22ND ANNUAL

Healthcare Marketing & Physician Strategies

Summit

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

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

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

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

The 22nd Healthcare Marketing & Physician Strategies Summit explores all of these issues and more. Case study sessions featuring leading healthcare organizations, thought-provoking keynote speakers, and hands-on workshops make this an exceptional educational experience.

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

Summit Co-Chairs

Suzanne Hendery
Chief Marketing Officer & VP
Renown Health

Carol Koe necke-Grant
VP, Strategic Services
Valley Health System

Andrew J. Snyder
SVP, Marketing & Communications
Orlando Health

The Summit continues a 22-year tradition of identifying important healthcare marketing and physician relationship challenges and tackling them head-on. It is a one-of-a-kind opportunity for executives from marketing, strategy, and physician relations to come together to share “best practices” and network with colleagues.

Who Should Attend

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

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

Summit Keynotes

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

Sponsored by Healthgrades

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

*Monday, May 8 | 4:00–5:15p*

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

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

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

*Tuesday, May 9 | 8:00–9:15a*

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

**Political Update: The Outlook for Healthcare**

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

*Tuesday, May 9 | 12:45–1:45p*

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

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

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

*Wednesday, May 10 | 8:00–9:15a*

When Google wants someone to explain the latest developments in marketing to the top brands in the world, they bring in Mitch Joel. Described as a “Rock Star of Digital Marketing” and “one of North America’s leading digital visionaries,” Mitch shares why the future of marketing lies in rethinking data, building loyalty, and aligning with the customer’s brand journey.
1:00p  Summit Commences

### STRATEGIC MARKETING
Sponsored by Tea Leaves Health

#### To Centralize or Not to Centralize
It’s an ongoing question—and one that has taken on even more importance given increased merger activity: should marketing and branding be controlled at the system or local level? Examine different approaches, challenges, and lessons learned.

- **Nick Ragone**
  SVP, Chief Marketing & Communications Officer
  Ascension (St. Louis, MO)

- **Sarah Sanders**
  Associate Chief Marketing Officer
  Penn Medicine (Philadelphia, PA)

- **Jean Hitchcock** (Facilitator)
  President, Hitchcock Marketing & Communication

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

- **Preston Gee**
  Vice President, Strategic Marketing
  CHRISTUS Health (Irving, TX)

- **Josh Adkins**
  Director of Strategic Marketing
  Moffitt Cancer Center (Tampa, FL)

- **John Marzano**
  Vice President, Marketing & Public Affairs
  Lehigh Valley Health Network (Allentown, PA)

- **Joel English** (Facilitator)
  Managing Partner, BVK

### COMMUNICATION & ENGAGEMENT
Sponsored by Accenture

#### Re-Engineering Internal Communications for the Digital World
Geisinger Health System strategically revamped its internal communications approach to respond to digital preferences and engage “on-the-go” physicians, nurses, and other staff. Examine Geisinger’s user-friendly intranet portal, employee text-messaging program, internal collaboration tools, and Digital Town Halls with system leaders. Hear how data and analytics drive decisions.

- **Andrea Badrigian**
  Vice President of Internal Communications
  Geisinger Health System (Danville, PA)

- **Benjamin Texter**
  Co-Founder
  Digital Health Strategies

#### Best Practices in Crisis Communications: Let’s Talk!
From data breaches to disease outbreaks to local tragedies...is your organization prepared to manage a crisis? Hear lessons and tips from communicators who have successfully guided their organizations through a crisis. Learn how to optimize the use of traditional channels and social media.

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

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

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

- **Marilyn Wilker** (Facilitator)
  President, MintChip Communications

### ANALYTICS, DATA & MEASUREMENT
Sponsored by Evariant

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

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

- **Erinne Kovi Dyer**
  SVP, Chief Marketing Officer
  Envera Health

### PRE-SUMMIT STRATEGY SESSION II
Sponsored by Envera Health

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

- **Matt Casselton**
  Vice President, Marketing & Consumer Engagement
  Trinity Health (Livonia, MI)

- **Brian O’Connor**
  Vice President, Enterprise Technology
  Evariant

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

- **Suzanne Hendary**
  Chief Marketing Officer & VP
  Renown Health (Reno, NV)

