
Healthcare Marketing and Physician Strategies Summit



FOCUS ON:

Strategic Issues
Customer Communication & Engagement
Analytics, Data & Measurement
Interactive Strategies & New Media
Physician Relations & Sales
Physician Strategies

April 30 – May 2, 2014

Omni Orlando Resort
at ChampionsGate
Orlando, FL

Marketing, Strategy, and Physician Relations Expanding Roles...New Opportunities

In today's healthcare organizations, those responsible for marketing and physician relationship strategies are dedicated to the same goals: driving growth, improving service, defining the brand, and understanding and communicating with customers. In fact, in many organizations, the departments function as one organic unit.

The **Healthcare Marketing and Physician Strategies Summit** combines the strategies and tactics from the Healthcare Marketing Strategies Summit and the Physician Strategies Summit into one cutting-edge agenda. The result...a one-of-a-kind opportunity for executives from these two essential functions to come together to share "best practices" and network with colleagues.

Dear Colleague:

These are transformational times for all of us in healthcare. Implementation of the ACA is in full swing; the exchanges are open for business; and consumers, employers, and payers — public and private alike — are increasing their calls for value and transparency from healthcare providers.

For healthcare executives with responsibility for marketing, strategy, and physician relations, the challenges are many. The shift in focus from volume to value and from sickness care to population health management means that new responsibilities — and an expanded role — are emerging.

How can we communicate more effectively with patients, consumers, and physicians so that we not only connect, but build engagement and lasting relationships? How can we ensure that our brand is more than just a name, but a promise that is reflected in all that our organization does? And how can we improve our use of, data, analytics, and measurement in accomplishing marketing and physician strategy objectives?

At the Healthcare Marketing and Physician Strategies Summit, you'll hear strategies and tactics for addressing these issues and more. Case study sessions featuring leading healthcare organizations, internationally renowned keynote speakers, and hands-on workshops make this an exceptional educational experience.

On behalf of the Forum for Healthcare Strategists, we extend a very special invitation to you to attend the Summit. Join your colleagues to solve today's most important healthcare marketing and physician relationship challenges.

Conference Co-Chairs



Edward Bennett
Director, Web & Communications
Technology
University of Maryland Medical System



Joanne Detch
Vice President, Physician Relations and
Network Development
Advocate Health Care



David A. Feinberg
Vice President, Chief Marketing Officer
NewYork-Presbyterian Hospital



C. Josef Ghosn, EdD, FACHE
Senior Vice President, Strategic Planning
Florida Hospital/Florida Division of
Adventist Health System

Healthcare Marketing and Physician Strategies Summit

Examine the Winning Strategies

Actual case studies from leading healthcare organizations will allow attendees to:

- Define the evolving role of healthcare marketing and physician relations in the new era of value-based care
- Identify the steps needed to assess and track your organization's marketing and physician relations strategies
- Examine effective branding and rebranding strategies, including brand development, positioning, messaging, and valuation
- Describe proven approaches for increasing physician satisfaction, retaining physicians, and generating referrals
- Differentiate innovative approaches for advancing digital strategy
- Define the marketer's crucial role as communicator
- Examine new concepts for understanding, engaging, and "activating" the customer

Who Should Attend

The **Healthcare Marketing and Physician Strategies Summit** is designed for the following executives from hospitals, health systems, academic medical centers, integrated networks, and medical group practices:

- Chief Marketing Officers
- Chief Strategy Officers/Senior Strategists
- Marketing Communication Executives
- Network/Business Development/Planning Executives
- Web/Social Media Strategists
- Physician Relations Directors
- Physician Referral/Outreach Directors
- Sales Executives
- Public Relations Directors
- Advertising Executives
- CRM Directors
- Consultants

Inspire...Innovate...Transform

CTRL ALT Delete: Reboot Your Business... Your Future Depends on It

Wednesday, April 30

4:00 – 5:15P

Mitch Joel

Marketing, Media Hacker, and Business Innovator



When Google wanted to explain digital marketing to the top brands in the world, they brought Mitch Joel to the Googleplex in Mountain View, CA. *Marketing Magazine* dubbed him the “Rock Star of Digital Marketing” and called him “one of North America’s leading digital visionaries.” Mitch is also a blogger, podcaster, passionate entrepreneur, and speaker who connects with people worldwide by sharing his marketing insights on the state of business. Drawing on insights from his book, *CTRL ALT Delete*, Mitch defines five key movements that have changed business forever and offers a road map for taking charge of new technologies, data, and media channels and platforms.

Invisible or Remarkable: Which Path Will You Choose?

Thursday, May 1

8:00 – 9:15A

Sponsored by Evariant

Seth Godin

World’s Foremost Marketing Provocateur



Named one of the top 21 speakers for the 21st century by *Successful Meetings* magazine, Seth Godin tops the list of every marketer’s “must see” speakers! He draws on his 14 best-selling books and years of being a marketing pioneer to bring audiences of all kinds to their feet. A prolific and engaging author, Seth writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership, and most of all, changing everything. Seth has also been called the ultimate entrepreneur for the Information Age. Seth takes an enlightening look at what it takes to be remarkable, including the creative thinking necessary to stand out from the crowd and cause customers to take notice.

Three Ways Predictive Analytics Fortifies Healthcare

Friday, May 2

8:00 – 9:15A

Eric Siegel, PhD

Predictive Analytics Expert and Author



Today’s world is increasingly data-driven — and one of the most powerful things about data is its ability to predict. Start your day right with Eric Siegel as he takes a down-to-earth and captivating look at the how and why of predictive analytics. Eric, a former Columbia University professor, is a renowned author, speaker, educator, and leader in the field of predictive analytics. His book, *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die*, has been called “an operating manual for 21st century life” and “*Moneyball* for business, government, and healthcare.” Hear why predictive analytics is important to healthcare and the potential it offers for marketing, treatment, and operations.

