FOCUS ON:
Analytics, Data & CRM
Customer Communication & Engagement
Interactive & Digital Strategies
Physician Relations & Sales
Physician Communication & Strategies
Strategic Marketing

23RD ANNUAL
Healthcare Marketing & Physician Strategies Summit
APRIL 30 - MAY 2, 2018 | SALT LAKE CITY, UT

With Special Support From
Dear Colleague:

Today, consumers are actively seeking better ways to access the information and tools they need to control and improve their health. What better time than now to take a good look at how you can best position your organization, your physicians, and yourself to facilitate the conversation?

How can you improve marketing strategy, messaging, and positioning to help consumers access the information and services they need? How do you build relationships with consumers, patients, and physicians to drive growth and build loyalty? What is the best way to improve communications with all stakeholders — internal and external — to ensure a better overall experience? What does it take to mesh the use of data, analytics, and metrics with the need to improve lives?

The 23rd Healthcare Marketing & Physician Strategies Summit explores all of these issues and more. Through more than 50 cutting-edge sessions across six tracks, the Summit examines the latest technologies, trends, and business models as well as the rapid transformation that marketers, strategists, and physician relations executives are experiencing today.

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**

Kathy Dean  
Chief Marketing & Communications Officer  
University of Iowa Health Care

Preston Gee  
VP, Strategic Marketing  
CHRSTUS Health

Lisa McCluskey  
VP, Marketing Communications  
CHI Memorial Health

David Perry  
Chief Marketing Officer  
University of Utah Health

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**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
- Digital/Social Media Strategists
- Physician Relations & Sales Executives
- Physician Referral/Outreach Directors
- Public Relations Directors
- Advertising Executives
- CRM Directors
- Consultants
Innovate...Inspire...Transform

Summit Keynotes

The Internet to the Inner-Net: How to Reset Your Connection & Live a Conscious Life
Sponsored by Healthgrades

Gopi Kallayil, Chief Evangelist for Brand Marketing, Google

Monday, April 30 | 4:00–5:15p
Open your mind to new possibilities! Join Gopi Kallayil, a leading proponent of mindfulness in the workplace, for this special opening keynote. A fast-paced career in the high-tech industry combined with a deep yoga and meditation practice has allowed Gopi to integrate his inner and outer technologies to a remarkable degree. Wisdom from his yoga mat and meditation cushion guides his professional career, and his work life provides the perfect classroom to deepen his wisdom practice. Gopi will share how we can do the same — and in the process, become more creative, adaptable, resilient, and engaging.

Be the Brand. Live the Brand. Why Stories are Your Most Powerful Brand Building Tool
Sponsored by Evariant

Ron Tite, Marketing, Branding & Creativity Expert; Founder & CEO of The Tite Group; Author

Tuesday, May 1 | 8:00–9:15a
Named one of the “Top 10 Creative Canadians” by Marketing Magazine, Ron Tite speaks with leading organizations all over the world about branding, content, and “The Expression Economy” — his take on modern business. Ron is an award-winning advertising writer who has served as Creative Director for some of the world’s most respected brands, and currently heads up his own content marketing agency. With a unique humor that is sure to have you laughing while you learn, Ron will share why compelling, authentic stories are the most powerful way to capture people’s attention, differentiate your organization, and build your brand.

Marketing to People Not Like You: The New Market Segmentation

Kelly McDonald, Marketing & Consumer Trends Expert; Bestselling Author

Wednesday, May 2 | 8:00–9:15a
Stretch your marketing muscles with Kelly McDonald! Kelly is a marketing and advertising expert and one of the nation’s top experts on multicultural marketing and consumer trends. She’s been named #1 on the list of “26 Hot Speakers” by Successful Meetings Magazine, and her company, McDonald Marketing, has been recognized by Advertising Age as one of the top ad agencies in the U.S. Kelly has also written two bestselling books. Join Kelly to examine the hottest new market segments, how they’re shaping culture, and how to reach them effectively.

