



forum FOR HEALTHCARE STRATEGISTS

29TH ANNUAL

Healthcare Marketing & Physician Strategies Summit

APRIL 17-19, 2024 | LAS VEGAS, NV



FOCUS ON:

Strategic Marketing
Communication Strategies
Interactive & Digital Strategies
Data Strategies
Engagement Strategies
Physician Relations & Sales

With Special Support From

**UN
LOCK**



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

The Summit continues a 29-year tradition of identifying the rapidly changing healthcare marketing, communications, digital, and physician relationship opportunities and challenges and tackling them head-on. It is THE place where actionable strategies and solutions are shared by senior-level executives from healthcare organizations nationwide.

Dear Colleague:

As the role of healthcare marketing, communications, and physician relations has grown and evolved, the Healthcare Marketing & Physician Strategies Summit (HMPS) has kept pace—calling attention to important themes, new developments, and innovations.

This has never been more true—or critical—than this year. At the 29th Annual Summit, you'll have the opportunity to examine the important issues and challenges you and your peers face every day. Among those are improving the healthcare customer experience and care journey; keeping up with new technologies and digital platforms; responding to new, nontraditional competitors; improving communication and engagement with both internal and external audiences; working more cooperatively with other departments; and doing more with less.

We invite you to join us in Las Vegas to network with your colleagues. We're confident that you'll emerge with new ideas and strategies that will help you face—and shape—the future.

Summit Co-Chairs



Susan Alcorn
Of Counsel
Jarrard Inc.



Kriss Barlow
Principal
Barlow/McCarthy



Chris Boyer
Digital Health Strategist
@chrisboyer LLC



Terri Goren
Principal
Goren & Associates, LLC

29TH ANNUAL Healthcare Marketing & Physician Strategies Summit APRIL 17–19, 2024 | LAS VEGAS, NV

Who Should Attend

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

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



forum FOR HEALTHCARE STRATEGISTS

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

Pre-Summit Strategy Sessions

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

Wednesday, April 17 | 8:00 – 10:00a

Employee Engagement: Connecting the Dots Between Culture & Employee Experience

A healthy, thriving organizational culture and extraordinary employee experiences don't happen by default, they happen by design—and MarCom leaders can help. Examine LCMC Healthcare's journey to create, implement, and scale culture transformation. Take home a framework and tools to create a customized employee experience plan for your organization, including the milestones that matter most.

Christine Albert, Chief Experience Officer, LCMC Health

Jennifer Horton, Chief Strategy Officer, Level Ten Healthcare Advisors

Patient Acquisition Marketing: Overcoming the Roadblocks

Healthcare executives understand the importance of patient acquisition, or data-driven, marketing. But doing it right is difficult. This hands-on workshop will dig down deep into the challenges as well as practical solutions for overcoming them. Learn how to gain access to the data you need even when IT says no, effectively segment your audiences, and build an ROI model your C-Suite can get behind.

Nicole Murphy, Marketing Account Manager, Adventist Health

Trish Brawner, VP, Client Services, BPD

Anne DiNapoli Block, Managing Director, Data Solutions & Analytics, BPD

Harness the Power of AI

Artificial intelligence (AI) is transforming the healthcare industry, with the potential to improve patient care, reduce costs, and increase efficiency. Join a panel of hospital and health system executives to explore just what AI includes (not just generative AI), use cases, consumer and provider acceptance of AI solutions, benefits and risks of adoption, and AI governance.

Pamela Landis, SVP, Digital Engagement, Hackensack Meridian Health

Alan Shoebridge, Associate VP, National Communication, Providence

Patty Riskind, CEO, Orbita

Chris Boyer, Digital Health Strategist, @chrisboyer LLC

Getting Results Starts with a Strategic Field Sales Plan

Earning referrals in today's competitive environment requires an advanced field plan that identifies the right targets, approach, and relationship-building tactics. Hear how to partner with strategy, data analytics, and operational leaders to frame the market opportunity, understand competitive differentiation, and determine the right field strategies. Take home a step-by-step process to engage and advance your field talent.

