

22nd Annual Greystone.Net



CONFERENCE PROGRAM

HEALTHCARE INTERNET CONFERENCE

*Connect with Amazing People
in Healthcare and Digital Marketing*

SCOTTSDALE ARIZONA

November 5-7, 2018

Westin Kierland Resort and Spa

www.HCIC.net

Organized by:



With support from:



Healthcare Internet Conference

You'll want to be sure to attend HCIC this year! Not only do we have an outstanding lineup of keynote speakers, but we also have a very exciting agenda of concurrent sessions. This is our 22nd year and you don't want to miss out on this year's conference!

Stay Ahead of the Curve on Digital Strategy and Development

Attend this year's conference and:

- Learn "best practices" on a range of issues from the best in the industry.
- See what's new in healthcare multi-channel marketing, mobile, design & usability, CRM and more.
- Hear case studies on digital marketing and how to measure ROI.
- Get practical tips and ideas to support your strategies and tactics.
- Examine strategies to ensure physician and patient connectivity.
- Network with colleagues from hospitals and health systems from around the country.
- See how others are managing and leading the digital transformation of healthcare.

HCIC Features

- Three days dedicated to helping you pinpoint the technologies, strategies and solutions that best position your organization for a consumer-driven future.
- Four general sessions to inspire you and broaden your thinking about the impact of new technologies.
- 72 concurrent sessions across eight tracks and five pre-conference workshops to help you customize the educational experience you need and want.
- New this year! HCIC Sprints - a track dedicated to quick, focused topics. Think TedTalks.
- 2018 eHealthcare Leadership Awards Presentation, an informative session highlighting the current landscape of healthcare Internet development.
- Dedicated time in the Exhibit Hall, allowing you to interact with the leading consultants and vendors whose emphasis is on the web, digital marketing, eHealth, CRM and much more.

76%
of last year's attendees
plan to return in 2018!



Who Should Attend?

The conference is designed for healthcare executives from hospitals, health systems, group practices, integrated networks and health plans including:

- Vice Presidents of Marketing
- Chief Digital Officers
- Web Directors, Webmasters and Web Team Members
- CRM Directors and Team Members
- Marketing & Communications Directors
- Public Relations Directors
- Business Development Executives
- IT Professionals
- Chief Information Officers
- Strategic Planners

Conference Hotel

The Westin Kierland Resort & Spa Scottsdale, AZ

The Westin Kierland Resort & Spa, a AAA Four Diamond resort, is the official hotel for the 22nd Annual Healthcare Internet Conference. Located in Scottsdale, AZ, the Westin Kierland offers 732 guest rooms, each with Heavenly™ accommodations and private balconies or terraces. Most rooms offer magnificent views of the lush golf course and sweeping mountain ranges. The Westin Kierland is a smoke-free resort. The hotel offers a full-service spa, championship golf, tennis courts, pools and award-winning dining (in the hotel and nearby). The Westin Kierland provides the perfect ambiance for building long-lasting relationships with colleagues and clients. Find out more about the hotel at <http://www.hcic.net/hotel-travel/hotel-reservations>.

To reserve a hotel room, call 800-354-5892 or [book online](#).

Be sure to make your reservation by **Friday, October 12, 2018**. When calling, identify the meeting as the “Annual Healthcare Internet Conference” to get the discounted rate of \$260/night plus tax. After the cut-off date or once the room block is sold-out, remaining rooms, if any, may be sold at the prevailing rate. In room Wi-Fi and fitness center access is included in the room rate.



HCIC Organizer

In addition to hosting the annual Healthcare Internet Conference, Greystone.Net helps healthcare organizations develop web strategies and digital properties that drive growth. Our suite of services includes digital consulting and planning services aimed to improve web performance; gSight, an online survey tool that captures the voice of the digital customer, user experiences and brand opinions; and a host of professional development opportunities that provide best practices and case studies from peers and colleagues in the industry.



greystone.net
Strategic Thinking | Digital Healthcare

www.greystone.net

2951 Flowers Road South
Suite 230
Atlanta, GA 30341
770-407-7670
info@greystone.net

Keynote Speakers

Monday, November 5

1:45 - 3:00pm

The Promise and Perils of Marketing Transformation

Provider organizations are moving quickly to modernize their marketing functions with digital-savvy teams, thoughtful strategy and the technology and data to support their ambitious goals. Some have accomplished it, but many say that it's harder than anticipated. In this keynote session, learn how Penn Medicine – an early adopter in CRM and Precision Marketing – transformed their marketing strategy, team, infrastructure and methods to grow their brand, build profitable business, increase customer engagement and enhance their role as strategic leaders. Leave this session with new ideas and perspectives on marketing transformation.

Suzanne has worked in marketing, strategic planning, and business development in health care for more than 20 years. Suzanne is VP & Chief Marketing Officer of Penn Medicine, a Top 10 health system and \$7B clinical and research enterprise. She recently returned to Penn in an expanded role after helping to launch IBM Watson Health, where she served as Vice President of Portfolio Marketing. Suzanne was inducted into the Healthcare Internet Hall of Fame in 2017. Her previous roles included CMO and strategic leadership positions for three other academic medical centers, as well as the American Enterprise Institute (a public policy think tank), and the National Wildlife Federation. She started her career working as a staffer on Capitol Hill. Suzanne is a lecturer at the Wharton School in Strategic Brand Management, Healthcare, and Marketing, and is a frequent presenter at marketing and technology conferences. She received her BA from Penn State University in Foreign Service and International Politics.



Suzanne Sawyer
Vice President, Chief Marketing
Officer at Penn Medicine,
University of Pennsylvania
Health System

Tuesday November 6

8:00 - 9:15am

The Big Bold Brave New World of Content Marketing and Storytelling: How healthcare marketers can embrace the clear opportunity of content and storytelling -- without going insane.

Content marketing and storytelling offer a vast opportunity for all organizations, especially healthcare. But too many of us aren't fully realizing its potential. So the question is: How do we inspire our teams to create more robust, effective marketing to reach the people we want to talk to? How can we level-up to create content and stories people will value? (Because the best marketing doesn't feel like marketing.) How do we up the quality of what we are producing in a time-challenged, resource-constrained and regulated world? (And how do you define "quality," anyway?)

In this fun, inspiring session, Ann will counsel you on how you can create marketing that's engaging—because your audience demands it and your organization deserves it.

Ann is a writer and the Wall Street Journal bestselling author of Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content and Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business (co-authored with C.C. Chapman). Her company, MarketingProfs, is a marketing training and education company with more than 600,000 subscribers. MarketingProfs trains marketers worldwide through its online and in-person education programs. The MarketingProfs B2B Marketing Forum is the premier global marketing event for business-to-business marketers. Her previous company, ClickZ, is one of the first sources of digital marketing information in the world. She sold it in 2000, a lifetime ago in Internet years. A LinkedIn Influencer, she has more than 420,000 followers on Twitter. She is consistently named one of the most influential marketers on social media.



Ann Handley
President, Convince
& Convert and New
York Times Best Selling
Author

Sponsored by:



Keynote Speakers

Tuesday, November 6

4:30 - 5:30pm

Zap the Gap: From Boomers to Linksters, Working with Multiple Generations

For the first time in history, there are five generations working side by side: the Traditional Generation (born pre-1945), Baby Boomers (born 1946-1964), Generation X (born 1965-1980), Millennial Generation (1981-1995), and the Linkster Generation (born after 1995). Each has different values, standards of quality, and attitudes toward customers and coworkers. These differences can wreak havoc, or they can be a source of incredible energy and creativity. It's important to understand these differences and to have specific strategies for dealing with them.

In this highly charged, participatory presentation, Meagan Johnson outlines the dominant generational forces in the workplace and how each generation's "signpost" drives motivation, influences company loyalty, delivery of customer service and communication between coworkers. Learn from Meagan what you can do now to make the most of each generation in your workplace!

Meagan tackles the generational challenges, myths and misunderstanding head on. Unwilling to accept standard by-the-book generational generalizations, Meagan demonstrates to audiences, through her own in-depth research and program customization, that all generations have differences and strengths that go beyond mere age and appearance. Move beyond complaining about the generations and revisiting old generational information. Learn from Meagan Johnson what you can do right now to make the most of all the generations. Quoted by the Chicago Tribune, CNNMoney.com and US News & World Report, she has been heard on ABC Talk Live, NPR and profiled on Condé Nast's Portfolio.com. Meagan has become the 'Go To' expert for all things generational. Meagan gives audiences a chance to not only laugh at their own generation but flourish in the presence of others.



Meagan Johnson
Gen Xpert, Generational
Humorist

Sponsored by:



Wednesday, November 7

8:00 - 9:15am

What's Working On Facebook Now: How Businesses Are Succeeding Using the Facebook Family of Apps

We're living in unprecedented times with the ever-growing presence of Facebook, Instagram, Messenger and WhatsApp. The social networking giants gather an inordinate amount of user data and, in turn, offer incredibly accurate targeting methods to help businesses grow. However, even for the most experienced marketers, getting consistently solid results on Facebook can prove elusive at times. The good news is, whatever your marketing goals, you can accomplish them using Facebook's array of tools. In this powerful session, world renowned Premier Facebook Marketing Expert, Mari Smith, will share exactly how businesses in a variety of industries are using Facebook to achieve solid results. And, she'll show how healthcare leaders can apply these same strategies and tactics to raise awareness, get discovered, generate authentic engagement, build loyal communities, showcase products, collect leads, drive growth and more. Whether on desktop or mobile, these strategies work seamlessly to have your message show up in the exact places where your audience spends their time.

