

An aerial photograph of a Miami beachfront. In the foreground, a wide, sandy beach meets the turquoise ocean with gentle waves. Behind the beach is a row of palm trees and several high-rise apartment buildings. Some buildings are modern with glass facades, while others are more traditional concrete structures. In the background, the city skyline extends across the horizon under a clear blue sky.

26TH ANNUAL
**Healthcare Marketing
& Physician Strategies**
Summit
OCTOBER 6 - 8, 2021 | MIAMI

FOCUS ON:

Strategic Marketing
Communication Strategies
Physician Relations & Sales
Interactive & Digital Strategies
Transform the Consumer Experience
Engagement Strategies

With
Special Support From

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DIGITAL HEALTH
STRATEGIES

healthgrades

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Reputation

SRM SymphonyRM

Join Us at Healthcare's Leading Marketing & Physician Strategies Summit

The Summit continues a 26-year tradition of identifying the rapidly changing healthcare marketing and physician relationship opportunities and challenges and tackling them head-on. It is THE place where actionable strategies and solutions are shared by senior-level marketing, strategy, digital, communications, and physician relations executives from healthcare organizations nationwide.

Dear Colleague:

Throughout the years, the role of healthcare marketing, communications, strategy, and physician relations executives has evolved and grown significantly, but perhaps never as much as in the past 18 months. The Healthcare Marketing & Physician Strategies Summit has kept pace with those changes, calling attention to important themes, new developments, and innovations. Through it all, the importance of "communication" has been a constant, and in 2021 we recognize that essential role.

Bottom line...the ability to communicate effectively underpins all we do as healthcare executives. What we say, and how we say it, has long-lasting repercussions. How we communicate internally (within the organization) as well as externally (to the community, physicians, employers, and others) defines us.

We took that to heart in shaping this year's Summit. Through more than 50 cutting-edge sessions across six tracks, the agenda examines the latest issues, opportunities, and challenges facing marketers, communicators, digital strategists, and physician relations executives, as well as the role of communication in defining solutions.

Join us as we come together once again to network, learn, and shape the future!

Summit Co-Chairs



Susan Alcorn
Strategic Counselor
Alcorn Strategic
Communications;
Jarrard Phillips Cate &
Hancock



Kriss Barlow
Principal
Barlow/McCarthy



Chris Boyer
Vice President, Digital &
Marketing Intelligence
Beth Israel Lahey Health

26TH ANNUAL Healthcare Marketing & Physician Strategies Summit OCTOBER 6 - 8, 2021 | MIAMI

Who Should Attend

The Summit is designed for the following executives from hospitals, health systems, academic medical centers, integrated networks, and medical groups:

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



forum FOR HEALTHCARE STRATEGISTS

The **Forum for Healthcare Strategists** provides networks of communication and support and opportunities for professional development, with the ultimate purpose of inspiring new, more effective models of care. www.healthcarestrategy.com

Communicate...Connect...Transform

Summit Keynotes

Work, Workforce & Workplace: The Future is NOW!

Wednesday, October 6 | 3:30 – 4:45p

Leaders across industries are reconsidering the nature of work, the workforce, and the workplace. There's a lot to talk about!

Kaveh Safavi, MD, JD

Global Managing Director, Health Industry, Accenture

Sig Shirodkar

Managing Director & Senior Leader, Talent & Organization, Accenture

Communicate with Extreme Clarity & Impact in Today's Hybrid World

Sponsored by **SymphonyRM**

Thursday, October 7 | 8:00 – 9:15a

Debra Jasper is passionate about helping leaders compete in a world of VR, charming chatbots, emotion analytics, and more. She has worked with Fortune 100 and healthcare firms from Australia to Dubai. This is a must attend session!

Debra Jasper

Founder & CEO, Mindset Digital & International Keynote Speaker

Make the Case for Investing in Marketing & Communications

Thursday, October 7 | 12:45 – 1:45p

Hear what CEOs value and expect from marketing and how to deliver on those expectations.

Jeremiah J. Hodshire

President & CEO *and*

Rachel J. Lott

Director of Marketing & Development, Hillsdale Hospital

Suzanne Hendery

Chief Marketing Officer *and*

Tony Slonim

President & CEO, Renown Health

Ahava Leibtag (Facilitator)

President, Aha Media Group

Political Update: The Outlook for Healthcare

Friday, October 8 | 8:00 – 9:15a

Healthcare continues to be a key focus of policy debates at the federal level. Our expert panel discusses what to expect in the coming months. Bring your questions!

