

25th Annual Greystone.Net



HEALTHCARE INTERNET CONFERENCE

Live!
IN
LAS VEGAS

November 2-4, 2021

25th Annual



www.HCIC.net

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MERCURY.
HEALTHCARE

Podium

Connect with **Amazing People** in Healthcare and Digital Marketing

99%

would
recommend
HCIC to a
colleague!



A TON OF GREAT INFORMATION - I
LEFT WITH A LONG LIST OF IDEAS
TO FOLLOW UP ON AND APPLY TO
MY ROLE AND OUR MARKETING
STRATEGY.

Greystone.Net

Healthcare Internet Conference

Live!
IN
LAS VEGAS

Register Now!

www.HCIC.net/register-now

Offering the **premier Fall forum** to reconnect, re-energize and once again, learn from one another.

Your **HCIC experience** will help you refocus marketing and digital efforts while lifting up your team and organization after a tough year.



Why **You** Should **Attend HCIC**

HCIC focuses on healthcare digital marketing and data intelligence and continues to showcase healthcare marketing's transformation from MarCom to MarTech.

As an attendee, you'll join healthcare web strategists, marketers and IT professionals from across the nation at this must-attend event to:

- **Keep current with the rapidly changing technology**
- **Reconnect with old friends or make new ones through multiple receptions, luncheons and events HCIC offers**
- **Hear case studies that provide tips on what worked and what didn't, and how to apply those concepts to your own organization**
- **Learn practical approaches to proving and communicating ROI and demonstrating operational efficiency.**

HCIC Organizer



greystone.net

www.greystone.net

2021 Keynote Speakers



Hank Capps, MD
Executive Vice President and
Chief Information & Digital
Officer, Wellstar Health System

Sponsored by: MERGE

Tuesday, November 2
1:00 - 2:15pm

**The Future of Care: The
Blurring Speed of Digital
Transformation**



David Avrin
President, The Customer
Experience Advantage

Sponsored by: Coffey
Communications

Wednesday, November 3
8:00 - 9:15am

**Your Patients Are Changing.
Are You? How to Future-Proof
Your Business and Win the
Patient Experience Battle**



Elliott Parker
CEO, High Alpha Innovation

Sponsored by: Podium

Wednesday, November 3
4:15 - 5:15pm

**The Resilient Health System: 5
Steps + 100 Days to Overcome
Barriers to Innovation**



**Debra Jasper,
PhD**
CEO, Founder, Mindset Digital

Sponsored by: Mercury Healthcare
(formerly Healthgrades)

Thursday, November 4
8:00 - 9:00am

**Distant and Distracted:
Engaging and Leading in an
Uncertain, Hybrid World**



Lori Turner
Chief Marketing Officer,
Blue Cross Blue Shield of
Arizona

Sponsored by: Mercury Healthcare
(formerly Healthgrades)

**See all the details
and the speakers at
www.HCIC.net**

Pre-Conference Events

Tuesday, November 2, 2021 • 8:30am - 11:00am

Come a little early to Las Vegas this year and join us for one of the following four special events. Each offers an in-depth focus on current topics of interest. To include a pre-conference workshop in your HCIC experience, select the Full Conference+ Pass when you register at www.hcic.net/register-now. A fee of \$145 (\$115 if you register early) gets you access.

For more information please visit:
www.hcic.net/pre-conference-events



The 3 Secrets of Measuring the Voice of the Digital Customer: Prioritize | Design & Test | Monitor

Too often, one of the most important elements in creating an outstanding digital experience – user feedback - is overlooked or under-valued. In this workshop, learn how to listen to the voice of the digital customer (literally!) and understand how user testing and other tools can illuminate usability issues and friction points that are getting in the way of an exceptional experience. Learn how to design and test assumptions and measure the effectiveness of (re) design efforts in real-time. Leave the workshop with hands-on examples of how to improve your website through user feedback. For anyone who maintains a digital presence, this workshop is a must!

