

31<sup>ST</sup> ANNUAL

# Healthcare Marketing & Physician Strategies Summit

SALT LAKE CITY, UT | MAY 3-6, 2026

AI & Intelligent Innovation • Communication Strategies • Digital Strategies  
Engagement Strategies • Physician Relations • Strategic Issues • Strategic Marketing



 **FORUM** FOR HEALTHCARE STRATEGISTS

With Special Support From

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## Healthcare's Leading Marketing & Physician Strategies Summit

HMPS builds on a 30-year legacy of identifying the ever-evolving opportunities and challenges in healthcare. As expectations rise and resources tighten, the Summit brings together a community of senior-level executives to connect with peers and share actionable strategies and solutions that drive results.

Dear Colleague:

We are pleased to invite you to the 31st Annual Healthcare Marketing & Physician Strategies Summit (HMPS26).

HMPS26 will bring together marketing, communications, digital, experience, strategy, and physician relations executives to share real-world examples and candid lessons on timely topics such as trust, growth, access, data, and organizational alignment.

We'll take a deep dive into the complexities you face every day, from soaring expectations, shrinking resources, and unmatched challenges caused by constant change.

Importantly, we will move beyond tactics and tools to address leadership priorities and internal and external stressors including cross-functional alignment, measurement and accountability, governance, and the organizational choices that enable teams to deliver consistent, credible results.

Beyond the content and case studies, you'll have the opportunity to interact with executives from across the country who are navigating similar challenges. We are confident you will leave with fresh perspectives and ideas you can apply immediately.

We hope to see you there.

### Summit Co-Chairs



**Susan Boydell**  
Principal  
Barlow/McCarthy



**Dean Browell**  
Chief Behavioral Officer  
Feedback



**Michael Knecht**  
SVP  
Jarrard



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



**Jeremy Rogers**  
VP, Digital Marketing &  
Experience  
Indiana University Health



**Karen Wish**  
Chief Marketing Officer,  
Strategic Communications  
Mount Sinai Health System

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# Healthcare Marketing & Physician Strategies Summit

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## Who Should Attend

HMPS26 is designed for healthcare leaders responsible for marketing, communications, digital strategy, experience, physician relations, and growth across hospitals, health systems, academic medical centers, integrated networks, and medical groups, including:

- Marketing and Brand Executives
- Communications and Public Relations Executives
- Digital, Web, and Experience Executives
- Strategy and Business Development Executives
- Physician Relations and Referral Executives
- Data, Insights, and Performance Executives
- Agency and Industry Executives



Where healthcare marketing, communications, digital, physician relations, strategy, and innovation professionals network. To learn. To share. To identify emerging trends and envision the future. [www.healthcarestrategy.com](http://www.healthcarestrategy.com)

# Special Strategy Sessions

**Sunday, May 3 | 3:00 – 5:00p**

*Open to all attendees; no additional fee.*

## From Proving Value to Driving Strategy: The New Mandate for Healthcare Marketing Executives

**Sponsored by Digital Health Strategies**

Healthcare marketing executives face pressure to prove financial impact and influence strategy and growth. Strategy executives confront access constraints, margin pressure, and rising expectations around data and AI. Are marketing and strategy aligned on what growth now requires? Drawing on National Benchmarking Research, Jim Blazar and David A. Feinberg explore the forces reshaping marketing and strategy. Then, join your colleagues for a candid discussion on what it will take to move marketing from defending value to shaping growth in the Intelligent Age.



**Jim Blazar**, Advisory Board, Digital Health Strategies  
**David A. Feinberg**, Mount Sinai Health System



**Andrew Chang**, UChicago Medicine  
**Suzanne Hendery**, Renown Health  
**Hernando Ruiz-Jimenez**, Geisinger  
**Don Stanziano**, Banner Health  
**Chris Boyer**, @chrisboyer LLC

**Monday, May 4 | 8:00 – 9:30a**

## Pre-Summit Strategy Workshops

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

### Building Smarter Content: Hands-on Strategy for Healthcare Marketers

Marketers face relentless content demands, making reuse and snackable formats essential. Learn how to move from static content to a modular approach using structured content, AI, and automation to streamline production, scale messaging, boost consistency, and create a clear road map.



**Ahava Leibtag**, Founder & CEO, Aha Media Group

### Fix Your Framework: Strategic Brand Architecture

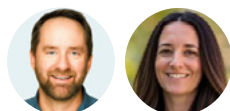
Brand portfolios can get messy fast. Learn how to assess your brand architecture and apply practical tools to make clear, defensible decisions. Work through real scenarios, templates, and modeling tools to align brand structure with growth, operations, and culture.



**Heather Baillie**, Senior Director, Strategy and  
**Dave Middendorf**, Executive Director, Health, Care & Wellness, Monigle

### AI as Infrastructure: Scaling What Works

Many teams are experimenting with AI, but experimentation and systemization are two very different things. This hands-on workshop bridges that gap. After a brief look at how AI is evolving across platforms like Epic, CRM, and marketing automation, you'll get to work—running a real experiment and taking the first steps toward scaling it. Leave with something built, a roadmap started, and clarity for the Summit ahead.



**Matt Cyr**, Founder & President, LoopAI Consulting  
**Teri Sun**, Chief Strategy Officer, White Rhino

### Winning in the Age of AI Search

AI answer engines are reshaping how patients find care. Learn how to structure and govern healthcare content for visibility and trust across classic search and AI interfaces, apply schema markup and credibility signals, and connect visibility metrics to appointments and conversions.



**Martha van Berkel**, CEO, Schema App

### Elevate the Referral Journey

What if you could see the entire referral journey—every touchpoint, handoff, or breakdown that shapes repeat referrals? Learn how to map clinical, operational, and communication pathways to uncover gaps and co-design solutions that build trust, reduce loss, and accelerate growth.




**Ann De Los Santos**, VP, Strategic Growth, Access & Physician Relationships, Trinity Health

**Anamika Desai**, Network Director, Provider Relations & Network Integrity, Hackensack Meridian Health

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



### Let's Talk Sessions

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

**STRATEGIC MARKETING**

Sponsored by Huron

9:45 – 10:35a

**From Marketer to Enterprise Leader**

Today's CMOs must master new skills to stay relevant, including spotting gaps, building trust, and driving system-wide change. Hear how senior executives are expanding their influence across the enterprise, building credibility with the C-suite, and shaping system-wide strategy.

**Andrew Snyder**, Chief Marketing & Communications Officer  
Orlando Health

**Karen Wish**, Chief Marketing Officer, Strategic Communications  
Mount Sinai Health System

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

10:50 – 11:40a

**Lean Teams. Tight Budgets. Big Impact.**

Healthcare marketers are under pressure to deliver results with fewer resources. Hear from leaders who are rethinking priorities, streamlining efforts, and building cross-functional partnerships to maximize impact and ROI in a time of constraints.

