

**26<sup>th</sup> ANNUAL HEALTHCARE MARKETING & PHYSICIAN STRATEGIES SUMMIT**  
**October 6-8, 2021**

**Schedule of Events – Wednesday, October 6**

<b>8:00a – 5:00p</b>	<b>Registration</b>		<b>Conference Lobby</b>
<b>Pre-Summit Strategy Sessions</b>			
<b>9:00-11:30a</b>	<b>Strategy Session I</b>	<b>Develop Effective Healthcare Marketing Plans</b>	<b>Royal Ballroom I</b>
		<p>Now more than ever, successful marketing requires a solid marketing plan, one that is grounded in an understanding of today’s most important issues and the organization’s own strategic objectives. Examine the issues that will shape marketing strategy in the next few years. Learn how to conduct a market audit; use the audit findings to develop a position, strategies, quantifiable objectives, and tactics for achieving those objectives; and establish metrics for measuring results, including ROI.</p> <p><b>Cristal Herrera Woodley, Renown Health</b>  <b>David Marlowe, Strategic Marketing Concepts</b></p>	
<b>9:00-11:30a</b>	<b>Strategy Session II</b>	<b>Fast Track to Volume</b>	<b>Garden II</b>
		<p>Nationwide, healthcare organizations are challenged to earn back volume. So, it is no surprise that the pressure is on for physician relations executives to perform. Learn how to fast-track your teams to grow business and re-energize team members. Join us as we examine new strategies and tactics for growing business in a crisis, what it takes to get the field team committed and ready to try something new, and how to measure and communicate results.</p> <p><b>Ann De Los Santos, Ascension Texas</b>  <b>Jennifer Lofgren, Loyola Medicine</b>  <b>Susan Boydell, Barlow/McCarthy</b></p>	
<b>12:00p</b>	<b>Summit Commences</b>		

**Note: Separate Registration Fees Apply for Pre-Summit Strategy Sessions**

**THIS AGENDA REFLECTS CHANGES MADE TO THE PROGRAM SINCE PUBLICATION OF THE BROCHURE.**

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Schedule of Events –Wednesday, October 6 (cont'd)

