20th Annual
Healthcare Marketing & Physician Strategies Summit

April 13 - 15, 2015
The Cosmopolitan of Las Vegas

Focus on:
- Strategic Marketing
- Customer Communication & Engagement
- Analytics, Data & Measurement
- Interactive Marketing & Digital Strategies
- Physician Relations & Sales
- Physician Strategies

With special support from:
Evariant
Forum for Healthcare Strategists
Dear Colleague:

It’s no secret that the world has changed dramatically over the last 20 years. We’ve experienced profound advances in digital technology, connectivity, and the availability and use of data; increased consumer demands for personalized service; the explosion of social media; and, of course, all of the changes related to healthcare reform.

All of these have led to significant change in the role of healthcare marketing, strategy, and physician relations executives as well. New and emerging challenges call for a shift in thinking. So, how can we communicate more effectively with patients, consumers, and physicians to build engagement and lasting relationships? How can we encourage healthy behaviors? How can we help ensure an exceptional patient experience? And how can we better apply data, analytics, and metrics to accomplish important objectives?

The 20th Annual Healthcare Marketing and 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 20th Anniversary Summit. Join your colleagues to solve today’s most important healthcare marketing and physician relationship challenges, and to look towards the future!

Conference Co-Chairs

Chris Boyer
AVP, Digital Strategy
Northshore-LIJ Health System
(Great Neck, NY)

Erinne Dyer
Vice President, Corporate Communications, Marketing & Outreach
Carolinas HealthCare System (Charlotte, NC)

Paul G. Matsen
Chief Marketing & Communications Officer
Cleveland Clinic (Cleveland, OH)

Suzanne H. Sawyer
Chief Marketing Officer
Penn Medicine (Philadelphia, PA)

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

Twenty years ago, the Forum for Healthcare Strategists hosted the first Customer Based Marketing Summit for healthcare executives. Back then, we declared, “Never has there been a more exciting time for healthcare marketers. New technologies are changing communications with patients and providers, improving quality, increasing access to care, enhancing productivity and efficiency, and cutting costs.” And, a 20-year journey began!

Today, the Summit has evolved into the Healthcare Marketing and Physician Strategies Summit — and it is still 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. Join us in celebrating 20 great years of learning and growth!

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
• Identify the steps 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
• Master the data and tools needed to assess, strengthen, and track your organization’s marketing and physician relations strategies
• Differentiate innovative approaches for advancing digital strategy
• Examine proven approaches for increasing physician satisfaction, retaining physicians, and generating referrals

Who Should Attend

The Healthcare Marketing and Physician Strategies Summit is designed for the following executives from hospitals, health systems, academic medical centers, integrated networks, and medical group practices:
• 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
# Summit Schedule

## At-A-Glance

### MONDAY, APRIL 13, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00–8:00a</td>
<td>Yoga</td>
</tr>
<tr>
<td>8:00a–5:00p</td>
<td>Registration</td>
</tr>
<tr>
<td>9:00a–12:00p</td>
<td>Pre-Summit Strategy Sessions</td>
</tr>
<tr>
<td>1:00–3:45p</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>4:00–5:15p</td>
<td>General Session</td>
</tr>
<tr>
<td>5:15–6:45p</td>
<td>Opening Reception in the Exhibit Hall</td>
</tr>
</tbody>
</table>

### TUESDAY, APRIL 14, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:15–7:15a</td>
<td>Yoga</td>
</tr>
<tr>
<td>6:30a–5:00p</td>
<td>Registration</td>
</tr>
<tr>
<td>7:30–8:00a</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:00–9:15a</td>
<td>General Session</td>
</tr>
<tr>
<td>9:15–10:00a</td>
<td>Break in the Exhibit Hall</td>
</tr>
<tr>
<td>10:00–11:00a</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>11:00–11:15a</td>
<td>Break</td>
</tr>
<tr>
<td>11:15a–12:15p</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>12:15–1:00p</td>
<td>Networking Luncheon</td>
</tr>
<tr>
<td>1:00–1:45p</td>
<td>Dessert in the Exhibit Hall</td>
</tr>
<tr>
<td>1:45–3:00p</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>3:00–3:45p</td>
<td>Break in the Exhibit Hall</td>
</tr>
<tr>
<td>3:45–5:00p</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>5:00–6:15p</td>
<td>Reception in the Exhibit Hall</td>
</tr>
</tbody>
</table>

### WEDNESDAY, APRIL 15, 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:15–7:15a</td>
<td>Yoga</td>
</tr>
<tr>
<td>7:30a–2:30p</td>
<td>Registration</td>
</tr>
<tr>
<td>7:30–8:00a</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:00–9:15a</td>
<td>General Session</td>
</tr>
<tr>
<td>9:15–9:30a</td>
<td>Break</td>
</tr>
<tr>
<td>9:30–10:45a</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>10:45–11:00a</td>
<td>Break</td>
</tr>
<tr>
<td>11:00a–12:15p</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>12:30–2:30p</td>
<td>Special Workshop Sessions</td>
</tr>
<tr>
<td>2:30p</td>
<td>Summit Adjourns</td>
</tr>
</tbody>
</table>

---

## To Celebrate Our 20th Anniversary... A Bit of Magic!

**Monday, April 13**

4:00 – 5:15p

**Mat Franco**
Magician, America’s Got Talent 2014 Winner

It’s been a magical 20 years exploring success strategies for one-on-one marketing targeting consumers and physicians. So what better way to celebrate than with a mystifying magical experience? Magician Mat Franco, the 2014 winner of America’s Got Talent, joins us for a mind-blowing, high-energy show complete with magic, music, spontaneous humor, and LOTS of audience participation. Mat, who majored in Marketing and minored in Communication Studies at the University of Rhode Island, is a master at connecting with people and bringing smiles to their faces. This will be a memorable experience that you won’t want to miss!

