

# HEALTHCARE MARKETING & PHYSICIAN STRATEGIES VIRTUAL SUMMIT

August 18 – 20, 2020\*

Schedule of Events – Tuesday, August 18

<b>Time (CT)</b>						
<b>8:30-10:00a Exhibit Hall</b>						
<b>10:00-11:00a Keynote Session</b>		<b>Does Your Customer Experience Create Conversation?</b>			<b>Keynote Session Room</b>	
<i>Sponsored by Healthgrades</i>		Jay Baer, President, Convince & Convert; Bestselling Author; Hall of Fame Speaker				
<b>11:00-11:15a Break</b>						
<b>Breakout Session Room</b>						
Time (CT)	Strategic Marketing (Sponsored by Julia Balfour)	Communication Strategies (Sponsored by Podium)	Transforming Consumer Experience (Sponsored by Kyruus)	Interactive & Digital Strategies (Sponsored by Modea)	Physician Relations & Sales (Sponsored by Marketware)	Engagement Strategies (Sponsored by Pandora)
<b>11:15a-12:15p</b>	<b>The Intersection of Strategy, Access, and Patient Experience</b>  <b>Rick Evans</b> SVP Patient Services & Chief Experience Officer NewYork-Presbyterian Healthcare System <b>Kristin Baird</b> President, Baird Group <b>Jean Hitchcock</b> President, Hitchcock Marketing & Communications	<b>Content Marketing Lessons from Cleveland Clinic</b>  <b>Amanda Todorovich</b> Senior Director of Enterprise Digital Content Cleveland Clinic	<b>Call Centers: Unifying the “Front Door”</b>  <b>Ken D’Andrea</b> AVP, Patient Access Centers, MedStar Health <b>Rachel Donovan</b> Managing Director of Enterprise Marketing Strategy Nemours Children’s Health System <b>David Cerino</b> Chief Executive Officer Envera Health	<b>Building a Mobile Engagement Platform</b>  <b>Gerard Gober</b> Director, Digital and Mobile Health Technology Universal Health Services <b>Bryce Cannon</b> President, Modea	<b>Maximizing Your PRM for Sales Planning, Reporting, and Measurement</b>  <b>Erica Hammond</b> Manager Physician Business Development Tampa General Hospital <b>Nancy Vanselow</b> Referral Development Manager Children’s Wisconsin <b>Carrie Bennett</b> VP of Client Strategy Marketware	<b>Using Patient Feedback to Improve Visibility on Google and Drive Service Line Volumes</b>  <b>George Hampton</b> Senior Director of Marketing & Communication <i>and</i> <b>Cody Hanson</b> Digital Marketing Specialist MultiCare Health System <b>Annie Haarmann</b> Senior Director of Healthcare Strategy Reputation.com
<b>12:15-1:00p Exhibit Hall</b>						
<b>1:00-2:00p Keynote Session</b>		<b>Content, Storytelling &amp; Marketing for a Reimagined Future</b>			<b>Keynote Session Room</b>	
<i>Sponsored by Healthgrades</i>		Ann Handley, Chief Content Officer, MarketingProfs; Bestselling Author; Digital Marketing Pioneer				
<b>2:00-3:00p Fireside Chat</b>		<b>Customer Communication in an Increasingly Virtual World</b>			<b>Keynote Session Room</b>	
<i>Sponsored by Healthgrades</i>		Jay Baer, Ann Handley and David Meerman Scott <i>Moderated by Ahava Leibtag, Aha Media</i>				
<b>3:00-3:15p Break</b>						
<b>3:15-4:15p</b>	<b>Humanizing Brand Experience: Highlights and Implications</b>  <b>Grant Mason</b> Senior Director, Insights <i>and</i> <b>Justin Wartell</b> Managing Principal Monigle	<b>Communication Through a Pandemic</b>  <b>Jim Blazar</b> EVP, Chief Strategy Officer <i>and</i> <b>Michael McCauley</b> Vice President, Communications Hackensack Meridian Health	<b>MarTech: The Ultimate Toolkit for Patient Experience and Growth</b>  <b>Sue Omori</b> Executive Director, Marketing Account Services Cleveland Clinic <b>Sarah Sanders</b> SVP, Chief Marketing & Communications Officer Nemours Children’s Health System <b>Suzanne Sawyer</b> SVP, Chief Marketing & Communications Officer Johns Hopkins Medicine	<b>Consumerism is Not a Buzzword: Get Commerce-Ready to Stay Ahead of Retail Entrants</b>  <b>Jeff Bean</b> VP, System Marketing & Brand Geisinger <b>Gary Druckenmiller Jr.</b> SVP, Strategy & Innovation Healthgrades	<b>Physician Relations Internal Alignment &amp; Positioning: Let’s Talk</b>  <b>Leslie Burnside</b> System VP, Network Affiliations UNC Health Care <b>Carlos Saenz</b> VP, Business Development Mercy Health (Chesterfield, MO) <b>Jane Thornhill</b> VP, Business Operations Henry Ford Physician Network <b>Kriss Barlow</b> (Facilitator) Principal, Barlow/McCarthy	<b>Deep Listening to Understand Consumers</b>  <b>Jeff House</b> VP, Consumer & Insights Atrium Health <b>Dean Browell</b> Co-Founder and EVP Feedback <b>Carla Bryant</b> Executive Vice President Corrigan Consulting
<b>4:15-4:45p Keynote Session</b>		<b>Telehealth: A Conversation with Ann Mond Johnson, CEO, American Telemedicine Association</b>			<b>Keynote Session Room</b>	
<i>Sponsored by Healthgrades</i>		and Chris Boyer, Principal, @chrisboyerllc				
<b>4:45-5:45p Exhibit Hall</b>						
<b>5:45p Adjourn</b>						

