



forum FOR HEALTHCARE STRATEGISTS

23<sup>RD</sup> ANNUAL

# Healthcare Marketing & Physician Strategies Summit

APRIL 30 – MAY 2, 2018 | SALT LAKE CITY, UT

## FOCUS ON:

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

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# 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  
CHRISTUS Health



**Lisa McCluskey**  
VP, Marketing Communications  
CHI Memorial Health



**David Perry**  
Chief Marketing Officer  
University of Utah Health

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## Healthcare Marketing & Physician Strategies

# Summit

The Summit continues a 23-year tradition of identifying the rapidly changing healthcare marketing and physician relationship opportunities and challenges and tackling them head-on. It is THE place where actionable strategies and solutions are shared by senior-level marketing, strategy, digital, and physician relations executives from healthcare organizations nationwide.

## 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



**forum** FOR HEALTHCARE STRATEGISTS

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](http://www.healthcarestrategy.com)

8:30 – 11:30a



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

**PRE-SUMMIT STRATEGY SESSION I****Reimagining Marketing in a Technology-Driven World**

As digital technologies continue to advance, the walls between marketing, digital, and IT are disappearing. Prepare for success in a technology-driven world! Learn how to accelerate the transition from "doing digital" to "being digital," build a digitally-savvy, data intelligent team; and address cultural and structural barriers to change.

**James Blazar**

Chief Strategy Officer  
Hackensack Meridian Health (Hackensack, NJ)

**Suzanne Sawyer**

Vice President, Chief Marketing Officer  
Penn Medicine (Philadelphia, PA)

**Paul Szablowski**

SVP, Brand Experience  
Texas Health Resources (Arlington, TX)

**Karen Corrigan (Facilitator)**

CEO  
Corrigan Consulting

**PRE-SUMMIT STRATEGY SESSION II****Branding on the Edge**

To stay relevant, brand leaders must anticipate change and marshal, activate, educate, engage, and inspire internal and external audiences. Learn how to drive internal engagement and advocacy; employ a holistic, consumer-centric approach to operationalize your brand promise; and apply simulations and forecasting models to unlock brand value.

**Mara Lord**

VP Communications, Experience, Brand Strategy  
Medical College of Wisconsin (Milwaukee, WI)

**Manny Rodriguez**

Chief Marketing & Experience Officer  
UCHealth (Aurora, CO)

**Joseph Moscola**

SVP & Chief People Officer *and*

**Ramon Soto**

Chief Marketing Officer  
Northwell Health (New Hyde Park, NY)

**Justin Wartell (Facilitator)**

Managing Director  
Monigle

**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**

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**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)

12:30 – 1:45p

**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 demonstrate the lifetime value of a loyal customer — as both a user of our services and an influencer? Let's talk!

**Preston Gee**

Vice President, Strategic Marketing  
CHRISTUS Health (Irving, 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)

**Kevin DiCola**

Regional Communications Director *and*

**Mary Letters**

Regional Marketing Manager  
Saint Joseph Mercy Health System – Trinity Health  
(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 to 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

2:30 – 3:45p

4:00 – 5:15p

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

The Internet has become humanity's invisible central nervous system, connecting us at the speed of thought. Yet the most important technology is still the one *within* us: our brain, body, and consciousness. **Gopi Kallayil** shows how integrating our inner and outer technologies can help us better engage with others while also improving our internal wellbeing. Examine videos and stories celebrating the human spirit, the power of emotional connections, and the concept of social innovation for social good.

**Gopi Kallayil**, Chief Evangelist for Brand Marketing, Google

8:30 – 11:30a

**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

**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

**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](http://www.healthcarestrategy.com/summit/scholarships).

**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

**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

12:30 – 1:45p

**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

2:30 – 3:45p



8:00 – 9:15a

Sponsored  
by Evariant**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

10:15 – 11:15a

**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 &amp; Vice President and

**Tony Slonim, MD**

President and CEO

Renown Health (Reno, NV)

**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

**ANALYTICS, DATA & CRM**

Sponsored by Evariant

**The Perfect Consumer Experience**

Executing a consumer engagement strategy, in the most cost effective manner possible across all touch-points 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  
Evariant

11:30a – 12:30p

**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)

**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**, Vice President, Client Operations  
Trilliant Health

**Mastering Analytics and Content: Different Journeys**

Continued healthcare marketing success will require mastery of two key skill sets: content and analytics. Hear from two organizations that have taken different approaches to revamping their marketing departments: one that started with content and is now moving to analytics and one that started with analytics and is moving to content. Hear how they are learning from each other.

