



forum FOR HEALTHCARE STRATEGISTS

29<sup>TH</sup> ANNUAL

# Healthcare Marketing & Physician Strategies Summit

APRIL 17-19, 2024 | LAS VEGAS, NV

## FOCUS ON:

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

With Special Support From

**UN  
LOCK**



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

The Summit continues a 29-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:

As the role of healthcare marketing, communications, and physician relations has grown and evolved, the Healthcare Marketing & Physician Strategies Summit (HMPS) has kept pace—calling attention to important themes, new developments, and innovations.

This has never been more true—or critical—than this year. At the 29th Annual Summit, you'll have the opportunity to examine the important issues and challenges you and your peers face every day. Among those are improving the healthcare customer experience and care journey; keeping up with new technologies and digital platforms; responding to new, nontraditional competitors; improving communication and engagement with both internal and external audiences; working more cooperatively with other departments; and doing more with less.

We invite you to join us in Las Vegas to network with your colleagues. We're confident that you'll emerge with new ideas and strategies that will help you face—and shape—the future.

### Summit Co-Chairs



**Susan Alcorn**  
Of Counsel  
Jarrard Inc.



**Kriss Barlow**  
Principal  
Barlow/McCarthy



**Chris Boyer**  
Digital Health Strategist  
@chrisboyer LLC



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

## 29<sup>TH</sup> ANNUAL Healthcare Marketing & Physician Strategies Summit APRIL 17–19, 2024 | LAS VEGAS, NV

### Who Should Attend

The Summit is designed for the following executives from hospitals, health systems, academic medical centers, integrated networks, medical groups, and other healthcare organizations.

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

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

**Wednesday, April 17 | 8:00 – 10:00a**

### Employee Engagement: Connecting the Dots Between Culture & Employee Experience

A healthy, thriving organizational culture and extraordinary employee experiences don't happen by default, they happen by design—and MarCom leaders can help. Examine LCMC Healthcare's journey to create, implement, and scale culture transformation. Take home a framework and tools to create a customized employee experience plan for your organization, including the milestones that matter most.

**Christine Albert**, Chief Experience Officer, LCMC Health

**Jennifer Horton**, Chief Strategy Officer, Level Ten Healthcare Advisors

### Patient Acquisition Marketing: Overcoming the Roadblocks

Healthcare executives understand the importance of patient acquisition, or data-driven, marketing. But doing it right is difficult. This hands-on workshop will dig down deep into the challenges as well as practical solutions for overcoming them. Learn how to gain access to the data you need even when IT says no, effectively segment your audiences, and build an ROI model your C-Suite can get behind.

**Nicole Murphy**, Marketing Account Manager, Adventist Health

**Trish Brawner**, VP, Client Services, BPD

**Anne DiNapoli Block**, Managing Director, Data Solutions & Analytics, BPD

### Harness the Power of AI

Artificial intelligence (AI) is transforming the healthcare industry, with the potential to improve patient care, reduce costs, and increase efficiency. Join a panel of hospital and health system executives to explore just what AI includes (not just generative AI), use cases, consumer and provider acceptance of AI solutions, benefits and risks of adoption, and AI governance.

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

**Alan Shoebridge**, Associate VP, National Communication, Providence

**Patty Riskind**, CEO, Orbita

**Chris Boyer**, Digital Health Strategist, @chrisboyer LLC

### Getting Results Starts with a Strategic Field Sales Plan

Earning referrals in today's competitive environment requires an advanced field plan that identifies the right targets, approach, and relationship-building tactics. Hear how to partner with strategy, data analytics, and operational leaders to frame the market opportunity, understand competitive differentiation, and determine the right field strategies. Take home a step-by-step process to engage and advance your field talent.


**Jessica Clarke**, Director, Strategy & Business Development, Hackensack Meridian Health

**Richard Sutton**, Manager, Strategy & Business Development, Hackensack Meridian Health

**Rebecca DeStigter**, Director, Strategy Integration, University of Iowa Health Care

**Susan Boydell**, Partner, Barlow/McCarthy

## Let's Talk Sessions

Look for the  that identifies facilitated sessions designed for interactive dialogue!

## Summit Schedule At-A-Glance

### WEDNESDAY, APRIL 17

7:00a–5:45p	Registration
8:00–10:00a	<b>Pre-Summit Strategy Sessions</b>
10:15–11:15a	<b>Concurrent Sessions</b>
11:15a–12:15p	Lunch & Learn
12:15–1:15p	<b>Concurrent Sessions</b>
1:30–2:30p	<b>Concurrent Sessions</b>
2:30–3:15p	Break in the Exhibit Hall
3:15–4:15p	<b>Concurrent Sessions</b>
4:30–5:45p	<b>General Session</b>
5:45–7:15p	Opening Reception in the Exhibit Hall

### THURSDAY, APRIL 18

7:00a–5:00p	Registration
7:15–8:00a	<b>Sunrise Breakfast</b>
8:00–9:15a	<b>General Session</b>
9:15–10:15a	Break in the Exhibit Hall
10:15–11:15a	<b>Concurrent Sessions</b>
11:30a–12:30p	<b>Concurrent Sessions</b>
12:30–1:45p	<b>Luncheon Keynote</b>
2:00–3:00p	<b>Concurrent Sessions</b>
3:00–3:45p	Break in the Exhibit Hall
3:45–4:45p	<b>Concurrent Sessions</b>
4:45–6:00p	Reception in the Exhibit Hall

### FRIDAY, APRIL 19

7:00–11:45a	Registration
7:00–7:50a	<b>Sunrise Breakfast</b>
8:00–9:15a	<b>General Session</b>
9:30–10:30a	<b>Concurrent Sessions</b>
10:45–11:45a	<b>Concurrent Sessions</b>
11:45a	Summit Adjourns



**STRATEGIC MARKETING**

Sponsored by BPD

10:15 – 11:15a

**Reinventing Primary Care**

With physician shortages and months-long waits for appointments, primary care requires reinvention. Hear new research on consumer expectations, provider preferences, and reactions to disruptors. Learn how disruptor tactics, or partnerships, can improve access to primary care while also delivering net benefits for the health system.