Summit Schedule At-A-Glance

MONDAY, APRIL 30
7:30a–5:15p  Registration
8:30–11:30a  Pre-Summit Strategy Sessions
12:30–1:45p  Concurrent Sessions
1:45–2:30p  Break in the Exhibit Hall
2:30–3:45p  Concurrent Sessions
4:00–5:15p  General Session
5:15–7:00p  Opening Reception in the Exhibit Hall

TUESDAY, MAY 1
7:00a–5:00p  Registration
7:30-8:00a  Continental Breakfast
8:00–9:15a  General Session
9:15–10:15a  Break in the Exhibit Hall
10:15a–12:30p  Concurrent Sessions
12:30–2:00p  Networking Luncheon
2:15–3:15p  Concurrent Sessions
3:15–4:00p  Break in the Exhibit Hall
4:00–5:00p  Concurrent Sessions
5:00–6:45p  Reception in the Exhibit Hall

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

Summit Sponsor

The Forum for Healthcare Strategists provides networks of communication and support & opportunities for professional development, with the ultimate purpose of inspiring new, more effective models of care.

www.healthcarestrategy.com
12:30p Summit Commences

**STRATEGIC MARKETING**
Sponsored by Tea Leaves Health

**Marketing’s Role in Behavior Change**
The challenge is on for healthcare marketers to adopt social marketing techniques aimed at promoting positive changes in behavior. Examine behavior change theories and models. Learn how to use CRM, segmentation, and other marketing tools to influence health behaviors. Hear success strategies, results, and lessons learned.

**Katie Mardigian**
Transplant Outreach Coordinator
Hume-Lee Transplant Center, VCU Health (Richmond, VA)

**Heather Valentine**
Assistant VP Marketing & Digital Strategy
Loma Linda University Health (Loma Linda, CA)

**Susan Dubuque**
Principal, ndp

**COMMUNICATION & ENGAGEMENT**
Sponsored by Healthgrades

**Beyond Your Intranet and News Stories: A New Era of Employee Engagement**
Employees are accustomed to highly interactive, social, and dynamic communication in every aspect of their lives — and they expect as much in the workplace. Learn how to move beyond your intranet and newsletters to build genuine dialogue and measurable engagement. Explore platforms, simple ideas to build interactive content, and processes for success.

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

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

**ANALYTICS, DATA & CRM**
Sponsored by Evariant

**Aligning Digital Strategy with Technology Tools**
Aligning business goals and expectations with CRM, marketing automation, database marketing, and content management solutions is a key challenge for healthcare marketers. Learn how core objectives — patient acquisition, calculating ROAS, and improving patient experience — relate to these solutions. Hear tips for overcoming operational constraints and developing a strategic road map.

**William Gagnon**
Head of Global Digital Strategy & Customer Experience
Boston Children’s Hospital (Boston, MA)

**Anaye Milligan**
Director of Digital Marketing
Houston Methodist (Houston, TX)

**Customer Lifetime Value: On the Verge of Reality**
Research shows that consumers are more loyal to healthcare brands than we give them credit for. So what can marketers do to facilitate long-term, even lifelong, relationships? How can we define the lifetime value of a loyal customer — as both a user of our services and an influence? Let’s talk!

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

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

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

**Marketing and Communication for Successful Mergers**
When organizations merge, marketers are tasked with a number of challenges. Learn how to create a unified plan to merge cultures, stories, and messages; align all stakeholders around a single brand promise; and successfully brand and market the new entity to the community.

**Karina Jennings**
AVP Marketing & Communication
Providence St. Joseph Health (Renton, WA)

**Michele Szczypka**
Chief Marketing & Communications Officer
Mercy Health & Saint Joseph Mercy Health System – Trinity Health Michigan (Ann Arbor, MI)

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

**How AI and Machine Learning are Disrupting the Healthcare Ecosystem**
Despite varying promises from technology and solutions vendors, there is no “one size fits all” approach for putting artificial intelligence and machine learning to effective use in healthcare. But there are tools and platforms that offer great promise. Examine concrete examples of how AI and ML are disrupting current practice and transforming healthcare organizations. Explore future opportunities for AI- and ML-driven transformation.

**James B. Golden, PhD**
Managing Director, Healthcare IT
PricewaterhouseCoopers LLP
PRE-SUMMIT STRATEGY SESSION III
Build Your Skills: Getting Your Content Ready for Voice Activated Search

By 2020, Gartner predicts that 50% of all searches will be voice searches, which means your healthcare content needs to be conversational and voice-ready. Learn how to build skills (apps for voice) and get your content ready for voice search. Hear practical tactics, as well as innovative ways to use voice-activated search as part of marketing strategy.

Stephanie Ayars
Director of Marketing, Products & Services
Mayo Clinic (Rochester, MN)

Nathan David
Digital Marketing Manager
Cleveland Clinic (Cleveland, OH)

Emily Kagan Trenchard
VP, Digital & Innovation Strategy
Northwell Health (New Hyde Park, NY)

Ahava Leibtag (Facilitator)
President
Aha Media Group

12:30p Summit Commences

INTERACTIVE & DIGITAL STRATEGIES
Sponsored by Bluespire

The Science of Audience Journey Mapping
Take your marketing to the next level by understanding what your audience wants and needs! Learn how to apply audience journey mapping practices from leading B2B companies to better understand patients’ psychological motivators. Hear how to incorporate insights into content marketing and inbound strategies to build brand trust and long-term loyalty.