**David Perry**, Chief Marketing Officer  
University of Utah Health (Salt Lake City, UT)

**Suzanne Sawyer**, VP & Chief Marketing Officer  
Penn Medicine (Philadelphia, PA)

**12:30 – 2:00p LUNCHEON**

2:15 – 3:15p

**Value of Urgency in Urgent Care**

With younger adults relying less on primary care physicians, urgent care is a crucial capture point for health systems. Hear how health systems are boosting awareness and volume via urgent care partnerships. Examine tactics, as well as new consumer research confirming the value of urgent care as a way to capture customers.

**Shawn Ginter**

President &amp; CEO, Urgent Care Centers of New England/CareWell Urgent Care (Boston, MA)

**Linda MacCracken**

Senior Principal, Accenture

**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 meetings with leaders 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 Jablonski**, SVP & Chief Communications Officer  
OhioHealth (Columbus, OH)

**Kathleen L. Lewton**, Principal  
Lewton, Seekins & Trester & Of Counsel, Padilla

**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)

4:00 – 5:00p

**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 growth, and prove value to the C-suite. Examine successes, misses, and what lies ahead.

**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 Sofka**, CEO  
Bendigo

**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**

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10:15 – 11:15a

**Digital Tools for Physician/Patient Engagement**

Smartphone apps, augmented reality, video, and other technologies are key to growing referrals and managing patient expectations. Hear how to use new tools to enhance physician communication; streamline referral processes; help patients and their families navigate large, complex campuses; and more.

**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

11:30a – 12:30p

**Could Your Website be Replaced by AI?**

Piedmont Healthcare has taken its AI-driven approach to digital patient experience a step further with unique new use cases, scheduling integration, and even a full-page takeover. Hear how Piedmont shifted its website strategy to focus on guiding patients through their online journey via emerging technology. Learn how smart solutions can increase website conversions, create operational efficiencies, and provide a delightful patient experience.

**Matt Gove**, Chief Consumer Officer  
Piedmont Healthcare (Atlanta, GA)

**Brian Gresh**, President  
Loyal

**12:30 – 2:00p LUNCHEON**

2:15 – 3:15p

**Digital Path to Treatment: Lessons for Marketing and Patient Acquisition**

Did you know that 1 in 20 Google searches are health related? Examine the most recent trends within healthcare, and learn how to harness the power of mobile and video in your marketing and patient acquisition strategies for 2018 and beyond.

**Kevin Lao**  
Partner Enablement Manager, North America  
Google Marketing Solutions

4:00 – 5:00p

**How to Get Your Content to Appear in Google Snippets**

Writing quality content will increase the quality of your traffic, as well as customer engagement. But, there is another added benefit...you can secure the most valuable piece of SERP real estate: Google's featured snippet. Learn how Aurora Health Care created SEO-optimized content that quickly earned this top spot, boosting audience engagement by 65%!

**Julie Travia**  
Digital Experience Content Manager  
Aurora Health Care (Milwaukee, WI)

**Emily Broderick**  
Director of Content Development  
Aha Media Group

**PHYSICIAN RELATIONS & SALES**

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**Results-Driven Sales Planning**

An effective sales plan is guided by data, but informed by field knowledge. A good plan will frame the market opportunity and define actions in the field. Examine sales planning approaches that will help you understand the right targets and the right actions. Learn how to build a tactical plan that focuses resources where they generate the greatest ROI.

**Rachel Donovan**

Senior Director, Referral Development  
Penn Medicine (Philadelphia, PA)

**Mitzi G. Kent, RN, BSN**

VP, Strategic Growth & Provider Recruitment/Relations  
LifePoint Health (Brentwood, TN)

**Strategies for Field Success**

What does it take for liaisons to stay strong in the field? Hear techniques and innovations for success, including how to get through the door, prove your value add, and gain internal traction. Learn how to assess and address program vulnerabilities.