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

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

**Kathy Smith** SVP, Chief Marketing Officer, Roswell Park Comprehensive Cancer Center

**Rose Glenn** (Facilitator), President, Rose Glenn & Associates



**COMMUNICATION STRATEGIES**

Sponsored by Jarrard

**From Communications Audit to Action**

Internal communications play a growing role in organizational alignment, engagement, and performance. Examine a strategic roadmap for elevating internal communications, moving from an external audit to a best-in-class framework. Learn how data, benchmarking, and creativity combined to strengthen practices, engage employees, and support organizational performance.

**Wendy Piñero-DePencier**, Chief Marketing & Communications Officer **and**

**Alison Zurcher**, Director, Internal Communications  
Seattle Children's Hospital

**Marketing, Cultural Insight & Your Brand**

Patients and families share care experiences across digital spaces, often revealing concerns surveys miss. Learn how Roper St. Francis uses digital ethnography and cultural insight to identify emerging themes, build trust in diverse communities, and apply insights to brand strategy and experience improvement.

**Krista Robertson**, Executive Director of Digital Strategy  
Roper St. Francis Healthcare

**Dean Browell**, Chief Behavioral Officer  
Feedback

**DIGITAL STRATEGIES**

Sponsored by Digital Health Strategies

**New Rules of Privacy-First Marketing**

In 2022, new HHS guidance triggered a "HIPAA-calyptse," forcing health systems to strip pixels and operate with limited analytics. Today, privacy-first tracking, CDPs, and consent-based architectures are restoring visibility and enabling compliant attribution. Learn how organizations are rebuilding performance insight and redefining digital growth strategy.

**Vanessa Hill**  
VP, Marketing, Brand & Digital Strategy  
Beth Israel Lahey Health

**Jessica Holton**  
Co-Founder  
Ours Privacy

**From Call Center to Access Engine**

When access falters, reputation and growth suffer. Data-driven redesign of workforce, workflows, and tech turns the contact center into a growth channel—lower cost per contact, fewer abandons, higher first-contact resolution, and more leads converted to booked appointments—earning the executive support to scale what works. Hear how.

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

**Kelly Faley**, Principal  
Kelly Faley Consulting

**A.J. Melaragno**, President/Founder  
Singola Consulting, LLC

**11:40a – 1:00p From Hype to Hard ROI: The Intelligent Health Revolution, One Year Later** Tom Lawry **Sponsored by Unlock Health**

1:15 – 2:05p

**REAL Marketing ROI: Deliver on True Incremental ROI**

Healthcare marketers face growing pressure to prove ROI, yet most attribution models fall short. Learn how UChicago Medicine built a marketing ROI dashboard using control groups to measure true incremental revenue and volume. With Finance and Faculty buy-in, their approach delivers credible, enterprise-level proof of marketing's impact, and sets a new standard for demonstrating value to leadership.

**Andrew Chang**, Chief Marketing Officer **and**  
**Blaze DiStefano**, Executive Director,  
Performance Marketing  
UChicago Medicine

2:55 – 3:45p

**AI in the Exam Room: What Patients Expect**

As AI becomes more embedded in clinical care, patients are forming opinions about its role in diagnosis, decision support, and the care journey. Drawing on new consumer research exploring perceptions of AI in healthcare, hear what builds trust, transparency, and comfort when communicating about the role of AI in care.

**Katie Cunningham**  
Director, Marketing & Brand Strategy  
University of Iowa Health Care

**Cori Ahrens**  
VP, Client Experience  
Unlock Health

**Beyond Awareness: Building Relevance with Gen Z & Millennials**

Gen Z and Millennials expect on-demand access, transparent communication, and brands that reflect their values. Learn how leading systems reframe positioning, modernize their channel mix (creators, communities, search), and design values-based engagement that builds trust, drives utilization, and strengthens long-term loyalty.

**Michele Murphy Taber**, Director of Brand Management & Marketing  
UC Davis Health

**Stephanie Barkow**, SVP, Insights & Research **and**  
**Camille Strickland**, SVP, BVK

**Beyond the Digital Front Door: Governing Patient-Facing AI in a Post-Website World**

As patients increasingly rely on AI for guidance, health systems face new questions of accountability, influence, and risk, often without clear ownership. Examine the strategic and governance implications of patient-facing AI, focusing on trust, responsibility, and decision-making rather than the tools themselves.

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

**Generating Leads Is Working. The Growth Engine Isn't.**

Most health systems can prove marketing generates leads. Far fewer can prove it generates margin. The gap between a click and completed care is where profitable growth is lost. Learn how Geisinger aligns marketing and care operations to measure bottom-of-funnel conversion by service line, channel, and audience, and apply a practical framework to close costly leakage.

**Daniel Lavelle**, VP, System Marketing  
Geisinger

**Nicole Kurz**, VP, Precision Marketing  
Digital Health Strategies

4:00 – 5:15p



**Patient Experience in the AI Era: Fireside Chat** **Sponsored by MERGE**

AI is reshaping how health systems communicate with patients and consumers, raising new opportunities and new risks across the patient journey. Safety, empathy, and human-centered design are essential to responsible AI-enabled communication. Hear perspectives from patient experience guru, **Bridget Duffy, MD**; consumer-focused AI design expert, **Aaron Patzer**; human factors and patient safety scientist, **Raj Ratwani, PhD**; and digital solutions expert, **Keir Bradshaw**.

**AI & INTELLIGENT INNOVATION**

Sponsored by BPD Healthcare

9:45 – 10:35a

**Content, Voice, & Search in the AI Era**

AI is reshaping how healthcare content is created, managed, and discovered. Go beyond prompts to see how health systems use GenAI to draft at scale, speed content audits, optimize for AI-driven search, and protect brand voice and trust. Learn how teams are setting governance, redefining roles, and aligning human and AI content for performance.

**Nardeep Singh**, Marketing Technology Manager  
Renown Health

**Emilie Ansel**, CEO  
Private Health News

**Diane Hammons**, Director of Digital Engagement  
WG Content

10:50 – 11:40a

**Earning Trust in an Era of Mistrust: Marketing, AI & Brand Transformation**

Trust is harder than ever to earn, yet it's essential for healthcare growth. Community Health Network's marketing and brand transformation boosted Google star ratings by 43%, amplified patient voices by 300%, and drove thousands of new appointments. Learn how AI and new listening strategies are redefining trust.

