



forum FOR HEALTHCARE STRATEGISTS

— 27TH ANNUAL —

Healthcare Marketing & Physician Strategies Summit

MAY 16-18, 2022 | SALT LAKE CITY

FOCUS ON:

Strategic Marketing
Communication Strategies
Physician Relations & Sales
Interactive & Digital Strategies
Content Strategies
Innovation & Transformation
Engagement Strategies

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

The Summit continues a 27-year tradition of identifying the rapidly changing healthcare marketing, communications, digital, 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 executives from healthcare organizations nationwide.

Dear Colleague:

Throughout the years, the roles of healthcare marketing, communications, digital strategy, and physician relations executives have evolved and significantly grown. The Healthcare Marketing & Physician Strategies Summit (HMPS) has kept pace with those changes, calling attention to important themes, new developments, and innovations.

Regardless of how our roles and organizations have evolved, the common thread has continued to be the importance of communicating and collaborating with those in other departmental areas—including IT, finance, HR, legal, and clinical operations. Today, the challenges are so great...the needs of our employees, physicians, and the community so pressing...that now more than ever, we must work together and learn from one another.

Through more than 50 cutting-edge sessions, you'll have the opportunity to examine the critical issues and challenges facing today's healthcare organizations, as well as the role of cross-functional work and 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 and
Jarrard Phillips Cate &
Hancock



Kriss Barlow
Principal
Barlow/McCarthy



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



David Perry
Principal & Founder
Perry IQ

27TH ANNUAL Healthcare Marketing & Physician Strategies Summit MAY 16-18, 2022 | SALT LAKE CITY

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/Marketing Executives
- Chief Communications Officers/Communication Executives
- Chief Strategy Officers/Senior Strategists
- Business Development/Planning Executives
- Digital/Web/Social Media Strategists
- Physician Relations & Sales Executives
- Physician Referral/Outreach Directors
- Public Relations Executives
- 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

Summit Keynotes

Monday, May 16 | 4:15 – 5:30p

The CMO/CIO Partnership: Focus on the Consumer

Sponsored by Actium Health

A strong partnership between healthcare marketing and technology leaders is critical for a true customer-focused transformation. Hear how CMOs and CIOs are coming together on data, digital strategy, patient experience, cybersecurity, and more.

Ed Marx

Chief Executive Officer, Divurgent

Paul Matsen

Chief Marketing & Communications Officer, Cleveland Clinic

Chris Hemphill

Vice President, Applied AI & Growth, Actium Health

Tuesday, May 17 | 8:00 – 9:15a

How to Change Anyone's Mind!

Sponsored by Mercury Healthcare

How can we become more effective at changing minds and influencing? Why do some ideas and behaviors catch on? Dr. Jonah Berger, a world-renowned expert on change, influence, and consumer behavior, has spent more than 15 years researching and answering these questions.

Jonah Berger, PhD

Wharton Professor, Bestselling Author & International Speaker

Tuesday, May 17 | 12:15 – 1:45p

US Health Policy & Politics: What to Expect

Sponsored by PRC

Second only to inflation and prices, healthcare will be the top domestic issue in the 2022 election cycle. Join Paul Keckley, one of the nation's leading experts on health policy and industry trends, for a look at how things might play out and the impact on hospitals, physicians, and consumers.

Paul Keckley

Principal, The Keckley Group & Healthcare Research & Policy Expert

Wednesday, May 18 | 8:00 – 9:15a

Strategic Resilience: Winning in the Post-COVID, Value-Based Environment

Sponsored by DeliverHealth

With over 40 years of experience as a strategist, executive, and negotiator, Nate Kaufman is considered one of the nation's top healthcare industry experts. Join Nate for some practical advice on succeeding in the new post-COVID-19, value-based risk environment.

Nathan Kaufman

Managing Director, Kaufman Strategic Advisors & Healthcare Industry Expert

Summit Schedule At-A-Glance

MONDAY, MAY 16

7:30a–5:15p	Registration
8:30–11:00a	Pre-Summit Strategy Sessions
12:00–1:00p	Concurrent Sessions
1:15–2:15p	Concurrent Sessions
2:15–3:00p	Break in the Exhibit Hall
3:00–4:00p	Concurrent Sessions
4:15–5:30p	General Session
5:30–7:00p	Opening Reception in the Exhibit Hall

TUESDAY, MAY 17

7:30a–4:45p	Registration
7:30–8:00a	Continental Breakfast
8:00–9:15a	General Session
9:15–10:00a	Break in the Exhibit Hall
10:00–11:00a	Concurrent Sessions
11:15a–12:15p	Concurrent Sessions
12:15–1:45p	Luncheon Keynote
2:00–3:00p	Concurrent Sessions
3:00–3:45p	Break in the Exhibit Hall
3:45–4:45p	Concurrent Sessions
4:45–6:30p	Reception in the Exhibit Hall

WEDNESDAY, MAY 18

7:00a–2:00p	Registration
7:00–8:00a	Summit Sunrise Breakfast
8:00–9:15a	General Session
9:30–10:30a	Concurrent Sessions
10:45–11:45a	Concurrent Sessions
12:00–2:00p	Workshops
2:00p	Summit Adjourns

8:30 – 11:00a



#HMPS22

Join the Conversation!