- **Chris Holt**
  Chief Experience Officer
  Holy Redeemer Health System (Philadelphia, PA)

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

- **Karen Corrigan**
  CEO
  Corrigan Consulting

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  President, MintChip Communications

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

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

### OPENING RECEPTION IN THE EXHIBIT HALL
5:15 – 7:15p
PRE-SUMMIT STRATEGY SESSION III
Proving Marketing ROI: What to Track and How to Track It
Marketers are on the hot seat to prove value to their organizations every day. Good news: access to metrics is plentiful. But…what’s most meaningful to track? How do you hardwire tracking into your traditional and digital campaigns and make the connection to revenue? And how do you persuasively communicate results to stakeholders? Examine case studies, best practices, and different perspectives.

Wendy Hoke
Vice President, Marketing & Communications
St. Vincent Charity Medical Center (Cleveland, OH)
Lisa McCluskey
Vice President, Marketing Communications
CHI Memorial Health (Chattanooga, TN)
Stephen Moegling
Partner
Franklin Street

PRE-SUMMIT STRATEGY SESSION IV
Rethinking Physician Relations: Preparing for the Future
Clinical integration, population health strategies, bundled payments, network alignment…all are included in one way or another in every organization’s strategic plan. As those plans continue to advance, how can physician relations leaders support the new strategic direction? Hear what it takes to remain relevant and deliver results. Examine changes in the field role, how data is used, and new measures of success. Learn what works and what doesn’t.

Lori Corbell
Director, Provider Relations/Sales
CHRISTUS Health (Irving, TX)
Nancy Traxler
VP, Business Development & Service Line Strategy
AMITA Health System (Elk Grove Village, IL)
Susan Boydell
Partner
Barlow/McCarthy

1:00p Summit Commences

INTERACTIVE & DIGITAL STRATEGIES
Sponsored by Corrigan Consulting
Beyond Campaigns: Strategic Use of CRM
When done right, segmentation provides a strategic foundation for aligning marketing tactics with KPIs. Learn how to use your CRM system to build segments and personas to better reach consumers. Examine a data-driven approach to segmenting into differentiated groups based on value. Hear how to apply the approach and measure success along the way.

Elizabeth Joint
Marketing Manager
Ochsner Health System (New Orleans, LA)
Dave Griffith
Vice President, Analytics & Insights
Healthgrades

PHYSICIAN RELATIONS & SALES
Sponsored by Marketware
Employed Physician Strategy: Leakage, Keepage, and Marketing
With more systems owning physician practices, liaisons can play a key role in referral management as well as in helping employed physicians grow their practices. Examine successful approaches.

Alex Ellsworth
Director, Growth & Physician Relationship Management
UHS Delaware (Allentown, PA)
Robin Krueger
Director, Physician Relations
Northern Nevada Medical Center (Reno, NV)

2:30 – 3:45p

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

Cindy Price Gavin
Founding Executive Director
Let’s Win! Sharing Science Solutions for Pancreatic Cancer
Colin Hung
Vice President, Marketing
Stericycle Communication Solutions
Dan Dunlop
President
Jennings

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

Mitzi G. Kent, RN, BSN
VP, Strategic Resource Group & National Physician Relations & Industry Program (PRI program)
LifePoint Health (Brentwood, TN)
Carrie Bennett
Vice President of Client Strategy
Marketware

5:15 – 7:15p OPENING RECEPTION IN THE EXHIBIT HALL

Summit Sponsor

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

Join the Forum!
Forum for Healthcare Strategists members benefit from:

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

For more information, visit www.healthcarestrategy.com
TUESDAY, MAY 9, 2017

Fascinate: How to Make Your Brand Impossible to Resist
Why are we captivated by some people but not others? Why do we recall some brands yet forget the rest? In a distracted world, how do certain leaders, friends, and family members convince us to change our behavior? Sally Hogshead explains the seven Advantages behind “Fascination” and why it is the most powerful way to influence decision making. A Fascination Advantage® Assessment will be provided to all, and results from the group will be used to shape this targeted talk.
Sally Hogshead, New York Times Bestselling Author; Hall of Fame Speaker; Creator of the Fascination Advantage® Assessment