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

**Rob Klein**, Founder & CEO  
Klein & Partners

**Linda MacCracken**, Principal  
Ignite Market Advantage

12:15 – 1:15p

**Building a Strong Service-Line Focused Marketing Plan**

Need an executable marketing plan that service lines can use on Day One? Concerned that your service line colleagues aren't on the same page as the marketing team? Join us and take away three proven tools for your annual planning activities, as well as the framework of a base plan.

**Carrie Manuel**, Sr. Director of Marketing & Communications, Valley Health

**Stephanie Nichols**, System Marketing Director,  
Cardiovascular & Oncology Service Lines  
Franciscan Health

**Becca Pratte**, Account Director & CRM Lead  
Doe-Anderson

1:30 – 2:30p

**Transforming Healthcare: Leading the Way**

Changing consumer expectations...advances in technology...new entrants from outside the industry... all contribute to an end of business as usual in healthcare. Hear from systems that are transforming delivery by embracing retail strategies, partnering with new entrants, and more!

**James Blazar**, Senior Strategic Advisor to the CEO  
Hackensack Meridian Health

**Don Stanziano**, Chief Marketing &  
Communications Officer  
Geisinger

**Daniel Fell** (Facilitator), SVP, Healthcare  
BVK

3:15 – 4:15p

**Inclusive Marketing: An Imperative for Healthcare Brands**

Marketing leaders play an essential role in building strong relationships and emotional connections to healthcare brands. Let's talk about ways to build trust with inclusive marketing strategies, including the role of data.

**Victor Reiss**, VP, Consumerism, Marketing &  
Insights, UNC Health

**Michelle Rider**, Chief Marketing Officer, Marvin  
Behavioral Health

**Melissa Fors Shackelford**, Former Managing  
Director/Head of Marketing, Express Scripts

**Jhaymee Tynan**, Principal, Healthcare Services,  
Korn Ferry

**COMMUNICATION STRATEGIES**

Sponsored by Wolters Kluwer

**Patient Experience & Your Brand Promise**

In healthcare, there's often a gap between the experience organizations want to promote and the actual patient experience. Hear how to improve communication strategies to better guide patients and caregivers. Examine how to use social listening and feedback from the community to better match brand promises with experience.

**Dean Browell**, Chief Behavioral Officer, Feedback

**Joel English**, SVP Managing Partner, BVK

**Ahava Leibtag**, President, Aha Media Group

**Denise E. Wiseman** (Facilitator)  
Chief Community Manager & Founder, The PX  
Community

**Innovation & New Technologies: An Evaluation Roadmap**

Metaverse...Generative AI...changes in social platforms...how do you know what to invest in and when? Examine the internal and external collaboration processes developed by Mount Sinai Health System's MarCom team to evaluate new ideas, guide resource investment, and achieve strategic objectives.

**Gabriel Bershadsky**, AVP, System Creative &  
Design and

**John Davey**, VP, Marketing Technology and  
**Chloe Politis**, Director, Digital & Social Media  
and

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

**Responding to Tough Questions: Yes, There's Content for That!**

From thought leadership to driving volume to physician video profiles...CEOs often have challenging requests. Learn how to respond with creative, cost-effective content solutions while optimizing your resources (time, team, and budget). Examine real and potential scenarios.

**Michiko Tanabe**, SVP, Chief Marketing Officer,  
Stanford Health Care

**Donna Teach**, Chief Marketing &  
Communications Officer, Nationwide  
Children's Hospital

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

**Ask a Doc: Secrets of Marketing With, To & For Doctors**

It's every marketer's dream: a doctor who truly wants to partner on marketing initiatives. Learn how to engage doctors in marketing without taking away from patient care, leverage medical influencers, and develop messaging strategies that doctors can get behind and amplify.

**Douglas Flora, MD**, Executive Medical Director  
St. Elizabeth Healthcare

**Carmen Fong, MD, FACS**, Colorectal Surgeon,  
Medical Consultant & Writer

**Sanjay Juneja, MD**, Co-Founder, MedFluencers  
@TheOncDoc

**Kirsten Lecky** (Facilitator), EVP, Insights &  
Growth, WriterGirl

**INTERACTIVE & DIGITAL STRATEGIES**

Sponsored by Reason One

**The MarCom & IT Partnership**

Relationships between MarCom and IT can be contentious, but a strong partnership is critical for true customer-focused transformation. Hear how leaders can come together to find common goals, build mutual trust, and strengthen partnerships.

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

**Ryan Hummel**, Senior Executive & Head of  
Providers, Vynamic

**Matthew Majeski**, VP, Digital Marketing  
Mass General Brigham

**Jeremy Harrison** (Facilitator)  
AVP, Consumer Engagement & Experience  
MultiCare Health System

**Generative AI for Marketing: The Strategy & the Integration**

Cleveland Clinic is using Generative AI as part of its marketing efforts, including content creation and production. Examine the strategy and implementation. Hear how AI tools are also used for SEO, website building, creative development, images, ads, and more. Hear solutions for addressing governance, privacy, and security.

**Paul Matsen**

Chief Marketing & Communications Officer and

**Amanda Todorovich**  
Executive Director, Digital Marketing  
Cleveland Clinic

**The Changing Role of Digital in Health Systems**

Today's digital leaders are evolving to address experience, transformation, and innovation strategies. Hear how they are partnering with strategy, IT, and other departments; addressing governance challenges; and rethinking and restructuring their departments to meet new demands.

**Kelly Faley**, VP, Digital Experience, Sharp HealthCare

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

**Reed Smith**, Chief Consumer Officer, Ardent  
Health Services

**Chris Boyer** (Facilitator) Digital Health  
Strategist, @chrisboyer LLC

**CFO-Defensible ROI**

Nationwide, healthcare organizations are grappling with optimizing marketing investments while managing service access and capacity. Hear how marketing and finance leaders are working together to devise credible methods to calculate marketing's impact. Learn how to get access to the right data and translate it into what leaders want.

**Mark Bohen**, Chief Marketing &  
Communications Officer, Mass General Brigham

**Ashley Cusimano**, Sr. Finance Director and  
**Andrew Snyder**, SVP, Marketing & Communications  
Orlando Health

**Dan Lavelle**, Chief Product Officer  
Unlock Health

4:30 – 5:45p

**The Power of AI in Healthcare: A Fireside Chat** Sponsored by MERGE

From revolutionizing the way we diagnose, treat, and manage diseases to streamlining administrative tasks to enabling more personalized marketing, communications, and experiences, there's no doubt that AI is transforming healthcare. Explore the implications for healthcare marketers, communicators, and strategists!