Summit Schedule At-A-Glance

Wednesday, April 30, 2014

8:00A–5:00P Registration

9:00A–12:00P Pre-Summit Strategy Sessions I – IV

1:00–3:45P Concurrent Sessions

4:00–5:15P General Session

5:15–6:45P Opening Reception in the Exhibit Hall

Thursday, May 1, 2014

6:30A–5:00P Registration

7:00–7:50A Networking Breakfast

8:00–9:15A General Session

9:15–9:45A Break in the Exhibit Hall

9:45–11:00A Concurrent Sessions

11:00–11:15A Break

11:15A–12:30P Concurrent Sessions

12:30–1:15P Networking Luncheon

1:15–2:00P Dessert in the Exhibit Hall

2:00–3:15P Concurrent Sessions

3:15–3:45P Break in the Exhibit Hall

3:45–5:00P Concurrent Sessions

5:00–6:15P Reception in the Exhibit Hall

Friday, May 2, 2014

7:30A–2:30P Registration

7:30–8:00A Continental Breakfast

8:00–9:15A General Session

9:15–9:30A Break

9:30–10:45A Concurrent Sessions

10:45–11:00A Break

11:00A–12:15P Concurrent Sessions

12:30–2:30P Special Workshop Sessions

2:30P Summit Adjourns

Pre-Summit Strategy Session I

9:00A-12:00P

The Radical Marketing Makeover

Healthcare leaders are racing to put services and structures in place for a value-based world. For marketers, a shift in thinking is required, with a focus on radically transforming the marketing organization. Hear how to:

- create cross-functional accountability for revenue growth and ROI
- build skills in digital marketing, CRM/PRM, sales, data analytics, and customer engagement
- prepare for the future of ACOs, clinical integration, partnerships, retail, and new markets

Suzanne H. Sawyer, Chief Marketing Officer
Penn Medicine (Philadelphia, PA)

Stewart Schaffer, VP, Marketing & Communications
BayCare Health System (Clearwater, FL)

Chrisie Scott, VP Marketing and Corporate Communications
Meridian Health (Neptune, NJ)

Karen Corrigan, CEO
Corrigan Partners

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

Pre-Summit Strategy Session II

Content Marketing for Service Line Growth

As consumers search for healthcare information, share experiences, and select providers and services through online channels, an integrated content strategy is essential for reaching target audiences and converting customers. Learn how to develop a content strategy that anticipates consumer needs, and engages them at every point of the buying cycle. Hear how to:

- build content marketing strategies around a service line
- develop a robust brand journalism capability
- gain executive buy-in
- track ROI

Christine Holt, VP Marketing & Chief Experience Officer
Holy Redeemer Health System (Meadowbrook, PA)

Carla Bryant, Partner/Digital Strategist
Corrigan Partners

Debbie Myers, Senior Vice President
PadillaCRT

1:00P Conference Commences

Strategic Issues

Sponsored by Coffey Communications, Inc.

1:00-2:15P

Marketing Accountability: Metrics and ROI

Healthcare has become increasingly focused on "accountability" and metrics. Rightly so, the demand for measurement extends to marketing as well. Examine the "in the trenches" realities of measuring results in 2014, including the types of outcomes to measure; availability, timeliness, and accuracy of data; how often to report; and using metrics to set priorities for resource allocation. Learn when and why ROI is the appropriate metric and how to calculate it.

David Marlowe
Principal
Strategic Marketing Concepts

Customer Communication & Engagement

Sponsored by Healthgrades

Managing Your Brand as an Asset

As healthcare organizations explore new growth and partnership opportunities, knowing the financial value of the organization's brand is a must. Learn how to conduct a brand valuation to quantify brand value and report the results using the language of finance. Hear practical applications.

Alison Brown, Senior Vice President
University of Maryland Medical Center (Baltimore, MD)

Bill R. Gombeski, Jr., Director of Strategic Marketing
UK HealthCare (Lexington KY)

Tadd M. Pullin, FACHE, SVP, Marketing & Planning
Interim Human Capital Officer
The Nebraska Medical Center (Omaha, NE)

Al King, Principal, King Valuation Services

2:30-3:45P

Building a Brand Journalism Site

More hospitals and health systems are diving into brand journalism as a way to deliver compelling content and showcase the work of the organization and its people. Is a brand journalism site right for you? And, if so, how do you make the case to organizational leaders and get the site up and running? Examine Cleveland Clinic's experience with its Health Hub brand journalism site, which draws more than 1 million monthly visitors.

Scott Linabarger
Director, Digital Marketing
Cleveland Clinic (Cleveland, OH)

Unifying Scripps Under a Master Brand Strategy

While highly regarded in the community, Scripps Health lacked a clear and compelling brand identity that could distinguish it from competitors. Learn how Scripps evolved its brand to speak with one voice. Explore the research, positioning, brand architecture, new design system, and message maps that helped bring all of Scripps together into a more focused, more powerful brand.

Christine Clay, Senior Director, Brand Strategy and Marketing and

Don Stanziano, Vice President, Marketing Communications
Scripps Health (San Diego, CA)

Lynne Field, Strategy Director, Monigle Associates Inc.

4:00-5:15P General Session



CTRL ALT Delete: Reboot Your Business... Your Future Depends on It

Five major movements are set to converge in a way that will require companies to adapt like never before. Some will struggle with this shift while others will simply roll along. The trick is in capitalizing on this moment in time, understanding these movements, and being ready for your future — a future that will move at a much quicker pace. Join digital marketing visionary Mitch Joel and learn why what you do with this moment will set the pace for everything that flows out of your brand for the next decade. Learn how to take charge of new technology, data, and media channels and platforms and reboot your marketing strategy.