**Brian Gresh**, VP, Chief Marketing & Communications Officer  
Community Health Network

**Sarah Gilstrap**  
VP, Solution Strategy,  
Qualtrics

**ENGAGEMENT STRATEGIES**

Sponsored by Doximity

**Smart Segmentation: Insights That Move Patients to Action**

Health systems are shifting from generic outreach to strategies tailored to real patient behavior. See how Loma Linda University Health used segmented insights to refine wellness campaigns and improve response. Learn how targeted messaging, channel strategy, and behavioral understanding can be applied across service lines to drive engagement and ROI.

**Jessica Berto**, Executive Director, Healthcare Marketing  
Loma Linda University Health

**Michelle Gray**, Senior Account Director  
LionShare

**Beyond Book Now: The Realities of Online Scheduling**

Online scheduling sounds simple, but health systems know it's not. Fragmented provider data, specialty rules, and complex workflows make "book now" hard to deliver. Hear how MUSC addressed data, governance, and provider engagement to launch scheduling at scale and earn clinical trust.

**Crystal Broj**, Chief Digital Transformation Officer  
Medical University of South Carolina

**Sonja Tarrago, MD**, VP of Clinical Strategy  
DexCare

**STRATEGIC ISSUES**

Sponsored by Playbook for Health

**Building Strength Together: Partnerships That Deliver**

Health systems are increasingly turning to partnerships and affiliations to strengthen resilience, expand reach, and support long-term growth. Learn how to evaluate opportunities, structure agreements, and turn collaborations into measurable gains in access, specialty care, and long-term stability.

**Chris Papayannis**, VP Advisory  
Realty Trust Group

**Brett Wares**, VP, Strategy & Service Lines  
AdventHealth-North Carolina

**Judit Tejada (Facilitator)**, Director, Strategic,  
Market & Consumer Insights  
Moffitt Cancer Center

**Co-Branding Lessons from JVs & Affiliations**

Without marketing input, health system affiliations can create brand chaos. Learn how to shape co-branding strategy, avoid common pitfalls, and protect brand standards while honoring the right brand promise.

**Rebecca Priest**, Senior Director of Marketing  
Michigan Medicine

**Sarah Sanders**, EVP, Chief Marketing Officer  
Baptist Health Jacksonville

**David Simpkins**, SVP, Chief Marketing & Communications Officer  
Rochester Regional Health

**Christine Woolsey (Facilitator)**, Chief Communications & Marketing Officer  
Michigan Medicine

**PHYSICIAN RELATIONS**

Sponsored by Wolters Kluwer

**Data-Driven Referral Growth Through Complex Care**

UF Health uses physician identity data (claims, affiliations, geography) and condition level insights to pinpoint high value referral opportunities in oncology, neuro, heart, and transplant. Learn how liaisons apply prioritized lists, triggers, and capacity aligned messaging to strengthen relationships, reduce leakage, and improve conversion.

**John Berg**, Assistant VP, Marketing  
UF Health

**Stacy Compy**, Sr. Director, Strategy & Operations  
IQVIA

**Measuring Physician Relations Impact & ROI**

Leaders want more than relationship updates. They want evidence. Learn practical ways to capture liaison impact across the full referral journey, quantify contributions to growth and access, and design reports that clearly demonstrate results. See how to position physician relations as an essential driver of organizational performance and investment.

**Karen Insignares-Garcia**  
Associate VP, Physician & Provider Relations and

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

**11:40a – 1:00p From Hype to Hard ROI: The Intelligent Health Revolution, One Year Later** Tom Lawry **Sponsored by Unlock Health**

1:15 – 2:05p

**AI-Ready Patient Search: Beyond SEO**

The search experience is often the first step in a patient's care journey, and AI is changing how results appear. Learn what drives visibility now: trusted provider, location, and service data; scalable listings; AI-ready content; and a friction-free find-care flow. Hear how zero-click experiences reshape success.

**Chris Pace**, VP of Healthcare Industry Search  
Stax

**Sujal Raju**, CEO, Enqbar

**Martha van Berkel**, CEO, Schema App

**Daniel Fell (Facilitator)**  
Health Systems Practice Lead  
Unlock Health

**Digital Connective Tissue: Suturing the Digital Experience**

Piedmont Healthcare reimaged Piedmont.org from a traditional website into a personalized health hub. Grounded in patient research, the team connected the public site and MyChart using single sign-on to surface relevant health information while preserving secure workflows. Learn how a headless CMS and shared design system power a unified digital front door.

**Liz Dinnsen**, Director, Digital Patient Experience  
Piedmont Healthcare

**Keir Bradshaw**, EVP, Solutions  
MERGE

**Metrics That Matter: Connecting Brand, Experience, Trust & Loyalty**

Brand sets expectations. Experience delivers on the promise. When marketing, experience, and operations are not aligned, trust erodes. With growing pressure to prove value, measurement matters more than ever. Learn how INTEGRIS Health links brand and experience metrics to trust, loyalty, and growth—and which measures move executive leaders to act.

**Tania Warnock**, Director of Marketing  
INTEGRIS Health

**Michelle Silva**, Strategic Advisor, Consumer Experience  
NRC Health

**Talent as Strategy: Building High-Performing Teams**

High-performing physician relations programs don't happen by chance. They are built intentionally. In today's demanding environment, even top talent can struggle without clear expectations, the right structure, and consistent support. Learn how to build high-performing teams that deliver sustained results and long-term impact.

**Josie Aguirre**, Sr. Administrative Director, Office of Physician Relations & Outreach  
Michigan Medicine

**Laurel Hopkins**, Region VP, Market Development & Sales, Northwest Region  
CommonSpirit Health

2:55 – 3:45p

**AI in Action: Product Strategy Lessons**

AI is shifting from experimentation to execution. Join your colleagues as they share practical lessons from applying AI across marketing, operations, and patient engagement, with insights on alignment, scale, and measurable results.

**John Davey**, VP, Marketing Technology  
Mount Sinai Health System

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

**Aaron Watkins**, AVP Digital Strategy  
NorthBay Health

**Bryce Cannon (Facilitator)**, President, Modea

**Reaching Communities: Access, Equity & Connection**

Healthcare organizations are rethinking how to reach rural and underserved communities and support access for vulnerable populations. Learn how to partner locally, modernize outreach, and apply community insights to improve access, equity, and engagement while supporting population health goals.

**Kathryn Barker**, Community Health Manager  
Intermountain Health

**Molly Luton**, Chief Strategic Communications Officer,  
Ballad Health

**Larissa Town**, Strategic Account Director  
Reason One

**From Data to Decisions**

Predictive modeling is moving beyond targeting to inform core growth decisions. Hear how to use predictive insights to prioritize service lines, focus resources on high-value opportunities, and guide smarter choices about audiences, channels, and investment. Examine how to connect analytics to business objectives and move data from insight to action.