Often referred to as "the Queen of Facebook," Mari Smith is considered the world's foremost expert on Facebook marketing and social media. She is a perennial Forbes' Top Social Media Power Influencer, author of The New Relationship Marketing and coauthor of Facebook Marketing: An Hour A Day. Forbes recently described Mari as, "... the preeminent Facebook expert. Even Facebook asks for her help." She is a recognized Facebook Partner; Facebook headhunted and hired Mari to lead the Boost Your Business series of live events across the US. Mari is an in-demand speaker, and travels the world to keynote and train at major events. Her digital marketing agency provides professional speaking, training and consulting services on Facebook and Instagram marketing best practices for Fortune 500 companies, brands, and SMBs. Mari is also an expert webinar and live video broadcast host, and she serves as Brand Ambassador for numerous leading global companies.



Mari Smith
Premier Facebook Marketing
Expert | Social Media
Thought Leader, Mari Smith
International, Inc.

Pre-Conference Events

Monday, November 5, 2018 • 8:30am - 11:30am

For more information please visit:

<http://www.hcic.net/pre-conference-events>

Come a little early to Scottsdale this year and join us for one of the following five special events. Each offers an in-depth focus on current topics of interest. An additional registration fee of \$125 (\$95 if you register early) is required for each pre-conference event.

Advanced Technologies

Engage at Warp Speed with New Communications Platforms: Balancing Patient Expectations, Ethics and Provider Realities

The emergence of new consumer platforms is splintering media channels. Three big, seemingly unrelated trends are warping consumer expectations this year, including:

- Digital personal assistants catalyzing expectations for response times
- Chatbots disrupting the notional idea of traditional searching
- Messaging apps contorting the expectations of real-time transactions.

All three trends signal an important, fundamental change: hospitals need to unify an approach to marketing, operations and service focused on real-time capacity to deliver – while addressing ethical questions and provider-partner concerns. In this workshop, learn:

- What's realistic versus hype?
- What will physicians embrace or oppose?
- How can we support providers as these tools roll out?
- And more.

Speakers:

Chantal Reyna, MD, Assistant Professor, Breast Surgical Oncology, M.D. Anderson Cancer Center

James Gardner, Director, Market and Business Development, MedTouch

Mike Mangi, Director, Strategy, Phase2

Abhi Sharma, Vice President, Product, Loyal

Facilitated by **Ed Bennett**, Founder, MarTech.Health

Intranet

Disrupting the Intranet - 10 Steps to Creating a User-Centered Intranet to Drive Employee Engagement and Productivity

Employees have the biggest impact on the success or failure of a health system, yet the internal communication and engagement tools they are provided continue to be an afterthought. Henry Ford Health System and Carilion Clinic realized this disparity and took on the challenge to create intranets that go beyond what has been traditionally done in healthcare. In this session, you will learn the ten critical steps that Henry Ford and Carilion used to disrupt their employee intranets.

Speakers:

Kelsey O'Neil, Web Services Associate
and

Erica Stromberg, Web Services Manager
Henry Ford Health System

Bryce Cannon, President, Modea

Content Marketing

Analytics, Optimization, Personalization, and Engagement: When Content Marketing Gets Technical

This isn't your standard content strategy session! Content marketing is no longer a "soft skill." In this session, learn about the technical aspects of content marketing, including analytics, optimization, personalization and engagement. Learn how two healthcare organizations (Cleveland Clinic and St. Louis Children's Hospital) are leveraging these tools to convert their content marketing programs into measurable and effective components of their overall strategy. Hear real case studies about effective content optimization programs and walk away with tools and tactics to implement into your own content marketing program immediately.

Speakers:

Matthew Bakaitis, Director, Content Engineering, Cleveland Clinic

John Odom, Senior Consultant, Digital Communications and Marketing, St. Louis Children's Hospital

Jenny Bristow, CEO, Creative Anvil

Social Media

Are You Riding the Social Media Wave? Or Are You Under the Wave?

Social Media is an ever-evolving medium. And it is continually more and more important to healthcare marketing, employee engagement, and patient experience. How your organization leverages social media has a big impact on healthcare decisions and brand impressions. So how do you stay in tune with the always changing world where what's hot today is boring and outdated tomorrow? How can you ride the wave rather than sink?

In this session, explore how some of the top brands in healthcare successfully leverage user-generated content (UGC), engage employees and physicians, strategically utilize a multi-channel approach, integrate location marketing, address the viral aspects of social media, use modern analytics and much more.

Speakers:

Jared Johnson, Manager, Marketing Technology & Analytics
Phoenix Children's Hospital

Stephen Strong, Director of Digital Marketing, Marketing, Communications and Media Relations, Northwestern Memorial HealthCare

Facilitated by **Neal Linkon**, Director, Marketing Operations, Children's Hospital of Wisconsin

Before Coming to HCIC:

Consumerism

The Author of Your Brand, the Healthcare Consumer: How Consumer Voice Informs Marketing and Strategy

In today's consumer marketplace, marketing leaders need a deeper understanding of what's necessary to cultivate and earn loyal patients. How are they engaging with traditional platforms and new technology? What insights are they sharing and who are they choosing to trust? Join this team of experts and hear the latest research with case study examples from leading healthcare systems, along with practical take away strategies to earn the loyalty of your current and future patients.

Speakers:

Chris Boyer, Director, Digital Strategy & Analytics, Fairview Health Services, University of Minnesota Health

Dennis Jolley, Senior Vice President, Institutional Advancement and Chief Strategy Officer, Gillette Children's Specialty Healthcare

Aaron Clifford, Senior Vice President, Marketing, Binary Fountain

Chrissy Daniels, Partner, Press Ganey Associates, Inc.

Join the HCIC LinkedIn group to be involved in weekly discussions leading up to the conference.

This group has been designed for Healthcare Internet Conference attendees to engage and network prior to the face-to-face conference in November.

This serves as a way to discuss fun things to do at the conference such as meeting up with colleagues for a show or a nice dinner. You may also want to find out more about presentations, pre- and post-conference events or ask questions of our vendors and speakers.

Either way, enjoy the pre-conversations and we look forward to seeing you at the Healthcare Internet Conference (HCIC).

Onsite Registration Hours

Monday:
7:00am - 5:30pm

Tuesday:
7:00am - 5:30pm

Wednesday:
7:00am - 1:30pm

Register Online at **HCIC.net**



An HCIC Event by Greystone.Net and Healthgrades



Let's Talk

Sunday, November 4, 2018 • 4:00pm - 7:15pm

If you are a provider, you are invited to join us late Sunday afternoon for Let's Talk, an in-depth discussion with industry and non-industry speakers, sharing insider knowledge and experiences on how to leverage the web, digital marketing and CRM to drive conversions, grow revenue and build success stories.

Reasons to attend:

- An opportunity for providers to network with faculty, peers and partners.
- A unique opportunity to hear speakers on advanced topics in healthcare as well as relevant topics outside of healthcare.
- There's no added cost if you are attending HCIC!

Join us for thoughtful and interactive conversations and stay into the evening for drinks and dinner.



Don't Miss Out!

To sign up, choose "Attending" in the Special Event section on the HCIC Registration form.

Register Online at **HCIC.net**

Network During HCIC

**NEW
THIS YEAR!**

New Attendee “Meet & Greet”

Monday at 11:45am

Yoga Time!

Wellness Challenges!

Network During HCIC

Don't miss any of the 22nd Annual HCIC's networking opportunities and general sessions:

Monday:

- 1:15pm** Welcome to HCIC 2018
- 1:30pm** Presentation of the 2018 recipient of the John A. Eudes Award for Vision and Excellence
- 1:45pm** Opening General Session featuring Suzanne Sawyer, Vice President, Chief Marketing Officer at Penn Medicine, University of Pennsylvania Health System
- 5:30pm** Opening Reception in the Exhibit Hall

Tuesday:

- 7:30am** Induction of the 2018 Class of the Healthcare Internet Hall of Fame
- 8:00am** General Session featuring Anne Handley, President, Convince & Convert and New York Times Best Selling Author *(sponsored by Healthgrades)*
- 9:15am** Break in Exhibit Hall
- 12:30pm** Roundtable Networking Luncheon
- 2:45pm** Break in the Exhibit Hall
- 4:30pm** General Session featuring Meagan Johnson, Gen Xpert, Generational Humorist *(sponsored by Greystone.Net)*
- 5:30pm** Reception in the Exhibit Hall

Wednesday:

- 8:00am** General Session featuring Mari Smith, Premier Facebook Marketing Expert | Social Media Thought Leader, Mari Smith International, Inc.
- 9:15am** Final break in the Exhibit Hall
- 12:30pm** Luncheon and 2018 eHealthcare Leadership Awards Program



Download the HCIC Mobile App:

The HCIC app is the perfect companion to the 2018 HCIC experience. Download the "Crowd Compass Attendee Hub" from the Apple Store or Google Play. Within the app, search for "Healthcare Internet Conference." Click on the "Download" button under the HCIC icon.



The HCIC app is sponsored by Valassis.

Track Legend:

Digital Strategy & Planning

Sessions in this track highlight the role of robust strategic thought as the healthcare industry addresses the needs of its diverse publics (e.g., patients, consumers, physicians, employees, etc.) through its ever-growing digital footprint.

Sponsored by:  **COFFEY**
communications

Social Media and Mobile

Sessions in this track focus on how social media and mobile are reshaping healthcare and how they are impacting consumer choice, branding and traditional marketing.

Sponsored by:  **Team SI**

Consumer Engagement

Sessions in this track highlight some of the newer tools, solutions and tactics designed to leverage the web to improve the patient experience and to build consumer engagement.