\* Sessions will be available on-demand for 90 days following the live event on August 18-20

# HEALTHCARE MARKETING & PHYSICIAN STRATEGIES VIRTUAL SUMMIT

August 18 – 20, 2020\*

Schedule of Events – Wednesday, August 19

Time (CT)						
<b>8:30-10:00a Exhibit Hall</b>						
<b>10:00-11:00a Keynote Session</b>		<b>4 Technologies Empowering Engaged Consumers (&amp; Lessons to Connect)</b>				<b>Keynote Session Room</b>
		<p><i>Sponsored by Yext</i>  <b>Amber Mac</b>, Relentless Adaptation &amp; Digital Innovation Speaker, Co-Host of the AI Effect  <b>Questions &amp; Answers with:</b> <b>Amber Mac and Chris Boyer, @chrisboyerllc</b></p>				
<b>11:00-11:15a Break</b>						
<b>Breakout Session Room</b>						
Time (CT)	Strategic Marketing (Sponsored by Julia Balfour)	Communication Strategies (Sponsored by Podium)	Transforming Consumer Experience (Sponsored by Kyruus)	Interactive & Digital Strategies (Sponsored by Modera)	Physician Relations & Sales (Sponsored by Marketware)	Engagement Strategies (Sponsored by Pandora)
<b>11:15a-12:15p</b>	<p><b>Evolving Healthcare Sports Partnerships</b></p> <p><b>Matt Bartoloni</b>                      Director, Marketing                      NYU Langone Health  <b>Larry Allen Bowie</b>                      Senior Manager, Sports Partnerships                      Emory Healthcare  <b>Jeff Sofka</b>                      CEO, Bendigo Sport</p>	<p><b>Future-Proof Your Brand</b></p> <p><b>Don Stanziano</b>                      Chief Marketing &amp; Communications Officer                      Geisinger  <b>Simon Hill</b>                      President, North America                      Future Brand</p>	<p><b>The Language of Healthcare</b></p> <p><b>Sandra Mackey</b>                      Chief Marketing Officer                      Bon Secours Mercy Health  <b>David Perry</b>, Senior Advisor                      Stanford Health Care  <b>Chris Scott</b>                      SVP &amp; Chief Marketing Officer                      Virtua Health  <b>Stephen Moegling</b> (Facilitator)                      SVP of Growth, Hailey Sault</p>	<p><b>Technology Touchpoints that Drive Patient Acquisition</b></p> <p><b>Chris Pace</b>, Senior Director of Digital Marketing                      Banner Health  <b>Michael Andrews</b>                      Executive Director, WebMD  <b>Carrie Liken</b>                      Head of Industry, Healthcare                      Yext</p>	<p><b>Onboard, Align, Engage!</b></p> <p><b>Christopher Hyers</b>                      Vice President, Business Development                      UConn Health  <b>Mitzi Kent, RN, BSN</b>                      Partner                      Barlow/McCarthy</p>	<p><b>Beyond Patient Acquisition: Re-Engagement Strategies to Drive Lifetime Value</b></p> <p><b>Sue Omori</b>                      Executive Director, Marketing Account Services                      Cleveland Clinic  <b>Tom Hileman</b>                      CEO &amp; President                      Hileman Group</p>
<b>12:15-1:00p Exhibit Hall</b>						
<b>1:00-2:15p Keynote Panel</b>		<b>Making the Case for Investing in Marketing &amp; Communications</b>				<b>Keynote Session Room</b>
