21st ANNUAL
Healthcare Marketing & Physician Strategies Summit
MAY 23-25, 2016 | SHERATON GRAND CHICAGO

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

WITH SPECIAL SUPPORT FROM
Marketing, Strategy, and Physician Relations Expanding Roles...New Opportunities

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

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

Dear Colleague:

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

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

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

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

Summit Co-Chairs

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

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

Don Stanziano  
VP, Marketing Communications  
Scripps Health

Examine the Winning Strategies

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

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

Who Should Attend

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

• Chief Marketing Officers
• Chief Strategy Officers/Senior Strategists
• Marketing Communication Executives
• Business Development/Planning Executives
• Web/Social Media Strategists
• Physician Relations Directors
• Physician Referral/Outreach Directors
• Sales Executives
• Public Relations Directors
• Advertising Executives
• CRM Directors
• Consultants
Current Events: Why Satire is the Only Reasonable Response to the Times We Live In
Sponsored by Buxton

Peter Sagal
Radio Host, Author, and Humorist
Monday, May 23
4:00 – 5:15p
As the host of National Public Radio’s wildly popular “Wait Wait...Don’t Tell Me!,” Peter Sagal is heard by more than 5 million people every week. The show is broadcast on 700 public radio stations nationwide and via a popular podcast. Peter is also an author, humorist, and commentator on current events. With his signature wit, Peter kicks off the Summit with an unforgettable — and often irreverent — look at the Presidential campaign, the upcoming election, and more as he shows us why satire may well be the only rational response to the tenor of the times.

Better and Faster: The Proven Path to Unstoppable Ideas
Sponsored by Evariant

Jeremy Gutsche
Bestselling Author of Better and Faster; CEO of Trend Hunter
Tuesday, May 24
8:00 – 9:15a
Jeremy Gutsche, MBA, CFA, is a New York Times bestselling author, an award-winning innovation expert, “one of the most sought-after keynote speakers on the planet” (The Sun) and the CEO of Trend Hunter — the world’s largest, most popular trends and innovation website, with over 2 billion total page views from 100 million people. Described as “a new breed of trend spotter” by The Guardian and an “intellectual can of Red Bull” by Association Week, Jeremy has helped more than 400 brands, billionaires, and CEOs innovate, create, adapt, and succeed in the face of dramatic change.

Re-Imagining Digital Marketing and Analytics
Sponsored by Healthgrades

Avinash Kaushik
Author, Digital Marketing Evangelist for Google, Co-founder of Market Motive Inc.
Wednesday, May 25
8:00 – 9:15a
Avinash Kaushik is the author of two bestselling books, Web Analytics 2.0 and Web Analytics: An Hour A Day, and the highly-rated web analytics blog Occam’s Razor. He is the Digital Marketing Evangelist for Google and the Co-founder and Chief Education Officer for Market Motive, a source for high-quality, on-demand, online marketing education, updated daily. With boundless energy, Avinash aims to simplify the complexities of digital strategy. He’ll help us explore simpler and smarter approaches for using digital to its fullest potential as well as innovative smarter ways to measure the results.
Monday, May 23, 2016

PRE-SUMMIT STRATEGY SESSION I

The Four “Ss” of Marketing
In today’s world, successful marketers must master four “Ss”:

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

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

Jill Austin, Chief Marketing Officer
Vanderbilt University Medical Center (Nashville, TN)
Keith Fontaine, VP, Marketing and Branding
Hartford HealthCare (Hartford, CT)
Selima Khan, VP, Marketing Communications
Memorial Healthcare System (Hollywood, FL)
Karen Corrigan, CEO
Corrigan Partners

PRE-SUMMIT STRATEGY SESSION II

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

Attendance is limited. Register early!

1:00p Summit Commences

STRATEGIC MARKETING
Sponsored by Bluespire Marketing

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

Suzanne Sawyer
Vice President, Portfolio Marketing
IBM Watson Health

COMMUNICATION & ENGAGEMENT
Sponsored by StayWell

Full-Service vs. Specialized Agencies: Let’s Talk!
With a growing amount of channels available to marketers, leaders are challenged to determine the best approach to working with agencies. Explore the strengths and weaknesses of working with one agency to do it all versus managing multiple traditional and digital agencies.

