

## 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 2022 Summit continues a 27-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 & Recovering Volume  
Mergers, Affiliations & Health Plan Partnerships: Strategy & Marketing  
Telehealth/Virtual Care  
Ambulatory & Retail Strategies  
Innovation: Improving Access, Convenience & Service  
Market Research & Consumer Insights  
Experiential Marketing  
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  
Intranets: Engaging Employees  
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  
Establishing & Maintaining Trust  
Communicating Safety & Quality  
Branding/Rebranding  
Workforce Issues: Recruitment, Communication & Culture for a Hybrid Workforce  
Communication in a Virtual World  
Creative Approaches to Messaging  
Diversity & Inclusion: The Communicator's Role  
Addressing Systemic Bias & Healthcare Inequities  
Personalized Marketing  
Wellness Approaches & Population Health  
Innovative Advertising Strategies  
Garnering Internal Support/Selling Your Ideas  
Improving Customer/Patient Experience

#### Physician Marketing & Strategy

Marketing To, With & For Physicians  
Practice Marketing/Marketing Employed Physicians  
Physician Search/Physician Directories/Online Ratings  
Co-Marketing/Branding  
Messaging Strategies  
Virtual & Hybrid Models for Outreach & Engagement  
Physician Employment: Success Strategies  
Network Development, Alignment & Growth  
Recruitment, Retention & Onboarding

#### Physician Relations & Sales

Referral Leakage & “Keepage”  
Referral Development  
ROI & Dashboards: Tracking, Reporting & Measuring Impact  
Onsite/Virtual/Hybrid Visits & Meeting Strategies  
Sales Tactics & Management  
Proving Value to C-Suite  
Internal Positioning & Collaboration  
Physician Satisfaction, Experience & Loyalty

**Other session suggestions are encouraged!  
Questions? Call 312.440.9080. ext. 22**

**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, October 22, 2021**. Accepted presenters will be notified via email by mid-January 2022.

# APPLICATION TO PRESENT

27th Annual Healthcare Marketing & Physician Strategies Summit • May 16-18, 2022

## 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 PowerPoint (PPT), which will be posted for attendees to access/print prior to the Summit. **PPTs MUST be received by April 8, 2022.**

### 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 2022 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
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Apply online at [healthcarestrategy.com/Summit/HMPS-2022](https://healthcarestrategy.com/Summit/HMPS-2022) 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. 22.

**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? .....