**Kaveh Safavi, MD, JD**, Senior Managing Director – Global Health, Accenture

**Chris Boyer**, Digital Health Strategist, @chrisboyer LLC

4

**DATA STRATEGIES**

Sponsored by Playbook for Health

10:15 – 11:15a

**Deconstructing Digital Experiences with Data**

Atria Senior Living created a powerful data-driven marketing strategy using behavioral segmentation, funnel analysis, and journey mapping insights. Hear how the strategy resulted in higher web performance and a 9% increase in lead conversion across Atria's 350 community pages. Examine best practices for improving conversion and engagement across digital channels.

**Holly Fisher**, Marketing Business Analyst and **Amie Spellman**, Director of Product Development Atria Senior Living

**DJ Shastri**, Director of Solutions Engineering Heap

12:15 – 1:15p

**Data-Driven Devotion: Customer Loyalty in Healthcare**

It's a top priority for health systems...connect with the existing patient population to increase engagement, improve care outcomes, and drive financial results. Examine how to use data, gather requirements to develop a comprehensive loyalty program, establish benchmarks and goals for service line growth, and gain insights into cross-functional collaboration.

**Jeff Bean**, VP System Marketing & Brand Geisinger

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

1:30 – 2:30p

**AI + Better Data = Deeper Insights**

Marketing and strategy executives are being challenged to turn raw data into market insights and longitudinal patient journeys. Now it's possible to do that without a team of analysts or building out new infrastructure! Empowered with more accurate data, plus Generative AI and large language models (LLMs), healthcare organizations can uncover accurate insights from a vast healthcare claims dataset to confidently inform strategies. Hear how!

**Ryan Leurck**, Chief Analytics Officer and

**Jeff McDonald**, CEO Kythera Labs

3:15 – 4:15p

**Simplifying Complexity: A User-Centric Approach to Drive Innovation for Your Provider Directory**

CHRISTUS Health faced a challenge...how to deliver a provider and location search experience that provides highly relevant and easy to understand, consumer-focused results. Hear how they engaged internal stakeholders, de-siloed data, and simplified complexity, culminating in a new provider and locations search experience.

**Jeff Stewart**, VP, Strategic Marketing CHRISTUS Health

**Keir Bradshaw**, EVP, Technology MERGE

**ENGAGEMENT STRATEGIES**

Sponsored by Doximity

**Track & Quantify Physician Marketing Efforts**

Working together, City of Hope marketing and physician liaison executives take a data-driven approach to physician outreach. Hear how marketing executives use CRM to track and quantify their marketing efforts and then work with liaisons to inform targeting strategies. Examine how they shape measurable strategies to directly show ROI and increased cross-functional workflows.

**Kate Schmelz**, Regional Program Manager, Clinical Marketing City of Hope

**Kelly McKenna-Petrie**, VP, Hospital Partnerships Doximity

**Segmentation 2.0: Fusing Attitudinal & Patient Data to Humanize Content**

With consumers increasingly demanding an entirely different relationship with their healthcare providers, personalized content has never been more important. Learn how to use advanced analytics and attitudinal segmentation to connect with people based on their unique health, care, and wellness needs and communicate with them like people vs. patients. Examine the results.

**Chrisie Scott**, SVP & Chief Marketing Officer and **Ryan Younger**, VP, Marketing Virtua Health

**Grant Mason**, Executive Director, Behavioral Insights, Monigle

**Generate Measurable Results Using an Omnichannel Digital Approach**

Ballad Health engaged with consumers using an impressive set of bespoke high-value data, then executed hyper-targeted programmatic and social media tactics to ensure the audience received personalized messaging. The result...74% of website visitors completed an action or booked an appointment within the first 90 days. Examine the campaign and how Ballad quantified the value.

**Molly Luton**, Chief Marketing & Communications Officer Ballad Health

**Sam Scott**, Chief Strategy Officer LIFT Healthcare

**Expanding Engagement Strategies to the Enterprise**

Healthcare organizations are looking for more cohesive ways to engage with patients. The key...different parts of the enterprise must come together to support the goal. Hear how Stanford Health Care established a governance structure stretching across many stakeholders, engaged teams from clinicians to contact center staff, and measured success.

**Rochelle Cornell**, Manager, IT Clinical Operations, Population Health Stanford Health Care

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

**PHYSICIAN RELATIONS & SALES**

Sponsored by Huron

**Messages That Resonate**

Market clutter is a real challenge, so the ability to differentiate your offerings and create a message that resonates with physicians has never been more important. Hear from organizations that are having success.

**Bob Hudson**

Provider Relations Lead-Southern Colorado Markets; Colorado/Utah/Kansas Division CommonSpirit Health

**Christy Stallings-Shoemaker**

Corporate Senior Director of Provider Relations Community Health Systems

**Referral Relations & Marketing Collaboration That Works**

We've all heard stories of tension between healthcare sales and marketing teams and may even have experienced it ourselves. Mayo Clinic's Referral Relations and Marketing teams created an environment that facilitated robust collaboration to achieve organizational objectives. Hear how they overcame challenges and aligned business units to present a united front.

**Anissa Blanshan**

Sr. Marketing Manager and

**Angie Puffer**

Operations Administrator Mayo Clinic

**Market Disruption: Field Staff's Role & Impact**

Competition has been a key reason field staff exist, but in today's environment, disruption often comes from nontraditional sources. Hear how physician relations teams are responding in their tactics. Examine the feedback they can share to support their leaders.

**Veronica Campbell**

Network Director, Physician Relations & Market Development HonorHealth

**Laurel Hopkins**

Executive Director, Market Development Virginia Mason Franciscan Health

**Outmigration & Retention: Success Stories**

Most health systems are still challenged with outmigration and referral leakage. How can you work with primary care physicians to stem the leaks and truly drive referral retention? Examine innovative approaches, including employed physician strategies; results; and lessons learned.