Room	Garden II	Garden I	Royal Ballroom III-IV	Royal Ballroom I	King Ballroom
	Communication Strategies (Sponsored by Podium)	Transform Consumer Experience (Sponsored by Kyruus)	Interactive & Digital Strategies (Sponsored by Modera)	Physician Relations & Sales (Sponsored by Marketware)	Engagement Strategies (Sponsored by Pandora)
12:00-1:00p	<p><b>Make Your Content Work Harder for You ... Not the Other Way Around</b></p> <p>Content is not about quantity (not all the time, at least), it's about quality. Discover what your audiences, both consumers and physicians, want from your organization's content. Learn five ways to work smarter when it comes to the content you're delivering to them.</p> <p><b>Nancy Vanselow</b> Referral Development Manager, Marketing &amp; Communication Children's Wisconsin</p> <p><b>Shannon Cummins</b> VP, Business Development GLC</p>	<p><b>Keep Patients Engaged: Become a Trusted Source of Information</b></p> <p>Today, people are inundated with communications and messaging. To keep patients engaged, healthcare organizations need to evolve their messaging. Examine how to provide focused messaging, address misinformation, and remain a trusted source of information. Hear how to get patients to keep their appointments and stay engaged in their healthcare journeys.</p> <p><b>Sue Omori</b> Executive Director, Marketing Account Services Cleveland Clinic</p> <p><b>Tom Hileman</b> CEO &amp; President Hileman Group</p>	<p><b>Address Staff Burnout</b></p> <p>Healthcare staff burnout has reached crisis level—and has serious implications for quality, safety, and patient experience, now and in the future. By addressing the underlying causes of burnout, health systems can improve staff wellbeing, which will translate into better patient care. Examine solutions to restore joy in medicine, improve resilience and wellbeing, and change the paradigm. Explore the role for marketing and physician relations in these efforts.</p> <p><b>Sharon C. Kiely, MD, MPM, FACP</b> VP, Chief Wellness Officer &amp; Associate Chief Medical Officer Hartford Healthcare</p> <p><b>Emilie Ansel</b> CEO, Private Health News</p>	<p><b>Onboarding Aligns with Physician Relations for Success</b></p> <p>Physician retention is more important than ever, and a well-organized onboarding approach can be a difference-maker. Learn how Spectrum Health used its physician relations outreach team to align strategic priorities with service line growth and integrate new physicians into the community. Examine elements and timing for onboarding success, tools to track and measure, and ways to successfully stage new doctors.</p> <p><b>Deidre Weber</b> Director, Physician Relations Spectrum Health</p> <p><b>Mitzi Kent</b> Partner Barlow/McCarthy</p>	<p><b>Reassess Advertising Media for Engagement</b></p> <p>In order to drive awareness and effectively engage with consumers, Brown &amp; Toland Physicians reassessed their use of advertising media. Examine the process, the ad products and targeting used, audience scale, and results. Look at the focus on millennials, the sandwich generation, and seniors, and the impact that adding music to the mix had on all.</p> <p><b>Jennifer Jee</b> VP, Marketing, Communications &amp; Community Outreach Brown &amp; Toland Physicians</p> <p><b>Lee Ann Longinotti</b> VP – Healthcare &amp; Pharma Vertical Pandora – SXM Media</p>
1:15-2:15p	<p><b>Healthcare Communication Structure, Strategy &amp; Culture: Forever Changed</b></p> <p>COVID-19 has impacted the structure, strategy, and culture of healthcare communications. How do you ensure that your marcomm function is built for success? Join your colleagues for an interactive discussion!</p> <p><b>Christine Albert</b>, Chief Marketing &amp; Experience Officer LCMC Health</p> <p><b>Rose Glenn</b> Chief Communications &amp; Marketing Officer Michigan Medicine</p> <p><b>Michael Knecht</b> Chief Marketing &amp; Communications Officer RWJBarnabas Health</p>	<p><b>Women in Healthcare: Leadership &amp; Mentoring</b></p> <p>Women are significantly underrepresented in senior executive and board positions in healthcare. Join us in an interactive discussion starting with how you can overcome barriers to career advancement and equitable pay. Then, explore strategies to improve your leadership and technical skills while building a supportive network of peers. Identify the resources available to help future women leaders. Let's talk!</p> <p><b>Kevin Fickenscher, MD</b> President, CREO Strategic Solutions &amp; Member, The Carol Emmott Foundation Board of Directors</p> <p><b>Anne McCune</b> CEO, The Carol Emmott Foundation</p>	<p><b>Authenticity is Not a Tactic: Building Trust in a Post-Pandemic World</b></p> <p>2020 taught us that authenticity and vulnerability are must-haves in your content marketing mix. Let's look at brands who did this well, brands who got it wrong, and brands that danced on the fine line. Learn how to build a framework for trustworthy content marketing in your organization, including planning, distribution, working across your company's siloes, and trying some new tactics.</p> <p><b>Ahava Leibtag</b> President AHA Media Group</p>	<p><b>The Value of Field Intelligence in Physician Relations</b></p> <p>In the midst of crisis, we've all learned a lot about physician communication, or the lack of it! Learn how two health systems have fine-tuned their processes to gather quality insights from the field. Hear how they gained internal traction, as well as the steps to make the most of their learnings for the internal audience and the referring physician.</p> <p><b>Veronica Campbell</b> Network Director, Physician Relations HonorHealth</p> <p><b>Laurel Hopkins</b> Manager, Physician Relations Seattle Children's Hospital</p>	<p><b>AI's Impact on Influencing &amp; Engaging Patients</b></p> <p>In healthcare, AI has demonstrated the most success when focused on growth, with tight ties to organizational strategy, rather than cost savings. Examine successful uses of AI for patient and physician engagement. Hear how metrics can be used to understand which initiatives perform best. Learn how to ensure that approaches aren't perpetuating bias in race, gender, and other areas.</p> <p><b>Ryan Younger</b> Vice President, Marketing Virtua Health</p> <p><b>Chris Hemphill</b> Vice President, Applied AI &amp; Growth Actium Health (formerly SymphonyRM) Host, Hello Healthcare Podcast</p>
2:15-3:00p Break in the Exhibit Hall <i>Sponsored by Yext</i>					Majestic Ballroom

