



forum FOR HEALTHCARE STRATEGISTS

28<sup>TH</sup> ANNUAL

# Healthcare Marketing & Physician Strategies

# Summit

APRIL 17-19, 2023 | AUSTIN, TX



**FOCUS ON:**

- Strategic Marketing
- Communication Strategies
- Interactive & Digital Strategies
- Data Strategies
- Engagement Strategies
- Physician Relations & Sales

With Special Support From

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## 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 Barlow**  
Principal  
Barlow/McCarthy



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



**Terri Goren**  
Principal  
Goren & Associates, LLC

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## Healthcare Marketing & Physician Strategies

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## 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](http://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 & Patient Understanding

Empathy and understanding have never been more important in marketing. Learn how to capture human-centered insights and understanding by leveraging 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

#### Attention Shoppers! What's Next in Retail Health?

Retail behemoths Walgreens, CVS Health, Walmart, Amazon, and Dollar General are remaking primary care with their ambitious plans to deliver at-scale health and wellness services. For traditional care delivery organizations, risks and opportunities abound in this fast-changing landscape. Learn what's motivating these giants, what moves they've already made, and what might happen next. You'll return home with powerful strategies for navigating this upheaval.

**James Gardner**, Director, Healthcare Strategy, OHO Interactive

**Aaron Mauck, PhD**, VP & Executive Partner, Advisory Board

#### 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**, Managing Partner, Digital, Global Prairie

#### 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 relationship-building 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, HonorHealth

**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 Sessions**

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

7:00a–5:00p Registration

7:00–7:45a Sunrise Breakfast & Keynote

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

7:00–7:50a **Sunrise Breakfast**

8:00–9:15a **General Session**

9:30–10:30a **Concurrent Sessions**

10:45–11:45a **Concurrent Sessions**

11:45a Summit Adjourns

**STRATEGIC MARKETING**

Sponsored by Wolters Kluwer

10:15 – 11:15a

**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-in-class 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, Erupt

**Mickey Wildt**, Associate Director, Client Engagement, Core Health

**Lauren Minors** (Facilitator), Director, Partnerships & Marketing, Reason One

12:15 – 1:15p

**Mental Health: A Call to Action**

Anxiety and depression have increased by a massive 25% globally, according to WHO. Yet, people wait weeks or even months to access behavioral health services. Explore the implications for patient engagement, digital health investment, and physician relations.

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

**Aaron Novotny, PhD**, Director, Healthcare Economics, Arkansas Blue Cross Blue Shield

**Hani Talebi, PhD**, Chief Clinical Officer & SVP for Health Systems Integration, Meadows Mental Health Policy Institute

**Katie Fellin** (Facilitator), Partner ECG Management Consultants

1:30 – 2:30p

**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

3:15 – 4:15p

**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

**Sam Seering**, Product Manager – Cheers  
Epic

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

4:30 – 5:45p

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

**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  
Good Shepherd Health Care System

**Jana Distefano**  
Director of Community Health  
PRC

**The Power of Video Brand Storytelling**

Video is one of the most powerful brand story building mediums. Hear how brands use video to tell their stories in impactful, cost-effective ways. Examine topics including ideation, content planning and strategy, budgeting, video scripting, filming and production, repurposing, and curation.

**Kelly Campbell**  
Division VP, Marketing, Communications & Sales  
Virginia Mason Franciscan Health

**Cristal Herrera**  
Director of Marketing & Customer Engagement  
Renown Health

**David Perry**  
EVP, Strategy, Bowstring Studios

**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

**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

**INTERACTIVE & DIGITAL STRATEGIES**

Sponsored by Reason One

**Execute a Sizable Web Content Update**

Children’s Health set out to update more than 2,000 web pages. The goal...to boost search results and increase appointments to key service lines. Hear about the tools used to prioritize service-lines and how they created standardized content templates; gained physician buy-in; and kept writers, reviewers, and stakeholders on-track. Initial results...a 142% increase in web traffic to revamped pages and a 236% increase in appointment requests.

**Kristen Kimmel**, Director Digital Marketing  
Children’s Health (Dallas)

**Justin Matlick**, Founder  
Message Lab

**The Digital Team of the Future**

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.

**Pamela Landis**, SVP Digital Engagement  
Hackensack Meridian Health

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

**Matthew Sluzinski**, Senior Director, Digital & Web Strategy, RUSH

**Dalal Haldeman** (Facilitator), CEO  
Haldeman Marketing, LLC



**From One CMO to Another: Lessons from a Rebrand and New Website**

In 2020, Kettering, a \$2b system, managed an outdated brand and an ancient website. They needed a visual refresh and a unifying system brand. Anchored by a content strategy-first mindset, they generated a 20% NPS increase and a 235% lift in location engagement. Learn how they aligned teams, created powerful experiences, and strengthened channels.