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

PRE-SUMMIT STRATEGY SESSION I**Develop Effective Marketing Plans**

A marketing plan grounded in an understanding of external issues and the organization's strategic objectives is a must. Learn how to conduct a market audit and use the findings to develop a position, strategies, quantifiable objectives, and appropriate tactics. Examine metrics for measuring results, including ROI.

Karen Wish, Chief Marketing Officer
Mount Sinai Health System

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

David Marlowe, Principal
Strategic Marketing Concepts

PRE-SUMMIT STRATEGY SESSION II**Building a Brand That's Not About You**

Consumerism and competition demand that your organization take a new approach to "brand." 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, SVP, Chief Marketing Officer
Franciscan Missionaries of Our Lady Health System

Christian Barnett, SVP, Strategy and
Chris Bevol, Chief Brand Officer
Revive

12:00p Summit Commences**STRATEGIC MARKETING**

Sponsored by Antonio & Paris

A Health System Rebrand

Henry Ford Health, a 100-year old organization, used strategies from outside healthcare to rebrand based on its storied past. Hear how the team navigated pandemic challenges, a new partnership with Michigan State University, and socialization of change with a range of stakeholders to activate a modern, inclusive experience that celebrates Henry Ford Health's future.

Heather Geisler, EVP, Chief Marketing,
Communications & Experience Officer
Henry Ford Health

Justin Wartell, Managing Principal, Monigle

COMMUNICATION STRATEGIES

Sponsored by Invoca

Women in Healthcare

Women are significantly underrepresented in senior executive and board positions in healthcare. Hear how to overcome barriers to career advancement and equitable pay, improve your leadership and technical skills, and build a supportive network of peers.

Suzanne Hendery, Chief Marketing & Customer
Officer, Renown Health

Ahava Leibtag, President, Aha Media Group

Jhaymee Tynan, Consultant, Health Practice
Egon Zehnder

Linda MacCracken (Facilitator), Associate Director,
Accenture

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Kyruus

Transform the Digital Experience

Healthcare digital leaders are using data and new tools to shape the consumer experience. Hear how they're building digital teams to address cultural, structural, and technical gaps.

Tanya Andreadis, VP, Patient Engagement &
Chief Marketing Officer, Penn Medicine

Chris Boyer, VP, Digital & Marketing Intelligence,
Beth Israel Lahey Health

Aaron Watkins, Sr. Director of Internet Strategy
Johns Hopkins Medicine

Dalal Haldeman (Facilitator)
CEO, Haldeman Marketing, LLC

12:00 – 1:00p

1:15 – 2:15p

Build a Next-Gen Marketing Team

As healthcare marketing continues to evolve, a customer experience and engagement capability will be huge. Let's talk about what it will take to build a successful team.

Kelly Faley, VP, Digital Marketing & Customer
Contact Centers, Sharp HealthCare

Don Stanziano, Chief Marketing &
Communications Officer
Geisinger

Laura Kunzelmann, Partner
Grey Group

Jerry Grady (Facilitator), VP
The Ward Group

Take the Lead on SDoH

Marcom executives are applying lessons learned during COVID to SDoH. Hear how market research and voice of customer insights inform SDoH strategy and tactics.

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

Alicia Shoemaker, Senior Director, Integrated
Marketing, Nationwide Children's Hospital

Annie Zucker, Manager, Community Impact
Renown Health

Jean Hitchcock (Facilitator)
CMO, Phoenix Children's Hospital

Take Your Personalized Approach to Care to the Web

From sophisticated segmentation to impressive optimization, University Health and Indiana University Health are taking personalized care to the web. Hear how they've built a strategy, team, and framework to deliver relevant content and support organizational promises.

Selene Mejia, Digital Marketing Director
University Health

Jeremy Rogers, Executive Director, Digital
Marketing & Experience, Indiana University Health

Ben Dillon, Chief Strategy Officer, Geonetric

3:00 – 4:00p

Run Less, Play More: A Marketing Reboot

There's too much running and not enough play in today's healthcare marketing. Learn how to deliver a more disciplined marketing approach with more diagnosis, more strategy, and more authority.

Marty McCormick, Executive Director,
Marketing & Strategic Planning, University of
Missouri Health Care

William Robertson, President & CEO
MultiCare Health System

Greg Santillo, VP of Business Development
Pelvic Rehabilitation Medicine

Jerry Hobbs, President, Prairie Dog

Disruptive & the Traditional: What Do Consumers Say?

Disrupters vs. traditional care...do you wonder how consumers view both? Research from 1,000+ consumers nationally will provide you with invaluable insights. Join us as we discuss the implications!

Dean Browell
Principal, Feedback

Rob Klein
Founder & CEO, Klein & Partners

Laila Waggoner
Senior Healthcare Strategist, Core Health

Enhance Patient Access with Direct Provider Engagement

Learn how to modernize the care search process with a comprehensive provider directory that tracks consumer access analytics, particularly for provider searches. Hear how the process improves data accuracy and drives organic web traffic and conversions.

Danielle Wilson
AVP, Digital Transformation
Virtua Health

Scott Andrews
General Manager, Health Systems
Kyruus

4:15 – 5:30p

Sponsored by
Actium Health**The CMO/CIO Partnership: Focus on the Consumer**

Nationwide, there is growing recognition that a strong partnership between healthcare marketing and technology leaders is critical for a true customer-focused transformation. Learn how leaders are coming together on data and digital strategy, including virtual visits, online scheduling, and experience, to achieve personalization and outreach at scale. Hear what's next in cybersecurity and more.

