



**forum** FOR HEALTHCARE STRATEGISTS

— 22<sup>ND</sup> ANNUAL —

# Healthcare Marketing & Physician Strategies

# Summit

MAY 8 - 10, 2017 | JW MARRIOTT | AUSTIN, TX

## FOCUS ON:

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

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# Dear Colleague:

This is a time of unprecedented challenges for those of us in healthcare. Uncertainty regarding how "repeal and replace" will play out and the continued transition to "value" adds to ongoing competitive pressures. Are you ready?

What better time than now to take a good look at how you can best position your organization – and yourself – for success? How can you improve marketing strategy, messaging, and positioning? How can you build relationships to drive growth and build loyalty? How can you improve communications with physicians, consumers, and employees and ensure a better overall experience? How can you mesh the use of data, analytics, and metrics with the need to improve lives? And, how can you achieve your fullest potential to be THE best and happiest YOU?

The 22nd Healthcare Marketing & Physician Strategies Summit explores all of these issues and more. Case study sessions featuring leading healthcare organizations, thought-provoking 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 start planning to best position your organization for the future!

## Summit Co-Chairs



**Suzanne Hendery**  
Chief Marketing Officer  
& VP  
Renown Health



**Carol Koenecke-Grant**  
VP, Strategic Services  
Valley Health System



**Andrew J. Snyder**  
SVP, Marketing &  
Communications  
Orlando Health

22<sup>ND</sup> ANNUAL

## Healthcare Marketing & Physician Strategies Summit

The Summit continues a 22-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.



## Who Should Attend

The 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 & Sales Executives
- Physician Referral/Outreach Directors
- Public Relations Directors
- Advertising Executives
- CRM Directors
- Consultants

# Re-Imagine...Innovate...Transform

## Summit Keynotes



### Stealing Fire: Unlocking Your Full Potential to Achieve Peak Performance

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**Steven Kotler**, *New York Times* Bestselling Author; International Pioneer in Peak Performance and Innovation

**Monday, May 8 | 4:00–5:15p**

Steven Kotler kicks off the Summit with an inspiring look at flow, stealing fire, and human potential. Whether it's an optimistic view of how bold thinking and extraordinary technological changes can change our lives, or how the science of "flow" can alter a person's way of interacting with the world to outperform others, Steven is a master storyteller who decodes our brave new world.



### Fascinate: How to Make Your Brand Impossible to Resist

**Sally Hogshead**, *New York Times* Bestselling Author; Creator of the Fascination Advantage® Assessment

**Tuesday, May 9 | 8:00–9:15a**

Based on her decade of research with over a million participants, Sally Hogshead will open your eyes to how others see you at your best. Bonus: Summit attendees will receive a personal Fascination report, as well as an email Mini-Course to maximize their Fascination advantage. An internationally acclaimed speaker, Sally is a former advertising executive who is widely considered a "marketing icon."



### Political Update: The Outlook for Healthcare

**Paul H. Keckley, PhD**, Managing Editor of *The Keckley Report*; Healthcare Research and Policy Expert

**Tuesday, May 9 | 12:45–1:45p**

Do you want to know what's really happening in Washington, DC? No one is better qualified to assess what's going on and how it will impact hospitals, physicians, and consumers than Paul Keckley. One of the nation's leading experts on health policy and industry trends, Paul will give us an inside look at the latest developments and what lies ahead.



### Algorithm: The Pulse, Creativity, and the Future of Brands

**Mitch Joel**, Media Hacker; Author; President of Mirum

**Wednesday, May 10 | 8:00–9:15a**

When Google wants someone to explain the latest developments in marketing to the top brands in the world, they bring in Mitch Joel. Described as a "Rock Star of Digital Marketing" and "one of North America's leading digital visionaries," Mitch shares why the future of marketing lies in rethinking data, building loyalty, and aligning with the customer's brand journey.

## Summit Schedule At-A-Glance

### Monday, May 8

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
5:15–7:15p	Opening Reception in the Exhibit Hall

### Tuesday, May 9

7:00–5:00p	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
12:15–1:45p	Lunch & Political Update
2:00–3:00p	Concurrent Sessions
3:00–4:00p	Break in the Exhibit Hall
4:00–5:15p	Concurrent Sessions
5:15–7:00p	Reception in the Exhibit Hall

### Wednesday, May 10

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





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

9:00a – 12:00p

## PRE-SUMMIT STRATEGY SESSION I

### Winning on Customer Experience

Customer experience is now a C-suite priority for healthcare organizations, driven by competition, transparency, and consumer power. Yet many struggle to define, design, and deliver valued experiences that drive brand differentiation and loyalty. Examine the role of marketing in experience management, including how to listen to customers and apply insights to experience design.