Jesse Kalfel
Senior Director, Creative Services
SAP

Shawn Gross
Chief Digital Strategist – Healthcare Practice Lead
White Rhino

PRE-SUMMIT STRATEGY SESSION IV
Deep Dive Into Leakage Strategies
Identifying and plugging sources of “leakage” remains a key opportunity for growing volume. Learn how to move beyond traditional approaches and implement new and innovative solutions, including ED leakage and retention strategies, use of data analytics to identify sources and opportunities, and field strategies. Examine approaches for reporting results.

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

Alina Joseph
Physician Outreach Director
Kettering Health Network (Miamisburg, OH)

Susan Boydell (Facilitator)
Partner
Barlow/McCarthy

PHYSICIAN RELATIONS & SALES
Sponsored by Marketware

Quantifying the Value of Physician Relations
Proving the value of a physician relations program is an ongoing challenge. Learn how to track and measure results that align with organizational goals and demonstrate impact on the bottom line. View reports for communicating the value of physician relations efforts to leaders and key stakeholders in language they understand.

Carol Hemker
Director, Business Development & Northwest Healthcare
Christian Hospital/BJC Healthcare (St. Louis, MO)

Lori McLelland
Executive Director, Marketing
Emory Healthcare (Atlanta, GA)

PHYSICIAN STRATEGIES
Sponsored by IQVIA

Engaging Physicians in Transformational Philanthropy
“Giving back” can be an important part of the healing process for patients and their families. Examine the relationship between a caregiver’s compassion and empathy and a patient’s expression of gratitude. Hear how gratitude can motivate philanthropy and improve patient satisfaction and physician and employee engagement. Learn how to help physicians understand their role in the philanthropic process and engage with grateful patients in a way that promotes giving.

Bruce Bartoo
Chief Philanthropy Officer
MedStar Health (Baltimore, MD)

Chad Gobel
CEO, Gobel Group

Crisis Response: Are Your Digital Channels Ready?
In today’s world, websites and social media channels are essential tools for effective crisis response. Learn how digital and marketing/PR teams worked together to ensure rapid and effective internal and external communications in the face of crisis, including Hurricane Harvey and the mass shootings in Las Vegas.

Scott Kerbs
Physician Experience Coordinator
University Medical Center of Southern Nevada
(Las Vegas, NV)

Crista Latham
VP of Strategic Communications
MD Anderson Cancer Center (Houston, TX)

Dan Dunlop (Facilitator)
Principal, Jennings Health

From Onboarding to Retention: Fostering Physician Loyalty
Leading onboarding programs fully integrate physicians into clinical practice and are a platform for sustained engagement. Examine tools and techniques for successful onboarding and a construct for implementing them. Hear about metrics of program effectiveness that contribute to a culture of continuous improvement.

Nicole M. Buikema, Director, Physician Experience
Northwestern Medical Group (Chicago, IL)

Elizabeth Kiker, Senior Consultant
Carolinas HealthCare System (Charlotte, NC)

Reducing Referral Leakage with Analytics
Using data from internal systems as well as third-party claims, Intermountain has developed a process for successfully tackling referral leakage. Examine the process, which identifies leakage points, targets efforts where they are most needed, and uses performance data to measure results. Hear how alignment is hardwired and enforced.

Robert Perkins
Outreach Service Director
Intermountain Healthcare (Salt Lake City, UT)

Andrew Efron
Vice President, Client Solutions
SymphonyRM

Summit Scholarships
Interested in attending the Summit, but don’t have the budget?
Apply for a Summit scholarship sponsored by Prairie Dog/TCG: www.healthcarestrategy.com/summit/scholarships.
Be the Brand. Live the Brand. Why Stories are Your Most Powerful Brand Building Tool
With so much information readily available to consumers, organizations are challenged as never before to capture people’s attention and engage audiences in a way that is unique to their brand. And the best way to do that, says Ron Tite, is through compelling stories — stories that showcase real people living and experiencing the brand, internally and externally. With humor and insight, Ron shows us how to collect, curate, and share powerful stories that define and reinforce the brand.

Ron Tite, Founder & CEO, The Tite Group; Marketing, Branding & Creativity Expert

STRATEGIC MARKETING
Sponsored by Tea Leaves Health

Building a National Thought Leadership Position Through Brand
When it comes to new patient acquisitions and referrals, a strong reputation matters. Renown Health developed an integrated, multichannel content marketing program to raise awareness and esteem for its brand on a national and regional level. Hear how having the support and involvement of Renown’s CEO, Dr. Tony Slonim, gave the efforts steam!