Receives in the Exhibit Hall
5:15 – 7:00p

STRATEGIC MARKETING
Sponsored by Tea Leaves Health

Impacting Patient Experience with Online Feedback
With online patient ratings, reviews, and survey responses surging into the millions, healthcare marketers are playing an emerging role in impacting the patient experience. Learn how to pro-actively monitor and respond to online feedback, prove value to the C-Suite, identify trends to help drive experience improvements, and increase physician engagement.
Mary Reid, RN, BSN, CNOR, Senior Physician Development Consultant
Spartanburg Regional Healthcare System
(Spartanburg, SC)
Andrew Rainey, EVP, Strategy, Binary Fountain

Urgency in Urgent and Retail Care Capture
Opportunities for health systems in urgent and retail care have never been greater, but the market is also more competitive. Hear what’s driving growth. Learn how one health system integrated urgent and retail care and moved quickly to market at the strategy and operational levels. Take home a checklist for moving forward with urgent/retail care integration in your market.
James Blazar, Chief Strategy Officer and Michael Geiger, Corporate Director, Convenient Care
Hackensack Meridian Health (Hackensack, NJ)
Linda MacCracken, Senior Principal, Accenture

COMMUNICATION & ENGAGEMENT
Sponsored by Accenture

Leveraging Digital to Transform Experience
Health systems face new challenges as they leverage digital tools and technologies to address marketing, communications, patient access, population health, fundraising, and clinical integration. Learn how to apply digital marketing expertise to develop a 360 degree view of patients.
Marcie Edwards, Director, Media & Digital Communications
MultiCare Health System (Tacoma, WA)

Competing in the New Consumer Landscape
In today’s era of empowered consumerism, health systems are strategically reorganizing their marketing and communications functions to compete “smarter.” Hear how they have adopted best-in-class consumer marketing techniques and shifted the focus from incidents to loyalty, service lines to segmentation analysis, and patient knowledge to customer intelligence.
David Duvall, EVP, Marketing & Communications
Novant Health (Charlotte, NC)
Paul Szabolowski, SVP, Brand Experience
Texas Health Resources (Arlington, TX)

Closing Care Gaps with CRM and Marketing Automation
By mapping the patient journey, organizations can identify drop-off points and solutions for plugging leaks. Learn how to track behavior from consumer research to the clinical conversion stage, map and articulate where and why patients drop off, and devise communications to re-engage.
Jeff House
AVP, Marketing
Wake Forest Baptist Health (Winston-Salem, NC)
Gary Druckenmiller
Vice President, Marketing Practice Lead
Evanlant

Content Marketing for Patient Engagement
In 2015, Vanderbilt University Medical Center reimagined its approach to community health and digital content with the launch of MySouthernHealth.com. Hear how this dynamic digital hub for storytelling, patient education, and service journalism is transforming community outreach and driving measurable patient engagement, with more than 60,000 visits per month.
Cynthia Floyd Manley
Director of Content Strategy
Vanderbilt University Medical Center (Nashville, TN)
Tina Kelly, Chief Marketing Officer, Casual Astronaut

Understanding Extended Value Contribution
Successful understanding and measurement of the extended value contribution of a patient can enhance marketing’s role in the organization. Learn how other industries calculate extended value, which considers not only the customer’s own future interactions with the organization, but the likelihood and value of others they refer as well. Hear how to apply models to healthcare.
Nicole Baxter
VP, Marketing Strategy & Brand Development
HCA (Nashville, TN)
Bridget Coogan, Head of Industry, Health Systems
Google

Embracing Marketing Automation
Healthcare marketers are realizing the value of marketing automation for ongoing customer engagement. Learn how to engage patients and consumers in meaningful dialogue across channels, manage communications between campaigns, target key markets with personalized messaging and content, and automate repetitive tasks and processes. Hear results.
Jim Bobalik, Senior Performance Measurement Analyst
Ara Tellebian, Director of Marketing & Brand Management
Henry Ford Health System (Detroit, MI)
Simon Yohe, Director of Digital
Orlando Health (Orlando, FL)