Mitch Joel, Marketing, Media Hacker, and Business Innovator

5:15-6:45P OPENING RECEPTION IN THE EXHIBIT HALL Sponsored by Cineviz

Pre-Summit Strategy Session III

The New Hospital-Physician Enterprise

The demands of a value-based environment are creating new challenges for hospitals and physicians as they pursue alignment. Examine the challenges and best practices for addressing them. Through case study examples, attendees will gain insights and practical information. Examine:

- the range of alignment/integration models, including imperatives under future payment models
- effective governance and management of the physician enterprise
- optimizing physician practice operations
- structuring appropriate financial incentives

Join your colleagues for an interactive discussion!

Stephen F. Messinger, Principal

and

David Wofford, Senior Manager
ECG Management Consultants, Inc.

Pre-Summit Strategy Session IV

Creating A Successful Sales Culture

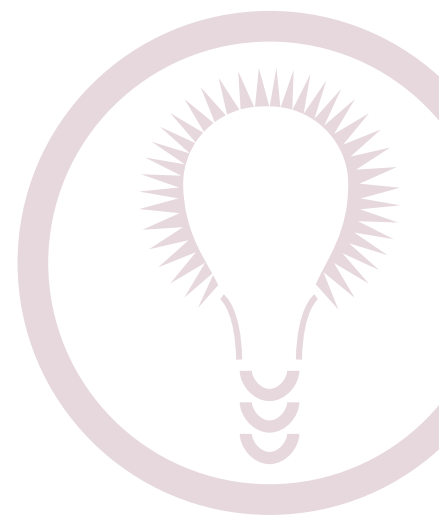
Ongoing training and development of the sales team should be at the core of any successful physician relations program. One-on-one coaching, ongoing education opportunities, and overall support for day-to-day activities in the field ensure success. Examine:

- the infrastructure and core training to develop and maintain a sales culture, including systems, models, and techniques for engaging the team
- specific sales training techniques, and how to apply them on a monthly, quarterly, and annual basis
- how to drive sales behaviors that become habitual and translate into referrals
- coaching techniques, and how to model successful behaviors

Evaluate your own sales culture!

Beverly Miller, MBA, Director, Physician Relations
The Valley Hospital (Paramus, NJ)

Laurie Slater, MBA, Partner
Corporate Health Group



Interactive Strategies & New Media

Sponsored by Corrigan Partners

Engage Consumers with Online Advertising

The race to engage consumers and convert them to patients will be won online. But, caution is the word for today's online advertising strategies. Learn how to maximize search marketing campaigns, avoid common pitfalls in buying online media, and make the case for increasing your online media budget. Examine new tools for closing the sales loop on your website.

Scott Samples, Public Information Coordinator
Martin Health System (Stuart, FL)

J.K. Lloyd, President
Eruptr

Stephen Moegling, EVP, Client Planning
Franklin Street

OpenTable Comes to Healthcare: Increasing the Digital Connection to the Consumer

By using web-based platforms that enable real-time scheduling, health systems can improve digital connections with consumers as well as care continuity. Hear how the platforms work, including how they can help link unaffiliated patients with primary care physicians.

Michael Fouratt
Director, eMarketing and

Preston Gee
Vice President, Strategic Marketing
CHRISTUS Health (Irving, TX)

Omar Alvi
HealthPost, Inc.

Physician Relations/Sales

Sponsored by AVID Design

Evolving Physician Relations: Models that Create the Right Results

More than ever, physician relations executives are integral in building trusted physician relationships and aligning physicians to execute a shared agenda. Is your department positioned for success? Attend this session and explore:

- the use of data for targeting, measuring, and managing the team
- roles of the team, including near term growth, employment support, and niche service positioning
- ROI models and sample results
- internal positioning to ensure the team is at the forefront in physician-focused needs

Join your colleagues in this interactive session!

Summer M. Lesic, Group Director Provider Relations
Mountains and North Denver Operating Group
St. Anthony Hospital (Lakewood, CO)

Janell Moerer, Group Vice President, Strategy and Business Development
Mountains and North Denver Operating Group
Centura Health (Denver, CO)

Ann Tesmer, OTR, MBA, Director, Access Services
Froedtert & The Medical College of Wisconsin

Kriss Barlow, RN, Principal
Barlow/McCarthy Midwest

Summit Sponsor



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The **Forum for Healthcare Strategists** was established by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for the delivery of healthcare. The Forum provides networks of communication and support, as well as opportunities for professional development, with the ultimate purpose of inspiring new, more effective models of care. Call 312-440-9080 or visit www.healthcarestrategy.com.

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For more information, visit www.healthcarestrategy.com.

8:00–9:15A



Invisible or Remarkable: Which Path Will You Choose? Sponsored by Evariant

Every organization is either invisible or remarkable, says Seth Godin, marketing pioneer and best-selling author. But what makes an organization remarkable? Using real-world examples from extremely successful companies, Seth reveals the benefits of using creative, remarkable thinking to transform business ideas and practices. Join Seth for an engaging and inspiring exploration of how ideas spread, why the stories companies tell matter, why treating customers with respect pays off, and how these and other decisions determine whether a business becomes invisible or remarkable.

Seth Godin, World's Foremost Marketing Provocateur

Strategic Issues

Sponsored by Coffey Communications, Inc.

Customer Communication & Engagement

Sponsored by Healthgrades

Analytics, Data & Measurement

Sponsored by Evariant

9:45–11:00A

Strategic Planning for Market Growth & Success

Often, organizations give up on planning in times of rapid change. But those are the times when rigorous planning is most essential to market growth and a successful future. Examine Florida Hospital's approach to strategic and physician market planning, including the data and analyses required and the importance of marketing input.