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	Communication Strategies (Sponsored by Podium)	Transform Consumer Experience (Sponsored by Kyruus)	Interactive & Digital Strategies (Sponsored by Modea)	Physician Relations & Sales (Sponsored by Marketware)	Engagement Strategies (Sponsored by Pandora)
3:00-4:00p	<p><b>Vaccine Communications: What's on Your Mind?</b></p> <p>Communicating the ups and downs, ins and outs of vaccine mandates, political challenges, staff shortages, and employee controversies has been complex, frustrating, and downright exhausting. Join your colleagues for some frank talk about Delta and vaccine communications. Let's talk!</p> <p><b>Mary Briggs</b>, System Director, Strategic Communications &amp; Public Relations Lee Health</p> <p><b>Michael Knecht</b>, Chief Marketing &amp; Communications Officer RWJBarnabas Health</p> <p><b>Lisa Worley</b>, AVP, Medical Communications &amp; Media Relations University of Miami Miller School of Medicine</p> <p><b>Susan Alcorn</b>, Strategic Counselor Alcorn Strategic Communications &amp; Jarrard Phillips Cate &amp; Hancock</p>	<p><b>Price Transparency: Boon or Bust for Providers</b></p> <p>Price transparency...do you stay away, allowing others to venture there first and suffer possible, negative consequences, or do you seize the opportunity to be a leader and arm consumers with important information that helps them make good decisions? Hear proprietary national research on current consumer price perceptions. Then, join in a discussion as your colleagues react to the data.</p> <p><b>Judit Tejada</b> Strategic Insights Consultant Moffitt Cancer Center</p> <p><b>Ryan Donohue</b> Strategic Advisor NRC Health</p> <p><b>Michael Eaton</b> SVP, BVK</p>	<p><b>The State of Digital Marketing in Healthcare</b></p> <p>Budgets are rebounding. Digital strategy is the number one hot job. Marketers are accelerating efforts in personalization. Examine these insights and more in this session on the 2021 Digital Healthcare Marketing Trends Survey. Learn how COVID-19 impacted everything from digital transformation efforts to telehealth adoption to digital ad spend. Plus, explore key staffing, budgeting, and website benchmarking data to see how you compare.</p> <p><b>Ben Dillon</b> Chief Strategy Officer Geonetric</p>	<p><b>Keep Physician Relations Staff Motivated, Focused &amp; Aligned</b></p> <p>With many factors disrupting traditional growth strategies, how can physician leaders clarify goals, simplify activities, and communicate market intelligence throughout the organization? Examine new strategies for field-based growth plans. Learn how to keep your team highly functional by understanding individual challenges, integrating with leaders, and partnering with physicians.</p> <p><b>Brad Jones</b> Physician Relations Director West Florida Division <i>and</i> <b>Kelly McBreen</b> Physician Relations Manager West Florida Division AdventHealth</p>	<p><b>Integrate Digital &amp; Marketing Automation to Grow Service Line Utilization</b></p> <p>Demonstrating which channels and messages are driving patient engagement is a must for healthcare marketers. Hear how SEM, paid social media, and marketing automation can be coordinated and optimized to deliver results. Learn how your CRM can demonstrate metrics—from leading indicators to downstream encounters/payments generated by marketing efforts.</p> <p><b>Cathie Cannon</b> Assistant VP, Health Marketing UConn Health</p> <p><b>Cheryl Hodgson</b> Senior Account Director LionShare, Inc.</p> <p><b>Jeff Steblea</b> Director of Business Development, NE Eruptr, LLC</p>
4:15-5:15p	<p><b>General Session</b> <i>Sponsored by Persado</i></p>		<p><b>Work, Workforce, and Workplace: The Future is NOW!</b> Kaveh Safavi, MD, JD, Global Managing Director, Health Industry, Accenture</p>		<p><b>King Ballroom</b></p>
5:15-6:45p	<p><b>Opening Reception in the Exhibit Hall</b></p>				<p><b>Majestic Ballroom</b></p>

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Schedule of Events – Thursday, October 7