#### Suzanne Hendery

Chief Marketing Officer & VP  
Renown Health (Reno, NV)

#### Chris Holt

Chief Experience Officer  
Holy Redeemer Health System (Philadelphia, PA)

#### Selima Khan

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

#### Karen Corrigan

CEO  
Corrigan Consulting

## PRE-SUMMIT STRATEGY SESSION II

### The Next Step in Content Marketing: Governance and Workflows

If you are struggling with "too much content," "not enough content," or "the wrong content," this workshop is for you! Learn how to master the fundamentals of producing great content, including how to align teams, formulate iterative plans for governance and workflow, and sell your organization on the consistency and coherency guidelines and standards will bring to content. Take home a recipe for:

- Assessing current workflow and governance standards
- Choosing the right tools for your organization
- Building tools that work
- Gaining executive and team buy-in

#### Ahava Leibtag

President  
Aha Media Group

## 1:00p Summit Commences

### STRATEGIC MARKETING

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#### To Centralize or Not to Centralize

It's an ongoing question...and one that has taken on even more importance given increased merger activity: should marketing and branding be controlled at the system or local level? Examine different approaches, challenges, and lessons learned.

#### Nick Ragone

SVP, Chief Marketing & Communications Officer  
Ascension (St. Louis, MO)

#### Sarah Sanders

Associate Chief Marketing Officer  
Penn Medicine (Philadelphia, PA)

#### Jean Hitchcock (Facilitator)

President, Hitchcock Marketing & Communication

### COMMUNICATION & ENGAGEMENT

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#### Re-Engineering Internal Communications for the Digital World

Geisinger Health System strategically revamped its internal communications approach to respond to digital preferences and engage "on-the-go" physicians, nurses, and other staff. Examine Geisinger's user-friendly Intranet portal, employee text-messaging program, internal collaboration tools, and Digital Town Halls with system leaders. Hear how data and analytics drive decisions.

#### Andrea Badrigian

Vice President of Internal Communications  
Geisinger Health System (Danville, PA)

#### Benjamin Texter

Co-Founder  
Digital Health Strategies

### ANALYTICS, DATA & MEASUREMENT

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#### Call Centers: Unifying the "Front Door"

Busy health system call centers often aren't able to sufficiently prioritize marketing calls to action as they contend with so many patient management demands. Examine a strategic approach that makes the "front door" a priority, unifies the brand, and enables effective tracking and scheduling of patients in alignment with operations. Hear results.

#### Jill Austin

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

#### Erinne Kovi Dyer

SVP, Chief Marketing Officer  
Envera Health

1:00 – 2:15p

2:30 – 3:45p

#### Balancing CRM and Brand Building Efforts

With limited resources, healthcare marketers must juggle how much of their budgets to devote to customer relationship marketing vs. brand building. Learn how the two can (and should) work together. Examine what's working, what's not, and why.

#### Preston Gee

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

#### Diane Hammon

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

#### John Marzano

Vice President, Marketing & Public Affairs  
Lehigh Valley Health Network (Allentown, PA)

#### Joel English (Facilitator)

Managing Partner, BVK

#### Best Practices in Crisis Communications: Let's Talk!

From data breaches to disease outbreaks to local tragedies...is your organization prepared to manage a crisis? Hear lessons and tips from communicators who have successfully guided their organizations through a crisis. Learn how to optimize the use of traditional channels and social media.

**Glenn Bieler**, Chief Communications Officer  
UW Medicine (Seattle, WA)

**Terri McNorton**, VP, Corporate Communications  
Bon Secours Health System (Marriottsville, MD)

**Andrew J. Snyder**, SVP, Marketing & Communications  
Orlando Health (Orlando, FL)

#### Marilyn Wilker (Facilitator)

President, MintChip Communications

#### Driving Innovation through Healthcare CRM

Healthcare CRM (HCRM) can facilitate patient engagement, improve acquisition and conversion, serve as the vehicle for population analysis, and drive ROI. But, can it do more? Learn how HCRM can work with other enterprise systems to transform patient experience, facilitate the transition to value-based care, promote brand consistency, improve clinical engagement, and ultimately improve outcomes.

#### Matt Casselton

Vice President, Marketing & Consumer Engagement  
Trinity Health (Livonia, MI)

#### Brian O'Connor

Vice President, Enterprise Technology  
Evariant

4:00 – 5:15p

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#### Stealing Fire: Unlocking Your Full Potential to Achieve Peak Performance

Generating "flow" and getting "into the zone" have become the goal of the world's most elite organizations. Why are business moguls attending Burning Man? Why has meditation become a billion-dollar industry? Why are technology gurus experimenting with new states of consciousness to unlock creativity? All are ways to shift one's state of mind and unlock greater potential. **Steven Kotler** reveals how altered states sharpen decision-making capabilities, unleash creativity, fuel cooperation, and let us tap into levels of inspiration and innovation unavailable at all other times.

**Steven Kotler**, Bestselling Author; Award-Winning Journalist; Co-Founder/Director of Research, Flow Genome Project

## PRE-SUMMIT STRATEGY SESSION III

### Proving Marketing ROI: What to Track and How to Track It

Marketers are on the hot seat to prove value to their organizations every day. Good news: access to metrics is plentiful. But...what's most meaningful to track? How do you hardwire tracking into your traditional and digital campaigns and make the connection to revenue? And how do you persuasively communicate results to stakeholders? Examine case studies, best practices, and different perspectives.

