

28TH ANNUAL -

Healthcare Marketing & Physician Strategies

APRIL 17-19, 2023 | AUSTIN, TX



Communication Strategies

Interactive & Digital Strategies

Data Strategies

Engagement Strategies

Physician Relations & Sales

With Special **Support From**

























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

The Healthcare Marketing & Physician Strategies Summit (HMPS23) continues a 28-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, 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, a common thread has continued to be the importance of communicating, connecting, and developing long-lasting relationships. Increasingly, those ends are being achieved via digital channels—but traditional channels remain important as well. As the balance evolves, we can learn from our colleagues and benefit from sharing success strategies.

That's why this year's Summit is more important than ever. Through more than 65 cutting-edge sessions, you'll have the opportunity to examine the critical issues and challenges your peers face every day. We're confident that you'll emerge with new ideas and strategies that will help you face—and shape—the future.

We hope you'll join us this year in Austin.

HMPS23 Chairs



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



Kriss BarlowPrincipal
Barlow/McCarthy



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



Terri GorenPrincipal
Goren & Associates, LLC



Who Should Attend

HMPS23 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

Pre-Summit Strategy Sessions

The Pre-Summit Strategy Sessions are designed to give attendees time to explore and interact on timely issues.

Monday, April 17 | 8:00 - 10:00a

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

Fuel Marketing Impact Using Mapping, Personas & Human Understanding

Empathy and human understanding have never been more important in marketing. Learn how to capture human-centered insights and leverage mixed-methods research into the strategic and creative design process. Hear how to build powerful journey maps and related personas. Take home a set of proven tools and resources!

Christina Deidesheimer, VP, Communications & Outreach, Chief Communications Officer, Beebe Healthcare

Jordis Rosenquest, VP, Brand Development & Planning, Baylor Scott & White Health **David McDonald**, Co-Founder & CEO, LIFT Healthcare

Crisis Planning for the Modern Moment

Every healthcare communications pro knows that a crisis will come their way. Join us for interactive scenario planning, laying the groundwork for crisis communications, then identifying the acuity of different situations and working through communications plans for each tier in a time-constrained scenario that mimics the real pressures of a challenging day. Bring your questions, issues, and crises and let's practice crisis tools for quick responses.

James Cervantes, SVP & Practice Leader and

Kim Fox, Partner & Regional Practice Leader, Jarrard Phillips Cate & Hancock

Google Analytics 4: What's It All About?

Google is close to sunsetting its current measurement platform, Universal Analytics, and replacing it with GA4, a next-generation tool. You may have added new tags to your site, but that's just the start! Attend this hand-on workshop to examine GA4's new features, learn what to do (and what not to do) as you get started, and discuss best practices for maximizing your business impact.

Allison Urffer, Director, Marketing Data Intelligence, Geisinger

James Gardner, Director, Healthcare Strategy and

Adrienne Ritchie, Strategist, Growth & Insights, OHO Interactive

Build a Future-Driven MarTech Function

As consumerism and technology trends continue to reshape the landscape for health systems, digital transformation is a baseline requirement. Hear how seasoned leaders are evolving their teams to be future-ready. Examine key roles, responsibilities, and job functions, as well as the evolution of skills required in MarTech, content, and more. Explore how to deal with "doing more with less."

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

Rob Whitehouse, VP, Marketing & Communications, TriHealth

Tom Hileman, CEO & President, Hileman Group

Physician Relations: New Volume Building Strategies in a Competitive Market

With the tightening of physician alignment and economic pressures to grow referrals, developing innovative field strategies to beat the competition is front and center for physician relations leaders. Learn how to manage market disruptions, reprioritize retention strategies, and enhance business planning and targeting. Take home tools and techniques to strengthen relationshipbuilding skills and grow market intelligence.

Raymond Anderson, SVP & Chief Strategy Officer and

Ann De Los Santos, VP, Physician Partnerships & Strategic Growth, Ascension Texas **Veronica Campbell**, Network Director, Physician Relations & Market Development, Honor Health

Susan Boydell, Partner, Barlow/McCarthy

Summit Schedule At-A-Glance

SUNDAY, APRIL 16

3:00-6:00p Registration

MONDAY, APRIL 17

7:30a-5:45p	Registration
8:00-10:00a	Pre-Summit Strategy Session
10:15-11:15a	Concurrent Sessions
11:15a-12:00p	New Attendee Meet & Greet
12:15-1:15p	Concurrent Sessions
1:30-2:30p	Concurrent Sessions
2:30-3:15p	Break in the Exhibit Hall
3:15-4:15p	Concurrent Sessions
4:30-5:45p	General Session
5:45-7:15p	Opening Reception in the Exhibit Hall

TUESDAY, APRIL 18

7:30a-5:00p	Registration
7:30-8:00a	Continental Breakfast
8:00-9:15a	General Session
9:15-10:15a	Break in the Exhibit Hall
10:15-11:15a	Concurrent Sessions
11:30a-12:30p	Concurrent Sessions
12:30-2:00p	Luncheon Keynote
2:15-3:15p	Concurrent Sessions
3:15-4:00p	Break in the Exhibit Hall
4:00-5:00p	Concurrent Sessions
5:00-6:30p	Reception in the Exhibit Hall