Preston Gee
Vice President, Strategic Marketing
CHRISTUS Health (Irving, TX)
Diane Hammon
Vice President of Strategic Development
Moffitt Cancer Center (Tampa, FL)
Phyllis Marino
Vice President of Integrated Marketing
University Hospitals (Cleveland, OH)
Terri Goren (Facilitator)
Principal, Goren & Associates

ANALYTICS, DATA & MEASUREMENT
Sponsored by Evariant

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

Tanya Andreadis
Director, Interactive Marketing & Web Strategy
Penn Medicine (Philadelphia, PA)
Kelly Foley
VP, Web Strategy & Customer Call Centers
Sharp HealthCare (San Diego, CA)
Daniel Fell (Facilitator)
CEO, Neathawk Dubuque & Packett

2:30 – 3:45p

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

Bruce Brandes, CEO & Founder, Lucro
Steven Collins, CEO, MATTER
Linda Finkel, President, AVIA
Ann Mond Johnson (Moderator)
CEO, Zest Health

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

Susan M. Alcorn
SVP & Chief Communications Officer
CHRISTUS Health (Orange, TX)
J. Kyle VanDiver
VP, System Marketing & Communications
Mission Health (Asheville, NC)
Kim Fox
SVP, Jarrard Phillips Cate & Hancock

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

John Marzano, VP, Marketing & Public Affairs
Lehigh Valley Health Network (Allentown, PA)
Jay McCutcheon, President, McCutcheon and Co.
Bill Moschella, Co-founder, CEO, Evariant

3:00 – 4:00p

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

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

4:00 – 5:15p

SPONSORED BY BUXTON

5:15 – 6:45p
OPENING RECEPTION IN THE EXHIBIT HALL
Peter Sagal
Host of NPR’s “Wait Wait…Don’t Tell Me,” Author, Humorist, and Commentator on Current Events

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

1:00 – 2:15p 9:00a – 12:00p

ReviveHealth
Hootsuite Media Inc.
Mayo Clinic (Rochester, MN)

Director, Center for Social Media
Mayo Clinic (Rochester, MN)
Michael Blonde
Global Director, Enterprise Education
Hootsuite Media Inc.

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

Rich Phillips
Chief Technology Officer
Tampa General Hospital (Tampa, FL)
Chris Behan
President, Social Marketing
Christopher Catallo
Senior Vice President, Healthgrades

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

Ally Frank
Business Development Manager,
Outpatient Rehabilitation Services
Adventist HealthCare Physical Health and Rehabilitation
(Gaithersburg, MD)
Christine Sasser-Perry
Manager, Physician Liaison Program
Duke Medicine (Raleigh-Durham, NC)
Lori Brenner (Facilitator)
Executive Vice President
Tea Leaves Health

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

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

Fireside Chat: Hospital/Physician Relationships in an Era of Consolidation
Increasing consolidation of health systems, health plans, and physician practices is changing the nature of hospital/physician relationships. Examine the outlook for future consolidation and the impact on marketing, sales, and physician relations.

Daniel Derman, MD,
SVP, Growth and Innovation
Northwestern Medical Group (Chicago, IL)
Martin E. Hickey, MD,
CEO
New Mexico Health Connections (Albuquerque, NM)
Kaveh Safavi, MD, JD,
Global Managing Director,
Health Industry, Accenture
Jean Hitchcock (Moderator)
President, Hitchcock Marketing & Consulting

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

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.
Tuesday, May 24, 2016

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

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

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

Mark Muller
SVP, Strategy & Business Development
Ochsner Health System (New Orleans, LA)

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

Jacqueline Weder
Vice President, Marketing
Southeast Georgia Health System (Brunswick, GA)
Rob Rosenberg
President
Springboard Brand & Creative Strategy

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

Carol Lovin, EVP & Chief Strategy Officer
Carolinas HealthCare System (Charlotte, NC)
Rob Grant, Co-founder, EVP
Evanit

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

Patrick Carroll, MD
Chief Medical Officer, Healthcare Clinics and
Katie Lestan, Divisional VP, Health Systems
Walgreen Co.