Jessica Clarke, Director, Strategy & Business Development, Hackensack Meridian Health

Richard Sutton, Manager, Strategy & Business Development, Hackensack Meridian Health

Rebecca DeStigter, Director, Strategy Integration, University of Iowa Health Care

Susan Boydell, Partner, Barlow/McCarthy

Let's Talk Sessions

Look for the  that identifies facilitated sessions designed for interactive dialogue!

Summit Schedule At-A-Glance

WEDNESDAY, APRIL 17

7:00a–5:45p	Registration
8:00–10:00a	Pre-Summit Strategy Sessions
10:15–11:15a	Concurrent Sessions
11:15a–12:00p	New Attendee Meet & Greet
12:15–1:15p	Concurrent Sessions
1:30–2:30p	Concurrent Sessions
2:30–3:15p	Break in the Exhibit Hall
3:15–4:15p	Concurrent Sessions
4:30–5:45p	General Session
5:45–7:15p	Opening Reception in the Exhibit Hall

THURSDAY, APRIL 18

7:00a–5:00p	Registration
7:00–8:00a	Sunrise Breakfast
8:00–9:15a	General Session
9:15–10:15a	Break in the Exhibit Hall
10:15–11:15a	Concurrent Sessions
11:30a–12:30p	Concurrent Sessions
12:30–2:00p	Luncheon Keynote
2:15–3:15p	Concurrent Sessions
3:15–4:00p	Break in the Exhibit Hall
4:00–5:00p	Concurrent Sessions
5:00–6:30p	Reception in the Exhibit Hall

FRIDAY, APRIL 19

7:00–11:45a	Registration
7:00–7:50a	Sunrise Breakfast
8:00–9:15a	General Session
9:30–10:30a	Concurrent Sessions
10:45–11:45a	Concurrent Sessions
11:45a	Summit Adjourns

STRATEGIC MARKETING

Sponsored by Revive

10:15 – 11:15a

Reinventing Primary Care

With physician shortages and months-long waits for appointments, primary care requires reinvention. Hear new research on consumer expectations, provider preferences, and reactions to disruptors. Learn how disruptor tactics, or partnerships, can improve access to primary care while also delivering net benefits for the health system.

Suzanne Hendery, Chief Marketing & Customer Officer
Renown Health

Rob Klein, Founder & CEO
Klein & Partners

Linda MacCracken, Principal
Ignite Market Advantage

12:15 – 1:15p

Building a Strong Service-Line Focused Marketing Plan

Need an executable marketing plan that service lines can use on Day One? Concerned that your service line colleagues aren't on the same page as the marketing team? Join us and take away three proven tools for your annual planning activities, as well as the framework of a base plan.

Carrie Manuel, Sr. Director of Marketing & Communications, Valley Health

Stephanie Nichols, System Marketing Director,
Cardiovascular & Oncology Service Lines
Franciscan Health

Becca Pratte, Account Director & CRM Lead
Doe-Anderson

1:30 – 2:30p

Transforming Healthcare: Leading the Way

Changing consumer expectations...advances in technology...new entrants from outside the industry... all contribute to an end of business as usual in healthcare. Hear from systems that are transforming delivery by embracing retail strategies, partnering with new entrants, and more!

James Blazar, Senior Strategic Advisor to the CEO
Hackensack Meridian Health

Don Stanziano, Chief Marketing & Communications Officer
Geisinger

Daniel Fell (Facilitator), Founder
Corner Street Ventures

3:15 – 4:15p

Inclusive Marketing: An Imperative for Healthcare Brands

Marketing leaders play an essential role in building strong relationships and emotional connections to healthcare brands. Let's talk about ways to build trust with inclusive marketing strategies, including the role of data.

Victor Reiss, VP, Consumerism, Marketing & Insights, UNC Health

Michelle Rider, Chief Marketing Officer, Marvin Behavioral Health

Melissa Fors Shackelford, Former Managing Director|Head of Marketing, Express Scripts

Jhaymee Tynan, Principal, Healthcare Services,
Korn Ferry



4:30 – 5:45p

Sponsored by MERGE

**The Power of Leaving Your Comfort Zone**

Our world is overloaded with...everything. The result...many suffer from a creativity crisis, and the country faces the highest rates of chronic mental and physical diseases in human history. Hear from a leading voice on how humans can integrate modern science and evolutionary wisdom for improved health, meaning, and performance in life and at work. Through eye-opening storytelling, Michael Easter takes us on a journey of how normal people are doing extraordinary things!