---

## Moneyball: Lessons for Life & Business from Baseball’s Best General Manager

**Sponsored by Evariant**

**Tuesday, April 14**

8:00 – 9:15a

**Billy Beane**
Oakland A’s General Manager and Subject of Moneyball

Considered one of major league baseball’s most progressive and talented executives, Billy Beane molded the Oakland A’s into one of baseball’s most consistent winners by implementing a statistical methodology that shattered traditional baseball beliefs. That methodology has come to be known as “Moneyball” — named for the best-selling book and Oscar nominated film chronicling Billy’s journey from general manager to hero to celebrated management genius. By striking parallels between baseball and business, Billy inspires audiences across industries — including healthcare, finance, and more — with his unforgettable winning underdog story.

---

## Attracting, Engaging, and Retaining Customers with Content

**Sponsored by Healthgrades**

**Wednesday, April 15**

8:00 – 9:15a

**Ann Handley**
Best-selling Author, Digital Marketing Pioneer, and the World’s First Chief Content Officer

Few people can speak about Content and Marketing with more authority than Ann Handley. Ann is the author of the Wall Street Journal best seller Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content and co-author of Content Rules — the best-selling book on content marketing. She is the Chief Content Officer of MarketingProfs, a columnist for Entrepreneur magazine, and a LinkedIn Influencer. Through entertaining storytelling and a rare ability to make the complex simple and fun, Ann will help us rethink the way we market our organizations.
### PRE-SUMMIT STRATEGY SESSION I

**Radical Marketing Makeover: Embracing the New Science of Marketing**
With greater accountability for revenue growth and stronger customer engagement, marketers are increasingly turning to data to drive strategic decision making. Examine the new capabilities and skills required, including CRM, PRM, predictive modeling, and analytics. Hear how organizations are incorporating data into the marketing function to address new areas of accountability, including:
- revenue growth and ROI
- ACOs and population health management
- digital customer engagement

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

**John Marzano**  
VP, Chief Marketing & Communications Officer  
Orlando Health (Orlando, FL)

**Susan Whitten**  
Senior Consultant  
The Wilson Ellis Company

**Karen Corrigan**, CEO, Corrigan Partners

### PRE-SUMMIT STRATEGY SESSION II

**Communications: The New “Black” Redux**
Strategic communications is becoming ever more critical to engaging and supporting patients, employees, physicians, executives, and other key audiences to achieve organizational goals. Join your colleagues for this interactive workshop and learn how to:
- use communication tools — both written and digital — effectively
- integrate communications and messaging with marketing, positioning, thought leadership, and internal programs

We will apply techniques to a specific challenge you’re dealing with, so come prepared to share your most pressing internal and external communications challenges! Together, the group will select the top three. Then, through guided discussion and small group work, we will all work toward practical solutions.

**Terri Goren**  
Principal, Goren and Associates

**Hollis Salls**  
Principal, SallsGroup, LLC

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

---

### STRATEGIC MARKETING
BroadcastMed, Inc.

**Healthcare Pricing: Implications for Marketers**
With the growth of high deductible plans, defined contribution plans, and increased individual health plan purchases, consumers are increasingly concerned about healthcare prices. They want to know just how much a procedure or service will cost them and are willing to compare prices and shop around, just as they would in retail. Hear the role of price in marketing strategy and how price can impact your brand. Examine some innovative retail pricing approaches in healthcare.

**David Marlowe**  
Principal  
Strategic Marketing Concepts

**CUSTOMER COMMUNICATION & ENGAGEMENT**  
Truven Health Analytics

**Creating a Stellar Internal Communications Program**
Today, an engaged workforce is key to determining whether an organization simply survives, or thrives. It’s no surprise that healthcare marketing and communications leaders have identified internal communications as one of their top strategic priorities. Learn from a leading health system how to create a structure for consistent, sustainable, strategic employee communications that inform and engage.

**Dennis Pullin**, President  
MedStar Harbor Hospital (Baltimore, MD)

**Kim Fox**, Vice President  
Jarrard Phillips Cate & Hancock, Inc.

**INTERACTIVE MARKETING & DIGITAL STRATEGIES**  
Corrigan Partners

**Going Mobile: Meeting Audiences Where They Are**
In today’s world, your audiences, both internal and external, increasingly want to be reached on their mobile devices. Hear how two organizations are improving reach and engagement with fully responsive web sites, mobile apps designed to enhance the patient experience, Smartphones as part of crisis communications, and other mobile solutions.

**Edward Bennett**  
Director, Web & Communications Technology  
University of Maryland Medical Center (Baltimore, MD)

**Neal Linkon**  
Director, Interactive Marketing  
Children’s Hospital of Wisconsin (Milwaukee, WI)

---

**To Celebrate our 20th Anniversary...A Bit of Magic!**
Celebrate 20 magical years of exploring strategies and tactics for marketing and physician relations success! Prepare to be blown away by Magician Mat Franco! The winner of the ninth season of America’s Got Talent, Mat delivers a high-energy show complete with mind-blowing magic, music, spontaneous humor, and LOTS of audience participation. For Mat, magic isn’t about “tricking” or “fooling” the audience; it’s about connecting with people and bringing smiles to their faces. Join us for what is sure to be a memorable experience — and an exciting kick-off to our 20th Anniversary Summit!