**Gary Stubblefield**  
SVP, Marketing Strategy & Healthcare Practice Lead  
Amsive Health

**AI in Physician Relations: From Workflows to Growth**

AI is reshaping how physician relations teams work, streamlining liaison workflows while enabling smarter strategies to anticipate referral shifts, strengthen engagement, and align outreach with growth goals. Examine where AI delivers real value today, where limitations remain, and how to apply it responsibly in physician engagement.

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

**Samar Shakoor**, Director, Physician Relations  
Stanford Medicine Children's Health

4:00 – 5:15p



**Patient Experience in the AI Era: Fireside Chat** Sponsored by MERGE

AI is reshaping how health systems communicate with patients and consumers, raising new opportunities and new risks across the patient journey. Safety, empathy, and human-centered design are essential to responsible AI-enabled communication. Hear perspectives from patient experience guru, **Bridget Duffy, MD**; consumer-focused AI design expert, **Aaron Patzer**; human factors and patient safety scientist, **Raj Ratwani, PhD**; and digital solutions expert, **Keir Bradshaw**.

8:00 – 9:15p



**Trust at Scale: Leading with Purpose in the Intelligent Age** Sponsored by Freshpaint

AI can accelerate insight and automate workflows, but it cannot earn trust. In the Intelligent Age, trust becomes the differentiator that unlocks innovation, brand, and growth. **Ron Tite** challenges leaders to align purpose, strategy, and operational truth so technology strengthens credibility instead of eroding it—turning intelligent systems into meaningful, human-centered impact. **Ron Tite**, Entrepreneur, Bestselling Author, Founder & Chief Strategy Officer, Church+State

10:15 – 11:15a

**STRATEGIC MARKETING**  
Sponsored by Huron

**An Innovation Framework for Future-Proofing Marketing**

Mass General Brigham is reimagining marketing through an Innovation Framework that balances today's needs with future opportunity. Learn how the team tested GenAI search, creative development, and AI agents while improving workflows and resource management. Examine how to apply the three-box model, measure ROI, and build an AI-powered roadmap.

**Mark Bohlen**, Chief Marketing & Communications Officer **and**  
**Julia Sorensen**, VP, Marketing  
Mass General Brigham

11:30a – 12:30p

**Data-Enabled Growth**

Powers Health and OU Health, at different stages of CRM maturity, show how data and AI strengthen patient engagement, streamline campaigns, and prove ROI. Examine the building blocks, the accelerators (AI for targeting and ops), and the scorecard that scales from starter to advanced programs. Learn how to take the next step in digital transformation.

**Mary Fetsch**, Director, Marketing & Corporate Communications, Powers Health  
**Heather Linder**, VP, Brand & Growth Marketing  
OU Health  
**Jim Slavo**, Digital CRM Healthcare Director, Huron

2:00 – 3:00p

**Brand as a Systemwide Strategy**

Leading healthcare systems use brand as the framework for organizational strategy. Explore how brand promise and brand architecture guide decisions across service lines, digital, access, and workforce culture. Learn practical models for governance and alignment that reduce fragmentation, strengthen experience, and support enterprise growth.

**Don Stanziano**, SVP/Chief Marketing Officer  
Banner Health  
**Ryan Younger**, VP, Marketing  
Virtua Health  
**Ryan Donohue**, CEO  
Golden Advisory

3:45 – 4:45p

**True Confessions of Marketing Fails & Fixes**

Every marketer has a cringe-worthy story. Your colleagues share major campaign missteps, what went wrong, and how smart recoveries turned failure into sharper thinking, better strategy, and stronger ideas.

**David A. Feinberg**, SVP, Chief Marketing & Communications Officer  
Mount Sinai Health System  
**Dorian Harriston**, SVP, Chief Marketing & Communications Officer  
Morehouse School of Medicine  
**Chris Scott**, SVP & Chief Marketing Officer  
Virtua Health  
**Alexa Warner**, VP, Marketing & Brand Strategy  
Bon Secours Mercy Health

**COMMUNICATION STRATEGIES**  
Sponsored by Jarrard

**Issue Readiness & Response**

Amid fast-moving misinformation, leaders must separate emerging issues from true crises and maintain a steady, credible voice. Explore frameworks for readiness, guardrails, leadership alignment, message discipline, and team resilience to sustain trust through prolonged challenges.

**David A. Feinberg**, SVP, Chief Marketing & Communications Officer  
Mount Sinai Health System  
**Joni James**, VP, System Communications  
BayCare Health System  
**Christine Woolsey**, Chief Communications & Marketing Officer, Michigan Medicine  
**Michael Knecht** (Facilitator), SVP, Jarrard

**Reputation as a Strategic Asset**

UNC Health applied advanced research and modeling to understand how reputation influences consumer choice, talent, and trust. Learn how key drivers informed communications, brand, and workforce strategy, positioning reputation as a business differentiator.

**Sam Hofstetter**, Director, MarComm Strategic Initiatives & Consumer Insights **and**  
**Victor Reiss**, Interim Chief Communications & Marketing Officer  
UNC Health  
**Katie Sprehe**, Senior Director  
APCO Worldwide

**The CEO Communications Playbook**

Today's CEOs must communicate with clarity, credibility, and trust. This off-the-record conversation explores how CEOs find their voice, navigate tough issues, and build confidence across internal and external audiences.

**Jennifer Crabtree**, President, Tampa Medical & Research District & SVP, Tampa General Hospital  
**Beth Toal**, SVP, Chief Communications Officer  
St. Luke's Health System  
**Charmaine Weis**, System VP, Marketing & Communications, Hospital Sisters Health System  
**Susan Alcorn** (Facilitator), Partner  
ALCORN+DEAN Strategic Communications

**Confronting Violence in Healthcare Settings**

Violence against healthcare workers is rising nationwide. Hear how a community-facing approach sets expectations for behavior, elevates frontline staff, and reinforces a clear message of respect and safety, with practical lessons health systems of any size can apply.

**Elizabeth Baker**, Executive Director, System Marketing, Indiana University Health  
**William "Skip" Hidlay**, Chief Communications & Marketing Officer, The Ohio State University  
Wexner Medical Center  
**Jane Winslow**, Executive Director, Communications & Philanthropy, Astria Health  
**Jeanette Geer** (Facilitator), Sr. Director, Healthcare Partnership & Strategy, Spectrum Reach

**DIGITAL STRATEGIES**  
Sponsored by Digital Health Strategies

**Unified Data to Full-Funnel Growth**

Healthcare organizations often struggle to connect data investments to measurable growth. Examine a crawl-walk-run roadmap for unifying marketing, EHR, CRM, and operational data and how that foundation enables full-funnel conversion tracking, from awareness through scheduled care. Learn how to prioritize quick wins and translate data into actionable insight, attribution, and ROI.

