

26<sup>TH</sup> ANNUAL

# Healthcare Marketing & Physician Strategies Summit

OCTOBER 6 - 8, 2021 | MIAMI



**FOCUS ON:**

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

With  
Special Support From  
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## Join Us at Healthcare's Leading Marketing & Physician Strategies Summit

The Summit continues a 26-year tradition of identifying the rapidly changing healthcare marketing and physician relationship opportunities and challenges 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.

Dear Colleague:

Throughout the years, the role of healthcare marketing, communications, strategy, and physician relations executives has evolved and grown significantly, but perhaps never as much as in the past 18 months. The Healthcare Marketing & Physician Strategies Summit has kept pace with those changes, calling attention to important themes, new developments, and innovations. Through it all, the importance of "communication" has been a constant, and in 2021 we recognize that essential 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.

We took that 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 come together once again to network, learn, and shape the future!

### Summit Co-Chairs



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



**Kriss Barlow**  
Principal  
Barlow/McCarthy



**Chris Boyer**  
Vice President, Digital &  
Marketing Intelligence  
Beth Israel Lahey Health

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## Healthcare Marketing & Physician Strategies

# Summit

OCTOBER 6 - 8, 2021 | MIAMI

### 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](http://www.healthcarestrategy.com)

# Communicate...Connect...Transform

## Summit Keynotes

### Work, Workforce & Workplace: The Future is NOW!

Wednesday, October 6 | 3:30 – 4:45p

Leaders across industries are reconsidering the nature of work, the workforce, and the workplace. There's a lot to talk about!

#### **Kaveh Safavi, MD, JD**

Global Managing Director, Health Industry, Accenture

#### **Sig Shirodkar**

Managing Director & Senior Leader, Talent & Organization, Accenture

### Communicate with Extreme Clarity & Impact in Today's Hybrid World

Sponsored by **SymphonyRM**

Thursday, October 7 | 8:00 – 9:15a

Debra Jasper is passionate about helping leaders compete in a world of VR, charming chatbots, emotion analytics, and more. She has worked with Fortune 100 and healthcare firms from Australia to Dubai. This is a must attend session!

#### **Debra Jasper**

Founder & CEO, Mindset Digital & International Keynote Speaker

### Make the Case for Investing in Marketing & Communications

Thursday, October 7 | 12:45 – 1:45p

Hear what CEOs value and expect from marketing and how to deliver on those expectations.

#### **Jeremiah J. Hodshire**

President & CEO *and*

#### **Rachel J. Lott**

Director of Marketing & Development, Hillsdale Hospital

#### **Suzanne Hendery**

Chief Marketing Officer *and*

#### **Tony Slonim**

President & CEO, Renown Health

#### **Ahava Leibtag** (Facilitator)

President, Aha Media Group

### Political Update: The Outlook for Healthcare

Friday, October 8 | 8:00 – 9:15a

Healthcare continues to be a key focus of policy debates at the federal level. Our expert panel discusses what to expect in the coming months. Bring your questions!

#### **Ann Mond Johnson**

CEO, American Telemedicine Association

#### **Paul Keckley**

Principal, The Keckley Group

#### **David Shulkin, MD**

CEO, Shulkin Solutions LLC

#### **Dan Todd**

Principal, Todd Strategy Group

## Summit Schedule At-A-Glance

### WEDNESDAY, OCTOBER 6

7:30a–5:00p	Registration
8:30–11:00a	<b>Pre-Summit Strategy Sessions</b>
12:00–1:15p	<b>Concurrent Sessions</b>
1:15–2:00p	Break in the Exhibit Hall
2:00–3:15p	<b>Concurrent Sessions</b>
3:30–4:45p	<b>Keynote Session</b>
4:45–6:30p	Opening Reception in the Exhibit Hall

### THURSDAY, OCTOBER 7

7:15a–5:00p	Registration
7:30–8:00a	Continental Breakfast
8:00–9:15a	<b>Keynote Session</b>
9:15–10:00a	Break in the Exhibit Hall
10:00–11:00a	<b>Concurrent Sessions</b>
11:15a–12:15p	<b>Concurrent Sessions</b>
<b>12:15–1:45p</b>	<b>Luncheon &amp; Panel Discussion</b>
2:00–3:00p	<b>Concurrent Sessions</b>
3:00–3:45p	Break in the Exhibit Hall
3:45–4:45p	<b>Concurrent Sessions</b>
4:45–6:30p	Reception in the Exhibit Hall

### FRIDAY, OCTOBER 8

7:30a–12:00p	Registration
7:30–8:00a	Continental Breakfast
8:00–9:15a	<b>Keynote Session</b>
9:30–10:30a	<b>Concurrent Sessions</b>
10:45–11:45a	<b>Concurrent Sessions</b>
11:45a	Summit Adjourns

## 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](http://www.healthcarestrategy.com/summit/scholarships).



8:30 – 11:00a



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

**PRE-SUMMIT STRATEGY SESSION I**

**Issue & Crisis Communications: Successfully Navigate the Inevitable**

COVID-19 or not, healthcare communications professionals are sure to face a major issue or impending crisis at one time or another. Learn how to develop a proactive crisis communications plan that will mitigate reputational and financial risk, build confidence with stakeholders, and protect reputations.