Celle Bruining

AVP, Physician Integration & Business Development and

C. Josef Ghosn, EdD, FACHE

Senior Vice President, Strategic Planning

Florida Hospital/Florida Division of Adventist Health System (Maitland, FL)

Communications: The New "Black"

"Strategic communications" is becoming ever more critical to engaging and supporting patients, employees, physicians, executives, and other key audiences to achieve organizational goals. Learn how to use communication tools effectively, and integrate communications and messaging with marketing, positioning, thought leadership, and internal programs. Share your ideas and experiences!

Dalal Haldeman, PhD, MBA, Senior Vice President

Johns Hopkins Medicine (Baltimore, MD)

Terri Goren, Principal, Goren & Associates

Holli Salls, Principal, SallsGroup, LLC

Analytics 201 for Healthcare Organizations

By pushing analytics beyond visits, page views, and time on site, marketers can take their efforts, both online and offline, to the next level. Find out how to use Google Analytics and other free or low-cost tools to attract and engage prospective patients, segment website traffic, create goals to accomplish marketing objectives, and improve campaign ROI.

Joseph Ebeling

Supervisor, e-Business & Marketing

Barnes-Jewish Hospital (St. Louis, MO)

John Odom

Webmaster

St. Louis Children's Hospital (St. Louis, MO)

11:15A–12:30P

Health Insurance Exchanges: Implications for Marketers

Both public and private health insurance exchanges are seeing growth as a result of the ACA and employer efforts to manage costs. Examine the unique opportunity providers have in this evolving, consumer-centric market to position and respond to consumer demand. Hear the marketing implications.

Preston Gee, Vice President, Strategic Marketing
CHRISTUS Health (Irving, TX)

Martin E. Hickey, MD, CEO

New Mexico Health Connections (Albuquerque, NM)

Joel English, Managing Director

BVK

Transform Your Organization With A Single Promise

Beyond building reputation, driving preference, and improving customer experience, your brand promise can drive innovation that transforms your department, your culture, and your operations. Learn how IU Health leverages a singularly-focused brand promise to drive operational change and create innovative programs that live the promise.

Ron Stiver, SVP, Engagement and Public Affairs
Indiana University Health (Indianapolis, IN)

Kellie Bliss, SVP, Director, Client Service & Chief
Experience Officer

HY Connect

Evidence-Based Marketing

It's time to rethink how we approach measurement in healthcare marketing. Learn how to shift the focus from awareness and loyalty to understanding how the community is responding to all of your marketing, evaluating what they like and don't like, and then measuring the effectiveness of it all. Examine strategies for determining the elusive "lifetime value of a patient."

Chris Boyer, AVP, Digital Strategy

and

Marian Dezellan, Chief Marketing Officer

Northshore-LIJ Health System (Great Neck, NY)

12:30–1:15P NETWORKING LUNCHEON | 1:15–2:00P DESSERT IN THE EXHIBIT HALL

2:00–3:15P

Tracking and Reporting: Dashboards Make the Difference

In today's era of accountability, marketers must be prepared to prove results to organizational leaders. Learn how to use dashboards and scorecards to demonstrate the impact of all of your online and offline marketing. Examine multiple approaches, including a live dashboard that works off of automated data feeds.

Scott Linabarger, Director, Digital Marketing
Cleveland Clinic (Cleveland, OH)

Stewart Schaffer, VP, Marketing & Communications
BayCare Health System (Clearwater, FL)

Daniel Fell (Facilitator), CEO, Neathawk Dubuque & Packett

Branding and Communication for New Affiliations

Mergers and affiliations create unique challenges for marketing executives, including branding new and existing entities as well as communicating about new relationships to employees, physicians, patients, and the community at large. Hear how organizations that are involved in different types of affiliations are mastering the challenges, including:

- getting employees on board
- engaging physicians
- educating the community, before, during, and after the affiliation takes place
- developing an effective strategy and tools for communicating about new brand relationships and affiliations across multiple internal and external channels

Examine best practices and lessons learned.

Rebecca Climer

SVP, Chief Communications and Marketing Officer
Saint Thomas Health (Nashville, TN)

David A. Feinberg, VP, Chief Marketing Officer
NewYork-Presbyterian Hospital (New York, NY)

Paul G. Matsen

Chief Marketing & Communications Officer
Cleveland Clinic (Cleveland, OH)

Susan M. Alcorn (Facilitator)

Senior Vice President

Jarrard Phillips Cate & Hancock

Measuring Your Content Strategy

How do you create a web publishing strategy for multiple specialties and physicians with a small content team, and then measure results? Hear about a "Lycra®" content strategy that flexes for each specialty, while communicating brand messages. Examine the focus on brand identity, physician input, and existing content. Learn how to measure success using analytics, internal reports, and client feedback.

Margo Whisler (Invited)

Manager, Web Content Strategy

Seattle Children's Hospital (Seattle, WA)

Ahava Leibtag, President, Aha Media Group

3:45–5:00P

Developing and Marketing a Population Health Model

True population health programs go beyond traditional wellness programs; they also include data analytics and technology. Hear how one network reconfigured its TPA company into a full-service population health organization. Examine the branding and marketing, and how key audiences, partners, and strategies were integrated.

Gregory Kile, SVP, Insurance and Payer Strategies
Lehigh Valley Health Network (Allentown, PA)

Rob Rosenberg, President

Springboard Brand & Creative Strategy

What CRM Can Do For You: Let's Talk

Hear from some of the leading companies in the Healthcare CRM space. This is NOT a sales session, but a chance to learn exactly what it is that CRM systems do and how they can strengthen your marketing efforts, regardless of hospital size or budget. Bring your questions!

Chris Catallo, Senior Vice President, Healthgrades, Inc.

