



forum FOR HEALTHCARE STRATEGISTS

25TH ANNUAL

Healthcare Marketing & Physician Strategies

Summit

APRIL 5-7, 2020 | LAS VEGAS



FOCUS ON:

Communication Strategies
Engagement Strategies
Interactive & Digital Strategies
Transforming the Consumer Experience
Physician Relations & Sales
Strategic Marketing

With Special Support From



The Summit is 25!

This very special anniversary Summit continues a quarter of a century of identifying healthcare's most important marketing and physician relationship opportunities and tackling them head-on. It is **THE** place where actionable strategies and solutions are shared by senior-level marketing, strategy, digital, communications, and physician relations executives from healthcare organizations nationwide.

Be part of the magic!

Dear Colleague:

Over the past 25 years, the role of healthcare marketing, strategy, and physician relations executives has evolved and grown significantly. The Healthcare Marketing & Physician Strategies Summit has kept pace with those changes, calling attention to important themes, new developments, and innovations. One constant...the importance of "communication," and in 2020 we recognize that critically important role.

Bottom line...the ability to communicate effectively underpins all we do as healthcare executives. What we say, and how we say it, has long-lasting repercussions. How we communicate internally (within the organization) as well as externally (to the community, physicians, employers, and others) defines us.

That essential underpinning was taken to heart in shaping this year's Summit. Through more than 50 cutting-edge sessions across six tracks, the agenda examines the latest issues, opportunities, and challenges facing marketers, communicators, digital strategists, and physician relations executives, as well as the role of communication in defining solutions.

Join us as we celebrate 25 years...and help us shape the future!

25th Summit Co-Chairs



Susan Alcorn
Strategic Counselor
Alcorn Strategic
Communications;
Jarrard Phillips Cate &
Hancock



Kriss Barlow
Principal
Barlow/McCarthy



Terri Goren
Principal
Goren & Associates, LLC

25TH ANNUAL Healthcare Marketing & Physician Strategies Summit APRIL 5 – 7, 2020 | LAS VEGAS

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/Web/Social Media Strategists
- Physician Relations & Sales Executives
- Physician Referral/Outreach Directors
- Communications & Public Relations Directors
- Advertising Executives
- CRM Directors
- Consultants



forum FOR HEALTHCARE STRATEGISTS

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

Cover: Ugo Rondinone: *Seven Magic Mountains*, Las Vegas, Nevada, 2016.

Create...Communicate...Change

Summit Keynotes

Creating Communication Magic

Sponsored by Healthgrades

Vinh Giang

Master Communicator; Magician; Entrepreneur

Sunday, April 5 | 4:00 – 5:15p



There are common threads between the worlds of business and magic. Timing. Practice. Skills. Connection. Persuasion. Perspective. Influence. By weaving those threads into messages that transform the audience, Vinh Giang helps professionals master the art of performance-enhanced communication. Join Vinh for a magical experience!

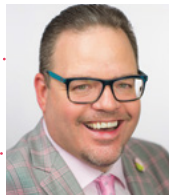
Does Your Customer Experience Create Conversation?

Sponsored by Healthgrades

Jay Baer

President, Convince & Convert;
Bestselling Author; Hall of Fame Speaker

Monday, April 6 | 8:00 – 9:15a



Jay Baer is one of the nation's most inspirational experts on marketing and customer experience. Jay is an entrepreneur; a bestselling author of six books; and a member of the Professional Speaker Hall of Fame and the Word of Mouth Marketing Hall of Fame. With humor and boundless energy, Jay shares the secrets to delivering experiences that create conversation.

Healthcare Consumerism: A Conversation

Sponsored by Monigle

Paul Keckley, PhD

Healthcare Research & Policy Expert

Kaveh Safavi, MD, JD

Technology & Trends Expert

Monday, April 6 | 12:45 – 1:30p



Join us for a special lunchtime conversation on the current state of healthcare consumerism and what lies ahead.

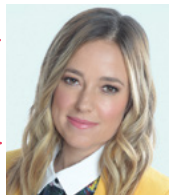
Meet the Engaged Consumer

Sponsored by SymphonyRM

Amber Mac

Relentless Adaptation & Digital Innovation
Speaker; Co-Host of the *AI Effect*

Tuesday, April 7 | 8:00 – 9:15a



Amber Mac is a writer, podcaster, entrepreneur, and digital maverick who helps companies anticipate lightning-quick changes. From artificial intelligence, to social media, to Amazon-era retail, Amber demonstrates a keen insight towards the continually evolving fabric of disruption and the social web. Learn how to connect with the "engaged consumer."

Summit Schedule At-A-Glance

SUNDAY, APRIL 5

8:00a–5:15p	Registration
9:00–11:30a	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

MONDAY, APRIL 6

7:00a–5:00p	Registration
7:30–8:00a	Continental Breakfast
8:00–9:15a	General Session
9:15–10:00a	Break in the Exhibit Hall
10:00–11:00a	Concurrent Sessions
11:15a–12:15p	Concurrent Sessions
12:15–1:30p	Luncheon & Speaker
1:45–2:45p	Concurrent Sessions
2:45–3:30p	Break in the Exhibit Hall
3:30–4:30p	Concurrent Sessions
4:30–6:15p	Reception in the Exhibit Hall

TUESDAY, APRIL 7

7:30a–2:00p	Registration
7:30–8:00a	Continental Breakfast
8:00–9:15a	General Session
9:30–10:30a	Concurrent Sessions
10:45–11:45a	Concurrent Sessions
12:00–2:00p	Special Workshop Sessions
2:00p	Summit Adjourns



9:00 – 11:30a



#HMPS20

Join the Conversation!