#### Wendy Hoke

Vice President, Marketing & Communications  
St. Vincent Charity Medical Center (Cleveland, OH)

#### Lisa McCluskey

Vice President, Marketing Communications  
CHI Memorial Health (Chattanooga, TN)

#### Stephen Moegling

Partner  
Franklin Street

## PRE-SUMMIT STRATEGY SESSION IV

### Rethinking Physician Relations: Preparing for the Future

Clinical integration, population health strategies, bundled payments, network alignment...all are included in one way or another in every organization's strategic plan. As those plans continue to advance, how can physician relations leaders support the new strategic direction? Hear what it takes to remain relevant and deliver results. Examine changes in the field role, how data is used, and new measures of success. Learn what works and what doesn't.

#### Lori Corbell

Director, Provider Relations/Sales  
CHRISTUS Health (Shreveport, LA)

#### Marcy Traxler

VP, Business Development & Service Line Strategy  
AMITA Health System (Elk Grove Village, IL)

#### Susan Boydell

Partner  
Barlow/McCarthy

## 1:00p Summit Commences

### INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Corrigan Consulting

#### Beyond Campaigns: Strategic Use of CRM

When done right, segmentation provides a strategic foundation for aligning marketing tactics with KPIs. Learn how to use your CRM system to build segments and personas to better reach consumers. Examine a data-driven approach to segmenting into differentiated groups based on value. Hear how to apply the approach and measure success along the way.

#### Elizabeth Joint

Marketing Manager  
Ochsner Health System (New Orleans, LA)

#### Dave Griffith

Vice President, Analytics & Insights  
Healthgrades

### PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

#### Employed Physician Strategy: Leakage, Keepage, and Marketing

With more systems owning physician practices, liaisons can play a key role in referral management as well as in helping employed physicians grow their practices. Examine successful approaches.

#### Alex Ellsworth

Director, Growth & Physician Relationship Management  
UHS Delaware (Allentown, PA)

#### Robin Krueger

Director, Physician Relations  
Northern Nevada Medical Center (Reno, NV)

### Working with Online Communities

Online communities have become increasingly popular as a way for patients, caregivers, and healthcare professionals to share knowledge and find support. How can healthcare marketers support these peer-to-peer networks? Learn where the opportunities are for providing guidance, building relationships, and contributing knowledge.

#### Cindy Price Gavin

Founding Executive Director  
Let's Win! Sharing Science Solutions for  
Pancreatic Cancer

#### Colin Hung

Vice President, Marketing  
Stericycle Communication Solutions

#### Dan Dunlop

President  
Jennings

### Developing a Results-Driven Onboarding Process

Confusing onboarding with orientation is a common, and costly, error. But, the right approach can overcome policy and communication barriers that needlessly delay integration of physicians into their practices. Examine effective models, including how to use data to connect new providers to receptive audiences and measure progress and performance at key points in the practice development cycle.

#### Mitzi G. Kent, RN, BSN

VP, Strategic Resource Group & National Physician Relations & Industry Program (PRI program)  
LifePoint Health (Brentwood, TN)

#### Carrie Bennett

Vice President of Client Strategy  
Marketware

## 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!

Forum for Healthcare Strategists members 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](http://www.healthcarestrategy.com)

# Continue the Conversation

## 23rd Healthcare Marketing & Physician Strategies Summit

April 30 – May 2, 2018  
The Grand America Hotel  
Salt Lake City, UT

8:00 – 9:15a

**Fascinate: How to Make Your Brand Impossible to Resist**

Why are we captivated by some people but not others? Why do we recall some brands yet forget the rest? In a distracted world, how do certain leaders, friends, and family members convince us to change our behavior? **Sally Hogshead** explains the seven Advantages behind "Fascination" and why it is the most powerful way to influence decision making. A Fascination Advantage® Assessment will be provided to all, and results from the group will be used to shape this targeted talk.

**Sally Hogshead**, *New York Times* Bestselling Author; Hall of Fame Speaker; Creator of the Fascination Advantage® Assessment

**STRATEGIC MARKETING**

Sponsored by Tea Leaves Health

**Impacting Patient Experience with Online Feedback**

With online patient ratings, reviews, and survey responses surging into the millions, healthcare marketers are playing an emerging role in impacting the patient experience. Learn how to pro-actively monitor and respond to online feedback, prove value to the C-Suite, identify trends to help drive experience improvements, and increase physician engagement.

**Mary Reid, RN, BSN, CNOR**, Senior Physician

Development Consultant  
Medical Group of the Carolinas (Spartanburg, SC)

**Andrew Rainey**, Executive Vice President, Strategy  
Binary Fountain

**Urgency in Urgent and Retail Care Capture**

Opportunities for health systems in urgent and retail care have never been greater, but the market is also more competitive. Hear what's driving growth. Learn how one health system integrated urgent and retail care and moved quickly to market at the strategy and operational levels. Take home a checklist for moving forward with urgent/retail care integration in your market.

**James Blazar**, Chief Strategy Officer *and*

**Michael Geiger**, Corporate Director,  
Convenient Care

Hackensack Meridian Health (Hackensack, NJ)

**Linda MacCracken**, Senior Principal, Accenture

**COMMUNICATION & ENGAGEMENT**

Sponsored by Accenture

**Leveraging Digital to Transform Experience**

Health systems face new challenges as they leverage digital tools and technologies to address marketing, communications, patient access, population health, fundraising, and clinical integration. Learn how to apply digital marketing expertise to develop a 360 degree view of patients.