**Jimmy Phillips**, VP, Marketing & Communications  
Kettering Health

**Ahava Leibtag**, President  
Aha Media Group

**Brandon Scott**, VP of Digital  
Ten Adams

**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.

**Bob Davis**  
VP, Marketing & Engagement  
American Society of Addiction Medicine

**Sujal Raju**  
Founder & CTO  
Enqator

**DATA STRATEGIES**

Sponsored by Playbook for Health

10:15 – 11:15a

**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  
Syntellis Performance Solutions

12:15 – 1:15p

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

When you combine the powers of quantitative and qualitative data, the possibilities are endless. Examine approaches as well as limitations. Learn how to apply the principles of sound market research, ethnography, and critical analysis to healthcare problem solving. Hear practical steps to achieve true data-driven marketing.

**Dean Browell**  
Chief Behavioral Officer  
Feedback

**Danny Fell**  
Senior Strategist  
Optum

1:30 – 2:30p

**Bringing Humanism to the Digital Patient Experience**

Despite the increasing role of technology in the healthcare experience, people need to know that they will be treated with humanity and recognized as individuals throughout their journey. Learn how to apply technology in a way that shows patients you know them at every touchpoint—beginning with knowing who is who—to build trust, acquire, and retain patients.

**Rich Phillips**  
Managing Director, Huron

**Suzanne Sawyer**  
Consultant, Sawyer Consulting

**Clay Ritchey**  
CEO, Verato

3:15 – 4:15p

**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.

**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

**Dalal Haldeman** (Facilitator), CEO  
Haldeman Marketing, LLC



**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 Engagement Strategies**

Franciscan Health’s “Enterprise-Wide CRM” 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.

**Larry Meade**, System Marketing Director,  
Engagement Platform  
Franciscan Health

**Rachel Beachy**, Sr. Director, Growth Strategy  
Innovaccer

**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  
LionShare

**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 AI Models for intelligent audience generation and outreach, and to develop targeted personalized communications. Examine the results.

**Scott Orstad**, VP, Marketing  
Catholic Health

**Mia Wohl**, Senior Client Success Manager  
Actium Health

**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

**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

**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.

**Lindsay Draz**

Director – Referring Provider Office and

**Angela Puffer**

Operations Administrator – Enterprise Referring  
Provider Office  
Mayo Clinic

**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  
Relations

and

**Kelly McBreen**, Physician Relations Manager  
AdventHealth West Florida

4:30 – 5:45p

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

8:00 – 9:15a

**Sponsored by Innovaccer**



**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, IoT, 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

10:15 – 11:15a

**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**, Assistant VP, Service Line Marketing **and**

**John Davey**, VP, Marketing Technology **and**

**Lucia Lee**, VP, Public Affairs **and**

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

11:30a – 12:30p

**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.

**Kate Metzinger**, Executive Director, Brand Activation, Piedmont Healthcare

**Gabriel Cohen**, Chief Marketing Officer, Monigle

2:15 – 3:15p

**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

4:00 – 5:00p

**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-the-record 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

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**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, Stanford Health Care

**Chris Bevol**, CEO, Revive



**Coping with Controversies**

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



**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 Loyal

**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 questions 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

**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

**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 Geonetric



8:00 – 9:15a

**Sponsored by Innovaccer**



**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, IoT, 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**

10:15 – 11:15a

**Patient Loyalty: An Analytical Solution**

Relationships between PCPs 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.

**Kristina Dover**, Chief Marketing Officer  
Mercy

**Leah Shea**, EVP, Product  
Populi

11:30a – 12:30p

**A Data-Driven Approach to Sponsorships**

Sponsorship investment is on the rise across healthcare. Learn how to take a data-driven approach to evaluate partner alignment, negotiate agreements, and optimize tactics. Hear how analytics can guide sponsorship strategy and activations across marketing, recruitment, fundraising, and more.

**Patricia Bell**, AVP, Global Brand & Strategic Partnership Marketing  
Penn Medicine

**Amy Comeau**, VP, Marketing, Emory Healthcare

**Jimmy Phillips**, VP, Marketing & Communications  
Kettering Health

**Michael LaPorta**, President, Playbook for Health

2:15 – 3:15p

**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  
UCSF Health

4:00 – 5:00p

**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

**ENGAGEMENT STRATEGIES**

**Sponsored by IQVIA**

**Personalization vs. Privacy: Balancing Ethics & Compliance**

With access to so much information, and demands for personalized marketing, how do you ensure your targeting and segmentation approaches are not only effective but also compliant? Examine best practices.