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

PRE-SUMMIT STRATEGY SESSION I

Creating a High-Performance MarComm Function

How do you ensure that your marketing and communications function is built for success now and in the future? Learn how seasoned executives tie strategy to organizational goals, engage stakeholders throughout the organization, shape the right teams, break down silos, adapt skill sets to stay relevant, identify the right technologies, and more.

Suzanne Hendery

Chief Marketing Officer & VP
Renown Health (Reno, NV)

Donna Teach

Chief Marketing & Communications Officer
Nationwide Children's Hospital (Columbus, OH)

Karen Wish

Vice President, Chief Marketing Officer
Mount Sinai Health System (New York, NY)

Terri Goren (Facilitator)

Principal
Goren & Associates, LLC

PRE-SUMMIT STRATEGY SESSION II

Marketing Accountability: Metrics, KPIs, and ROI

Marketers are increasingly called on to prove results. And, while the range of possible metrics has expanded, what's most meaningful to measure remains a challenge. How do you hardwire tracking into campaigns and make the connection to revenue? How do you persuasively communicate results to stakeholders? Examine the realities of measurement in 2020, including KPIs, appropriate use of ROI, and dashboards.

Kelly Faley

Vice President, Digital Marketing
Sharp HealthCare (San Diego, CA)

Karina Jennings

Vice President, Marketing Strategy & Planning
Providence St. Joseph Health (Renton, WA)

Selima Khan

VP, Marketing & Corporate Communications
Memorial Healthcare System (Hollywood, FL)

David Marlowe (Facilitator)

Principal
Strategic Marketing Concepts

12:30p Summit Commences

STRATEGIC MARKETING

Sponsored by Chatmeter

Insourcing vs. Outsourcing: Finding a Balance

Balancing internal resources with outside agencies and vendors is an ongoing challenge for marketing and communications departments. Examine trends in hiring and staffing; allocation of in-house vs. outsourced capabilities; and budget resource allocation for CRM, digital, website, and traditional advertising.

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

Preston Gee, VP, Strategic Marketing
CHRISTUS Health (Irving, TX)

Judith Ward, VP, Marketing & Communications
Baystate Health (Springfield, MA)

Joel English (Facilitator)

Managing Partner, BVK

COMMUNICATION STRATEGIES

Sponsored by Podium

The Language of Healthcare

Healthcare is full of language that is not well understood by consumers, patients, and families—and it's time for that to change! Examine commonly misunderstood terms and the words and phrases consumers use instead. Hear how the right language improves understanding, experience, and connections.

Glenn Bieler

Chief Marketing & Communications Officer
UW Medicine (Seattle, WA)

David Perry

Senior Advisor, Stanford Medicine (Stanford, CA)

Chrisie Scott

Senior Vice President & Chief Marketing Officer
Virtua Health (Marlton, NJ)

Stephen Moegling (Facilitator)

Senior Vice President of Growth, Hailey Sault

TRANSFORMING CONSUMER EXPERIENCE

Sponsored by Kyruus

Call Centers: Unifying the "Front Door"

Busy health system call centers often aren't able to sufficiently prioritize marketing "calls to action" as they contend with patient management demands. Learn how to unify the "front door" to maximize patient capacity and meet consumers where they are. Hear how MedStar Health and Nemours improved access, service, experience, and growth with support from technology-enabled call centers.

Ken D'Andrea

AVP, Patient Access Centers
MedStar Health (Columbia, MD)

Sarah Sanders

Senior Vice President & Chief Marketing Officer
Nemours Children's Health System (Jacksonville, FL)

David Cerino (Facilitator)

Chief Executive Officer
Envera Health

12:30 – 1:45p

2:30 – 3:45p

Women in Healthcare: Leadership & Mentoring

Women are significantly underrepresented in senior executive and board positions in healthcare. Examine how to overcome barriers to career advancement and equitable pay. Learn how to improve your leadership and technical skills while building a supportive network of peers. It's only the beginning!

Lynn Miller, EVP, Clinical Operations
Geisinger (Danville, PA)

Janet Smith Meeks, Co-Founder & CEO
Healthcare Alignment Advisors, LLC

Adriane A. Willig, Senior Partner
WittKieffer

Susan Alcorn (Facilitator)

Strategic Counselor
Alcorn Strategic Communications & Jarrard
Phillips Cate & Hancock

Making the Case for Investing in Marketing & Communications

Speaking "CEO" is essential for marketing professionals. Yet it is an area where marketers often struggle. Hear what CEOs value and expect from marketing and how to deliver on those expectations. Learn how to effectively connect marketing to business goals and successfully ask for resources.