CRM & Analytics

Sessions in this track showcase CRM and analytics strategies and implementation tactics through digital marketing integration success stories. This track also helps attendees understand how to evaluate the effectiveness, efficiency and business value of their digital footprint.

Sponsored by:  **tea leaves health**
A Welltok Company

Technology & Tools

Sessions in this track showcase current best-in-class implementations of CMS and CRM platforms, APIs, custom applications, workarounds, open source, etc.

Sponsored by:  **evariant**
MOVING HEALTHCARE AHEAD*

Design & Usability

Sessions in this track focus on the role of design and usability in the development of effective online user experiences, including how to reach the increasingly mobile customer.

Digital Marketing & Advertising

Sessions in this track feature the development and execution of digital marketing plans and tactics to reach organizational, business and marketing goals.

Sponsored by:  **CHATMETER**
LOCAL BRAND MANAGEMENT

HCIC Sprints see page 18-19 for details

Sessions in this track are fast-moving, focused short talks on a discrete topic or idea. It might be a “how-to” case study, or a “solution to a problem,” an “innovative idea” or a “success story.” This track covers multiple topics at a rapid pace, allowing you to learn and experience more in a condensed timeframe.

11:45am - 1:00pm New Attendee “Meet and Greet”

1:15 - 1:45pm Welcome Remarks and Presentation of the 2018 John A. Eudes Vision & Excellence Award

1:45 - 3:00pm **Suzanne Sawyer** General Session, see page 2 for details

3:00 - 3:15pm Break *sponsored by Centretrek*

3:15 - 4:15pm

Digital Strategy & Planning

Digital Knowledge Management: Technology Integrations to Ensure Provider Discoverability

Digital Knowledge Management (DKM) puts healthcare systems in control of the provider information patients seek. Learn how a technologically-innovative health system, OhioHealth, employs a DKM strategy to transform its marketing to ensure that data is managed internally and is discoverable by patients externally. Hear how OhioHealth incorporates Amazon Echo and EPIC into patient acquisition strategies in the current and future search landscape.

Sara Saldoff

Senior Director, Digital Marketing and Customer Experience, OhioHealth

Carrie Liken

Head of Industry, Healthcare, Yext

Consumer Engagement

Inbound and Outbound Consumer Engagement With Patient Self-Scheduling

With 77% of patients believing the ability to book, cancel or change appointments online is important, self-scheduling has become a key patient engagement tactic. Hear how The Iowa Clinic used digital engagement tools to produce higher show rates as they guided patients to the right provider with automated business rules. Learn how complementary outbound engagement strategies like email campaigns featuring real-time online scheduling with a “schedule now” button, closed more gaps in care, increased efficiency and improved patient experience.

Tyler Dettmann

Senior Manager, Appointment Center, The Iowa Clinic

Jason Kressel

Chief Operating Officer, MyHealthDirect

Technology & Tools

Using Design Thinking Principles to Build an Alexa Voice Skill

Vanderbilt University Medical Center released an Alexa Flu Tool Skill in January that was built in a day through a Design Thinking session that transitioned a browser-based widget into a voice first application. During this session, learn about: the current voice/smart speaker market, Design Thinking principles, the process of developing a skill idea, dialog graphing, the intricacies of voice scripting and tools to develop a skill.

Perry Peguillan

Manager of Research and Insights

and

Travis Waters

Assistant Director of Strategic Marketing
Vanderbilt University Medical Center

Digital Marketing & Advertising

Are You Losing the Person Among the Page Views? How Human Insights Can Strengthen Your Digital Marketing Planning

Today, most digital strategies are driven by a combination of data, clicks and online behavior patterns. In healthcare, where the patient's voice is more important than ever, success requires digging beyond this digital illusion into real human insight. This session shares new findings from two leading healthcare consumer studies, demonstrates the impact of applying consumer attitudes and behaviors to your strategy and shares how to build a consumer-centric foundation when considering digital marketing challenges and solutions.

Jerry Bowden

Executive Vice President/Deputy General Manager, Edelman

Dan Miers

Chief Strategy Officer, SPM Marketing & Communications

Social Media and Mobile

Engaging Multi-Level Stakeholders through Facebook Live Events

Facebook Live has many seeking opportunities to promote their physicians and showcase their services. These live events require more preparation and coordination than a typical video shoot. It's more than selecting the best video equipment and streaming technologies. Hear how two premier health systems consider their audiences, identify relevant healthcare themes and select the live video “stars” – all contributing to an impactful event. And, Facebook Live should not end when the camera turns off. Learn how to leverage your video content to take advantage of social media's long tail to ensure that your programs reach a wider audience over time.

Alexis Shaw

Media Relations Manager, The Ohio State University Wexner Medical Center

James Sims, III

Manager, Social Media, Northwestern Medicine

CRM & Analytics

Test and Learn: Using Optimization to Open-up Patient Access

Successful digital teams know their websites are never done. Yet most healthcare organizations haven't established digital optimization programs to test and validate how their efforts contribute to patient access. Hear how Geisinger Health System is taking a data-driven approach to better connect with patients planning their care. This approach puts A/B testing, content targeting and personalization into a globally measurable context, so digital efforts can be prioritized and evaluated based on impact.

Bryanna Pardoe

Digital Marketing Lead for Patient Care, Geisinger Health System

Jeff Cram

Co-Founder, Connective DX

Design & Usability

User-Centered Design Systems: How the University of Miami Health System Transformed its Digital Footprint

Visitors to health system websites are frequently in a state of anxiety, and confusing user interfaces may prompt them to take their business elsewhere. Unfortunately, many health systems seem to take design cues from government bureaucracies. In this session, hear what happened when the University of Miami Health System patterned its website after a more user-centered industry.

Tauffy Aguilar

Executive Director, Digital Solutions, University of Miami Health System

Kate Eyler-Werve

Solution Architect, Palantir.Net

Val Lopez

AVP, Digital & Marketing Operations, Martek Health LLC

HCIC Sprints

 Read full session descriptions on pages 18-19.

3:15pm

Getting From One Doctor and One Interview to Four Videos and 77,000 Views

3:45pm

Making the Most of Video: Big Wins with Small, But Strategic, Effort

4:15 - 4:30pm Break sponsored by *Centretrek*

4:30 - 5:30pm

Digital Strategy & Planning

Using a Consumer-Centric Strategy to Grow and Achieve ROI

Centura Health created a data-driven, consumer-centric approach to digital transformation by identifying both quick wins and long-term opportunities for growth. Hear how Centura chose a strategy and learn tips for crafting a go-to-market playbook and scaling broader transformation by using a service line as a learning lab for success.

Kevin Guill

Director of Digital Strategy, Centura Health

Becca Lococo, PhD

Vice President, Strategy, Optum

Consumer Engagement

How To Begin Brand Publishing and Engage your Audience with Journalism

Traditional marketing pushes messages out to target audiences. Brand publishing pulls readers into interesting stories with compelling content written in a journalistic style. Learn how to evaluate, plan and implement a brand publishing news site for your company. Using Cape Cod Health News as a case study, learn how to: make the business case for a news hub, review technology and platforms, generate content and interesting stories, deploy best practices and use content "origami" across multiple channels.

Patrick Kane

Senior Vice President, Marketing, Communications and Business Development, Cape Cod Healthcare

Technology & Tools

Roundtable: Take Your Provider Directory from Political Hotbed to Conversion Machine

Eighty-four percent of health consumers view digital solutions as the most effective way to search for a doctor. Which is why your online provider directory must offer engaging profiles and decision-making support. But your directory is also a political hotbed where employment status scenarios and care options compete. Through this roundtable, learn how three leading systems are using a unique mix of technology and strategy to solve today's most pressing directory challenges.

Adrian Flores

Senior Web Specialist, Marketing, Cottage Health

Jenny Sundberg

Senior Marketing Specialist, Bryan Health

Michael VanPutten

Digital Media Supervisor, Bronson Healthcare Group

Facilitated by: Ben Dillon, Chief Strategy Officer, Geonetric

Digital Marketing & Advertising

Serving Up Your Service Lines with Search: Lessons Learned from a Website Redesign Project

What's the best way to ensure that readers know about all the services your organization offers? For many hospitals and health plans, the answer involves listing every service on one massive page. It seems efficient, but the results can be disastrous. This session will include a walk through before-and-after website redesign data, and will demonstrate how separating and optimizing service line pages can lead to impressive results. Hear insights that can help you get key stakeholders involved in a project like this.

Dana McCoy

Director of Marketing, CGH Medical Center

Chris Widell

Business Development Consultant, Coffey Communications

Social Media and Mobile

Using Technology in Healthcare to Transform Culture and Better Communicate With and Engage a Multigenerational Workforce

As one of the largest multispecialty physician groups in Illinois, Springfield Clinic faced the challenge of communicating with and engaging a multigenerational workforce including Millennials, GenXers and Baby Boomers. Learn how this organization was able to successfully leverage new technologies, particularly mobile technology, to transform company culture and increase the effectiveness of its employee engagement and internal communications.

Patricia Kuhn

Director of Marketing and Communications
and

Shelley Tulo

Marketing and Communications Manager
Springfield Clinic

CRM & Analytics

Utilizing Data Analytics to Inform and Optimize (Your) Marketing Strategy

With long-standing marketing programs and strategies engrained in annual plans, and with new tools and technologies continuing to emerge, an effective method of comparing ROI across initiatives to determine an optimal marketing mix that meets objectives for growth and efficiency is necessary. Using campaign reporting models to compare ROI across different channels provided insightful data that can greatly influence strategies and aid in determining where resources could best be directed. Learn how to leverage CRM data analysis tools to power other aspects of your marketing mix for optimal ROI.