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

David Feinberg, VP, Chief Marketing Officer
New York-Presbyterian Hospital (New York, NY)
Brendan Jacobson
Strategic Partnerships Manager
Google

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

Tricia Bell, Director of Marketing – Hospitals, Region & Entities
Penn Medicine (Philadelphia, PA)
Jordan Pisarick, VP, Business Development
DocASAP

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

Jim Enright, Chief Business and Marketing Officer
AboutHealth (Appleton, WI)
Alex Sydnor, Vice President External Affairs
Bebee Healthcare (Lewes, DE)
Michael Eaton (Facilitator)
Senior Vice President, BVK Brand + Lever

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

Margaret Coughlin, SVP and Chief Marketing & Communications Officer
Boston Children’s Hospital (Boston, MA)
Suzanne Hendey, VP, Marketing & Public Affairs
Baystate Health (Springfield, MA)
Paul Matesen, Chief Marketing & Communications Officer
Cleveland Clinic (Cleveland, OH)
Linda MacCracken, (Facilitator)
Senior Principal, Accenture

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

Matt Gove, Chief Consumer Officer
Piedmont Healthcare (Atlanta, GA)
Terri McNorton, Vice President, Marketing
Ochsner Health System (New Orleans, LA)
Burl Stamp (Facilitator)
President/Founder, Stamp & Chase, Inc.
The Mobile-Only Customer: Are You Ready?  
The day is quickly approaching when a large block of your patients, physicians, and other customers will access your information and services only via mobile devices. Is your organization prepared? Examine the components of an effective mobile strategy. Learn how to secure organizational and clinical buy-in, organize staff and resources to build and support mobile strategies, and measure results.  
Neal Linkon, Director, Digital Engagement  
Children’s Hospital of Wisconsin (Milwaukee, WI)  
Kathy Divia, President  
Greystone.Net

Online Conversations: From Understanding to Action and Success  
Increasingly, patients are connecting with each other via online health communities, where they benefit from peer-to-peer support and access to resources and information. Learn where and how these conversations are taking place and how they are changing healthcare. Explore the implications for marketers and communicators, including how they might support, promote, and engage online communities.  
Dana Lewis  
Director, Physician Relations  
Tucson Medical Center (Tucson, AZ)  
Marlana Beck  
Director, Physician Relations  
Valleymed Health (Winchester, VA)  
Kim Athmann King, Executive Director, Network Development  
Tucson Medical Center (Tucson, AZ)

Getting Internal Buy-In for Your Physician Relations Program  
Internal buy-in and support is a must for defining areas of growth, responding to issues, and working with stakeholders to address barriers to effective physician relations. Learn how organizations are earning, validating, and leveraging internal support for program positioning.  
Marlana Beck  
Director, Referring Provider Office  
Mayo Clinic (Jacksonville, FL)  
Anamika Roy Desai  
Director, Physician Relations  
Robert Wood Johnson University Hospital (New Brunswick, NJ)

Getting A Physician Relations Program Off the Ground  
Is your physician relations program in the start-up phase? Having trouble knowing where to start? For many hospitals, getting a program up and running can be a challenge. Hear how Valley Health built a program from the ground up using a well-thought-out strategic approach. Learn how to develop a business plan that delivers results.  
Carol Keeneck-Grant  
Vice President, Strategic Services  
Valley Health (Winchester, VA)  
Mike Yost  
Executive Director, Marketing and Social Media  
Texas Health Resources (Arlington, TX)

Employed Physician Strategy: Leakage, Keepage, and Marketing  
With more systems owning physician practices, liaisons can play a key role in preventing and managing referral leakage outside of the system as well as in helping employed physicians grow their practices. Examine what’s working, what’s not, and why!  
Tricia Anderson  
Director of Business Growth  
Texas Health Resources (Arlington, TX)  
Lisa Owenhoff  
Manager, Physician Relations, Communications and Marketing  
TriHealth (Cincinnati, OH)

Managing the Sales Function  
Referral relationships are a critical component in the tumultuous environment today. This interactive session will explore principles and techniques for managing an effective team, including how to develop a team and provide the right motivation and support team members need to succeed. Learn how to find and develop talent, how to manage up within the organization, and how to monitor success.  
Lori Marshall  
Interim Sales Leader  
Indiana University Health (Indianapolis, IN)  
Dana Smelser, President  
Valleymed Health (Winchester, VA)