Christine Albert, SVP, Marketing & Communications and
Greg Feirn, CEO

LCMC Health (New Orleans, LA)

Suzanne Hendery, Chief Marketing Officer & VP and
Tony Slonim, President & CEO

Renown Health (Reno, NV)

Danny Fell (Facilitator)

Senior Strategist, Optum

Future-Proof Your Brand

Geisinger, while facing increased competition from provider, payer, and retail pharmacy competitors, enjoys a strong national reputation. Yet, locally its reputation was ill-defined. Get a behind-the-scenes look at Geisinger's brand transformation from the inside and out. Examine the challenges and benefits of having a cohesive and future-ready brand in this age of rapid industry change. Assess how future-ready your brand is and how it compares with others.

Don Stanziano

Chief Marketing & Communications Officer
Geisinger (Danville, PA)

Simon Hill

President, North America
FutureBrand

4:00 – 5:15p

Sponsored by Healthgrades



Creating Communication Magic

There is very real magic in the powerful ability to communicate at extraordinary levels. It allows people to shift mindsets. To see the possible in the impossible. To overcome objections. To connect in ways that foster leadership, teamwork, and exponential growth. Through the power of magic and storytelling, **Vinh Giang** shows how to rise above the noise of the crowd and stand out as a master communicator, in business and in life. Get ready for a magical transformation where anything is possible!

Vinh Giang, Master Communicator, Magician, Entrepreneur

PRE-SUMMIT STRATEGY SESSION III**Getting Your Content Ready for the Future: Voice, Search, and Chatbots**

With consumers increasingly using voice and chatbots for web searches and interactions, new ways of thinking about how to create, manage, translate, deliver, and use content are required. Learn how to prepare your content for voice-driven search. Explore real-world examples of how organizations are using voice. Hear how—and where—to successfully incorporate chatbots.

Barbara Le-Wharton, Digital Marketing Manager
Cleveland Clinic (Cleveland, OH)

Jessica West, Manager, Brand & Digital Strategy
Piedmont Healthcare (Atlanta, GA)

Nathan David, Founder & Lead Strategist
Meta Impact

Abhi Sharma, Chief Product Officer
Loyal

Ahava Leibtag, President
Aha Media Group

PRE-SUMMIT STRATEGY SESSION IV**Proving Impact in Physician Relations**

With less money to go around, physician relations executives must be able to prove their impact. Learn how organizations are demonstrating results through regular tracking and reporting of measures that align with organizational goals. Examine concrete ROI models and successful revenue generating campaigns, with a focus on portfolio analysis and segmentation of physician customers. Hear how stories can be used to gain internal support and add validity to the field role.

Brian Borchardt

System Director, Physician Relations
Baylor Scott & White Health (Temple, TX)

Daiquiri Sartor Lewers

Assistant Vice President, Brand & Clinical Service
Marketing

NorthShore University HealthSystem (Evanston, IL)

Kriss Barlow

Principal
Barlow/McCarthy

Summit Scholarships

Interested in attending the Summit, but don't have the budget?

Apply for a Summit scholarship sponsored by Prairie Dog:
www.healthcarestrategy.com/summit/scholarships.

**12:30p Summit Commences****INTERACTIVE & DIGITAL STRATEGIES**

Sponsored by WebMD

Putting Voice Recognition to Work

Patients expect to be able to access healthcare services anytime they desire. Learn how organizations are using voice recognition to find, engage, and convert new customers via devices such as Alexa, Google Home, and Apple's HomePod. Hear how to design, develop, and deploy voice recognition skills. Examine internal and external challenges and how to overcome them.

Silas Owings

Web Developer
Ochsner Health System (New Orleans, LA)

Ara Telbelian

Director, Marketing & Brand Management
Henry Ford Health System (Detroit, MI)

PHYSICIAN RELATIONS & SALES

Sponsored by Medscape

Cutting-Edge Outreach: Think Like a Data Scientist

The key to driving purposeful conversations with the providers in your market lies in turning data into meaningful conversations. Examine strategies to identify which providers to target and when. Learn how to measure and justify the impact on your team's outreach and touch points. Hear how to humanize and personalize data into a compelling data story to get senior leadership support within your organization.

Robert Perkins

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

Chris Hemphill

Director, Client AI/Ops
SymphonyRM

ENGAGEMENT STRATEGIES

Sponsored by Pandora

Understanding Your Digital Customers

As virtual front doors, websites can have a major impact on how people view an organization. How do consumers view hospital websites? How does a visitor's experience impact the hospital brand and inform the digital brand experience? Examine data from website visitors across the country. Learn where the pain points are, what patients and consumers want, and steps you can take to improve the digital experience.

Kathy Divis, President
Greystone.net

Rob Klein, Founder & CEO
Klein & Partners

Linda MacCracken, Director
Accenture

COMING SOON!**"Keepage" Strategies that Get Results**

Turning referral "leakage" into "keepage" remains a key opportunity for growing volume. Examine new and innovative solutions for identifying where referrals are being lost and plugging the gaps. Learn how to look at and use data differently, implement referral management solutions, and improve reporting to gain leadership approval and action.

Martha Crombie

VP, Marketing & Planning, Americas Division
Ardent Health Services (Nashville, TN)

Lee Ann Lambdin

Senior Vice President, Healthcare Strategy
Stratason

Beyond Patient Acquisition: Re-Engagement Strategies to Drive Lifetime Value

Effective patient marketing goes beyond the initial acquisition. It also requires continual engagement with patients to grow lifetime value. Learn how Cleveland Clinic re-engages with former and current patients to bring them back into the system. Examine actionable strategies, tactics, and results.

