costs, and boosts patient satisfaction.

Jan Guzik, NP

Product & Clinical Service Development, KP OnCall
Kaiser Permanente (San Diego, CA)

Sheri Hastings

Solutions Architect
Perficient

PHYSICIAN RELATIONS & SALES

Sponsored by Accenture

Onboarding for Productivity, Growth, and Retention

A well-structured onboarding plan is a must for successfully integrating new physicians into an organization, accelerating practice ramp-up to full productivity, improving physician retention, and minimizing losses on recruitment or acquisitions. Examine two models with measurable objectives and proven results.

Elizabeth K. Cook, MHA, MSPH

Senior Management Associate
Carolinas HealthCare System (Charlotte, NC)

Marie Noeth

Manager, Physician Onboarding
OSF Healthcare (Peoria, IL)

Ideas Into Action: Let's Talk

So...now what? After three days of discussions and great ideas, we're sure you have new insights for moving your physician relations program forward. How can you turn those insights into an organized set of strategies and a plan for action? Join your colleagues for an interactive session that will help organize next steps around all you've learned. Bring your questions.

Mitzi Kent, RN, BSN

Senior Director, National Physician Liaison Program
LifePoint Health (Brentwood, TN)

Stewart Schaffer

Managing Partner
CSuite Solutions

PHYSICIAN STRATEGIES

Sponsored by Tea Leaves Health

Shaping Strategy for Ambulatory Networks

A growing number of healthcare organizations are using data analytics to gain a foundational understanding of service line demand at the location level and to create strategies to capture that demand. Learn how Cooper University Health Care used analytics to make market planning decisions, acquire physician practices, and optimize service lines.

Pam Ladu, Assistant Vice President, Ambulatory Planning and Logistics
Cooper University Health Care (Camden, NJ)

Bill Stinneford, Senior Vice President
Buxton

Is it Time to Embrace Video Content Marketing?

Video content marketing is incredibly effective for brand positioning and physician engagement in today's digital world. Hear how to assess your readiness to embrace video content marketing, which approaches are the stickiest, and how to craft post-production promotional strategies designed to reach your target audience.

Greg Harrison

Vice President, System Communications
University Hospitals (Cleveland, OH)

Sarah Sanders

Associate Chief Marketing Officer
Penn Medicine (Philadelphia, PA)

Peter Gailey

President, BroadcastMed

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

HOTEL INFORMATION

The official hotel for the Summit is the **Sheraton Grand Chicago**. To make a reservation at the Sheraton, call 888-627-7106 and identify the meeting as the "Healthcare Marketing & Physician Strategies Summit" to get the special rate of **\$259 single/double**.

The Forum has also reserved a room block for Summit attendees at **The Fairmont Chicago Millennium Park**, which is within easy walking distance of the Sheraton. To make a reservation at the Fairmont, call 800-526-2008 and identify the meeting as the "Healthcare Marketing & Physician Strategies Summit" to get the special rate of **\$279 single/double**.

Be sure to make your reservations early...**both room blocks will be released on Friday, April 29, 2016, but might be sold out before that date!**

All reservations must be guaranteed with a major credit card.



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Dedicated to delivering service-line growth for health systems around the country, **Tea Leaves Health** is focused on delivering business intelligence solutions. With more than 40 combined years of experience in healthcare business development and marketing, our client service and strategy teams have unrivaled expertise in helping health systems maximize profits and prioritize efforts to deliver strategic growth.

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Hootsuite is the most widely used platform for managing social media, loved by over 10 million people around the globe and trusted by more than 800 of the Fortune 1000. With Hootsuite, brands harness the power of social. Our platform brings together your social networks and integrates with hundreds of business applications.



Marketware is the leading provider of outcomes in physician referral development, market insight, and patient acquisition strategies for healthcare facilities across the United States. Marketware's premier Growth Suite is designed to empower business development and physician relations teams to grow, retain, and discover new volume opportunities across service lines.



MedTouch is proud to be the online strategy and technology partner for the best brands in healthcare. Clients select us because our depth of experience brings clear vision to complex projects. With a dedicated healthcare team, strong understanding of digital strategy and technical requirements, and demonstrated experience developing websites, MedTouch will help you discover potential and deliver results.



