

CALL FOR SPEAKERS

The Healthcare Marketing & Physician Strategies Summit is an opportunity for 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 2023 Summit continues a 28-year tradition of identifying important strategic opportunities and challenges and tackling them head-on. Help us shape this premier Summit!

Topics of Interest Include:

Strategic Marketing

Patient Acquisition, Growth & Recovering Volume
Mergers, Affiliations & Health Plan Partnerships: Strategy & Marketing
External Partnerships: Payor & Employer-Directed Strategies
Innovation: Improving Access, Convenience & Service
Cross-functional Collaboration: Working with the CIO/Finance/HR/More
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

AI/Analytics Strategies for Advancing Health Equity
Integrating Disparate Data Sources
Cybersecurity/Data Security & Tokenization
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
Building a Winning MarTech Stack

Interactive & Digital Strategies

Contact Center/Call Center Strategies
Transparency, Ratings & Reputation Management
Digital Marketing: SEO, SEM, "Near Me" Search
Artificial Intelligence/Conversational Intelligence
Content Marketing/Content Strategy
Content Personalization
Intranets: Engaging Employees
Modern Social Media/Social Content Strategies
Effective Use of Video
Podcasting
Social Networking/Online Communities
Online Appointment Scheduling: Internal Realities
Improving Online Experience: Personas, Design & Usability
Website Redesign

Communication & Engagement Strategies

Principles of Brand Management
Rebranding
Workforce Issues: Recruitment, Communication & Culture
Communicating with Payors, Unions & Employers
Crisis Communication & Management
Establishing & Maintaining Trust
Creative Approaches to Messaging & Advertising
Diversity, Equity & Inclusion Strategies
Addressing Systemic Bias & Healthcare Inequities
Personalized Marketing/Personalizing the Customer Experience
Wellness Approaches & Population Health
Gaining Internal Support/Selling Your Ideas/Being a Catalyst for Change
Improving the Customer/Patient Journey

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, Engagement & Retention

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. 24.**

Summit Sponsor: The Forum for Healthcare Strategists is a professional membership organization formed by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for delivering 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 hospital, health system, medical group, or other 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, August 19, 2022**. Accepted presenters will be notified via email by mid-December 2022.

APPLICATION TO PRESENT

28th Annual Healthcare Marketing & Physician Strategies Summit • April 17-19, 2023

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 (60-minute concurrent session)
- Case Study (60-minute concurrent session)
- Panel Discussion (60-minute concurrent session)
- Half Day Workshop (2-3 hour interactive Pre-Summit or Post-Summit Workshop)

Presentation Level (please check one)

- Basic
- Intermediate
- Advanced

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 March 3, 2023.**

Discounted Conference Fee

Faculty will receive a discounted registration fee of \$425 for the Summit and \$75 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 2023 Summit. I understand that I am responsible for all costs of the presentation, including travel, hotel, per diem, and the \$425 registration fee for the Summit and \$75 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/HMPS23 or return application with all required enclosures to 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?