**Matthew Hughes**

Director of Physician Relations Children's Hospital Colorado

**Penny Nichols**

Physician Outreach & Referral Management Executive Adventist Health

4:30 – 5:45p

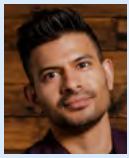
**The Power of AI in Healthcare: A Fireside Chat** Sponsored by MERGE

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**Kaveh Safavi, MD, JD**, Senior Managing Director – Global Health, Accenture

**Chris Boyer**, Digital Health Strategist, @chrisboyer LLC

8:00 – 9:15a

**The Age of Infinity – Generative AI & Our Future** Sponsored by Unlock Health

We are on the brink of a revolution based on the meteoric rise of Generative AI, most notably ChatGPT. These exponential technologies are transforming the way we communicate, collaborate, and create revolutionizing industries. In this provocative and counter-intuitive keynote, Shawn Kanungo dives deep into the age of AI and infinite leverage. Learn why AI will shape the future, and how it will impact culture, business, technology, and individuals.

**Shawn Kanungo**, Globally-recognized Innovation Strategist & Bestselling Author

**STRATEGIC MARKETING**

Sponsored by BPD

10:15 – 11:15a

**A Wake-Up Call: The Future of the CMO**

Shifting societal and industry dynamics threaten the very role of marketing in health systems. Growing demand; reduced capacity; ongoing financial stress—all add up to a new and potentially ominous environment for CMOs. Let's talk about how CMOs can prepare for this future!

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

**Lisa Schiller**, Chief Marketing & Communications Officer, UNC Health

**Kristen Wevers**, Former SVP, Chief Marketing & Communications Officer, UC Health

**Chris Bevolo**, President, Revive

**COMMUNICATION STRATEGIES**

Sponsored by Wolters Kluwer

**Not If, But When: A Playbook to Protect Your Brand**

Nationwide, every organization will face threatening issues. Lehigh Valley Health Network designed a playbook to position for multiple scenarios and protect its brand. Hear how to develop a strong issues management team, a cohesive crisis checklist, and responses to a range of societal issues. Learn how to use quantitative and qualitative research to identify and prioritize issues and listen to the voice of your community and colleagues.

**Pamela Riddell**, VP, Communications  
Lehigh Valley Health Network

**INTERACTIVE & DIGITAL STRATEGIES**

Sponsored by Reason One

**AI & Healthcare Marketing: Are You Ready?**

The buzz around artificial intelligence in healthcare is everywhere. But, how will it impact healthcare marketing, communications, digital, and physician relations executives? Join us to "talk tech" with AI experts about AI in healthcare marketing. Examine how your organization can use AI-based technologies to accelerate your strategic priorities—and avoid the very real risks.

**Reed Smith**, Chief Consumer Officer  
Ardent Health Services

**Matt Cohen**, Director, AI and

**Brian Gresh**, President  
Loyal



11:30a – 12:30p

**Outside Innovation: Lessons Learned**

With new entrants to healthcare, an understanding of consumer preference is essential. Examine the importance of consumer research to your value proposition. Hear how Moffitt Cancer Center utilizes Strategic Foresight to understand disruption and explore inside innovation to advance new ideas.

**Judit Tejada**, Strategic Insights Director  
Moffitt Cancer Center

**Ryan Donohue**, Strategic Advisor  
NRC Health

**Personalization vs. Privacy**

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 us to examine best practices.

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

**Adrienne Woods**, Director, Digital Engagement  
Hackensack Meridian Health

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

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

**The Power of Consumer-Focused Website Redesign**

Today's consumers expect a health system's website to provide a seamless care journey. With that in mind, Vanderbilt Health's marketing team added features to the website that reshaped functionality while also reducing content management demands. Examine the componentized design of their website, along with automated content. Hear how customization has increased conversions.

**Travis Waters**, Associate Director, Digital Experience & Analytics, Vanderbilt Health

**Chris Riegger**, Chief Operating Officer, Modea

2:00 – 3:00p

**Marketing Metrics & Reports Worth Sharing**

Online presence matters! Marketing efforts that improve the volume and accuracy of provider reviews as well as average ratings across the health system have caught the attention of the C-suite. Examine which marketing metrics and reports should be shared and with whom, and how to stand up a program that will legitimately move the needle.

**Andy Miller**, Digital Marketing Director and  
**Carey Van Wagoner**, Director of Marketing  
Intermountain Health

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

**Coping with Controversies**

Every organization is dealing with divisive issues, including labor negotiations, gun violence, misinformation, staff burnout, and more. Help shape the direction of the session! Join your colleagues for an off-the-record, interactive discussion.

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

**Rose Glenn**, Chief Communications & Marketing Officer, Michigan Medicine

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

**Susan Alcorn**, Of Counsel, Jarrard Inc.

**Get Off the Roller Coaster: Better Websites Through Incremental Change**

Website overhauls are costly, disruptive, and based on legacy data. Lee Health found a better way to keep their website aligned with rapidly changing consumer needs through digital roadmapping, data-driven design and decision-making, and a composable approach to technology. Hear how it was done without the roller coaster!

**Stephen Barry**, Product Owner  
Lee Health

**Ben Cash**, CEO  
Reason One

3:45 – 4:45p

**Service Line Marketing Meets Population Health**

Explore the dynamic interplay between service line marketing and population health in a redefinition of healthcare consumerism. Learn how to cater to diverse patient needs and preferences. Hear how to empower individuals to participate in their health journey.

**Amy Comeau**, VP, Marketing, Emory Healthcare  
**Sue Omori**, Executive Director, Marketing  
Account Services, Cleveland Clinic

**Rob Whitehouse**, VP, Marketing Communications, TriHealth

**Tom Hileman**, Managing Partner, Global Prairie

**Enhancing Employee Experience Through Strategic Communications**

Effective communications can bolster productivity, streamline HR operations, and significantly impact patient and employee satisfaction. Examine innovative approaches to employee recognition that boost morale and contribute to a culture of excellence and commitment. Take home practical tools and strategies to foster a motivated workforce dedicated to superior patient care.

**Lauren Berger**, AVP, Internal Communications  
University of Miami - UHealth & the Miller School of Medicine

**Chuck Gose**, Head of Community  
Firstup

**Balancing Healthcare Marketing Performance & HIPAA Compliance**

The risks of using Google and Meta trackers on healthcare websites are well-known. And those aren't the only web trackers marketers need to worry about. Examine the various trackers that run marketing, analytics, ads, and more, and their risks. Learn how to audit your website to find non-compliant trackers. Hear how Heartland Dental balances high-performance marketing and HIPAA compliance.