WEDNESDAY, APRIL 19

7:00-11:45a	Registration
7:00-8:00a	Sunrise Breakfast
8:00-9:15a	General Session
9:30-10:30a	Concurrent Sessions
10:45-11:45a	Concurrent Sessions
11:45a	Summit Adjourns

Health

STRATEGIC MARKETING

Sponsored by Wolters Kluwer

Balancing the Brand Care Team

Marketers at Arkansas Children's saw the benefit of working with a coordinated team of subject matter experts, both within and outside the organization. Hear how they orchestrate collaborative teams of best-inclass partners across the marketing spectrum to plan and deploy campaigns smarter, faster, and in line with systemwide goals.

Stephanie Pierce, VP, Strategic Marketing Arkansas Children's

Joel Cessna, VP, Sales, Eruptr

Mickey Wildt, Associate Director, Client Engagement, Core Health

Lauren Minors (Facilitator), Marketing Manager Reason One

Stay Tuned

COMMUNICATION STRATEGIES

Sponsored by Revive

Reducing Health Inequities: Identifying **Needs of Specific Patient Populations**

Good Shepherd Health Care System analyzed community health data to uncover disparities and opportunities for care. Examine how they use multimedia and digestible content to help address such issues as obesity and nutrition, health screenings, and behavioral health access with target audiences.

Jessica Reker, RN

Director, Community Health & Outreach and

The Power of Video Brand Story Building

Video is one of the most powerful brand

story building mediums. Hear how brands

use video to tell their stories in impactful,

budgeting, video scripting, filming and

production, repurposing, and curation.

cost-effective ways. Examine topics including ideation, content planning and strategy,

Catherine Wisniewski

Community Health Educator Good Shepherd Health Care System

Jana Distefano

David Perry

EVP, Strategy

Bowstring Studios

Director of Community Health, PRC

The Digital Team of the Future

Children's Health (Dallas)

Justin Matlick, Founder

Message Lab

increase in appointment requests.

Digital teams are evolving to shape consumer and provider experiences. Hear how digital and marketing executives partner with CIOs and others as they hire, train, and retain employees. Examine the data and tools needed to improve effectiveness in a cost-effective way.

INTERACTIVE & DIGITAL STRATEGIES

Execute a Sizable Web Content Update

Children's Health set out to update more than

results and increase appointments to key service

service-lines and how they created standardized

2,000 web pages. The goal...to boost search

lines. Hear about the tools used to prioritize

content templates; gained physician buy-in;

on-track. Initial results...a 142% increase in web traffic to revamped pages and a 236%

Kristen Kimmel, Director Digital Marketing

and kept writers, reviewers, and stakeholders

Sponsored by Reason One

Pamela Landis, SVP Digital Engagement Hackensack Meridian Health

Margo Schneider, Senior Executive Director, Digital Strategy, UW Medicine

Matthew Sluzinski, Senior Director, Digital ϑ Web Strategy, RUSH

Dalal Haldeman (Facilitator), CEO Haldeman Marketing, LLC



The Long & Short of It: Brand-Building vs.

Acquisition As the pressure for proving marketing effectiveness builds, marketers struggle with the right balance of brand-building and acquisition marketing, and especially the proper measurement of each. Examine an evidence-based model to build, execute, and assess a balanced, efficient marketing program. Hear how a long and short marketing structure can put roles, budget allocation, measures, and expectations into the right perspective.

Bill Robertson, CEO, MultiCare Health System Jerry Hobbs, President, PrairieDog

From Celebration to Violence

Healthcare workers have gone from being celebrated as heroes to encountering an alarming rise of violence. Hear how to build a better environment by listening to team members and working with the C-suite to review and update policies. Explore solutions for supporting workers and ensuring safety.

Elizabeth Baker, Executive Director, System Marketing

Indiana University Health

Ara Telbelian, Director of Marketing, Brand Management & Marketing Operations Henry Ford Health

Kathy Dean (Facilitator), Senior Advisor SPM Group

Lead with Content Strategy for a Successful Rebrand and New Website

Kettering Health focused on content and digital strategy to promote its rebrand. Hear how the content strategy created powerful user experiences that generated a 20% increase in Net Promoter Score and a 235% lift in location engagement. Learn how Kettering uncovered stories, aligned teams, and defined a clear "why" for content.

Jimmy Phillips, VP, Marketing & Communications Kettering Health

Ahava Leibtag, President Aha Media Group

Brandon Scott, VP of Digital

EHR Powered Marketing: Supercharge Your Marketing Game

An EHR can support an organization's marketing priorities, including communication with patients before, during, and following their visits. Hear how to better engage patients, and increase loyalty, by leveraging EHR functionality.

Reed Smith, VP, Digital & Innovation Ardent Health Services

Don Stanziano, Chief Marketing & Communications Officer, Geisinger

Sam Seering, Product Manager - Cheers Epic

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

Communication Strategy Counts During Labor Unrest

Negotiations between hospitals and unions have always been complicated. Today, they are regularly becoming longer in duration and more contentious, and are receiving a higher level of public scrutiny. Hear how to develop strategies to communicate effectively with internal and external audiences. Examine the impact on your brand.