**Marce Edwards**, Director, Media & Digital  
Communications

MultiCare Health System (Tacoma, WA)

**Vanessa Hughes**, Digital Marketing Manager  
Essentia Health (Fargo, ND)

**Chris Boyer** (*Facilitator*)

Digital Strategist, @chrisboyerLLC

**Competing in the New Consumer Landscape**

In today's era of empowered consumerism, health systems are strategically reorganizing their marketing and communications functions to compete "smarter." Hear how they have adopted best-in-class consumer marketing techniques and shifted the focus from incidents to loyalty, service lines to segmentation analysis, and patient knowledge to customer intelligence.

**David Duvall**, SVP, Marketing & Communications  
Novant Health (Charlotte, NC)

**Paul Szablowski**, SVP, Brand Experience  
Texas Health Resources (Arlington, TX)

**ANALYTICS, DATA & MEASUREMENT**

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**A Data-Driven Approach to Service Line Growth**

By focusing on key service lines, physician relations executives can take their programs to the next level. Learn how to build a tactical plan around service lines that is grounded in data and designed to deliver growth. Hear which data can help identify outmigration. Take home tools and tactics for applying data to efforts in the field.

**Mitzi G. Kent, RN, BSN**

VP, Strategic Resource Group & National Physician  
Relations & Industry Program (PRI program)  
LifePoint Health (Brentwood, TN)

**Closing Care Gaps with CRM and Marketing Automation**

By mapping the patient journey, organizations can identify drop-off points and solutions for plugging leaks. Learn how to track behavior from consumer research to the clinical conversion stage, map and articulate where and why patients drop off, and devise communications to re-engage.

**Jeff House**

AVP, Marketing  
Wake Forest Baptist Hospital (Winston-Salem, NC)

**Gary Druckenmiller**

Vice President, Marketing Practice Lead  
Evariant

**12:15 – 1:45p LUNCHEON – Political Update: The Outlook for Healthcare Paul H. Keckley, PhD****Revamping Healthcare: A Deep Dive!**

Take a deep dive into the move to "repeal and replace." Examine the goals and challenges that will drive actions, including how to maintain guaranteed issue, avoid disrupting Trump's voter base, and manage potential disconnects between the White House and Congress. Hear what's likely to happen with the individual mandate, cost sharing, and Medicaid.

**Martin Hickey, MD**

CEO  
New Mexico Health Connections (Albuquerque, NM)

**David Smith**

Chief Development Officer  
Leavitt Partners

**Content Marketing for Patient Engagement**

In 2015, Vanderbilt University Medical Center reimagined its approach to community health and digital content with the launch of MySouthernHealth.com. Hear how this dynamic digital hub for storytelling, patient education, and service journalism is transforming community outreach and driving measurable patient engagement, with more than 60,000 visits per month.

**Cynthia Floyd Manley**

Director of Content Strategy  
Vanderbilt University Medical Center (Nashville, TN)

**Tina Kelly**, Chief Marketing Officer  
Casual Astronaut

**Understanding Extended Value Contribution**

Successful understanding and measurement of the extended value contribution of a patient can enhance marketing's role in the organization. Learn how other industries calculate extended value, which considers not only the customer's own future interactions with the organization, but the likelihood and value of others they'll refer as well. Hear how to apply models to healthcare.

**Nicole Baxter**

VP, Marketing Strategy & Brand Development  
HCA (Nashville, TN)

**Bridget Coogan**, Head of Industry, Health Systems  
Google

**Health Systems as Health Insurers**

Hospitals and health systems are starting or expanding their own insurance plans. But growing and marketing a health plan is very different from marketing a hospital. Examine the issues, including what it takes to acquire and retain plan members vs. patients and how integrated systems are doing both.

**Rose Glenn**

SVP Communications & Chief Experience Officer  
Henry Ford Health System (Detroit, MI)

**Paul Szablowski**

SVP, Brand Experience  
Texas Health Resources (Arlington, TX)

**Peter Brumleve**

President, Brumleve and Associates

**Enhancing Your Media Spend**

Media spending consumes the largest percentage of almost every health system's marketing budget, with digital as the fastest growing segment. But how do you know what works, or how to spend dollars more effectively? Learn how to ask the right questions, assess results, and better understand consumer behavior online and off.

**Michael Andrews**, Exec. Director, Hospitals, WebMD

**Boz Boschen**, Director of Digital Media, ndp

**Leni Kirkman**, SVP, Strategic Communications  
University Hospital System (San Antonio, TX)

**Brad Seitter**, EVP, Business Development, TVB

**Daniel Fell** (*Facilitator*) President & CEO, ndp

**Embracing Marketing Automation**

Healthcare marketers are realizing the value of marketing automation for ongoing customer engagement. Learn how to engage patients and consumers in meaningful dialogue across channels, manage communications between campaigns, target key markets with personalized messaging and content, and automate repetitive tasks and processes. Hear results.

**Jim Bobalik**, Senior Performance Measurement  
Analyst *and*

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

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

10:00 – 11:00a

11:15a – 12:15p

2:00 – 3:00p

4:00 – 5:15p



10:00 – 11:00a

**INTERACTIVE & DIGITAL STRATEGIES**

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**Making the Move to Mobile**

Hospitals and health systems are increasingly employing mobile tools and technologies to reach key target audiences. But what does it take to implement an effective mobile strategy? Hear how to gain organizational and clinical buy-in, identify the resources necessary to complete critical projects, organize staff to build and support mobile initiatives, and measure and report results.