7:15a-5:00p		Registration				Conference Lobby	
7:30-8:00a		Continental Breakfast – <i>Sponsored by Doximity</i>				King Ballroom Foyer	
8:00-9:15a		General Session <i>Sponsored by Actium Health (formerly SymphonyRM)</i>				Communicate with Extreme Clarity & Impact in Today’s Hybrid World Debra Jasper, Founder & CEO, Mindset Digital and International Keynote Speaker	
9:15-10:00a		Break in Exhibit Hall - <i>Sponsored by NRC Health</i>				Majestic Ballroom	
Room	Royal Ballroom II	Garden II	Garden I	King Ballroom	Royal Ballroom I	Royal III-IV	
	Strategic Marketing	Communication Strategies (Sponsored by Podium)	Transform Consumer Experience (Sponsored by Kyruus)	Interactive & Digital Strategies (Sponsored by Modea)	Physician Relations & Sales (Sponsored by Marketware)	Engagement Strategies (Sponsored by Pandora)	
10:00-11:00a	<p><b>Strategies to Drive Market Growth &amp; Success</b></p> <p>In times of rapid change, having clear organizational growth strategies becomes paramount. Learn how expanding the ambulatory footprint and digital access are crucial to competing effectively. See how leveraging brand strength can enhance market growth. Hear about the emerging options for moving strategy from an acute care focus to true customer centricity.</p> <p><b>Robin Wyatt</b> VP, Marketing, Northwell Health <b>Steven Gelineau</b>, Senior Principal Eastern Health Care Advisors LLC <b>Linda MacCracken</b> Principal Director, Consumer Engagement, Accenture</p>	<p><b>Modern Patient Communication &amp; Feedback</b></p> <p>Nearly 70% of patients today are looking for more personalized communication from their providers. Hear how Sharp Healthcare transformed its patient communication strategy with text messaging, impacting results at every critical patient touchpoint, including better capture of patient feedback, improved ratings, and increased calls directly from Google search.</p> <p><b>Rachael Jones</b>, SEO Strategist Sharp Healthcare <b>Bryan Oram</b>, AVP, Strategic Healthcare, Podium</p>	<p><b>A Fanatically Consistent Healthcare Customer Experience</b></p> <p>The world’s best-known brands earned their reputations through fanatical consistency. But in healthcare, organizations are often at the mercy of processes and systems designed by staff and providers, so consistency in the customer experience (CX) suffers. Learn how Honor Health developed a CX index to pinpoint shortcomings and make significant improvements in brand consistency in telehealth, its ACO, and physician practices. Hear results.</p> <p><b>Craig Kartchner</b> AVP, Marketing &amp; Consumer Experience, HonorHealth <b>Kristin Baird</b> President, Baird Group</p>	<p><b>Keeping Up with Digital Healthcare Consumers</b></p> <p>Increasingly, healthcare consumers are demanding greater access to digital tools, including the ability to communicate with providers. With the goal of exceptional customer service, Memorial Healthcare launched a chatbot that could directly communicate with patients and guide them on their care journey. Hear how Memorial’s digital strategy has evolved to include conversational AI and other new tools and technologies.</p> <p><b>Fredrick Anderson</b> Director, Marketing Technology Memorial Healthcare System <b>Brian Gresh</b> President, Loyal</p>	<p><b>Internal Positioning to Strengthen Field Impact</b></p> <p>Successful field teams are in the business of collaboration—both internally and externally. Examine real-life leadership approaches for building internal collaboration and visibility for the team. Hear the attributes the field team needs to earn credibility with leaders.</p> <p><b>Paula Murphy</b> Senior Physician Liaison St. Louis Children’s Hospital <b>Jackie Kleppe</b>, Director, Outreach &amp; Engagement, University of Iowa Health Care <b>Paola Pescara</b> VP, Strategic Growth Rush University Medical Center</p>	<p><b>Engage Your Most Valuable Customers: Shape an Effective Patient-Donor Experience</b></p> <p>In today’s digital age, it’s critical that marketing and fundraising work together to make it easy for patient-donors to connect, engage, and take action. Examine how to engage patients through on and offline platforms, the right content, and touchpoints that cultivate and convert your highest-value supporters. Hear lessons learned as well as future strategies.</p> <p><b>Ben Texter</b> Co-CEO &amp; Co-Founder Digital Health Strategies</p>	