Alan Shoebridge

AVP, National Communication Providence

Karen Wish

VP & Chief Marketing Officer Mount Sinai Health System

The Time is NOW to Prepare Your Website for the 5G Revolution

Increasingly, healthcare organizations are focused on connecting with customers whenever and wherever they want. The goal...to strengthen customer loyalty and protect market share. But, can your website infrastructure and content support this faster connection? Hear how to prepare your website to bring out the most in your content.

Christopher Catallo

Chief Executive Officer HealthNxt | a Tech Mahindra Company

Sujal Raju Founder & CTO

Engbator

Wow, Work With, and Win Customers Now

A "one size fits all" customer experience is no longer viable. Understanding and catering to customers—including employees and physicians—based on racial, ethnic, generational, and lifestyle differences is key to exceeding expectations. Hear how to listen to customers...really listen.

Kelly McDonald, Diversity, Marketing & Customer Experience Expert & Bestselling Author



Sponsored by Actium

4:30

DATA STRATEGIES

Sponsored by Playbook for Health

Market-Specific Intelligence Can Safeguard & Grow Your Network

By turning data into intelligence, CHRISTUS Health is tackling patient out-migration and physician referral leakage. Hear how visibility into provider-specific referral patterns, loyalties, and patient interactions fuels field conversations that support physician alignment and network expansion. Examine how claims data is used to identify unmet needs and opportunities for growth.

Keith Yezer, VP, Strategy Management CHRISTUS Health

Michael Faulkenberry, VP, Strategic Advisory Services

When you combine the powers of quantitative

and qualitative data, the possibilities are endless.

Examine approaches as well as limitations. Learn

research, ethnography, and critical analysis to

how to apply the principles of sound market

healthcare problem solving. Hear practical

steps to achieve true data-driven marketing.

Stratasan, a Syntellis Company

ENGAGEMENT STRATEGIES

Sponsored by IQVIA

Teamwork, Passion & Consumer Insights: **Bring a New Brand Promise to Life**

UMC Health System transformed from "just" a county hospital to the market share leader by optimizing its brand's position in consumers' minds. Examine how market research guided the process to ensure internal and external consistency. Hear how to engage buy-in and commitment to living the brand.

Susie Pfeiffer. Creative Director and

Kala Waits, Director of Marketing UMC Health System

Rob Klein, Founder & CEO Klein & Partners

Data Drives Enterprise-Wide Patient

approach connects and aggregates data to make it available and useful across the ENTIRE healthcare journey. Learn what's needed to gather and combine external data and how to use it to make informed decisions about care that will build loyalty, drive retention, improve clinical outcomes, and increase lifetime value.

Engagement Platform Franciscan Health

Rachel Beachy, Sr. Director, Growth Strategy

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

Lessons for Smaller Teams: Balancing the **Many Obligations**

Doing more with less is a challenge for everyone, but even more so for physician relations teams in specialty practices or rural markets. How do you accomplish all you need to do with a small team? When do you say no? Hear proven, practical lessons from the trenches.

Ashley Hilliard

Sr. Director, Practice Growth & Referral Relations Texas Oncology

Zan Smith, DNP, MHA, MSN, RN

Director of Service Line & Program Development Adventist HealthCare System Fort Washington Medical Center

Big Data vs. Thick Data: The Road to Data-**Driven Marketing Engagement Strategies**

Franciscan Health's "Enterprise-Wide CRM"

Larry Meade, System Marketing Director,

Hire, Train, Develop & Retain the Right Team

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. Hear how to work with HR for successful efforts!

Christy Stallings-Shoemake

Corporate Senior Director of Provider Relations Community Health Systems

Tracking Results: From First Contact to Downstream Revenue

From digital to direct mail to outdoor advertising, tracking impact of your campaigns is critical to demonstrate ROI. But following a customer from first contact to downstream revenue is an ongoing challenge. Hear from an organization that has cracked the code and is successfully tracking patients from CRM to EHR to better understand the effectiveness of their marketing and adapt strategies as needed.

Mark Erwich

Dean Browell Chief Behavioral Officer

Feedback

Optum

Danny Fell

Senior Strategist

Chief Marketing Officer, Verato

Re-Engage Lapsed Patients

Consumers know preventive care is important, but COVID disrupted the normal cadence. Hear how two systems used CRM to strategically target lapsed primary care and mammography patients and motivate re-engagement, resulting in a positive ROI. Examine how to implement landing pages that make the patient journey easier. Learn how to determine areas of success and opportunity.

Janice Lamy, Chief Marketing Officer Franciscan Missionaries of Our Lady Health System

Stacey Nelson, Marketing Director Parkview Health

Cheryl Hodgson, Senior Account Director

Robust Internal Engagement Strategy Leads to Success

By their nature, physician relations programs are externally focused. Yet, understanding the strategic direction of the organization, and leadership goals and values, is mandatory for success. Hear how Mayo developed a process for true engagement, one that focuses on working with the internal team to design an approach, as well as outcomes for success.