A Tale of One City and Four Hospitals  
When three major health systems started shaking up the Tucson market in 2014 via acquisitions, Tucson Medical Center (TMC) — the traditional market leader — needed a strategy, fast. Learn how TMC is thriving as an independent community hospital in the midst of heavy consolidation. Examine how to help physicians find the right partnerships, a rural hospital alliance, and other strategic initiatives.  
Julia Strange, VP, Community Benefit  
Tucson Medical Center (Tucson, AZ)  
Susan Willis, Sr. Physician Relations Manager  
Indiana University Health (Indianapolis, IN)  
Kim Athmann King, Founder & President  
ReviveHealth

Online Physician Profiles: What Matters Today  
Are your physicians easy to find in an online search? Is the information up-to-date, accurate, and appealing? Can patients schedule appointments? Learn how to create and maintain online profiles that meet the needs of today’s consumers while improving search rankings. 
Christine Bank  
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TriHealth (Cincinnati, OH)
Re-Imagining Digital Marketing and Analytics
Healthcare marketers continue to be challenged with balancing traditional tactics with newer digital and social channels, often with limited budgets. Avinash Kaushik will share a unique framework for looking at digital strategy in a simpler and smarter way. Learn specific strategies for using digital to its fullest potential, as well as innovative ways to measure the results and prove how digital improves relationships with consumers and physicians.
Avinash Kaushik, Author, Digital Marketing Evangelist for Google, Co-founder of MarketMotive Inc.

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

Brian Gresh
Executive Director of Multi-Channel Content Marketing
Paul Matsen
Chief Marketing & Communications Officer
Cleveland Clinic (Cleveland, OH)

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

Dalal Haldeman, PhD, MBA, Senior Vice President, Marketing and Communications
Johns Hopkins Medicine (Baltimore, MD)
Jeff House, Assistant Vice President, Marketing
Wake Forest Baptist Health (Winston-Salem, NC)

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

Michael DeLaRosa
Executive Director, Physician Relations and
Carol S. Marshall
Executive Director, Referral Marketing, Customer Insights & Analytics
University of Chicago Medicine (Chicago, IL)

The Genius of “4”: Marketing a Health System + Medical Group
Marketing a health system and a medical group are often conflicting priorities. What does it take to integrate these initiatives? Examine a campaign that helped one system surpass its main competitor for the first time in years while strengthening physician relationships. Learn how to attract more patients via expanded access points and build awareness of a medical group as the core of a health system.

Holly Smith
Director, Strategic Planning and Marketing
St. Mary’s Health (Evansville, IN)
Jon Headlee
President
Ten Adams

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

Kevin Cooper
Senior Manager, Marketing
UT Southwestern Medical Center (Dallas, TX)
Robert Wasserman
Chief Operating Officer
Hallmark Health (Medford, MA)
Paul Griffiths
CEO & Founding Partner, MedTouch

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

Lisa Stockmon
Chief Marketing & Communications Officer
City of Hope National Medical Center (Duarte, CA)
Venkatesh Korla
Principal, Element Solutions, LLC
Robin Snow
Principal, Affinity Interactive, LLC

Creating a Content Marketing Strategy
Increasingly, marketing is all about content... content that attracts, engages, and creates loyal customers. But developing and maintaining the right content can be a challenge, especially as healthcare organizations expand their use of digital and social media channels. Attend this hands-on workshop and learn how to:
• Create, train, and inspire your content team
• Budget for content marketing
• Integrate web content with social media
• Audit your content
• Shift from a campaign mentality to ongoing relationship development

Ahava Leibtag
President
Aha Media Group

So You Want to Redesign Your Website
Is your website ready for a makeover? Is it no longer meeting the needs of patients and consumers? Learn the critical steps for success as you plan, build, optimize, and analyze your new website, including:
• Establishing concrete goals: what do you want your website to accomplish?
• Assessing the good, the bad, and the ugly of your current website — and how to fix what’s not working
• Understanding the content and features your audience really wants, and how to present it in a way that excites and engages
• Designing for an increasingly mobile world
• Ensuring that your website is an extension of your brand