**Eric Steinberger**, Chief Marketing Officer  
Atlantic Health  
**Ben Seyden**, VP, Healthcare Strategy  
Salesforce  
**Chris Widmayer**, CEO  
Penrod

**From Core Systems to Measurable Growth**

Epic now sits at the center of healthcare data, access, and engagement, with growing implications for marketing. Learn how Bayhealth is using Epic to support marketing automation, improve measurement, and connect campaigns to service-line growth. Hear what's possible, what's not, and how close marketing-IT collaboration enabled meaningful progress.

**Amanda Bowie**, VP, Marketing, Communications & Community Outreach  
Bayhealth  
**Jenny Bristow**, CEO  
Hedy & Hopp

**Solving the Health System Capacity Problem**

Access problems aren't just about supply, but also mis-booked demand. Using multi-year outpatient data, see how patient-friendly qualification and self-triage can redirect intent, protect provider calendars, and recover revenue. Learn what drives wrong-slot bookings, how to reroute patients effectively and how to align medical groups around the model.

**Jeremy Rogers**, VP, Digital Marketing & Experience  
Indiana University Health  
**Bilal Naved**, Chief Product Officer, Clearstep

**The Modern Digital Team: Organization, Skills & Operating Model**

With AI reshaping capabilities and expectations, health systems are rethinking where Digital belongs, which skills matter most, and how leadership roles are evolving. Explore operating models and partnerships driving success.

**Mona Baset**, VP, Digital Engagement  
Intermountain Health  
**Jeremy Harrison**, AVP, Consumer Engagement & Experience  
MultiCare Health System  
**Adrienne Woods**, VP, Digital Engagement  
Hackensack Meridian Health  
**Ben Texter**, Co-Founder & Co-CEO  
Digital Health Strategies

8:00 – 9:15p

**Trust at Scale: Leading with Purpose in the Intelligent Age** Sponsored by Freshpaint

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**AI & INTELLIGENT INNOVATION**

Sponsored by BPD Healthcare

**The AI Dream: Building the Future of Healthcare Marketing & Experience**

AI is redefining how healthcare organizations work, decide, and communicate. Explore how marketing, digital, and communications leaders are moving from experimentation to impact through governance, change management, and cross-functional collaboration.

**Kalee Hildreth**, Executive Director, Marketing Operations, UChicago Medicine

**Jeremy Rogers**, VP, Digital Marketing & Experience, Indiana University Health

**Stephanie Wierwille**, EVP, Strategy & Innovation, BPD Healthcare

**ENGAGEMENT STRATEGIES**

Sponsored by Doximity

**Engagement Strategies for Women's Health & Beyond**

Facing declining birth rates and rising competition, Roper St. Francis used women's health to pilot a digital-first service-line strategy that attracts younger consumers and drives volume. See how segmentation, journey insights, and connected campaigns increased appointments and deliveries. Hear how the model can scale across service lines.

**Ashley Boggs**, Marketing Director, Roper St. Francis Healthcare

**Elise Horst**, Associate Director, AI Solutions, Fathom, an IQVIA business

**STRATEGIC ISSUES**

Sponsored by Playbook for Health

**Partnerships that Drive Trust, Access & ROI**

When structured and activated well, partnerships can deliver real value. Learn how health systems evaluate opportunities, negotiate smarter deals, and measure ROI to strengthen trust, expand access, and drive patient volume.

**Krista Boyer**, Manager, Digital Content Strategy - Social **and**

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

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

**Michael LaPorta** (*Facilitator*), President, Playbook for Health

**PHYSICIAN RELATIONS**

Sponsored by Wolters Kluwer

**Elevating the Field Strategy & Sales Plan**

Physician relations teams recognize the importance of aligning with enterprise strategy, but turning strategy into clear field action is often a challenge. Explore the leader's role in defining internal stakeholders, driving collaborative planning across the organization, and translating system priorities into focused, actionable direction for liaison teams.

**Angela Stoltz**, Director of Healthcare Professional Relations & Growth, Children's Minnesota

**Angela Valchine**, SVP, Sales & Marketing, Rayus Radiology

10:15 – 11:15a

**Scaling Patient Engagement with Voice & Chat AI Agents**

Intermountain Health and Sutter Health are using agentic AI to automate patient interactions and appointment management while maintaining trust and accuracy. Explore what's ready for automation now, the safeguards required, and how to measure ROI as AI agents scale across voice and chat channels.

**Mona Baset**, VP, Digital Engagement, Intermountain Health

**Steve Chambers**, VP, Enterprise Contact Center, Sutter Health

**Israel Krush**, CEO, Hyro

**Building a Grassroots Movement for Experience Change**

At UCI Health, experience transformation didn't start with mandates, but with a coalition of committed leaders. Learn how they balanced bold vision with operational reality, gained traction across fragmented teams, and navigated resistance. Explore practical strategies for leading through influence and sustaining experience improvement.

**Tara Nooteboom**, Director, Consumer Digital Strategy, UCI Health

**Dave Middendorf**, Executive Director, Health, Care & Wellness, Monigle

**The Legal Lab: Turning Privacy into a Marketing Advantage**

Healthcare marketers know that privacy isn't just a compliance requirement. It's a foundation of sustainable, high-performing marketing. Hear how healthcare leaders are turning HIPAA, FTC enforcement, and new state privacy laws into a competitive edge. Learn how privacy-first strategies can strengthen trust, boost ROI, and power smarter, compliant marketing.

**Jennifer Pike**, Counsel, Alston & Bird

**Dave Twichell**, Head of Marketing, Freshpaint

**Growth Insights from Claims Data**

Claims data uncovers referral patterns, leakage, payer mix, and geographic gaps that shape growth and access. Columbus Regional Health paired these insights with local intelligence to guide business development, expand oncology services, and support value-based care—turning analytics into action through reporting, metrics, and measurable results. Examine the approach.

**Scott Roberts**, Director, Health System Strategy & Business Development, Columbus Regional Health

**Justeen McKittrick**, VP, Customer Services, Doctivity Health

11:30a – 12:30p

**12:30 – 1:45p Aligning Brand & Patient Experience** Douwe Bergsma, Elizabeth Daugherty & Ryan Donohue Sponsored by NRC Health

2:00 – 3:00p

**Reviews, AI Search & Results**

As AI reshapes patient search, reviews and clear service-line content are essential. Learn how to boost visibility across AI, map, and search results; publish content at scale; collaborate with clinicians; and track gains in discovery, trust, and conversion with executive-ready scorecards.