Ann Mond Johnson

CEO, American Telemedicine Association

Paul Keckley

Principal, The Keckley Group

David Shulkin, MD

CEO, Shulkin Solutions LLC

Dan Todd

Principal, Todd Strategy Group

Summit Schedule At-A-Glance

WEDNESDAY, OCTOBER 6

7:30a–5:00p	Registration
8:30–11:00a	Pre-Summit Strategy Sessions
12:00–1:15p	Concurrent Sessions
1:15–2:00p	Break in the Exhibit Hall
2:00–3:15p	Concurrent Sessions
3:30–4:45p	Keynote Session
4:45–6:30p	Opening Reception in the Exhibit Hall

THURSDAY, OCTOBER 7

7:15a–5:00p	Registration
7:30–8:00a	Continental Breakfast
8:00–9:15a	Keynote Session
9:15–10:00a	Break in the Exhibit Hall
10:00–11:00a	Concurrent Sessions
11:15a–12:15p	Concurrent Sessions
12:15–1:45p	Luncheon & Panel Discussion
2:00–3:00p	Concurrent Sessions
3:00–3:45p	Break in the Exhibit Hall
3:45–4:45p	Concurrent Sessions
4:45–6:30p	Reception in the Exhibit Hall

FRIDAY, OCTOBER 8

7:30a–12:00p	Registration
7:30–8:00a	Continental Breakfast
8:00–9:15a	Keynote Session
9:30–10:30a	Concurrent Sessions
10:45–11:45a	Concurrent Sessions
11:45a	Summit Adjourns

Summit Scholarships

Interested in attending the Summit, but don't have the budget?

Apply for a Summit scholarship sponsored by Prairie Dog:
www.healthcarestrategy.com/summit/scholarships.



8:30 – 11:00a



#HMPS21

Join the Conversation!

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

PRE-SUMMIT STRATEGY SESSION I

Issue & Crisis Communications: Successfully Navigate the Inevitable

COVID-19 or not, healthcare communications professionals are sure to face a major issue or impending crisis at one time or another. Learn how to develop a proactive crisis communications plan that will mitigate reputational and financial risk, build confidence with stakeholders, and protect reputations.

Mary Briggs

System Director, Strategic Communications & Public Relations
Lee Health

Michael Knecht

Chief Marketing & Communications Officer
RWJBarnabas Health

Lisa Worley

AVP, Medical Communications & Media Relations
University of Miami Miller School of Medicine

Susan Alcorn

Strategic Counselor
Alcorn Strategic Communications & Jarrard Phillips Cate & Hancock

PRE-SUMMIT STRATEGY SESSION II

Develop Effective Marketing Plans

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.

Karen Wish

VP, Chief Marketing Officer
Mount Sinai Health System

Cristal Herrera Woodley

Director, Marketing, Communications & Customer Engagement
Renown Health

David Marlowe

Principal
Strategic Marketing Concepts

12:00p Summit Commences

STRATEGIC MARKETING

Sponsored by Health x Langrand

Address Staff Burnout

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.

Sharon C. Kiely, MD, MPM, FACP

VP, Chief Wellness Officer & Associate Chief
Medical Officer
Hartford HealthCare

Emilie Ansel

CEO
Private Health News

COMMUNICATION STRATEGIES

Sponsored by Podium

Healthcare Communication Structure, Strategy & Culture: Forever Changed

COVID-19 has impacted the structure, strategy, and culture of healthcare communications. How do you ensure that your Marcom function is built for success? Join your colleagues for an interactive discussion!

Christine Albert, Chief Marketing &

Experience Officer
LCMC Health

David A. Feinberg, SVP, Chief Marketing & Communications Officer; Dean for Marketing & Communications, Icahn School of Medicine Mount Sinai Health System

Rose Glenn, Chief Communications &

Marketing Officer
Michigan Medicine

Beth Toal, VP, Communications & Marketing St. Luke's Health System

TRANSFORM CONSUMER EXPERIENCE

Sponsored by Kyruus

Keep Patients Engaged: Become a Trusted Source of Information

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.

Sue Omori

Executive Director, Marketing Account Services
Cleveland Clinic

Tom Hileman

CEO & President
Hileman Group

12:00 – 1:15p

2:00 – 3:15p

Strategies to Drive Market Growth & Success

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.