Suzanne Hendery
Chief Marketing Officer & Vice President and
Tony Slonim, MD
President and CEO
Renown Health (Reno, NV)

Reimagining Healthcare Advertising Through Partnerships and Digital
By partnering with media outlets such as The New York Times, Washington Post, and ESPN radio, Cleveland Clinic is delivering highly engaging and creative native content using the latest digital technologies. Examine their use of 360 video, interactive timelines; and fully integrated programs utilizing social, content, and earned media.

Paul Matsen, Chief Marketing & Communications Officer and
Mary Beth Pate, Executive Director, Marketing & Philanthropy Communications
Cleveland Clinic (Cleveland, OH)

COMMUNICATION & ENGAGEMENT
Sponsored by Healthgrades

A Focused Approach to Patient Acquisition
By taking a highly focused and informed approach to digital patient acquisition, Memorial Healthcare System gained 1,500 new patients in just 16 months — and earned back $13 per dollar invested! Learn how to understand and interpret the behavior of consumers searching online for physicians, apply that knowledge to marketing efforts, and track results beyond clicks and calls.

Selima Khan, Vice President of Marketing & Communications
Memorial Healthcare System (Hollywood, FL)
Bradley Wensel, Senior Vice President (Healthgrades)

Using Data, Analytics, and Technology to Build Digital Media Budgets
Spreading digital media spend evenly across a geography is inefficient. Learn how to leverage data, analytics, and technology to identify neighborhoods and zip codes with the highest propensity for commercial insurance. Hear how to use the data for a more targeted and efficient media spend, resulting in a lower cost per lead and higher return on investment.

Andy Hobbs, Director, Digital Access & Engagement
LifePoint Health (Brentwood, TN)
Jeff Snyder, President
Clariture Health

ANALYTICS, DATA & CRM
Sponsored by Evariant

The Perfect Consumer Experience
Executing a consumer engagement strategy, in the most cost effective manner possible across all touchpoints and channels, requires a myriad of distinct platforms living in a unified state. Examine a real-life case where EMR, CRM, CMS, Engagement Center, and Marketing Automation platforms all speak the same language, enabling hyper-targeted segmentation and improved personalized outreach. Take home tools for your own journey.

John Marzano, VP, Marketing & Public Relations
Lehigh Valley Health Network (Allentown, PA)
Gary Druckenmiller, VP, Marketing Practice Lead
Lehigh Valley Health Network (Allentown, PA)

Reputation Matters — and OFFLINE Reaches the Influencers
In a mass audience-driven world, the role of “influencers” is critical. Learn how to expand national mindshare via brand journalism and meet with influencers outside healthcare. Hear how to impact local market share with personal briefings and “pen pals” for community influencers who shape consumer decisions.

Amy Davis, Division Chair, Communications
Mayo Clinic (Rochester, MN)
Sue Jablonksi, EVP & Chief Communications Officer
OhioHealth (Columbus, OH)
Kathleen L. Lewton, Principal
Lewton, Seekins & Trester & Of Counsel, Padilla

Marketing That Lasts: Let’s Talk
The ability of marketers to sustain long term positioning and drive lasting value for the organization is huge! Long-term CMOs discuss what it takes to drive both volume and experience organization is huge! Long-term CMOs discuss what it takes to drive both volume and experience.

Patricia L. Cluff, Chief Strategic Relations & Marketing Officer
UVA Health System (Charlottesville, VA)
David A. Feinberg, VP, Chief Marketing Officer
Dana-Farber Cancer Institute (Boston, MA)
Lisa McCluskey, VP, Marketing Communications
CHI Memorial Health (Chattanooga, TN)
Rob Rosenberg (Facilitator), President
Springboard Brand & Creative Strategy

Partnering for a Cause
Health systems are tapping into cause marketing to infuse energy into traditional fundraising. Hear from organizations that are partnering with sports teams, celebrities, or for profits to raise money and awareness for a cause, while uniting the community and showcasing services. Learn how to identify partners, crystallize a vision and strategy, and inspire participation.

James Blazar, Chief Strategy Officer
Hackensack Meridian Health (Hackensack, NJ)
Amy Comeau, Vice President, Marketing
Emory Healthcare (Decatur, GA)
Jeff Sofia, CEO
Bendigo

Sponsored by Evariant

Turn Your Scorecard Into Your Golden Ticket
What do you want most? A bigger team? A bigger budget? Whatever your answer, the fastest way to get it is to demonstrate how your work creates value. That means translating your complicated analytics data into a clear and compelling story that engages and excites people across your organization. Learn how to focus on the right KPIs, as well as how to craft scorecards for different audiences.