Angela Puffer

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Operations Administrator - Enterprise Referring Provider Office Mayo Clinic

Decode Your Marketing Technology Strategy

Marketing technologies are constantly changing. Join digital leaders to decipher the components of a MarTech stack. Hear how to prioritize technology investments; develop business cases; and leverage digital technologies to support organization-wide strategies.

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

Jeremy Harrison, Director, Digital Services MultiCare Health System

Kathy Smith, VP, Chief Marketing & Digital Officer Roper Saint Francis Healthcare

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

Strategic Patient Engagement in a Highly **Competitive Market**

In New York's highly competitive market, Catholic Health (Long Island) launched a CRM-intelligence-driven campaign to help patients understand their cardiac risks. Hear how patient data was used to build tailored Al Models for intelligent audience generation and outreach, and to develop targeted personalized communications. Examine the results.

Scott Orstad, VP, Marketing Catholic Health

Jenn Misora, VP, Client Success Group Actium Health

Impactful Roadmap to Results: Using Data & Market Intelligence

AdventHealth has developed a thoughtful and intentional outreach plan driven by data and market intelligence. Examine the steps. Hear how to develop confidence and resiliency in the field while executing strategies. Learn how to build internal and external alignment of goals.

Brad Jones, Division Director of Physician

Kelly McBreen, Physician Relations Manager AdventHealth West Florida

Sponsored by Actium Health



Wow, Work With, and Win Customers Now

A "one size fits all" customer experience is no longer viable. Understanding and catering to customers—including employees and physicians—based on racial, ethnic, generational, and lifestyle differences is key to exceeding expectations. Hear how to listen to customers...really listen.

Kelly McDonald, Diversity, Marketing & Customer Experience Expert & Bestselling Author





Digital Transformation: Design Your Future

We don't have a choice on whether we digitally transform...the choice is how well we do it. The key is not only understanding digital trends—social media, loT, AI, Blockchain, mobile, and more—but understanding how they work together. Leaders in this digital age are made, not born. Examine current and future digital trends to maximize your organization's impact.

Erik Qualman, Top Digital Transformation Expert, Futurist & Bestselling Author

STRATEGIC MARKETING

Sponsored by Wolters Kluwer

How to Handle the Tough MarCom Questions

Leaders of Mount Sinai's MarCom team will provide a toolkit to guide you in answering the tough questions from stakeholders. Examine responses when the requests for support seem difficult or unreasonable. Bring your own scenarios and join us for real-world role playing!

Wendi Chason, Senior Group Director, Service Line Marketing and

John Davey, VP, Marketing Technology and Karen Wish, VP & Chief Marketing Officer Mount Sinai Health System

Lucia Lee, VP, Public Affairs and

COMMUNICATION STRATEGIES

Sponsored by Revive

Integrate DEI Into Your Culture

Healthcare organizations are committed to integrating diversity, equity, and inclusion practices into culture. Join a panel of your colleagues and explore how MarCom leaders can impact the brand's ability to connect with diverse communities, as well as help drive DEI within their own organizations.

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

Victor Reiss, System VP, Consumerism & Insights, UNC Health Michiko Tanabe, VP, Chief Marketing Officer,

Chris Bevolo, Chief Brand Officer, Revive

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Reason One

The Social Determinants of the Healthcare Consumer

Healthcare consumers are driven by convenience, access, cost, relationships, and flexibility. Can healthcare organizations meet consumer expectations? Indeed, what kind of technology is required to do just that? Examine the intersection between what drives healthcare consumer behavior and the ongoing struggle healthcare organizations have in meeting their needs.

Matt Gove, Chief Marketing Officer Summit Health

Brian Gresh, President Loval.

Brand Lessons from Outside Healthcare

Piedmont Healthcare, led by a Chief Marketing Officer who came from outside healthcare, is disrupting tradition using data, insights, and change management tactics in new ways. In this fireside chat, you'll hear how perspectives born from B2B and B2C experience at Proctor & Gamble and Georgia-Pacific shape unique approaches that challenge expectations and drive change in support of creating an ever more hassle-free, unified healthcare experience.

Douwe Bergsma, Chief Marketing Officer Piedmont Healthcare

Justin Wartell, Managing Principal, Monigle

Coping with Controversies

Stanford Health Care

Every organization will be dealing with a divisive issue over the next few years. Will your organization take a stand or stand back and let the controversy swirl? Join your colleagues for an off-the-record, interactive discussion.

Selima Khan, VP, Marketing & Corporate Communications, Memorial Healthcare System

Michael Knecht, EVP, Chief Marketing & Communications Officer, RWJBarnabas Health

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

Susan Alcorn (Facilitator), Strategic Counselor, Jarrard Phillips Cate & Hancock

Taming the Online Scheduling Beast

Luminis Health's newly launched website delivers a one-of-a-kind digital consumer experience. Examine the preparation and launch, including how guestions about technology selection and integration with MyChart and other platforms were addressed. Hear how open access to scheduling increases patient access, reduces wait times, and improves the patient experience.