Michael Easter, Health & Wellness Expert, Journalist & Bestselling Author

COMMUNICATION STRATEGIES

Sponsored by Wolters Kluwer

Patient Experience & Your Brand Promise

In healthcare, there's often a gap between the experience organizations want to promote and the actual patient experience. Hear how to improve communication strategies to better guide patients and caregivers. Examine how to use social listening and feedback from the community to better match brand promises with experience.

Dean Browell, Chief Behavioral Officer, Feedback

Joel English, SVP Managing Partner, BVK

Ahava Leibtag, President, Aha Media Group

Denise E. Wiseman (Facilitator)
Chief Community Manager & Founder, The PX Community

**Innovation & New Technologies: An Evaluation Roadmap**

Metaverse...Generative AI...changes in social platforms...how do you know what to invest in and when? Examine the internal and external collaboration processes developed by Mount Sinai Health system's MarCom team to evaluate new ideas, guide resource investment, and achieve strategic objectives.

Gabriel Bershadsky, AVP, System Creative & Design and

John Davey, VP, Marketing Technology and
Chloe Politis, Director, Digital & Social Media and

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

Responding to Tough Questions: Yes, There's Content for That!

From thought leadership to driving volume to physician video profiles...CEOs often have challenging requests. Learn how to respond with creative, cost-effective content solutions while optimizing your resources (time, team, and budget). Examine real and potential scenarios.

Michiko Tanabe, SVP, Chief Marketing Officer,
Stanford Health Care

Donna Teach, Chief Marketing & Communications Officer, Nationwide
Children's Hospital

David Perry, EVP, Strategy, Bowstring

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Reason One

The MarCom & IT Partnership

Relationships between MarCom and IT can be contentious, but a strong partnership is critical for true customer-focused transformation. Hear how leaders can come together to find common goals, build mutual trust, and strengthen partnerships.

Tanya Andreadis, Chief Marketing Officer & VP,
Patient Engagement, Penn Medicine

Matt Butler, Digital Health Innovation –
Program Director, Technology Strategy & Implementation and

Raj Patel, VP, Digital Patient Experience
Mass General Brigham

Jeremy Harrison, Director, Digital Services
MultiCare Health System

**The Changing Role of Digital in Health Systems**

Today's digital leaders are evolving to address experience, transformation, and innovation strategies. Hear how they are partnering with strategy, IT, and other departments; addressing governance challenges; and rethinking and restructuring their departments to meet new demands.

Kelly Faley, VP, Digital Experience, Sharp HealthCare

Jeremy Rogers, Executive Director, Digital Marketing & Experience, Indiana University Health

Reed Smith, Chief Consumer Officer, Ardent Health Services

Chris Boyer (Facilitator) Digital Health Strategist, @chrisboyer LLC

**Generative AI for Marketing: The Strategy & the Integration**

Cleveland Clinic is using Generative AI as part of its marketing efforts, including content creation and production. Examine the strategy and implementation. Hear how AI tools are also used for SEO, website building, creative development, images, ads, and more. Hear solutions for addressing governance, privacy, and security.

Paul Matsen

Chief Marketing & Communications Officer and

Amanda Todorovich

Executive Director, Digital Marketing
Cleveland Clinic

UX Research: Provide a Roadmap for Success

CHRISTUS Health faced a challenge...how to deliver a provider and location search experience that provides highly relevant and easy to understand, consumer-focused results. Hear how they engaged internal stakeholders, de-siloed data, and killed complexity, culminating in a new provider and locations search experience.

Jeff Stewart

VP, Strategic Marketing
CHRISTUS Health

Keir Bradshaw

EVP, Technology
MERGE

DATA STRATEGIES

Sponsored by Playbook for Health

10:15 – 11:15a

Deconstructing Digital Experiences with Data

Atria Senior Living created a powerful data-driven marketing strategy using behavioral segmentation, funnel analysis, and journey mapping insights. Hear how the strategy resulted in higher web performance and a 9% increase in lead conversion across Atria's 350 community pages. Examine best practices for improving conversion and engagement across digital channels.