Robin Wyatt

VP, Marketing
Northwell Health

Steven Gelineau

Senior Principal
Eastern Health Care Advisors LLC

Linda MacCracken

Principal Director, Consumer Engagement
Accenture

Take the Lead on SDOH: Lessons from Children's Hospitals

Nationwide, Marcom executives are applying the lessons learned during COVID-19 to SDOH. Examine the power of market research and voice of customer insights to inform content strategy and leverage authentic brand attributes.

Deb Pappas, VP, Chief Marketing &

Communications Officer
Connecticut Children's

Sarah Sanders, SVP & Chief Marketing Officer Nemours Children's Health

Donna Teach, Chief Marketing &

Communications Officer
Nationwide Children's Hospital

Jean Hitchcock (Facilitator)

Chief Marketing Officer
Phoenix Children's Hospital

A Pragmatic Approach to Patient Lifetime Value

Lifetime value (LTV) is a retention measure, but not all retention is equal. Gender, age, life transitions, and other attributes all impact LTV. Explore research-based key value levers to understand the elements with the greatest impact. Hear insights to refine and accelerate growth strategies.

Adam Rice, SVP, Marketing

CommonSpirit Health

Suzanne Sawyer, SVP, Chief Marketing &

Communications Officer
Johns Hopkins Medicine

Rob Grant, Chief Strategy & Innovation Officer and

Dave Griffith, VP, Analytics & Insights Hg Mercury Division of Healthgrades

3:30 – 4:45p

Work, Workforce & Workplace: The Future is NOW!

Leaders across industries are reconsidering the nature of work, the workforce, and the workplace. New technologies and tools may drive the reimagination, but at the core is human dynamics. How do you keep employees engaged, regardless of their physical workplace? What's the role of the communications, digital, physician liaison, and marketing teams in building and maintaining engagement? What new technologies will have the greatest impact? There's a lot to talk about!

Kaveh Safavi, MD, JD, Global Managing Director, Health Industry, Accenture

Sig Shirodkar, Managing Director & Senior Leader, Talent & Organization, Accenture

8:30 – 11:00a

PRE-SUMMIT STRATEGY SESSION III**Building a Brand That's Not About You**

Consumerism and competition from new entrants like Optum and WalMart Health demand that healthcare organizations take a completely new approach to "brand." It's time for a model where the organization itself isn't the focus of the brand (think Nike, Starbucks, and SoulCycle). Learn how to identify an emotional consumer motivator for the center of your brand, how to message your brand without promoting your organization, and why gaining first-mover advantage is essential to success.

Catherine Harrell

Chief Marketing Officer

Franciscan Missionaries of Our Lady Health System

Christian Barnett

SVP, Strategy and

Chris Bevol

Chief Brand Officer

ReviveHealth

PRE-SUMMIT STRATEGY SESSION IV**The 3 S's of Content Strategy: SEO, Structure & Schema**

As health systems advance their content strategies and embrace new tools and technologies for engaging with consumers, there's a need to fundamentally rethink how content is created, managed, translated, and delivered. Examine the importance of SEO, structure, and schema for shaping a successful content and digital strategy. Explore fundamental ways to ensure structure is in the DNA of your marketing strategies.

Chris Boyer

VP, Digital & Marketing Intelligence

Beth Israel Lahey Health

Daniel Small

Director, Digital Strategy

Hartford HealthCare

Martha van Berkel

CEO

Schema App

PRE-SUMMIT STRATEGY SESSION V**Fast Track to Volume**

With healthcare organizations challenged to earn back volume, it is no surprise that physician relations executives are challenged to perform. Learn how to fast-track your teams to grow business and re-energize team members. Examine new strategies and tactics for growing business in a crisis, what it takes to get the field team ready to try something new, and how to measure and communicate results.

Jarvis Archibald

Sr. Director, Network Development & Physician

Engagement

Children's Health

Ann De Los Santos

Director, Physician Relations & Strategic Growth

Ascension Texas

Jennifer Lofgren

Regional Director, Network Development

Loyola Medicine

Susan Boydell

Partner

Barlow/McCarthy

12:00p Summit Commences**INTERACTIVE & DIGITAL STRATEGIES**

Sponsored by Modea

The Future is Now: Transform the Digital Experience

Join digital leaders to learn how they're using data and new tools to shape the consumer engagement experience. Hear how they're addressing cultural, structural, and technical gaps and building resilient digital tools and teams to support their organizations, patients, and providers.