Torin Gilkey, Senior Manager, Digital Strategy
Boston Children’s Hospital (Boston, MA)
Daniel Lavelle, Administrator, Marketing
Lehigh Valley Health Network (Allentown, PA)

Developing an RFP for a CRM System
Whether you’re just getting started with CRM, or pushing the restart button after a challenging first run, landing the right platform and partner is a must. And, it all starts with the RFP! Learn how to execute a successful RFP process, including assessing your goals, what’s required to accomplish them, and the important questions to ask.

Jerry Griffin, Director of Web & Digital Services
Penn State Health Milton S. Hershey Medical Center (Hershey, PA)
Jean Hitchcock, Acting Chief Marketing Officer
Stamford Health (Stamford, CT)
Rich Phillips, Chief Executive Officer
Customer Evolution
## INTERACTIVE & DIGITAL STRATEGIES
Sponsored by Bluespire

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:45</td>
<td>Digital Tools for Physician/Patient Engagement</td>
</tr>
<tr>
<td>2:15</td>
<td>Could Your Website be Replaced by AI?</td>
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<tr>
<td>11:30a</td>
<td>Strategies for Field Success</td>
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<td>12:30p</td>
<td>LUNCHEON</td>
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### Physician Relations & Sales
Sponsored by Marketware

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<th>Time</th>
<th>Event</th>
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<tr>
<td>11:45</td>
<td>Results-Driven Sales Planning</td>
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<tr>
<td>3:15</td>
<td>Winning the Right Business with Market Analytics</td>
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<tr>
<td>12:30p</td>
<td>How to Get Your Content to Appear in Google Snippets</td>
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### Physician Strategies
Sponsored by IQVIA

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<tr>
<th>Time</th>
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<tr>
<td>11:55</td>
<td>Tying Brand to Physician Compensation: A Winning Strategy!</td>
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<tr>
<td>2:30</td>
<td>A Team Approach to Referral Partnerships</td>
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<tr>
<td>4:00</td>
<td>Engagement-Driven Reputation Management</td>
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**Digital Tools for Physician/Patient Engagement**

**Time:** 10:45 – 11:15a

**Description:**
Possible talk about tools, strategies, and advancements in digital tools that enhance the physician-patient engagement experience.

**Speakers:**
- Todd Suntrapak, President & CEO, Valley Children’s Healthcare (Madera, CA)
- Ara Telbelian, Director of Marketing & Brand Management, Henry Ford Health System (Detroit, MI)
- Dan Cobb, CEO & Chief Strategy Officer, Daniel Brian Advertising

**Time:** 2:15 – 3:15p

**Description:**
Discussion on digital tools’ impact on managing patient referrals and physician-patient expectations.

**Speakers:**
- Todd Suntrapak, President & CEO, Valley Children’s Healthcare (Madera, CA)

**Time:** 11:30a – 12:30p

**Description:**
Focus on how to use digital tools to enhance physician communication, streamline referral processes, and more.

**Speakers:**
- Matt Gove, Chief Consumer Officer, Piedmont Healthcare (Atlanta, GA)
- Brian Gresh, President, Loyal

**Time:** 12:30 – 2:00p

**Description:**
Lunch and networking.

**Speakers:**
- Kevin Lao, Partner Enablement Manager, North America Google Marketing Solutions
- Anamika Desai, Director, Physician Relations, Robert Wood Johnson University Hospital (New Brunswick, NJ)
- Jarrard Phillips Cate & Hancock

**Time:** 2:15 – 3:15p

**Description:**
Talk on how to drive successful outcomes through strategic partnerships and collaborations.

**Speakers:**
- Robert Wood Johnson University Hospital
- University of Iowa Health Care
- LifePoint Health

**Time:** 4:00 – 5:00p

**Description:**
Examine successful models for a sustainable process with measurable outcomes. Learn unique new use cases and how to leverage mobile and video in your marketing and patient acquisition strategies.

**Speakers:**
- Vivian Buehler, Manager of Online Reputation, HCA Healthcare (Nashville, TN)
- Elizabeth Davis, Manager of Online Reputation, HCA Healthcare (Nashville, TN)
- Aaron Clifford, Senior Vice President, Marketing, Binary Fountain
Marketing to People Not Like You: The New Market Segmentation
Today, diversity marketing — whether based on gender, race, age, life stage, language preference, sexuality, or special interests — is the new norm. By recognizing these differences and tailoring your services, message, or marketing efforts to reflect consumers’ uniqueness, you are validating the importance of a consumer group. Learn how to stretch your marketing muscles with Kelly McDonald. Hear about the hottest new market segments, how they’re shaping culture, and key emotional drivers for reaching them effectively.