**Mat Franco**, Magician, America’s Got Talent 2014 Winner
### PRE-SUMMIT STRATEGY SESSION III

**Brand Journalism: Engaging Consumers with Content**
Brand journalism offers a way to deliver engaging content while showcasing an organization’s work. Examine brand journalism models and learn how to:
- build internal support and the right “mindset” for a brand journalism site
- curate and create content that engages and nurtures
- integrate content and social media to drive website traffic

*Brian Gresh*, Senior Director, Interactive Marketing & Web
*University of Utah Health Care (Salt Lake City, UT)*

*Dennis Jolley*, VP, Chief Marketing & Communications Officer
*Gillette Children’s Specialty Healthcare (St. Paul, MN)*

*Barbara L’Amoreaux*, Director, Corporate Communications
*Holy Redeemer Health System (Huntingdon Valley, PA)*

*Cynthia Floyd Manley*, Director, Content Strategy
*Vanderbilt University Medical Center (Nashville, TN)*

*Stephen Moegling*(Facilitator), EVP, Client Planning Franklin Street

### PRE-SUMMIT STRATEGY SESSION IV

**Physician Liaison Teams: Prepare for the Future**
Physician relations teams can be an integral part of the future of healthcare, assuming the approaches are in step with changing needs. Learn how to meet current volume needs while preparing for new models and changing physician relationships. Join your colleagues to explore and share proven ideas for:
- aligning and moving doctors into a system of preparation for new model growth
- ROI models and methods
- managing multiple priorities and internal pressures
- the right team for the future

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

*Joanne Detch*, Vice President, Physician Relations and Network Development
*Advocate Health Care (Downers Grove, IL)*

*Kris Barlow, RN*, Principal Barlow/McCarthy Midwest

### PHYSICIAN RELATIONS & SALES

**Mastering Physician Video to Drive Referrals**
By showcasing clinical experts and expertise against the backdrop of physician education, hospitals can increase brand awareness and referrals. View examples and learn how video-centric physician education channels provide value to referring physicians while differentiating the organization in the marketplace.

*Anissa Blanshan*, Manager, Medical Professional Market
*Mayo Clinic (Rochester, MN)*

*Carol Marshall*, Executive Director, Referral Marketing & Customer Insights
*The University of Chicago Medicine (Chicago, IL)*

*Ross Joel*, CEO & Co-Founder
*BroadcastMed, Inc.*

### FOCUS ON YOU!

**Meditation and Mindfulness**
The practice of meditation can help all of us become more self-aware, expand our awareness, and open our minds to new opportunities. By improving mental clarity, meditation can lead to better productivity and smarter choices. Join us for this experiential afternoon of learning to quiet your mind, and take home time-tested techniques for maintaining the practice of meditation in your daily life.

*Sara McLean*, Director
*McLean Meditation Institute (Sedona, AZ)*

**Meditation for Stress Reduction**
Not surprisingly, taking a break from the fast pace of our lives can improve physical and mental health, relationships, and the ability to make better choices. Meditation offers a perfect way to take that break. Called the perfect antidote for stress, meditation is like a reset button for your mind and body — and it only takes a few minutes a day. Come experience the benefits of meditation in this experiential workshop. Learn how to unplug, unwind, and regain balance in your life.

*Sara McLean*, Director
*McLean Meditation Institute (Sedona, AZ)*

### Summit Sponsor

**FOR HEALTHCARE STRATEGISTS**

The *Forum for Healthcare Strategists* was established by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for the delivery of healthcare. The Forum provides networks of communication and support, as well as opportunities for professional development, with the ultimate purpose of inspiring new, more effective models of care.

Call 312-440-9080 or visit www.healthcarestrategy.com.

### 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

**21st Healthcare Marketing & Physician Strategies Summit**
May 23 – 25, 2016
Sheraton Chicago Hotel
Chicago, IL
Moneyball: Lessons for Life & Business from Baseball's Best General Manager

Since taking over as General Manager in 1997, Billy Beane has molded the Oakland A’s into one of baseball’s most consistent winners. Join Billy for an insightful and witty exploration of his innovative, winning approach to management and leadership. Learn how to win against companies that have bigger budgets, more manpower, and higher profiles by using analytics to identify and re-purpose undervalued assets. Drawing on his experience transforming the Oakland A’s (and professional baseball), Billy shares why analytics matter in healthcare and why overlooking them will hurt your organization’s competitive edge.

Billy Beane, Oakland A’s General Manager and Subject of Moneyball

STRATEGIC MARKETING
BroadcastMed, Inc.

ACOs, Exchanges, and Narrow Networks: Risks and Rewards
As consumers gravitate towards narrow networks, health systems are challenged to demonstrate a good value proposition. How do you balance consumers’ needs with the need to manage delivery strategy differently? Examine trends in ACO and public and private exchange growth. Hear implications, including adopting new mechanisms for delivery, approaching employers and carriers differently, and market dynamics to consider.

Ann Mond Johnson, Chairman, ConnectedHealth
Brian J. Silverstein, MD, President, HC Wisdom

10:00 – 11:00a

CUSTOMER COMMUNICATION & ENGAGEMENT
Truven Health Analytics

Beyond the Obvious: What Really Drives Consumer Brand Preference
What benefits do consumers want from their favorite brands, and how can you best communicate them? Compare findings from a new consumer study on brand preference to those of healthcare marketers. Learn how to move from obvious and predictable brand strategies to those that give your brand a unique essence.