Aaron Johnson, Corporate Director, Digital

Engagement

Penn Medicine

Marie Mahoney, Sr. Director, Web & Marketing

Communications

Rush University Medical Center

Aaron Watkins, Sr. Director of Internet Strategy

Johns Hopkins Medicine

Dalal Haldeman, CEO

Haldeman Marketing, LLC

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

Physician Relations: Make Data Actionable

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.

Lino Cortina, System Director Sales Operations

and

Adam Nichols, System Director Sales Operations

CommonSpirit Health

Robert Perkins

Outreach Service Director

Intermountain Healthcare

Brian Borchardt

Senior Consultant

Barlow/McCarthy

ENGAGEMENT STRATEGIES

Sponsored by Pandora

Women in Healthcare: Leadership & Mentoring

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!

Kevin Fickenscher, MD

President, CREO Strategic Solutions &

Member, The Carol Emmott Foundation Board of Directors

Anne McCune

CEO

The Carol Emmott Foundation

12:00 – 1:15p

Integrate Digital & Marketing Automation to Grow Service Line Utilization

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.

Cathie Cannon, Assistant VP, Health Marketing

UConn Health

Cheryl Hodgson, Senior Account Director

LionShare, Inc.

Jeff Steblea, Director of Business Development, NE

Erupt, LLC

Referral Strategies that Get Results

Turning referral "leakage" into "keepage" remains a key opportunity for growing volume. Examine new and innovative solutions for identifying where referrals are being lost and plugging the gaps. Learn how to look at and use data differently, implement referral management solutions, and improve reporting to gain leadership approval and action.

Jessica Clarke

Manager, Strategy & Business Development

and

Anamika Desai

Network Director, Growth & Development

Hackensack Meridian Health

AI's Impact on Influencing & Engaging Patients

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.

Ryan Younger

Vice President, Marketing

Virtua Health

Chris Hemphill

Vice President, Applied AI & Growth

SymphonyRM

2:00 – 3:15p

3:30 – 4:45p

Work, Workforce & Workplace: The Future is NOW!

Leaders across industries are reconsidering the nature of work, the workforce, and the workplace. New technologies and tools may drive the reimagination, but at the core is human dynamics. How do you keep employees engaged, regardless of their physical workplace? What's the role of the communications, digital, physician liaison, and marketing teams in building and maintaining engagement? What new technologies will have the greatest impact? There's a lot to talk about!

Kaveh Safavi, MD, JD, Global Managing Director, Health Industry, Accenture**Sig Shirodkar**, Managing Director & Senior Leader, Talent & Organization, Accenture**4:45 – 6:30p OPENING RECEPTION IN THE EXHIBIT HALL**

8:00 – 9:15a

Sponsored by
SymphonyRM**Communicate with Extreme Clarity & Impact in Today's Hybrid World**

Mobile, custom, fast, and easy. That's what it takes to meet the demands of digital consumers in a hybrid world. Today, healthcare executives are challenged to break through the noise and reach even more distant and distracted audiences—patients, consumers, community influencers, employees, and physicians. Join Debra Jasper as she demonstrates how to create clear, compelling messages that build trust, save time, and drive measurable results.

Debra Jasper, Founder & CEO, Mindset Digital & International Keynote Speaker

10:00 – 11:00a

STRATEGIC MARKETING

Sponsored by Health x Langrand

When the World Turned to Johns Hopkins: Harnessing Trust & Humanizing the Brand

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.

Suzanne Sawyer, SVP, Chief Marketing & Communications Officer *and*

David Simpkins, VP, Marketing & Communications, National Capital Region Johns Hopkins Medicine

Kathy Smith, VP, Marketing & Communications Johns Hopkins Hospital

COMMUNICATION STRATEGIES

Sponsored by Podium

One System's Efforts to Address Racism

Mount Sinai Health System is committed to integrating diversity, equity, and inclusion (DEI) practices into the fabric of its culture. Hear how Marketing & Communications staff created a DEI roadmap to support their efforts and ability to authentically connect with diverse communities by instilling and upholding anti-racist practices.

Pam Abner, VP, Chief Diversity Operations Officer *and*

Kaylyn Kendall Dines, Manager, Marketing & Communications *and*

Karen Wish, VP, Chief Marketing Officer Mount Sinai Health System

TRANSFORM CONSUMER EXPERIENCE

Sponsored by Kyruus

Enhance Patient Access with Direct Provider Engagement

Geisinger modernized the care search process, including a provider directory that tracks consumer access analytics, particularly for provider searches, to drive online traffic and conversion. Examine the system-wide initiative, in collaboration with providers, that drove Geisinger's digital evolution and improved both data accuracy and organic web traffic by 30%.