Health Systems as Health Insurers
Hospitals and health systems are starting or expanding their own insurance plans. But growing and marketing a health plan is very different from marketing a hospital. Examine the issues, including what it takes to acquire and retain plan members vs. patients and how integrated systems are doing both.
Rose Glenn
SVP Communications & Chief Experience Officer
Henry Ford Health System (Detroit, MI)
Paul Szabolowski, SVP, Brand Experience
Texas Health Resources (Arlington, TX)
Peter Brumleve
President, Brumleve and Associates

Enhancing Your Media Spend
Media spending consumes the largest percentage of almost every health system’s marketing budget, with digital as the fastest growing segment. But how do you know what works, or how to spend dollars more effectively? Learn how to ask the right questions, assess results, and better understand consumer behavior online and off.
Michael Andrews, Exec. Director, Hospitals, WebMD
Box Boschen, Director of Digital Media, ndp
Leni Kirkman, SVP, Strategic Communications
University Hospital System (San Antonio, TX)
Brad Seitter, EVP, Business Development, TVB
Daniel Fell (Facilitator) President & CEO, ndp

Sponorsed by Accenture

ANALYTICS, DATA & MEASUREMENT
Sponsored by Evariant

A Data-Driven Approach to Service Line Growth
By focusing on key service lines, physician relations executives can take their programs to the next level. Learn how to build a tactical plan around service lines that is grounded in data and designed to deliver growth. Hear which data can help identify outmigration, take home tools and tactics for applying data to efforts in the field.
Mitzi G. Kent, RN, BSN
VP, Strategic Resource Group & National Physician Relations & Industry Program (PRI program)
Lifepoint Health (Brentwood, TN)

Bridget Coogan
Head of Industry, Health Systems
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Revamping Healthcare: A Deep Dive!
Take a deep dive into the move to “repeal and replace.” Examine the goals and challenges that will drive actions, including how to maintain guaranteed issue, avoid disrupting Trump’s voter base, and manage potential disconnects between the White House and Congress. Hear what’s likely to happen with the individual mandate, cost sharing, and Medicaid.
Martin Hickey, MD
CEO
New Mexico Health Connections (Albuquerque, NM)
Clay Alsopch
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Simon Yohe, Director of Digital
Orlando Health (Orlando, FL)
TUESDAY, MAY 9, 2017

10:00 – 11:00a

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Corrigan Consulting

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

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

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

Mike Dame, VP, Marketing & Communications
CarolinClinic (Roanoke, VA)

Bryce Cannon, President, Client Services
Modex

11:15a – 12:15p

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

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

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

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

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

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

Kriss Barlow
Principal
Barlow/McCarthy

12:15 – 1:45p LUNCHEON – Political Update: The Outlook for Healthcare

Paul H. Keckley, PhD

2:00 – 3:00p

PHYSICIAN STRATEGIES

When CRM and PRM Join Forces
Powerful results can be achieved when consumer data from a CRM and physician data from a PRM are combined. Learn how to identify high-risk patients, connect them with the right specialists and primary care providers, and strengthen referral relationships.

Tricia Anderson
Director, Business Development
Texas Health Resources (Arlington, TX)

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

Lori Brenner
Vice President, Tea Leaves Health

3:15 – 4:45p

PHYSICIAN RELATIONS

When CRM and PRM Join Forces: The Role of Outpatient Referrals
Continuing the conversation on CRMs and PRMs, this session will focus on the critical role of outpatient referrals. Learn how to use this data to drive growth, leverage internal and external resources, and improve patient experience.

Barlow/McCarthy

4:45 – 5:15p

PHYSICIAN STRATEGIES

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

Sharon Applestein, Director, Institutional & Service Line Marketing
Johns Hopkins Medicine

Lori Brenner
Vice President, Tea Leaves Health

5:15 – 7:00p RECEPTION IN THE EXHIBIT HALL
Algorithm: The Pulse, Creativity, and the Future of Brands
Today, disruption is everywhere. Digital transformation is imperative. And everything is measurable, actionable, and able to be optimized in near real time. Mitch Joel shows how these new (and dramatic) realities demand a rethinking of marketing and what the future may look like. Learn how to pivot from an analytics-driven world to one where intimacy is built through content and initiatives that align with the customer’s lifelong brand journey. Hear how creativity and data can work together to build loyalty.