Ed Marx, Chief Executive Officer, Divurgent; **Paul Matsen**, Chief Marketing & Communications Officer, Cleveland Clinic; **Chris Hemphill**, Vice President, Applied AI & Growth, Actium Health

8:30 – 11:00a

PRE-SUMMIT STRATEGY SESSION III

Innovation in Physician Relations

Transform your program—and establish physician relations as an integral strategic resource—with innovations in field techniques, analytics, measurement, and more. Hear ways to lead, empower talent, and collaborate internally.

Ann De Los Santos

VP, Physician Partnerships & Strategic Growth
Ascension Texas

Angie Stoltz

Director, Health Professional Marketing & Relations
Children's Minnesota

Susan Boydell, Partner
Barlow/McCarthy

12:00 – 1:00p

12:00p Summit Commences

INNOVATION & TRANSFORMATION

Sponsored by Revive

Marketing Designed by Physicians, for Physicians

By listening to physicians, marketers can transform digital content and physician communications. Examine a physician-first marketing approach, partnered with physician relations efforts, that is driving referrals and increasing revenue. Learn how to develop and implement valuable, consistent, concise, and direct content for physicians.

Jonathan Linn, Director of Marketing, LifePoint Health; Former System Director of Marketing, Baptist Cancer Center, Baptist Memorial Health Care

Natalia Birgisson, Director of Strategy, Doximity

1:15 – 2:15p

The Outsiders: Profiling the Patients Who Don't Seek Care

Nationwide, many consumers have low or no preference for a care provider and also choose to delay necessary medical treatment. What do we know about them? Learn what drives deferment and why consumer preference holds the key to predicting future utilization—or not. Hear how to shape messaging to reach those who may be considering treatment.

Tom Kirby, Director, Strategic Marketing & Intelligence, UPMC

Ryan Donohue, Strategic Advisor, NRC Health

3:00 – 4:00p

Re-Engaging Post-COVID: Bring Back Patients AND Grow Business

Hackensack Meridian Health leveraged its Patient Access Center, as well as its digital solutions, to target patients in need of delayed and preventive care. Hear how the strategy grew patient volume, added net new patients, and increased revenue, while still managing COVID surges.

James Blazar, EVP & Chief Strategy Officer and

Pamela Landis, VP, Digital Engagement
Hackensack Meridian Health

4:15 – 5:30p

Sponsored by
Actium Health

The CMO/CIO Partnership: Focus on the Consumer

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Ed Marx, Chief Executive Officer, Divurgent; **Paul Matsen**, Chief Marketing & Communications Officer, Cleveland Clinic; **Chris Hemphill**, VP, Applied AI & Growth, Actium Health

5:30 – 7:00p OPENING RECEPTION IN THE EXHIBIT HALL Sponsored by Modea

Summit Scholarships

Interested in attending HMPS22 but don't have the budget?

Apply for a Summit scholarship sponsored by Prairie Dog:
www.healthcarestrategy.com/submit/scholarships.



ENGAGEMENT STRATEGIES

Sponsored by Wolters Kluwer

Don't You Forget About Gen X

The 65 million-plus members of Generation X will be a crucial audience for healthcare marketers for the next 10 years. As a "triple threat," they are coordinating care for their children and parents while also dealing with their own personal health needs as they age. Learn what makes Gen X tick, how their attitudes toward healthcare differ from other generations, and how to engage this important audience.

Alan Shoebridge, Chief Communication Officer
Providence

Dan Miers, Chief Strategy Officer, SPM Group

Patient Engagement & Loyalty

Increasingly, patients are "virtual first and only." Examine strategies to retain and deepen the loyalty of patients through innovative marketing programs that emphasize choice and access. Hear how to use digital tools and techniques to engage patients through multiple channels.

Laura Vasile, Marketing Manager
Cleveland Clinic

Rob Whitehouse, VP, Marketing & Communications
TriHealth

Tom Hileman, CEO & President, Hileman Group

Creating a Digital Engagement Experience

Creating personalized digital experiences to support informed decision-making requires resource investments, experimentation, and constant invention. Learn how to demystify the complexities of website build and design, achieve consistent and confident data, and more.

Tracey Holleman, Director of Digital Strategy
Tallahassee Memorial HealthCare

Jodi Rawson, Digital Marketing Strategist
North Kansas City Hospital

Andy Waldrop, VP, Digital Experience Solutions
Mercury Healthcare

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

Growth Plans for Physician Relations with ROI as the End Game

MedStar Medical Group developed a physician relations growth plan model with meaningful business metrics at the core. Learn how the phased "inside-out" model can work for your organization. Hear how a C-suite-endorsed, ROI-driven results report is changing and aligning the physician relations function in this large regional health system.

Jean Bunker, VP, Marketing, Communications & Physician Relations and

Michael Greco, AVP, Physician Relations
MedStar Medical Group

Referral Strategies for the New Reality

Referral management, including understanding and managing "leakage," is a critical issue for healthcare organizations challenged with growing volume. Examine innovative referral management solutions. Hear new approaches to data tracking, trending, and reporting methods that build leadership support and drive action.