Laura Lee Jones, Founder & CEO, LionShare

William Moschella, Co-founder and CEO, Evariant

Karen Corrigan (Facilitator)

CEO, Corrigan Partners

5:00–6:15P RECEPTION IN THE EXHIBIT HALL

Interactive Strategies & New Media

Sponsored by Corrigan Partners

Selecting the Right Content Management System

Content Management Systems are strategic assets that impact marketing, customer service, web governance, and more. Learn how to select and implement the right CMS, including matching technology to IT and marketing environments; determining resource allocation; building a web structure to handle mobile and social; and migrating large, complex sites.

Edward Bennett, Director, Web & Communications Technology
University of Maryland Medical System (Baltimore, MD)
John Berndt, President/CEO and Chief Strategist
The Berndt Group

The Digital Future of Physician Marketing

Given physicians' growing adoption of digital technologies, lack of time for face-to-face peer interaction, and desire to gather information online, providing community physicians with relevant digital content to guide referral decisions is the obvious next step for physician relations. Hear new skills, capabilities, and roles required to evolve your department for a digital future.

Lyle Green
Associate Vice President, Physician Relations
MD Anderson Cancer Center (Houston, TX)
Dan Dunlop, President & CEO
Jennings

Physician Relations/Sales

Sponsored by AVID Design

Tackling Leakage to Grow Volume

Whether from employed physicians or within a service line, plugging the sources of leakage can be a great opportunity to grow volume. Hear how Texas Health Resources deployed strategies and tactics both internally and in the field to identify leakage opportunities and develop tactics for improvement. Learn how to report findings and results to engage leadership.

Tricia Anderson, Director of Business Development
Texas Health Resources (Arlington, TX)
Susan Boydell, Partner
Barlow/McCarthy

Improving Referring Physician Satisfaction

Mayo Clinic's Referring Physician Office is charged with building relationships and providing outstanding service to referring physicians and their patients. Learn how measurement of referring physician satisfaction supports the effort. Examine the research process. Hear requirements for a coordinated, institutional response to improving referring physician relationships.

Maureen O'Brien Pott
Manager, Market Insights
Mayo Clinic (Rochester, MN)

Physician Strategies

Sponsored by Truven Health Analytics

Owning Your Physicians' Online Reputations

By building internal support through transparency and physician engagement, University of Utah Health Care became the first health system in the country to post patient satisfaction scores and survey comments online. The result: more information for patients, better search engine optimization, and a level playing field with online review sites. Examine the approach.

Chrissy Daniels, Director of Strategic Initiatives
and
Brian Gresh, Senior Director, Interactive Marketing & Web
University of Utah Health Care (Salt Lake City, UT)

The Next Evolution in Physician Alignment Strategy: Physician Network Sizing

Determining the right size and scope for the primary care base is essential to a successful physician employment strategy — one that generates sufficient referrals to support specialists and hospitals. Examine three interdependent predictive models for determining physician need requirements. Learn the data elements needed, potential sources for the data, its configuration, and calculations to be incorporated.

Sean Hartzell
Senior Manager
ECG Management Consultants, Inc.

12:30–1:15P NETWORKING LUNCHEON | 1:15–2:00P DESSERT IN THE EXHIBIT HALL

It's All About Access!

Meeting the demands of today's always on, always connected society, means it's all about ACCESS — and the integration of traditional channels with web, social, and contact centers across multiple screens and for all audiences. Hear how one system ensures that all of its solutions and services work seamlessly regardless of location, device, or user.

Jean Hitchcock
Corporate Vice President, Public Affairs and Marketing
MedStar Health (Columbia, MD)
Michael Schneider
Executive Vice President
Greystone.Net

4 Departments, 1 Process: Recruiting, Onboarding, Orientation, Retention

By partnering operations within four departments, Wheaton Franciscan Healthcare and its medical group have developed a streamlined process that follows and assists physicians from their first interview to their first day on the job. Hear about the 4 in 1 process, including the role of the Physicians Relations team.

Jim Zache
Vice President, Physician Recruiting and Physician Relations
Wheaton Franciscan Healthcare (Milwaukee, WI)

The Real Person Behind the Primary Care Physician Moniker

Today, much talk centers on medical homes and the importance of a primary care physician. Alexian Brothers Health System took a unique approach to introducing consumers to the real person behind the primary care physician title, with incredible results. Examine the strategic and creative development of the campaign. Hear about the tracking process and results.

Andrew Snyder, Vice President, Marketing
Alexian Brothers Health System (Arlington Heights, IL)
Ken Haupt, Senior Vice President
Caperion

Creating a Patient-Centric Web Experience

Responsive design has influenced what defines good mobile and desktop web experiences, but it doesn't end there. Examine new technologies, including mobile and touch-screen computing, that are influencing site design. Learn about the latest design trends that are setting new standards for websites and what's becoming outdated. View sites that will inspire you to design differently and stand out in a crowded market.

Ben Dillon
Vice President and eHealth Evangelist
Geonetric

Targeted, Data-Driven Physician Outreach

Physician referral data and analytics can be supported by other forms of information accessible to all physician outreach programs. By leveraging this information, healthcare systems are transforming their physician outreach strategies. Learn how one sales team is using data to better understand referral relationships and target outreach efforts to both employed primary care physicians and affiliated physicians. Hear the impact on volume and revenue.

Brian P. Borchardt, Director of Physician Relations
Baylor Scott & White Health (Temple, TX)

Marketing Employed Physicians

By taking a retail, consumer-oriented approach to marketing thousands of employed physicians at the local level, Tenet is building volume and strengthening referral patterns. The approach focuses on digital strategies, including improving practice websites, online reputation management, social media, online scheduling, and key performance indicator reporting to drive patient visits. Examine the tactics and the results.