Robin Oliver

Vice President, Marketing and Communications, Dignity Health

Brad Wensel

Senior Vice President, Customer Engagement and Development, Healthgrades

Design & Usability

Creating Your Digital Standard: Design, Branding and the Patient Experience

Dedicated to providing the best patient experience possible, Northwell Health undertook a design and style standards initiative to strengthen its digital patient experience. The initiative was implemented across all digital channels and included a brand audit, UX research and the build-out of reusable design components. Hear how this prominent health system streamlined their brand by producing a comprehensive, digital style guide that helps deliver the best digital user experience possible.

Michelle Avedian

Art Director, Northwell Health

Jordan Hirsch

Director of Strategy, Phase2

HCIC Sprints

 Read full session descriptions on pages 18-19.

4:30pm

KPIs: Let's Hit the Reset Button

5:00pm

I Don't Have Time For That ... Simplifying Data Visualization for Impactful Performance Reporting on Your Organization

7:30 - 8:00am Continental Breakfast

7:30 - 8:00am Welcome & Healthcare Internet Hall of Fame Inductions

8:00 - 9:15am Ann Handley General Session sponsored by Healthgrades, see page 2 for details

9:15 -10:15am Break in the Exhibit Hall

10:15 - 11:15am

Digital Strategy & Planning

Maintenance Mode: How To Maintain Fresh, Consistent and Accurate Content

You spend all day cleaning your house, but soon, it's back to the same mess. Without better organization and behavior changes, it's unsustainable. Managing a website is not so different. Now, a year after relaunching henryford.com with optimized content, hear how the team is focused on maintaining the content quality using content-aging technology and training writers to form new habits through ongoing training and resources.

Brooke Hess

Manager of Marketing Content Strategy and Promotions
and

Ellie Martin

Web Services Specialist
Henry Ford Health System

Consumer Engagement

The Paradoxes of Healthcare Provider Search: A Panel Discussion

Provider search is the heart of many digital healthcare experiences. In this panel, experts unpack how to publish accurate provider data that supports access and provides a good experience for patients. Uncover what happens as you bring data together from multiple sources and how to plan to do so. Panelists outline the expanding channels involved and you will leave knowing you're not alone in facing find-a-doc challenges.

Tanya Andreadis

Associate Chief Marketing Officer, Penn Medicine

Mike Fouratt

System Director, Consumer Center of Excellence, CHRISTUS Health

Stephanie Johnson

Senior Director, System Web Services, The University of Maryland Medical System

Facilitated by John Berndt, CEO, The Berndt Group

Technology & Tools

Tug of War: Sharing the Tools and Technology of CRM and BI

We were all supposed to learn how to share in kindergarten, but when it comes to CRM, BI and big data tools, each hospital department wants it, and nobody wants to share. Learn how Sharp HealthCare stopped playing a departmental tug-of-war and started marrying the power of CRM, BI and other analytics tools to amplify the impact for the whole healthcare system.

Kelly Faley

Vice President, Digital Strategies, Sharp HealthCare

Daniel Quinn

Vice President of Business Strategy and Analytics, LionShare Marketing

Digital Marketing & Advertising

Technology Integration and the Art of Showing Real ROI

John Wanamaker famously said, "Half the money I spent on advertising is wasted; I just don't know which half." Digital marketing arrived promising to end that problem with plentiful and reliable data. But more than a decade later, how many healthcare marketers can honestly prove real ROI? In this session, explore the Compassus journey from 'very little marketing' to a 'fully integrated marketing platform' and how they document real EMR-drawn patient ROI.

Marc Needham

Vice President, Digital Marketing, Compassus

Sebastian Friedrich

President, Combinaut

Social Media and Mobile

Engaging Audiences Through Video

Penn Medicine Princeton Health created a successful USTREAM channel to engage consumers through live streaming that features health experts and educators. Over the past 7 years, Princeton Health produced 109 videos that have received more than 44,000 views. In 2017, after reviewing viewership patterns, Princeton Health modified its strategy and made the switch from live presentations to pre-recorded videos, allowing for more flexibility in scheduling and the editing of content to be concise and less formal — more like a conversation that a patient might have with a trusted medical professional. The result was a 37% increase in views.

Carol Norris-Smith

Vice President, Marketing & Public Affairs, Penn Medicine Princeton Health

CRM & Analytics

Putting a Measurement on Success: The Evolution of Healthcare Marketing

How does a contemporary marketing department measure success? In this session, learn about the current state of healthcare marketing and be introduced to proprietary benchmarks and strategies marketers can use to follow the lead of other industries. Understand why now is the time to shift away from classic brand metrics toward measuring acquisition costs and lifetime value.

Ed Rafalski

Chief Strategy and Marketing Officer, BayCare Health System

Richard Fine

Vice President, Marketing, ZocDoc

Design & Usability

The Journey to Web Accessibility Compliance: A Case Study of VCU Health

2018 is the year web accessibility became real for many organizations. Before, many organizations either didn't know enough about the standards or were concerned that the standards would "water down" their ability to create innovative and compellingly designed websites. As such, many have largely ignored the requirements for web accessibility compliance. In this session, hear how the VCU Health System, an academic medical center, brought their website into full compliance without changing its look and feel.

Jennifer Vazales

Digital Marketing Strategist, VCU Health System

Mark Samber

Senior Vice President, Strategic Services, Digital, UX, MERGE Atlanta

HCIC Sprints

[Read full session descriptions on pages 18-19.](#)

10:15am

Hands Only CPR

10:45am

Don't Just Say You Care. Prove It.

11:15 - 11:30am Break sponsored by *Centretrek*

11:30am - 12:30pm

Digital Strategy & Planning

Realizing Consumer Journeys: A Panel on Digital Innovation

Marketing insights are increasingly data driven; marketers need to anticipate patient needs real-time. Using real-life examples, this lively panel will explore operational, technical and cultural challenges in integrating CX. Explore big questions such as: What does it take to deliver enterprise digital experiences? What capabilities and tools are needed? And, most importantly, how do I advance my organization to take their next best action?

Ron Henry

Senior Manager, Digital, Brigham & Women's Hospital

Jared Johnson

Manager, Marketing Technology and Analytics, Phoenix Children's Hospital

Craig Kartchner

Associate Vice President, HonorHealth

Facilitated by **Paul Griffiths**, CEO, MedTouch

Consumer Engagement

Content Marketing: A Game-Changing Opportunity

Content marketing may be the latest buzz in healthcare marketing, but savvy companies have been providing valuable, personalized and consistent content for years to successfully attract and retain a clearly defined audience — and, ultimately, to drive engagement, acquisition and revenue. Hear how CentraCare Health used highly-targeted content to increase awareness and use of bariatric, neurology and cancer services and how to apply these techniques to any service line.

Cheri Tollefson Lehse

Web Development Specialist, CentraCare Health

Jana Wallpe

AVP, Strategic Planning, Private Health News

Technology & Tools

Utilizing Marketing Automation and Patient Journeys to Drive Success

Marketing plans that concentrate on TV ads and billboards don't stem leakage or keep leads engaged. Providers must guide patients through their individual journeys after an initial lead inquiry. Using patient journeys helps to increase patient acquisition and retention while allowing marketers to show efficacy with provable ROI. In this session, learn about best practices and metrics for identifying the market opportunity, how to improve the customer experience and how to channel information that creates actionable intelligence through marketing automation.

Jeff Bean

Orthopaedic and Cardiology Service Line Consultant, Scripps Health Network

Rachel Neely

Senior Healthcare Consultant, Evariant

Digital Marketing & Advertising

How to Create Service-Line Specific Content Marketing Plans that Drive Business

When Le Bonheur Children's Hospital turned its focus to marketing for specific service lines, it wanted a winning content marketing strategy that would first raise awareness and then follow patients down the decision-making funnel. Hear how Le Bonheur Children's uses targeted content and digital advertising to reach its desired audiences and increase patient volumes in specific service lines.

Sara Patterson

Senior Digital Marketing Specialist, Le Bonheur Children's Hospital

Lauren Farabough

Director of Healthcare Strategy, Team SI

Social Media and Mobile

Anatomy of a Successful Service Line Campaign

Learn how Altru Health System combines data analytics with an integrated content strategy to find, engage and convert their top prospects. Using an orthopedics service line campaign launched in September 2017 as a case study, hear how the use of direct mail, paid search, social ads and digital content created outstanding results, including 30 qualified calls and 100+ seminar requests within the first 60 days. Discover how Altru employs data-driven campaigns to increase patient volume, reverse outmigration and achieve response rates significantly higher than the industry standard.

Annie Berge

Marketing Strategist, Altru Health System

Eric Silberman

Executive Vice President, True North Custom

CRM & Analytics

The Doctor Will Hear You Now: Innovative Solutions to Increase Patient Volumes Through Physician Engagement

Reaching providers who are crucial to your organization's success is a challenge that can't always be solved by traditional means. This session shares how HCOs can effectively communicate to physicians and offer the resources to be high quality care providers and vital growth stakeholders. Hear how to succeed by grabbing busy physicians' attention and tailoring your value proposition to their specific needs and communicate it with high impact.

Henry Randall, MD

Executive Director, SSM/SLUH Transplant Center

Chantal Reyna, MD

Assistant Professor, Breast Surgical Oncology, M.D. Anderson Cancer Center

Ty Tillery

Lead Client Strategist, Tea Leaves Health

Design & Usability

Getting Better Every Day: How to Make Website Redesign an Ongoing Process

The online experience is constantly changing. Is your website keeping up? Using Dukehealth.org as a case study, learn how to apply research and analytics to create a culture of continuous improvement. Using Duke's experience, discover ways to constantly evolve and improve your site to stay current with shifting needs and expectations and hopefully, avoid the dreaded ground-up redesign.