Sarah Sommer, VP, Digital Engagement Geisinger

Erin Jospe, MD, Chief Medical Officer Kyruus

11:15a – 12:15p

The New Brand Imperatives: What's Ahead?

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. Learn to think in new ways, build new capabilities, and integrate new perspectives.

David Perry, Senior Advisor Stanford Medicine

Justin Wartell, Managing Principal Monigle

Break Down Silos for a Better Digital Experience

As consumers become more involved in their healthcare, they turn towards digital for answers. A healthcare organization's website, social media, voice, and mobile presence is its front door. But who controls the development and content—the CIO, the CMO, or the CCO? Join your colleagues in their examination of the critical role that each plays and how to bridge the silos.

Speakers TBA

Latest Trends in MarTech: Let's Talk

Effective investment in CRM, CMS, and other MarTech tools is one of today's top issues for marketers. How do you identify the right technologies and build the right tech stack for your needs? Let's talk!

Stuart Dill, SVP, Marketing & Engagement Vanderbilt University Medical Center

Paul Matsen, Chief Marketing & Communications Officer Cleveland Clinic

Nikki Moll, SVP, Marketing & Communications Baylor Scott & White

Tom Hileman, CEO & President Hileman Group

2:00 – 3:00p

12:15 – 1:45p LUNCHEON & PANEL DISCUSSION Make the Case for Investing in Marketing & Communications**A Focus on Opportunities & Growth: Marketing's Role**

Geisinger is pushing to bring health care closer to customers. Examine their new 65Forward care model, featuring clinics, which are integrated with the health plan, with small physician panel sizes (450 patients max per doctor), longer appointments, onsite radiology and labs, and fitness centers. Examine Geisinger's retail strategy, including urgent care centers, Geisinger at Home, the pharmacy business, and more!

Don Stanziano, Chief Marketing & Communications Officer Geisinger

Internal Communications: Amp Up the Power

It is essential that employees receive and process key information in today's hybrid world. Examine the tries, whys, and high fives of internal engagement. Hear how to support major changes, recognize great work, and create brand advocates.

Crystal Hardinger, Internal Communications Manager University of Iowa Health Care

Selima Khan, VP, Marketing & Corporate Communications Memorial Healthcare System

Kathy Dean, Senior Advisor SPM Marketing Communications

A Fanatically Consistent Healthcare Customer Experience (CX)

The world's best-known brands earned their reputations through fanatical consistency. Healthcare organizations are often impacted by processes and systems, though, so CX consistency suffers. Honor Health developed a CX index to pinpoint shortcomings and make significant improvements in brand consistency in telehealth, its ACO, and physician practices.

Craig Kartchner, AVP, Marketing & Consumer Experience HonorHealth

Kristin Baird, President Baird Group

3:45 – 4:45p

Fracture Events: Implications on Brand

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 a new, better world. Examine findings from an innovative research technique to define this new lens, as well as the implications for branding.

Emily Stott, Manager, Marketing & Creative Services *and*

Cristal Herrera Woodley, Director, Marketing, Communications & Customer Engagement Renown Health

Joel English, Managing Partner, BVK

Strategic Content Development: Impact on Patient Marketing

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 from social, news, and media channels. Hear how the strategy led to a branded opt-in marketing e-newsletter that extended reach and engagement.

Vicki Bencken, Digital Communications Director *and*

Michele Taber, Director, Brand Management & Marketing UC Davis Health

User-Centered Planning & Design: Capturing Heads, Hearts & Hands

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.

Venessa Heilman, Manager, Digital Solutions *and*

Sue Jablonski, SVP, Chief Marketing & Communications Officer OhioHealth

8:00 – 9:15a

Sponsored by
SymphonyRM**Communicate with Extreme Clarity & Impact in Today's Hybrid World**

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Debra Jasper, Founder & CEO, Mindset Digital & International Keynote Speaker

10:00 – 11:00a

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Modea

Keeping Up with Digital Consumers

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 the digital strategy has evolved to include conversational AI and other new tools and technologies.

Fredrick Anderson, Director, Marketing Technology
Memorial Healthcare System

Brian Gresh, President
Loyal

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

Internal Positioning to Strengthen Field Impact

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.