11:15a-12:15p	<p><b>Amp Up the Power in Your Internal Communications</b></p> <p>Internal communications are the linchpin of your organization. But how do you ensure that employees receive and process essential information? Examine the tries, whys, and high fives of internal engagement. Hear how to support major changes, recognize great work, and create brand advocates.</p> <p><b>Crystal Hardinger</b> Internal Communications Manager University of Iowa Health Care <b>Kerting Baldwin</b>, Administrative Director, Corporate Communications <b>Selima Khan</b>, VP, Marketing &amp; Corporate Communications Memorial Healthcare System <b>Kathy Dean</b> Senior Advisor, SPM Group</p>	<p><b>Use Consumer Search Intent to Drive Volumes &amp; Improve Experience</b></p> <p>Reputation surveyed consumers nationwide about what drives their choice of a healthcare provider and analyzed hundreds of thousands of online reviews to understand consumer sentiment. Learn what consumers want to see when they search for care, how they behave, and how to improve the experience in real-time. Hear best practices from a leading U.S. health system.</p> <p><b>Tomi Galin</b> SVP, Communications, Marketing &amp; Public Affairs Community Health Systems <b>Annie Haarmann</b> Head of Strategy &amp; Consulting, Healthcare &amp; Life Sciences Reputation</p>	<p><b>The New Brand Imperatives: What’s Ahead?</b></p> <p>Delve into the top trends and driving forces every healthcare brand leader needs to know to future-proof their brand. Drawing from consumer insights research, best practices of global brands outside of healthcare, and leading-edge healthcare disruptors, examine the forces that are shaping the healthcare landscape. If you think COVID-19 changed consumer expectations about the healthcare experience, think again! Learn to think in new ways, build new capabilities, and integrate new perspectives.</p> <p><b>David Perry</b> Senior Advisor Stanford Medicine <b>Gabriel Cohen</b> Chief Marketing Officer Monigle</p>	<p><b>Reinventing a Website: Focus on the Consumer</b></p> <p>The time is now for marketers to understand the needs and behaviors of their customers by adopting a consumer-first, search-driven approach. Hear how USC created an information architecture and content strategy that supports multiple audiences. Examine the documented outcomes, as well as plans for the future.</p> <p><b>Bhavna Patel</b> Director of Digital Marketing Keck Medicine of USC <b>Bryce Cannon</b> President Modea</p>	<p><b>Referring Physician Surveys Can Strengthen Strategies &amp; Relationships</b></p> <p>Physician engagement drives hospital performance and growth. Examine the main components of the referral process and the impact on referring physicians’ loyalty. Hear how to target improvement to the referral experience. Learn how research can be used to understand how and where to expand access geographically without negatively impacting referring physicians.</p> <p><b>Deb Pappas</b>, VP, Chief Marketing &amp; Communications Officer Connecticut Children’s <b>Kriss Barlow</b> Principal Barlow/McCarthy <b>Rob Klein</b> CEO Klein &amp; Partners</p>	<p><b>Courage in the Time of COVID</b></p> <p>“You are tired...you are scared...your heart is heavy.” So begins an update to Kaweah Health team members at the height of the COVID pandemic. Hear how empathy, inspiration, and transparency were essential components to internal crisis communications. Examine the importance of leadership visibility and transparency, and how inclusivity and access lead to employee engagement and successful strategy development for any crisis.</p> <p><b>Melissa R. Carrillo</b> Senior Communications Specialist <b>Marc Mertz</b>, VP, Chief Strategy Officer, Kaweah Health</p>	