Debbe Geiger

Director, Content Strategy

and

Chad Roberts

UX Designer

Duke Health

HCIC Sprints

 Read full session descriptions on pages 18-19.

11:30am

Structured Data to Improve Location Page Search Engine Optimization

Noon

Why Company Blogs Help Define Who You Are

1:45 - 2:45pm

Digital Strategy & Planning

Reimagining Personalization via Chatbot

Today, over 60 million Americans use a digital personal assistant in their everyday life. Now imagine if you could create the same experience for your patients? Hear how and why Southcoast Health took on the challenge to implement a personal website guide via AI-enabled web chat. Learn how Southcoast uses data to create personalized, branded experiences to help patients navigate their digital healthcare journeys.

Traci McNeil

Director of Marketing and Communications, Southcoast Health

Brian Gresh

President, Loyal

Consumer Engagement

Improving the Patient Experience Through a Focus on Digital Engagement

One of the most critical aspects to delivering remarkable care comes through engaging patients with their needs and preferences. Novant Health has developed several initiatives that support an emphasis for remarkable patient care, including an innovative online patient experience, an emphasis on human experience innovations, an electronic patient family advisory council and exploration into out-of-the-box solutions to tailor individual patient experiences. Learn how each is dedicated to meeting patients where they are and maximizing engagement in their own healthcare journey.

R. Henry Capps, Jr., MD, FAAFP

SVP and COO, Physician Network

and

Stephanie Landry

Director of Communication & Engagement, Physician Network
Novant Health

Technology & Tools

Getting Personal Without Getting Creepy

Website personalization is easier to implement and manage than ever before, but for most healthcare providers, their sites still take a one-size-fits-all approach to content. In this session, explore implicit content personalization examples, learn about relevant goals and tracking, hear about common challenges and see how organizations move the needle using a combination of automated and manually-managed personalization efforts.

Andy Gradel

System Director, Digital Marketing, Main Line Health

Brett Borgeson

Program Manager, Velir

Digital Marketing & Advertising

How Digital Campaigns Help Johns Hopkins Medicine Deliver Patient Acquisition and Maintain World Class Care

The Johns Hopkins Hospital is the only hospital in history to be ranked first in the nation for 22 years by U.S. News & World Report. However, in today's competitive environment, how does Johns Hopkins continue to increase patient acquisition and communicate the quality of their patient care? This session showcases emerging online healthcare trends and specific tactics to help achieve patient acquisition and goals through Search Marketing (PPC) campaigns.

Matt Bailey

Senior Search Marketing Specialist, Johns Hopkins Medicine

Amy Swartz

Partner Enablement Manager, Google

JK Lloyd

CEO, Eruptr

Social Media and Mobile

From the C-Suite to Bedside Staff: Why Every Employee Should Be Trained in Social Media

When a crisis went viral, Nationwide Children's Hospital created a workforce-wide social media curriculum to train employees on best practices. With a staff of 12,000+, hear how their social media manager developed a curriculum, tiered on seven levels, with diverse learning modules to fit the needs of a varied staff. By employing techniques like infographics, podcasts, internal signage, brown-bags and a digital module, their team has made an impact on how social is viewed within the organization.

Diane Lang

Manager, Social Media, Nationwide Children's Hospital

CRM & Analytics

Demystifying Data Science: How Children's National Uses Advanced Marketing Analytics to Generate More Revenue with Less Investment

Data scientists can mine massive amounts of information to better understand human behavior. So how can marketing teams use the principles of "big data" to drive greater ROI? Children's National has created an analytics program to understand what marketing works best for their charitable foundation, driving a 39% increase in online giving in 2017. Hear an overview and see real analysis and outcomes. This session is useful for both foundation and hospital marketers.

Jon Thompson

Director, Philanthropic Marketing and Communications, Children's National Health System

Christopher Riegger

Chief Operating Officer, Modea

Design & Usability

How Your Hospital Website Can Behave Like a Consumer Retail Site

Google-like search, bookmarking your faves, gated content offers to capture prospective patient leads and single sign-on. A B2C website? Nope, just the new Ochsner.org inspired by the best of consumer and B2B website experiences. Learn how to make your hospital website behave like a consumer retail site.

Katherine Staiano Walker

Digital Content Manager, Ochsner Health System

Dan Greenwald

Chief Executive Officer, White Rhino

HCIC Sprints

 Read full session descriptions on pages 18-19.

1:45pm

Getting to the Heart of a Doctor Search

2:15pm

How Lean Methodologies Improved Online Scheduling Performance by 48%

2:45 -3:30pm Break in the Exhibit Hall

3:30 - 4:30pm

Digital Strategy & Planning

How a Strong Online Reputation Can Improve Patient Experience

Nearly 80% of consumers start online when searching for a healthcare provider. However, they often find negative, incorrect or insufficient information about doctors and facilities, which can interfere with an organization's ability to provide a positive consumer experience. Learn how Ascension's initiatives to enhance physician listings and improve online reputation help drive business and gather valuable insights.

Annie Haarmann

Senior Director, Marketing Experience Optimization
and

Tara Raeber Vail

Vice President, Marketing and Communications
Ascension

Joy Ghosh

Vice President, Sales, Reputation.com

Consumer Engagement

Test, Measure and Implement: How a Fortune 100 Healthcare Organization Drastically Improved Consumer Email Engagement: A Step-by-Step Use Case

Humana's pharmacy email team sent over 32 million emails to customers last year, making it a powerful (yet under-appreciated) communications channel. An Email Improvements Team set out to improve performance by implementing a few small changes. Hear how the team of <5 people, was able to make a large and measurable difference for the channel. Learn how you can do the same in-house without a large budget. Leave knowing that by focusing on what makes the biggest impact to your business, you can make a big change to your email performance.

Simmy Kaur

Senior Professional, Marketing Campaign Management
Humana, Inc.

Technology & Tools

Moving Multiple Hospitals to a Singular Content Management System

Today's healthcare world presents a trend that is showing no signs of slowing — individual hospitals joining forces as systems. LCMC Health recently formed by the coming together of five hospitals with both varying and overlapping markets and services, along with multiple content management systems (CMS). Hear how the LCMC Health digital team tackled bringing four of these hospitals onto one new CMS platform.

Hilton Guidry

Web Production Specialist, LCMC Health

Brian Davis

Senior Vice President, Scorpion Healthcare

Digital Marketing & Advertising

The Agile Approach to Patient Journey Marketing

Are you trying to determine how patient journeys and marketing automation helps hospitals acquire patients for service lines? Through this UC Health case study, discover what service lines are best suited to the journey approach and the value of implementing journeys. Also hear about the complete digital patient lifecycle, the road blocks organizations have faced and how to overcome them.

Sydney Hudson

Digital Experience Manager, Marketing and Communications, UC Health West Chester Hospital

Maria Regan

Director, Content Strategy, Wainscot Health

Christian Twiste

Chief Operating Officer, Korcomptenz

Social Media and Mobile

Making Your Social Media Metrics Actionable

Social media strategies are ever-evolving, adapting to changing algorithms and user behavior. One key consideration should be what your metrics are telling you about your content performance. Hear members of Mayo Clinic's Social and Digital Innovation team share case studies on how they have made their YouTube, Twitter and Facebook metrics actionable.

Makala Arce

Senior Communications Specialist
and

Taryn Offenbacher

Senior Communications Specialist
Mayo Clinic

CRM & Analytics

Drowning in Data: Finding Clarity in Your Digital Results

Maybe you've got Google Analytics, maybe spreadsheets of data from your call center and five different reports from five different vendors on your digital marketing results. You've got so much data you don't know what's up or what's down, let alone what is and isn't working. Learn how to gather all your data points and ensure they are tracking appropriately in Google Analytics. Discover ways to visualize data and ultimately turn it into actionable insights for you and your team.

Steve Eldridge

Web Editor, Rush University Medical Center

Kyle Brigham

Director, Client Relations, Marcel Digital

Design & Usability

Making Connections: How People Search for Care and What It Takes to Create a Confident Conversion

Want to drive more online appointment requests? It starts by creating a "confident" care-seeking connection for the consumer. Hear learnings from Sentara Healthcare's Find-a-Provider consumer study, including how to recognize and design for consumers' changing values based on the complexity of care they're seeking — and how the right mix of emotional, informational and clinical content can optimize the connections your Find-a-Provider tool and website make with consumers.

Alaina Galbraith

Digital Media Advisor, Sentara Healthcare

Matt Hummel

President, Red Privet

HCIC Sprints

[Read full session descriptions on pages 18-19.](#)

3:30pm

Creating a "Social intelligence Hub" for Hospital Networks

4:00pm

How Content Marketing Can Make Patient Care More Transparent

9:15 -10:15am Final Break in the Exhibit Hall

10:15 - 11:15am

Digital Strategy & Planning

Voice Search: Preparing Your Healthcare Website for the Biggest Change in Search History

Predictions show that by 2020, 50% of all searches will be performed via voice and 60% of voice searches will be completed on a screen-less device such as Amazon Echo or Google Home. That represents a massive and quick acceleration and if brands hope to stay relevant in search, they must adapt. This session will demystify voice search and provide actionable tips to optimize websites to be voice-friendly.

Courtney Cox

Digital Marketing, Children's Health

Consumer Engagement

Putting the Patient Journey at the Core of Your Digital Strategy

Weill Cornell Medicine, with over 1,200 doctors in 40+ specialties, wanted to increase brand awareness and patient volume, but faced challenges. This case study highlights how marketing novices built a digital program encompassing over 30 clinical specialties that drove patient engagement. Hear about their strategy, solutions and institutional challenges and how to overcome similar ones in your own organization.