Holly Fisher, Marketing Business Analyst and **Amie Spellman**, Director of Product Development Atria Senior Living

DJ Shastri, Director of Solutions Engineering Heap

12:15 – 1:15p

AI + Better Data = Deeper Insights

Marketing and strategy executives are being challenged to turn raw data into market insights and longitudinal patient journeys. Now it's possible to do that without a team of analysts or building out new infrastructure! Empowered with more accurate data, plus Generative AI and large language models (LLMs), healthcare organizations can uncover accurate insights from a vast healthcare claims dataset to confidently inform strategies. Hear how!

Ryan Leurck, Chief Analytics Officer and

Jeff McDonald, CEO Kythera Labs

1:30 – 2:30p

Data-Driven Devotion: Customer Loyalty in Healthcare

It's a top priority for health systems...connect with the existing patient population to increase engagement, improve care outcomes, and drive financial results. Examine how to use data, gather requirements to develop a comprehensive loyalty program, establish benchmarks and goals for service line growth, and gain insights into cross-functional collaboration.

Jeff Bean, VP System Marketing & Brand Geisinger

Ben Texter, Co-CEO & Co-Founder Digital Health Strategies

3:15 – 4:15p

CFO-Defensible ROI

Nationwide, healthcare organizations are grappling with optimizing marketing investments while managing service access and capacity. Hear how marketing and finance leaders are working together to devise credible methods to calculate marketing's impact. Learn how to get access to the right data and translate it into what leaders want.

Mark Bohen, Chief Marketing & Communications Officer, Mass General Brigham

Ashley Cusimano, Sr. Finance Director and **Andrew Snyder**, SVP, Marketing & Communications Orlando Health

Dan Lavelle, Chief Growth Officer Unlock Health



ENGAGEMENT STRATEGIES

Sponsored by Doximity

Track & Quantify Physician Marketing Efforts

Working together, City of Hope marketing and physician liaison executives take a data-driven approach to physician outreach. Hear how marketing executives use CRM to track and quantify their marketing efforts and then work with liaisons to inform targeting strategies. Examine how they shape measurable strategies to directly show ROI and increased cross-functional workflows.

Kate Schmelz, Regional Program Manager, Clinical Marketing City of Hope

Kelly McKenna-Petrie, VP, Hospital Partnerships Doximity

Segmentation 2.0: Fusing Attitudinal & Patient Data to Humanize Content

With consumers increasingly demanding an entirely different relationship with their healthcare providers, personalized content has never been more important. Learn how to use advanced analytics and attitudinal segmentation to connect with people based on their unique health, care, and wellness needs and communicate with them like people vs. patients. Examine the results.

Chrisie Scott, SVP & Chief Marketing Officer and

Ryan Younger, VP, Marketing Virtua Health

Grant Mason, Executive Director, Behavioral Insights, Monigle

Generate Measurable Results Using an Omnichannel Digital Approach

Ballad Health engaged with consumers using an impressive set of bespoke high-value data, then executed hyper-targeted programmatic and social media tactics to ensure the audience received personalized messaging. The result...74% of website visitors completed an action or booked an appointment within the first 90 days. Examine the campaign and how Ballad quantified the value.

Molly Luton, Chief Marketing & Communications Officer Ballad Health

Sam Scott, Chief Strategy Officer LIFT Healthcare

Expanding Engagement Strategies to the Enterprise

Healthcare organizations are looking for more cohesive ways to engage with patients. The key...different parts of the enterprise must come together to support the goal. Hear how Stanford Health Care established a governance structure stretching across many stakeholders, engaged teams from clinicians to contact center staff, and measured success.

Rochelle Cornell, Manager, IT Clinical Operations, Population Health Stanford Health Care

Sam Seering, Product Manager – Cheers Epic

PHYSICIAN RELATIONS & SALES

Messages That Resonate

Market clutter is a real challenge, so the ability to differentiate your offerings and create a message that resonates with physicians has never been more important. Hear from organizations that are having success.