		<p><i>Sponsored by LionShare</i>  <b>Christine Albert</b>, SVP Marketing &amp; Communications <i>and</i> <b>Greg Feirn</b>, CEO, LCMC Health  <b>Suzanne Hendery</b>, Chief Marketing Officer &amp; VP <i>and</i> <b>Tony Slonim</b>, President &amp; CEO, Renown Health  <b>Facilitated by Danny Fell</b>, Senior Strategist, Optum</p>				
<b>2:15-2:30p Break</b>						
<b>2:30-3:15p Fireside Chat &amp; Entertainment</b>		<b>Black Violin, composed of classically trained violist and violinist Wil Baptiste and Kev Marcus</b>				<b>Keynote Session Room</b>
		<p><i>Sponsored by Yext</i>  <b>Fireside Chat with Black Violin and David Meerman Scott</b></p>				
<b>Breakout Session Room</b>						
<b>3:15-4:15p</b>	<p><b>Creating a High-Performance MarComm Function</b></p> <p><b>David A. Feinberg</b>                      SVP, Chief Marketing &amp; Communications Officer  <i>and</i>  <b>Karen Wish</b>                      VP, Chief Marketing Officer                      Mount Sinai Health System</p>	<p><b>Crisis Management: 10 Tips for Leading Your Organization Through the Pandemic Crisis</b></p> <p><b>Michael Knecht</b>                      SVP, Strategic Marketing &amp; Communications                      RWJBarnabas Health  <b>Lisa Schiller</b>, Chief Communications &amp; Marketing Officer, UNC Health  <b>Susan Alcorn</b> (Facilitator)                      Strategic Counselor                      Alcorn Strategic Communications &amp; Jarrard Phillips Cate &amp; Hancock</p>	<p><b>Marketers and Clinicians: Working Together to Transform Care</b></p> <p><b>Megan Pruce</b>                      VP, Business Engagement Strategies  <i>and</i>  <b>Mallory Yoder</b>                      Manager, Business-to-Business Marketing &amp; Communications                      Vanderbilt University Medical Center  <b>Jane Crosby</b>                      VP, Strategy &amp; Business Development                      True North</p>	<p><b>Taking Control of the Conversation</b></p> <p><b>Chris Boyer</b>                      Principal                      @chrisboyerllc  <b>Brian Gresh</b>                      President                      Loyal</p>	<p><b>Effective Virtual Meetings: Essential Must-Haves to Create Impact</b></p> <p><b>Chelsea Fanelli</b>                      Provider Relations Manager                      Centura Health  <b>Brad Jones</b>                      Director, Physician Relations                      AdventHealth West Florida Division</p>	<p><b>Leadership in the New Era of Experience</b></p> <p><b>Michiko Tanabe</b>                      VP &amp; Chief Marketing Officer  <i>and</i>  <b>Alpa Vyas</b>                      VP, Patient Experience                      Stanford Health Care  <b>Carolyn Bugg</b>                      Senior Director, Strategy                      Monigle</p>
<b>4:15-4:45p Keynote Session</b>		<b>Harnessing the Power of Sound</b>				<b>Keynote Session Room</b>
		<p><i>Sponsored by Pandora</i>  <b>Steve Keller</b>, Sonic Strategy Director for Studio Resonate, Pandora</p>				
<b>4:45-5:45p Exhibit Hall</b>						
<b>5:45p Adjourn</b>						