Yext is the global Digital Location Management leader, helping 500,000+ businesses engage mobile consumers across a network of 100+ publisher sites. Yext's mission is to enable the world's 50 million businesses to tap into the power of location and drive interactions that boost customer engagement, build audiences, and increase sales.



Bluespire Marketing is giving healthcare marketers the ability to build personalized engagement for individual service lines as well as overarching healthcare brands. One current client recently saw measurable market share increases across every service line and the organization as a whole.



Coffey Communications is a national leader in print, web, mobile and social content marketing for hospitals and health plans. Since 1983, service, value and innovation have defined our work. Coffey's custom solutions make our clients the most trusted source for healthcare information.



Connect Healthcare is a SaaS (Software as a Service) company with over two decades of experience in healthcare marketing. Our solutions have now been implemented in over 200 hospitals and counting. Connect Healthcare's Transparency/Reputation Monitoring Solutions and ProviderConnections Find-a-Doctor tools can improve patient acquisition and improve provider performance.



Corrigan Partners LLC consults on integrated business, brand and marketing strategies to enhance competitive performance. We partner with healthcare executives to create strategic marketing plans that deliver revenue growth. Better understand changing market dynamics. Build powerful, differentiated brands. And develop high-performing, digitally-savvy marketing teams that produce results.



Julia Balfour, LLC prides ourselves on being able to solve ALL your design, development and marketing needs. Big or small. Traditional or way outside the box.



Since 1995, **LionShare** has guided healthcare organizations in the quest to link data to decision insights, execute automated marketing campaigns and drive better outcomes across the care continuum. Whether you are a Data Scientist, Strategist or Marketer, DIATA – our Business Intelligence and CRM/PRM platform – will help you grow healthy relationships.



For more than 40 years, health care providers have turned to Krames, a product of **StayWell**, for accurate, accessible and effective patient education and acquisition content. Our portfolio of solutions educates consumers and help organizations drive patients to profitable product lines.



Swanson Russell is a full-service advertising agency specializing in healthcare. And we believe there's never been a more exciting time to be in healthcare. Our passion is helping clients tell their story in a way that builds their brand and connects consumers with the healthcare they need.

Healthcare Marketing & Physician Strategies Summit

May 23 – 25, 2016
 Sheraton Grand Chicago
 Chicago, IL

1 Registrant Information

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 FULL NAME

.....
 FIRST NAME AS YOU WISH IT TO APPEAR ON BADGE

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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 Special Workshops

Please check if you plan to attend a special workshop. Your assistance in indicating which session you plan to attend will help us make appropriate room assignments. Note: Checking a box does not obligate you to attend the session.

Special Workshop Sessions Wednesday, May 25

- | | |
|--|---|
| <input type="checkbox"/> Creating a Content Marketing Strategy (Leibtag) | <input type="checkbox"/> Retooling Your Liaison Program (Ellsworth, Hayter, Rafalski, Spencer, Boydell) |
| <input type="checkbox"/> So You Want to Redesign Your Website (Small, Balfour) | |

Cancellation Policy

The Forum guarantees a refund, less a \$200 administrative fee, if written notification is received on or before March 11, 2016. Verbal cancellations are not accepted. Cancellations received after March 11, 2016 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 11, 2016. Discounts for group registrations (2 or more) are available for provider organizations. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

Summit Rates	Early	Regular
	received by 3/11/16	received after 3/11/16
Current Forum Member \$995 \$1,095
Joining Member (Includes one-year Forum membership, \$225 value) \$1,220 \$1,320
Non-Member (Does not include membership) \$1,250 \$1,350

Pre-Summit Strategy Sessions

Fee includes continental breakfast and lunch

Four "Ss" of Marketing \$95 \$125
Improv the Second City Way \$150 \$195
Personalized Marketing \$95 \$125
Physician Relations Impact \$95 \$125

Summit DVD-ROM

- \$175 for Attendees
- \$450 Non-Attendees
- *prices include shipping/handling

Total Due \$

5 Payment Information

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

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