
Marketers & Communicators Lead the Way to Growth: Let's Talk

BrandActive


forum FOR HEALTHCARE STRATEGISTS

Topics

- Living your brand ... and leveraging the goodwill generated during the crisis
- How do you communicate that the organization is a safe space and rebuild trust?
- Elevate the contribution of marketing and communications as a valued partner to finance and operations to rapidly move on emerging business opportunities
- Optimizing marketing operations for more efficiency — to recapture profitable business, manage your brand and more!



Our panel



Kevan Mabbutt

SVP & Chief
Consumer Officer

Intermountain
Healthcare



Jean Hitchcock

President

Hitchcock
Marketing &
Communications



David Perry

Senior Advisor

Stanford Medicine



Suzanne Sawyer

SVP, Chief
Marketing &
Communications
Officer

Johns Hopkins
Medicine



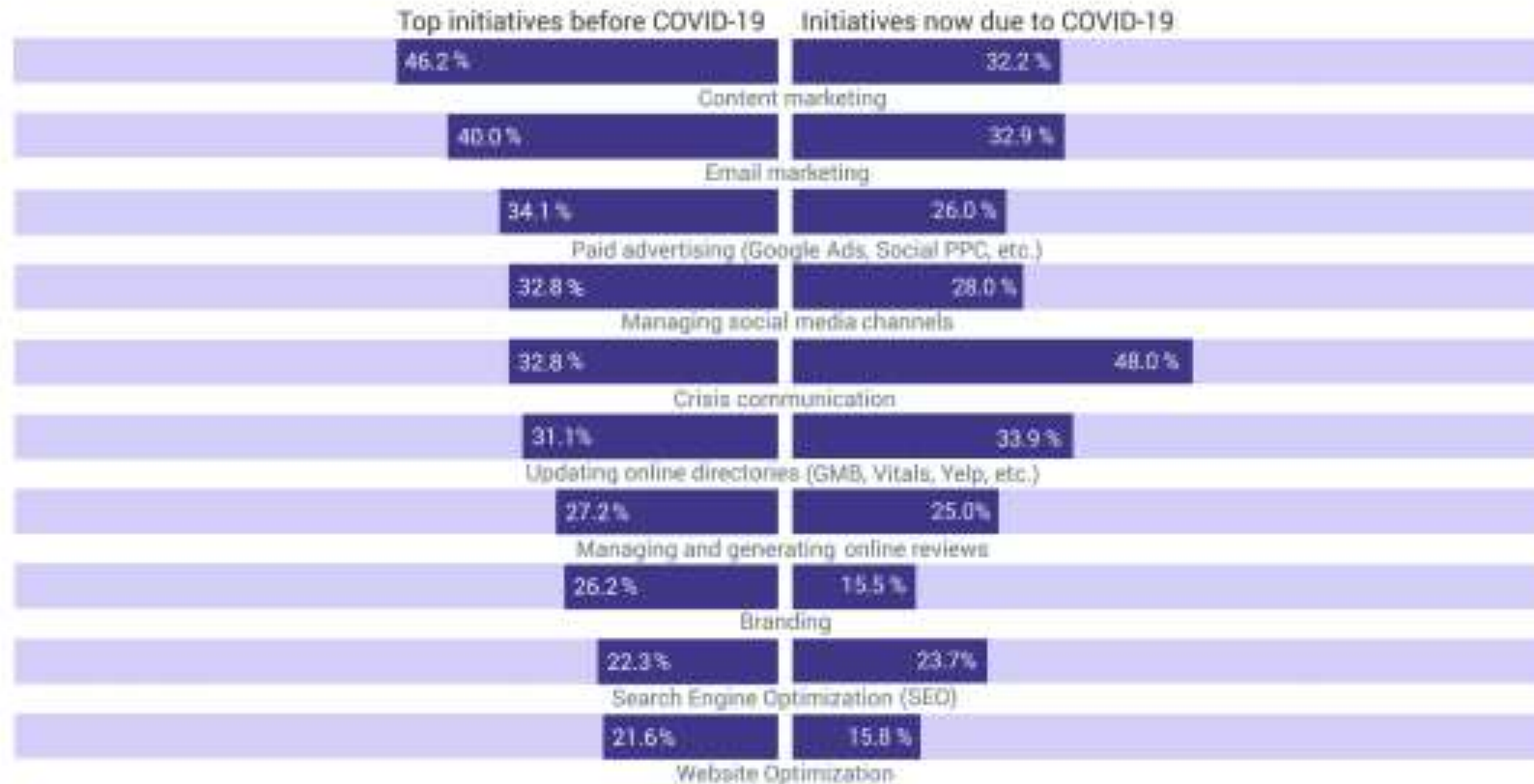
Philip Guiliano

Partner

BrandActive



How has COVID-19 impacted your healthcare organization's top marketing initiatives?



Source: Binary Fountain, [How COVID-19 is Shifting Priorities for Healthcare Marketers](#)

How are healthcare marketers communicating with patients during the COVID-19 pandemic?



Source: [Binary Fountain, How COVID-19 is Shifting Priorities for Healthcare Marketers](#)

Poll Question

What will be the most impactful and long-lasting change element for marketing departments in health systems following COVID-19?

- Improved perceptions of healthcare
- Increased strategic importance of marketing within the organization
- Improved profit margins
- Fewer financial resources
- M&A ramping up or cancelled
- Bankruptcy or closures
- Lay-offs and restructuring
- Agile mindsets
- Other _____

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Poll question

Coming out of COVID, if you could focus your healthcare organization on one of the marketing related items below, which would it be?

- Opportunity to reposition or rebrand
- Cleaning up brand architecture as it exists today
- Operate more efficiently as a marketing department
- Implement more technology and analytics
- Hire additional staff
- Outsource more
- Invest more in advertising
- Other _____

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Q&A

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Resources

BrandActive thought leadership on Brand and Marketing Operations
<https://brandactive.com/insights/?category=brand-marketing-operations>

Binary Fountain, *How COVID-19 is Shifting Priorities for Healthcare Marketers*

<https://go.binaryfountain.com/rs/425-FDD-771/images/Ebook-Healthcare-Marketers-Priorities-COVID-19-050520.pdf>

Upcoming event

Healthcare Marketing & Physician Strategies Virtual Summit, August 18-20
<https://www.healthcarestrategy.com/summit/>