**Mary Briggs**  
System Director, Strategic Communications & Public Relations  
Lee Health

**Michael Knecht**  
Chief Marketing & Communications Officer  
RWJBarnabas Health

**Lisa Worley**  
AVP, Medical Communications & Media Relations  
University of Miami Miller School of Medicine

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

**PRE-SUMMIT STRATEGY SESSION II**

**Develop Effective Marketing Plans**

Now more than ever, successful marketing requires a solid marketing plan, one that is grounded in an understanding of today's most important issues and the organization's own strategic objectives. Examine the issues that will shape marketing strategy in the next few years. Learn how to conduct a market audit; use the audit findings to develop a position, strategies, quantifiable objectives, and tactics for achieving those objectives; and establish metrics for measuring results, including ROI.

**Karen Wish**  
VP, Chief Marketing Officer  
Mount Sinai Health System

**Cristal Herrera Woodley**  
Director, Marketing, Communications & Customer Engagement  
Renown Health

**David Marlowe**  
Principal  
Strategic Marketing Concepts

**12:00p Summit Commences**

**STRATEGIC MARKETING**

Sponsored by Health x Langrand

**Address Staff Burnout**

Healthcare staff burnout has reached crisis level—and has serious implications for quality, safety, and patient experience, now and in the future. By addressing the underlying causes of burnout, health systems can improve staff wellbeing, which will translate into better patient care. Examine solutions to restore joy in medicine, improve resilience and wellbeing, and change the paradigm. Explore the role for marketing and physician relations in these efforts.

**Sharon C. Kiely, MD, MPM, FACP**  
VP, Chief Wellness Officer & Associate Chief  
Medical Officer  
Hartford HealthCare

**Emilie Ansel**  
CEO  
Private Health News

**COMMUNICATION STRATEGIES**

Sponsored by Podium

**Healthcare Communication Structure, Strategy & Culture: Forever Changed**

COVID-19 has impacted the structure, strategy, and culture of healthcare communications. How do you ensure that your Marcom function is built for success? Join your colleagues for an interactive discussion!

**Christine Albert**, Chief Marketing & Experience Officer  
LCMC Health

**David A. Feinberg**, SVP, Chief Marketing & Communications Officer; Dean for Marketing & Communications, Icahn School of Medicine  
Mount Sinai Health System

**Rose Glenn**, Chief Communications & Marketing Officer  
Michigan Medicine

**Beth Toal**, VP, Communications & Marketing  
St. Luke's Health System

**TRANSFORM CONSUMER EXPERIENCE**

Sponsored by Kyruus

**Keep Patients Engaged: Become a Trusted Source of Information**

Today, people are inundated with communications and messaging. To keep patients engaged, healthcare organizations need to evolve their messaging. Examine how to provide focused messaging, address misinformation, and remain a trusted source of information. Hear how to get patients to keep their appointments and stay engaged in their healthcare journeys.

**Sue Omori**  
Executive Director, Marketing Account Services  
Cleveland Clinic

**Tom Hileman**  
CEO & President  
Hileman Group

12:00 – 1:15p

2:00 – 3:15p

**Strategies to Drive Market Growth & Success**

In times of rapid change, having clear organizational growth strategies becomes paramount. Learn how expanding the ambulatory footprint and digital access are crucial to competing effectively. See how leveraging brand strength can enhance market growth. Hear about the emerging options for moving strategy from an acute care focus to true customer centricity.

**Robin Wyatt**  
VP, Marketing  
Northwell Health

**Steven Gelineau**  
Senior Principal  
Eastern Health Care Advisors LLC

**Linda MacCracken**  
Principal Director, Consumer Engagement  
Accenture

**Take the Lead on SDOH: Lessons from Children's Hospitals**

Nationwide, Marcom executives are applying the lessons learned during COVID-19 to SDOH. Examine the power of market research and voice of customer insights to inform content strategy and leverage authentic brand attributes.

**Deb Pappas**, VP, Chief Marketing & Communications Officer  
Connecticut Children's

**Sarah Sanders**, SVP & Chief Marketing Officer  
Nemours Children's Health

**Donna Teach**, Chief Marketing & Communications Officer  
Nationwide Children's Hospital

**Jean Hitchcock** (Facilitator)  
Chief Marketing Officer  
Phoenix Children's Hospital

**A Pragmatic Approach to Patient Lifetime Value**

Lifetime value (LTV) is a retention measure, but not all retention is equal. Gender, age, life transitions, and other attributes all impact LTV. Explore research-based key value levers to understand the elements with the greatest impact. Hear insights to refine and accelerate growth strategies.

**Adam Rice**, SVP, Marketing  
CommonSpirit Health

**Suzanne Sawyer**, SVP, Chief Marketing & Communications Officer  
Johns Hopkins Medicine

**Rob Grant**, Chief Strategy & Innovation Officer  
and

**Dave Griffith**, VP, Analytics & Insights  
Hg Mercury Division of Healthgrades

3:30 – 4:45p

**Work, Workforce & Workplace: The Future is NOW!**

Leaders across industries are reconsidering the nature of work, the workforce, and the workplace. New technologies and tools may drive the reimagining, but at the core is human dynamics. How do you keep employees engaged, regardless of their physical workplace? What's the role of the communications, digital, physician liaison, and marketing teams in building and maintaining engagement? What new technologies will have the greatest impact? There's a lot to talk about!