Paula Murphy, Senior Physician Liaison
St. Louis Children's Hospital

Jackie Kleppe, Director, Outreach & Engagement
University of Iowa Health Care

Paola Pescara, Vice President, Strategic Growth
Rush University Medical Center

ENGAGEMENT STRATEGIES

Sponsored by Pandora

Use Consumer Search Intent to Drive Volumes & Improve Experience

Reputation surveyed consumers 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.

Tomi Galin, SVP, Communications, Marketing & Public Affairs
Community Health Systems

Annie Haarmann, Head of Strategy & Consulting,
Healthcare & Life Sciences
Reputation.com

11:15a – 12:15p

Reinventing a Website: Focus on the Consumer

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.

Bhavna Patel, Director of Digital Marketing
Keck Medicine of USC

Bryce Cannon, President
Modea

Referring Physician Surveys Can Strengthen Strategies & Relationships

Examine the main components of the referral process and the impact on referring physicians' loyalty. Learn how research can be used to improve experience and understand how and where to expand access geographically without negatively impacting referring physicians.

Deb Pappas, VP, Chief Marketing & Communications Officer
Connecticut Children's

Kriss Barlow, Principal
Barlow/McCarthy

Rob Klein, Founder & CEO
Klein & Partners

Reassess Advertising Media for Engagement

Brown & Toland Physicians reassessed their use of advertising media to better engage with consumers. Examine the process, the ad products and targeting, 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.

Jennifer Jee, VP, Marketing, Communications & Community Outreach
Brown & Toland Physicians

Laura Challis, Media Supervisor
True North, Inc.

Anna Clement, Director – Healthcare Vertical
Pandora

12:15 – 1:45p LUNCHEON & PANEL DISCUSSION Make the Case for Investing in Marketing & Communications

2:00 – 3:00p

Social Media Monitoring: A 24/7 Challenge

Today's consumers are on social media around the clock. So, healthcare marketers are challenged with monitoring and responding to posts related to customer service at their organizations in a timely manner, though the posts can occur outside of regular office hours. Examine solutions, including on-call models for extended staff coverage of social media and external monitoring services.

Caroline Ackerman, Communications Coordinator
Renown Health

Melissa Dethlefsen, Director, Social Media & Content Integration
Hartford HealthCare

Keep Physician Relations Staff Motivated, Focused & Aligned

In a hybrid world, how can physician relations executives clarify goals, simplify activities, and communicate market intelligence throughout the organization? Examine strategies for field-based growth plans. Learn how to keep your team focused on individual challenges, integrating with leaders, and partnering with physicians.

Chelsea Fanelli, Provider Relations Lead
Centura Health

Brad Jones, Physician Relations Director,
West Florida Division
AdventHealth

Expand & Engage Your Physician Network with Digital at the Core

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. Hear best practices for creating a digital front door that saves physicians time while ensuring they get the information and tools they need.

Jim Blazar, Chief Strategy Officer
Hackensack Meridian Health

John Simpson, President & Co-Founder
Digital Health Strategies

3:45 – 4:45p

Digital Demand: Meeting Online Consumer Expectations

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.

Kevin Madden, AVP, Ecommerce
Providence

Carrie Liken, Head of Industry, Healthcare
Yext

Seven Proven Tactics for Practice Growth

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.

Nancy Vanselow
Referral Development Manager
Children's Wisconsin

Josh Cameron
Vice President, Client Services
Marketware

Better Together: Service Lines Thrive on Collaborative Efforts

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.

Christina Choate, Physician Relations
Consultant and

Erin Heath, Network Development Operations
Manager and

Courtney Lauer, Marketing Manager
University of Utah Health

8:00 – 9:15a

Political Update: The Outlook for Healthcare

Healthcare continues to be a key focus of policy debates at the federal level. Among the issues shaping discussions are COVID-related issues, drug prices, telehealth, and access to affordable health coverage. What's the outlook for these issues in the coming months? And what does it mean for hospitals, health systems, and other providers? Get an inside look from top policy experts!

Ann Mond Johnson, CEO, American Telemedicine Association; **Paul Keckley**, Principal, The Keckley Group
David Shulkin, MD, CEO, Shulkin Solutions LLC; **Dan Todd**, Principal, Todd Strategy Group

9:30 – 10:30a

STRATEGIC MARKETING

Sponsored by Health x Langrand

Price Transparency: Boon or Bust for Providers?

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.

Judit Tejada, Strategic Insights Consultant
Moffitt Cancer Center

Ryan Donohue, Strategic Advisor
NRC Health

Michael Eaton, Senior Vice President
BVK

COMMUNICATION STRATEGIES

Sponsored by Podium

Shape an Effective Patient-Donor Experience

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.