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Schedule of Events – Thursday, October 7 cont'd.

12:15-1:45p	<b>Luncheon &amp; Speaker</b> <i>Sponsored by Populi</i>	<b>Make the Case for Investing in Marketing &amp; Communications</b> Jeremiah J. Hodshire, President & CEO and Rachel J. Lott, Director of Marketing & Development, Hillsdale Hospital; Suzanne Hendery, CMO & VP and Tony Slonim, President & CEO, Renown Health; Ahava Leibtag (Facilitator), Aha Media Group				King Ballroom
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Room	Royal Ballroom II	Garden II	Garden I	King Ballroom	Royal Ballroom I	Royal Ballroom III-IV
	Strategic Marketing	Communication Strategies (Sponsored by Podium)	Transform Consumer Experience (Sponsored by Kyruus)	Interactive & Digital Strategies (Sponsored by Modea)	Physician Relations & Sales (Sponsored by Marketware)	Engagement Strategies (Sponsored by Pandora)
2:00-3:00p	<b>Fracture Events: Implications on Brand</b> Fracture events change everything, including how consumers view your brand moving forward. Bottom line...following a fracture event, consumers want a change, an advancement into anew, better world. Examine findings from an innovative research technique to define this new lens, the implications for branding, and how one system used these insights to evolve its brand portrayal. <b>Emily Stott</b> Manager, Marketing & Creative Services <i>and</i> <b>Cristal Herrera Woodley</b> Director, Marketing, Communications & Customer Engagement Renown Health <b>Joel English</b> (Facilitator) Managing Partner, BVK	<b>Latest Trends in MarTech: Let's Talk</b> Effective investment in MarTech, including CRM, CMS, marketing automation, and more, is one of today's most pressing issues for healthcare marketers. How do you identify the right technologies and build the right tech stack for your needs? Hear trends and strategies from seasoned executives. <b>Stuart Dill</b> SVP, Marketing & Engagement Vanderbilt University Medical Center <b>Paul Matsen</b> Chief Marketing & Communications Officer Cleveland Clinic <b>Nikki Moll</b> SVP, Marketing & Communications Baylor Scott & White <b>Tom Hileman</b> , CEO & President Hileman Group	<b>User-Centered Planning &amp; Design: Capturing Heads, Hearts &amp; Hands</b> COVID lit the fire in the virtual health world. Now, it's up to us to keep that fire burning to meet consumers' expectations. Using virtual health as an example, hear how OhioHealth turned to user-centered planning and design to drive better solutions. Then, examine the work of OhioHealth's Fusion Team around throughput. <b>Sue Jablonski</b> SVP, Chief Marketing & Communications Officer <i>and</i> <b>Venessa Heilman</b> Manager, Digital Solutions OhioHealth	<b>A Pragmatic Approach to Patient Lifetime Value</b> Lifetime value is a retention measure, but not all retention is equal. Gender, age, life transitions, and other attributes all impact potential LTV. Explore key value levers based on real-world research to understand the elements with the greatest impact. Hear how to deploy insights to refine and accelerate growth strategies. <b>Adam Rice</b> SVP, Marketing CommonSpirit Health <b>Suzanne Sawyer</b> SVP, Chief Marketing & Communications Officer Johns Hopkins Medicine <b>Rob Grant</b> , Chief Strategy & Innovation Officer <i>and</i> <b>Dave Griffith</b> VP, Analytics & Insights Mercury Healthcare	<b>Physician Relations: Make Data Actionable</b> Data abounds in healthcare, and it can be a challenge to properly mine and utilize this resource. Learn how to leverage all types of available data, as well as the roles both leaders and physician liaisons should play. Hear how to integrate data into your physician relations program to achieve meaningful growth and demonstrate impact. <b>Robert Perkins</b> Outreach Service Director Intermountain Healthcare <b>Brian Borchardt</b> Senior Consultant Barlow/McCarthy	<b>Digital Demand: Meeting Online Consumer Expectations</b> The digital transformation has accelerated at warp speed over the last year. Examine the key trends that have accelerated the new patient journey and how to leverage them for better competitive patient acquisition. Hear how to drive down call volume and costs and wisely invest your marketing dollars. Learn how to invest in digital experiences that will keep your patients happy and loyal! <b>Kevin Madden</b> AVP, Ecommerce Providence <b>Carrie Liken</b> Head of Industry, Healthcare Yext