Paul Szablewski, SVP, Communications & Image
Texas Health Resources (Arlington, TX)
Rob Rosenberg, President
Springboard Brand & Creative Strategy

ANALYTICS, DATA & MEASUREMENT
Evariant

Harnessing the Power of Healthcare Transparency
Consumers and payers are increasingly demanding information on healthcare costs, quality, and value. For health systems, the challenge is how to understand and report relevant data in order to build market position and expand covered populations. Hear how to analyze and plan with the growing amount of publicly available data. Examine strategies for managing and communicating your own transparency message.

Darin E. Libby, Principal
ECG Management Consultants, Inc.

Maximizing Employer Partnerships
Developing partnerships (and services) that respond to the cost-control needs of employers will be critical to future growth and survival in healthcare. Learn how to develop and leverage relationships that financially benefit your organization while ensuring employers’ ability to manage health costs. Hear how to assess ROI potential; identify premium services for your market; and message and inspire marketing and operations teams serving employers and consumers.

Jeff Carr
Corporate & Consumer Services Growth Officer
Inova ( Falls Church, VA)

11:15a – 12:15p

Embracing Change: One System's Shift to the New Marketing Paradigm
Although its tagline was “The Hospital of Silicon Valley,” El Camino Hospital found itself behind in adopting new marketing channels, tools, and resources. Examine El Camino’s transformation to digital and content marketing. Learn how marketing leadership reshaped strategies, processes, staff, and partners to facilitate change and achieve success.

Chris Ernst, VP, Marketing and Communications
El Camino Hospital (Mountain View, CA)
Chris Bevolo, EVP, Consumer Marketing and Health Systems Practice Leader
ReviveHealth

Customer Contact Center: The Call Center of Today!
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.

Suzanne H. Sawyer, Chief Marketing Officer
Penn Medicine (Philadelphia, PA)
Chris Aubach, Vice President, Product Management
Evariant

Retail Healthcare: What Providers Can Learn
As healthcare moves toward population health management, the ability to connect with populations in a meaningful way is a must. Learn how retail approaches to service delivery can break down barriers and create connections for true integration. Hear how Walgreens is leveraging locations and partnering with traditional healthcare providers.

Patrick H. Carroll, MD, Chief Medical Officer, Healthcare Clinics
Katie Lestan, Divisional Vice President, Health Systems, Managed Market Sales
Walgreens Co.
Mark Coughlin, Partner, Capital Healthcare Planning

12:15 - 1:00p NETWORKING LUNCHEON SPONSORED BY COFFEY COMMUNICATIONS | 1:00 - 1:45p DESSERT IN EXHIBIT HALL

Career Advancement: Lessons for Your Journey
What does it take to move from a staff position to the C-suite? Hear how one executive went from obvious and predictable brand strategies to those of healthcare marketers. Learn how to move from obvious and predictable brand strategies to those that give your brand a unique essence.

J. Heidi Aylsworth, Chief Strategy Officer
Swedish Health Services (Seattle, WA)
Richard K. Keck Jr., Founder
The Third Way

Using Measurement to Drive Success in Access
Marketing, operations, and physicians at Hartford HealthCare partnered to improve patient access through online appointment scheduling, a centralized call center, and an integrated marketing campaign targeting appointments in “24 & More.” Learn how real-time analytics, nimble media mix adjustments, and continuous physician engagement led to continual new patient growth.

James Blazar, SVP, Chief Strategy Officer
Hartford HealthCare (Hartford, CT)
Eveline Schaffer Shekman, Director of Marketing
Hartford HealthCare Medical Group (Hartford, CT)

Retail Healthcare: What Providers Can Learn
As healthcare moves toward population health management, the ability to connect with populations in a meaningful way is a must. Learn how retail approaches to service delivery can break down barriers and create connections for true integration. Hear how Walgreens is leveraging locations and partnering with traditional healthcare providers.

Patrick H. Carroll, MD, Chief Medical Officer, Healthcare Clinics
Katie Lestan, Divisional Vice President, Health Systems, Managed Market Sales
Walgreens Co.
Mark Coughlin, Partner, Capital Healthcare Planning

12:15 - 1:00p NETWORKING LUNCHEON SPONSORED BY COFFEY COMMUNICATIONS | 1:00 - 1:45p DESSERT IN EXHIBIT HALL

Career Advancement: Lessons for Your Journey
What does it take to move from a staff position to the C-suite? Hear how one executive went from data analyst to chief strategy officer at one of the largest health systems in the country. Learn the importance of having goals as well as how to navigate through the centers of power and influence.

J. Heidi Aylsworth, Chief Strategy Officer
Swedish Health Services (Seattle, WA)
Richard K. Keck Jr., Founder
The Third Way

Using Measurement to Drive Success in Access
Marketing, operations, and physicians at Hartford HealthCare partnered to improve patient access through online appointment scheduling, a centralized call center, and an integrated marketing campaign targeting appointments in “24 & More.” Learn how real-time analytics, nimble media mix adjustments, and continuous physician engagement led to continual new patient growth.

James Blazar, SVP, Chief Strategy Officer
Hartford HealthCare (Hartford, CT)
Eveline Schaffer Shekman, Director of Marketing
Hartford HealthCare Medical Group (Hartford, CT)

Retail Healthcare: What Providers Can Learn
As healthcare moves toward population health management, the ability to connect with populations in a meaningful way is a must. Learn how retail approaches to service delivery can break down barriers and create connections for true integration. Hear how Walgreens is leveraging locations and partnering with traditional healthcare providers.