Kerry Thompson, Creative Director, Sway UX

Dan Zola, Research Director, Sway UX

Rob Klein, CEO, Klein & Partners

Mike Schneider, Executive Vice President and Co-Founder, Greystone.Net



Lessons Reinforced by a Pandemic: Reaching Diverse Audiences

“We’re all in this together.” A standard sentiment expressed during the COVID-19 pandemic, yet some populations aren’t getting that message. Did vaccine registrations highlight pockets of disenfranchised patients? Is your organization seeing diverse population growth? Or maybe virtual care has expanded your reach into new geographies and demographics – overnight? In this workshop, learn barriers and opportunities of engaging diverse healthcare audiences, with special audience focus:

- English as a second language, immigrant populations
- African American
- Latino
- Older adults
- LGBTQ+

Jacob Sierocki MBA, Practice Solutions Project Manager and President of Pride Employee Resource Group, Henry Ford Health System

Chandra Craven, Senior Healthcare Strategist, Perficient

Jenny Berryman Horne, Director, Client Services, Perficient



There’s an App for That: How to Take Charge of Mobile Patient Engagement

Are you considering the development of a mobile app? Or looking to advance your mobile engagement strategy? If so, this workshop is for you! It focuses on research, case studies and exercises (from inside and outside of healthcare) geared to helping you make the right decision on how to build a mobile strategy for your organization. This session includes the inaugural release of new primary research into consumer needs – a deep dive into consumer mobile expectations and use in the United States. The workshop shares a Ballad Health case study on their build versus buy scenario, presenting the trade-offs. Participants can also work through an exercise to gauge their readiness to embark on a proprietary mobile app strategy, leaving the workshop with a potential set of next steps.

Chip Childress, AVP, Information Technology, Ballad Health

Taylor Hamilton, Senior Vice President & Chief Customer Officer, Ballad Health

Kevin McCroskey, Director, Digital Strategy & Development, Ballad Health

Christopher Riegger, Chief Operating Officer, Modea



Meet the Moment with Heart, Head and Courage: Taking Care of Your Team and Taking Care of Your Career

When personal purpose and company purpose connect, you can achieve great things on all fronts. Join veteran leaders in the field for lessons learned on career advancement and strategies to inspire, lead and take care of your team. The values of humility, empathy, emotional intelligence, courage and vulnerability will be discussed along with tools for advancing your careers. Learn how to stay positive, keep your word, meet your goals and venture outside your comfort zone as a leader while earning your team’s trust and engagement by giving your people a voice. If you are a leader, or aspire to be one, this is the workshop for you.

Tadd Pullin FACHE, MHA, MA, Senior Vice President, Institutional Affairs and Chief Brand and Communications Officer, The University of Texas MD Anderson Cancer Center

Margo Schneider, Senior Director, Digital Strategy, UW Medicine

Dalal Haldeman, PhD, CEO, Haldeman Marketing

Chris Gade, Vice President, Marketing & Engagement, Rush University System of Health

Learn Marketing “Best-Practices” at the
72 Exciting Sessions This Year!

Full Schedule Available
at www.HCIC.net



Digital Strategy & Planning

Sponsored by: **COFFEY**
COMMUNICATIONS

Tuesday

- Digital Evolution in a Merger: Relaunching Prisma Health
- Managing the Conversation: Challenges of Aligning Facts and Responses Across Multiple Customer Touchpoints
- A Digital-First Approach to Care: How Banner Health Met and Sustained Increased Consumer Demand with Online Scheduling

Wednesday

- Mapping the Future: Defining UNC Health's Next-Generation Patient Experience
- Building Connections to Boost Conversions: Digital Transformation Lessons
- If You Fail to Plan, You Plan to Fail - Siteman's Approach to Driving Success

Thursday

- The Easy Button to Expand Your Digital Front Door
- How Content Strategy Can Prioritize Brand in a Website Overhaul