Daniel Small
Director of Digital Strategy
Hartford HealthCare (Hartford, CT)
Julia Balfour
CEO, Julia Balfour, LLC

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

Alex Elsworth
Director, Growth & Physician Relationship Management
UHS of Delaware, Inc. (King of Prussia, PA)
Christine Hayter
Manager, Physician Business Development and Corporate Wellness and
Edward M. Rafalski, PhD, MPH, FACHE
Chief Strategy and Marketing Officer
BayCare Health System (Clearwater, FL)
Kathy Spencer
System Director, Physician Relations
OhioHealth (Columbus, OH)
Susan Boydell (Facilitator)
Partner, Barlow/McCarthy

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

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

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

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

All reservations must be guaranteed with a major credit card.

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Corrigan Partners

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

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

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

Glen Doss
Director, Strategy & Business Development
CentreTEK Solutions

PHYSICIAN RELATIONS & SALES

Sponsored by Accenture

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

Elizabeth K. Cook, MHA, MSPH
Senior Management Associate
CarolinaHealthCare System (Charlotte, NC)

Marie Noeth
Manager, Physician Onboarding
OSF Healthcare (Peoria, IL)

PHYSICIAN STRATEGIES

Sponsored by Tea Leaves Health

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

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

Bill Stinneford, Senior Vice President
Buxton

Visit the Forum at www.healthcarestrategy.com to register online.
Digital marketing. Better understand changing market dynamics. Build executives to create strategic marketing plans that deliver revenue enhancement and competitive performance. We partner with healthcare organizations 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.

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Evariant 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.

**Platinum Sponsors**

Buxton is the leading provider of consumer analytics. In an age of increasing competition and shrinking budgets, Buxton helps its healthcare clients grow market share through analytics. From improving the performance of existing facilities through marketing, to selecting new sites for outpatient facilities, proactive healthcare organizations let analytics guide their growth strategies. www.buxtonco.com

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

**Gold Sponsor**

Healthgrades is the platform solution for strategic growth and engagement of consumers, patients and physicians. Our CRM, PRM, Quality, Online Search and Communication Solutions are enhanced by our experts’ insights to inform improvement and multichannel acquisition, alignment and retention strategies. Learn more at healthgrades.com/hospitals or call 855.665.9276.

**Silver Sponsors**

Accenture Insight-Driven Health is the foundation of more effective, efficient and affordable healthcare. That’s why leading healthcare payers, providers and public health entities choose Accenture for a wide range of health services that help them use knowledge in new ways – from the back office to the doctor’s office.

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

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

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

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

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

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

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

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

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

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.

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

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, May 25
☐ Creating a Content Marketing Strategy (Leibtag)
☐ So You Want to Redesign Your Website (Small, Balfour)
☐ Retooling Your Liaison Program (Ellsworth, Hayter, Rafalski, Spencer, Boydell)

Cancellation Policy

The Forum guarantees a refund, less a $200 administrative fee, if written notification is received on or before March 11, 2016. Verbal cancellations are not accepted. Cancellations received after March 11, 2016 are not eligible for a refund. You may always send a substitute.

Confirmation of Registration

All registrations will be confirmed within 10 business days of receipt of the registration form and payment. If you do not receive a confirmation, please call toll-free, 866-440-9080, ext. 23. Please do not mail or fax forms without payment.

4 Registration Fees

Early rates are available if the registration form with full payment is received by Friday, March 11, 2016. Discounts for group registrations (2 or more) are available for provider organizations. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

Summit Rates

Early received by 3/11/16

Current Forum Member $995
Joining Member $1,220 (Includes one-year Forum membership, $225 value)
Non-Member $1,250 (Does not include membership)

Regular received after 3/11/16

$1,095
$1,320
$1,350

Pre-Summit Strategy Sessions

Fee includes continental breakfast and lunch

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

Summit DVD-ROM

$175 for Attendees

$450 Non-Attendees

*prices include shipping/handling

Total Due $ ________________

5 Payment Information

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

☐ A check is enclosed, payable to Forum for Healthcare Strategists
☐ I authorize you to charge:

☐ VISA ☐ MasterCard ☐ Discover ☐ AmEx

6 Get This Form To Us

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