Robin Endicott
Vice President, Philanthropy
Geisinger

Ben Texter
Co-Founder
Digital Health Strategies

TRANSFORM CONSUMER EXPERIENCE

Sponsored by Kyruus

Improve & Synchronize Provider Data Across Multiple Systems

Brown & 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.

Therese Crossett
SVP, Network Development
Brown & Toland Physicians

Brett Westen
Practice Lead, Healthcare Informatics
IQVIA

10:45 – 11:45a

Promoting Health Equity: A Proven Community Marketing Strategy

Health equity starts with providing opportunities for all children in the community to be active. Learn how youth sports partnerships can increase these opportunities, promote health equity, and strengthen your relationships in the community. Hear how to tie community initiatives into your broader marketing strategy.

Jennifer Caminas, Sr. Service Line & Brand
Marketing/PR and

Marcia Diaz de Villegas, Marketing &
Branding Officer
Nicklaus Children's Health System

Evan Brandoff, Co-Founder/CEO
LeagueSide

Marketing's Role in Overcoming a Talent Shortage

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.

Lisa McCluskey
Former VP, Marketing Communications
CHI Memorial Health Care System

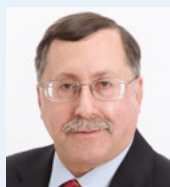
Tim Roberts, President & CEO
Franklin Street

Drive Physician Referrals: A Multichannel Strategy

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.

Jonathan Linn
System Director of Marketing, Baptist Cancer Center
Baptist Memorial Health Care

Eric Silberman
President & CEO
True North Custom

26th Summit Advisory Panel**Joel English****David A. Feinberg****Terri Goren****Dalal Haldeman****Chris Hemphill****Suzanne Hendery****Jean Hitchcock****Ahava Leibtag****David Marlowe****Stephen Moegling****David Perry****Suzanne Sawyer**

8:00 – 9:15a

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9:30 – 10:30a

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Modea

Reimagine the Intranet to Boost Employee Engagement

An interactive, personalized intranet is essential for building employee engagement. Evaluate expectations and challenges. Learn how to determine what content is most important, how design can promote staff acceptance, how employee publications can drive intranet traffic, and how to study and adjust using data.

Sherrie Voss Matthews, Director, Internal Communication
 University Health

Daniel Small, Director, Digital Strategy and

Hilary Waldman, Director, Corporate Communications
 Hartford HealthCare

PHYSICIAN RELATIONS & SALES

Sponsored by Marketware

Physician Relations in a Hybrid World

Getting your foot in the physician's office door has long been the goal of physician relations executives. Examine how, and when, to engage physicians, as well as office staff, both virtually and in person. Hear how to create a strategy, driven by research and technology, to deliver quality content on a limited budget.

Veronica Campbell
 Network Director, Physician Relations
 HonorHealth

Ashlee Wesner
 Physician Liaison
 Carilion Clinic

ENGAGEMENT STRATEGIES

Sponsored by Pandora

Modernize Patient Communication & Feedback

Increasingly, patients look for more personalized communication from 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.

Rachael Jones
 SEO Strategist
 Sharp Healthcare

Bryan Oram
 AVP, Strategic Healthcare
 Podium

10:45 – 11:45a

Video: An Essential Communication Strategy

Video, while recognized as integral in service line growth, is also invaluable for messaging and community updates. Hear how technology, reach, and cross-channel efforts facilitated Banner Health's success in delivering essential information during the past 1 ½ years. Now, with the light in view at the end of the tunnel, Banner is shifting back to growth, with safety and scalability as part of the focus. Hear how.

Chris Pace, Senior Director, Digital Marketing
 Banner Health

Eric Sperling, Managing Director
 STN

Ideas into Action: Let's Talk

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!

Speakers TBA

Courage in the Time of COVID

"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.

Marc Mertz, VP, Chief Strategy Officer and

Melissa R. Carrillo
 Senior Communications Specialist
 Kaweah Health

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

Hotel Information

The official hotel for the Summit is the **JW Marriott Miami Turnberry Resort & Spa**. South Florida's premier destination, the JW Miami Turnberry is set on 300-acres and occupies a spot on Travel + Leisure's "World's Best Resorts" list. The comfort, health, and safety of guests are top priorities for the hotel.