**Michael Sorice**, Sr. Director, Digital, Marketing Technology, Analytics & CRM  
Heartland Dental

**Ray Mina**, Head of Marketing  
Freshpaint

6



8:00 – 9:15a



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**Shawn Kanungo**, Globally-recognized Innovation Strategist & Bestselling Author

DATA STRATEGIES

Sponsored by Playbook for Health

10:15 – 11:15a

Patient Acquisition Playbook: Boost Results

Fuel your patient acquisition and service line growth goals! Learn how CHI St. Vincent implemented strategies and initiatives that resulted in a 53% surge in patient acquisition and a stunning ROI. Hear how they used a potent blend of data, analytics, and multi-channel outreach. Examine vital next steps.

**Bonnie Ward**

Director of Marketing & Communications  
CHI St. Vincent

**Jaci Haack**

VP, Strategic Development  
Personify Health

ENGAGEMENT STRATEGIES

Sponsored by Doximity

Turning Big Data into Big Revenue with AI, Data Cloud & Automation

Banner Health is driving millions of dollars of additional revenue each year by radically improving patient access, engagement, and outcomes. Peer behind the curtain of the innovations driving the growth: an intelligent digital front door, a centralized contact center, and a personalized messaging platform, all of which are built on large data models and leverage advanced AI technologies.

**Brock Bassetti**, Sr. Director, Digital Access **and**

**Chris Pace**, Chief Digital Marketing Officer  
Banner Health

**Ben Seyden**, VP Healthcare Strategy, Salesforce

PHYSICIAN RELATIONS & SALES

Sponsored by Huron

Unlocking Growth: Navigating Healthcare's Front Door Challenges

In an era where convenience shapes healthcare choices, "consumer-first" entry points like Urgent Care and Concierge Medicine offer a unique opportunity for referral development. Discover how Main Line Health leverages a data-enabled growth strategy to expand market share, leveraging the needs of independent and for-profit healthcare practices.

**Lorraine DeLuca Placido**, AVP, Physician

Relations & Recruitment  
Main Line Health

**Rachel Beachy**, Sr. Director, Digital Consulting  
Huron

STRATEGIC ISSUES

Sponsored by Enqbator

Measuring ROI Through Dynamic Campaign Management

Proving ROI is one of the biggest challenges for healthcare marketers, especially with changing sensitivities around pixels and ID-based solutions. Hear how to use real-time marketing data and claims data to plan, optimize, and measure towards patient touch points and ROI. Examine results.

**Alexis Bossi**

VP, Consumer Engagement  
MBB

**Catherine Pitman**

Product Manager  
MiQ

11:30a – 12:30p

Amplify Your Brand & Impact with Data-Informed Sponsorships

Youth, college, and pro sports sponsorships, as well as community events, can be a powerful way to reach your target audience and drive results. Learn how analytics can help you make data-informed decisions that enhance your sponsorship strategy, support business goals, and achieve desired results.

**Thomas Kruse**, SVP, Chief Strategy Officer  
Virginia Mason Franciscan Health

**Kathy Smith**, VP, Chief Marketing & Digital Officer  
Roper St. Francis Healthcare

**Michael LaPorta**, President  
Playbook for Health

Performance-First Patient Marketing Maximizes Results

Faced with declining budgets and a need to demonstrate impact, Penn Medicine marketers shifted their strategic approach. Hear how a performance-first media planning strategy bolstered by increased investment in digital advertising and highly relevant audience targeting supports the patient journey and delivers leads.

**Joshua Torrisi**, Corporate Director, Enterprise Growth Marketing **and**

**Camelot Ives**, Corporate Director, Enterprise Growth Marketing, Penn Medicine

**Steve Kessen**, CEO, Fathom

Measuring Physician Relations Impact & ROI

Translating physician relations efforts into measurable impact is difficult when the path from datapoints to reportable outcomes is unclear. Examine a measurement methodology that accurately and efficiently translates liaison efforts into reportable outcomes. Learn how to create reports that demonstrate impact and ROI, establish the efficacy of your team, and justify further investment and expansion.

**Karen Insignares-Garcia**, Assistant Vice

President, Physician & Provider Relations **and**

**Lindsay Konz**, Director, Business Operations  
UHealth/University of Miami Health System

Taming Big Data: How CMOs Transform Data into Healthcare ROI

In today's data-driven world, UCSF's Chief Marketing & Brand Experience Officer, Sarah Sanders, is turning big data challenges into strategic opportunities and seeing real ROI. In this fireside chat, you'll hear how Sarah leveraged data to focus on personalized consumer journeys, resulting in increased patient loyalty and improved patient outcomes.

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

**Milissa Holland**, Managing Director, Healthcare & Life Sciences, Coastal Cloud

2:00 – 3:00p

A Data-Driven Approach to Identifying Providers & Opportunities for Growth

Building a unique referral pattern analysis using claims data, Henry Ford Health can now categorize providers into relationship subsets that allow outreach and service line teams to better engage with providers. The team is now integral in the analysis of which specialties are most needed in a market area. Examine the approach and results.

**Abby Elowsky**, Director, PRM Technology **and**

**Ziad Omar**, Principal Performance Management Analyst, Henry Ford Health

**Emilio Ruocco**, VP, Market & Provider Solutions  
Definitive Healthcare

Online Scheduling Secrets

There is no magic bullet to increase online scheduling, but there are some winning strategies. The key is to use the right technology and communicate with the right departments and leaders internally and externally. Hear how Austin Regional Clinic and Cedars-Sinai increased their online scheduling rates dramatically!

**Michelle Schmidt**, Website Marketing Manager **and**

**Heidi Shalev**, VP, Marketing, Communications & Patient Engagement, Austin Regional Clinic

**Christina Valls**, Associate Director, Product & Enablement, Cedars-Sinai

Internal Positioning to Maximize Physician Relations Impact

Physician relations leaders are often focused on the external referring physician audience. But, without solid collaboration with your internal leadership team, it can be a struggle. Hear how to gain credibility and build visibility and support by articulating opportunities or barriers to growth, documenting your successes, and more.