Kelly McDonald. Marketing & Consumer Trends Expert, Bestselling Author

STRATEGIC MARKETING
Sponsored by Tea Leaves Health

New session coming soon!

Five Skills Today’s CMO Must Master for 2020 and Beyond
In the last 10 years, marketing has gone from one of the least tech-dependent business functions to one of the most. Hear about the skills marketing leaders must master to thrive, including: balancing art and science; managing “mobile-only” customers; leveraging artificial intelligence and the IoT; exploiting video, local, and voice search; and harnessing the rise of the empowered customer.

Kelly Faley
Vice President, Web Strategies & Customer Contact Centers
Sharp HealthCare (San Diego, CA)
Kathy Divis
President, Greystone.Net

COMMUNICATION & ENGAGEMENT
Sponsored by Healthgrades

Creating Customers for Life: Healthcare Access Edition
Companies like Amazon and Uber have set a high bar for customer experiences. Now, consumers expect the same type of seamless experience when interacting with healthcare providers. Learn how to leverage a retail strategy to not only provide urgent care access but also ensure that patients get connected to your primary care network for follow up and ongoing care. Hear how the strategy integrates access points and builds relationships.

Megan Price, VP, B2B Marketing & Communication
Vanderbilt University Medical Center (Nashville, TN)
Erinne Dyer, Executive VP, Growth
Envera Health

Growing a Cancer Center Brand: An Omni-Channel Approach
To differentiate the Georgia Cancer Center from competition within the market and across the state, an omni-channel approach involving display, email, social, direct mail, outdoor, and TV was employed. Hear how the approach diminished confusion in the market and drove contribution margin from new and existing patients. Examine synergies across channels and KPIs beyond ROI. Learn how constant measurement optimizes the strategy.

Aubrey Hinkson
AVP of Marketing
Augusta University Health (Augusta, GA)

Leveraging Access Data to Drive Consumers to the Right Doctor
UnityPoint’s marketing team partnered with clinical operations on digital, CRM, and social campaigns powered by provider access data. Hear how the data is used to direct patients to physicians with more immediate access. Learn how to connect marketing metrics with operations data, creating a dynamic dashboard for proving marketing’s impact in a way that matters to the C-suite.

Todd Baker, Vice President
Kasey Duffy, Regional Marketing Manager
Blake Long, Marketing Manager
UnityPoint Health (Peoria, IL)

ANALYTICS, DATA & CRM
Sponsored by Evariant

Defining Healthcare Value
‘Value’ is at the core of ongoing efforts to reform healthcare payment and delivery. But, what exactly does value mean? Hear results from a comprehensive national study! Learn how patients, providers, and employers define value, including where they agree and where differences lie. Examine the marketing and strategy implications.

Amy Albo
Publisher, University of Utah Health & Executive Editor, Algorithms for Innovation
Robert Pendleton, MD
Chief Medical Quality Officer
University of Utah Health (Salt Lake City, UT)

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

Transforming Market Research: Building a Consumer Insights Capability
Consumer insights are essential for making smart decisions. Recognizing that, some healthcare organizations are creating consumer insights departments to coordinate many different types of data gathering, analysis, and dissemination. Learn what skill sets and tools are needed for an effective insights function. Hear how insights support decisions throughout the organization, from marketing to clinical to HR and operations. Take home resources and tools to help you gather insights, with or without a dedicated department.

Nadine Bendykci, Director, Market Research & Decision Support
University Hospitals (Cleveland, OH)
Shahana Reisinger, Manager, Consumer Insight
Mercy Health (Cincinnati, OH)
Terri Goren, Principal
Goren & Associates, LLC
Rob Klein, Founder & CEO
Klein & Partners

Podcasting: Highlight Your Expertise and Engage Your Audiences
Today, 20% of adults regularly listen to podcasts for information and entertainment. Wondering if this increasingly popular medium is right for you? Be part of a live podcast and get an inside look at how to develop a successful podcasting strategy! Join a panel of experienced hospital and healthcare podcaster to learn how podcasting can engage audiences and get content to the right people at the right time. Explore tools and techniques for editing, producing, and distributing your podcast to gain a wide audience.

Hospital panelists will be announced soon.