Sue Omori

Executive Director, Marketing Account Services
Cleveland Clinic (Cleveland, OH)

Tom Hileman

CEO & President
Hileman Group

8:00 – 9:15a

Sponsored by
Healthgrades



Does Your Customer Experience Create Conversation?

The best way to grow ANY business is for your customers to grow it for you. But that only occurs if you deliver a customer experience that creates conversations. With humor, examples, and research, **Jay Baer** shows how to create a unique story that will turn your customers—including patients, families, employees, and physicians—into your most effective marketing advantage. Learn how to think in new ways about the intersection of customer experience, marketing, and operations!

Jay Baer, President, Convince & Convert; Bestselling Author; Hall of Fame Speaker

10:00 – 11:00a

STRATEGIC MARKETING

Sponsored by Chatmeter

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.

Jeff Bean, VP, System Marketing & Brand Geisinger (Danville, PA)

Gary Druckenmiller, SVP, Strategy & Innovation Healthgrades

11:15a – 12:15p

Marketers and Clinicians: Working Together

Vanderbilt's marketing and clinical leaders are partnering to develop content and increase physician adoption of population health resources. Hear how email campaigns, content hubs, and sophisticated content solutions power the effort, and drive change in admissions and readmissions, as well as care transitions.

Megan Pruce, VP, Business Engagement Strategies and

Mallory Yoder, Manager, Business Engagement Strategies Vanderbilt University Medical Center (Nashville, TN)

Jane Crosby, VP, Strategy & Business Development True North

COMMUNICATION STRATEGIES

Sponsored by Podium

The Art of Change

As hospital leaders steer their organizations through transformation, they must make difficult decisions. Learn how to connect the dots on seemingly disparate issues and changes to help all stakeholders understand the why behind decisions and how they can contribute to the organization's success.

Rose Glenn

Chief Communications & Marketing Officer Michigan Medicine (Ann Arbor, MI)

Beth Toal, VP, Communications & Marketing St. Luke's Health System (Boise, ID)

Anne Hancock Toomey, Founding Partner Jarrard Phillips Cate & Hancock

Enhance Reputation Through Strategic Thought Leadership

Today, an authentic, strategic thought leadership program can elevate brand reputation, distinguish key leaders, and humanize an organization. Hear how Ascension's leadership program elevates diverse voices, from C-Suite leaders to subject matter experts, and reinforces mission and values among constituents.

Gene Ford

National Public Relations Director Ascension (St. Louis, MO)

Terry Hoffmann, Senior Vice President FleishmanHillard

TRANSFORMING CONSUMER EXPERIENCE

Sponsored by Kyruus

The Case for Experiential Marketing

Consumers receive thousands of marketing messages a day; experiential marketing helps break through the noise. Learn how Norton Healthcare creates personal experiences that deepen community connections. Examine Ochsner's use of augmented reality, gaming, and other innovations for engaging consumers.

Dana Allen

SVP, Marketing & Communications Norton Healthcare (Louisville, KY)

Cara Zorzi Bergendahl

System VP, Marketing & Communications Ochsner Health System (New Orleans, LA)

John McKeever (Facilitator)
EVP, Endeavor Management

CRM is Software; Growth is a Strategy

Without a larger strategy, tools like CRM and marketing automation can fall short of expectations and become costly investments with questionable paybacks. Learn how to develop a growth strategy to guide martech investments, build profitable business, optimize marketing spend and ROI, and use data effectively.

Paul Matsen

Chief Marketing & Communications Officer Cleveland Clinic (Cleveland, OH)

Suzanne Sawyer

SVP, Chief Marketing & Communications Officer Johns Hopkins Medicine (Baltimore, MD)

1:45 – 2:45p

12:15 – 1:30p LUNCHEON Healthcare Consumerism: A Conversation with Paul Keckley & Kaveh Safavi Sponsored by Monigle

A Structured Approach to Physician Marketing

CHI Memorial has hard-wired patient experience into its physician marketing plans. The structured approach includes scripting physicians and staff, a no waiting process for throughput, measuring and monitoring patient experience scores, and a service recovery process. Examine the approach, including communications best practices for increasing physician involvement.

Lisa McCluskey, VP, Marketing Communications CHI Memorial (Chattanooga, TN)

Sherry Borchelt, AVP Strategic Planning Private Health News

Employee Engagement: Marketing through INTERNAL Stakeholders

Employees are at the core of patient satisfaction, quality, and productivity AND can be your best sales force IF they are engaged. Examine an integrated engagement program, created collaboratively by PR and marketing. Hear how it turned around negative employee attitudes with significant year one shifts to strongly positive ratings.

Steve Campbell, VP, Marketing & Communications University of Texas Medical Branch (Galveston, TX)

Kathleen L. Lewton

Principal, Lewton, Seekins & Trester Of Counsel, Padilla

Driving Mobile App Engagement

Hospitals and health systems are increasingly employing mobile apps to engage key audiences, including consumers and patients. But how do you drive increased adoption and use of mobile tools? Hear how mobile app teams are collaborating with marketing and communications to spread the word and encourage downloads. Explore successful content strategies.