Consumer Engagement

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HEALTHCARE

Tuesday

- Silo to System: Rush's Journey to an Integrated System and Digital Experience
- How Atrium Health is Growing Patient Relationships through Digital Engagement
- The Hybrid Theory: Fusing Physical and Digital Healthcare Experiences in a Non-Chaotic Way

Wednesday

- Do This, Not That to Engage Patients in a Disconnected World
- “Hey Google”: A Search-Driven Approach to Academic Medical Center Websites
- No Patient Left Behind -- How to Ensure You're Including and Engaging Rural Consumers & Seniors with Your Healthcare Solutions

Thursday

- Balancing Strategy and User Experience through a Digital Experience Platform to Drive Acquisition
- Re-Imagining Patient Access: How SCL Health Operationalized and Enriched Their Find-a-Provider Experience for Consumers



THE TOPICS COVERED
WERE ON POINT AND
THOROUGHLY ANSWERED
QUESTIONS.



Tools, Technology & Analytics

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Tuesday

- Next Generation Marketing Analytics
- Beyond ROI: Use Your Marketing Data to Understand Patient Needs, Support Operational Growth and Inform Business Strategy
- Digital Consumerism: It's the Real Thing

Wednesday

- Healthcare CRM: What to Consider on the Implementation Journey
- Leveraging CRM and Marketing Automation in Times of Crisis
- Building a Digital Front Door for Tech-Savvy Patients

Thursday

- Cutting Through the Complexity of Enterprise Telehealth Adoption: A Discussion of How the COVID Crisis Accelerated the Integration of Marketing Technology, Telehealth and Patient Engagement
- Measurable Community Hospital Strategies Stemming Regional Outmigration

Digital Marketing & Advertising

Sponsored by:



Tuesday

- Closing the Loop on Your SEM Investment
- Thriving Post-Pandemic: Achieving 100x Returns on Your Marketing Investment
- A Campaign with Heart: Using Predictive Analytics to Engage and Acquire Patients for Service Line Growth

Wednesday

- New Data Signals: Rebuilding Patient Volume Post-COVID and Post-Cookie
- TikTok, Influencer Marketing and Hypertargeting: Reach and Motivate Audiences with These Intriguing New Approaches
- A Playbook for Post-Pandemic Revenue Growth

Thursday

- Delivering Exceptional Consumer Experience Using Real-Time Feedback
- Patient Acquisition Trends Mean Big Changes in Healthcare Marketing

See all the details and the speakers
at www.HCIC.net

Hear Case Studies and Practical Tips!

Social Media, Mobile & Personalization

Sponsored by: **Hero**
DIGITAL

Tuesday

- Going Viral: How A Local Pediatrician Became the Biggest Voice During COVID
- Position for Success: A Guided Approach to Content Personalization in Healthcare
- Accelerating Customer Communications in a Crisis: Creating Durable Change Along the Way

Wednesday

- Using Mobile to Expand Access and Improve the Patient Experience
- Social Media Blast Off: Storytelling Strategies to Skyrocket your Engagement and Reach
- Online Communities: The Next Must Have Social Media Tactic

Thursday

- Podcasting 2.0: Take Your Audio to the Next Level
- Why Online Reviews Matter to Potential Patients and Your Health System

Content Strategy

Sponsored by: **KYRUUS**

Tuesday

- Archetypes: Building a Brand That Connects
- The Forgotten Generation: Understanding the Role of Gen X in Healthcare
- Managing a Massive Content Rewrite with a Regional Cancer Center Affiliated with MD Anderson

Wednesday

- The Trifecta for Data-Informed + Patient-Centered Decision Making
- Beyond Content Strategy: How Using Content as an Experience Can Benefit a Healthcare Network
- Autopsy of a Web Content Strategy: Piecing Together One Year in the Life

Thursday

- Grounding Content Strategy in Real-World Tactics: Baptist Health's Step-by-Step Process to a Successful Content Strategy
- Equality and Quality: Creating High Value Diverse and Inclusive Content

NEW
THIS YEAR!