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

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

**Celia E. Van Lenten, JD**, Principal, Miles & Stockbridge

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



**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

**Andrew Rainey**, General Manager, Healthcare Reputation

**PHYSICIAN RELATIONS & SALES**

**Sponsored by Marketware**

**Reduce Referral Leakage with Analytics**

Using data from internal systems as well as third-party claims, healthcare organizations are 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.

**Monique Sheibley**, Physician Strategy & Development  
Swedish Hospital (part of NorthShore Health)

**Josh Cameron**, Executive Vice President  
Marketware, A Division of Medsphere

**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

2:15 – 3:15p

**Make It Easy for Patients to Take Action**

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

**Daniel Small**, Senior Director of Digital Strategy  
Hartford HealthCare

**Lindsay Zimmerman, PhD**, VP, Bartosch Patient Activation Institute  
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 multi-faceted physician engagement strategy, and how they're using technology.

**Courtney Patrick**, Marketing Manager  
Ochsner Health

**John McKeever**, Chief Growth Officer  
Endeavor Management

4:00 – 5:00p

**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

**Eric Steinberger**, Chief Marketing Officer  
Atlantic Health System

**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.

**Laurel Hopkins**, Executive Director, Market Development  
Virginia Mason Franciscan Health

**David Stephens**, SVP, Strategy & Development  
Hackensack Meridian Health

**Kriss Barlow (Facilitator)**, Principal  
Barlow/McCarthy



8:00 – 9:15a

Sponsored by Cured



**Make the Case for Anything – and Get It**

Whether you're in marketing, communications, sales, or leadership, you have to make the case for your ideas, your services, and yourself every day. Making the case is advocating. It's helping people believe. And it's a vital business skill. In this keynote, you'll learn how to turn anyone, even your adversaries, into your advocate – leading to more referrals, more testimonials, and more word-of-mouth marketing.

**Heather Hansen**, Advocacy Expert, Coach & Bestselling Author

**STRATEGIC MARKETING**

Sponsored by Wolters Kluwer

9:30 – 10:30a

**A Market Development Plan for Growth**

UT Southwestern worked with a cross-functional 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

10:45 – 11:45a

**Leveraging AI for Better Patient Engagement & Loyalty**

With the rise of AI technologies, digital brand experiences can now become more personalized, intuitive, and effective, which means the need for humans in patient communications has never been greater. Explore new trends and best practices in AI-driven healthcare marketing to engage patients and build long-term loyalty. Take home strategies for driving growth (and a few to help save time) in a rapidly changing industry.

**Kalee Hildreth**, Executive Director, Digital Strategy, UChicago Medicine

**Shawn Gross**, Healthcare Practice Area Lead, Strategy, Primacy

**COMMUNICATION STRATEGIES**

Sponsored by Revive

**Generative AI: What You Need to Know**

Discussion on Generative AI is everywhere. You know that it is designed to understand and generate human-like text... but, what does that mean for you and your organization? Join your colleagues in a discussion of the opportunities, and possible downfalls.

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

**Reed Smith**, VP, Digital & Innovation  
Ardent Health Services

**Blake Madden**, Founder, Hospitalogy & Content Creator, Workweek

**Sujal Raju**, Founder & CTO, Enqbat

**James Gardner** (Facilitator), Director, Healthcare Strategy, OHO Interactive

**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 Access Strategist, Beacon Health System

**Carrie Liken**

Head of Industry, Healthcare, Yext

**UTSW Digital Strategy to Execution**

UTSW set out to build a unified digital experience by integrating their key patient-facing 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** 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](http://www.healthcarestrategy.com/summit/scholarships).



7:00 – 7:50a SUNRISE BREAKFAST: SHARE YOUR THOUGHTS

8:00 – 9:15a

Sponsored by Cured



**Make the Case for Anything – and Get It**

Whether you're in marketing, communications, sales, or leadership, you have to make the case for your ideas, your services, and yourself every day. Making the case is advocating. It's helping people believe. And it's a vital business skill. In this keynote, you'll learn how to turn anyone, even your adversaries, into your advocate – leading to more referrals, more testimonials, and more word-of-mouth marketing.