Katie Logan, Chief Consumer Officer Piedmont Healthcare (Atlanta, GA)

Christopher Neuharth

Executive Director, Digital Health and Experience Children's Wisconsin (Milwaukee, WI)

3:30 – 4:30p

The Intersection of Strategy, Access, and Patient Experience

Marketers and physician liaisons are charged with driving growth, but growth can't happen without appointment access. Hear how NewYork-Presbyterian is improving access by anchoring it in patient experience and engaging physicians in creating meaningful solutions. Learn how to determine when a service line is ready for market.

Rick Evans

SVP Patient Services & Chief Experience Officer NewYork-Presbyterian Healthcare System (New York, NY)

Kristin Baird, President, Baird Group

Jean Hitchcock, President, Hitchcock Marketing & Communications

Survive a Leadership Change...and Thrive!

Leadership changes are increasingly common in healthcare and can be a source of angst for many executives. What can you do to prepare? How do you decide when to cut the cord? Hear key considerations and how to get off to a great start if you make a move.

Patricia L. Cluff, Chief Strategic Relations & Marketing Officer

UVA Health System (Charlottesville, VA)

David A. Feinberg, SVP, Chief Marketing & Communications Officer

Mount Sinai Health System (New York, NY)

Rose Glenn, Chief Communications & Marketing Officer, Michigan Medicine (Ann Arbor, MI)

Lynn Torossian, Chief Executive Coach LMT Executive Advisors

How AI Can Change the Future of Healthcare

Computers that can learn and take on human tasks offer real opportunities across all parts of our healthcare system, not only for making care more effective, but more affordable and accessible as well. Examine the transformative impact of AI on healthcare. Hear how AI technology can augment the work of people and help close the gap between demand for care and its supply in a more affordable way and on patient's terms.

Kaveh Safavi, MD, JD

Global Managing Director, Health Industry Accenture

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by WebMD

10:00 – 11:00a

Taking Control of the Conversation

Privacy regulations and HIPAA hinder how most health systems can respond and engage with customers. So, how can you provide the online experiences consumers expect from all other industries? Hear how health systems can use conversational platforms in direct and engaging ways, directly learning the voice of the consumer. Examine how to communicate with the consumer to create a better overall experience.

Chris Boyer, Principal
@chrisboyer, LLC

Brian Gresh, President
Loyal

11:15a – 12:15p

Technology Touchpoints that Drive Patient Acquisition

Technology has changed how consumers seek health information, consume content, and travel to and from appointments. Banner Health is adopting new technology solutions to alleviate pain points across the patient journey. Hear how the efforts improve patient acquisition and experience.

Chris Pace, Chief Digital Marketing Executive
Banner Health (Phoenix, AZ)

Michael Andrews, Executive Director, WebMD

Carrie Liken, Head of Industry, Healthcare, Xent

1:45 – 2:45p

Using Analytics to Inform, Plan, and Optimize Marketing

Marketers are challenged to make the best use of advertising dollars. How much should you be spending on service lines vs. brand? What channels work best for patient acquisition? What should you not spend money on? Learn how to use CRM and other data tools to guide investment decisions, improve targeting, and optimize conversions.

Brandy Hill, Director, Marketing & Public Relations
Riverview Health (Noblesville, IN)

Brad Wensel, EVP & Chief Customer Officer
Healthgrades

3:30 – 4:30p

Is Your Digital Front Door Strategy Investment-Worthy?

Using benchmark data across 60+ digital capabilities and patient feedback, Atrius Health achieved C-suite alignment to prioritize and fund a new digital front door that will seamlessly connect patients to convenient digital experiences with providers. Learn how to build the case for investment and enhance organizational readiness to act on chatbots, video visits, virtual triage, and other new capabilities.

Marci Sindell
Chief Marketing Officer & SVP, External Affairs
Atrius Health (Newton, MA)

Jason Lineen, Senior Vice President
AVIA

PHYSICIAN RELATIONS & SALES

Sponsored by Medscape

Onboard, Align, Engage!

Organizations work hard to recruit the right physicians, yet the process to ensure a smooth transition may be rocky. Learn how to create a well-organized onboarding approach that aligns and engages physicians while ensuring internal obligations are met. Examine multiple approaches, including tools to track and ways to stage a new doctor for success before he or she arrives.

Christopher Hyers
Vice President, Business Development
UConn Health (Hartford, CT)

Mitzi Kent, RN, BSN
Partner
Barlow/McCarthy

Strategy Meets Execution: Empowering a Liaison/Sales Team

A strategic plan for growth only works when it is combined with market intelligence and tactical implementation through boots-on-the-ground outreach. Learn how to empower your liaison/sales team to align with leader objectives, clearly define growth opportunities, and bring home answers to help guide strategic planning and implementation.

Veronica Campbell, Network Director, Physician Relations
HonorHealth (Scottsdale, AZ)

Marcy Traxler
Business Development & Strategy Advisor

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.

Chelsea Fanelli
Provider Relations Lead
Centura Health (Denver, CO)

Paula Murphy, BSN, MBA, RN
Senior Physician Liaison
St. Louis Children's Hospital (St. Louis, MO)

Growth Plans for Physician Relations with ROI as the End Game

MedStar Medical Group developed a physician relations growth plan model with meaningful business metrics at the core. Learn how the phased, "inside-out" model can work for your organization. Hear how a C-suite-endorsed, ROI-driven results report is changing and aligning the physician relations function in this large regional health system. Bring back tips and strategies for success.