Patrick H. Carroll, MD, Chief Medical Officer, Healthcare Clinics
Katie Lestan, Divisional Vice President, Health Systems, Managed Market Sales
Walgreens Co.
Mark Coughlin, Partner, Capital Healthcare Planning

12:15 - 1:00p NETWORKING LUNCHEON SPONSORED BY COFFEY COMMUNICATIONS | 1:00 - 1:45p DESSERT IN EXHIBIT HALL

Career Advancement: Lessons for Your Journey
What does it take to move from a staff position to the C-suite? Hear how one executive went from data analyst to chief strategy officer at one of the largest health systems in the country. Learn the importance of having goals as well as how to navigate through the centers of power and influence.

J. Heidi Aylsworth, Chief Strategy Officer
Swedish Health Services (Seattle, WA)
Richard K. Keck Jr., Founder
The Third Way

Using Measurement to Drive Success in Access
Marketing, operations, and physicians at Hartford HealthCare partnered to improve patient access through online appointment scheduling, a centralized call center, and an integrated marketing campaign targeting appointments in “24 & More.” Learn how real-time analytics, nimble media mix adjustments, and continuous physician engagement led to continual new patient growth.

James Blazar, SVP, Chief Strategy Officer
Hartford HealthCare (Hartford, CT)
Eveline Schaffer Shekman, Director of Marketing
Hartford HealthCare Medical Group (Hartford, CT)

Retail Healthcare: What Providers Can Learn
As healthcare moves toward population health management, the ability to connect with populations in a meaningful way is a must. Learn how retail approaches to service delivery can break down barriers and create connections for true integration. Hear how Walgreens is leveraging locations and partnering with traditional healthcare providers.

Patrick H. Carroll, MD, Chief Medical Officer, Healthcare Clinics
Katie Lestan, Divisional Vice President, Health Systems, Managed Market Sales
Walgreens Co.
Mark Coughlin, Partner, Capital Healthcare Planning

12:15 - 1:00p NETWORKING LUNCHEON SPONSORED BY COFFEY COMMUNICATIONS | 1:00 - 1:45p DESSERT IN EXHIBIT HALL

Career Advancement: Lessons for Your Journey
What does it take to move from a staff position to the C-suite? Hear how one executive went from data analyst to chief strategy officer at one of the largest health systems in the country. Learn the importance of having goals as well as how to navigate through the centers of power and influence.

J. Heidi Aylsworth, Chief Strategy Officer
Swedish Health Services (Seattle, WA)
Richard K. Keck Jr., Founder
The Third Way

Using Measurement to Drive Success in Access
Marketing, operations, and physicians at Hartford HealthCare partnered to improve patient access through online appointment scheduling, a centralized call center, and an integrated marketing campaign targeting appointments in “24 & More.” Learn how real-time analytics, nimble media mix adjustments, and continuous physician engagement led to continual new patient growth.

James Blazar, SVP, Chief Strategy Officer
Hartford HealthCare (Hartford, CT)
Eveline Schaffer Shekman, Director of Marketing
Hartford HealthCare Medical Group (Hartford, CT)

Developing and Implementing a Data-driven Referral Development Strategy
A well-educated, professional sales team that can implement a data-driven outreach strategy is becoming critical in today’s competitive healthcare market. Learn how to use multi-source data to understand current referral sources and their degree of loyalty, identify opportunities to redirect referrals from competitors, and then measure the return on engagement.

Carol S. Marshall, Executive Director, Referral Marketing & Customer Insights
The University of Chicago Medicine (Chicago, IL)
Susan Whitten, Senior Consultant
The Wilson Ellis Company
Stop Out Migration to Bigger Online Markets: How the Web Helps!
With a saturated healthcare market like Boston in your backyard, educating consumers on the level of care closer to home is essential. Hear how Cape Code Healthcare used the web to help tell the story of its four-year transformation from a quaint community hospital to a major player. Learn how content showcases the full spectrum of services.
Patrick Kane, Senior Vice President, Communication and Business Development
Cape Cod Healthcare (Hyannis, MA)
Ben Dillon, Vice President and eHealth Evangelist
Geonetric

Physician-Focused Responsiveness Strategy: Where the Rubber Meets the Road
Today, many healthcare organizations share the goals of positively impacting physician satisfaction and engagement by improving responsiveness. Hear how Advocate developed a “hub and spoke” model to strategically incorporate key physician services into a “convenient-mart” for the medical staff. Examine the strategy, targets, and measurements, as well as the critical buy-in process.
Jim Munz
Regional Director, Physician Relations
Advocate Christ, South Suburban and Trinity Hospitals
(Hazel Crest, IL)

Primary Care Development: What It Really Takes
Having enough primary care physicians is a real challenge for most health systems. Hallmark Health embarked on a specific strategy that included new practice development, succession planning, and recruitment of already-in-market physicians. Differentiation of offerings was a key challenge given the larger Boston-based systems in the highly-competitive region. Hear how this community-based hospital system faced the challenge head-on and delivered results.
John O’Hara
Senior Vice President
Hallmark Health (Woburn, MA)

Planning Your Digital Strategy: An Integrated, Multichannel Approach
Need to retool your digital marketing strategy? Wondering where to start? Today, an integrated mix of earned, owned, and paid media is a must. Learn how to develop a digital marketing plan that encompasses all three types. Hear proven strategies for overcoming organizational silos and creating a cohesive multichannel plan that includes SEM/SEO, email, website, and social.
Stephanie Cannon
Director, Interactive Marketing
Nationwide Children’s Hospital (Columbus, OH)

Retooling Your Liaison Program for ROI
Wondering where to begin when defining or presenting ROI for your physician relations program? Hear proven strategies for selling your concepts internally. Learn how to use resources, organize processes, assign measurement, and track and report ROI.