Chris Boyer (Host)
Director of Digital Strategy & Analytics
University of Minnesota Health/Fairview Health
Reed Smith (Host)
Founder, Social Health Institute & Chief Social Strategist
Gray Digital Group

Physician Relations: Present and Future Elements of Success
Increasing alignment and pressure for measurable value have changed the rules for physician relations. Join your colleagues to explore how to thrive in a time of change and prepare for the future. We’ll talk about data that always tells some of the story, but never all of it; finding your way in a tough environment; changing reporting relationships; and field strategies for the future. Come prepared to share!

Katie Alexander
Director of Physician Relations & Community Engagement
Tampa General Hospital (Tampa, FL)
Denise Rooney
Manager, Physician Outreach
Northwestern Medical Group (Chicago, IL)
Kriss Barlow
Principal
Barlow/McCarthy
**INTERACTIVE & DIGITAL STRATEGIES**
*Sponsored by Bluespire*

**Improving Population Health through Strategic Marketing Communications**
As health systems continue to evolve from fee-for-service to a value-based, population health approach, communications that help people maintain a healthy lifestyle at a lower cost of care are vital. Learn how to apply marketing tools to increase the use of preventive screenings, keep people healthy, and encourage appropriate use of services. Examine the MarTech stack and data needed, as well as metrics to evaluate success.

**Murray Friedman**
Digital Marketing Director
Aurora Health Care (Milwaukee, WI)

**Digital Strategies for Complex Health Systems**
Savvy healthcare organizations need to balance system-focused brand promotion with hyper-localized clinic and provider strategies. Examine successful approaches, including how content optimization, design, and CMS functionality are used to promote hospital-based specialists as well as local and visiting specialists at regional clinics and telemedicine locations.

**Marna Holley**
Digital Marketing Manager
Gundersen Health System (La Crosse, WI)

**Lindsey Meyers**
VP of Public Relations
Avera Health (Sioux Falls, SD)

**Ben Dillon**
Chief Strategy Officer
Geonetric

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**PHYSICIAN RELATIONS & SALES**
*Sponsored by Marketware*

**Physician Relations Talent: Hire, Train, Develop, and Retain the Right Team**
Having the right team in place, and knowing how to get the most out of them, is key to delivering results in today’s healthcare environment. Learn how to assess your current talent, determine what skills and capabilities may be missing, and implement solutions for addressing gaps — whether through internal development or new recruitment.

**Becky Lathrop**
Manager, Physician Liaisons
Indiana University Health (Indianapolis, IN)

**Summer Lesic**
MNDOG Group Director, Provider Relations
Centura Health/St. Anthony Hospital (Lakewood, CO)

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**CONTENT STRATEGY**
*Sponsored by IQVIA*

**A Continuum for Content Strategy**
Content marketing is scalable; there’s no one-size-fits-all approach. Learn how marketing leaders from three organizations have successfully taken different paths to connect with their audiences. Hear how to:
- Build and nurture a team of strategic storytellers
- Communicate the “why” of content marketing
- Set up content distribution strategies
- Pivot or persevere: experiment and fail fast
- Measure results, and — yes — monetize your efforts

Bring your questions for an interactive discussion!

**Keith Fontaine**
Vice President, Marketing & Branding
Hartford HealthCare (Hartford, CT)

**Matt Schwabel**
Senior Director, Integrated Marketing
Duke University Health System (Raleigh-Durham, NC)

**Amanda Todorovich**
Director of Content Marketing
Cleveland Clinic (Cleveland, OH)

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**Hotel Information**

The official hotel for the Summit is **The Grand America Hotel**, a 2016 *Conde Nast Traveler* Reader’s Choice Award Winner as the 13th Top Hotel in the American West. Situated in the heart of Salt Lake, this opulent European-style hotel is within walking distance of enticing restaurants and bars and exciting museums and attractions.

To make a reservation, call 800-437-5288 and identify the meeting as the “Healthcare Marketing and Physician Summit” to get the special rate of **$255 single/double**. The rate includes guest room Internet access. 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 6, 2018, but might be sold out before that date!**

Visit the Forum at www.healthcarestrategy.com to register online.

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**Continue the Conversation**

**24th Healthcare Marketing & Physician Strategies Summit**
May 21 – 23, 2019
Sheraton Grand Chicago
Interested in sponsoring the Summit?
Contact the Forum!