Jean Bunker
Vice President, Marketing, Communications & Physician Relations

Michael Greco
Director, Physician Relations
MedStar Medical Group (Columbia, MD)

ENGAGEMENT STRATEGIES

Sponsored by Pandora

Patient Knows Best: Improve Reputation AND Enhance Patient Experience

Take your reputation management to the next level! Hear how MultiCare's 4-step strategy to connect with patients across their healthcare journey led to a 200% increase in Google actions in just 4 months. Examine the impact on SEO, engagement, and patient satisfaction.

Melanie Collett, Digital Marketing Specialist and
George Hampton, Senior Director of Marketing & Communication
MultiCare Health System (Spokane, WA)

Annie Haarmann, Senior Director of Healthcare Strategy
Reputation.com

Leadership in the New Era of Experience

Marketers and patient experience leaders worked together to shape a more consumer-focused experience at Stanford Health Care. Hear how Stanford's new hospital provides the most advanced care in the world, along with a patient- and family-friendly experience. Examine new research on what consumers want from healthcare providers.

Michiko Tanabe, VP & Chief Marketing Officer and

Alpa Vyas, VP, Patient Experience
Stanford Health Care (Stanford, CA)

Carolyn Bugg, Senior Director, Strategy
Monigle

Small Steps Lead to Big Results for Health and Wellness Content

Digital content is a central element of any successful health and wellness program. Learn how to develop targeted, engaging, and relevant communications and tools for improving health and wellbeing. Hear how wellness content grounded in behavioral science drives action and builds relationships. Hear tips for distributing content across multiple platforms to multiple audiences at once.

Wendy Marshall, Vice President, HR Services
Geisinger (Danville, PA)

Ben Texter, Co-Founder
Digital Health Strategies

Deep Listening to Understand Consumers

Ethnographic research, or deep listening, provides a unique view into your market and customers, delivering actionable insights into how consumers make decisions, how they self-segment, and where they turn for help. Learn how to use deep listening research to inform strategy, build customer journeys, refine messaging, discover channel opportunities, and focus investments.

Jeff House
VP, Strategic Marketing
Arkansas Children's (Little Rock, AR)

Jessica Savage
Administrative Director of Marketing
Memorial Healthcare System (Hollywood, FL)

Carla Bryant
EVP, Corrigan Consulting

8:00 – 9:15a

Sponsored by
SymphonyRM**Meet the Engaged Consumer**

Advances in digital technology and social and retail platforms have dramatically changed the way consumers think, buy, engage, and connect. What does it mean for healthcare, as well as your organization? **Amber Mac** explains how to rethink your communication and marketing strategy to reach today's increasingly engaged and connected consumers. Learn how AI, big data, social leadership, and more can give you a winning edge!

Amber Mac, Relentless Adaptation & Digital Innovation Speaker; Co-Host of the *AI Effect*

STRATEGIC MARKETING

Sponsored by Chatmeter

9:30 – 10:30a

Marketing for Public Health: Combating Youth Vaping

Lung injuries associated with vaping are on the rise across the US, and more than 1/3 of patients treated for vaping-related illness are 20 and younger. Hackensack Meridian Health has invested \$1 million in a comprehensive strategy to combat youth vaping. Examine the strategy, which includes grants to school districts and community groups to launch buy-back programs, educational outreach, and more.

Jim Blazar, EVP, Chief Strategy Officer and
Mary Jo Layton
Director, Executive Communications & Media Relations
Hackensack Meridian Health (Edison, NJ)

COMMUNICATION STRATEGIES

Sponsored by Podium

10 Things You Need to Know for Managing a Crisis

From data breaches to disease outbreaks to inappropriate executive or provider behavior... is your organization prepared to manage a crisis? Take home 10 great tips for guiding your organization through a crisis, including how to shape messages, deliver them for maximum impact, and manage reputation recovery. Learn how to optimize the use of traditional communication channels and social media.

Michael Knecht
SVP, Strategic Marketing & Communications
RWJBarnabas Health (West Orange, NJ)
Lisa Schiller
Chief Communications & Marketing Officer
UNC Health Care (Chapel Hill, NC)

TRANSFORMING CONSUMER EXPERIENCE

Sponsored by Kyruus

Balancing ROI Measurement & Privacy

Today, there is so much information available, and our ability to mine this data for marketing is very appealing. But, what can we, and should we, use? Hear how Hospital for Special Surgery developed a strategy, and leveraged new tactics and technology, to measure the impact of their marketing efforts in a privacy-safe way. Examine the results.

Sebastian Bean
Digital Analytics Manager
Hospital for Special Surgery (New York, NY)
Michael Ramadei
Director, Solutions Engineering
Crossix

10:45 – 11:45a

Evolving Healthcare Sports Partnerships

Major healthcare systems are partnering with pro and college sports teams, as well as health and wellness brands, to advance service line, population health, philanthropy, social media, and employee engagement strategies. Hear how leading systems are creating innovative corporate partnerships to deliver return on their investments.