Bob Hudson

Provider Relations Lead-Southern Colorado Markets; Colorado/Utah/Kansas Division CommonSpirit Health

Christy Stallings-Shoemaker

Corporate Senior Director of Provider Relations Community Health Systems

Referral Relations & Marketing Collaboration That Works

We've all heard stories of tension between healthcare sales and marketing teams and may even have experienced it ourselves. Mayo Clinic's Referral Relations and Marketing teams created an environment that facilitated robust collaboration to achieve organizational objectives. Hear how they overcame challenges and aligned business units to present a united front.

Anissa Blanshan

Sr. Marketing Manager and

Angie Puffer

Operations Administrator Mayo Clinic

Market Disruption: Field Staff's Role & Impact

Competition has been a key reason field staff exist, but in today's environment, disruption often comes from nontraditional sources. Hear how physician relations teams are responding in their tactics. Examine the feedback they can share to support their leaders.

Veronica Campbell

Network Director, Physician Relations & Market Development HonorHealth

Laurel Hopkins

Executive Director, Market Development Virginia Mason Franciscan Health

Outmigration & Care Retention: Success Stories

Most health systems are still challenged with outmigration and referral leakage. How can you work with primary care physicians to stem the leaks and truly drive care retention? Examine innovative approaches, including employed physician strategies; results; and lessons learned.

Matthew Hughes

Director of Physician Relations Children's Hospital Colorado

Penny Nichols

Physician Outreach & Referral Management Executive Adventist Health

4:30 – 5:45p

Sponsored by MERGE



The Power of Leaving Your Comfort Zone

Our world is overloaded with...everything. The result...many suffer from a creativity crisis, and the country faces the highest rates of chronic mental and physical diseases in human history. Hear from a leading voice on how humans can integrate modern science and evolutionary wisdom for improved health, meaning, and performance in life and at work. Through eye-opening storytelling, Michael Easter takes us on a journey of how normal people are doing extraordinary things!

Michael Easter, Health & Wellness Expert, Journalist & Bestselling Author

8:00 – 9:15a

Sponsored
by
Unlock
Health**The Age of Infinity – Generative AI & Our Future**

We are on the brink of a revolution based on the meteoric rise of Generative AI, most notably ChatGPT. These exponential technologies are transforming the way we communicate, collaborate, and create revolutionizing industries. In this provocative and counter-intuitive keynote, Shawn Kanungo dives deep into the age of AI and infinite leverage. Learn why AI will shape the future, and how it will impact culture, business, technology, and individuals.

Shawn Kanungo, Globally-recognized Innovation Strategist & Bestselling Author

STRATEGIC MARKETING

Sponsored by Revive

10:15 – 11:15a

A Wake-Up Call: The Future of the CMO

Shifting societal and industry dynamics threaten the very role of marketing in health systems. Growing demand; reduced capacity; ongoing financial stress—all add up to a new and potentially ominous environment for CMOs. Let's talk about how CMOs can prepare for this future!

Andrew Chang, Chief Marketing Officer, UChicago Medicine

Sarah Sanders, Chief Marketing & Communications Officer, UCSF Health

Kristen Wevers, Former SVP, Chief Marketing & Communications Officer, UC Health

Chris Bevolo, President, Revive

**COMMUNICATION STRATEGIES**

Sponsored by Wolters Kluwer

11:30a – 12:30p

Outside Innovation: Lessons Learned

With new entrants to healthcare, an understanding of consumer preference is essential. Examine the importance of consumer research to your value proposition. Hear how Moffitt Cancer Center utilizes Strategic Foresight to understand disruption and explore inside innovation to advance new ideas.

Judit Tejada, Strategic Insights Director, Moffitt Cancer Center

Ryan Donohue, Strategic Advisor, NRC Health

Personalization vs. Privacy

With so much information available to marketers, and increased demand for personalized marketing, how do you ensure your targeting and segmentation approaches are not only effective but also compliant? Join us to examine best practices.

Jeremy Rogers, Executive Director, Digital Marketing & Experience, Indiana University Health

Adrienne Woods, Director, Digital Engagement, Hackensack Meridian Health

Celia E. Van Lenten JD, Principal, Miles & Stockbridge, P.C.