Roselena Martinez

Marketing Administrator, Weill Cornell Medicine

David Wasserman

Multi-Market Sales Manager, ReachLocal

Technology & Tools

The Voice of the Digital Customer: What You Don't Know CAN Affect Your Brand

Websites are the virtual front door to your organization and have a major impact on how people feel about your brand. Understanding who is visiting your website and how they rate that experience (and your brand) is vital to your overall brand building strategy. Learn how IU Health's digital team measured their visitors' experiences on two websites (including a standalone children's hospital site) and created real change in the digital brand dialogue. See where research-directed improvements for 'information searching' visitors have already made an impact and where work still needs to be done on the 'transaction-oriented' visit types.

Jacob Taylor

Associate, Digital Product Management Digital Marketing and Experience, IU Health

Rob Klein

Founder & CEO, Klein & Partners

Digital Marketing & Advertising

What Physicians Are Really Reading and How to Get on the Short List

How do you grab a physician's attention digitally? They're incredibly busy and with medical knowledge doubling every 3.5 years, it's tough to keep up. Understanding what media mix is effective and what content resonates is key when designing physician marketing strategies. In this session, hear insider tips on what physicians are really reading and watching. Hint: it's not banner ads or patient testimonials. Learn how physicians consume news and hear real results from Atrium digital campaigns, including open rates, click-throughs and conversions. Leave with the secrets to leveraging your investment and building your ROI.

Rose Herring

Senior Director, Strategic Marketing and Physician Liaison Services, Atrium Health

Nate Gross, MD

Co-Founder, Doximity

Social Media and Mobile

A Data Driven Approach to Mobile App Marketing

Children's Hospital of Pittsburgh of UPMC launched its ChildrensPgh app in 2010. An early adopter of mobile technology, Children's experienced initial success in attracting users and showing conversions. Hear how, in early 2018, Children's migrated their 22,000+ users to a more robust platform that delivers more personal value to users and fosters a tighter connection to Children's facilities, programs and physicians. Audience segmentation, marketing messages and conversion strategies will be presented through a cause-and-effect story.

Maggie Bray

Manager, Clinical Marketing, Children's Hospital of Pittsburgh of UPMC

Sue Riffel

CEO, AppCatalyst

CRM & Analytics

Blurred Lines: Marketing and Ethics in the Brave New World

In this always-on big data world, marketers are armed with more powerful data and tools than ever before turning us into social engineers who can shape messages and mediums and even the behaviors and actions of consumers. In doing so, marketers increasingly face challenging ethical decisions for everything from who and how we target to how we market our products and services. This became even more clear with the recent news of the Facebook/Cambridge Analytica data breach and the use of behavioral targeting to influence millions of online consumers. Is it "fair" marketing or psychological warfare? Join this panel discussion on marketing ethics and its role in common everyday practices including the use of electronic medical records, healthcare apps, wearable smart devices, voice-activated virtual assistants, real-time social apps and monitoring devices, digital retargeting tactics, data mining and customer profiling.

David Feinberg

Vice President and Chief Marketing Officer, Dana-Farber Cancer Institute

Karen Corrigan

CEO, Corrigan Consulting

Greg Green

Chief Data & Analytics Officer, Valassis

*Facilitated by **Daniel Fell**, CEO and President, ndp*

Design & Usability

MU Health and Consumer-Focused Web Transformation

The University of Missouri Health Care's (MU Health Care) previous website did not support a strong patient experience, failed to effectively convert prospective patients, lacked an intuitive architecture and content strategy and had grown bloated. Many of the same problems existed for the School of Medicine website. Learn how MU Health Care created a new consumer-focused, award-winning online presence.

Justin Willett

Communications Manager, MU Health Care

Glen Doss

Vice President, Strategy and Business Development, Centretrek

HCIC Sprints

 Read full session descriptions on pages 18-19.

10:15am

Patient Loyalty Versus Leakage Identification and Intervention: A Standardized Approach

10:45am

Nurturing a Happy Workplace: Overcoming Stress with a Sense of Humor

11:15 - 11:30am Break *sponsored by Centretrek*

11:30am - 12:30pm

Digital Strategy & Planning

Dump Your Digital Marketing Team

The journey from MarCom to MarTech isn't easy but is essential. As marketing becomes mostly digital and the array and complexity of tools needed to be efficient grows, the old model of a separate digital marketing team no longer works. Follow one organization's journey to a MarTech model and learn how getting rid of their Digital Marketing team was an important step in improving results and overall team performance.

Tricia Geraghty

Chief Marketing Officer
and

Wendy Ruenzel

Supervisor, Marketing Platforms
Children's Hospital of Wisconsin

Consumer Engagement

Enhancing the Digital Experience for Patients with Disabilities

Although persons with disabilities make up 19% of the U.S. population, they often don't receive the same quality healthcare as able-bodied Americans, even though disabilities cost \$400 billion per year in healthcare expenditures. Despite providers' best attempts to be accessible, people with disabilities still face barriers. Given the current litigious climate on accessibility, many health providers do not want to risk financial penalties, loss of government funding or class-action lawsuits, which makes understanding the needs of people with disabilities a business imperative. In this session, hear case studies where healthcare providers have revamped their digital properties and implemented comprehensive digital accessibility solutions, including assistive technology and digital accessibility evaluation and remediation.

Simon Dermer

Managing Director, eSSENTIAL Accessibility

Technology & Tools

Open Source CMS Panel Discussion: Leveraging a Community Approach

Today's healthcare consumers aren't much different than an Amazon or Netflix consumer. They are searching for health-related products and services online – be it searching symptoms, booking appointments or finding a doctor. In every interaction, they expect fast, seamless experiences and results that offer an array of good options. In this panel discussion, learn how an open source CMS can be leveraged to help hospitals focus on a superior patient experience.

Brandy Sweeney

Online Marketing Manager, UVa Health System

Colleen Walsh

Digital Marketing Consultant, Steward Health Care

Rich Phillips

CEO, Customer Evolution

*Facilitated by **Mike Gianelli**, Regional Director, Acquia*

Digital Marketing & Advertising

Making Telehealth a Success: How Data-Driven Marketing Increased Cleveland Clinic's Virtual Visits

As consumers increasingly shop for convenient and affordable healthcare, provider and patient interest in virtual visits also continues to grow. As an institution that continually strives to improve the way it delivers outstanding care to patients, Cleveland Clinic uses virtual visits to bring new dimensions of care for providers and patients. Learn how the integrated marketing team uses data-driven marketing tactics to help support the growth of virtual visits volume.

Nathan David

Digital Marketing and Analytics Manager
and

Laura Vasile

Marketing Manager
Cleveland Clinic

Social Media and Mobile

Keys to Success in Mobile Search and Discovery

As Google and Apple have taken more control of mobile user experiences, patients are becoming less dependent on provider websites for discovery, and strongly utilize map, voice and other forms of location-based search, which is now Google's default. Learn how to stop losing traffic to Google, and how to capture and engage patients in their moments of discovery.

Kevin Madden

Director of Search Marketing, Providence St. Joseph's Health and Services

CRM & Analytics

Using Digital Scorecards to Drive and Document Service Line Growth

The Communications Department of Northern Arizona Healthcare recently made a quantum leap with the redesign of the public-facing website, the installation of a CRM platform and the creation of integrated print and digital campaigns. All tasks were designed to drive service line growth. With that done, it is now time to leverage analytics to maximize reach and ROI. Hear a case study on how to use digital scorecards to drive and document growth.

Emma Crislip

Social Media Specialist
and

Pam Wilcox

Senior Digital Engagement Coordinator
Northern Arizona Healthcare

Design & Usability

UX and Accessibility Matters to Patients, to Google and to your Bottom Line

Have you ever used your phone with one hand? With wet hands? In bright sunlight? Web accessibility doesn't just affect those with permanent physical disabilities, it affects all of us daily. And not only do patients visiting your website care, but Google cares. Sites that use web accessibility best practices can generate up to 50% more organic traffic. Learn how to incorporate accessibility into your digital strategy, get more traffic and reduce compliance risks.

Richard Baldwin

Manager of Digital Service, Palmetto Health

Ben Cash

CEO, BlueKey

HCIC Sprints

 Read full session descriptions on pages 18-19.

11:30am

Match-Making Marketing Style: Adding and Engaging Targeted Facebook Followers

Noon

Smaller Audience, Bigger Returns: Building a Separate Social Media Healthcare Brand From Scratch

HCIC Sprints 3-Day Schedule

**NEW
THIS YEAR!**

HCIC Sprints

Sessions in this track are fast-moving, focused short talks on a discrete topic or idea. It might be a “how-to” case study, a “solution to a problem,” an “innovative idea” or a “success story.” This track covers multiple topics at a rapid pace, allowing you to learn and experience more in a condensed timeframe.

Monday, November 5, 2018

3:15 - 4:15pm

HCIC Sprints

3:15pm

Getting From One Doctor and One Interview to Four Videos and 77,000 Views

Provider video profiles are an effective tool for introducing the physician and his or her passion and approach to patient care. Video can help establish that patient-physician rapport even before the first appointment. This Sprint covers how to tease out that passion in an interview, how to repurpose the video via judicious editing, into coherent, digestible chunks and how to deploy it on websites, digital advertising and social media.