**Crystal Broj**, Chief Digital Transformation Officer, Medical University of South Carolina

**Steve Meth**, VP, Chief Patient Experience Officer, Johns Hopkins Health System

**Andrew Ibbotson**, CEO, Ratings.MD

**Video Storytelling in the AI Era**

OSU Wexner uses clinician-led video journalism to build trust and influence patient choice. Learn how the team selects service-line stories, tailors video by channel, incorporates AI, and measures impact beyond views—from discovery to booked appointments.

**William "Skip" Hidlay**, Chief Communications & Marketing Officer **and**

**Holly Roby**, Sr. Director, Multimedia Content Planning and Strategy, The Ohio State University Wexner Medical Center

**Lisa Arledge Powell**, CEO & Founder, MediaSource

**Building Trust Through Population Health**

Population health succeeds when technology and communications align. Learn how to use CRM, EMR, and brand strategy to close care gaps, strengthen collaboration, and bring initiatives to life for patients and clinicians, combining data and narrative to build trust.

**Carrie Cardot**, VP, Marketing Communications, Rochester Regional Health

**Daniel Lavelle**, VP, System Marketing, Geisinger

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

**Linda MacCracken** (*Facilitator*), Advisor/Faculty, Ignite Market Advantage/Harvard University

**The Modern Physician Liaison Playbook**

Health systems are establishing modern standards for how liaisons build trust with physicians, differentiate their organizations clinically, and drive measurable growth. Learn what effective preparation looks like, how to engage with clinical relevance, and how to connect conversations to system priorities and physician pain points.

**Lou Massarelli**, Lead Physician Relations Partner – Southern Region, Hackensack Meridian Health

**Christy Shoemake**, Corporate Senior Director of Provider Relations, Community Health Systems

3:45 – 4:45p

**Found or Forgotten? How AI Is Rewriting Patient Search**

Patients are turning to both search engines and AI tools to find care, but who are they trusting along the way? Drawing on new national research and Mount Sinai's real-world response, this session reveals how discovery is shifting, what it means for health systems, and how to adapt digital and SEO strategies for an AI-driven future.

**John Davey**, VP, Marketing Technology, Mount Sinai Health System

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

**Lacey Reichwald**, Director of Marketing, Aha Media Group

**Stay Tuned!****Smart Scaling: Build vs. Buy in 2026**

Shrinking budgets and rising expectations are forcing marketing, communications, and digital teams to rethink what to build internally and what to outsource. Hear how to evaluate capabilities, partners, and AI to find the right mix of talent, automation, and external expertise.

**Cristal Woodley**, VP, Marketing & Communications, Renown Health

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

**Keaton Wright**, Founder, Target Continuum

**Laila Waggoner** (*Facilitator*), Chief Dot Connector, Strategy for Hire

**Find Your Niche, Grow Your Impact**

Broad service line messaging often gets overlooked in competitive markets. Niche strategies provide clarity and give physicians concrete reasons to refer. Learn how to identify high value niches, define the opportunity, and prepare liaisons for more targeted, clinically-informed conversations. Gain approaches that help field teams show up with the focus and confidence needed to drive meaningful referral growth.

**Ryan Alley**, VP, Physician Outreach, Action Behavior Centers

**Benton Lyons**, Sr. Director of Business Development, University of Utah Health



8:00 – 9:15a



**From Insight to Action: An HMPS Synthesis of What Matters Most** Sponsored by **Amsive Health**

Over 3 days, HMPS26 surfaces powerful ideas, perspectives, and possibilities. **Jake Poore** synthesizes what matters most. A former Disney leader and sought-after speaker on experience and culture, Jake draws on his work connecting brand, culture, and experience to translate key HMPS themes into clear, actionable priorities and a focused path forward. Leave with a practical roadmap for turning ideas into impact.

**Jake Poore**, President & Chief Experience Officer, Integrated Loyalty Systems

**STRATEGIC MARKETING**

Sponsored by **Huron**

9:30 – 10:30a

**Fueling the Growth Engine: Turning Referrals & Marketing Intelligence into Patient Access**

Nicklaus Children’s Health System rebuilt patient volume by combining referral reinvention with a consumer-first, data-driven marketing strategy. Learn how uniting physician engagement with B2C analytics accelerated patient acquisition, strengthened high-value growth, and proved marketing’s impact to senior leadership.

**Kevin Snyder**, SVP, Chief Marketing, Communication & Brand Officer  
Nicklaus Children’s Health

**Patrick Soto**, Managing Partner/COO  
ab+a advertising

**COMMUNICATION STRATEGIES**

Sponsored by **Jarrard**

**Stay Tuned!**

**DIGITAL STRATEGIES**

Sponsored by **Digital Health Strategies**

**Provider Profiles, Access & Conversion**

Provider profiles are no longer just marketing content—they are access infrastructure. Learn how Tufts Medical Center rebuilt provider profiles to improve accuracy, integrate scheduling, and reduce friction across the find-care journey. See what operational changes mattered most, how marketing partnered with access and IT teams, and how cleaner provider data improved discovery and appointment conversion.

**Susie (Germer) Gilkey**, Senior Director, Marketing & Digital Strategy  
Tufts Medicine

**Kyle Kilpatrick**, VP, Enterprise Healthcare  
Yext

**Marshall Schoenthal**, Industry Principal, Healthcare  
Phase2

10:45 – 11:45a

**Leveraging Intelligence for Smarter Strategic Marketing**

Stanford Health Care’s insights team unifies business intelligence, campaign performance, and market data to align marketing with enterprise priorities and deliver measurable impact. Learn how they triage requests into clear goals and use competitive analysis, capacity planning, and journey mapping to identify proactive marketing opportunities.

**Tracy Ireland**, Director, Marketing Performance Reporting **and**

**Rosie Reebel**, Director, Marketing Insights  
Stanford Health Care

**Making Brand Trust Measurable & Actionable**

Brand trust shapes growth, loyalty, and reputation, yet few organizations measure it in ways leaders can act on. Hear how The University of Kansas Health System is approaching brand trust as a measurable leadership priority and using deeper insight to inform strategy, alignment, and investment.

**Laura McCarthy**, VP, Public & Community Relations  
The University of Kansas Health System

**Art Angel**, Founder & CEO  
E2A Partners

**Why Healthcare Martech Fails & How to Fix It**

Martech tools can deliver real value for healthcare organizations, but unclear ownership, weak governance, and operating models that don’t match day-to-day workflows can create challenges. Examine a framework for aligning Martech with growth, access, and analytics. Learn how to build Epic-aligned environments that reduce complexity and facilitate Martech performance across the enterprise.

