



forum FOR HEALTHCARE STRATEGISTS

29TH 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



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

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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

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	Pre-Summit Strategy Sessions
10:15–11:15a	Concurrent Sessions
11:15a–12:00p	Networking Lunch
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

THURSDAY, APRIL 18

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

FRIDAY, APRIL 19

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

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, WG Content

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 Bohlen, 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

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.

Don Stanziano, Chief Marketing Officer Geisinger Health System
Paul N. Matsui, Chief Data Officer **and** **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

4:30 – 5:45p



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Kaveh Safavi, MD, JD, Senior Managing Director – Global Health, Accenture
Chris Boyer, Digital Health Strategist, @chrisboyer LLC

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-Shoemake, 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.

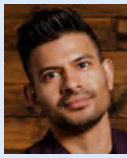
Veronica Campbell, Network Director, Physician Relations & Market Development HonorHealth
Laurel Hopkins, Executive Director, Market Development Virginia Mason Franciscan Health

Outmigration & Retention: Success Strategies

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

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

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



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

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 & Industry Insights, Firststap

Balancing Healthcare Marketing Performance & HIPAA Compliance

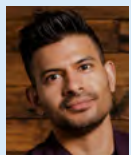
The risks of using Google and Meta trackers on healthcare websites are well-known. And those aren't the only web trackers marketers need to worry about. Examine the various trackers that run marketing, analytics, ads, and more, and their risks. Learn how to audit your website to find non-compliant trackers.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

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

12:30 – 1:45p Tap into Consumer Neuroscience to Create Extraordinary Experiences, Adrienne Boissy, MD, MA Sponsored by Epic

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 & CEO

Enqborator

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 Compy, 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

Google SGE 101: The 411 on Changes to Google's Search Results

Google's Search Generative Experience (SGE), possibly the biggest change to the Search Engine Results Page, is shaking up the digital landscape. Powered by advanced AI, SGE presents comprehensive answers directly on the search results page. While this has the potential to reduce website traffic across all industries, it will definitely impact healthcare. Examine what it means for healthcare marketers – and how to prepare for the changes NOW!

Carrie Liken

Head of Industry, Healthcare

Yext

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

STRATEGIC MARKETING

Sponsored by BPD

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.



Save the Date

30th Annual Healthcare Marketing & Physician Strategies Summit

April 30 – May 2, 2025

Omni Orlando Resort at ChampionsGate

8:00 – 9:15a



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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

Good Data, Good Physician Relations Strategy, Better Revenue

Geisinger drove in \$2.1M in ROI within 6 months through referral development and strategic business development using actionable data insights and provider relations execution tracked through reporting and metrics dashboards. Hear how.

Michael Suk, MD, JD, FACS

Chair, Musculoskeletal Institute & Department of Orthopaedic Surgery & Chief Physician Officer Geisinger

Cathryn Conolley

CEO
Doctivity Health

ENGAGEMENT STRATEGIES

Sponsored by Doximity

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

PHYSICIAN RELATIONS & SALES

Sponsored by Huron

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

I'll take 'Consumer Says What?' for \$600

Be one of the first to hear the results of a National Consumer Insights Study (NCIS)! Going into its 12th year, this year's study surveyed 1,000 adult healthcare decision-makers across the US on topics including primary care access and experience, use of digital in their personal healthcare, attitude towards AI in healthcare, ad media that resonate, thoughts on COVID, *U.S. News* vs. patient reviews, and more. Examine the results and implications.

Rob Klein

Founder & CEO
Klein & Partners

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 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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Unlock Health is healthcare's first single-source growth platform. We connect the dots—delivering essential expertise in managed care, marketing and technology. We solve healthcare organizations' urgent needs for growth, while driving long-term, sustainable performance.

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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 HEALTH | Human understanding

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

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

Coastal

Salesforce ranks **Coastal** 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.



Personify Health, a leading healthcare engagement organization, empowers healthier lives through data, technology, and engagement. With personalized, connected, and powerfully simple solutions, we help healthcare marketers acquire and retain patients and HR leaders confidently maximize their benefits spend.



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.



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2 How Did You Hear About the Summit?

- Previously Attended Forum Website Social Media
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- 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.

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

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VP, Chief Marketing Officer, Mount Sinai Health System

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!