

## CALL FOR SPEAKERS

The Healthcare Marketing & Physician Strategies Summit is an opportunity for healthcare marketing, communications, digital, 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 2021 Summit continues a 26-year tradition of identifying important healthcare marketing, communications, and physician relationship challenges and tackling them head-on. More than 900 executives are expected to attend. Help us shape this premier Summit for senior-level executives!

### Topics of Interest Include:

#### Strategic Marketing

Patient Acquisition & Growth Strategies  
 Mergers, Affiliations & Health Plan Partnerships: Strategy & Marketing  
 Telehealth/Virtual Care  
 Ambulatory & Retail Strategies  
 Recovering Volume Post-COVID-19  
 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

Contact Center/Call Center Strategies  
 Transparency, Ratings & Reputation Management  
 Digital Marketing: SEO, SEM, “Near Me” Search  
 Voice Technologies & Chatbots  
 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  
 Next Generation Wearables

#### Communication & Engagement Strategies

Crisis Communication/Management: Lessons from COVID-19  
 Establishing & Maintaining Trust  
 Communicating Safety & Quality  
 Branding/Rebranding  
 Internal & External Communication  
 Communication in a Virtual World  
 Creative Approaches to Messaging  
 Personalized Marketing  
 Wellness Approaches & Population Health  
 Innovative Advertising Strategies  
 Garnering Internal Support/Selling Your Ideas  
 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  
 Virtual Strategies for Outreach & Engagement  
 Physician Employment: Success Strategies  
 Transitioning to Value-Based Models  
 Network Development, Alignment & Growth  
 Recruitment, Retention & Onboarding

#### Physician Relations & Sales

Referral Leakage & “Keepage”  
 Referral Development  
 ROI & Dashboards: Tracking, Reporting & Measuring Impact  
 Virtual Meeting Strategies  
 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 **Monday, November 30, 2020**. Accepted presenters will be notified via email by late-January, 2021.

# APPLICATION TO PRESENT

26th Annual Healthcare Marketing & Physician Strategies Summit • April 19-21, 2021

## 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 19, 2021.**

### 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/HMPS-2021](http://healthcarestrategy.com/Summit/HMPS-2021) 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? \_\_\_\_\_