Anamika Desai

Director, Business Development—Central Region
Hackensack Meridian Health

Josh Cameron, EVP

Marketware, a Division of Medsphere

Re-Engineering the Field Approach

What does it take for liaisons to stay strong in the field? Hear techniques and innovations for success, including how to get through the door, prove your value add, and gain internal traction. Learn how to assess and address program vulnerabilities.

Brad Jones

Physician Relations Director, West Florida Division
AdventHealth

Jason Lansdale

Supervisor, Provider Value Network, West Region
University Hospitals Cleveland

8:00 – 9:15a

Sponsored
by Mercury
Healthcare**How to Change Anyone's Mind!**

Everyone has something they want to change. Employees want to change their boss's mind, and leaders want to change organizations. Marketers want to change customers' minds, and startups want to change industries. But successful change isn't about pushing harder. It's about removing barriers. Discover the 5 hidden factors that impede change, and how by mitigating them, you can change anything!

Jonah Berger, PhD, Wharton Professor, International Bestselling Author, World-Renowned Keynote Speaker

10:00 – 11:00a

STRATEGIC MARKETING

Sponsored by Antonio & Paris

The Next Decade of Consumer Healthcare

What does the next decade of healthcare hold? Join your colleagues to examine 5 bold predictions. From AI and personal monitoring to new competition...from the politicization of healthcare to growing health disparities...hear how the future might emerge.

Tanya Andreadis, VP, Patient Engagement & Chief Marketing Officer
Penn Medicine

Matt Gove, Chief Marketing Officer
Summit Health + City MD

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

Chris Bevolo, Chief Brand Officer, Revive

11:15a – 12:15p

Growing Share of Health: The Case for Patient Retention & Loyalty

By focusing on relationships with existing patients, Geisinger is delivering growth for the organization and value for patients. Examine cross-promotional strategies for such services as Geisinger's Mail-Order Pharmacy, Geisinger Gold Medicare Advantage, and Geisinger 65 Forward. Learn how to adapt the approach to your organization.

Don Stanziano, Chief Marketing & Communications Officer
Geisinger

Ben Texter, Co-CEO & Co-Founder
Digital Health Strategies

2:00 – 3:00p

Achieving System, Hospital & Service Line Integration

Join members of Mount Sinai's Marketing and Communication Leadership Team for an interactive session on achieving system and service line integration. Through real examples, hear how they address competing demands and priorities.

Wendi Chason, Sr. Group Director, Service Line Marketing and

Audrey K. Madison, PhD, Senior Director,
Hospital Marketing and

Karen Wish, Chief Marketing Officer
Mount Sinai Health System

Terri Goren, (Facilitator), Goren & Associates, LLC

3:45 – 4:45p

Can New & Traditional Healthcare Players Co-Exist?

How can traditional healthcare providers work with retail clinics and other new players to improve care, access, costs, and outcomes for patients? Examine the opportunities, from sharing data, to triaging patients based on risk, to sharing goals of access, education, and engagement.

Kirsten Anderson, MD, MPH, Senior Medical Director
CVS Health

Alan Shoebridge, Chief Communication Officer
Providence

Vipul Vyas, SVP of Vertical Strategy
Persado

COMMUNICATION STRATEGIES

Sponsored by Invoca

Navigating the C-Suite

IT...finance...development...legal...HR...clinical ops. Your success depends on partnerships with these C-Suiters. But politics, power plays, and misunderstandings can complicate things. Join us for some frank talk.

Michael Knecht, Chief Marketing & Communications Officer, RWJBarnabas Health

Gayle Sweitzer, VP, Marketing & Corporate Communication, The University of Kansas Hospital

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

Susan Alcorn, Strategic Counselor, Jarrard
Phillips Cate & Hancock

Marcom & HR: Working Together

Leaders across industries face a host of workforce issues. How can marketing and communication executives work with HR to recruit, retain, and engage employees, whether onsite or remote? Join the discussion!

Michelle Gartz, Director, Internal Communications and

Barbara Powderley, VP, Human Resources Operations, Hackensack Meridian Health

Susan Williams, VP, Talent Acquisition and

Kathy Winn, VP, Strategic Marketing

LifePoint Health

Kathy Dean, (Facilitator)
Senior Advisor, SPM Group

Integrate the Customer Journey

By embracing collaboration, UCSF Health is orchestrating cross-functional solutions to enhance the customer experience. Hear how a 360-customer view and an integrated enterprise technology platform enable a holistic approach to engage patients throughout their healthcare journeys.

Aaron Neinstein, MD

VP, Digital Health; Sr. Director, UCSF Center for Digital Health Innovation

and

Sarah Sanders

Chief Marketing & Brand Experience Officer
UCSF Health

Make Consumer Insights Actionable

Consumer insights are essential for making smart decisions. But how do you find the right data, analyze it, and use it to achieve desired goals? Learn the best data sources and how to access them. Examine the skill sets and tools needed for an effective insights function.

Kelly Faley, VP, Digital Marketing & Customer Contact Centers, Sharp HealthCare

Victor Reiss, System VP, Consumerism & Insights
UNC Health

Judit Tejada, Strategic Insights Consultant
Moffitt Cancer Center

Rob Klein (Facilitator)

Founder & CEO, Klein & Partners

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Kyruus

Deliver Exceptional Consumer Experiences Using Real-Time Feedback

Delivering the connected, omnichannel experiences patients expect can be challenging with so many disparate data sources and disconnected technology tools. Examine the 4 components of a successful consumer experience program. Hear how feedback can improve experiences in real-time.

