

# Forum for Healthcare Strategists 25th Annual Healthcare Marketing & Physician Strategies Summit

April 5 – 7, 2020 • The Cosmopolitan of Las Vegas



## CALL FOR SPEAKERS

The **Healthcare Marketing & Physician Strategies Summit** is an opportunity to share “best practices” and network with colleagues from hospitals, health systems, academic medical centers, medical groups, integrated networks, and health plans. The 2020 Summit continues a 25-year tradition of identifying important healthcare marketing and physician relationship challenges and tackling them head-on. More than 850 executives are expected to attend. **Join us in our 25th Celebration, and help us shape this premier Summit for senior-level healthcare 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/Reassessing Your Marketing Department

#### 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/Content Strategy  
Social Media, Video & Interactive Tools  
Social Networking/Online Communities  
Patient Portals/Online Appointments/ eVisits  
Improving Online Experience: Personas, Design & Usability  
Website Redesign  
Voice Search/Chatbots/AI

#### Customer Communication & Engagement

Branding/Rebranding  
After the Merger: Shaping the Culture  
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  
Introducing Humor Into Your Organization

#### 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**

### 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 very rarely 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, August 9, 2019**. Accepted presenters will be notified via email by late December.

# APPLICATION TO PRESENT

25th Annual Healthcare Marketing & Physician Strategies Summit • April 5-7, 2020

## 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-Summit 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 March 9, 2020.**

### 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 agree that I will not present the session at another conference or as a webinar or podcast prior to the 2020 Summit.** 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/2020CallforSpeakers](http://healthcarestrategy.com/summit/2020CallforSpeakers) or return application with all required enclosures to [kattreau@healthcarestrategy.com](mailto:kattreau@healthcarestrategy.com). If you have questions, please call 312-440-9080, ext. 24.

**IMPORTANT:** Have you given, or will you be giving, this presentation at another educational conference OR as a webinar or podcast?

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