3:00-3:45p	<b>Break in Exhibit Hall</b>	<i>Sponsored by R2integrated</i>				Majestic Ballroom
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3:45-4:45p	<b>Strategic Content Development: Impact on Patient Marketing</b> Strategic content development with an eye to analytics led to record-breaking website traffic at UC Davis Health. Careful monitoring of data prompted the development of new content in real time based on website analytics, as well as trending keywords that were amplified by social, news, and media channels. Hear how the strategy led to a branded opt-in marketing e-newsletter that extended reach and engagement. <b>Vicki Bencken</b> Digital Communications Director <i>and</i> <b>Michele Taber</b> , Director, Brand Management & Marketing UC Davis Health	<b>Words Matter: Cutting Through the Noise with the Right Language</b> The world's leading consumer brands create and nurture digital relationships by understanding which words matter in influencing behavior and using data to better understand customers' evolving needs and attitudes. Learn how healthcare organizations can implement similar winning strategies. <b>Ethan Wingfield</b> Former Chief Marketing Officer, Consumer Banking Capital One <b>Jamie Gloyne</b> SVP Healthcare <i>and</i> <b>Adam Seften</b> Healthcare Solutions Consultant Persado	<b>A Patient Experience Success Story</b> Renown Health now ranks among the best in the country for physician communication with patients, a key indicator of overall patient satisfaction. Learn how transparency, group inspection, adaptation, and a change in data collection methods led to significant improvements in social media reviews, patient satisfaction, and CG-CAHPS scores for Renown providers. <b>Suzanne Hendery</b> Chief Marketing & Customer Experience Officer Renown Health <b>Jan Gnida</b> Senior Vice President, PRC	<b>Social Media Monitoring: A 24/7 Challenge</b> Today's consumers are on social media around the clock, 7 days a week. How can healthcare marketing teams effectively monitor and respond to posts related to customer service at their organizations in a timely manner, especially when the posts occur outside of regular office hours? Examine solutions, including on-call models for extended staff coverage of social media and external monitoring services. <b>Caroline Ackerman</b> Communications Business Partner, Renown Health <b>Melissa Dethlefsen</b> Director, Social Media and Content Integrations Hartford Healthcare	<b>Seven Proven Tactics for Practice Growth</b> If you have ever helped launch a physician practice, you know that no two launches are the same. Examine how to consider provider personalities, interest, and comfort when planning your outreach. Review best practices used by liaison teams to promote new physicians. Hear what adjustments should be considered to create impact. <b>Nancy Vanselow</b> Referral Development Manager, Marketing & Communication Children's Wisconsin <b>Josh Cameron</b> Vice President, Client Services Marketware	<b>Better Together: Service Lines Thrive on Collaborative Efforts</b> Hospital and clinic service line growth goals are often identified in silos, with marketing and physician relations working in different lanes. Working together, University of Utah's marketing and physician relations staff have been using data to drive decision making and create goals for each service line. Examine the approach, and the success that resulted! <b>Christina Choate</b> , Physician Relations Consultant <i>and</i> <b>Erin Heath</b> , Network Development Operations Manager <i>and</i> <b>Courtney Lauer</b> , Marketing Manager University of Utah Health
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4:45-6:30p	<b>Reception in the Exhibit Hall</b>				Majestic Ballroom
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7:30a-12:00p	Registration	Conference Lobby
7:30-8:00a	Continental Breakfast	King Ballroom Foyer
8:00-9:15a	General Session	King Ballroom

**Political Update: The Outlook for Healthcare**  
**Ann Mond Johnson**, CEO, American Telemedicine Association, **Paul Keckley**, Principal, The Keckley Group *and*  
**David Shulkin, MD**, CEO, Shulkin Solutions LLC

Room	King Ballroom	Royal Ballroom II	Royal Ballroom I	Royal Ballroom III-IV
	Transform Consumer Experience (Sponsored by Kyruus)	Interactive & Digital Strategies (Sponsored by Modea)	Physician Relations & Sales (Sponsored by Marketware)	Engagement Strategies (Sponsored by Pandora)