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August 18 – 20, 2020\*

Schedule of Events – Thursday, August 20

Time (CT)						
<b>8:30-10:00a Exhibit Hall</b>						
<b>10:00-11:00a Keynote Session</b>		<b>Mastering the Leader’s Instrument: A Master Class in Communication</b>			<b>Keynote Session Room</b>	
<i>Sponsored by Monigle</i>		Vinh Giang, Master Communicator; Magician; Entrepreneur				
<b>11:00-11:15a Break</b>						
<b>Breakout Session Room</b>						
Time (CT)	Strategic Marketing (Sponsored by Julia Balfour)	Communication Strategies (Sponsored by Podium)	Transforming Consumer Experience (Sponsored by Kyruus)	Interactive & Digital Strategies (Sponsored by Modea)	Physician Relations & Sales (Sponsored by Marketware)	Engagement Strategies (Sponsored by Pandora)
<b>11:15a-12:15p</b>	<b>Enhance Reputation Through Strategic Thought Leadership</b>  <b>Gene Ford</b> National Public Relations Director Ascension <b>Terry Hoffmann</b> Senior Vice President FleishmanHillard	<b>Employee Engagement: INTERNAL Stakeholders are the Face of Your Credibility</b>  <b>Steve Campbell</b> VP, Marketing & Communications University of Texas Medical Branch <b>Kathleen L. Lewton</b> Principal, Lewton, Seekins & Trester; Of Counsel, Padilla	<b>How AI Can Change the Future of Healthcare</b>  <b>Kaveh Safavi, MD, JD</b> Global Managing Director Health Industry Accenture	<b>Using Analytics to Inform, Plan, and Optimize Marketing</b>  <b>Brandy Hill</b> Director, Marketing & Public Relations Riverview Health <b>Mahek Thakkar</b> Manager, Integrated Marketing Healthgrades	<b>“Keepage” Strategies that Get Results</b>  <b>Martha Crombie</b> VP, Marketing & Planning, Americas Division Ardent Health Services <b>Lee Ann Lambdin</b> SVP, Healthcare Strategy Stratasan	<b>Understanding Your Digital Customers</b>  <b>Kathy Divis</b> President Greystone.Net <b>Rob Klein</b> Founder & CEO Klein & Partners
<b>12:15-1:00p Exhibit Hall</b>						
<b>1:00-2:00p Keynote Session</b>		<b>Healthcare Consumerism: A Conversation</b>			<b>Keynote Session Room</b>	
<i>Sponsored by Monigle</i>		Paul Keckley, Principal, The Keckley Group <i>and</i> Kaveh Safavi, MD, JD, Sr. Managing Director – Head of Global Health Practice, Accenture Justin Wartell, Managing Principal, Monigle ( <i>Moderator</i> )				
<b>2:00-2:15p Break</b>						
<b>Breakout Session Room</b>						
<b>2:15-3:15p</b>	<b>Insourcing vs. Outsourcing: Finding a Balance</b>  <b>Kathy Dean</b> Chief Marketing & Communications Officer University of Iowa Health Care <b>Judith Ward</b> VP, Marketing & Communications Baystate Health <b>Joel English</b> (Facilitator) Managing Partner, BVK	<b>The Art of Change: A Leader’s Guide to Major Strategic Change</b>  <b>Rose Glenn</b> Chief Communications & Marketing Officer Michigan Medicine <b>Beth Toal</b> VP, Communications & Marketing St. Luke’s Health System <b>Anne Hancock Toomey</b> Founding Partner Jarrard Phillips Cate & Hancock	<b>Multicultural Marketing and Outreach: A Holistic Approach for Future Growth</b>  <b>Len Fong</b> Associate VP, Multicultural Marketing & Outreach City of Hope <b>David Maricich</b> President & COO Maricich Health	<b>Modernizing Patient Access for a Rural Patient Population</b>  <b>Amber Allen</b> Executive Director, Primary Care, Quality & Innovation Prevea Health <b>Jordan Pisarcik</b> Vice President, Growth and Customer Engagement DocASAP	<b>Cutting-Edge Outreach: Think Like a Data Scientist</b>  <b>Robert Perkins</b> Outreach Services Director Intermountain Healthcare <b>Chris Hemphill</b> Director Client AI/Ops SymphonyRM	<b>On-Demand Virtual Care: Cost Benefit Ratios</b>  <b>Tara Nooteboom</b> Manager of Digital Patient Engagement <i>and</i> <b>Tatyana Popkova</b> System Senior Vice President & Chief Strategy Officer Rush University System for Health
<b>3:15-4:15p Keynote Session</b>		<b>Turning Fans into Customers &amp; Customers into Fans</b>			<b>Keynote Session Room</b>	
<i>Sponsored by Yext</i>		David Meerman Scott, Internationally Renowned Marketing Strategist & Bestselling Author <i>and</i> Reiko Scott, MD, Bestselling Author, Emergency Medicine Resident, and Professional Nerd				
<b>4:15-5:15p Exhibit Hall</b>						
<b>5:15p Adjourn</b>						