Kevin Cooper
National Manager, Physician Marketing
Tenet Healthcare Corporation (Dallas, TX)

5:00–6:15P RECEPTION IN THE EXHIBIT HALL

8:00–9:15A



Three Ways Predictive Analytics Fortifies Healthcare

Predictive analytics learns from experience (data) to predict the outcome or behavior of individuals, with the goal of influencing that outcome or behavior. Long-used in consumer marketing, law enforcement, education, and finance, its application in healthcare is much more recent. Join Eric Siegel for an enlightening look at the value of predictive analytics in healthcare. Learn how predictive analytics works and the potential it offers for improving diagnosis, treatment, outcomes, and connections with consumers and physicians.

Eric Siegel, PhD, Author, *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die*

Strategic Issues

Sponsored by Coffey Communications, Inc.

Improving Patient Experience While Preparing for CG-CAHPS

By creating and nurturing a culture of trust and collaboration, healthcare executives can help physicians provide an authentic patient experience. Learn how Parkview Health used data analysis to set targets and develop a successful team of physician champions in a large (300+) physician group. Hear how the method improved attitudes and patient experience metrics.

Lori Strahm Helmkamp, Service Excellence Manager
Parkview Health (Fort Wayne, IN)

Joseph R. Snipp, Director of Research Analytics
Professional Research Consultants

Building Brand by Going Above and Beyond HCAHPS

Innovative healthcare marketers are looking beyond HCAHPS to build and drive brand recognition, brand loyalty, word-of-mouth marketing, and patient acquisition. Learn how to incorporate a global patient experience strategy into every patient touchpoint — from your website and bedside to signage, scheduling, and collections.

Brandon Edwards, Chief Executive Officer
ReviveHealth

Dan Prince, President
Catalyst Healthcare Research

Paul Roemer, Vice President
Tower Strategies

Customer Communication & Engagement

Sponsored by Healthgrades

Understanding and Delivering Value: The Consumer Perspective

Understanding how consumers define “value” in healthcare is a critical part of operating a successful healthcare system. Hear new research on how consumers experience value in medical care. Learn why the definition of value varies based on type of facility and how much interaction a consumer has with the system. Learn how to tailor value to customer needs.

Robert Seehausen, SVP, Business Development & Sales
Novant Health (Winston-Salem, NC)

Jack Fyock, PhD, Vice President, Healthcare
Market Strategies International

Engaging Physicians and Customers in the Experience

When Baystate Health purchased two mammography sites and merged them with its established breast center, competitors needed to become collaborators. By working with physicians and staff to develop a relationship-based approach, Baystate has exceeded customer expectations for service and increased referrals and volume. Hear how.

Laurie Gianturco, MD
Chair, Department of Radiology
Baystate Medical Center (Springfield, MA)

Suzanne Henderly
Vice President, Marketing & Communications
Baystate Health (Springfield, MA)

Analytics, Data & Measurement

Sponsored by Evariant

Developing an RFP for a CRM/PRM System

It's time to invest in a CRM or PRM system, but how do you approach an RFP process to select the right partner? Two experts — an experienced hospital CRM user and one who knows systems from the hospital and vendor side — will walk you through the process. It starts with strategic direction, then determining requirements, and lastly the important questions to ask.

Joanne Detch, Vice President, Physician Relations and
Network Development
Advocate Health Care (Downers Grove, IL)

Ruth M. Padilla, Principal
Healthcare Strategy Partners, Inc.

Engaging A Life — Using Big Data

Harnessing Big Data and integrating prospect, clinical, and financial data from multiple streams is key to sustainable market engagement. Learn the components of Big Data and how to apply marketing analytics to super-engage prospects and patients for strong outcomes. Hear how one system is approaching new markets and expanding new channels.

Monica S. Doyle
Vice President for Strategy and Market Development
Thomas Jefferson University Hospitals (Philadelphia, PA)

Linda MacCracken
Vice President
Truven Health Analytics

Special Workshop Sessions

Advance sign-up for workshop sessions is required, although there is no extra charge. Please see Registration Form.

12:30–2:30P

Embracing the New Consumer Healthcare Marketing Paradigm

To engage today's consumer, marketers must move away from long-standing, promotional mass advertising campaigns to digital and content marketing strategies. Learn how to make the new paradigm a reality for your consumer marketing discipline. Examine the difference between vertical and horizontal strategic mindsets; benchmarks for becoming digitally driven, brand powered, and content relevant; and tips for making the case for change internally. Hear real-world best practices from organizations that have made the leap and are reaping the benefits.

Chris Bevolo
President
Interval

Hardwiring Service as a Brand Strategy

Creating consistency in the patient experience is essential to brand integrity. With public reporting of patient satisfaction scores, it's more important than ever to manage the experience as part of the brand strategy. Examine the essentials needed to define and hardwire the patient experience. Learn how MedStar Georgetown University Hospital identified gaps in service consistency and built a process for continuity and accountability.

Jean Hitchcock
Corporate Vice President Public Affairs and Marketing
MedStar Health (Columbia, MD)

Kristin Baird
President/CEO
Baird Group

Getting On Message with Physicians

“Message” is a critical foundational element to gain both consumer and physician business. In this hands-on workshop, you'll use a proven message development model adapted from politics to frame an approach to an issue or initiative from your own market. Take home tools to help you improve communications with physicians, tailor messages to targeted physician audiences and sub-audiences, and frame a narrative story that helps grow the market.

Paul Szablowski
Senior Vice President Communications & Image
Texas Health Resources (Dallas, TX)

Jeff Cowart
Partner
Barlow/McCarthy

Interactive Strategies & New Media

Sponsored by Corrigan Partners

The 24-Month Digital Marketing Transformation

Top health systems are pursuing major transformations to completely overhaul how they go to market. The focus: digital marketing, CRM, physician sales, data management, and patient experience upgrades. Learn how to transform your multi-channel strategy, including how to create a long-term maturity model, technology adoption plan, and service line campaigns that are second to none.

Chantal Stephens, Director of Marketing and Sales
Orlando Health (Orlando, FL)

Gary Druckenmiller, Jr.