Stephanie Boreale
Director of Marketing and Network Outreach
The University of Arizona Health Network (Tucson, AZ)

Owning Your Own Demand
 Asking employed physicians to “own” their own demand can be a huge undertaking. Mayo Clinic’s Office of Provider Relations is having success by leveraging executive leadership support and impact data. Examine successful tactics, including assigning doctor of the day phone coverage, establishing follow-up expectations after a difficult diagnosis or procedure, and coordinating interactions with community physicians.
Marlana Beck, Director, Office of Provider Relations
Mayo Clinic (Jacksonville, FL)

Five Digital Trends That Marketers Can No Longer Ignore
As digital technologies and tools evolve, marketing techniques must also change. Examine five digital trends that healthcare marketers simply can’t ignore any longer, including: micro-targeting, paid placement, mobile domination, marketing automation, and the need for quality content. Learn with ideas for using them to your organization’s advantage.
Kelly Faley
VP of Web Strategies and Customer Contact Centers
Sharp HealthCare (San Diego, CA)
Kathy Divis, President
Greystone.Net

Physician Relationship Management: Data-Driven Approaches
A data-driven approach can lead to more effective physician relationship and outreach efforts. Learn how two systems use data to identify physicians key to growth, strengthen referral relationships, improve alignment, and grow revenue in priority service lines.
David Ping
SVP, Strategic Planning and Business Development
Health Quest (LaGrangeville, NY)
Karen Corrigan (Facilitator), CEO, Corrigan Partners

The Digital Future of Physician Marketing: Part 2!
One year following the 2014 Marketing Summit… join your colleagues for this follow-up on the role of digital in physician relations and marketing. Examine new skills, capabilities, and roles required to evolve your department for a digital future. Be the first to hear the results from MD Anderson’s recent pilot study — adding digital physician communication to the role of physician liaisons!
Lyle Green, Associate Vice President, Physician Relations
MD Anderson Cancer Center (Houston, TX)
Dan Dunlop, President & CEO, Jennings

Facebook for Accountable Care Marketing
Most healthcare marketers understand that social media is a valuable channel for marketing. What they may not realize is that it can also be a valuable tool for changing behaviors and managing patient health. Examine strategies and case studies that leverage the latest Facebook marketing techniques to not only drive business objectives but help manage population health.
Matt Gove, Chief Marketing Officer
Piedmont Healthcare (Atlanta, GA)
Joel Cohen, Client Solutions Manager
Facebook
Michael Sengbusch, CTO / VP Product
BrightWhistle

Fighting for Physicians and Referrals in Rural Markets
Referral development and sustainable recruitment in rural markets require a different set of strategies, whether it’s preventing outmigration or securing the specialist services your community needs. Examine unique strategies to identify growth opportunities and attract needed specialists, including a rural residency program.
Mitzi Kent, RN, BSN
Senior Director; National Physician Liaison Program
LifePoint Hospitals (Brentwood, TN)

Marketing the Employed Physician Practice
Physician relations and marketing staff are challenged to develop effective approaches for branding and marketing employed physician practices. Examine new approaches that capitalize on the growth of consumerism, generational differences, and the ever-evolving digital age. Learn how to get practices the visibility needed for growth.
Artinda Warren, Executive Director, Marketing Communications, Physician Services
Washington University School of Medicine (St. Louis, MO)
Susan Milford, Senior Vice President, Marketing and Communications
OSF HealthCare System (Peoria, IL)
Strategic Marketing

BroadcastMed, Inc.

Strategy and Alignment for New Affiliations
Mergers and other strategic partnerships create unique challenges related to branding, uniting cultures, and aligning physicians and employees around the brand promise. Hear strategies for unifying newly affiliated stakeholders and engaging key constituents to deliver results.

James Blazer, SVP, Chief Strategy Officer Convention HealthCare (Hartford, CT)
Megan Frankel, Director, Service Line Marketing Cleveland Clinic (Cleveland, OH)
Ty Kannon, VP, System Marketing MedStar Health (Columbia, MD)
Jean Hitchcock (Facilitator), President Hitchcock Marketing & Consulting

Customer Communication & Engagement
Truven Health Analytics

Dealing with Accolade Addiction
With the proliferation of healthcare grades, rankings, and ratings at both national and local levels, what role should accolades play in your marketing plan? Learn what works and what doesn’t, including which accolades matter most to consumers and how to manage internal expectations.

Rebecca Climer, Chief Communications Officer Saint Thomas Health (Nashville, TN)
Matt Gove, Chief Consumer Officer Piedmont Healthcare (Augusta, GA)
Don Stanziano, VP Marketing Communications Scripps Health (San Diego, CA)
Kerry Graham (Facilitator), CEO BOHAN

Analytics, Data & Measurement
Evariant

Next Generation CRM
The CRM journey spans both the volume and value worlds. Hear ideas for incorporating CRM into organizational strategy at each phase: from digital campaigns, data warehousing, PRM, and reporting; to integrated communications through contact centers and mobile; and finally alignment with clinical care management, patient experience, B2B communications, and advanced analytics.