**Heather Hansen**, Advocacy Expert, Coach & Bestselling Author

**DATA STRATEGIES**

Sponsored by Playbook for Health

9:30 – 10:30a

**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

**Elevate Experience with Unified Data & Personalization**

Summit Health is using a customer data platform and personalization to shape a successful enterprise-wide digital engagement strategy based on unified customer attributes. Hear how unified data helps Summit Health deliver the right message to the right person at the right time, build targeted audience segments for personalized messages, and retarget patients and consumers for relevant services.

**Andrew Chang**, VP, Marketing  
Summit Health

**Ben Seyden**, Executive Strategist  
Salesforce

**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

10:45 – 11:45a

**Unlocking the Power of Your Data is Easier Than You Think**

Healthcare organizations have an abundance of data, often existing in silos. Learn how to breakdown silos and unlock the power of your data. Hear how it can best be used to fuel your marketing strategy, trigger actions, and drive growth.

**Milissa Holland**  
Director of Healthcare  
Coastal Cloud

**Brian O'Connor**  
EVP & General Manager  
Populi

**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, Primary Care 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](http://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.



## Summit Sponsors



### Diamond Sponsor

**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, we are 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.



**Bowstring** is a global, creative content studio specializing in offering brands and agencies strategic production solutions to deliver more high-quality content.



**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.



**Innovaccer**, the Health 1:1 company, delivers the most comprehensive Enterprise CRM system for hospitals and health systems. With a data-first approach to everything, Innovaccer is on a mission to finally unify the end-to-end consumer health journey from first point of contact through life so that health systems can find, guide and keep patients...for life.



We Engineer Success. Our passion is solving problems, delivering value and **LIFTing** 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.



**Salesforce** is the global leader in customer relationship management (CRM), bringing companies of every size and industry closer to their customers. Salesforce enables companies to leverage cloud, social, mobile, AI, and connected products to engage with their customers in new ways, all on one integrated platform that spans sales, service, marketing, commerce, communities, and industries.

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For 30+ years, **Carenet Health** has pioneered advancements in consumer experience by offering the most comprehensive solutions. We integrate human touch with digital innovation to make healthcare better for everyone.



**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.



**Cured**, the leading digital marketing and CRM platform for healthcare, supports top healthcare organizations on a collective mission to bring care full circle. Cured's solutions enable healthcare organizations to seamlessly engage with their customers.



**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.



**Optum** is evolving health care so everyone can have the opportunity to live their healthiest life. Together, for better health.



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.



**Primacy** is a data-inspired, full-service digital experience agency. We create smarter healthcare experiences that connect with people during meaningful moments.



**Reason One** is a full-service digital agency helping health systems create better digital experiences through consumer-centric digital strategy, technology, tools, and processes that serve both patients and teams.



## Gold Sponsors

**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™. 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.

## Silver Sponsors

**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.

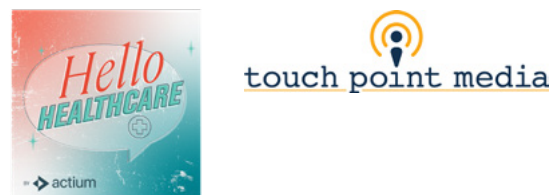
**SXM Media** reaches the largest addressable audience across digital audio—music, sports, talk, and podcasts. Together, Pandora, SiriusXM, and Stitcher Podcasts reach half of all Americans. 88% of its 150M listeners listen with ads, allowing healthcare marketers to reach and connect with consumers at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

**Yext** helps organizations answer every question about their business. Yext's Answers Platform helps organizations to deliver relevant, actionable answers wherever customers, employees, and partners look for information.

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# Healthcare Marketing & Physician Strategies Summit

**April 17 – 19, 2023**

JW Marriott Austin  
Austin, TX

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- Previously Attended     Forum Website     Online Search
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## 3 Which Category Best Describes Your Organization?

- Hospital/Health System     Insurer/Health Plan
- Urban/Suburban     Medical Group Practice
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The Forum guarantees a refund, less a \$400 administrative fee, if written notification is received on or before January 20, 2023. Verbal cancellations are not accepted. Cancellations received after January 20, 2023 are not eligible for a refund. You may always send a substitute.

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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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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	Regular
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Current Forum Member	_____ \$1,250	_____ \$1,395
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Non-Member (Does not include membership)	_____ \$1,525	_____ \$1,725

### Pre-Summit Strategy Sessions

Fee includes continental breakfast.

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Future-Driven MarTech	_____ \$95	_____ \$125
Physician Relations	_____ \$95	_____ \$125

## Summit Playback (Session Audio Synced with Slides)

Attendees	\$0 (Compliments of Primacy)
Non-Attendees	\$450

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