Matt Bartoloni
Director, Marketing
NYU Langone Health (New York, NY)
Larry Allen Bowie
Senior Manager, Sports Partnerships
Emory Healthcare (Atlanta, GA)
Jeff Sofka, President & CEO
Bendigo Sports

Content Strategy Solutions: Ready, Set, Write!

How do you create a consistent, unified brand message when teams from multiple hospitals create content for a system? You empower team members through documentation and education they create! Learn how to build a clear content strategy and editorial toolkit so content creators can develop on-brand content that meets business goals and users' needs. Hear how to manage a large-scale rewriting project from beginning to end.

Adam Lee
Regional Director, Marketing & Communications
Adventist Health (Portland, OR)
Ahava Leibtag, President
Aha Media Group

Personalize Digital Experiences with Channel Differentiation

Often, healthcare marketers are pursuing the same audiences with the same messaging and value propositions confined by the same regulations. How do you stand out without stepping out of bounds? Learn how to use data to understand which content and channels break through the "sameness" with each patient persona. Hear how to build a layered digital strategy that mirrors each stage of the patient's journey.

Christina Summers, Digital Marketing Manager
Community Health Network (Indianapolis, IN)
Jamie Berendsen
Senior Account Strategist
MKR

Special Workshop Sessions

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

12:00 – 2:00p

An Experience Expedition: Lessons from Brand-Driven Experience Producers

Whether you want to re-imagine your locations, interactions, or talent selection process, or create fully-activated brand-driven experiences, success depends on cultural alignment. Learn how to develop a brand-based experience strategy grounded in who you are and who you want to be.

Christine Holt
Chief Experience Officer
Holy Redeemer Health System, Spark!
(Huntingdon Valley, PA)

Karen Owen
VP, Marketing & Brand Storytelling
Holy Redeemer Health System
(Huntingdon Valley, PA)

Cindy Rose
Principal/Marketing Consultant
Rose Development and Marketing, LLC

Podcasting: Highlight Your Expertise and Engage Your Audiences

More than half the country has listened to a podcast for information and entertainment. Wondering if podcasting is right for you? Learn how to develop a successful strategy that engages audiences and gets content to the right people at the right time. Explore tools and techniques for recording, editing, producing, and distributing your podcast to gain a wide audience.

Amy Connelly
Program Manager
St. Louis Children's Hospital (St. Louis, MO)

Ashley Schroeder
Events & Marketing Specialist
Bryan Health (Lincoln, NE)

Sharyl D. Smith
Regional VP, Marketing & Business Development
McLaren Health Care (Mount Clemens, MI)

Bill Klaproth (Facilitator)
Director of Marketing & Podcast Talk Host
DoctorPodcasting by RadioMD

Physician Relations Field Techniques in a Competitive Market

Challenged with the same old physician relations approach, frustrated with economic pressures, or worried about the challenge of growing referrals? This interactive workshop will help field sales staff and managers alike raise the bar to build strategic relationships and ultimately earn the right referrals. Examine skills and messaging for today's challenging practices. Learn how to apply relationship sales skills to gain commitments from internal and external customers, leverage relationships, and more.

Brad Jones
Physician Relations Director, West Florida Division
AdventHealth (Tampa, FL)

Jennifer Lofgren
Regional Director, Network Development
Loyola Medicine (Maywood, IL)

Susan Boydell
Partner
Barlow/McCarthy

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by WebMD

A 5-Year Journey to a Physician App

Many organizations strive to be in the mobile app space, but many go about it the wrong way. Examine Nationwide Children's 5-year quest to build a better mobile app for its physicians, including trials and tribulations, mistakes to avoid, and lessons learned. Learn tips to ultimately have a product you can be proud of and most importantly, a tool your audience will use.

Stephanie Cannon

Senior Director, Digital Experience
Nationwide Children's Hospital (Columbus, OH)

Modernizing Patient Access for a Rural Patient Population

Healthcare consumers expect convenient access to care on their terms. But many health systems are playing catch up, leading to missed opportunities to improve patient experience and close care gaps. Examine Prevea Health's strategy to improve access to care in its rural markets. Hear how they accurately match patients and providers and engage patients up to the point of care.

Amber Allen, Executive Director, Primary Care, Quality and Innovation
Prevea Health (Green Bay, WI)

Jordan Pisarcik, VP, Growth & Customer Engagement
DocASAP

PHYSICIAN RELATIONS & SALES

Sponsored by Medscape

Leading Physician Relations: Elements for Future Success

Increased pressures for growth, along with the challenges of internal alignment, have changed the rules for physician relations. Examine how to successfully lead an evolving function, including solutions for navigating new reporting relationships and expectations; setting appropriate goals; and guiding your team into the future.

Jackie Kleppe, Director, Outreach & Engagement
University of Iowa Health Care (Iowa City, IA)

Penny Nichols, Director, Physician Outreach
Adventist Health (Roseville, CA)

Carlos Saenz, VP, Business Development
Mercy Health (St. Louis, MO)

Centralizing Physician Business Development

Baptist Health undertook a massive restructuring of its physician business development teams, centralizing 17 sales reps under one leader and ensuring each assumes a stake in promoting system-wide inpatient and outpatient services. Learn how the model is driving new referrals, supporting existing ones, and improving Baptist's reputation among influential community physicians.