**Brian Gresh**

Executive Director of Multi-Channel Content Marketing  
Cleveland Clinic (Cleveland, OH)

11:15a – 12:15p

**Think Like an Online Retailer**

As patients take a more active role in their own health and also expect greater control, choice, and transparency from providers, successful hospitals are embracing this change. Learn how Carilion Clinic applied best practices from e-commerce to a new website focused on elective procedures. Hear how this "elective mindset" is improving digital patient experience and appointment volumes across the organization.

**Mike Dame**, VP, Marketing & Communications  
Carilion Clinic (Roanoke, VA)

**Bryce Cannon**, Vice President, Client Services  
Modera

2:00 – 3:00p

**The Ins and Outs of Building a Digital Team**

A strong digital team is essential to meet consumer expectations of ease and convenience in healthcare. But there is nothing easy or convenient about building a successful team. Learn how to balance in-house capabilities and outsourcing, attract the right talent, and create a collaborative environment for teams to thrive.

**Kelly Faley**, VP, Web Strategies & Customer Contact Centers  
Sharp HealthCare (San Diego, CA)

**Sean Slattery**, Digital Strategist  
Norton Healthcare (Louisville, KY)

**Scott Linabarger** (Facilitator)  
VP, Strategic Accounts, Medicom Health

4:00 – 5:15p

**Transparency: The Website Triple Aim**

Transparency is a key component of US health system improvement. Learn how systems are using their websites to promote transparency in quality, cost, and patient experience in a manner that is useful and user-friendly for consumers.

**Matt Gove**, Chief Consumer Officer  
Piedmont Healthcare (Atlanta, GA)

**Vicki Whichard, CCXP**, VP of Customer Experience  
Geisinger Health System (Danville, PA)

**Lisa Williams**, Assoc. Director, Digital Engagement  
Oregon Health & Science University (Portland, OR)

**Paul Griffiths** (Facilitator)  
CEO & Founding Partner  
Medtouch

**PHYSICIAN RELATIONS & SALES**

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**Understanding Referring Physician Decision-Making**

Referrals are a key source of market growth for hospitals and physicians. But what motivates a physician to select one referral pathway over another? Learn how to conduct Decision Factors research to understand what matters most to referring physicians. Hear how to use the results to better allocate outreach and marketing resources.

**Tracy Dodd**, Director, Physician/Patient Referral Services  
St. Jude Children's Research Hospital (Memphis, TN)

**John McKeever**, Executive Vice President  
Gelb, An Endeavor Management Company

**Sales Strategies: What's Real in the Field**

With all of the changes happening in healthcare, what does it take for liaisons to stay strong in the field? Hear techniques and innovations for success, including new ways to manage gatekeeper strategies, balance internal requests, and effectively track and report on your organization's priorities.

**Michael Curry**  
Manager of Provider Relations  
Centura Health (Denver, CO)

**Kriss Barlow**  
Principal  
Barlow/McCarthy

**Leveraging the Power of Physician Outreach and Technology**

University Hospitals grew its physician outreach program by 100% in one year through strategic and data-driven goals. Hear how this growth, coupled with establishment of physician alignment medical directors and a physician-facing mobile application, have resulted in improved patient "keepage," increased provider engagement, and a strong physician outreach platform.

**Cynthia Zelis, MD, MBA**, VP, Clinical Integration  
University Hospitals Cleveland (Shaker Heights, OH)

**Eric Molitor**, CEO and Co-Founder  
Axix

**The Role of Dashboards and Scorecards in Telling Your Story**

Physician relations leaders often have to look to data to show how their efforts impact the bottom line. Examine dashboards and scorecards for showcasing your provider relationship efforts, including metrics to use and techniques for sharing meaningful data. Evaluate key messages leadership wants to hear.

**Marlana Beck**  
Director, Provider Relations  
Mayo Clinic (Jacksonville, FL)

**Brian P. Borchardt**  
Director of Physician Relations  
Baylor Scott & White Health (Temple, TX)

**PHYSICIAN STRATEGIES****When CRM and PRM Join Forces**

Powerful results can be achieved when consumer data from a CRM and physician data from a PRM are combined. Learn how to identify high-risk patients and connect them with the right specialists and primary care providers. Hear how to use the data to create action plans, strengthen referral relationships, and design effective communications.

**Marisa Lavine**

AVP, Public Relations & Marketing  
Adventist HealthCare (Gaithersburg, MD)

**Lori Brenner**

Vice President  
Tea Leaves Health

**Creating Physician Joy**

Physician burnout has reached crisis level – and has serious implications for quality, safety, and patient experience, now and in the future. Yet, striving to reduce burnout is a very low bar to set. Examine solutions to create workplace joy, improve physician well-being, and change the paradigm. Hear implications for marketing and physician relations.