To reserve a room at the special rate of \$275.00, visit book.passkey.com/go/AHM or call the hotel at (786) 279-6770 and reference group code "Healthcare Marketing & Physician Summit." The room rate includes guest room Internet access as well as access to the Spa, Fitness Center, and Wellness Circuit.

Be sure to make your reservations early! **The room block will be released on September 15, 2021, but is very likely to sell out before that date. After September 15, the group rates will no longer be available.**

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Digital Health Strategies is a premier digital health agency designed to help healthcare providers with employee and physician engagement, patient engagement, and fundraising.

Healthgrades empowers health systems to accelerate intelligent engagement throughout the patient journey using actionable insights to deliver measurable clinical and financial outcomes.

Marketware's Physician Strategy Suite includes 4 web-based platforms designed to strengthen the competitive advantage for healthcare teams working in physician relations, analytics, recruitment and onboarding.

Reputation is changing the way healthcare organizations gather and act on patient feedback to drive decision making and enhance Consumer Experience programs. Reputation's interaction-to-action platform translates solicited and unsolicited feedback data into prescriptive insights that healthcare leaders use to learn from and improve operations.

SymphonyRM helps health systems acquire, engage, and retain healthcare consumers through data-driven, prioritized next best actions. With SymphonyRM, organizations can anticipate member needs and deliver proactive outreach to build deeper customer relationships that drive better outcomes while increasing revenue.

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Health x Langrand is a brand and innovation agency for healthcare businesses, organizations and health-related causes. We partner with leading companies to design the strategies, experiences and stories that fuel better outcomes. Healthcare is always evolving. So are we.

Kyrus delivers provider search, scheduling, and data management solutions that help health systems match patients with the right providers.

LionShare's exclusive platform ignites CRM efforts to create sophisticated, automated marketing and relevant conversations, resulting in quantifiable ROI, marketing objectives met, and your efforts proven. As your partner, we create measurable, data-driven marketing efforts with unmatched support and unmistakable smarts.

Moda provides technology consulting to help healthcare marketers thrive in the face of change. We specialize in designing and building digital consumer experiences and providing digital transformation consulting for healthcare organizations.

Pandora (owned by Sirius XM) enables healthcare marketers to reach the largest addressable audiences across all categories of digital audio – music, sports, talk, and podcasts, connecting marketers with key healthcare consumers at scale.

Podium is a one-stop-shop for all communication needs via text and other mobile messaging channels. We facilitate millions of patient interactions including appointment reminders, review management, promotional messaging, and mobile payments. Our platform also includes complete reporting and analytics to enable data-driven decisions.

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2 How Did You Hear About the Summit?

- ☐ Previously Attended ☐ Forum Website ☐ Online Search
☐ Brochure ☐ Word of Mouth ☐ Other _____
☐ Email ☐ Social Media

3 Which Category Best Describes Your Organization?

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

Cancellation Policy

The Forum guarantees a refund, less a \$350 administrative fee, if written notification is received on or before August 6, 2021. Verbal cancellations are not accepted. Cancellations received after August 6, 2021 are not eligible for a refund. You may always send a substitute.

Confirmation of Registration

All registrations will be confirmed within 3 days of receipt of the registration form and payment. If you do not receive a confirmation, please call 312-440-9080, ext. 23. Please do not mail forms without payment.

Privacy Policy

By registering for this event, you consent to receive emails from the Forum for Healthcare Strategists and for us to share your contact information with the event sponsors and exhibitors, who may contact you, by email or otherwise, about their related products and services. You may unsubscribe or change your email preferences through links in emails you receive. For more information, see the Forum's [Privacy Policy](#).

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JW Marriott Miami Turnberry
Miami, FL

4 Registration Fees

Early rates are available if the registration form with full payment is received by Friday, August 6, 2021. Discounts for group registrations (2 or more) are available for provider organizations. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

Summit Rates	Early	Regular
	received by 8/6/21	received after 8/6/21
Current Forum Member	_____ \$1,095	_____ \$1,195
Joining Member (Includes one-year Forum membership, \$225 value)	_____ \$1,320	_____ \$1,420
Non-Member (Does not include membership)	_____ \$1,350	_____ \$1,450

Pre-Summit Strategy Sessions

Fee includes continental breakfast.

Issue & Crisis Communications	_____ \$110	_____ \$150
Marketing Plans	_____ \$110	_____ \$150
Building a Brand	_____ \$110	_____ \$150
SEO, Structure & Schema	_____ \$110	_____ \$150
Fast Track to Volume	_____ \$110	_____ \$150

Summit Playback (Audio Recordings & Slides)

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