**HEALTHCARE MARKETING & PHYSICIAN STRATEGIES VIRTUAL SUMMIT**  
Special Workshop Sessions

<b>Special Workshop Sessions</b>			
<b>Time (CT)</b>			
<b>August 26 11:00am- 1:30pm</b>	<p><b>Marketing Accountability: Metrics, KPIs, and ROI</b> 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.</p> <p><b>Kelly Faley</b> Vice President, Digital Marketing Sharp HealthCare</p> <p><b>Karina Jennings</b> Vice President, Marketing Strategy Planning Providence St. Joseph Health</p> <p><b>Selima Khan</b> VP, Marketing &amp; Corporate Communications Memorial Healthcare System</p> <p><b>David Marlowe (Facilitator)</b> Principal Strategic Marketing Concepts</p>	<b>September 3 11:00am- 1:30pm</b>	<p><b>Reimagining Physician Relations: The Time is Now</b> Whether it's supporting growth for their organizations or rethinking their team's approach, tools, and measures—the time is now for physician relations executives to deliver impact. Examine how teams are gathering intelligence from the field, quantifying downstream volume projections, and identifying new opportunities to capture business. Learn new methods for motivating teams, measuring performance, incorporating virtual calls, and conducting face-to-face meetings to advance relationships. Hear how leaders are coaching and developing their field talent to think differently for future success.</p> <p><b>Anamika Desai</b> Network Director, Growth &amp; Development Hackensack Meridian Health</p> <p><b>Jennifer Lofgren</b> Regional Director, Network Development Loyola Medicine</p> <p><b>Penny Nichols</b> Director, Physician Outreach Program Adventist Health</p> <p><b>Susan Boydell (Facilitator)</b> Partner Barlow/McCarthy</p>

*Continue the Conversation!*  
**26<sup>th</sup> Annual Healthcare Marketing & Physician Strategies Summit**  
**April 19-21, 2021, JW Marriott Miami Turnberry Resort & Spa**

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