Jes Burke, Senior Web Strategist, Developer & Data Architect and

Eileen Harberts, Director, Marketing & Digital Experience, Luminis Health

Bryce Cannon, President, Modea

12:30 – 2:00p LUNCHEON KEYNOTE, You Can't Fight Gravity So Use It to Your Advantage, Nathan Kaufman Sponsored by Epic

Loyalty Killers: What's Driving Patients Away?

With record levels of care deferment, stubbornly high levels of 'no preference,' and consumers who complete a care journey with no desire to return, healthcare has a commitment problem. Examine the factors that interrupt loyalty and keep patients from connecting to a provider before, during, and after care. Learn the surprising ideas and tactics that can reverse the loyalty dip and restore relationships between caregivers and care receivers.

John Berg, AVP, Marketing UF Health

Ryan Donohue, Strategic Advisor NRC Health

New Media Channels for a Changing Audience

To attract the attention of consumers in a changing media marketplace, University Hospitals is focusing on new channels to connect with them whenever and wherever they consume content. Hear how they've increased engagement among diverse audiences through the use of podcasts, influencers, and more.

Joanna Laytin, VP, Brand Marketing University Hospitals

Anna Clement, Director, Healthcare Vertical Pandora | SXM Media

TikTok in Healthcare

Nationwide, healthcare organizations are integrating TikTok into their marketing strategies. Hear how to create content that inspires and educates! Examine lessons learned and next best steps from early adopters.

Diane Lang

Director, Social Media Nationwide Children's Hospital

Stephen Strong

Director, Digital Marketing Northwestern Medicine

Stories from the Trenches: What's Change Got to Do with It?

Your lives are likely to change again...soon. Is there a new CEO? A merger or acquisition? Budget cuts or staff reorganizations? Join your colleagues for this interactive, off-therecord session.

James Blazar, EVP & Chief Strategy Officer Hackensack Meridian Health

David A. Feinberg, SVP, Chief Marketing & Communications Officer, Mount Sinai Health System

Suzanne Hendery, Chief Marketing, Communications & Customer Officer, Renown Health

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



Unify Brand & Recruitment Marketing

Too often, recruitment marketing is conducted in isolation of brand marketing. Yet, unifying the two brings cohesiveness. Hear how Michigan Medicine and Moffit Cancer Center did just that! Examine the lessons learned and results.

Rian Brooks, Manager, Workforce Planning & Talent Acquisition and

Rebecca Priest, Director of Marketing Michigan Medicine

J. L. Grayson, Brand Strategy Manager Moffitt Cancer Center

Joel English, Managing Partner

UX Research: Provide a Roadmap for Success

No matter how good your web designers are, they're not your users. Whether you're designing new digital capabilities, battling internal stakeholders, or dealing with an underperforming website, user experience (UX) research has a wide range of tools to help. Hear how UX research can engage consumers, drive revenue and impact the bottom line

Eric Fletcher

SVP, Chief Strategy Officer Mary Washington Hospital

Ben Dillon

Chief Strategy Officer





Digital Transformation: Design Your Future

We don't have a choice on whether we digitally transform...the choice is how well we do it. The key is not only understanding digital trends—social media, loT, AI, Blockchain, mobile, and more—but understanding how they work together. Leaders in this digital age are made, not born. Examine current and future digital trends to maximize your organization's impact.

Erik Qualman, Top Digital Transformation Expert, Futurist & Bestselling Author

DATA STRATEGIES

Sponsored by Playbook for Health

Patient Loyalty: An Analytical Solution

Relationships between primary care providers and patients are more important than ever. But quantifying those relationships, as well as a patient's willingness to change providers, has been difficult. Examine a unique approach to assessing loyalty/likelihood to switch using claims-based analytics and propensity modeling. Hear how the answers can tie strategic growth and functional marketing together

Milissa Holland, Director of Healthcare Coastal Cloud

Bill Moschella, CEO & Co-Founder Populi

ENGAGEMENT STRATEGIES

Sponsored by IQVIA

Personalization vs. Privacy: Balancing Ethics & Compliance

With so much information available to marketers, and increased demand for personalized marketing, how do you ensure your targeting and segmentation approaches are not only effective but also compliant? Join your colleagues to examine best practices.

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

Sarah Sanders, Chief Marketing & Brand Experience Officer, UCSF Health

Thomas Ingalls, JD, Member, Cozen O'Connor

John Simpson (Facilitator), Co-CEO & Co-Founder, Digital Health Strategies

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

Reduce Referral Leakage with Analytics

Using data from internal systems as well as third-party claims, this organization has developed a process for successfully tackling referral leakage. Examine the process, which identifies leakage points, targets efforts where they are most needed, and uses performance data to measure results. Hear how alignment is hardwired and enforced.

Josh Cameron

Executive Vice President Marketware, A Division of Medsphere

A Data-Driven Approach to Sponsorships

Sponsorship investment is on the rise across healthcare for good reason—sponsorships work. Examine a data-driven approach to evaluating partnership alignment, negotiating agreements, and optimizing tactics to deliver on cross-system KPIs. Hear how analytics can guide sponsorship strategy and activations across marketing, recruitment, fundraising, and more.