9:30-10:30a	<p><b>Expand &amp; Engage Your Physician Network with Digital at the Core</b></p> <p>Two years ago, Hackensack Meridian Health launched a digital platform that has become a go-to destination for the system’s 6,500+ physicians across 175 locations. Examine strategies for expanding a physician network along with best practices for creating a digital front door that saves physicians time while ensuring they get the information and tools they need.</p> <p><b>Jim Blazar</b> Chief Strategy Officer Hackensack Meridian Health</p> <p><b>John Simpson</b> Co-CEO &amp; Co-Founder Digital Health Strategies</p>	<p><b>Improve &amp; Synchronize Provider Data Across Multiple Systems</b></p> <p>Brown &amp; Toland Physicians consolidated provider data from 6+ disparate legacy systems into a single data repository to feed its new Epic and eVIPs credentialing systems. Examine the results of creating a “single source of truth” to consolidate, standardize, cleanse, and distribute current and accurate provider data.</p> <p><b>Therese Crossett</b> SVP, Network Development Brown &amp; Toland Physicians</p> <p><b>Brett Westen</b> Practice Lead, Healthcare Informatics IQVIA</p>	<p><b>Ideas into Action: Let’s Talk</b></p> <p>After three days of discussions and great ideas, what comes next? How can you turn the insights and information gained into an organized set of strategies and a plan for moving your physician relations program forward? Join your colleagues for an interactive session that will help organize next steps around all you’ve learned. Bring your questions!</p> <p><b>Kriss Barlow</b> Principal <i>and</i> <b>Susan Boydell</b> Partner Barlow/McCarthy</p>	<p><b>Your Budget Has Been Slashed: How Can You Rebound</b></p> <p>Nationwide, healthcare organization priorities have been impacted by the pandemic. For some, it has resulted in teams that are short-staffed and reallocated budget dollars. At the same time, demands on marketing, communications, digital, and physician liaison executives have never been higher. Examine how growth departments can rebound from such challenges, often with reduced resources. Hear how to lead through adversity with proven tips and tested tools for focusing priorities, resilience, and more.</p> <p><b>Lee Ann Lambdin</b> SVP, Healthcare Strategy Stratason</p>
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10:45-11:45a	<p><b>When the World Turned to Johns Hopkins: Harnessing Trust &amp; Humanizing the Brand</b></p> <p>Over the past 18 months, Johns Hopkins has enhanced trust as part of its brand. Examine Hopkins’ Covid-19 tracker; award-winning crisis communications; and efforts that led to recognition as a top-10 US brand, healthcare’s most humanistic brand, and more.</p> <p><b>Suzanne Sawyer</b>, SVP, Chief Marketing &amp; Communications Officer <i>and</i>  <b>David Simpkins</b>, VP, Marketing &amp; Communications, National Capital Region          Johns Hopkins Medicine</p> <p><b>Kathy Smith</b>, VP, Marketing &amp; Communications          Johns Hopkins Hospital</p> <p><b>Gabriel Cohen</b> (Facilitator)          Chief Marketing Officer, Monigle</p>	<p><b>Use Marketing Innovation to Quickly Overcome a Talent Shortage</b></p> <p>Today, recruiting talent is challenging, particularly in small or rural markets. Hear how CHI Memorial has met that challenge by leveraging its brand and being true to the market. CHI recruited 300 young, experienced nurses from much larger markets in less than a year. Learn how to identify and convey the authentic drivers that will be key to your success.</p> <p><b>Lisa McCluskey</b> Former VP, Marketing Communications          CHI Memorial Health Care System</p> <p><b>Tim Roberts</b> President &amp; CEO          Franklin Street</p>	<p><b>Drive Physician Referrals: A Multichannel Strategy</b></p> <p>By aligning paid search, social, and display strategies with SEO priorities and physician marketing activity, Baptist Memorial Health Care was able to drive consumer lead volume and increase physician referrals for its Cancer Center. Examine the multichannel strategy, as well as results and ROI.</p> <p><b>Jonathan Linn</b> System Director of Marketing, Baptist Cancer Center          Baptist Memorial Health Care</p> <p><b>Eric Silberman</b> President &amp; CEO          True North Custom</p>	<p><b>See you next year!</b></p> <p><b>Healthcare Marketing &amp; Physician Strategies Summit (HMPS22)</b>  <b>May 16-18, 2022</b>  <b>The Grand America Hotel</b>  <b>Salt Lake City, UT</b></p>
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12:00p Summit Concludes