**Kaveh Safavi, MD, JD**, Global Managing Director, Health Industry, Accenture

**Sig Shirodkar**, Managing Director & Senior Leader, Talent & Organization, Accenture

8:30 – 11:00a

**PRE-SUMMIT STRATEGY SESSION III**

**Building a Brand That’s Not About You**

Consumerism and competition from new entrants like Optum and WalMart Health demand that healthcare organizations take a completely new approach to “brand.” It’s time for a model where the organization itself isn’t the focus of the brand (think Nike, Starbucks, and SoulCycle). Learn how to identify an emotional consumer motivator for the center of your brand, how to message your brand without promoting your organization, and why gaining first-mover advantage is essential to success.

- Catherine Harrell**  
Chief Marketing Officer  
Franciscan Missionaries of Our Lady Health System
- Christian Barnett**  
SVP, Strategy and
- Chris Bevolo**  
Chief Brand Officer  
ReviveHealth

**PRE-SUMMIT STRATEGY SESSION IV**

**The 3 S’s of Content Strategy: SEO, Structure & Schema**

As health systems advance their content strategies and embrace new tools and technologies for engaging with consumers, there’s a need to fundamentally rethink how content is created, managed, translated, and delivered. Examine the importance of SEO, structure, and schema for shaping a successful content and digital strategy. Explore fundamental ways to ensure structure is in the DNA of your marketing strategies.

- Chris Boyer**  
VP, Digital & Marketing Intelligence  
Beth Israel Lahey Health
- Daniel Small**  
Director, Digital Strategy  
Hartford HealthCare
- Martha van Berkel**  
CEO  
Schema App

**PRE-SUMMIT STRATEGY SESSION V**

**Fast Track to Volume**

With healthcare organizations challenged to earn back volume, it is no surprise that physician relations executives are challenged to perform. Learn how to fast-track your teams to grow business and re-energize team members. Examine new strategies and tactics for growing business in a crisis, what it takes to get the field team ready to try something new, and how to measure and communicate results.

- Jarvis Archibald**  
Sr. Director, Network Development & Physician Engagement  
Children’s Health
- Ann De Los Santos**  
Director, Physician Relations & Strategic Growth  
Ascension Texas
- Jennifer Lofgren**  
Regional Director, Network Development  
Loyola Medicine
- Susan Boydell**  
Partner  
Barlow/McCarthy

**12:00p Summit Commences**

12:00 – 1:15p

**INTERACTIVE & DIGITAL STRATEGIES**

Sponsored by Modea

**The Future is Now: Transform the Digital Experience**

Join digital leaders to learn how they’re using data and new tools to shape the consumer engagement experience. Hear how they’re addressing cultural, structural, and technical gaps and building resilient digital tools and teams to support their organizations, patients, and providers.

- Aaron Johnson**, Corporate Director, Digital Engagement  
Penn Medicine
- Marie Mahoney**, Sr. Director, Web & Marketing Communications  
Rush University Medical Center
- Aaron Watkins**, Sr. Director of Internet Strategy  
Johns Hopkins Medicine
- Dalal Haldeman**, CEO  
Haldeman Marketing, LLC

**PHYSICIAN RELATIONS & SALES**

Sponsored by Marketware

**Physician Relations: Make Data Actionable**

Data abounds in healthcare, and it can be a challenge to properly mine and utilize this resource. Learn how to leverage all types of available data, as well as the roles both leaders and physician liaisons should play. Hear how to integrate data into your physician relations program to achieve meaningful growth and demonstrate impact.

- Lino Cortina**, System Director Sales Operations  
and
- Adam Nichols**, System Director Sales Operations  
CommonSpirit Health
- Robert Perkins**  
Outreach Service Director  
Intermountain Healthcare
- Brian Borchardt**  
Senior Consultant  
Barlow/McCarthy

**ENGAGEMENT STRATEGIES**

Sponsored by Pandora

**Women in Healthcare: Leadership & Mentoring**

Women are significantly underrepresented in senior executive and board positions in healthcare. Join us in an interactive discussion starting with how you can overcome barriers to career advancement and equitable pay. Then, explore strategies to improve your leadership and technical skills while building a supportive network of peers. Identify the resources available to help future women leaders. Let’s talk!

- Kevin Fickenscher, MD**  
President, CREO Strategic Solutions & Member, The Carol Emmott Foundation Board of Directors
- Anne McCune**  
CEO  
The Carol Emmott Foundation

2:00 – 3:15p

**Integrate Digital & Marketing Automation to Grow Service Line Utilization**

Demonstrating which channels and messages are driving patient engagement is a must for healthcare marketers. Hear how SEM, paid social media, and marketing automation can be coordinated and optimized to deliver results. Learn how your CRM can demonstrate metrics—from leading indicators to downstream encounters/payments generated by marketing efforts.

- Cathie Cannon**, Assistant VP, Health Marketing  
UConn Health
- Cheryl Hodgson**, Senior Account Director  
LionShare, Inc.
- Jeff Steblea**, Director of Business Development, NE  
Eruptr, LLC

**Referral 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.

- Jessica Clarke**  
Manager, Strategy & Business Development  
and
- Anamika Desai**  
Network Director, Growth & Development  
Hackensack Meridian Health

**AI’s Impact on Influencing & Engaging Patients**

In healthcare, AI has demonstrated the most success when focused on growth, with tight ties to organizational strategy, rather than cost savings. Examine successful uses of AI for patient and physician engagement. Hear how metrics can be used to understand which initiatives perform best. Learn how to ensure that approaches aren’t perpetuating bias in race, gender, and other areas.