Amy Comeau, VP, Marketing

Emory Healthcare

Jimmy Phillips, VP, Marketing & Communications Kettering Health

Michael LaPorta, President Playbook for Health

Omnichannel Engagement & Healthcare's CX Balancing Act

Meeting consumer expectations for personalized, omnichannel engagement can be a challenge in healthcare. Hear how St. Luke's digital approach is meeting the challenge, as well as reinforcing brand values such as non-discrimination, exceptional patient experience, and community health.

Cindy Graham

Director of Digital Strategy St. Luke's Health System

Annie Haarmann

Head of CX Strategy, North America Reputation

Emory's Data Journey: Lessons & Pitfalls

Over the past 12 years, Emory Healthcare has advanced its level of data sophistication, moving from macrolevel, hand-collected data to sophisticated microlevel data gathered from multiple sources. Examine the journey, including how to gain organizational buy in for data validity and operational support for addressing issues uncovered by data. Learn how to avoid common pitfalls.

Lori McLelland, RN

Corporate Director, Integration Outreach Emory Healthcare

Aviva Zupancic

Director, Healthcare Analytics Offerings, IQVIA

12:30 – 2:00p LUNCHEON KEYNOTE, You Can't Fight Gravity So Use It to Your Advantage, Nathan Kaufman Sponsored by Epic

We Finally Have CRM! Now What?

With no prior CRM infrastructure or experience, UCSF Health established an enterprise platform. Learn how marketing can be a strong partner for digital transformation across the organization. Hear how to unify datasets, including EMR, CRM, CMS, MSO, and platforms for engagement and marketing automation. Examine the challenges, wins, opportunities, and impact on customers.

Molly Busch, CRM Campaign Manager and Kellie Spellman Davis, CRM Marketing Strategist

Marc Fredson, Director, Marketing Operations, Technology & Analytics, UCSF Health

Make It Easy for Patients to Take Action

The time is NOW for healthcare organizations to activate patients before, after, and between each visit—and personalization is the key. Learn how to use advanced analytics to uniquely adapt communication channels and content to the individual. Hear how the approach eliminates common barriers to patient engagement by digitally guiding patients to the services they need while driving a significant ROI.

Ben Albert CEO & Co-Founder Upfront

Accelerate the Time to Physician Engagement

Ochsner redesigned its physician engagement approach to become a leading regional referral destination. Learn how decision factors research, best practice benchmarking. and insights from gaming were used for executive buy-in, improved execution, and quicker impact. Examine results from their first campaign, highlights of their multifaceted physician engagement strategy, and how they're using technology.

Courtney Patrick, Marketing Manager Ochsner Health

Ryan Nash, President RTRN Strategy, an Endeavor Management Company

Achieve Population Health Goals with CRM & Marketing Automation

Emory Healthcare's marketing team helped the system meet the population goals of its clinically integrated network by using CRM and marketing automation tools. Three months after the launch of automated campaigns to achieve shared savings and quality gaps, the system booked more than 1,100 annual wellness visits, with efforts for mammography and colonoscopy to follow. Hear how!

Amy Comeau, VP, Marketing and Jared Johnson, Senior Manager, CRM Analytics **Emory Healthcare**

Improve Customer Experience with a Disruptor Mindset

Health system efforts to improve the customer experience often focus on the patient care component at the expense of the beginning and end of the journey. Learn how to take a disruptor mindset to identify pain points and develop and implement solutions that improve access, convenience, and more.

Matt Gove, Chief Marketing Officer, Summit Health

Katie Logan, Chief Consumer & Strategic Planning Officer, Piedmont Healthcare

Sumi Paul, Senior Director, Content Marketing Ria Health

Sondra Brown (Facilitator), President, MDRG, Inc.

Money is Tight: Challenges & Actions for Your Referral Program

The current environment has previously high-performing organizations struggling to meet financial goals. What's the role of the physician relations team? This off-the-record, interactive discussion will shine a light on the challenges and how teams are responding.

Speakers TBD



Stav Tuned

STRATEGIC MARKETING

Sponsored by Wolters Kluwer

A Market Development Plan for Growth

UT Southwestern worked with a crossfunctional team including Strategy, Physician Outreach, Marketing, and Operations to develop a Market Development Plan for growth. Hear how to identify key stakeholders to drive collaboration, as well as to bring alignment to the Clinical Strategic Plan. Review a tracking system for process, prioritization, and accountability.