Diamond Sponsors

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

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IQVIA is a leading global provider of information, innovative technology solutions and contract research services dedicated to using analytics and science to help healthcare stakeholders find better solutions for their patients. Formed through the merger of IMS Health and Quintiles, IQVIA has approximately 55,000 employees worldwide. [www.iqvia.com](http://www.iqvia.com)

Gold Sponsors

As an engagement services partner, [Envera Health](http://www.enverahealth.com) is committed to advancing consumer-driven care and making healthcare better. Through our advanced engagement (call) center and unique CRM-enabled full consumer view, we unify the front door for health systems – extending across marketing, access and care coordination, to deliver a one-touch consumer experience and create customers for life. [www.enverahealth.com](http://www.enverahealth.com)

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. [www.tealeaveshealth.com](http://www.tealeaveshealth.com)

Silver Sponsors

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 health care executives navigating the complex world of sports – including strategy, evaluation, negotiation, activation, media, research and facilities rights. [www.bendigoco.com](http://www.bendigoco.com)

Bluespire (BSI) has been focused on the healthcare marketing industry since 1983. With 30+ years of experience, Bluespire supports more than 300 healthcare brands across the globe, including some of the largest (and smallest) hospitals, health systems and health insurance companies in the United States. We have helped transform a number of health systems’ engagement strategies through the thoughtful application of strategy, user experience, design, technology and content. [www.bluespiremarketing.com](http://www.bluespiremarketing.com)

Hailey Sault works with health care brands, innovative startups and cause-driven organizations in pursuit of the greater good. No matter how audacious your vision, no matter how big your goals, we’ll get you there. That’s why we say, “Welcome to the pursuit.” [www.haileysault.com](http://www.haileysault.com)

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. [www.lionsharemarketing.com](http://www.lionsharemarketing.com)

Marketware’s relationship management and analytics technology strengthens your competitive advantage and generates new growth opportunities. With years of proven experience, Marketware is trusted by health systems across the United States looking to target, track and trend their market share. [www.marketware.com](http://www.marketware.com)

Prairie Dog | TCG applies marketing disciplines to healthcare, uncovering opportunities and emotions typically unrecognized. Since 1996 we have partnered with 170+ hospitals and health systems. We have a passion for healthcare marketing. It’s what we do. And we love it. It takes us to new places, offers new challenges and introduces us to new friends. [www.pdog.com](http://www.pdog.com)

Yext for Healthcare is purpose-built to solve the unique needs healthcare providers face. The Healthcare Knowledge Engine includes enhancements to Yext’s award-winning platform that will help health systems of all sizes manage all the knowledge consumers seek about their offices, facilities, and physicians, and ultimately attract new patients in the moments that matter most. [www.yext.com](http://www.yext.com)

Supporting Sponsors

The team at [Corrigan Consulting](http://www.corriganconsulting.com) 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. [www.corriganconsulting.com](http://www.corriganconsulting.com)

Digital Health Strategies is a premier digital health agency specifically designed to support the needs of healthcare providers, including both large integrated health systems and regional providers. We provide full-service digital capabilities to support employee and physician engagement, patient engagement, and foundation digital fundraising. [www.digitalhealthstrategies.com](http://www.digitalhealthstrategies.com)

Franklin Street is a health care branding and 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. [www.franklinstreet.com](http://www.franklinstreet.com)

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. [www.juliabalfour.com](http://www.juliabalfour.com)
Registration

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 Is this your first time attending the Summit?
☐ Yes  ☐ No

3 Which Category Best Describes Your Organization?
☐ Hospital/Health System
☐ Urban/Suburban
☐ Rural
☐ Academic Medical Center
☐ Integrated Delivery Network/ACO
☐ Insurer/Health Plan
☐ Medical Group Practice
☐ Vendor
☐ Consultancy
☐ Other ________________________

4 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 2
☐ Transforming Market Research
☐ Physician Relations Success
☐ Podcasting

Cancellation Policy

The Forum guarantees a refund, less a $250 administrative fee, if written notification is received on or before February 16, 2018. Verbal cancellations are not accepted. Cancellations received after February 16, 2018 are not eligible for a refund. You may always send a substitute.

Confirmation of Registration

All registrations will be confirmed within 3 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.

5 Registration Fees

Early rates are available if the registration form with full payment is received by February 16, 2018. Discounts for group registrations (2 or more) are available for provider organizations. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

<table>
<thead>
<tr>
<th>Summit Rates</th>
<th>Early</th>
<th>Regular</th>
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<tbody>
<tr>
<td></td>
<td>received by 2/16/18</td>
<td>received after 2/16/18</td>
</tr>
<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>
<td>$1,320</td>
</tr>
<tr>
<td>(Includes one-year Forum membership, $225 value)</td>
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<tr>
<td>Non-Member (Does not include membership)</td>
<td>$1,250</td>
<td>$1,350</td>
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6 Payment Information

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

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

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Chicago, IL 60611

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