Vice-President, Client Solutions
Evariant

Aligning Web Strategy with Generational Shift and Values

For the first time, four generations are searching for and using the services of hospitals. Learn how to incorporate the unique values of each generation into digital strategy, with different tactics for different generations. Hear how to develop a multi-channel content strategy that is scalable and can accommodate any new technologies.

Jennifer Silverio

Manager, Web and Social Media
Broward Health (Fort Lauderdale, FL)

Ted Balowski

Sales Executive
CareTech Solutions

Physician Relations/Sales

Sponsored by AVID Design

Techniques and Tools to Measure Physician Relations Impact

Physician relationship executives are charged with measuring and reporting return on investment for their relationship sales efforts. Learn from programs that are demonstrating results through regular tracking of measures that align with organizational goals, including physician referral volumes, satisfaction, loyalty, and engagement.

Daniel Listi, FACHE

Chief Business Development Officer
Tenet Healthcare (Harlingen, TX)

Shana Robinson, Chief Growth Officer

Baptist Health System (San Antonio, TX)

Getting Internal Buy-In for Your Physician Relations Program

Successful relationship models rely on internal buy-in and support to define areas of growth, to be responsive to issues, to work with stakeholders to address barriers, and to aid in the development of a clinically integrated organization. Hear how one organization earns, validates, and leverages internal support for program positioning.

Lynda Christel

Director of Physician Relations
Phoenix Children's Hospital (Phoenix, AZ)

Physician Strategies

Sponsored by Truven Health Analytics

Engaging Physicians in Population Health Management

Physicians will play a lead role in the transition from fee-for-service to risk-contracting and population health management. Hear lessons learned and practical advice for engaging doctors across the enterprise to redesign care and change behavior.

Luciano A. DiMarco, DO, Central Pennsylvania Surgical Associates, Ltd. (Harrisburg, PA)

Elizabeth A. Bergey, MD, President & CEO

Quantum Imaging and Therapeutic Associates
(Lewisberry, PA)

Patrice Kenney Clifford, MBA (Facilitator)

Director, Cambridge Management Group

Make Room for Video in Physician Strategies

Online video is a powerful tool for conveying physicians' expertise while allowing patients, referring physicians, and potential physician recruits to meet them online. Learn how to incorporate video into marketing and physician recruitment campaigns.

Marie Gross, Vice President, Business Development
Signature Healthcare (Brockton, MA)

Mark Shelley, Vice President, Marketing & Communications

Lexington Medical Center (West Columbia, SC)

Gabrielle DeTora, Principal

DeTora Consulting

Dan Dunlop (Facilitator)

President & CEO, Jennings

Visit the Forum at www.healthcarestrategy.com to register online.

Omni Orlando Resort

The official hotel for the Summit is Omni Orlando Resort at ChampionsGate. This Four-Diamond resort is surrounded by 36 holes of championship Orlando golf designed by Greg Norman, and the Leadbetter Golf Academy World Headquarters.

To make reservations, call the Omni Orlando directly at 800-843-6664 and identify the meeting as the "Healthcare Marketing and Physician Strategies Summit" to get the special rate of **\$199 single/double**. This rate includes guest room Internet access, use of the health club, transportation to Walt Disney theme parks, and use of all recreation activities including lazy river, pool, tennis, volleyball and basketball. Reservations must be guaranteed with a major credit card.

Be sure to make your reservation as soon as possible. The room block will be released on Wednesday, April 9, 2014, but might be sold out before that date. After the deadline date, or when the room block is filled, the group rate will be honored based on availability.



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Get to know patients, providers and your market in a whole new way. **Evariant** captures and integrates healthcare business data onto one platform. Our solution allows healthcare organizations to identify market opportunities, measure marketing campaigns against reportable ROI and improve patient and physician engagement. For more information, visit www.evariant.com.

GOLD SPONSORS



Cineviz's healthcare digital communication solution allows you to control visual messaging from one central location. This technology will decrease the costs associated with static signs by giving you the power to transform your communication into eye-catching, dynamic digital messaging — whether it's a donor wall, way-finding kiosk, ER waiting room, or a digital menu board.



Healthgrades is the leading online resource for comprehensive information about physicians and hospitals. More than 250 million visitors use Healthgrades websites to find and connect with healthcare professionals that best meet their treatment needs. Hospitals choose Healthgrades to build evidence-based quality, growth and engagement solutions that produce measurable results.



AcrobatAnt believes healthcare marketing has reached a tipping point. Smaller budgets, an increasingly fragmented consumer attention span and the proliferation of digital communications are forces we must face head on. In our work with numerous healthcare clients all over the country, our approach is always the same: keep your consumer focus.



AVID Design builds award-winning healthcare websites. We provide interactive content management solutions including AVIDCMS™ and SharePoint®, strategic content, and integrated business solutions so audiences are more engaged. AVID Design understands the needs of healthcare stakeholders and can direct an integrated strategy that achieves marketing goals and accomplishes business objectives.



Barlow/McCarthy consults nationally in strategy development for physician relations, retention, medical practice development, and all elements of physician recruitment. The Barlow/McCarthy team has hands-on expertise in defining and implementing the right strategy and structure to bring hospitals and physicians in sync.



BVK was the first advertising agency in America to place a paid media schedule for a not-for-profit hospital in 1972. Since then, BVK has become one of the Top 25 largest independent agencies in the country by combining unparalleled healthcare experience, "big agency" resources and the self-propelled ideas associated with smaller creative boutiques.



Coffey Communications, Inc. is a national leader in print, web and mobile content marketing for hospitals and health plans.

For 30 years, service, value and innovation have been the foundation of our products and services. Coffey's custom solutions position our clients as the most trusted source for health care information. Visit us at www.coffeycomm.com or call 800-253-2030.



