

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. 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

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

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.
- **Must 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, March 12, 2021**. Accepted presenters will be notified via email by late May.

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

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

APPLICATION TO PRESENT

26th Annual Healthcare Marketing & Physician Strategies Summit • October 6-8, 2021

PRIMARY CONTACT INFORMATION (all communications will be sent to the primary contact)

Name		
Title	Organization	
Address		
City	State	Zip
Phone		
Email	Twitter Handle	

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)

- 60-75 minutes Half-day (2-3 hours)

Presentation Track/Category (please check the most applicable category)

- Strategic Marketing
 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 September 10, 2021.**

Discounted Conference Fee

Faculty will receive a discounted registration fee of \$395 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 2021 Summit. I understand that I am responsible for all costs of the presentation, including travel, hotel, per diem, and the \$395 registration fee for the Summit and \$50 optional registration fee for the Pre-Summit Strategy Sessions. I grant the Forum the right to record and distribute the presentation and handouts, for profit or otherwise.

Signature of Primary Contact _____ Date _____

Apply online at healthcarestrategy.com/Summit/HMPS-2021 or return application with all required enclosures to 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? _____