Shay Andres, Director of Marketing and

Machele Headington, VP, Marketing & Communications, Yuma Regional Medical Center

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

An EHR-Integrated Consumer Mobile App

Children's Wisconsin's proprietary, branded mobile app integrates with Epic MyChart to surface critical features and offers other helpful tools, including a symptom checker, live chat, and the ability to schedule virtual visits. Examine the strategy, implementation, and lessons learned along the way.

Christopher Neuharth

Executive Director, Digital Health & Experience
Children's Wisconsin

Bryce Cannon

President
Modea

CRM is Dead. Long Live CRM Intelligence.

CRM and big data initiatives sound great...until you're waiting 9-18 months before you start driving outreach. Being agile in your approach is crucial. Learn how a systematic plan can help you start small and scale your success. Examine how to adapt AI for your health system. Learn how HonorHealth cracked the code for fast CRM Intelligence adoption.

Craig Kartchner

AVP, Marketing & Customer Experience
HonorHealth

Chris Hemphill

VP, Applied AI & Growth
Actium Health

Google's Position Zero: The New #1

Google Search's "Position Zero" is what every company should strive for, but it doesn't necessarily happen organically. A lot of technical work and SEO expertise is required to make sure your content rises to that coveted level. Examine just what Position Zero is, why it should be a valued part of your overall SEO strategy, and how you can get your brand there now.

Bob Davis

VP, Marketing & Engagement
American Society of Addiction Medicine

Sujal Raju

Founder & CTO
Enqbator

8:00 – 9:15a

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by Mercury
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Everyone has something they want to change. Employees want to change their boss's mind, and leaders want to change organizations. Marketers want to change customers' minds, and startups want to change industries. But successful change isn't about pushing harder. It's about removing barriers. Discover the 5 hidden factors that impede change, and how by mitigating them, you can change anything!

Jonah Berger, PhD, Wharton Professor, International Bestselling Author, World-Renowned Keynote Speaker

INNOVATION & TRANSFORMATION

Sponsored by Revive

10:00 – 11:00a

Connect & Optimize Consumer Experience with Conversational AI

Disconnected consumer digital experiences are a thing of the past...make room for an integrated digital strategy! Hear how conversational AI helps Ochsner Health identify consumer needs and heighten interactions, leading to smooth transactions. Explore how AI-driven live chat and scheduling connect to Ochsner's website and online portal.

Kristin Fletcher, Supervisor, Web Search & Platforms
Ochsner Health

Brian Gresh, President
Loyal

CONTENT STRATEGIES

Sponsored by Wolters Kluwer

The Technical Elements of Content Strategy

As health systems advance their content strategies and embrace new tools and technologies for engaging with consumers, they are rethinking 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.

Chris Boyer

VP, Digital & Marketing Intelligence *and*

Vanessa Hill, VP, Brand Strategy & Consumer Engagement
Beth Israel Lahey Health

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

Results-Driven Sales Planning

An effective sales plan is guided by data but informed by field knowledge. A good plan will frame the market opportunity and define actions in the field. Examine sales planning approaches that will help you understand the right targets and the right actions. Learn how to build a tactical plan that focuses resources where they generate the greatest ROI.

Mike Curry

Provider Relations Lead
and

Chelsea Fanelli

Provider Relations Lead
Centura Health

11:15a – 12:15p

Unlock Data's Strategic & Marketing Potential

Emerging technologies enable the next generation of patient, consumer, and provider analytics. Learn how to leverage key internal and external datasets across platforms and seamlessly connect 1st, 2nd, and 3rd party data and models to existing CRM, business intelligence, visualization tools, and other applications.

Byron Yount, VP, Data Strategy & Governance,
Mercy - St. Louis

Emilio Ruocco, EVP & General Manager
Populi

A COVID Centennial: Learnings from a Pandemic Pivot

Plans for celebrating Cleveland Clinic's 100th anniversary in 2021 were 3 years in the making—then COVID-19 blew up the playbook. How do you rethink a milestone during a global health crisis? Learn how the integrated communications team shifted strategy and tactics across all channels to deliver a memorable global celebration.

Paul Matsen, Chief Marketing & Communications Officer *and*

Mary Beth Pate, Executive Director, Enterprise Marketing & Philanthropy Communications
Cleveland Clinic

Fine-Tune Your Approach to Talent Management

Having the right team in place and knowing how to get the most out of them is key to delivering results in today's healthcare environment. Learn how to assess your current talent, determine what skills and capabilities may be missing, and implement solutions for addressing gaps—whether through internal development or new recruitment.

Becky Lathrop, Director, Physician & EMS Liaisons

Indiana University Health

Angela Valchine, VP, Physician Relations
GenesisCare

12:15 – 1:45p LUNCHEON KEYNOTE: US Health Policy & Politics Sponsored by PRC

2:00 – 3:00p

Building Strong Employee Relationships

Nationwide, healthcare organizations face a retention, recruitment, and employee engagement challenge. Hear how Bon Secours Mercy Health connects and educates more than 60,000 associates across 7 states. Examine the multi-faceted communications plan that builds better relationships with associates, while also recruiting and retaining staff for the future.