Mitch Joel, President, Mirum; Media Hacker; Author

9:30 – 10:45a

STRATEGIC MARKETING
Sponsored by Tea Leaves Health

Wellness Messaging: Three Generations React
How do different generations perceive health and wellness messages? Do they want their doctors to be health mentors or to simply diagnose and treat? Hear original research on these questions and more. Learn how to apply the results to improve your image.
Lindsey Dossey, Executive Director, Marketing, Community Outreach & Physician Relations, Cullman Regional Medical Center (Cullman, AL)
Vincent DeRobertis, SVP, Commercial Strategy & Innovation Research Now
Bill Swanston, Executive Creative Director & Principal, Frederick Swanston Advertising

Communication & Engagement
Pschographic Segmentation = More Efficient and Effective Marketing
Different patterns of values and priorities influence how consumers shop for, select, use, and evaluate healthcare services and providers. Learn how Emory Healthcare is using psychographic segmentation to uncover the psychological and behavioral patterns that contribute to an individual’s health and dependence on healthcare. Hear how the research guides marketing for Oncology and Cardiovascular services.
Amy Comeau, Corporate Director, Marketing Strategy & Support, Emory Healthcare (Decatur, GA)

11:00a – 12:15p

ANALYTICS, DATA & MEASUREMENT
Sponsored by Evariant

Using Big Data to Focus Marketing Strategy
Every marketer is tasked with doing more with less. Rather than forging ahead trying to meet as many initiatives as possible, it’s important to look at how market share, demographics, psychographics, and payer mix can better inform marketing objectives. Learn a proven process for analyzing and mapping data to understand trends and targets, inform creative, and tailor media plans.
Joe Calderone, SVP, Communications & Development, South Nassau Communities Hospital (Oceanside, NY)
Bill Wax, President & CEO, Wax Custom Communications

12:30 – 2:30p

Integrating Business, Brand and Marketing Strategies to Drive Growth
Blessing Health System recently repositioned its brand to sustain growth. Learn how Blessing used a new brand platform to address operational and business needs and transition toward a digital marketing focus. Hear about the multi-dimensional approach and process, and how the talents of multiple vendors were merged to ensure an optimal outcome. Walk away with a framework for developing, deploying, growing, and protecting the brand as a strategy and critical asset.
Chaka Jordan, Vice President, Marketing & Strategic Planning, Blessing Health System (Quincy, IL)
Kathy Divis, Co-Founder & President, Greystone.Net
Rob Klein, Founder & CEO, Klein & Partners

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

Success with Social Media and Content
Wondereing how social media can have a real impact on your marketing strategy? Learn from organizations that are having success. Hear how:
- Henry Ford Health System connects with women of varying ages and life stages via relevant and appealing content on Facebook, Instagram, and Snapchat
- Hartford HealthCare harnessed the power of content, storytelling, and creative distribution to engage the community
Learn what works, what doesn’t, and how to measure results.
Rebecca Stewart, Director, Content Marketing, Hartford HealthCare (Newington, CT)
Emily Stieber, Social Media Strategist, and Karen Wismer, Senior Marketing Manager, Henry Ford Health System (Detroit, MI)
Elizabeth Scott (Facilitator), SVP, Marketing & Operations, DBS Interactive

Physician Retention Strategies: Making Physicians Want to Stay
In today’s competitive physician marketplace, healthcare organizations must do all they can to ensure that physicians, once recruited, want to stay. Learn the real-life reasons why physicians leave positions and what they expect from an employer. Take home guidelines and practices for:
- Developing a strategic retention plan that addresses those expectations
- Incorporating a retention strategy into your recruiting process
- Negotiating win-win agreements that incentivize retention
Craig Fowler, SVP of Training, Recruiting & Public Relations, Pinnacle Health Group
Jeff Freygang, FACHE
Strategic Advisor, NRC Health
**INTERACTIVE & DIGITAL STRATEGIES**
Sponsored by Corrigan Consulting