**James L. Lonquist, MD, FACS**, Cardiothoracic Surgeon, Physician Coach  
Baptist Healthcare, HealthStream Engagement Institute

**Katie Owens**, Vice President & Practice Leader  
HealthStream Engagement Institute

**Physician Communication: Inform Strategy through Research**

Whether the market is local, regional, national, or even international, engaging physicians is an ongoing challenge — and even more so in the digital age. Learn how Johns Hopkins Medicine used customized research to develop marketing strategies to reach physicians where they are, when they want it, and on platforms they can easily access and use.

**Sharon Applestein**, Director, Institutional & Service Line Marketing *and*

**Therese Lockemy**, Director, Internet Marketing & Social Engagement  
Johns Hopkins Medicine (Baltimore, MD)

**Physician Directories: Online Transparency, Geomapping, and SEO**

The online physician directory is one of the most important priorities for hospitals and health systems to get right. Learn how to build a best-in-class directory that gives consumers what they want. Hear how accurate internal and location data, as well as patient ratings and comments, improve SEO.

**Whitney Benedict**, Director of Physician Relations & Referral Management  
Spectrum Health (Grand Rapids, MI)

**Mark Samber**, Director of Digital Strategy & Web Marketing  
MUSC (Charleston, SC)

**Ed Bennett** (Facilitator)  
Principal, Ed Bennett Consulting

**Algorithym: The Pulse, Creativity, and the Future of Brands**

Today, disruption is everywhere. Digital transformation is imperative. And everything is measurable, actionable, and able to be optimized in near real time. **Mitch Joel** shows how these new (and dramatic) realities demand a rethinking of marketing and what the future may look like. Learn how to pivot from an analytics-driven world to one where intimacy is built through content and initiatives that align with the customer's lifelong brand journey. Hear how creativity and data can work together to build loyalty.

**Mitch Joel**, President, Mirum; Media Hacker; Author

**STRATEGIC MARKETING**

Sponsored by Tea Leaves Health

**Wellness Messaging: Three Generations React**

How do different generations perceive health and wellness messages? Do they want their doctors to be health mentors or to simply diagnose and treat? Hear original research on these questions and more. Learn how to apply the results to improve your image.

**Lindsey Dossey**, Executive Director, Marketing, Community Outreach & Physician Relations  
Cullman Regional Medical Center (Cullman, AL)

**Vincent DeRobertis**, SVP, Commercial Strategy & Innovation  
Research Now

**Bill Swanston**, Executive Creative Director & Principal  
Frederick Swanston Advertising

**COMMUNICATION & ENGAGEMENT**

Sponsored by Accenture

**Psychographic Segmentation = More Efficient and Effective Marketing**

Different patterns of values and priorities influence how consumers shop for, select, use, and evaluate healthcare services and providers. Learn how Emory Healthcare is using psychographic segmentation to uncover the psychological and behavioral patterns that contribute to an individual's health and dependence on healthcare. Hear how the research guides marketing for Oncology and Cardiovascular services.

**Amy Comeau**

Corporate Director, Marketing Strategy & Support  
Emory Healthcare (Decatur, GA)

**ANALYTICS, DATA & MEASUREMENT**

Sponsored by Evariant

**Using Big Data to Focus Marketing Strategy**

Every marketer is tasked with doing more with less. Rather than forging ahead trying to meet as many initiatives as possible, it's important to look at how market share, demographics, psychographics, and payer mix can better inform marketing objectives. Learn a proven process for analyzing and mapping data to understand trends and targets, inform creative, and tailor media plans.

**Joe Calderone**

SVP, Communications & Development  
South Nassau Communities Hospital (Oceanside, NY)

**Bill Wax**

President & CEO  
Wax Custom Communications

**Why Patients Switch — What Your Brand Needs to Know**

Behavioral insights can uncover why patients either come to, or leave, your healthcare organization. Examine the results of three interrelated studies on what actually causes consumers to make a change. Hear how the information is shaping Essentia Health's brand development, as well as the day-to-day strategies.

**Kristi Schmidt**

VP, Chief Marketing & Communications Officer  
Essentia Health (Duluth, MN)

**Mike Seyfer**

President & CEO  
HTK Marketing Communications

**Defining the Invisible Brand**

For 22 years, HealthTexas Provider Network (HTPN), the employed medical group for Baylor Scott & White Health, delivered outstanding multi-specialty patient care. The only problem was, no one knew who they were. Through a holistic strategic marketing exercise, HTPN was able to emerge from anonymity with a strong brand promise and clear messaging. Learn how.

**Pam Zippi**

Vice President of Marketing  
HealthTexas Provider Network (Dallas, TX)

**Gayle Goodman**

Executive Advisor  
ExperiPro

**Population Health Management Via Predictive Modeling**

Using big data and predictive modeling, Tidelands Health is driving patients who are at risk for, or already living with, diabetes into a low-cost medical fitness program. Learn how marketers and clinicians worked hand in hand to launch the initiative. Hear how early intervention is improving health status for patients and positively impacting the bottom line.

**Nick McClary**

Clinical Manager  
and

**Amy Stevens**

Vice President, Marketing & Communications  
Tidelands Health (Murrells Inlet, SC)

## Special Workshop Sessions

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

**Integrating Business, Brand and Marketing Strategies to Drive Growth**

Blessing Health System recently repositioned its brand to sustain growth. Learn how Blessing used a new brand platform to address operational and business needs and transition toward a digital marketing focus. Hear about the multi-dimensional approach and process, and how the talents of multiple vendors were merged to ensure an optimal outcome. Walk away with a framework for developing, deploying, growing, and protecting the brand as a strategy and critical asset.