A supplement to HCIC's in-person live events in Las Vegas, we are hosting **HCIC Virtual December 14-15th**. The sessions contain original content and not a replay of the November events or a livestream of the onsite activities.

HCIC Virtual is only \$199 if you also sign up for the November conference.



I WASN'T SURE
WHAT TO EXPECT
FROM A SPRINT, BUT
THIS WAS AMAZING!!

Digital Transformation

Sponsored by:  centretek

Tuesday

- Conversational Interfaces are Transforming Healthcare's Digital Front Door
- Building Your Authority: The Pivot Point to Growth
- A Healthcare Website Inspired by Binge Watching and Vacation Planning

Wednesday

- Walmart Wellness: Changing the Consumerism Landscape and Healthcare
- Why We Redesigned Our Website's Locations Pages with Hopes that Less People Would Land on Them
- Is Branding a Dying Discipline?

Thursday

- Putting Your Customer First in a VUCA World
- Leveraging Disruption to Strengthen Brand Reputation and Your Digital Presence

HCIC Sprints (quick 25-minute sessions)

Sponsored by:  Podium

Tuesday

- Building Interactive Landing Pages that Get a Response in a Demanding World
- Rising to the Top of Google Search Results
- How Baystate Health Created a Data Ecosystem to Increase Online Accessibility for Patients
- Clicking Buttons, Taking Names: Building Flexible Form Solutions for Changing Use Cases
- University Hospitals: A "Return to Care" Marketing Success Story
- UCLA Rethinks Digital Tactics for Driving Lower Funnel: UCLA Health's Winning Strategy Using Digital Audio as a Marketing Tactic

Wednesday

- Redefining "Old": What You Really Need to Know and Do to Reach Your Age 65+ Audience
- The Incumbent Must Go: Why, When and How to Find a New Agency
- What You Need to Know about the New Google Question Hub and How You Can Use it to Create Content People Are Actually Looking For
- Digital Demand Has Accelerated. Has your Online Experience Evolved to Meet Consumer Expectations?
- Cookie Monsters are Eating Into Your ROI
- Going "Off the Grid" with Your Traditional Healthcare Instagram Content

Thursday

- Balance Physician Demands with User Needs to Keep Everyone Happy
- A Frightened Patient's View of Provider Directories
- Website Security in an Insecure World: How to Keep Your Site and Users Secure
- The Value of Human-Centered Design for Both the Business and Consumer

See all the details and the speakers
at www.HCIC.net

Thanks to all our 2021 sponsors!

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By supporting HCIC 2021, these companies enable hundreds of healthcare professionals to share best practices, solve problems and learn about the latest technology affecting our industry.



The COSMOPOLITAN of Las Vegas

The official hotel for the conference is The Cosmopolitan of Las Vegas. **To make a hotel room reservation, call 702-698-7575 (local) or 855-435-0005 (toll free) or [book online](#) to reserve your room. Be sure to make your reservations by Friday, October 8, 2021.** Identify the meeting as the “25th Annual Healthcare Internet Conference” and use group code “**SEAH21**” to get the discounted rate of \$249/night plus tax. You will be required to guarantee the reservation with a credit card. After the cutoff date, or once the room block is sold-out, any remaining rooms will be reserved at the prevailing rate. In-room Wi-Fi access is included in the room rate.

The Cosmopolitan offers unique and modern rooms featuring floor-to-ceiling windows, flat-screen TVs and marble-floored bathrooms; suites add dining areas and kitchenettes with microwaves, stoves, minibars and wine coolers. Many rooms and suites have balconies that overlook the Las Vegas strip. The hotel is nestled between the Bellagio and City Center. Amenities include an outdoor performance venue, the Sahra Spa & Hamman, three pools, a casino, a fitness center, a business center, easy access to numerous bars and restaurants, including a lobby bar set inside a 3-story crystal chandelier.

THE COSMOPOLITAN

Your safety is important!

We will be following the CDC guidelines throughout the conference.

Register Now!

www.HCIC.net/register-now

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