**Lindsay Carrillo**, Director, Business & Network Development, UCI Health

**Brad Jones**, Executive Director, Physician & EMS Relations, AdventHealth

The New Era of Search: Impact of AI

Search functionality in healthcare marketing is evolving for enhanced user engagement. Examine how advanced AI algorithms will revolutionize search capabilities, making them more intuitive, accurate, and tailored to individual user needs. The advancements not only improve user experience, but also drive engagement and satisfaction in healthcare platforms. Hear how!

**Aaron Watkins**, Sr. Director, Digital Strategy  
Johns Hopkins Medicine

**Sujal Raju**, Founder & CTO  
Enqbator

3:45 – 4:45p

Rethinking Physician Engagement: Building Reputation While Driving Demand

RUSH University Medical Center is innovating through data and technology to build and deepen relationships with physicians. Hear how data-driven insights enable more accurate, meaningful, and highly personalized marketing campaigns to provider audiences. Examine the impact on national reputation, business growth, and patient experience.

**Sarah Toomey**, Senior Director, Clinical Services Marketing  
RUSH University Medical Center

**Stacy Compt**, Director, Client Success  
IQVIA

Transform Patient Engagement & Acquisition Through Data-Driven Marketing Automation

With a targeted marketing automation strategy, HonorHealth built patient loyalty and drove revenue despite limited operational capacity. Learn how they identified pockets within the network with excess capacity, then used propensity modeling to pinpoint and engage patients most suited to available services. The results? A 50% increase in email engagement and up to a 20% conversion to appointment rate.

**Seth Kaplan**, Director of Marketing & Customer Engagement, HonorHealth

**Ashmer Aslam**, Co-Founder/CTO, Cured

Bridging Tactical & Strategic Market Intelligence for Network Growth

When Atlantic Health System entered a contiguous market infiltrated with competition 10 years ago, market intelligence was critical to driving growth and market share. Learn how the Network Development team differentiated tactical and strategic market intelligence to establish a thriving physician network, a multi-specialty pavilion, De Novo practices, and more.

**Linda Carifi**, Director, Network Development **and**

**Naomi Savitz**, Director, Network Development  
Atlantic Health System

Stay Tuned!

8:00 – 9:15a

**The Power of Leaving Your Comfort Zone** Sponsored by AcrobatAnt & Aletheia

Our world is overloaded with...everything. The result...many suffer from a creativity crisis, and the country faces the highest rates of chronic mental and physical diseases in human history. Hear from a leading voice on how humans can integrate modern science and evolutionary wisdom for improved health, meaning, and performance in life and at work. Through eye-opening storytelling, Michael Easter takes us on a journey of how normal people are doing extraordinary things!

**Michael Easter**, Health & Wellness Expert, Journalist & Bestselling Author

**STRATEGIC MARKETING**

Sponsored by BPD

9:30 – 10:30a

**Strategy, Marketing & Physician Relations Unite**

In a post-merger world, Bon Secours Mercy Health embarked on a journey built on the foundation of the triple aim to rally the organization around a common purpose: Primary Care. The synergistic impact resulted in a trusted brand built on the back of an improved care delivery model benefiting patients and providers alike. Examine the strategy and results.

**Nikki Carter**, Chief Strategy Officer, US Markets and

**Kelly Nicholls**, VP, Physician & Provider Relations and

**Alexa Warner**, VP, Marketing & Brand Strategy  
Bon Secours Mercy Health

**COMMUNICATION STRATEGIES**

Sponsored by Wolters Kluwer

**Partnering with Strategy in Moments That Matter**

Virginia Mason Franciscan Health leveraged the communications team's expertise during the development and initial rollout of its unified 5-year strategic plan, but the real win came when the system encountered major financial and operational challenges. Hear how communications was able to move quickly to galvanize culture during difficult times.

**Kelly Campbell**

Division VP, Marketing, Communications, Sales & Community Relations  
Virginia Mason Franciscan Health

**Teresa Hicks**

VP, National Health Systems Practice Lead,  
Jarrard Inc.

**INTERACTIVE & DIGITAL STRATEGIES**

Sponsored by Reason One

**Building a MarTech Roadmap That Drives Results**

Geisinger is taking a crawl, walk, run approach to advance its MarTech stack and deliver an omnichannel experience for members and patients. By analyzing their current architecture and identifying capability gaps, they built a multi-year strategy focused on lowering acquisition costs, increasing conversion rates, and driving customer satisfaction. Hear how!

**Kamila Hacia**, Manager, Digital Marketing and  
**Charlotte Wilson**, Sr. Director, Digital Engagement  
Geisinger

**Suzanne Revere**, Sr. Manager, Digital Technology  
Deloitte

10:45 – 11:45a

**Building a Successful Internal Agency**

No matter your team's size, thoughtful resource management is crucial for peak performance. Examine the pillars of Marketing & Communications, as well as the pros and cons for outsourcing these areas versus managing them in-house. Explore opportunities to look for cost savings, as well as an onboarding plan to hold outside agencies and vendors accountable.

**Emily MacMillan**

Manager of Marketing & Creative Services and

**Cristal Woodley**

Senior Director of Marketing, Communications & Customer Engagement  
Renown Health

**Elevate Nursing Communications to a Strategic Initiative**

Mount Sinai's MarCom team collaborates with senior nursing leadership to meet the challenge of nurse recruitment and retention. Hear how dedicated communications support engages 8,000+ nurses working across eight hospitals, 400+ clinics, home care, and other care settings. Explore practical and proven strategies and tactics you can use in your organization.

**Wendi Chason**

Assistant Vice President, Service Line Marketing and

**Thomas Fowlkes**

Director, Service Line Marketing, Nursing  
Mount Sinai Health System

**Stay Tuned!****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 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 conversation!

**Share Your Thoughts!**

Help us shape the HMPS25 Agenda! Join HMPS Co-Chairs and Advisory Committee Members at the Sunrise Breakfast on Friday to share your feedback and ideas.

**Summit Scholarships**

Interested in attending HMPS24 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).