- Ryan Younger**  
Vice President, Marketing  
Virtua Health
- Chris Hemphill**  
Vice President, Applied AI & Growth  
SymphonyRM

3:30 – 4:45p

**Work, Workforce & Workplace: The Future is NOW!**

Leaders across industries are reconsidering the nature of work, the workforce, and the workplace. New technologies and tools may drive the reimagination, but at the core is human dynamics. How do you keep employees engaged, regardless of their physical workplace? What’s the role of the communications, digital, physician liaison, and marketing teams in building and maintaining engagement? What new technologies will have the greatest impact? There’s a lot to talk about!

- Kaveh Safavi, MD, JD**, Global Managing Director, Health Industry, Accenture
- Sig Shirodkar**, Managing Director & Senior Leader, Talent & Organization, Accenture

**4:45 – 6:30p OPENING RECEPTION IN THE EXHIBIT HALL**

8:00 – 9:15a

**Sponsored by  
SymphonyRM**

**Communicate with Extreme Clarity & Impact in Today's Hybrid World**

Mobile, custom, fast, and easy. That's what it takes to meet the demands of digital consumers in a hybrid world. Today, healthcare executives are challenged to break through the noise and reach even more distant and distracted audiences—patients, consumers, community influencers, employees, and physicians. Join Debra Jasper as she demonstrates how to create clear, compelling messages that build trust, save time, and drive measurable results.

**Debra Jasper**, Founder & CEO, Mindset Digital & International Keynote Speaker

10:00 – 11:00a

**STRATEGIC MARKETING**

**Sponsored by Health x Langrand**

**When the World Turned to Johns Hopkins: Harnessing Trust & Humanizing the Brand**

Over the past 18 months, Johns Hopkins has enhanced trust as part of its brand. Examine Hopkins' Covid-19 tracker; award-winning crisis communications; and efforts that led to recognition as a top-10 US brand, healthcare's most humanistic brand, and more.

**Suzanne Sawyer**, SVP, Chief Marketing & Communications Officer *and*

**David Simpkins**, VP, Marketing & Communications, National Capital Region Johns Hopkins Medicine

**Kathy Smith**, VP, Marketing & Communications Johns Hopkins Hospital

**COMMUNICATION STRATEGIES**

**Sponsored by Podium**

**One System's Efforts to Address Racism**

Mount Sinai Health System is committed to integrating diversity, equity, and inclusion (DEI) practices into the fabric of its culture. Hear how Marketing & Communications staff created a DEI roadmap to support their efforts and ability to authentically connect with diverse communities by instilling and upholding anti-racist practices.

**Pam Abner**, VP, Chief Diversity Operations Officer *and*

**Kaylyn Kendall Dines**, Manager, Marketing & Communications *and*

**Karen Wish**, VP, Chief Marketing Officer Mount Sinai Health System

**TRANSFORM CONSUMER EXPERIENCE**

**Sponsored by Kyruus**

**Enhance Patient Access with Direct Provider Engagement**

Geisinger modernized the care search process, including a provider directory that tracks consumer access analytics, particularly for provider searches, to drive online traffic and conversion. Examine the system-wide initiative, in collaboration with providers, that drove Geisinger's digital evolution and improved both data accuracy and organic web traffic by 30%.

**Sarah Sommer**, VP, Digital Engagement Geisinger

**Erin Jospe, MD**, Chief Medical Officer Kyruus

11:15a – 12:15p

**The New Brand Imperatives: What's Ahead?**

Delve into the top trends and driving forces every healthcare brand leader needs to know to future-proof their brand. Drawing from consumer insights research, best practices of global brands outside of healthcare, and leading-edge healthcare disruptors, examine the forces that are shaping the healthcare landscape. Learn to think in new ways, build new capabilities, and integrate new perspectives.

**David Perry**, Senior Advisor Stanford Medicine

**Justin Wartell**, Managing Principal Monigle

**Break Down Silos for a Better Digital Experience**

As consumers become more involved in their healthcare, they turn towards digital for answers. A healthcare organization's website, social media, voice, and mobile presence is its front door. But who controls the development and content—the CIO, the CMO, or the CCO? Join your colleagues in their examination of the critical role that each plays and how to bridge the silos.

**Speakers TBA**

**Latest Trends in MarTech: Let's Talk**

Effective investment in CRM, CMS, and other MarTech tools is one of today's top issues for marketers. How do you identify the right technologies and build the right tech stack for your needs? Let's talk!

**Stuart Dill**, SVP, The Office of Engagement Vanderbilt University Medical Center

**Paul Matsen**, Chief Marketing & Communications Officer Cleveland Clinic

**Nikki Moll**, SVP, Marketing & Communications Baylor Scott & White

**Tom Hileman**, CEO & President Hileman Group

2:00 – 3:00p

**12:15 – 1:45p LUNCHEON & PANEL DISCUSSION Make the Case for Investing in Marketing & Communications**

**A Focus on Opportunities & Growth: Marketing's Role**

Geisinger is pushing to bring health care closer to customers. Examine their new 65Forward care model, featuring clinics, which are integrated with the health plan, with small physician panel sizes (450 patients max per doctor), longer appointments, onsite radiology and labs, and fitness centers. Examine Geisinger's retail strategy, including urgent care centers, Geisinger at Home, the pharmacy business, and more!

