



# Forum for Healthcare Strategists 24th Annual Healthcare Marketing & Physician Strategies Summit

May 21 – 23, 2019 • Sheraton Grand Chicago

## CALL FOR SPEAKERS

The **Healthcare Marketing & Physician Strategies Summit** is an opportunity for healthcare marketing, strategy, and physician relations executives to share “best practices” and network with colleagues from hospitals, health systems, academic medical centers, medical groups, integrated networks, and health plans. The 2019 Summit continues a 24-year tradition of identifying important healthcare marketing and physician relationship challenges and tackling them head-on. More than 800 executives are expected to attend. **Join us in shaping this premier Summit for senior-level marketing, strategy, and physician relations executives!**

### Topics of Interest Include:

#### Strategic Marketing

Patient Acquisition & Growth Strategies  
Mergers, Affiliations & Health Plan Partnerships: Strategy & Marketing  
Ambulatory Care, Telecare & Retail Strategies  
Innovation: Improving Access, Convenience & Service  
Market Research & Consumer Insights  
Service Line Strategies  
Replicating Accountable Care & Population Health Models  
Marketing Audits/Marketing Plans

#### Analytics, Data & Measurement

Artificial Intelligence & Machine Learning  
Big Data Analytics/Business Intelligence  
CRM/PRM: Fundamentals & Innovative Uses  
Data Mining & Targeted Business Development  
Marketing Automation  
Predictive Analytics & Propensity Modeling  
Marketing Metrics & Analytics: Measuring Performance & ROI  
Data-Driven Marketing & Communications/Precision Marketing  
Scorecards & Dashboards: Reporting Marketing Results  
Block Chain Technology: Implications for Healthcare

#### Interactive & Digital Strategies

Patient Journey Mapping  
Contact Center/Call Center Strategies  
Transparency, Ratings & Reputation Management  
Digital Marketing: SEO, SEM, “Near Me” Search  
Developing & Implementing a Mobile Strategy  
Content Marketing/Brand Journalism  
Social Media, Video & Interactive Tools  
Social Networking/Online Communities  
Patient Portals/Online Appointments/ eVisits  
Improving Online Experience: Personas, Design & Usability  
Website Redesign  
Preparing for Voice Search

### Summit Sponsor:

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

### Presentations Must Meet the Following General Criteria To Be Considered:

- Advanced strategies, targeted to a **senior level** audience.
- Current project in place with **reportable results**, rather than recently implemented projects. Sessions focused on advanced strategies and/or emerging technologies are of interest.
- **Original material** unencumbered by copyright, trademark, or intellectual property restrictions.
- Should include **at least one presenter from a provider organization**; proposals that include only consultants, vendors, or agencies are considerably less likely to be accepted.
- Sessions must be **educational in focus** and should not focus on proprietary technologies, strategies, or systems.

**Submission Deadline:** Proposals must be received by **Friday, September 21, 2018**. Accepted presenters will be notified via email by late December.

#### Customer Communication & Engagement

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

#### Physician Marketing/Physician Strategy

Marketing To, With & For Physicians  
Practice Marketing/Marketing Employed Physicians  
Physician Search/Physician Directories/Online Ratings  
Co-Marketing/Branding  
Messaging Strategies  
Outreach, Communications & Education  
Physician Employment: Success Strategies  
Transitioning to Value-Based Models  
Adapting to New Payment Models  
Network Development, Alignment & Growth  
Recruitment, Retention & Onboarding

#### Physician Relations & Sales

Referral Leakage & “Keepage”  
Referral Development  
ROI & Dashboards: Tracking, Reporting & Measuring Impact  
Evolving Role of ACOs & Clinically Integrated Networks  
Sales Tactics & Management  
Physician Satisfaction, Experience & Loyalty

**Other session suggestions are encouraged!**

**Questions? Call 312-440-9080, ext. 24**

# APPLICATION TO PRESENT

24th Annual Healthcare Marketing & Physician Strategies Summit • May 21 – 23, 2019

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

Name

Title

Organization

Address

City

State

Zip

Phone

Fax

Email

## CO-PRESENTERS (if applicable)

Name

Title

Organization

City/State

Name

Title

Organization

City/State

### Presentation Format (please check one)

- ☐ Strategy Session    ☐ Pre-Conference Workshop  
☐ Case Study    ☐ Panel Discussion

### Presentation Level (please check one)

- ☐ Basic    ☐ Intermediate  
☐ Advanced

### Presentation Length (please check one)

- ☐ 75 minutes    ☐ Half-day (2.5 hours)

### Presentation Track/Category

(please check the most applicable category)

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

### Enclosure Check List

To be considered, you must attach the following:

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

### Handouts

All presenters are **required** to provide an electronic copy of their PPT, which will be posted for attendees to access/print prior to the Summit. PPTs MUST be received by **April 7, 2019**.

### Discounted Conference Fee

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

## AFFIRMATION OF COMMITMENT (signature of primary contact required)

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

Signature of Primary Contact

Date

**Apply online at [healthcarestrategy.com/summit/2019CallforSpeakers](http://healthcarestrategy.com/summit/2019CallforSpeakers)** or return application with all required enclosures to [kattreau@healthcarestrategy.com](mailto:kattreau@healthcarestrategy.com). You may also fax (312-440-9089) or mail your application: Forum for Healthcare Strategists, 980 N. Michigan Avenue, Suite 1260, Chicago, IL 60611. If you have questions, please call 312-440-9080, ext. 24.

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

☐ Yes   ☐ No   If yes, where and when? \_\_\_\_\_