Maureen Richmond, APR

VP, External & M&A Communications
Bon Secours Mercy Health

Kirsten Lecky

EVP, Business Development
WriterGirl & Associates

A Data-Driven Approach to KAls & KPIs

How can physician relations executives identify the leading indicators of success and determine what will get them to their goals? Examine data-driven approaches for identifying, analyzing, and tracking KAls, Leading Indicators, and KPIs for physician relations. Hear how to show leaders how activity leads to results.

Ryan Alley, VP, Physician Relations
Cancer Treatment Centers of America

Stacey Bromberek, Director, Physician Liaisons
and

Robert Pazely, Strategy Manager
Rush University Medical Center

3:45 – 4:45p

Build Connections to Drive Volume: The Impact of Consumer Preference

With the help of CRM and marketing automation, Loma Linda University Health is creating personalized interactions with consumers, patients, and prospects. Hear how a preference page leads to tailored communications based on specified interests, driving loyalty and bottom-line results. Examine how the approach can be scaled across the enterprise.

Samantha Orcasitas, Marketing & Events Director
Loma Linda University Health

Michelle Gray, Senior Account Director
LionShare Inc.

A Comprehensive Physician Communications & Referral Strategy

The University of Arkansas for Medical Sciences is strengthening alignment with medical staff and referring physicians across 75 counties through a comprehensive communication and support strategy. Hear how digital and print communications, CME opportunities, and a robust physician relations team have helped mitigate leakage and increase physician awareness and perceptions.

Keith Whitworth, Marketing Director
University of Arkansas for Medical Sciences

Emilie Ansel, CEO
Private Health News

Earn Internal Value: Relationships, Credibility & Outcomes

Internal buy-in and support is a must for effective physician relations. Learn how successful teams demonstrate value in both the fee-for-service and population health realms. Examine how they build credibility by truly hearing the needs of senior leaders and creating the right response.

Veronica Campbell

Network Director, Physician Relations
HonorHealth

Robert Perkins

Outreach Service Director
Intermountain Healthcare

8:00 – 9:15a

Sponsored by
DeliverHealth**Strategic Resilience: Winning in the Post-COVID, Value-Based Environment**

Recovering from volume declines post-COVID, ongoing reimbursement pressures, rising expenses, continued investment in value-based care and other concepts that transfer risk...the pressures on healthcare organizations are many. What does it take to "win" in this increasingly turbulent environment? Join renowned healthcare industry expert Nate Kaufman for a look at practical, proven solutions for success—in both the short- and long-term.

Nathan Kaufman, Managing Director, Kaufman Strategic Advisors

9:30 – 10:30a

STRATEGIC MARKETING

Sponsored by Antonio & Paris

The Key to Driving Service Line Volume

University Hospitals leverages targeted digital tactics and personalization to increase patient volume across a variety of service lines, including oncology, cardiology, and pediatrics. Examine the strategy, including targeting, ad media, and messaging used to generate thousands of registrations and appointments. Hear results.

Joanna Laytin

VP, Brand Marketing
University Hospitals

Michele Madaris

Media Director
Boathouse

Anna Clement, Director, Healthcare Vertical
Pandora | SXM Media

10:45 – 11:45a

Patient Share of Care: Measuring Brand Loyalty

Patient "share of care" is a revenue-based measurement that gauges the depth of customer relationship. Learn how to implement share of care as your primary measure of patient brand loyalty and develop realistic growth objectives for increasing patient share of care. Examine results, lessons learned, and best practices.

David Mangan

VP, Marketing & Communications
Sparrow Health

DJ Sullivan

Director, HSG

COMMUNICATION STRATEGIES

Sponsored by Invoca

A Roadmap 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

Service Line Marketing Manager *and*

Karen Wish

Chief Marketing Officer
Mount Sinai Health System

The Good, the Bad & the Ugly: Exploring the 3 Hottest Trends

Mystery revealed! Explore the top issues for healthcare leaders right now: recruiting and retaining employees, navigating high-stakes payer fights, and assessing the impact of private equity dollars flowing in and around the organization. Hear the implications, what you need to know, and the vital role Marcom professionals should play.

Hollie Adams

Partner & Health Services Practice Leader *and*

Tim Stewart

SVP, National Practice
Jarrard Phillips Cate & Hancock

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Kyruus

Revamp Your Web Presence: From the Inside Out

An "inside out" approach to web development can improve the overall web experience, and drive conversions, in a manageable and cost-effective manner. Learn how to optimize high-value interior content, test new content and templates, and scale lessons learned.

Pamela Landis, VP, Digital Engagement
Hackensack Meridian Health

Aaron Watkins, Sr. Director of Internet Strategy
Johns Hopkins Medicine

Lisa Williams, Senior Director, Growth & Loyalty
PeaceHealth

John Simpson, Co-CEO & Co-Founder
Digital Health Strategies

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 Communications
University Health

Daniel Small

Sr. Director, Digital Strategy *and*

Hilary Waldman

Director, Corporate Communications
Hartford HealthCare

Special Workshop Sessions

Advance sign-up for workshop sessions is required, although there is no extra charge. Please see [Registration Form](#).