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

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

**Shawn Gross**
Chief Digital Strategist, Healthcare Practice Lead
White Rhino

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

**Jennifer Miele, MPS**
Vice President, Marketing & Communications
Excela Health (Greensburg, PA)

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**PHYSICIAN RELATIONS & SALES**
Sponsored by Marketware

**Proving Impact in Physician Relations: How, When, and What To Measure**
With less money to go around, physician relations executives must be able to prove their impact. Learn how organizations are demonstrating results through regular tracking and reporting of measures that align with organizational goals. Examine:
- Metrics and techniques for sharing meaningful data, including key messages leaders want to hear
- Concrete ROI models and successful revenue generating campaigns, with a focus on portfolio analysis and segmentation of physician customers
- How stories can be used to gain internal support and add validity to the field role

**Alina Joseph**
Physician Liaison Manager
Kettering Health Network (Dayton, OH)

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

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

**PHYSICIAN STRATEGIES**

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

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

**Brian Whitman**
President
Corrigan Consulting

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

**Celia Ferrel, MHA, APR**
Director, Marketing & Public Relations
Kettering Health Network (Dayton, OH)

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

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

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**Hotel Information**

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

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

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

Visit the Forum at [www.healthcarestrategy.com](http://www.healthcarestrategy.com) to register online.
Evariant provides the leading healthcare CRM solution suite designed to help health systems transform the healthcare experience. Built in partnership with Salesforce®, our solutions foster richer consumer/patient engagement and tighter physician alignment. Powered by industry-leading data and analytics, Evariant enables health systems to effectively communicate care options that increase revenue and market share, while optimizing network utilization.

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

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

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

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

Bendigo had been focused on the business of sports, but was challenged to re-brand and lead marketing for a major healthcare system in 2011. Now dedicated to bringing these worlds together, Bendigo supports healthcare executives navigating the complex world of sports – including strategy, evaluation, negotiation, activation, media, research and facilities rights.

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

QuintilesIMS is a leading global healthcare provider of integrated information and technology-enabled services. QI helps clients across healthcare improve their clinical, scientific and commercial results. With approximately 50,000 employees conducting operations in more than 100 countries, we offer solutions to help clients maximize innovation and drive healthcare forward.

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

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

Coffey Communications is a national leader in content, print, web, mobile and healthcare marketing for hospitals and health plans. Trusted quality, proven expertise and superior service have defined our work since 1983. Coffey’s custom solutions help healthcare organizations engage their patients and members with credible healthcare information.

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

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

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

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

A subsidiary of StayWell, ShareWIK produces and syndicates a new category of content in the health care marketplace: Health Entertainment. Our specialty? Video. Our video collections and custom video creation help you meet patients where they are, literally—whether they’re at home, work, or waiting in line for coffee.

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

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

Continue the Conversation

23rd Healthcare Marketing & Physician Strategies Summit

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

Wednesday, May 10

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

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.

Cancellation Policy

The Forum guarantees a refund, less a $200 administrative fee, if written notification is received on or before March 17, 2017. Verbal cancellations are not accepted. Cancellations received after March 17, 2017 are not eligible for a refund. You may always send a substitute.

4 Registration Fees

Early rates are available if the registration form with full payment is received by Friday, March 10, 2017. Discounts for group registrations (2 or more) are available for provider organizations. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

Summit Rates

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<thead>
<tr>
<th></th>
<th>Early received by 3/10/17</th>
<th>Regular received after 3/10/17</th>
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</thead>
<tbody>
<tr>
<td>Current Forum Member</td>
<td>$995</td>
<td>$1,095</td>
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<tr>
<td>Joining Member</td>
<td>$1,220</td>
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<tr>
<td>(Includes one-year Forum membership, $225 value)</td>
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<tr>
<td>Non-Member</td>
<td>$1,250</td>
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<td>(Does not include membership)</td>
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Pre-Summit Strategy Sessions

Fee includes continental breakfast and box lunch

- Customer Experience $95 $125
- Content Marketing $95 $125
- Marketing ROI $95 $125
- Rethinking Physician Relations $95 $125

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

NAME ON CARD

CARD NUMBER  EXPIRATION

BILLING STREET ADDRESS

BILLING ZIP CODE

SIGNATURE

6 Get This Form To Us

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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