**Lindsey Anderson**

National Director  
Cancer Treatment Centers of America (Tulsa, OK)

**Jessica Nunley**

Manager, Business Growth  
Texas Health Resources (Arlington, TX)

**Winning the Right Business with Market Analytics**

Healthcare providers are challenged to not only identify and cultivate relationships with physicians and medical groups, but also align these activities with strategic market initiatives. Learn how "big data" and "analytics" can be used to inform and drive business development, physician outreach, and growth.

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

**Anamika Desai**, Director, Physician Relations  
Robert Wood Johnson University Hospital  
(New Brunswick, NJ)

**Accelerating Physician Productivity**

Achieving profitability and continued growth from physician hires comes from establishing a sustainable process with measurable objectives. Examine successful models for ramping up performance quickly to achieve financial goals and develop a balanced case mix. Hear results and lessons learned.

**Carol Koenecke-Grant**

Vice President, Strategic Services  
Valley Health (Winchester, VA)

**Tim Coughlin**

Partner  
SystemCare Health

**PHYSICIAN STRATEGIES**

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**Tying Brand to Physician Compensation: A Winning Strategy!**

Transitioning to a physician compensation model that shifts a significant portion of income to non-productivity based performance can be a challenge. Hear how Memorial Physician Services succeeded by educating physicians on how their contributions to brand go beyond clinical quality and throughput. Examine results at the 4-year mark, as well as lessons learned for marketing MPS to recruits, patients, and payers.

**J. Travis Dowell**, President

Memorial Physician Services (Springfield, IL)

**Michael Eaton**, Senior Vice President  
Brand+Lever

**Communication Strategies for Provider Engagement**

University of Iowa Health Care built an internal communication structure to reach providers, arguably its most important audience. Hear how medical staff leaders worked together with Communications to develop effective channels — and content — that are convenient and timely to internal physician and provider audiences.

**Kathy Dean**

Chief Marketing & Communications Officer  
University of Iowa Health Care (Iowa City, IA)

**Kim Fox**

Partner  
Jarrard Phillips Cate & Hancock

**A Team Approach to Referral Partnerships**

When primary and specialty care providers work together as a team, patients benefit! Learn how to establish solid referral systems and strong partnerships by understanding what's causing anxiety or concern for referring providers and patients. Examine an accountability structure that improves satisfaction and referrals.

**Carey Ehler, MD**, Director of Provider Engagement, Associate Professor of Neonatology  
Children's Specialty Group/Medical College of Wisconsin (Milwaukee, WI)

**Nancy Vanselow**, Referral Development Manager  
Children's Hospital of Wisconsin (Milwaukee, WI)

**Engagement-Driven Reputation Management**

Managing your organization's and physicians' reputations is challenging enough. But, how do you do it when you have multiple hospitals and clinics and thousands of providers and reviews a year? Learn how to create a scalable, engagement-driven reputation management program that significantly increases positive online reviews.

**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

### Benchmarking Your Marketing and Communications Efforts

Knowing how your budget, resources, and priorities compare with peers is as important as ROI if you want to plan for the future and justify your expenses to leadership. Examine key insights from a best-in-class marketing and communications benchmarking system, developed by and for healthcare marketers. Hear how this grassroots effort has resulted in a flexible dashboard that provides insights previously unavailable to healthcare marketers.

#### Peter Miller

Administrator, Marketing & Communications  
Cleveland Clinic (Cleveland, OH)

**John McKeever**, Executive Vice President  
Gelb Consulting

## COMMUNICATION & ENGAGEMENT

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### 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 that last.