**Don Stanziano**, Chief Marketing & Communications Officer Geisinger

**Internal Communications: Amp Up the Power**

It is essential that employees receive and process key information in today's hybrid world. Examine the tries, whys, and high fives of internal engagement. Hear how to support major changes, recognize great work, and create brand advocates.

**Crystal Hardinger**, Internal Communications Manager University of Iowa Health Care

**Christine Woolsey**, Head of Global Employee Communications & Change Management Vyaire Medical

**Kathy Dean**, Senior Advisor SPM Marketing Communications

**A Fanatically Consistent Healthcare Customer Experience (CX)**

The world's best-known brands earned their reputations through fanatical consistency. Healthcare organizations are often impacted by processes and systems, though, so CX consistency suffers. Honor Health developed a CX index to pinpoint shortcomings and make significant improvements in brand consistency in telehealth, its ACO, and physician practices.

**Craig Kartchner**, AVP, Marketing & Consumer Experience HonorHealth

**Kristin Baird**, President Baird Group

3:45 – 4:45p

**Fracture Events: Implications on Brand**

Fracture events change everything, including how consumers view your brand moving forward. Bottom line...following a fracture event, consumers want a change, an advancement into a new, better world. Examine findings from an innovative research technique to define this new lens, as well as the implications for branding.

**Emily Stott**, Manager, Marketing & Creative Services *and*

**Cristal Herrera Woodley**, Director, Marketing, Communications & Customer Engagement Renown Health

**Joel English**, Managing Partner, BVK

**Strategic Content Development: Impact on Patient Marketing**

Strategic content development, with an eye to analytics, led to record-breaking website traffic at UC Davis Health. Careful monitoring of data prompted the development of new content in real time based on website analytics, as well as trending keywords from social, news, and media channels. Hear how the strategy led to a branded opt-in marketing e-newsletter that extended reach and engagement.

**Vicki Bencken**, Digital Communications Director *and*

**Michele Taber**, Director, Brand Management & Marketing UC Davis Health

**User-Centered Planning & Design: Capturing Heads, Hearts & Hands**

COVID lit the fire in the virtual health world. Now, it's up to us to keep that fire burning to meet consumers' expectations. Using virtual health as an example, hear how OhioHealth turned to user-centered planning and design to drive better solutions. Then, examine the work of OhioHealth's Fusion Team around throughput.

**Venessa Heilman**, Manager, Digital Solutions *and*

**Sue Jablonski**, SVP, Chief Marketing & Communications Officer OhioHealth

8:00 – 9:15a

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**Communicate with Extreme Clarity & Impact in Today's Hybrid World**

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**Debra Jasper**, Founder & CEO, Mindset Digital & International Keynote Speaker

**INTERACTIVE & DIGITAL STRATEGIES**

Sponsored by Modea

10:00 – 11:00a

**Keeping Up with Digital Consumers**

Healthcare consumers are demanding greater access to digital tools, including the ability to communicate with providers. With the goal of exceptional customer service, Memorial Healthcare launched a chatbot that could directly communicate with patients and guide them on their care journey. Hear how the digital strategy has evolved to include conversational AI and other new tools and technologies.

**Fredrick Anderson**, Director, Marketing Technology

Memorial Healthcare System

**Brian Gresh**, President  
Loyal

**PHYSICIAN RELATIONS & SALES**

Sponsored by Marketware

**Internal Positioning to Strengthen Field Impact**

Successful field teams are in the business of collaboration—both internally and externally. Examine real-life leadership approaches for building internal collaboration and visibility for the team. Hear the attributes the field team needs to earn credibility with leaders.

**Paula Murphy**, Senior Physician Liaison  
St. Louis Children's Hospital

**Jackie Kleppe**, Director, Outreach & Engagement  
University of Iowa Health Care

**Paola Pescara**, Vice President, Strategic Growth  
Rush University Medical Center

**ENGAGEMENT STRATEGIES**

Sponsored by Pandora

**Use Consumer Search Intent to Drive Volumes & Improve Experience**

Reputation surveyed consumers about what drives their choice of a healthcare provider and analyzed hundreds of thousands of online reviews to understand consumer sentiment. Learn what consumers want to see when they search for care, how they behave, and how to improve the experience in real-time.

**Tomi Galin**, SVP, Communications, Marketing & Public Affairs  
Community Health Systems

**Annie Haarmann**, Head of Strategy & Consulting,  
Healthcare & Life Sciences  
Reputation.com

11:15a – 12:15p

**Reinventing a Website: Focus on the Consumer**

The time is now for marketers to understand the needs and behaviors of their customers by adopting a consumer-first, search-driven approach. Hear how USC created an information architecture and content strategy that supports multiple audiences. Examine the documented outcomes, as well as plans for the future.

**Bhavna Patel**, Director of Digital Marketing  
Keck Medicine of USC

**Bryce Cannon**, President  
Modea

**Referring Physician Surveys Can Strengthen Strategies & Relationships**

Examine the main components of the referral process and the impact on referring physicians' loyalty. Learn how research can be used to improve experience and understand how and where to expand access geographically without negatively impacting referring physicians.

