



Forum for Healthcare Strategists 23rd Annual Healthcare Marketing & Physician Strategies Summit

April 30 – May 2, 2018 • The Grand America Hotel • Salt Lake City

CALL FOR SPEAKERS

The Healthcare Marketing & Physician Strategies Summit is an opportunity for healthcare marketing, strategy, and physician relations executives to share “best practices” and network with colleagues from hospitals, health systems, academic medical centers, medical groups, integrated networks, and health plans. The 2018 Summit continues a 23-year tradition of identifying important healthcare marketing and physician relationship challenges and tackling them head-on. More than 750 executives are expected to attend. **Join us in shaping this premier Summit for senior-level marketing, strategy, and physician relations executives!**

Topics of Interest Include:

Strategic Marketing

Patient Acquisition & Growth Strategies
Replicating Accountable Care & Population Health Models
Innovation: Improving Access, Convenience & Service
Mergers, Affiliations & Health Plan Partnerships: Strategy & Marketing
Ambulatory Care, Telecare & Retail Strategies
Market Research
Marketing Audits/Marketing Plans
Service Line Strategies

Analytics, Data & Measurement

Big Data Analytics/Business Intelligence
CRM/PRM: Fundamentals & Innovative Uses
Data Mining & Targeted Business Development
Marketing Automation
Predictive Analytics & Propensity Modeling
Marketing Metrics & Analytics: Measuring Performance & ROI
Data-Driven Marketing & Communications/Precision Marketing
Scorecards & Dashboards: Reporting Marketing Results
Block Chain Technology: Implications for Healthcare

Interactive & Digital Strategies

Contact Center/Call Center Strategies
Transparency, Ratings & Reputation Management
Digital Marketing: SEO, SEM, “Near Me” Search
Developing & Implementing a Mobile Strategy
Content Marketing/Brand Journalism
Social Media, Video & Interactive Tools
Social Networking/Online Communities
Digital Engagement: Patient Portals/Online Appointments/eVisits
Improving Online Experience: Personas, Design & Usability
Intranets: Engaging Employees
Next Generation Wearables
Website Redesign

Customer Communication & Engagement

Branding/Rebranding
Creative Approaches to Messaging
Personalized Marketing
Wellness Approaches & Population Health
Innovative Advertising Strategies
Garnering Internal Support/Selling Your Ideas
Internal & External Communication
Crisis Communication/Management
Improving Customer/Patient Experience

Physician Marketing/Physician Strategy

Marketing To, With & For Physicians
Practice Marketing/Marketing Employed Physicians
Physician Search/Physician Directories/Online Ratings
Co-Marketing/Branding
Messaging Strategies
Outreach, Communications & Education
Physician Employment: Success Strategies
Transitioning to Value-Based Models
New Payment Models: Impact of MACRA & Bundled Payments
Network Development, Alignment & Growth
Physician Recruitment & Retention Strategies

Physician Relations & Sales

Referral Leakage & “Keypage”
Referral Development
ROI & Dashboards: Tracking, Reporting & Measuring Impact
Evolving Role of ACOs & Clinically Integrated Networks
Sales Tactics & Management
Physician Satisfaction, Experience & Loyalty

Other session suggestions are encouraged!
Questions? Call 312-440-9080, ext. 24

Summit Sponsor:

The Forum for Healthcare Strategists is a professional membership organization formed by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for the delivery of healthcare. A leader in educational programming, the Forum continuously monitors today’s critical issues and examines the strategies vital to the success of healthcare organizations.

Presentations Must Meet the Following General Criteria To Be Considered:

- Advanced strategies, targeted to a **senior level** audience.
- Current project in place with **reportable results**, rather than recently implemented projects. Sessions focused on advanced strategies and/or emerging technologies are of interest.
- **Original material** unencumbered by copyright, trademark, or intellectual property restrictions.
- Should include **at least one presenter from a provider organization**; proposals that include only consultants, vendors, or agencies are considerably less likely to be accepted.
- Sessions must be **educational in focus** and should not focus on proprietary technologies, strategies, or systems.

Submission Deadline: Proposals must be received by **Monday, July 31, 2017**. Accepted presenters will be notified via email by mid-December.

APPLICATION TO PRESENT

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PRIMARY CONTACT INFORMATION (all communications will be sent to the primary contact)

Name

Title

Organization

Address

City

State

Zip

Phone

Fax

Email

CO-PRESENTERS (if applicable)

Name

Title

Organization

City/State

Name

Title

Organization

City/State

Presentation Format (please check one)

- ☐ Strategy Session ☐ Pre-Conference Workshop
☐ Case Study ☐ Panel Discussion

Presentation Level (please check one)

- ☐ Basic ☐ Intermediate
☐ Advanced

Presentation Length (please check one)

- ☐ 75 minutes ☐ Half-day (2.5 hours)

Presentation Track/Category

(please check the most applicable category)

- ☐ Strategic Marketing
☐ Customer Communication & Engagement
☐ Interactive & Digital Strategies
☐ Analytics, Data & Measurement
☐ Physician Relations & Sales
☐ Physician Marketing/Physician Strategy

Enclosure Check List

To be considered, you must attach the following:

- ☐ Proposal Title Page with session title and contact information for all presenters (name, title, organization, address, phone, email)
☐ 50–75 word abstract of presentation
☐ 3–5 learning objectives
☐ Description of your employer organization(s)
☐ Biographical briefs for all presenters

Handouts

All presenters are **required** to provide an electronic copy of their PPT, which will be posted for attendees to access/print prior to the Summit. PPTs MUST be received by **March 16, 2018**.

Discounted Conference Fee

Faculty will receive a discounted registration fee of \$295 for the Summit and \$50 optional registration fee for the Pre-Summit Strategy Sessions. All other expenses are the responsibility of the individual.

AFFIRMATION OF COMMITMENT (signature of primary contact required)

If the proposal is accepted, I agree on behalf of myself and my co-presenters to meet all deadlines established by the conference sponsor, the Forum for Healthcare Strategists. **I agree not to change content or presenters without the express written consent of the Forum. I understand that I am responsible for all costs of the presentation, including travel, hotel, per diem, and the \$295 registration fee for the Summit and \$50 optional registration fee for the Pre-Summit Strategy Sessions.** I grant the Forum the right to audiotape and distribute the presentation and handouts, for profit or otherwise.

Signature of Primary Contact

Date

Apply online at healthcarestrategy.com/summit/2018CallforSpeakers or return application with all required enclosures to kattreau@healthcarestrategy.com. You may also fax (312-440-9089) or mail your application: Forum for Healthcare Strategists, 980 N. Michigan Avenue, Suite 1260, Chicago, IL 60611. If you have questions, please call 312-440-9080, ext. 24.

IMPORTANT: Have you given, or will you be giving, this presentation at another educational conference?

☐ Yes ☐ No If yes, where and when? _____