**Save the Date**

**30th Annual Healthcare Marketing  
& Physician Strategies Summit**

April 30 – May 2, 2025

Omni Orlando Resort at ChampionsGate



8:00 – 9:15a

**The Power of Leaving Your Comfort Zone** Sponsored by AcrobatAnt & Aletheia

Our world is overloaded with...everything. The result...many suffer from a creativity crisis, and the country faces the highest rates of chronic mental and physical diseases in human history. Hear from a leading voice on how humans can integrate modern science and evolutionary wisdom for improved health, meaning, and performance in life and at work. Through eye-opening storytelling, Michael Easter takes us on a journey of how normal people are doing extraordinary things!

**Michael Easter**, Health & Wellness Expert, Journalist & Bestselling Author

9:30 – 10:30a

**DATA STRATEGIES**

Sponsored by Playbook for Health

**ENGAGEMENT STRATEGIES**

Sponsored by Doximity

**PHYSICIAN RELATIONS & SALES**

Sponsored by Huron

**Improving Patient Experience with Commerce-Like Applications**

With an array of care options at their fingertips, a growing number of tech-savvy healthcare consumers have become “free agents.” Hear how to manage consumer loyalty through “Care Commerce,” which blends digital marketing and ecommerce strategies to drive customer acquisition and guide patients to the care option that fits them best.

**Allison Lewis Lodhi**, Director, Strategic Account Integration  
Community Health Network

**Jeanine Maier**, VP, Consumer Experience  
Kaiser Permanente

**Jamie Gier**, Chief Marketing Officer  
DexCare

**Small Markets & Niche Offerings Rely on Physician Relations**

Community hospitals rely on field teams to ensure the right business stays at home. Likewise, niche services have turned to referral development to ensure their futures. Often the competition comes from large AMCs that capture elective surgeries your facility needs. Hear how smaller and specialty organizations are deploying field staff to keep referrals close to home.

**Erin Anderson**  
Senior Physician Liaison  
Corewell Health

**Ashley Hilliard**  
Sr. Director, Practice Growth & Referral Relations  
Texas Oncology

10:45 – 11:45a

**Use First-Party Data for Attraction, Retention & ROI**

By demonstrating marketing ROI directly tied to patient appointments, the marketing team at CHI Health is affirming marketing's efficacy, justifying budgets, and building internal trust. Learn how first-party data and trends submitted by prospects, patients, and providers can create more engaging campaigns and influence other departments in the organization.

**Tina Ames**, Division VP, Marketing & Communications  
CHI Health

**Bob Waddell**, Co-Founder  
MD Match-Up

**Stay Tuned!****5 Ways to Differentiate Your Field Implementation**

Field strategy requires a plan, data, and measurement, but nothing really happens until the liaison has a meaningful conversation with the doctor. Examine scripts, tools, and techniques of best practice programs. Whether you're a leader coaching the team or a liaison working to enhance your skills, you'll take home solid ideas—from gatekeeper techniques through closing to the referral.

**Jennifer Downs**  
Director, Physician Referral Networking  
Johns Hopkins Health System

**Angela Valchine**  
SVP, Sales & Marketing  
Behavioral Health Group

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 **Caesars Palace Las Vegas**. Standing in a class by itself, Caesars offers the luxuries of the world's top resorts, with seven pools, workout facilities, a world-class spa, celebrity chef restaurants, and legendary entertainment.

To reserve a room at the special rate of \$239/night, plus \$39 resort fee, [reserve online](#) or call the hotel at (800) 223-7277 and identify the meeting as the “Healthcare Marketing & Physician Summit.”

Be sure to make your reservations early! The room block will be released on March 26th, but is likely to sell out before that date.



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**AcrobatAnt** creates compelling marketing solutions that deliver results. We inspire each other, our clients, and audiences to take action. And you'll like working with us.

**Aletheia Marketing & Media** seeks the truth about the market, the customer, and media to build your business. Unleashing these truths is the foundation of our data-driven, strategic approach.

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

**BPD**'s employees are pathfinders and future-builders, uncovering and creating opportunities using distinctive insights about people navigating health. Our clients include some of the top brands in healthcare, with services including branding, marketing, advertising, communications, issues management, and data-driven marketing.

**Cured by Innovaccer** is the industry's first Healthcare Experience Platform (HXP). We enable healthcare marketers to own everything but the visit, giving healthcare consumers the experience they deserve.

**Digital Health Strategies** is a data and technology solutions company that helps healthcare organizations fulfill their mission and drive revenue. DHS's AI-powered Share of Health™ platform builds loyalty by closing care gaps, increasing service line volume, growing plan membership and raising philanthropic dollars.

**Doximity** is the largest medical network with 2M+ 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.

**Enqbator** specializes in website development and integrations. If you dream it, we can build it! We have 20+ years' experience in healthcare and a 100% referenceable client base.

Come see what's new at **Epic**, including Cheers, the CRM built for healthcare, and Hello World for two-way text and omni-channel communications. Both work with MyChart, the #1 mobile healthcare app—now with its own low-code digital marketing tool, MyChart Builder.

We're **Fathom**—the digital marketing agency for healthcare brands pursuing excellence. We partner with systems like Houston Methodist, Penn Medicine, Stanford Health Care, and UCLA Health to maximize marketing performance.

**Healthgrades** empowers stronger and more meaningful connections between patients and doctors. As the #1 platform for finding a doctor, we help millions of consumers each month find and schedule appointments.

**Kythera Labs** is a healthcare data transformation and technology company that enables Healthcare and Life Sciences organizations to rapidly integrate, access, and analyze healthcare data with scale using the Wayfinder data science platform and pre-configured data pipelines, data science toolkits, and remastered data sets for competitive advantages across markets.

**LIFT** delivers valuable human insights, audiences, marketing services, and measurement resources unavailable elsewhere in healthcare. Our clients enjoy tools and assets that fuel deeper value across the enterprise—elevating their profession to a higher level of regard in the C-suite.

**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.

## Summit Sponsors, continued

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**MERGE** is an agency that brings together storytelling and technology to help solve the most pressing marketing challenges in healthcare. Light up your legacy.

**MiQ**

We're **MiQ**, a programmatic media partner for marketers and agencies. We connect diverse data sources to solve business problems creatively. Experts in data science, analytics, and programmatic trading, our agile team ensures optimal media investments and performance.