**Deb Pappas**, VP, Chief Marketing & Communications Officer  
Connecticut Children's

**Kriss Barlow**, Principal  
Barlow/McCarthy

**Rob Klein**, Founder & CEO  
Klein & Partners

**Reassess Advertising Media for Engagement**

Brown & Toland Physicians reassessed their use of advertising media to better engage with consumers. Examine the process, the ad products and targeting, audience scale, and results. Look at the focus on millennials, the sandwich generation, and seniors, and the impact that adding music to the mix had on all.

**Jennifer Jee**, VP, Marketing, Communications & Community Outreach  
Brown & Toland Physicians

**Laura Challis**, Media Supervisor  
True North, Inc.

**Anna Clement**, Director – Healthcare Vertical  
Pandora

**12:15 – 1:45p LUNCHEON & PANEL DISCUSSION Make the Case for Investing in Marketing & Communications**

2:00 – 3:00p

**Social Media Monitoring: A 24/7 Challenge**

Today's consumers are on social media around the clock. So, healthcare marketers are challenged with monitoring and responding to posts related to customer service at their organizations in a timely manner, though the posts can occur outside of regular office hours. Examine solutions, including on-call models for extended staff coverage of social media and external monitoring services.

**Emily Bacheller**, Reputation Specialist  
Renown Health

**Melissa Dethlefsen**, Director, Social Media & Content Integration  
Hartford HealthCare

**Keep Physician Relations Staff Motivated, Focused & Aligned**

In a hybrid world, how can physician relations executives clarify goals, simplify activities, and communicate market intelligence throughout the organization? Examine strategies for field-based growth plans. Learn how to keep your team focused on individual challenges, integrating with leaders, and partnering with physicians.

**Chelsea Fanelli**, Provider Relations Lead  
Centura Health

**Brad Jones**, Physician Relations Director,  
West Florida Division  
AdventHealth

**Expand & Engage Your Physician Network with Digital at the Core**

Two years ago, Hackensack Meridian Health launched a digital platform that has become a go-to destination for the system's 6,500+ physicians across 175 locations. Examine strategies for expanding a physician network. Hear best practices for creating a digital front door that saves physicians time while ensuring they get the information and tools they need.

**Jim Blazar**, Chief Strategy Officer  
Hackensack Meridian Health

**John Simpson**, President & Co-Founder  
Digital Health Strategies

3:45 – 4:45p

**Digital Demand: Meeting Online Consumer Expectations**

The digital transformation has accelerated at warp speed over the last year. Examine the key trends that have accelerated the new patient journey and how to leverage them for better competitive patient acquisition. Hear how to drive down call volume and costs and wisely invest your marketing dollars. Learn how to invest in digital experiences that will keep your patients happy and loyal.

**Kevin Madden**, AVP, Ecommerce  
Providence

**Carrie Liken**, Head of Industry, Healthcare  
Yext

**Seven Proven Tactics for Practice Growth**

If you have ever helped launch a physician practice, you know that no two launches are the same. Examine how to consider provider personalities, interest, and comfort when planning your outreach. Review best practices used by liaison teams to promote new physicians. Hear what adjustments should be considered to create impact.

**Nancy Vanselow**  
Referral Development Manager  
Children's Wisconsin

**Josh Cameron**  
Vice President, Client Services  
Marketware

**Better Together: Service Lines Thrive on Collaborative Efforts**

Hospital and clinic service line growth goals are often identified in silos, with marketing and physician relations working in different lanes. Working together, University of Utah's marketing and physician relations staff have been using data to drive decision making and create goals for each service line. Examine the approach and the success that resulted.

**Christina Choate**, Physician Relations  
Consultant *and*

**Erin Heath**, Business Operations Manager *and*  
**Courtney Lauer**, Marketing Manager  
University of Utah Health

8:00 – 9:15a

**Political Update: The Outlook for Healthcare**

Healthcare continues to be a key focus of policy debates at the federal level. Among the issues shaping discussions are COVID-related issues, drug prices, telehealth, and access to affordable health coverage. What's the outlook for these issues in the coming months? And what does it mean for hospitals, health systems, and other providers? Get an inside look from top policy experts!

**Ann Mond Johnson**, CEO, American Telemedicine Association; **Paul Keckley**, Principal, The Keckley Group  
**David Shulkin, MD**, CEO, Shulkin Solutions LLC; **Dan Todd**, Principal, Todd Strategy Group

9:30 – 10:30a

**STRATEGIC MARKETING**

Sponsored by Health x Langrand

**Price Transparency: Boon or Bust for Providers?**

Price transparency...do you stay away, allowing others to venture there first and suffer possible negative consequences, or do you seize the opportunity to be a leader and arm consumers with important information that helps them make good decisions? Hear proprietary national research on current consumer price perceptions. Then, join in a discussion as your colleagues react to the data.

**Judit Tejada**, Strategic Insights Consultant  
Moffitt Cancer Center

**Ryan Donohue**, Strategic Advisor  
NRC Health

**Michael Eaton**, Senior Vice President  
BVK

**COMMUNICATION STRATEGIES**

Sponsored by Podium

**Shape an Effective Patient-Donor Experience**

In today's digital age, it's critical that marketing and fundraising work together to make it easy for patient-donors to connect, engage, and take action. Examine how to engage patients through on and offline platforms, the right content, and touchpoints that cultivate and convert your highest-value supporters. Hear lessons learned as well as future strategies.