Bonnie Ward

Senior Communications Specialist
and

Amy Welsh

Marketing Strategist
CHI St. Vincent

3:45pm

Making the Most of Video: Big Wins with Small, But Strategic Effort

With limited time, staff and budget, marketers must be nimble when it comes to tactical deployment. Video is an investment. Even if you're doing it in-house, with basic equipment, you're still taking time from content creators and clinical staff. Simple, thoughtful approaches can help optimize production time, capitalize on the content gathered and leverage footage across platforms and editorial calendars. Hear how UVA squeezes everything possible out of every shoot.

Brandy Sweeney

Online Marketing Manager, UVa Health System

4:30 - 5:30pm

HCIC Sprints

4:30pm

KPIs: Let's Hit the Reset Button

Trilliant Health has run over 200,000 digital ads across 25 service lines for 500 hospitals and still finds that healthcare providers accept, and sometimes even expect, reporting on KPIs that aren't aligned with their ultimate campaign goal: driving profitable patient volume. Hear how CentraCare Health reset the KPI button and understand why, if you aren't measuring cost per lead, lead conversion rate and payer mix, you could be missing the mark.

Anthony Gardner

Vice President, Marketing and Communications, CentraCare Health

Jeff Snyder

Vice President, Client Operations, Trilliant Health

5:00pm

I Don't Have Time For That ... Simplifying Data Visualization for Impactful Campaign Performance Reporting on Your Organization

Learn how Atrium Health is constantly redefining data visualization for more impactful performance reporting for everyone from managers to the C-suite. Hear how the evolution from Word documents to easy-to-understand interactive dashboards has yielded more actionable, measurable and successful campaigns.

Laura Laye

Director, Marketing Analytics, Atrium Health

Tuesday, November 6, 2018

10:15 - 11:15am

HCIC Sprints

10:15am

Hands Only CPR

Hands-only CPR is easy and saves lives — just follow the beat of your favorite song. The Bee Gees' “Staying Alive” has been used to teach CPR, but what if you don't know who the Bee Gees are? Or dislike disco? Learn why and how NYP developed a “branded playlist” on Spotify for NewYork-Presbyterian Hospital made up of 100 beats-per-minute songs that span all music genres making it easy for anyone to find a song they can remember.

Harry Sherman

Corporate Director of Strategic Marketing, NewYork-Presbyterian Hospital

10:45am

Don't Just Say You Care. Prove It.

Hospitals often say they want to keep the community healthy, but very few ‘walk the talk’ until community members become patients. Learn why and how Health Quest developed an online-based fitness program called the Get Fit Challenge. Hear how Health Quest — using only social media promotion — got more than 1,000 local Hudson Valley residents to participate in the Challenge in just three years.

Tim Massie

Senior Vice President, Marketing, Public Affairs and Government Relations, Health Quest

Alaina Paciulli

Director of Integrated Media & New Business, Seiden Advertising

11:30am - 12:30pm

HCIC Sprints

11:30am

Structured Data to Improve Location Page Search Engine Optimization

Structured data is a kind of markup that helps search engines more efficiently understand and process web content on your site, so it can be displayed more prominently in search engine results. Hear how Emory Healthcare applied structured data on primary care location pages, resulting in an increase in new users with more than 50% organically driven by Google.

Denise Davis

Assistant Director, Marketing Operations, Emory Healthcare

Noon

Why Company Blogs Help Define Who You Are

Many medical centers and hospitals confuse blogs with news articles. News articles are self-explanatory — news — while blogs should be short stories that define your unique personality and company culture. Many companies make the mistake of writing self-serving blogs: ads disguised as blogs. In today's social marketing environment, many consumers are looking for relatable companies. What better way is there to advertise your healthcare company than letting people know who you are!

Kevin Ewalt

CEO, RADMAX, Ltd.

HCIC Sprints 3-Day Schedule

November 6, 2018

1:45 - 2:45pm

HCIC Sprints

1:45pm

Getting to the Heart of a Doctor Search

More than half of Americans focus on personality and relationship when choosing a doctor. Most search tools provide credentials, peer ratings, demographics, experience and locations/hours, but fail to communicate the care philosophies that really help patients and doctors connect. Hear how Highmark Health solved that problem with an easy-to-use, patient-centric mobile optimized experience that leverages scientific algorithms to identify doctors who align with patients' healthcare philosophies and needs.

Stacy Byers

Vice President, Digital Strategy, Highmark Health

2:15pm

How Lean Methodologies Improved Online Scheduling

Performance by 48%

Lancaster General Health knew their customers wanted to schedule appointments online, but for some reason they weren't doing it. See how Lancaster, using three lean techniques – measurement, daily huddling and rapid idea generation – made multiple systematic tweaks to increase online scheduling performance over 48% in a matter of weeks. Hear how calls to the scheduling call center are decreasing and overall volume is increasing with higher satisfaction and engagement.

Corey Meyer

Director of Strategic Acceleration
and

Colleen Parran

Project Manager for Strategic Acceleration
Lancaster General Health

3:30 - 4:30pm

HCIC Sprints

3:30pm

Creating a “Social intelligence Hub” for Hospital Networks

In this Sprint, learn how Hackensack Meridian Health created an integrated social intelligence hub that analyzes engagement and conversations alongside web and digital analytics to build brand affinity and drive patient loyalty across 16 hospital communities.

Margaret Fontana

Digital Innovation Officer, Hackensack Meridian Health

Jason Klein

Co-Founder and Co-CEO, ListenFirst

4:00pm

How Content Marketing Can Make Patient Care More Transparent

Increasing transparency is a big challenge. There are privacy laws, hesitant decision-makers and PR fears to consider. But patients and caregivers are looking to make informed consumer decisions. Learn how UCLA Health used a content strategy to create Connect, a hub for patients to share their stories, find practical health information, recognize a staff member and participate in health education webinars. Learn how, by engaging patients, caregivers, physicians, staff and researchers through content, the UCLA Health team is creating a model that brings patients and providers together digitally.

Ashley Dinielli

Social Media Manager, UCLA Health

Emily Broderick

Director of Content, Aha Media Group

Wednesday, November 7, 2018

10:15 - 11:15am

HCIC Sprints

10:15am

Patient Loyalty Versus Leakage Identification and Intervention: A Standardized Approach

Patient leakage hinders patient loyalty. Providers can identify patient leakage and create intervention materials and processes; however, these are often marginally effective and not easily scalable. This Sprint explores a new patient leakage and intervention process using standardized and semi-automatic reporting and analyses, with an emphasis on trajectory analyses on new patient encounter data to show rank-ordered sets. Learn how providers can close gaps between leakage, identification and intervention for new patients.

William Disch, MD

Director, Data Science, Evant

10:45am

Nurturing a Happy Workplace: Overcoming Stress with a Sense of Humor

As leaders in healthcare marketing, we have the common pressures of shrinking budgets and heightened expectations. So how do we nurture teams who enjoy their work and bring their best every day? While competing for patients, health systems are also competing for the finest creatives, developers and strategists in the market. In this Sprint, Augusta University Health walks attendees through their tips and tricks for creating a work environment where employees thrive, innovate and maintain work-life balance all while improving the health system's bottom line.

Cathleen Caldwell

Associate Vice President, Web and Creative Services
and

Emily H. Renzi

Marketing Manager, Division of Communications and Marketing
Augusta University Health

11:30am - 12:30pm

HCIC Sprints

11:30am

Match-Making Marketing Style: Adding and Engaging Targeted Facebook Followers

Significantly increasing an organization's Facebook following can be a daunting task. Looking to supercharge the number of targeted and engaged followers on its Facebook page, Antelope Valley Hospital embarked on a social-match campaign that catapulted its growth from a snails pace to a 20% increase in just one month. The initiative simultaneously reinforced online messages local consumers were receiving via the hospital's printed newsletter by specifically targeting newsletter recipients. Discover how this large community hospital is exponentially increasing its Facebook audience and turning those new followers into fans who engage directly with the hospital and serve as advocates in the community.

Carol Stevenson

Director, Marketing & Public Relations, Antelope Valley Hospital

Jill Mellady

President, Mellady Direct Marketing

Noon

Smaller Audience, Bigger Returns: Building a Separate Social Media Healthcare Brand From Scratch

Bigger isn't always better ... at least when it comes to social media fans and followers. Using a healthcare case study, see how a separate brand was created to leverage the precision of social media to find, engage and convert a small, targeted audience from scratch. After successfully building a modest, yet influential audience of Instagram followers, discover how the brand demonstrated a 500% increase in business with projections of continued growth.

Samuel Peek

CEO, Incredible Marketing

By Popular Demand!



65%
of last year's
attendees
found the
roundtable
discussions
valuable!

Tuesday November 6th • 12:30pm - 1:45pm

Roundtable Discussions and Luncheon

Speakers and healthcare leaders will be available to discuss relevant top of mind topics such as:

- Bridging the gap with millennials
- Customer lifetime value strategies
- The role of mobile apps for the modern consumer
- Building and driving ROI through robust digital funnel
- Defining CX/PX strategies
- Research strategies for persona/journey maps
- Emerging Social Media
- Building a Mobile Strategy
- Mapping the Patient Journey
- Levering CRM
- Analytics
- Marketing Automation
- Social Media and Mobile
- Website Redesign
- Search Engine Marketing Strategies
- And many more!

Stay Connected after HCIC



Participate in the Backstage Pass Webinar Series

Backstage Pass is a webinar series that extends the education from the annual Healthcare Internet Conference (HCIC) throughout the year. It provides a monthly opportunity for those who crave more education and welcome a chance to continually learn and grow.

The webinar series educates leaders in the healthcare industry on emerging internet technologies, digital marketing and more. And, it provides an environment in which healthcare marketers, web leaders, IT professionals and strategists can learn from the other attendees and presenters.

Participating in Backstage Pass is free for providers.