12:00 – 2:00p

Virtual First: Whether/Where to Go for Care

A new virtual first health plan and care delivery model disrupts the idea of scheduled in-person visits as the starting point for care. Examine the consumer science and care model redesign behind Wellforce Clinically Integrated Network. Explore an AI-assisted virtual first, smart-routing customer interface. Learn how to mobilize clinical, digital, technology, and operations teams to bring it to market.

Megan Cardoso, MD

Medical Director for Population Health
Lowell General Physician Hospital Organization

Michael Eaton

Strategic Advisor for Network Innovation
Tufts Medicine Integrated Network

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 and 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

Physician Relations: Align, Engage, Let's Make it Happen

Organizations are pushing their teams. How will you respond? We'll talk about data, alignment and change, and field strategies that add value for the future state. What comes next? Join your colleagues to explore how to take the learnings of 3 days and create the right plan moving forward. Come prepared to share.

Drew Pensyl

Corporate Director, Strategic Marketing
Referral Development
Penn Medicine

Kriss Barlow

Principal
Barlow/McCarthy

8:00 – 9:15a

Sponsored by
DeliverHealth**Strategic Resilience: Winning in the Post-COVID, Value-Based Environment**

Recovering from volume declines post-COVID, ongoing reimbursement pressures, rising expenses, continued investment in value-based care and other concepts that transfer risk...the pressures on healthcare organizations are many. What does it take to "win" in this increasingly turbulent environment? Join renowned healthcare industry expert Nate Kaufman for a look at practical, proven solutions for success—in both the short- and long-term.

Nathan Kaufman, Managing Director, Kaufman Strategic Advisors

9:30 – 10:30a

INNOVATION & TRANSFORMATION

Sponsored by Revive

Embrace Transparency to Transform the Experience

Renown Health increased transparency in the patient review process, adding physician star ratings from patients on Google and their website, and adopting a fresh approach to CAHPS surveys. Hear the research and the quantifiable results, including support of caregivers in providing compassionate care and new heights in patient satisfaction ratings.

Suzanne Hendery, Chief Marketing & Customer Officer
Renown Health

Karla Cardoza, Consultant, Patient Experience PRC

Andy Ibbotson, CEO
RatingsMD

ENGAGEMENT STRATEGIES

Sponsored by Wolters Kluwer

Enhance Reputation & Diversity with Strategic Communication

Partnering with Department of Surgery leaders, the communications team at Michigan Medicine amplified diversity, equity, and inclusion initiatives and conducted outreach on multiple platforms to strengthen recruitment. Hear how the strategy led to a more diverse faculty and resident candidate pool and an enhanced reputation for inclusivity.

Erin Larowe, Communication Director,
University of Michigan Medical School *and*

Colleen Stone, Communication & Digital Strategist, Department of Surgery
Michigan Medicine

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

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 hybrid strategy, driven by research and technology, to deliver quality content, promote service lines, and more.

Laurel Hopkins,
Director, Physician Relations
Seattle Children's

Chad Woehrl,
Physician Liaison
Ann & Robert H. Lurie Children's Hospital of Chicago

10:45 – 11:45a

Beyond Clicks, Open Rates & ROI: Tracking Marketing's Impact on Patient Lives

Patient volume, ROI, revenue growth, HEDIS measures, and more are all metrics that healthcare marketers care about and are measured against. But what about the impact on patients' health and lives? Examine Virtua Health's always-on breast health campaign and how it touched and impacted more than 1,300 lives. Hear how marketing results are tracked all the way to appointments and diagnosis.

Ryan Younger,
Vice President, Marketing
Virtua Health

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 6 elements to achieve collaborative success.

Christina Choate, Physician Relations
Consultant *and*

Erin Heath, Network Development Manager *and*
Courtney Lauer, Marketing Manager
University of Utah Health

Visit the Forum at www.healthcarestrategy.com/register to register online.

Hotel Information

The official hotel for the Summit is **The Grand America Hotel**, a 2016 *Conde Nast Traveler* Reader's Choice Award Winner as the 13th Top Hotel in the American West. Situated in the heart of Salt Lake City, this European-style hotel is within walking distance of enticing restaurants and bars and exciting museums and attractions.

To reserve a room at the special rate of \$270 single/double, [click here](#) or call the hotel at (800) 437-5288 and identify the meeting as the "Healthcare Marketing & Physician Summit." The room rate includes guest room Internet access as well as Health Club access. Group rates will be available 3 days before and following the Summit dates based on hotel availability.

Be sure to make your reservations early! **The room block will be released on Wednesday, April 20, 2022, but might sell out before that date!**



The Grand America Hotel, Salt Lake City, UT

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Loyal is an end-to-end digital and AI-powered solution spanning the entirety of the patient journey. Guiding patients through every step of their omni-channel healthcare experience, Loyal is the preferred solution among leading health systems. Advancing quality health is at the heart of everything Loyal does.

Platinum Sponsors

Actium Health is the CRM intelligence and patient activation engine that unleashes the untapped value of health systems' accumulated patient data, using sophisticated predictive analytics to generate prioritized next best actions and enable proactive, ongoing dialogue with every individual healthcare consumer.

CoastalCloud is a Salesforce Healthcare Expert Partner with deep experience with physician relationships, healthcare marketing, and patient consumer experience. Coastal Cloud has been awarded the Global Salesforce Partner Innovation Award in Customer Success for two years in a row.