**MODEA**

**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.

**monigle**

**Monigle** is a creative experience company fueled by humanizing brands and moving people. With offices in Denver and New York, our teams create and deliver powerful brand experiences across a spectrum of services, including brand, experience, culture, activation, and management.

**nrc** | Human understanding  
HEALTH

**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.

**PLAYBOOK**  
FOR 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.

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**Chatmeter** is the brand intelligence company reimagining customer connections and reputation management through AI-powered deep listening.

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Salesforce ranks **Coastal Cloud** the #1 Consulting Partner in the U.S. With a heavily certified onshore-only team, 6,000+ completed projects, deep industry expertise, and a 100% focus on customer success, we're a nimble, experienced firm you'll love working with.

**DEFINITIVE**  
HEALTHCARE

At **Definitive Healthcare**, we transform data, analytics, and expertise into healthcare commercial intelligence. Our SaaS platform helps clients uncover the right markets, opportunities, and people, so they can discover new paths to commercial success and shape tomorrow's healthcare industry.

**firstup**

**Firstup** is the world's first intelligent communication platform. More than 40 percent of Fortune 100 companies use our platform to connect with their people, design and deliver personalized communications, and gain engagement insights throughout the employee journey.

**focus** USA

**Focus USA**, a direct marketing company, uses data and technology to identify and reach audiences through performance marketing channels. We specialize in building secure and compliant ways to serve highly personalized messages to individuals through integrated and direct marketing solutions.

**Freshpaint**

**Freshpaint** replaces tracking tech used by marketing tools—like Google Analytics, Facebook, and Google Ads—to enable healthcare marketers to continue using them while staying HIPAA compliant.

**Heap**

**Heap** is a low-code, easy-to-use digital analytics software that illuminates key digital behaviors and pinpoints valuable quantitative and qualitative insights so teams can quickly act with confidence and create the best possible digital experiences.

**HURON**

**Huron** collaborates with healthcare organizations to develop data-driven digital experiences for physicians, clinicians, employees, and consumers, integrating CRM, PRM, EHR, and digital health systems. We empower marketing and strategy leaders to overcome market instability and ensure long-term business performance.

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



## Summit Sponsors, continued



**Kyruus Health** is the leading care access platform on a mission to connect people to the right care.



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**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!



**Salesforce** is the customer company, helping companies connect with customers in a whole new way since 1999. Its pioneering formula of Data + AI + CRM + Trust helps companies embrace artificial intelligence across Customer 360, its complete portfolio of products that unites every team around the customer on an integrated, metadata-driven platform.



**SiriusXM Media** delivers serious results for healthcare advertisers, providing access to audio's most dynamic portfolio across streaming music, podcasts and satellite. We reach 150 Million listeners in a brand-safe environment.



**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

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**BVK** blends innovative business strategies and enduring brand values with engagement solutions that enable health companies to maximize their technology and business impact, creating durable relationships, market advantage, and stronger communities.



**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.



**Yext** is the leading digital presence platform for multi-location brands, with thousands of customers worldwide. With one central platform, brands can seamlessly deliver consistent, accurate, and engaging experiences and meaningfully connect with customers anywhere in the digital world.

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# Healthcare Marketing & Physician Strategies Summit

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## 2 How Did You Hear About the Summit?

- ☐ Previously Attended    ☐ Forum Website    ☐ Social Media  
☐ Brochure    ☐ Word of Mouth    ☐ Online/Google Search  
☐ Email    ☐ LinkedIn    ☐ Other \_\_\_\_\_

## 3 Which Category Best Describes Your Organization?

- ☐ Hospital/Health System    ☐ Pharmaceutical Company  
☐ Urban/Suburban    ☐ Medical Device Company  
☐ Rural    ☐ Vendor/Solution Provider  
☐ Academic Medical Center    ☐ Advertising/Marketing Agency  
☐ Medical Group Practice    ☐ Consultancy  
☐ Ancillary Provider    ☐ Other \_\_\_\_\_  
☐ Insurer/Health Plan

## 4 Which of the following best describes your primary job category? (Please choose up to 2)

- ☐ Marketing    ☐ Strategic Development/Planning  
☐ Communications/Public Relations    ☐ Business Development  
☐ Digital/Web Strategy    ☐ Customer Experience  
☐ Physician Relations    ☐ Other \_\_\_\_\_

## Cancellation Policy

The Forum guarantees a refund, less a \$450 administrative fee, if written notification is received on or before January 22, 2024. Verbal cancellations are not accepted. Cancellations received after January 22, 2024, are not eligible for a refund. You may always send a substitute.

## Privacy Policy

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April 17 – 19, 2024

Caesars Palace Las Vegas

## 5 Registration Fees

Early rates are available if the Registration Form with full payment is received by Monday, January 22, 2024. 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 1/22/24

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received after 1/22/24

Current Forum Member	_____ \$1,350	_____ \$1,450
Joining Member (Includes one-year Forum membership, \$225 value)	_____ \$1,575	_____ \$1,695
Non-Member (Does not include membership)	_____ \$1,595	_____ \$1,725

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Fee includes continental breakfast.

Employee Engagement	_____ \$125	_____ \$175
Patient Acquisition Marketing	_____ \$125	_____ \$175
Harness the Power of AI	_____ \$125	_____ \$175
Strategic Field Sales Plan	_____ \$125	_____ \$175

**Total Due \$** \_\_\_\_\_

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## The Leading Summit on Market-Driven Healthcare Strategy

Nationwide, healthcare marketing, communications, digital, and physician relations executives are facing unprecedented challenges, including demonstrating value; harnessing the power of AI; developing and implementing patient acquisition, experience, and engagement strategies; building a specialized MarTech stack; balancing personalization vs. privacy...and so much more.

Developing an agenda that meets those many varied needs was possible through a Call for Speakers, the ongoing input of seasoned healthcare executives who served on Advisory Committees, and feedback from past attendees who rated the testing agenda. To all who contributed and guided the agenda development process...THANK YOU!

## HMPS24 Advisory Committee Members

### Jessica Auerbach

Director, Physician Relations, UCSF Health

### Dean Browell

Chief Behavioral Officer, Feedback

### Mitzi Calhoun

Regional Marketing Specialist, McKesson/The US Oncology Network

### Veronica Campbell

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