**Robin Endicott**  
Vice President, Philanthropy  
Geisinger

**Ben Texter**  
Co-Founder  
Digital Health Strategies

**TRANSFORM CONSUMER EXPERIENCE**

Sponsored by Kyruus

**Improve & Synchronize Provider Data Across Multiple Systems**

Brown & Toland Physicians consolidated provider data from 6+ disparate legacy systems into a single data repository to feed its new Epic and eVIPs credentialing systems. Examine the results of creating a "single source of truth" to consolidate, standardize, cleanse, and distribute current and accurate provider data.

**Therese Crossett**  
SVP, Network Development  
Brown & Toland Physicians

**Brett Westen**  
Practice Lead, Healthcare Informatics  
IQVIA

10:45 – 11:45a

**Partnerships to Build Brand & Engagement**

As health systems expand through statewide, regional, or national consolidation, they are exploring new opportunities for strategic brand partnerships. Learn how partnerships with leading consumer brands, sports teams, and innovation and technology properties can reshape how health systems engage with patients and the fans or followers of these groups. Examine successful partnerships.

**Steve Gertz**, Chief Development Officer  
11|TEN Innovation Partners/Emory Healthcare  
Innovation Hub

**Jeff Sofka**, President & CEO  
Bendigo Sports

**Marketing's Role in Overcoming a Talent Shortage**

Today, recruiting talent is challenging, particularly in small or rural markets. Hear how CHI Memorial has met that challenge by leveraging its brand and being true to the market. CHI recruited 300 young, experienced nurses from much larger markets in less than a year. Learn how to identify and convey the authentic drivers that will be key to your success.

**Lisa McCluskey**  
Former VP, Marketing Communications  
CHI Memorial Health Care System

**Tim Roberts**, President & CEO  
Franklin Street

**Drive Physician Referrals: A Multichannel Strategy**

By aligning paid search, social, and display strategies with SEO priorities and physician marketing activity, Baptist Memorial Health Care was able to drive consumer lead volume and increase physician referrals for its Cancer Center. Examine the multichannel strategy, as well as results and ROI.

**Jonathan Linn**  
System Director of Marketing, Baptist Cancer Center  
Baptist Memorial Health Care

**Eric Silberman**  
President & CEO  
True North Custom

26<sup>th</sup> Summit Advisory Panel



Joel English



David A. Feinberg



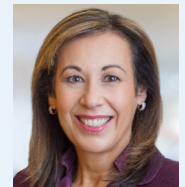
Terri Goren



Dalal Haldeman



Chris Hemphill



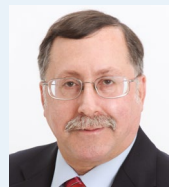
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Ahava Leibtag



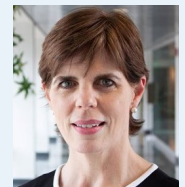
David Marlowe



Stephen Moegling



David Perry



Suzanne Sawyer



8:00 – 9:15a

**Political Update: The Outlook for Healthcare**

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**Ann Mond Johnson**, CEO, American Telemedicine Association; **Paul Keckley**, Principal, The Keckley Group  
**David Shulkin, MD**, CEO, Shulkin Solutions LLC; **Dan Todd**, Principal, Todd Strategy Group

**INTERACTIVE & DIGITAL STRATEGIES**

Sponsored by Modea

9:30 – 10:30a

**Reimagine the Intranet to Boost Employee Engagement**

An interactive, personalized intranet is essential for building employee engagement. Evaluate expectations and challenges. Learn how to determine what content is most important, how design can promote staff acceptance, how employee publications can drive intranet traffic, and how to study and adjust using data.

**Sherrie Voss Matthews**, Director, Internal Communication  
 University Health

**Daniel Small**, Director, Digital Strategy and

**Hilary Waldman**, Director, Corporate Communications  
 Hartford HealthCare

**PHYSICIAN RELATIONS & SALES**

Sponsored by Marketware

**Business Development: Physician Relations & Beyond**

Mercy's expanded business development strategy not only supports relationships with integrated and independent physicians, but also those with community and critical access hospitals, EMS, employers, and post-acute facilities. Examine the strategy, including how team performance is documented and measured across all verticals.

**Chandra Mowli**  
 Director, Business Intelligence and

**Carlos Saenz**  
 Vice President, Business Development  
 Mercy Health

**ENGAGEMENT STRATEGIES**

Sponsored by Pandora

**Pandemic Aftermath: Learn Where Audiences Are NOW**

When Covid prevention via typical Marcom channels faltered in a U.S. "hot spot," ThedaCare found what consumers did want: personal, doctor-driven, and hyperlocal. Hear how mobilizing 440 leaders (CEOs, clergy, educators) persuaded consumers to change and reduced hospitalizations and deaths. That partnership infrastructure is now a strategy to support ThedaCare's marketing and payor outreach.

**Megan Manahan**  
 Chief Brand Officer  
 ThedaCare

**Kathleen L. Lewton**  
 Principal  
 Lewton, Seekins & Trester

10:45 – 11:45a

**Video: An Essential Communication Strategy**

Video, while recognized as integral in service line growth, is also invaluable for messaging and community updates. Hear how technology, reach, and cross-channel efforts facilitated Banner Health's success in delivering essential information during the past 1 ½ years. Now, with the light in view at the end of the tunnel, Banner is shifting back to growth, with safety and scalability as part of the focus. Hear how.