**Tom Brand**, Founding Partner  
HealthStack Partners

Transformative Keynote Sessions

**Special Strategy Session**

Sponsored by **DIGITAL HEALTH STRATEGIES**

Sunday, May 3, 3:00 – 5:00

**The New Mandate for Healthcare Marketing Leaders**

Join a peer-level discussion on how data, analytics, and AI are informing new leadership frameworks, from identifying unmet needs to ensuring recommended care is scheduled and completed, grounded in real-world examples and new bench-marking insights.

**Luncheon Keynote**

Sponsored by **UN LOCK**

Monday, May 4, 11:40a – 1:00p

**From Hype to Hard ROI: The Intelligent Health Revolution, One Year Later**

Given the speed of AI’s impact, and following his eye-opening HMPS25 keynote, **Tom Lawry** returns with a 1-year update on what’s real. Hear how leading systems are moving from pilots to hard ROI—and what pitfalls to avoid—while transforming how care is delivered, marketed, and communicated.

**Luncheon Keynote**

Sponsored by **nrc HEALTH**

Tuesday, May 5, 12:30 – 1:45p

**Promise to Practice: Aligning Brand & Patient Experience**

Join **Douwe Bergsma** and **Elizabeth Daugherty** of Piedmont Healthcare in a Fireside Chat moderated by **Ryan Donohue**. Explore how cross-industry insights shaped Piedmont’s patient experience strategy—and how aligning experience, operations, and marketing brings the brand promise to life.

8:00 – 9:15a



**From Insight to Action: An HMPS Synthesis of What Matters Most** Sponsored by Amsive Health

Over 3 days, HMPS26 surfaces powerful ideas, perspectives, and possibilities. **Jake Poore** synthesizes what matters most. A former Disney leader and sought-after speaker on experience and culture, Jake draws on his work connecting brand, culture, and experience to translate key HMPS themes into clear, actionable priorities and a focused path forward. Leave with a practical roadmap for turning ideas into impact.

**Jake Poore**, President & Chief Experience Officer, Integrated Loyalty Systems

9:30 – 10:30a

**AI & INTELLIGENT INNOVATION**

Sponsored by BPD Healthcare

**AI-Moderated Patient Studies**

Ochsner Health paired AI with advanced interviewing techniques to deliver rich, nuanced consumer perspectives at scale, with outcomes comparable to traditional human-moderated studies. Learn where AI fits in your research mix, how to implement responsibly (sampling, prompts, bias, privacy), and how to integrate results into existing market research workflows.

**Cara Bergendahl**, Chief Marketing & Consumer Insights Officer *and*

**Christine Lambert**, Consumer Insights Manager Ochsner Health

**Kristy Roldan**, VP of Growth MDRG

**ENGAGEMENT STRATEGIES**

Sponsored by Doximity

**From Coaching to Confidence: Turning Experience into Brand Trust**

CommonSpirit Health embedded frontline coaches to strengthen patient experience skills, driving measurable gains in engagement, retention, and satisfaction. Learn how the model reinforced the brand promise and built trust. Explore the coaching approach, change enablers, and scorecards that translate operational wins into compelling stories for patients, staff, and communities.

**Aubrey Rockwood**

Market Director of Patient Experience CommonSpirit Health

**Kris Baird**

President/CEO Baird Group

**PHYSICIAN RELATIONS**

Sponsored by Wolters Kluwer

**Driving Referral Growth Through Field Excellence & Accountability**

Sustained referral growth comes from focused field execution, clear accountability, and reporting that shows impact. Explore proven ways to prioritize visits, conduct high-value conversations, and influence referral behavior. Leave with tools to assess field performance and link liaison activity to growth outcomes leaders value.

**Garth Reimann**

Manager, Physician Relations AdventHealth West Florida

**Tricia Anderson**, Senior Consultant Barlow/McCarthy

10:45 – 11:45a

**Stay Tuned!**

**Patient-to-Patient Mentoring Programs: Tapping an Underused Asset**

Growth doesn't come only from search and paid media. It also comes from trust. Too often, healthcare's most underused asset is grateful patients. Hear how Michigan Medicine activates a patient-to-patient ecosystem that supports decision-making, strengthens trust, reduces provider burden, and turns human experience into loyalty, measurable growth, and fundraising impact across the organization.

**Melissa Cunningham**

Senior Volunteer Coordinator Michigan Medicine

**Paul Hoffman**

CEO inTandem Health

**Innovations & Priorities for Physician Relations: Let's Talk**

After 3 days of HMPS, what's next? Let's talk about AI, leadership engagement, market alignment in tightly integrated or VC-influenced environments, and the evolving physician mindset, with practical insights grounded in real-world experience and peer exchange.

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

**Michelle Ilitch**, VP, Physician Partnerships Henry Ford Health

**Dina Popper**, Director, Physician Relations, Key Account & Network Development University of Miami/UHealth

**Susan Boydell** (*Facilitator*), Partner Barlow/McCarthy



Visit the Forum at [www.healthcarestrategy.com/register](http://www.healthcarestrategy.com/register) to register online.

**Hotel Information**

The official hotel for the Summit is **The Grand America Hotel**, a *Conde Nast Traveler* Reader's Choice Award Winner as the #39 Best Hotel in the World and #1 Best Hotel in the American Southwest and West. Situated in the heart of Salt Lake City, this European-style hotel offers walkable access to restaurants, shops, museums, and historic landmarks.

To reserve a room at the special rate of \$295 single/double, [click here](#) or call the hotel at 800-437-5288 and identify the meeting as the "Healthcare Marketing & Physician Summit."

Be sure to make your reservations early! The room block will be released on April 7th but is likely to sell out before that date.



The Grand America Hotel, Salt Lake City, UT

## Co-Sponsors



## Diamond Sponsors

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**BPD Healthcare** is a strategic growth partner that delivers the future to healthcare's leading brands. We provide fully integrated solutions—branding, marketing, communications, and consulting—powered by data, AI, and technology to support health systems, academic medical centers, care enablers, and healthcare innovators.

**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.

**Freshpaint** helps healthcare marketers stretch fixed budgets, prove what's working, and protect their strategies by turning privacy into a strategic advantage that fuels performance. By bringing performance and privacy together in one platform, Freshpaint gives teams the visibility and data to make better decisions, stretch ad dollars further, and measure what really matters.

**Unlock Health** is a full-service marketing communication agency grounded in technology and built for healthcare. Our work is rooted in clarity, authenticity, and a deep understanding of healthcare. Visit [UnlockHealth.com](http://UnlockHealth.com) to learn more.

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**Amsive Health** is the performance marketing agency obsessed with your brand growth with innovative customer acquisition, engagement, and communications solutions for healthcare brands.