**Chaka Jordan**

Vice President, Marketing & Strategic Planning  
Blessing Health System (Quincy, IL)

**Kathy Divis**

Co-Founder & President  
Greystone.Net

**Rob Klein**

Founder & CEO  
Klein & Partners

**Success with Social Media and Content**

Wondering how social media can have a real impact on your marketing strategy? Learn from organizations that are having success. Hear how:

- Henry Ford Health System connects with women of varying ages and life stages via relevant and appealing content on Facebook, Instagram, and Snapchat
- Hartford HealthCare harnessed the power of content, storytelling, and creative distribution to engage the community

Learn what works, what doesn't, and how to measure results.

**Rebecca Stewart**, Director, Content Marketing  
Hartford HealthCare (Newington, CT)

**Emily Stieber**, Social Media Strategist and

**Karen Wismer**, Senior Marketing Manager  
Henry Ford Health System (Detroit, MI)

**Elizabeth Scott** (Facilitator)

SVP, Marketing & Operations  
DBS Interactive

**Physician Retention Strategies: Making Physicians Want to Stay**

In today's competitive physician marketplace, healthcare organizations must do all they can to ensure that physicians, once recruited, want to stay. Learn the real-life reasons why physicians leave positions and what they expect from an employer. Take home guidelines and practices for:

- Developing a strategic retention plan that addresses those expectations
- Incorporating a retention strategy into your recruiting process
- Negotiating win-win agreements that incentivize retention

**Craig Fowler**

SVP of Training, Recruiting & Public Relations  
Pinnacle Health Group

**Jeff Freygang, FACHE**

Strategic Advisor  
NRC Health



9:30 – 10:45a

**INTERACTIVE & DIGITAL STRATEGIES**

Sponsored by Corrigan Consulting

**Website Design: Lessons from Google and Amazon**

If nearly 80% of all hospital website traffic originates from Google condition, treatment, and physician searches, why aren't more websites designed to reflect how patients search for care instead of how organizations are structured? Learn how to incorporate Google's search and Amazon's personalized content mapping strategies into your website using open-source platforms.

**Amber Welch**

Director, Digital Content  
Ochsner Health System (New Orleans, LA)

**Shawn Gross**

Chief Digital Strategist, Healthcare Practice Lead  
White Rhino

11:00a – 12:15p

**An App for Employee Engagement**

Could an employee app be a magic bullet for improving employee engagement and shaping culture? Learn how to communicate more effectively with employees both inside and outside the hospital, including those at physician practices, rehab centers, and blood draw sites, via mobile apps. Explore the development process, from research to build to launch, including help-line development, metric scorecard, and user feedback.

**Jennifer Miele, MPS**

Vice President, Marketing & Communications  
Excelsa Health (Greensburg, PA)

**PHYSICIAN RELATIONS & SALES**

Sponsored by Marketware

**Proving Impact in Physician Relations: How, When, and What To Measure**

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:

- Metrics and techniques for sharing meaningful data, including key messages leaders want to hear
- Concrete ROI models and successful revenue generating campaigns, with a focus on portfolio analysis and segmentation of physician customers
- How stories can be used to gain internal support and add validity to the field role

**Alina Joseph**

Physician Liaison Manager  
Kettering Health Network (Dayton, OH)

**Carol Koenecke-Grant**

Vice President, Strategic Services  
Valley Health System (Winchester, VA)

**Lori McLelland**

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

HALF DAY

**PHYSICIAN STRATEGIES****Coaching Providers to Improve Patient Experience Scores**

EvergreenHealth is implementing direct Observation and Personal Communication Plans to coach providers to patient experience success. Learn about the Art of Caring program and curricula, the observation/consultation process, and the development of Observation and Personal Communication Plans. Hear how the program improves scores and provider performance.

**Kay Taylor**

VP, Marketing, Communications & Patient Experience  
EvergreenHealth (Kirkland, WA)

**Brian Whitman**

President  
Corrigan Consulting

**Marketing and Physician Relations: Working Better Together**

Together, marketing and physician relations departments can be stronger forces for increasing revenue, physician satisfaction, and engagement. Learn how teams at one organization joined together to launch two new service lines (ophthalmology and sports medicine/sports therapy), market new physicians, and increase volume and revenue.

**Celia Ferrel, MHA, APR**

Director, Marketing & Public Relations and

**Cassandra Taber**

Manager, Physician Relations  
Children's Hospital & Medical Center (Omaha, NE)

Visit the Forum at [www.healthcarestrategy.com](http://www.healthcarestrategy.com) to register online.

**Hotel Information**

The official hotel for the Summit is the **JW Marriott Austin**, a 2016 *Condé Nast Traveler* Reader's Choice Award Winner as a Top 50 Hotel in the World. Situated in the heart of the downtown area, this luxury hotel is within walking distance of enticing restaurants and bars, the Capitol, and exciting attractions.