**Chris Pace**, Senior Director, Digital Marketing  
 Banner Health

**Eric Sperling**, Managing Director  
 STN

**Physician Relations in a Hybrid World**

Getting your foot in the physician's office door has long been the goal of physician relations executives. Examine how, and when, to engage physicians, as well as office staff, both virtually and in person. Hear how to create a strategy, driven by research and technology, to deliver quality content on a limited budget.

**Ashlee Wesner**  
 Physician Liaison  
 Carilion Clinic

**Modernize Patient Communication & Feedback**

Increasingly, patients look for more personalized communication from providers. Hear how Sharp Healthcare transformed its patient communication strategy with text messaging, impacting results at every critical patient touchpoint, including better capture of patient feedback, improved ratings, and increased calls directly from Google search.

**Rachael Jones**  
 SEO Strategist  
 Sharp Healthcare

**Bryan Oram**, AVP, Strategic Healthcare  
 Podium

Visit the Forum at [www.healthcarestrategy.com/register](http://www.healthcarestrategy.com/register) to register online.

**Hotel Information**

The official hotel for the Summit is the **JW Marriott Miami Turnberry Resort & Spa**. South Florida's premier destination, the JW Miami Turnberry is set on 300-acres and occupies a spot on Travel + Leisure's "World's Best Resorts" list. The comfort, health, and safety of guests are top priorities for the hotel.



[Reserve Your Room](#)

To reserve a room at the special rate of \$275.00, visit [book.passkey.com/go/AHM](http://book.passkey.com/go/AHM) or call the hotel at (786) 279-6770 and reference group code "Healthcare Marketing & Physician Summit." The room rate includes guest room Internet access as well as access to the Spa, Fitness Center, and Wellness Circuit.

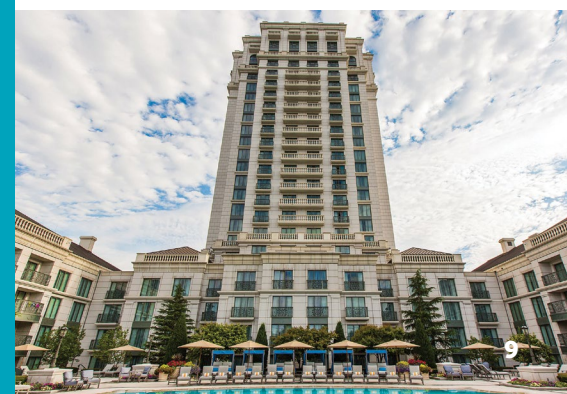
Be sure to make your reservations early! **The room block will be released on September 15, 2021, but is very likely to sell out before that date. After September 15, the group rates will no longer be available.**

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



**Healthgrades** empowers health systems to accelerate intelligent engagement throughout the patient journey using actionable insights to deliver measurable clinical and financial outcomes.



**Marketware’s** Physician Strategy Suite includes 4 web-based platforms designed to strengthen the competitive advantage for healthcare teams working in physician relations, analytics, recruitment and onboarding.



**Reputation** is changing the way healthcare organizations gather and act on patient feedback to drive decision making and enhance Consumer Experience programs. Reputation’s interaction-to-action platform translates solicited and unsolicited feedback data into prescriptive insights that healthcare leaders use to learn from and improve operations.



**SymphonyRM** helps health systems acquire, engage, and retain healthcare consumers through data-driven, prioritized next best actions. With SymphonyRM, organizations can anticipate member needs and deliver proactive outreach to build deeper customer relationships that drive better outcomes while increasing revenue.

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**Health x Langrand** is a brand and innovation agency for healthcare businesses, organizations and health-related causes. We partner with leading companies to design the strategies, experiences and stories that fuel better outcomes. Healthcare is always evolving. So are we.



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



**LionShare’s** exclusive platform ignites CRM efforts to create sophisticated, automated marketing and relevant conversations, resulting in quantifiable ROI, marketing objectives met, and your efforts proven. As your partner, we create measurable, data-driven marketing efforts with unmatched support and unmistakable smarts.



**Modera** 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.



**Pandora** (owned by Sirius XM) enables healthcare marketers to reach the largest addressable audiences across all categories of digital audio – music, sports, talk, and podcasts, connecting marketers with key healthcare consumers at scale.



**Podium** is a one-stop-shop for all communication needs via text and other mobile messaging channels. We facilitate millions of patient interactions including appointment reminders, review management, promotional messaging, and mobile payments. Our platform also includes complete reporting and analytics to enable data-driven decisions.

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## Cancellation Policy

The Forum guarantees a refund, less a \$350 administrative fee, if written notification is received on or before August 6, 2021. Verbal cancellations are not accepted. Cancellations received after August 6, 2021 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 312-440-9080, ext. 23. Please do not mail forms without payment.

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## 4 Registration Fees

Early rates are available if the registration form with full payment is received by Friday, August 6, 2021. 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 8/6/21	received after 8/6/21
Current Forum Member	— \$1,095	— \$1,195
Joining Member (Includes one-year Forum membership, \$225 value)	— \$1,320	— \$1,420
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## Pre-Summit Strategy Sessions

Fee includes continental breakfast.

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## Summit Playback (Audio Recordings & Slides)

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