**Definitive Healthcare** is a data and analytics company focused on the business of healthcare. The healthcare market is complex—our data makes it clearer. We deliver insights that drive smarter decisions. Because when you succeed, healthcare gets better for everyone.



**Doximity** is the largest medical network with 2M+ 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** is at the forefront of creating innovative digital solutions. Whatever your industry, we'll find the best solution created just for you. Our knowledgeable and experienced teams will work together to bring success to you, your users, and your brand. Let's bring your digital vision to life!



**Fathom**, an IQVIA business, is the leading digital marketing agency for healthcare. CMOs and VPs at top hospital systems trust our experts to grow their reputations and revenue through brand awareness, patient acquisition, and physician engagement campaigns.



**Healthgrades** empowers stronger and more meaningful connections between patients and doctors. Our comprehensive suite of hospital marketing and automation solutions revolutionizes patient access, engagement, and care coordination.



**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.

## Co-Sponsors, continued



**Hyro** is the leading Responsible AI Agent Platform for healthcare, enabling health systems to safely automate workflows and conversations across call centers, websites, SMS, mobile apps, and more. Hyro's HIPAA-compliant AI agents are fast to deploy and deliver measurable access, experience, and revenue impact.



**IQVIA** Health System Solutions collaborates with hospitals and health systems to empower and educate physicians and patients, driving intelligent service line growth and pioneering digital innovation.



**Jarrard Inc.** is a strategic healthcare consulting firm serving leaders during high-stakes moments of change, challenge and opportunity. We specialize in change management, issues and advocacy and strategic positioning.



**LionShare's** unique platform amplifies CRM efforts, creating sophisticated, automated marketing and relevant conversations that deliver quantifiable ROI and meet your marketing objectives. As your partner, we drive measurable, data-driven marketing efforts with unmatched support and unmistakable smarts.



**MERGE** is humbled to work with the best healthcare brands in the country, solving critical growth, engagement, and transformation challenges. With 30+ years of unrivaled healthcare experience, we apply our understanding of the full, integrated marketing ecosystem.



**Modea** helps healthcare organizations create transformative digital experiences that deliver measurable results. We do this by combining innovative design, healthcare expertise, and best-in-class technology delivery to improve the digital patient experience.



**Monigle** is an independent brand experience company that humanizes brands to move people. We deliver end-to-end solutions including insights, strategy, expression, experience, culture, activation, advertising, and transformation from offices in Denver, New York, and beyond.



**NRC Health** provides market intelligence and insights that help health systems grow. Powered by the nation's most-trusted syndicated study of healthcare consumer preferences and behaviors, we deliver Human Understanding® that strengthens brand trust, loyalty, and performance.



**Optimizely One** is the world's first operating system for marketing teams, combining content management, experimentation, commerce, and personalization in one AI-accelerated platform. It empowers global brands to create content faster, experiment with confidence, and deliver exceptional experiences. Learn more at [optimizely.com](https://optimizely.com).



**Penrod** is a technology consultant focused on empowering exceptional experiences in the healthcare industry. Our Destinations platform makes ad and analytics platforms HIPAA-compliant, helping healthcare marketers reach patients, measure performance, and crush goals while protecting privacy.



**Playbook for Health** is the healthcare industry's trusted sponsorship agency, providing the data-backed approach to sponsorship assessment, negotiation, strategy and activation required to optimize sponsorship investments as healthcare expands in sports and entertainment partnerships.



**Valtech** is the experience innovation company, helping healthcare organizations to lead in a digital-first world. We work alongside health systems, hospitals and health brands to deliver personalized experiences, modernize processes on a large scale and unlock data, all with a focus on patients, providers and caregivers.



**Wolters Kluwer** is a provider of information, business intelligence, and point-of-care solutions for the healthcare industry. Their customers include professionals in medicine, nursing, and allied health. Lippincott HCP Access® can help you reach HCPs in 100+ curated specialty audiences.



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**BVK** is an independent agency helping category-changing brands connect with people making life-changing decisions. We blend business strategies and enduring brand values with engagement solutions that maximize health companies' impact.



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**Reason One** is a full-service digital agency specializing in healthcare systems and foundations. We create consumer-centric websites, intranets, and campaigns that drive connection, engagement, and results.



**Spectrum Reach**®, Charter Communications' advertising sales business, delivers data-informed, creative-driven, scalable solutions across 36 states, helping businesses of all sizes reach anyone, anywhere, on any screen. Learn more at [spectrumreach.com](http://spectrumreach.com).



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# HMPS26 Advisory Committee Members

## **Susan Alcorn**

Partner  
ALCORN+DEAN Strategic Communications

## **Kriss Barlow**

Advisor  
Barlow/McCarthy

## **Chris Boyer**

Digital Health Strategist  
@chrisboyer LLC

## **Matt Cyr**

Founder & President  
LoopAI Consulting

## **Kathy Dean**

Partner  
ALCORN+DEAN Strategic Communications

## **Daniel Fell**

Health Systems Practice Lead  
Unlock Health

## **Terri Goren**

Principal  
Goren & Associates, LLC

## **Brian Gresh**

VP, Chief Marketing & Communications Officer  
Community Health Network

## **Jeremy Harrison**

AVP, Consumer Engagement & Experience  
MultiCare Health System

## **Chris Hemphill**

Founder, Modular Feedback & Healthcare Data Scientist  
SCAN

## **Chris Pace**

VP of Healthcare Industry  
SearchStax

## **Stephanie Wierwille**

EVP, Strategy & Innovation  
BPD Healthcare

# Summit Schedule At-A-Glance

## **SUNDAY, MAY 3**

2:00–5:00p Registration  
3:00–5:00p **Special Strategy Session**

## **MONDAY, MAY 4**

7:00a–5:45p Registration  
8:00–9:30a **Pre-Summit Strategy Sessions**  
9:45–10:35a **Concurrent Sessions**  
10:50–11:40a **Concurrent Sessions**  
11:40a–1:00p **Luncheon Keynote**  
1:15–2:05p **Concurrent Sessions**  
2:05–2:55p Break in the Exhibit Hall  
2:55–3:45p **Concurrent Sessions**  
4:00–5:15p **General Session**  
5:15–6:45p Opening Reception in the Exhibit Hall

## **TUESDAY, MAY 5**

7:00a–4:45p Registration  
7:00–7:50a **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

## **WEDNESDAY, MAY 6**

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

**Save the Date**

**32nd Annual Healthcare Marketing  
& Physician Strategies Summit**

May 24 – 26, 2027  
JW Marriott Austin, Austin, TX

**Healthcare Marketing & Physician Strategies** **Summit**

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