Suzanne H. Sawyer, Chief Marketing Officer Penn Medicine (Philadelphia, PA)
Kathy Loeb, Managing Director, Health & Public Service Provider Practice Accenture

Behavioral Health

Healthgrades

Corrigan Partners

COO/Partner

Chief Experience Officer

Holy Redeemer Health System (Meadowbrook, PA)

Barnabas Health System, Jersey City Medical Center (Jersey City, NJ)

HTK Marketing Communications

Choosing Wisely
Anne Arundel Medical Center is spreading awareness and facilitating healthy discussion about the necessity of certain tests and procedures through Choosing Wisely®. Examine the communication plan and strategy, which has been recognized by Consumer Reports, ABIM Foundation, and others. Hear lessons learned, including those from others involved in this national effort. Learn how to enable conversations in your community.

Chad Dillard, Executive Director, Marketing, Communications and Wellness
Kelly Swan, Manager, Communications Strategy Anne Arundel Medical Center (Annapolis, MD)

Healthcare Marketing

BOHAN

Three Ways Empowered Consumers Inform Healthcare Marketing
Today’s healthcare consumers are increasingly empowered to lead their care decisions. So Aurora Health Care takes a consumer-centered approach to strategic marketing. Learn how feedback from a patient insight community combined with data from a consumer intelligence platform are evolving digital strategy, determining service line marketing, and influencing product development.

Anne Martino
Vice President, Consumer Insights & Innovation
Aurora Health Care (Milwaukee, WI)

SPECIAL WORKSHOP SESSIONS

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

Using Dreamscaping Storybooks to Engage Staff
Your staff has the biggest effect on perceptions of service. To maximize the impact, organizations must devise and communicate a clearly defined brand experience that is consistently delivered. Learn how to craft a dreamscaping book that conveys the story of the designed interactions, processes, and spaces that support your unique brand-driven experience and inspires staff in making that vision a reality.

Christine Holt
Chief Experience Officer
Holy Redeemer Health System (Meadowbrook, PA)

Ed Goodman
Chief Experience Officer
Spiral Experiences

F. Brian Whitman
COO/Partner

Corrigan Partners

CRM Strategy in a Digital World: Maximizing Strategic Value AND Business Intelligence
Whether you are considering a CRM system, or you already have one, this session will have you thinking about CRM in new ways! Examine digital approaches to CRM-supported SEM. Learn how to use Web Integrations to capture and personalize digital user paths. Hear the value of marketing automation and how it changes CRM strategy.

Elizabeth Schnell
Vice President, Brand Strategy
Henry Ford Health System (Detroit, MI)

Terri McNorton
Vice President, Marketing
Ochsner Health System (New Orleans, LA)

Nate Rogers
Vice President, Marketing and Communications OhioHealth (Columbus, OH)

Christopher Catallo
Senior Vice President
Healthgrades

Measuring Physician Relations ROI: Techniques and Tools
In today’s era of accountability, physician relations executives are charged with measuring and reporting return on investment for relationship sales efforts. Learn how three organizations demonstrate results through regular tracking and reporting of measures that align with organizational goals. Examine their ROI models. Hear how to get internal buy-in.

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

Mitzi Kent, RN, BSN
Senior Director, National Physician Liaison Program
LifePoint Hospitals (Brentwood, TN)

Summer M. Lesic
Group Director Provider Relations
Mountains West and North Denver Operating Group
St. Anthony Hospital (Lakewood, CO)
The official hotel for the Summit is the Cosmopolitan of Las Vegas. This Four-Diamond luxurious property, situated in the heart of The Strip between Bellagio and City Center, offers spacious suites by award-winning designers, expansive private terraces, the country’s top chefs, three distinctive pool environments and unparalleled service.

To make reservations, call the Cosmopolitan directly at 855-435-0005 and identify the meeting as the “Healthcare Marketing and Physician Strategies Summit” to get the special rate of $199 single/double. This rate includes guest room Internet access. An optional $25 resort fee is available, which includes 24 hour Fitness Center access, and unlimited local, toll free and domestic long distance telephone calls.

Reservations must be guaranteed with a major credit card. Be sure to make your reservation as soon as possible. The room block will be released on Wednesday, March 18, 2015, but might be sold out before that date. After the deadline date, or when the room block is filled, the group rate will be honored based on availability.
Evantart sees a future where healthcare organizations deliver efficient care solutions. We continuously innovate our healthcare CRM platform, based on a centralized communications engine capable of identifying, executing, and measuring all types of engagement initiatives. Results include greater visibility, richer engagement, and continuous improvement.

**Gold Sponsors**

**BroadcastMed**

BroadcastMed, the leader in digital physician engagement, provides production, promotion and online and mobile technology platform services to the world’s leading hospitals and healthcare companies. Clients reach and engage physicians with peer-to-peer education, continuing medical education (CME), clinical affairs, service line marketing and patient-focused health information. For more information, visit broadcastmed.com.

**Healthgrades**

Healthgrades CRM and PRM tools, unique Patient Direct Connect program and full-service multichannel engagement campaigns are supported by strategic experts with evidence-based insights. We help hospitals identify, reach and motivate consumers and physicians — to improve outcomes and achieve measurable business results. Visit us at healthgrades.com/hospitals or call 855.665.9276.

**Acrobatant**

Acrobatant is a group of creative problem solvers with deep healthcare expertise and years of experience. From health system rebranding to service line campaigns or internal cultural initiatives, we plan and execute based on measurable goals. As a partner, we measure our success by your success.

**AVID Design**

AVID Design builds award-winning healthcare websites. We provide interactive content management solutions including AVIDCMS™ and SharePoint®, strategic content, and integrated business solutions so audiences are more engaged. AVID Design understands the needs of healthcare stakeholders and can direct an integrated strategy that achieves marketing goals and objectives.