Connect Healthcare (A PhotoBooks Company) celebrates 22 years connecting institutions with consumers, patients, and physicians. Services include: Enterprise-wide

Find-a-Doctor applications with Physician Data Content Management Systems; Mobile Physician Directory APPs and Mobile Optimized Web Directories; Traditional Printed Physician Directories and Print-on-Demand capability; Total Website CMS Development & Management.



We are growth strategists, brand builders, and patient experience innovators who share a passion

for driving bottom-line results. At **Corrigan Partners**, we work with healthcare clients to create "smart growth" marketing plans, develop high-performing marketing teams, and implement social, search and digital marketing strategies that impact business performance. www.corriganpartners.com.



DeTora Consulting is a healthcare strategic planning and marketing consulting company led by Gabrielle DeTora. From organizational strategic planning to service line marketing, from physician sales to reputation management, DeTora Consulting uses data-driven solutions to deliver the right answers for your healthcare organization.



Greystone.Net provides a range of services/products to help organizations improve Web site performance. Services

include Internet strategic planning, intranet strategic planning, portal planning, Web benchmarking, graphic redesign, Web site assessments, technology selection, SEM, SEO, social media planning among other services. Greystone also offers several mobile solutions.



Health Market Science

Health Market Science (HMS) helps healthcare organizations solve business challenges centered on healthcare provider information. HMS uses innovative

technology and domain expertise to help our clients reduce operational costs, comply with evolving federal and state laws, and maximize market opportunities. HMS offers robust solutions based on the most comprehensive provider database.



Launch branded patient engagement apps for iPhone, Android and iPad within weeks!

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Neathawk Dubuque & Packett

Neathawk Dubuque & Packett is a full-service advertising and public relations firm serving healthcare, technology, defense, tourism,

manufacturing, and government clients across the country. ND&P has been assisting its clients build brands, launch products, grow revenues, and attract and retain loyal customers for more than 25 years.



Swanson Russell is a full-service advertising agency specializing in

healthcare for 20 years. Marketing healthcare is a unique challenge as nobody wants to go to a hospital or see a doctor. Yet, the selection of a hospital or physician is perhaps the most important decision a consumer will ever make. Swanson Russell helps clients build their brands in ways that connect with consumers.



Truven Health Analytics delivers the answers needed to improve healthcare quality and reduce costs. Our unmatched data assets, tailored analytic expertise, and comprehensive perspective have served 4,000 hospitals for more than 30 years. Our insights and solutions give marketing and physician executives the confidence they need to connect with patients, improve community health, and make the right decisions, right now, every time.

Healthcare Marketing and Physician Strategies Summit

April 30 – May 2, 2014

Omni Orlando Resort at ChampionsGate
Orlando, FL

1 Registrant Information

FULL NAME

FIRST NAME AS YOU WISH IT TO APPEAR ON BADGE

TITLE

ORGANIZATION

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

TWITTER HANDLE

2 Which Category Best Describes Your Organization?

- | | |
|---|---|
| ☐ Integrated Delivery System | ☐ Health Plan |
| ☐ Hospital | ☐ Insurer |
| ☐ Urban/Suburban | ☐ Medical Group Practice |
| ☐ Rural | ☐ Consultancy |
| ☐ Academic Medical Center | ☐ Vendor |

3 Half-Day Sessions, Networking Breakfast, Special Workshops

Please check if you plan to attend any of these workshops or half-day sessions. Your assistance in indicating which sessions you plan to attend will help us make appropriate room assignments. Note: Checking a box does not obligate you to attend the session.

Half-Day Concurrent Sessions

Wednesday, April 30

- ☐ Evolving Physician Relations (Lesic/Moerer/Tesmer/Barlow)

Thursday, May 1

- ☐ Branding & Communication for New Affiliations (Climer/Feinberg/Matsen/Alcorn)

Networking Breakfast

- ☐ Thursday, May 1

Special Workshop Sessions

Friday, May 2

- ☐ Embracing the New Consumer Healthcare Marketing Paradigm (Bevolo)
- ☐ Hardwiring Service as a Brand Strategy (Hitchcock/Baird)
- ☐ Getting On Message with Physicians (Szablowski/Cowart)

Cancellation Policy

The Forum guarantees a refund, less a \$150 administrative fee, if written notification is received on or before February 28, 2014. Verbal cancellations are not accepted. Cancellations received after February 28, 2014 are not eligible for a refund. You may always send a substitute.

Confirmation of Registration

All registrations will be confirmed within 10 business days of receipt of the registration form and payment. If you do not receive a confirmation, please call toll-free, 866-440-9080, ext. 23. Please do not mail or fax forms without payment.

4 Registration Fees

Early rates are available if the registration form with full payment is received by **Friday, February 28, 2014**. Discounts for group registrations (2 or more) are available. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

Conference Rates

	Early <i>received by 2/28/14</i>	Regular <i>received after 2/28/14</i>
Forum Member	_____ \$995	_____ \$1,095
Non-Member*	_____ \$1,120*	_____ \$1,220*

Join the Forum (\$225 annual fee)

_____ *\$100 due for Membership Dues
(*\$125 of registration fee will be applied to Forum membership*)

Pre-Summit Strategy Sessions

Fee includes continental breakfast and lunch

Radical Marketing Makeover	_____ \$110	_____ \$140
Content Marketing	_____ \$110	_____ \$140
The New Hospital-Physician Enterprise	_____ \$110	_____ \$140
Creating a Sales Culture	_____ \$110	_____ \$140

Summit DVD-ROM

- _____ \$110* for Attendees
- _____ \$395* Non-Attendees
(*includes shipping/handling)

Total Due \$ _____

5 Payment Information

Your registration will be confirmed only after payment in full has been received.

- ☐ A check is enclosed, payable to Forum for Healthcare Strategists
- ☐ I authorize you to charge: ☐ VISA ☐ MasterCard
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