**Megan Pruce**, VP, B2B Marketing & Communication  
Vanderbilt University Medical Center (Nashville, TN)

**Erinne Dyer**, Executive VP, Growth  
Envera Health

## 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 and*

#### Robert Pendleton, MD

Chief Medical Quality Officer  
University of Utah Health (Salt Lake City, UT)

### 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

### 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 and

**Kasey Duffy**, Executive Director, Marketing and

**Blake Long**, Director, Marketing Technology  
UnityPoint Health (Des Moines, IA)

## 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 Bendycki**, Director, Market Research & Decision Support  
University Hospitals (Cleveland, 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 podcasters 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  
Fairview Health/University of Minnesota Health (Minneapolis, MN)

#### Reed Smith (Host)

Founder  
Social Health Institute

### 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 expectations; 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



9:30 – 10:30a

**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)

10:45 – 11:45a

**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

**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**

Director of Physician Liaisons  
Indiana University Health (Indianapolis, IN)

**Summer Lesic**

MND OG Group Director, Provider Relations  
Centura Health/St. Anthony Hospital (Lakewood, CO)

**Show Me More Primary Care Patients**

The value of driving patient volume to primary care is in the lifetime value of that new patient. Examine strategies for connecting more patients to primary care providers and growing volume, including a New Mover program and a targeted regional messaging strategy incorporating digital marketing and direct mail.

**Judith Ward**

Administrative Director, Marketing Strategy  
Stanford Health Care (Palo Alto, CA)

**Caty Jennerjohn Wolf**

Manager, CRM & Digital Marketing  
WellSpan Health (York, PA)

**Tamara Cauton**

Senior Strategic Account Manager  
LionShare, Inc.

**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)

HALF DAY

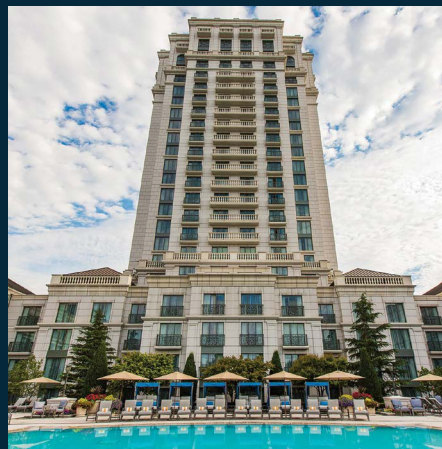
Visit the Forum at [www.healthcarestrategy.com](http://www.healthcarestrategy.com) to register online.

**Hotel Information**

The official hotel for the Summit is **The Grand America Hotel**, a 2016 *Condé 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 The Grand America Hotel at **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!**



Continue the Conversation

**24th Healthcare Marketing & Physician Strategies Summit**

May 21 – 23, 2019  
Sheraton Grand Chicago



## Summit Sponsors

Interested in sponsoring the Summit?  
Contact the Forum!



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**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 healthcare 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** 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)

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# Healthcare Marketing & Physician Strategies Summit

## 1 Registrant Information

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## 2 Is this your first time attending the Summit?

☐ Yes ☐ No

## 3 Which Category Best Describes Your Organization?

- |  |   |
|--|---|
| <input type="checkbox"/> Hospital/Health System          | <input type="checkbox"/> Insurer/Health Plan    |
| <input type="checkbox"/> Urban/Suburban                  | <input type="checkbox"/> Medical Group Practice |
| <input type="checkbox"/> Rural                           | <input type="checkbox"/> Vendor                 |
| <input type="checkbox"/> Academic Medical Center         | <input type="checkbox"/> Consultancy            |
| <input type="checkbox"/> Integrated Delivery Network/ACO | <input type="checkbox"/> 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.

## April 30 – May 2, 2018

The Grand America Hotel  
Salt Lake City, UT

## 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.

Summit Rates	Early	Regular
	received by 2/16/18	received after 2/16/18
Current Forum Member	..... \$995	..... \$1,095
Joining Member (Includes one-year Forum membership, \$225 value)	..... \$1,220	..... \$1,320
Non-Member (Does not include membership)	..... \$1,250	..... \$1,350

### Pre-Summit Strategy Sessions

Fee includes continental breakfast and lunch

Reimagining Marketing	..... \$95	..... \$125
Branding on the Edge	..... \$95	..... \$125
Voice-Ready Content	..... \$95	..... \$125
Leakage Strategies	..... \$95	..... \$125

### Summit Playback (Audio Recordings & Slides)

..... \$75 for Attendees  
..... \$250 Non-Attendees

**Total Due \$** .....

## 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
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