**BVK**

BVK was the first advertising agency in America to place a paid media schedule for a not-for-profit hospital in 1972. Since then, BVK has become one of the Top 25 largest independent agencies in the country by combining unparalleled healthcare experience, “big agency” resources and the self-propelled ideas associated with smaller creative boutiques.

**Coffey Communications**

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. Visit us at www.coffeycomm.com or call 800-253-2030.

**Connect Healthcare**

Connect Healthcare provides Find-a-Doctor tools (ProviderConnections) to help increase Patient Acquisition: CAPTURE more of the search market; CONVERT more traffic into appointments; MANAGE physician data and reputations more effectively.

**Corrigan Partners**

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.

**Health Market Science**

Health Market Science helps healthcare organizations solve business challenges centered on healthcare provider information. HMS uses innovative technology, domain expertise, and its comprehensive provider database to help clients reduce operational costs, comply with evolving federal and state laws, and maximize market opportunities.

**imshealth**

IMS Health is a leading global information and technology services company providing clients comprehensive solutions to measure and improve their performance. By applying sophisticated analytics and proprietary application suites, the company connects complex healthcare data on diseases, treatments, costs and outcomes.

**LionShare**

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.

**Professional Research Consultants, Inc.**

Professional Research Consultants, Inc., the nation’s largest healthcare-exclusive research firm, provides custom market research, insightful reports, and clear results about patients, physicians, and medical employees, as well as consumer and community health research. With our 2,000+ partners, PRC is dedicated to achieving excellence. Learn more at www.PRCCustomResearch.com.

**SmartBase Solutions**

SmartBase Solutions is fluent in technology and marketing. We partner with you to understand your unique needs through every step of the process. We offer tools and consulting in Secure SOC 2 compliant hosting, Big Data solutions, marketing automation and market research.

**Swanson Russell**

Swanson Russell is a full-service advertising agency specializing in healthcare. Marketing healthcare is a challenge as nobody wants to go to a hospital or doctor. Yet, the selection of these is perhaps the most important decision a consumer could make. We help clients build brands that connect with consumers.

**Truven Health Analytics**

Truven Health Analytics serves as a guide for healthcare providers, helping you achieve near-term performance goals and plan for future success. We leverage unparalleled scientific innovation and a unique market-wide perspective to address your toughest challenges. www.truvenhealth.com.

**Vitals**

Vitals is reinventing the way people make medical care decisions. We believe that informed patients are key to an efficient provider organization. Our online transparency and data tools help align the right patients with the right providers to increase satisfaction and engagement, decrease network leakage and improve patient workflow.
Registration

Healthcare Marketing and Physician Strategies Summit

1 Registrant Information

FULL NAME

FIRST NAME AS YOU WISH IT TO APPEAR ON BADGE

TITLE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

TWITTER HANDLE

2 Which Category Best Describes Your Organization?

- Integrated Delivery System
- Hospital
- Urban/Suburban
- Rural
- Academic Medical Center
- Health Plan
- Insurer
- Medical Group Practice
- Consultancy
- 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, April 15
- Using Dreamscaping Storybooks to Engage Staff (Holt, Goodman, Whitman)
- CRM Strategy in a Digital World (Glenn, Graffagnini, McNorton, Rogers)
- Measuring Physician Relations ROI (Hendery, Kent, Lesic)

4 Registration Fees

Early rates are available if the registration form with full payment is received by Thursday, February 12, 2015. 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.

<table>
<thead>
<tr>
<th>Conference Rates</th>
<th>Early</th>
<th>Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>received by 2/12/15</td>
<td>received after 2/12/15</td>
</tr>
<tr>
<td>Current Forum Member</td>
<td>$995</td>
<td>$1,095</td>
</tr>
<tr>
<td>Joining Member</td>
<td>$1,220</td>
<td>$1,320</td>
</tr>
<tr>
<td>(Includes one-year Forum membership, $225 value)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Member</td>
<td>$1,195</td>
<td>$1,295</td>
</tr>
<tr>
<td>(Does not include membership)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5 Payment Information

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

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

<table>
<thead>
<tr>
<th>NAME ON CARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>CARD NUMBER</td>
</tr>
<tr>
<td>EXPIRATION</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BILLING STREET ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BILLING ZIP CODE</td>
</tr>
</tbody>
</table>

| SIGNATURE |

6 Get This Form To Us

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

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

Register online at:
www.healthcarestrategy.com

Cancellation Policy

The Forum guarantees a refund, less a $150 administrative fee, if written notification is received on or before February 12, 2015. Verbal cancellations are not accepted. Cancellations received after February 12, 2015 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.

Questions? Call 866-440-9080, ext. 23

April 13 – 15, 2015
The Cosmopolitan
Las Vegas, NV
HEALTHCARE MARKETING & PHYSICIAN STRATEGIES SUMMIT

A 3-DAY NATIONAL SUMMIT ON MARKET-DRIVEN HEALTHCARE STRATEGY

Featuring Internationally Renowned Keynote Speakers

Billy Beane
Baseball’s Most Progressive General Manager and Subject of Moneyball

Mat Franco
Magician, America’s Got Talent 2014 Winner

Ann Handley
Digital Marketing Pioneer and the World’s First Chief Content Officer

APRIL 13 - 15, 2015
THE COSMOPOLITAN
LAS VEGAS, NV

ACT TODAY!
Early Registration Savings End February 12th!

980 North Michigan Avenue
Suite 1260
Chicago, IL 60611
Tel: 312-440-9800
www.healthcarestrategy.com