For more information about attending or presenting,
please visit www.hcic.net/backstage-pass

Awards & Recognition

The John A. Eudes Vision & Excellence Award

Monday, November 5, 2018 • 1:30pm



In 2012, Greystone.Net established the John A. Eudes Vision & Excellence Award, in memory of one of the Greystone founders, John Eudes.

John started the Healthcare Internet Conference in 1996 and made a lasting and significant contribution to the healthcare Internet field.

The award honors individuals who embody John's ideals for excellence.



The 2018 Healthcare Internet Hall of Fame Inductions

Tuesday November 6, 2018 • 8:00am

The Healthcare Internet Hall of Fame was established in 2011 to honor individuals and organizations that have made outstanding, long-lasting contributions to the healthcare internet industry.

While honoring innovation, the Hall was also established to ensure that the history of the industry is preserved for future generations. Each year, new members of the Healthcare Internet Hall of Fame are inducted at the industry-wide Healthcare Internet Conference. Learn more at www.hihof.com.



2018 eHealthcare Leadership Awards Presentation

Wednesday, November 7, 2018 • 12:30pm

Now in its 19th year, the eHealthcare Leadership Awards program recognizes the best websites and digital communications of healthcare organizations, including hospitals, health systems, physician groups, health plans, online health companies, pharmaceutical/medical equipment firms, agencies/suppliers and business improvement applications.

The awards presentation honors award winners in 17 categories, while sharing overarching themes from roughly 1,000 entries—and the industry leading practices that set winners apart. Learn how award winners are using enhanced website designs, mobile apps, video and other rich media, social media, cutting-edge business process applications, integration of online and offline marketing and e-business features to improve consumer experience, increase revenues, and reduce costs in a highly competitive environment.

eHealthcare LEADERSHIP AWARDS



Jane Weber Brubaker
Award Chair, eHealthcare Leadership Awards Editor
eHealthcare Strategy & Trends



Susan Emerson
SVP Strategic Planning & Business Development
Private Health News



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www.medtouch.com



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www.tealeaveshealth.com

Tea Leaves is sponsoring the CRM & Analytics track



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www.chatmeter.com

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The team at Corrigan Consulting works with healthcare leaders to develop strategic, evidence-based marketing, business development and consumer engagement strategies to drive growth, strengthen competitive performance and improve business outcomes. Our expert consultants work closely with healthcare leaders to discover market opportunities, develop actionable growth strategies, create competitive brands, acquire and retain high value customers, improve marketing capabilities.

www.corriganconsulting.com

Corrigan Consulting is sponsoring the Tuesday Morning Breakfast



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StayWell is a health empowerment company that enables populations to improve health outcomes through the science of behavior change. For more than 40 years, the company has been a pioneer in employer well-being and patient education solutions that lower risks and reduce costs. StayWell has earned numerous top industry honors for its population health programs, including the C. Everett Koop National Health Award and the Web Health Award. The company has also has received Utilization Review Accreditation Committee (URAC) and National Committee for Quality Assurance (NCQA) accreditation for several of its programs. StayWell is majority-owned by Healthcare Services & Solutions, LLC, a wholly owned subsidiary of Merck & Co., Inc. The company is headquartered in Yardley, Pa., with additional locations including St. Paul, Minn.; Portland, Ore.; and Atlanta. To learn more, visit www.staywell.com or connect with StayWell on Twitter, Facebook or LinkedIn.

www.staywell.com

StayWell is sponsoring the water bottles



Headquartered in Little Rock, Arkansas Team SI is a digital marketing firm made up of designers, strategists, and marketing specialists that can help you create unique brand experiences for your customers using digital and social media platforms.

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Scorpion is a digital marketing agency specializing in the growth of hospitals and clinics within their local markets. Using proven strategies, and more than 17 years of healthcare marketing expertise, we help healthcare institutions nationwide build their web presence, attract more of their ideal patients, and grow their organizations.

www.scorpionhealthcare.com



SymphonyRM brings healthcare data to action, with its Algorithm-driven Healthcare CRM platform, HealthOS. SymphonyRM's mission is to transform every health system into a consumer-focused enterprise. We empower Health Systems with data science to identify Next Best Actions for each and every consumer in their market and orchestrate the workforce to deliver and realize value across every touchpoint. SymphonyRM's HealthOS is the catalyst to build the next generation health system.

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SymphonyRM is sponsoring the coffee breaks in exhibit hall



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Valassis is sponsoring the HCIC Mobile App



Velir is an integrated digital agency that is passionate about improving how healthcare brands connect with their patients & customers. For almost two decades, we have partnered with some of the largest and most influential non-profit organizations and for-profit enterprises to define their digital strategies, redesign their websites, integrate 3rd party technologies, and execute marketing initiatives, all with the end goal of providing more value to both the organization and its audiences.

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Centrotek is sponsoring the intra-session Coffee Breaks



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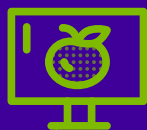
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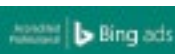
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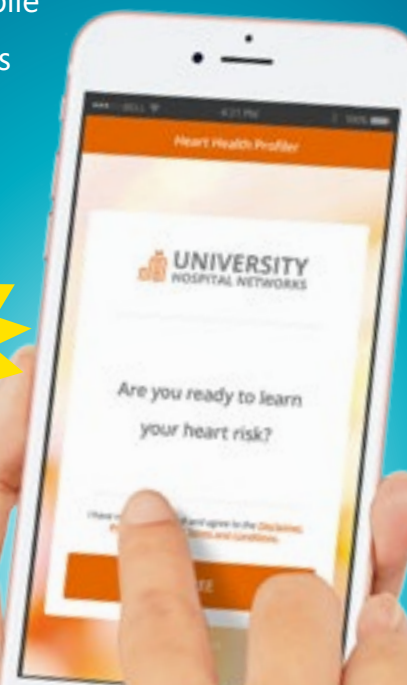
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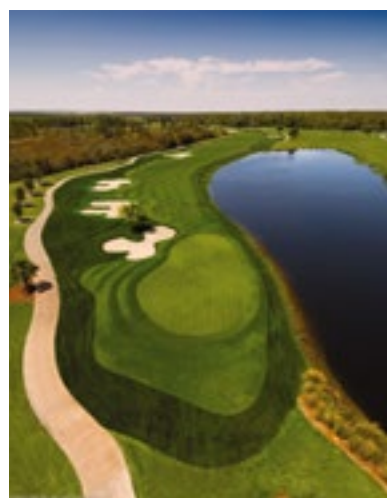
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- A full-service European-style Spa that offers the highest level of personalized service and an impressive array of treatments to rejuvenate mind, body and spirit.

The Omni Orlando Resort at ChampionsGate is surrounded by the ChampionsGate golf courses. Golfers appreciate the convenience of a free golf cart shuttle to transport resort guests to and from the ChampionsGate Golf Club and Leadbetter Golf Academy.

ChampionsGate is also convenient to all Orlando attractions. Scheduled shuttle transportation is provided to the Walt Disney World® Theme Parks.



Registration Form

22nd Annual Greystone.Net Healthcare Internet Conference

November 5-7, 2018

Westin Kierland Resort & Spa • Scottsdale, AZ

For more information

Call 866-440-9080 ext. 23

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Hotel Info

To make reservations, please call (800) 354-5892 and reference "Healthcare Internet Conference" in order to receive the discounted rate of \$260 per night (plus tax) for the nights of November 3-8, 2018. The room rate includes in-room Internet access.

Be sure to make your hotel reservation by Friday, October 12, 2018 to receive the discounted group rate. After the cutoff date, or once the room block is sold-out, any remaining rooms will be reserved at the prevailing rate.

Special Needs

If you need assistance with special arrangements, such as dietary restrictions or accessibility, call toll-free (866) 440-9080, ext. 23.

Excellence Guarantee

The conference sponsors are committed to excellence in educational programming. If you are not satisfied with the conference, you may return your conference materials while on-site and we will refund your registration minus a \$150 administrative fee.

Events Sign-Up

Are you a provider? (There is no fee to attend)

If so, plan to attend the "Let's Talk: Defining and Achieving Success" event on Sunday, November 4, 2018 starting at 4:00 pm. (drinks and dinner provided)

- ☐ attending ☐ not attending

New Attendee "Meet & Greet" (New this year!)

If you are new to HCIC, come to the meet & greet on Monday November 5, 2018 from 11:45 am.

- ☐ attending ☐ not attending

Sunrise Yoga

If available, are you interested in attending a sunrise yoga class on Tuesday and Wednesday mornings?

- ☐ Tuesday Morning ☐ Wednesday Morning ☐ Both

Cancellation Policy

The conference sponsors guarantee a refund, less a \$150 administrative fee, if written notification is received on or before September 8, 2018. Verbal cancellations are not accepted. Cancellations received after September 8, 2018, are not eligible for a refund. You may always send a substitute.

Confirmation of Registration

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

Full Conference Registration

Registration includes access to the general sessions, concurrent sessions, food functions, Exhibit Hall, and HCIC Rewind. Rewind provides you with the recorded session, synced with the slide deck, from most sessions at HCIC.

You will also have access to online materials for all concurrent sessions.

Registrant Fees

Early rates are available if the registration form with full payment is received by Friday, September 21, 2018. Discounts for group registrations (3 or more) are available for provider organizations. Please call 866-440-9080, ext. 23 to discuss discount options. All registrations for attendees from the same organization seeking discounts must be submitted together.

Conference Rates

	Early (received by 9/21)	Regular (received after 9/21)
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Healthcare Provider	___\$1,125	___\$1,225
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Content Workshop	___\$95	___\$125
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