DeliverHealth helps providers and clinicians deliver high-quality, coordinated patient-centered care, improving the health of patients and physician practices. With decades of health information and healthcare technology experience, DeliverHealth offers solutions across multiple specialties in hospitals, health systems, and physician groups.

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

Doximity is the largest medical network with 1.8M+ verified members, enabling collaboration across specialties and every major medical center. Members can search and find clinicians, stay up-to-date with the newsfeed of medicine, exchange HIPAA-secure messages, and engage in telehealth visits.

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.

Mercury Healthcare (formerly Healthgrades) is a data and technology-enabled engagement company that empowers healthcare organizations to engage consumers and accelerate growth. Our customers benefit from 30 years' experience applying data analytics to drive intelligent engagement and enable personalized healthcare journeys.

NRC Health is committed to achieving Human Understanding and bringing healthcare organizations closer to their customers. Helping its partners design experiences that exceed expectations, inspire loyalty, and improve well-being, NRC Health is enabling organizations to understand what matters most to each person they serve.

Populi is an Analytics-as-a-Service company that makes access to Commercial Healthcare Analytics easy. We enable healthcare organizations to market and sell to patients, consumers, and healthcare providers, by delivering the analytics they need in the platforms they work in every day.

PRC, a leader in healthcare intelligence with the most comprehensive healthcare discovery platform, takes surveys to a new level. PRC improves healthcare nationwide by helping organizations become better places for patients to be treated, physicians to practice, and employees to work.

Revive works with brands who lead the way in health—brands that drive transformation, make things better, shape the future of health. We deliver success by building brand, marketing, advertising, and communications solutions that are effective today and prepare our clients for tomorrow.

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Antonio & Paris is a branding and design firm. Their work includes consumer insight, brand positioning and innovation, creative development and digital solutions for brands such as ThermoFisher, OncoCyte, The Franklin Institute, Tenet Healthcare and Evolve Biosystems.

Enqbator creates web, mobile and cloud-based solutions that will strengthen your brand and improve your users' online experience. We're proud of our long-standing healthcare partnerships and our commitment to customer service. Working for you and with you. It's what we do best!

Invoca conversation intelligence enables healthcare organizations to create patient-first experiences that drive increased acquisition and deliver faster, smarter, and more personalized access to care.

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.

Modea is a healthcare digital consultancy focused on improving the patient experience by helping organizations establish and nurture strong relationships with their customers. Modea specializes in designing and building digital consumer experiences and providing digital transformation consulting for healthcare organizations.

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.

SXM Media reaches the largest addressable audience across digital audio—music, sports, talk, and podcasts. Together, SiriusXM, Pandora, and Stitcher reach half of all Americans. 88% of its 150M listeners listen with ads, allowing healthcare marketers to reach and connect with consumers at scale.

WebMD Provider Services, a division of WebMD, is a strategic partner to health systems, offering a unified engagement experience for patients across their entire health journey from discovery to recovery. Through marketing and clinical solutions, we power the modern patient experience.

Wolters Kluwer is a leading global provider of information, business intelligence, and point-of-care solutions for the healthcare industry. Serving more than 180 countries worldwide with trusted and high-impact content, Wolters Kluwer's customers include professionals in medicine, nursing, and allied health.



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Julia Balfour, LLC solves problems. Design, development, and branding – traditional or way outside the box, we inspire change in every way.

Langrand is an independent brand and innovation agency that fuses strategy, story, data and design to drive deeper customer connections. We partner with leading companies to deliver the solutions, experiences and stories that fuel better outcomes for all.

MERGE promotes health, wealth and happiness in the world by merging storytelling with technology and offers marketing and technology clients full-service capabilities including strategy, creative communications, experience engineering, performance marketing, media, digital platform development and more.

Prairie Dog begins each conversation with curiosity. Because the first step to solving your business problem is to be sure we're solving the right problem. Prairie Dog then sets out to solve it with marketing discipline and flair. Every day since 1996.

Reason One is a full-service digital partner to the leaders, dreamers, and go-getters in healthcare. We provide strategy, design, content, development, and digital marketing services to hospital systems, children's hospitals, foundations, and nonprofits funding healthcare research.

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Cancellation Policy

The Forum guarantees a refund, less a \$350 administrative fee, if written notification is received on or before Monday, March 14, 2022. Verbal cancellations are not accepted. Cancellations received after Monday, March 14, 2022 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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By registering for this event, you consent to receive emails from the Forum for Healthcare Strategists and for us to share your contact information with the event sponsors and exhibitors, who may contact you, by email or otherwise, about their related products and services. You may unsubscribe or change your email preferences through links in emails you receive. For more information, see the Forum's [Privacy Policy](#).

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4 Registration Fees

Early rates are available if the registration form with full payment is received by Monday, March 14, 2022. 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
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Current Forum Member	_____ \$1,195	_____ \$1,295
Joining Member (Includes one-year Forum membership, \$225 value)	_____ \$1,420	_____ \$1,520
Non-Member (Does not include membership)	_____ \$1,450	_____ \$1,550

Pre-Summit Strategy Sessions

Fee includes continental breakfast.

Marketing Plans	_____ \$125	_____ \$175
Building a Brand	_____ \$125	_____ \$175
Innovative Physician Relations	_____ \$125	_____ \$175

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Attendees _____ \$0 (Compliments of Salesforce)
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