To make a reservation, call the JW Marriott at **844-473-3959** and identify the meeting as the "Healthcare Marketing Summit" to get the special rate of **\$249 single/double**. The rate includes guest room Internet access as well as access to the fitness center. All reservations must be guaranteed with a major credit card.

Be sure to make your reservations early! **The room block will be released on Friday, April 14, 2017, but might be sold out before that date!**



## Co-Sponsors



health plans. Trusted quality, proven expertise and superior service have defined our work since 1983. Coffey's custom solutions help healthcare organizations engage their patients and members with credible healthcare information.



The team at **Corrigan Consulting** works with healthcare leaders to develop strategic, evidence-based marketing, business development and consumer engagement strategies to drive growth, strengthen competitive performance and improve business outcomes.



**Franklin Street** is a health care branding and digital marketing consultancy. We build patient-centered brands®. In our 30-year history, we have built the brands of hundreds of health care providers around the country, leading our clients to preferred brand status and market share dominance.



**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.

## Diamond Sponsors

**Evariant** provides the leading healthcare CRM solution suite designed to help health systems transform the healthcare experience. Built in partnership with Salesforce®, our solutions foster richer consumer/patient engagement and tighter physician alignment. Powered by industry-leading data and analytics, Evariant enables health systems to effectively communicate care options that increase revenue and market share, while optimizing network utilization.

**Tea Leaves Health** is focused on delivering business intelligence solutions for the healthcare industry. With enterprise software empowered by data, and decades of experience in healthcare business development and marketing, our team has unrivaled expertise in helping health systems prioritize efforts to maximize profits and experience service-line and strategic growth.

## Platinum Sponsor

**Healthgrades** helps hospitals attract, convert and engage consumers in better health. Critical steps in the patient journey — choosing the right doctor, connecting with your system and referring specialists, and managing care between office visits — are all powered by the Healthgrades marketplace and marketing platform to amplify your brand and drive growth.

## Gold Sponsor

As an engagement services partner, **Envera Health** is committed to making every interaction count. Improving clinical & financial performance. Advancing consumer-driven care. Making healthcare better. Together with our provider partners, we create an ecosystem of connectivity to support today's consumer demands and build relationships that last.

## Silver Sponsors

**Accenture** insight driven health is the foundation of more effective, efficient and affordable healthcare. Leading healthcare organizations choose Accenture for a wide range of health services that help them use knowledge in new ways. Our professionals combine experience, insights and technologies to deliver the power of insight driven health.

**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, marketing and physician relations teams to grow, retain, and discover new volume opportunities across service lines.

**Yext** puts business on the map with the award-winning Location Cloud. We enable companies of all sizes to manage location data across their websites, mobile apps, internal systems, and the industry's largest ecosystem of maps, apps, social networks, directories, and search engines including Google, Apple, Facebook, Bing, and Yahoo.



A trusted healthcare industry expert since 1995, **LionShare** offers CRM/PRM, marketing automation and ROI analytics designed to enhance outcomes, both within marketing and enterprise-wide. Building brand preference, utilization and loyalty, LionShare's insight-driven strategies guarantee continual messaging streams, targeted to the right audiences at the right time, via the preferred channel.



**Valassis** is a leader in intelligent media delivery, providing over 58,000 clients with innovative media solutions to influence consumers wherever they plan, shop, buy and share. By integrating online and offline data combined with powerful insights, Valassis precisely targets its clients' most valuable shoppers, offering unparalleled reach and scale.



**Wax** delivers robust, multi-channel healthcare marketing strategies that are always fresh, injecting creativity back into an industry that hasn't always been recognized for it. In fact, we've earned over 1,500 awards — including #1 award-winning agency at the Healthcare Advertising Awards for two consecutive years.



# Healthcare Marketing & Physician Strategies Summit

## 1 Registrant Information

.....  
FULL NAME

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

.....  
TITLE

.....  
ORGANIZATION

.....  
ADDRESS

.....  
CITY STATE ZIP

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PHONE FAX

.....  
E-MAIL

.....  
TWITTER HANDLE

## 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.

### Wednesday, May 10

- ☐ Business, Brand & Marketing Strategies
- ☐ Social Media Success
- ☐ Physician Retention Strategies

## Cancellation Policy

The Forum guarantees a refund, less a \$200 administrative fee, if written notification is received on or before March 17, 2017. Verbal cancellations are not accepted. Cancellations received after March 17, 2017 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.

## May 8 – 10, 2017

JW Marriott  
Austin, TX

## 4 Registration Fees

Early rates are available if the registration form with full payment is received by Friday, March 10, 2017. 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 3/10/17	received after 3/10/17
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 box lunch

Customer Experience	..... \$95	..... \$125
Content Marketing	..... \$95	..... \$125
Marketing ROI	..... \$95	..... \$125
Rethinking Physician Relations	..... \$95	..... \$125

## Summit Playback (Audio Recordings & Slides)

..... \$75 for Attendees

..... \$195 Non-Attendees

**Total Due \$** .....

## 5 Payment Information

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

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

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## 6 Get This Form To Us

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

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

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



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## Healthcare Marketing & Physician Strategies

# Summit

**MAY 8 - 10, 2017**

**JW MARRIOTT | AUSTIN, TX**

**Early Registration Savings End March 10!**

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on Market-Driven  
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**Featuring Presentations by Healthcare  
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