Alan Kramer

Associate VP, Health System Emerging Strategies & Market Development and

Pamela Zippi

Assistant VP, Market Development Strategy UT Southwestern Medical Center

COMMUNICATION STRATEGIES

Sponsored by Revive

Mental Health: A Call to Action

You've read the statistics. You've seen the impact. Anxiety and depression have increased by a massive 25% globally, according to WHO, and possibly more. Yet, people wait weeks or even months to access behavioral health services. Join your colleagues to explore the direct, and in-direct, implications for marketing, communications, digital, and physician relations executives

Martin E. Hickey, MD, Chairman of the Board, True Health New Mexico & New Mexico State Senator

Chris Hemphill, Sr. Director, Commercial Intelligence, Woebot Health

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Reason One

Leverage SEO to Drive Patient Acquisition & Satisfaction

With over 70% of people consulting Dr. Google to find health information, it is increasingly important to understand Google's constantly changing algorithms and how it surfaces results. Hear how Beacon Health leveraged technology to drive significant SEO improvements by understanding Google and the "Google machine." The results? Increased patient satisfaction and acquisition.

Matt Klawitter

Senior Digital Strategist, Beacon Health System

Carrie Liken

Head of Industry, Healthcare, Yext

Stay Tuned

Managing the Partnership Implications of Rebranding

Rebranding can clarify and deepen partnerships, ensuring connection with patients and employees. Hear proven ways to engage with partners that will gain their support and encourage cooperation. Learn how to manage the complexities that arise when multiple entities provide care and service from a single location while maintaining brand integrity.

Holly Sullivan, VP, System Brand & Marketing Corewell Health

Donna Lee Ubertalli, VP, Marketing & Digital Channels, Dana-Farber Cancer Institute

Philip Guiliano, Partner, BrandActive

UTSW Digital Strategy to Execution

UTSW set out to build a unified digital experience by integrating their key patientfacing applications, including MyChart, Find a Provider, Video Visits, Wayfinding, and more. Learn more about their strategy to get buy-in from internal stakeholders, journey to implementation, and adoption efforts that led to over 50,000 users, 1,000 reviews in the app store, and a 4.8 star rating in the first few months after rollout.

Chelsea Landon

Director, Health System Emerging Strategies UT Southwestern Medical Center



Let's Talk Sessions

Increasingly, the issues facing healthcare marketing, communications, digital, and physician relations executives change in the blink of an eye. Now more than ever, sharing and learning from your colleagues is key. To that end, the HMPS23 agenda features a number of Let's Talk Sessions, facilitated sessions led by seasoned healthcare executives and designed for interactive dialogue. Look for the Let's Talk symbol and join in the off-the-record conversation!



New Attendee Meet & Greet!

Are you new to HMPS? Are you wondering how to maximize your experience? Join Advisory Panel members and faculty at the New Attendee Meet & Greet on Monday for lunch and talk!

Sponsored by Carvertise

Morning Rounds: Managing Your Career

Looking for career advice? Reserve your spot for a 1:1 confidential conversation on anything from career advancement to effective mentoring, from resume review to current marketplace dynamics. Hosted by principals from The Ward Group, a retained executive search and organization consulting firm, these 20-minute discussions will run consistently throughout Monday and Tuesday in a private meeting space. Scan the QR code to sign up!

Summit Scholarships (7) prairie dog



Interested in attending HMPS23 but don't have the budget?

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



WEDNESDAY, APRIL 19, 2023

7:00 – 8:00a SUNRISE BREAKFAST: SHARE YOUR THOUGHTS

Stav Tuned

DATA STRATEGIES

Sponsored by Playbook for Health

Data Engages Providers in Patient Experience

Observational research harvests stories rich in facts and feelings that shed new light on patient ratings...and physicians listen! Examine the use of mystery shopping data to engage providers in real solutions that elevate the patient experience. Documenting facts and feelings, mystery shoppers hold up a mirror on people, processes, and environmental factors that either build or erode trust. Hear how!

Jean Bunker, VP, Marketing, Communications & Physician Relations MedStar Medical Group

Kris Baird, President/CEO, Baird Group

ENGAGEMENT STRATEGIES

Sponsored by IQVIA

Create Patients for Life

Keeping patients throughout their lives is key. Hear how to develop tactical plans, including marketing automation and outreach, targeted at segmented audiences. Examine the use of internal and claims data to develop a focused campaign strategy. Learn how to develop a results dashboard to share the success.

Chelsea Osoling, Marketing Consultant and Laura Simson, Advertising & Brand Manager Children's Wisconsin

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

Boost Pediatric Referrals with Content

Does your referring physician content engage loyalists and splitters and lead to great relationships and volume growth, or does it need improvement? Learn how to gauge the strength of your content, identify gaps, and develop a strategy to capitalize on what's working and improve what isn't.

Teddi Marzofka, Clinical Content Specialist Gillette Children's

Garland Stansell, Chief Communications Officer Children's of Alabama

Nancy Vanselow, Senior Manager, Marketing Development, Children's Wisconsin

Shannon Cummins, VP, Business Development GLC, part of SPM Group

From Healthcare to Health: Personalization at Scale

Most healthcare organizations struggle to turn their extensive data resources into compelling experiences. Hear how to meet the challenges around adjusting personalized content and data to scale, access, self-service opportunities, and price transparency. Examine how to transform patient and member experiences to drive growth, engagement, and longer-lasting relationships.

