

Call for Speakers

Forum for Healthcare Strategists

22nd Annual Healthcare Marketing & Physician Strategies Summit

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

The **22nd Annual Healthcare Marketing & Physician Strategies Summit** is an opportunity for healthcare marketing, strategy, and physician relations executives to share “best practices” and network with colleagues from hospitals, health systems, academic medical centers, medical groups, and health plans. The Summit continues a 22-year tradition of identifying important healthcare marketing and physician relationship challenges and tackling them head-on. In 2016, more than 750 executives attended. Join us in shaping the premier Summit for senior-level marketing, strategy, and physician relations executives!

Topics of Interest Include:

STRATEGIC MARKETING

Patient Acquisition & Growth Strategies
Marketing New Affiliations & Population Health Models
Market Research
Innovation: Improving Access, Convenience & Service
Ambulatory Care, Telecare, & Retail Strategies
Mergers & Acquisitions
Marketing Audits
Service Line Strategies

ANALYTICS, DATA & MEASUREMENT

Big Data Analytics/Business Intelligence
CRM/PRM: Fundamentals & Innovative Uses
Data Mining & Targeted Business Development
Marketing Automation
Predictive Analytics & Propensity Modeling
Marketing Metrics & Analytics: Measuring Performance & ROI
Data-Driven Marketing & Communications/Precision Marketing
Scorecards & Dashboards: Reporting Marketing Results
Tracking, Reporting & Measuring Sales ROI

INTERACTIVE & DIGITAL STRATEGIES

Contact Center/Call Center Strategies
Online Reputation Management
Digital Marketing: SEO, SEM, “Near Me” Search
Website Redesign & Digital Engagement
Content Marketing/Brand Journalism
Social Media, Video, Interactive Tools
Mobile Applications & Tools
Next Generation Wearables
Social Networking/Online Communities
Patient Portals/Online Experience/Usability
Intranets: Engaging Employees

CUSTOMER COMMUNICATION & ENGAGEMENT

Branding/Rebranding
Creative Approaches to Messaging
Personalized Marketing
Wellness Approaches & Population Health
Innovative Advertising Strategies
Garnering Internal Support/Selling Your Ideas
Internal & External Communication
Crisis Communication/Management
Improving Service & Patient Experience

PHYSICIAN MARKETING/PHYSICIAN STRATEGY

Marketing To, With & For Physicians
Practice Marketing/Marketing Employed Physicians
Physician Search
Next Generation Physician Profiles
Co-Marketing/Branding
Messaging Strategies
Outreach, Communications & Education
Physician Employment: Success Strategies
Physician Recruitment & Retention Strategies
Network Development & Alignment

PHYSICIAN RELATIONS/SALES

Referral Leakage & “Keepage”
Referral Development
ROI & Dashboards to Demonstrate Impact
Evolving Role for ACOs & Clinically Integrated Networks
Sales Tactics & Management
Physician Satisfaction, Experience & Loyalty

Other topic ideas are welcome as well!

Questions? Call 312-440-9080 ext. 24

Conference Sponsor

The Forum for Healthcare Strategists is a professional membership organization formed by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for the delivery of healthcare. A leader in educational programming, the Forum continuously monitors today’s critical issues and examines the strategies vital to the success of healthcare organizations.

PRESENTATIONS MUST MEET THE FOLLOWING GENERAL CRITERIA TO BE CONSIDERED

- Advanced strategies, targeted to a senior level audience.
- Current project in place with reportable results, rather than recently implemented projects.
- Original material unencumbered by copyright, trademark, or intellectual property restrictions.
- Consultants are strongly encouraged to speak with co-presenters from provider organizations.

SUBMISSION DEADLINE

Proposals must be received by **Friday, September 9, 2016**. Accepted presenters will be notified via email by late November.

Application to Present

22nd Annual Healthcare Marketing & Physician Strategies Summit

MAY 8 - 10, 2017

PRIMARY CONTACT INFORMATION (All communications will be sent to the primary contact)

NAME

TITLE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

CO-PRESENTERS (If applicable)

NAME

TITLE

ORGANIZATION

CITY, ST

NAME

TITLE

ORGANIZATION

CITY, ST

PRESENTATION FORMAT (Please check one)

- Strategy Session Pre-conference Workshop
 Case Study Panel Discussion

PRESENTATION LEVEL (Please check one)

- Basic Intermediate
 Advanced

PRESENTATION LENGTH (Please check one)

- 75 minutes Half-day (2.5 hours)

PRESENTATION TRACK/CATEGORY (Please check the most applicable category)

- Strategic Marketing
 Customer Communication & Engagement
 Interactive & Digital Strategies
 Analytics, Data & Measurement
 Physician Relations/Sales
 Physician Marketing/Physician Strategy

ENCLOSURE CHECK LIST

To be considered, you must attach the following:

- Proposal Title Page with session title and contact information for all presenters (name, title, organization, address, phone, fax, email)
 50-75 word abstract of presentation
 3-5 learning objectives
 Description of your employer organization(s)
 Biographical briefs for all presenters

HANDOUTS

All presenters are required to provide an electronic copy of their PPT, which will be posted online prior to the Summit for attendees to access/print. PPTs MUST be received by **March 10, 2017**.

DISCOUNTED CONFERENCE FEE

Faculty will receive a discounted registration fee of \$295 for the Summit and \$50 optional registration fee for the Pre-Summit Strategy Sessions. All other expenses are the responsibility of the individual.

AFFIRMATION OF COMMITMENT (Signature of Primary Contact required)

If the proposal is accepted, I agree on behalf of myself and my co-presenters to meet all deadlines established by the conference sponsor, the Forum for Healthcare Strategists. I agree not to change content or presenters without the express written consent of the Forum. I understand that I am responsible for all costs of the presentation, including travel, hotel, per diem, and the \$295 registration fee for the Summit, and \$50 optional registration fee for the Pre-Summit Strategy Sessions. I grant the Forum the right to audiotape and distribute the presentation and handouts, for profit or otherwise.

SIGNATURE OF PRIMARY CONTACT

DATE

Please send the application with all required enclosures to the Forum for Healthcare Strategists, 980 N. Michigan Avenue, Suite 1260, Chicago, IL 60611 OR Fax to 312-440-9089 OR email: kla@healthcarestrategy.com. If you have questions, please call 312-440-9080, ext. 24.

IMPORTANT

Have you given, or will you be giving, this presentation at another educational conference?

Yes

No

If yes, where and when?