Lisette Egues, VP, Baptist Outpatient Services and

Joanne Lopez, Director, Sales & Business Development
Baptist Health South Florida (Miami, FL)

ENGAGEMENT STRATEGIES

Sponsored by Pandora

Multicultural Marketing and Outreach: A Holistic Approach for Future Growth

As demographics shift, healthcare marketers are challenged to connect with multiple cultures and ethnicities in culturally authentic ways. Learn how an integrated approach centered on core human truths can improve brand relevance, communication, and patient experience for all audiences.

Len Fong

Associate VP, Multi-Ethnic Marketing & Outreach
City of Hope (Duarte, CA)

Patricia Porter

Director of Marketing & Communications
Santa Clara Valley Medical Center: Hospitals and Clinics (San José, CA)

Mark Maricich

CEO, Maricich Health

Maximizing Patient Access, Provider Productivity, and Efficiency

Premier Health uses technology and relationship building to measure provider satisfaction, increase patient access, and cultivate engaged and productive physicians for long-term success and growth. Examine their coordinated approach for analyzing and monitoring physician performance.

Libby Donathan

Manager, Physician Relations Program
Premier Health (Dayton, OH)

Ty Tillery

Lead Client Strategist
Welltok (formerly Tea Leaves Health)

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

Hotel Information

The official hotel for the Summit is **The Cosmopolitan of Las Vegas**. This Four-Diamond luxury property, situated in the heart of The Las Vegas Strip between Bellagio and City Center, offers spacious suites by award-winning designers, expansive private terraces, the country's top chefs, three distinctive pool environments, and unparalleled service.

To reserve a room, call the hotel at **(855) 435-0005** and reference group code, "SSHE21", or "Healthcare Marketing & Physician Summit" to get the special rate of \$219.00. Reservations can also be made online. The room rate includes guest room Internet access.

Be sure to make your reservations early! **The room block will be released on March 12, 2020, but is very likely to sell out before that date!**



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Monigle, the largest independent brand experience consultancy in the U.S., has been at the forefront of bringing brands to life since 1971 with a focus on strategy, insights, identity, culture, activation, management, and branded environments.



Reputation.com delivers the leading Online Reputation and Patient Experience management platform for healthcare organizations. We help monitor and improve online reviews, improve patient experience, and drive traffic, visits and revenue.



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Team SI is a data-driven marketing firm made up of designers, strategists, and marketing specialists that help you create unique digital and social experiences for your customers.



Chatmeter helps physicians and healthcare providers measure and improve their marketing effectiveness with our listings and review management platform.



Digital Health Strategies is a premier digital health agency designed to help healthcare providers with employee and physician engagement, patient engagement, and fundraising.



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Kyruus delivers provider search, scheduling, and data management solutions that help health systems match patients with the right providers.



LionShare's platform incorporates CRM, Marketing Automation, Analytics and ROI. We guide healthcare organizations in the quest to link data to decision insights, execute automated campaigns and drive better outcomes along the consumer journey.



Marketware's web-based Growth Suite gives healthcare teams the insights needed to target the right partners for growth, track ongoing recruitment & outreach efforts, and show results.



Modea provides technology consulting to help healthcare marketers thrive in the face of change. We specialize in designing and building digital consumer experiences and providing digital transformation consulting for healthcare organizations.



Optum is a leading health services innovation company dedicated to helping people live healthier lives and helping make the health system work better for everyone.



Pandora, the leading music and podcast discovery platform in the US, provides a highly-personalized listening experience to approx. 70M users monthly. Pandora is integrated into 2,000+ devices, with 150+ HIPAA compliant audience segments.



Podium is a rich communication platform for local businesses. It's the simplest way to collect reviews, get found online, and talk to customers in real-time through text.



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2 How Did You Hear About the Summit?

- ☐ Previously Attended ☐ Forum Website ☐ Online Search
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3 Which Category Best Describes Your Organization?

- ☐ Hospital/Health System ☐ Insurer/Health Plan
☐ Urban/Suburban ☐ Medical Group Practice
☐ Rural ☐ Vendor
☐ Academic Medical Center ☐ Consultancy
☐ Integrated Delivery Network/ACO ☐ 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.

Tuesday, April 7

- ☐ An Experience Expedition ☐ Physician Relations Field Techniques
☐ Podcasting

Cancellation Policy

The Forum guarantees a refund, less a \$350 administrative fee, if written notification is received on or before January 24, 2020. Verbal cancellations are not accepted. Cancellations received after January 24, 2020 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 5 – 7, 2020

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5 Registration Fees

Early rates are available if the registration form with full payment is received by Friday, January 24, 2020. 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 1/24/20	received after 1/24/20
Current Forum Member \$1,095 \$1,195
Joining Member (Includes one-year Forum membership, \$225 value) \$1,320 \$1,420
Non-Member (Does not include membership) \$1,350 \$1,450

Pre-Summit Strategy Sessions

Fee includes continental breakfast.

High-Performance MarComm \$110 \$150
Marketing Accountability \$110 \$150
Voice, Search, Chatbots \$110 \$150
Physician Relations Impact \$110 \$150

Summit Playback (Audio Recordings & Slides)

..... \$0 Attendees (Compliments of Healthgrades)
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6 Payment Information

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