Adam Rice

SVP, Marketing CommonSpirit Health

Tom Swanson

Head of Healthcare Strategic Marketing

How to Ensure Physicians Actually Care About Your Content

Physicians aren't your typical consumers. They're notoriously hard to reach, and getting your message seen, read, and digested can be a challenge. Learn how Catholic Health cracked the code on creating compelling content that captures physicians' attention and keeps them engaged. Hear the results.

Sumita Yadav

System VP, Operations & Cardiovascular Service Line Catholic Health

Amit Phull

Medical Director & SVP, Strategy & Insights Doximity

Strategies for Field Success: Skills Matter

In relationship strategy, field staff must be able to connect with referring physicians. Learn techniques and innovations for success, including how to get through the door, prove your value-add, and gain internal traction. Examine field tested actions to fine-tune your gatekeeper technique, as well as strategies to create messages that resonate.

Donna Grider

Manager, Physician Liaisons and

Becky Lathrop

Director, Physician & EMS Liaisons Indiana University Health

Penny Nichols, Physician Outreach & Referral Management Executive Adventist Health

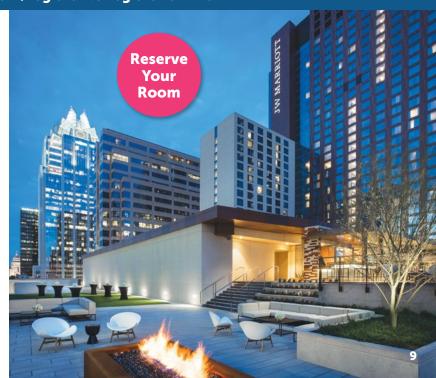
Visit the Forum at www.healthcarestrategy.com/register to register online.

Hotel Information

The official hotel for the Summit is the JW Marriott Austin. Located in the heart of downtown Austin. the hotel is just steps from the best attractions, dining, and entertainment Austin has to offer.

To reserve a room at the special rate of \$295 single/ double, click here or call the hotel at (512) 474-4777 and identify the meeting as the "Healthcare Marketing & Physician Summit." The room rate includes guest room Internet access, as well as Health Club access.

Be sure to make your reservations early! The room block will be released on March 24th, but is likely to sell out before that date.



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

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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.

Coastal Cloud 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.

Digital Health Strategies is one of the nation's leading healthcare fundraising solutions providers. Leveraging data science, digital technologies and creativity, we develop and implement innovative programs to solve the most complex marketing and fundraising challenges for some of the largest health systems in the country.

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.

If your organization uses **Epic**—meet Cheers, the CRM built for healthcare and Hello World for omni-channel communications. These new apps work with MyChart, the #1 healthcare app on Apple and Android, in the world's most-adopted integrated digital health platform.

We Engineer Success. Our passion is solving problems, delivering value and **LIFT**ing up partner clients. We are healthcare marketers devoted to human understanding and best-in-class delivery. We are market makers—providing a range of data, intelligence, and services unavailable elsewhere.

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.

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

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 everyday.

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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Carvertise is revolutionizing the way brands communicate with consumers outdoors. By leveraging a network of over 550,000 registered rideshare drivers, Carvertise is turning Uber, Lyft, and DoorDash cars into moving billboards for healthcare organizations across the country.

Enqbator creates digital solutions, from websites and mobile applications to custom portals and integrations. We're proud of our healthcare partnerships and our dedicated team is ready to work for you.

We're **Fathom**—digital marketers who believe strong strategy starts with deep roots. We partner with CMOs and marketing leaders at top hospital systems to measure and maximize their digital impact.

IQVIA is a leading global provider of advanced analytics, technology solutions and clinical research services to the life sciences industry dedicated to creating intelligent connections that deliver unique innovations and actionable insights.

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

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.

Monigle is a creative experience company fueled by humanizing brands that move people. Our teams create and deliver powerful brand experiences across a spectrum of services, including insights, strategy, creative, culture, activation, branded environments, and BEAM.

As healthcare deepens engagement and investment into sports and influencer marketing, **Playbook for Health** supports healthcare systems with the data, analytics, insights and activation to optimize their sponsorship and partnership investments.

Reason One is a full-service digital agency serving healthcare systems and foundations. With a full suite of services, we design websites, intranets, and campaigns that connect in a consumer-centric way.

Reputation is a unified platform to drive provider selection, connect patients with doctors and improve care with deep insight into patient feedback!

Verato, the identity experts for healthcare, enables smarter growth, improved care quality, and better population health by solving the problem that drives everything else—knowing who is who $^{\text{\tiny{M}}}$. Get identity right from the start, visit Verato.com.

Wolters Kluwer is a provider of information, business intelligence, and point-of-care solutions for the healthcare industry. Serving 180+ countries, Wolters Kluwer's customers include professionals in medicine, nursing, and allied health.

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Marq enables your organization to deliver on-brand communications across all locations and guarantee compliance on all patient material through a centralized platform that empowers employees to tell your brand story.

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. We then set out to solve it with marketing discipline and flair. Every day since 1996.

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4 Registration Fees

Early rates are available if the registration form with full payment is received by Friday, January 20, 2023. Discounts for group registrations (3 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 received by 1/20/23	_						
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