John Simpson (Facilitator), Co-CEO & Co-Founder, Digital Health Strategies

**INTERACTIVE & DIGITAL STRATEGIES**

Sponsored by Reason One

2:15 – 3:15p

Marketing Metrics & Reports Worth Sharing

Online presence matters! Marketing efforts that improve the volume and accuracy of provider reviews as well as average ratings across the health system have caught the attention of the C-suite. Examine which marketing metrics and reports should be shared and with whom, and how to stand up a program that will legitimately move the needle.

Andy Miller, Digital Marketing Director and **Carey Van Wagoner**, Director of Marketing, Intermountain Health

Andrew Rainey, General Manager, Healthcare Reputation

Coping with Controversies

Every organization is dealing with divisive issues, including labor negotiations, gun violence, misinformation, staff burnout, and more. Help shape the direction of the session! Join your colleagues for an off-the-record, interactive discussion.

David A. Feinberg, SVP, Chief Marketing & Communications Officer, Mount Sinai Health System

Rose Glenn, Chief Communications & Marketing Officer, Michigan Medicine

Michael Knecht, EVP, Chief Marketing & Communications Officer, RWJBarnabas Health

Susan Alcorn, Of Counsel, Jarrard Inc.

**Get Off the Roller Coaster: Better Websites Through Incremental Change**

Website overhauls are costly, disruptive, and based on legacy data. Lee Health found a better way to keep their website aligned with rapidly changing consumer needs through digital roadmapping, data-driven design and decision-making, and a composable approach to technology. Hear how it was done without the roller coaster!

Stephen Barry, Product Owner, Lee Health

Ben Cash, CEO, Reason One

4:00 – 5:00p

Service Line Marketing Meets Population Health

Explore the dynamic interplay between service line marketing and population health in a redefinition of healthcare consumerism. Learn how to cater to diverse patient needs and preferences. Hear how to empower individuals to participate in their health journey.

Amy Comeau, VP, Marketing, Emory Healthcare

Sue Omori, Executive Director, Marketing Account Services, Cleveland Clinic

Rob Whitehouse, VP, Marketing Communications, TriHealth

Tom Hileman, Managing Partner, Global Prairie

Stay Tuned!**Balancing Healthcare Marketing Performance & HIPAA Compliance**

The risks of using Google and Meta trackers on healthcare websites are well-known. And those aren't the only web trackers marketers need to worry about. Examine the various trackers that run marketing, analytics, ads, and more, and their risks. Learn how to audit your website to find non-compliant trackers. Hear how Heartland Dental balances high-performance marketing and HIPAA compliance.

Michael Sorice, Sr. Director, Digital, Marketing Technology, Analytics & CRM, Heartland Dental

Ray Mina, Head of Marketing, Freshpaint

8:00 – 9:15a

Sponsored
by
Unlock
Health**The Age of Infinity – Generative AI & Our Future**

We are on the brink of a revolution based on the meteoric rise of Generative AI, most notably ChatGPT. These exponential technologies are transforming the way we communicate, collaborate, and create revolutionizing industries. In this provocative and counter-intuitive keynote, Shawn Kanungo dives deep into the age of AI and infinite leverage. Learn why AI will shape the future, and how it will impact culture, business, technology, and individuals.

Shawn Kanungo, Globally-recognized Innovation Strategist & Bestselling Author

DATA STRATEGIES

Sponsored by Playbook for Health

10:15 – 11:15a

Patient Acquisition Playbook: Boost Results

Fuel your patient acquisition and service line growth goals! Learn how CHI St. Vincent implemented strategies and initiatives that resulted in a 53% surge in patient acquisition and a stunning ROI. Hear how they used a potent blend of data, analytics, and multi-channel outreach. Examine vital next steps.

Bonnie Ward

Director of Marketing & Communications
CHI St. Vincent

Jaci Haack

VP, Strategic Development
Virgin Pulse

11:30a – 12:30p

Amplify Your Brand & Impact with Data-Informed Sponsorships

Youth, college, and pro sports sponsorships, as well as community events, can be a powerful way to reach your target audience and drive results. Learn how analytics can help you make data-informed decisions that enhance your sponsorship strategy, support business goals, and achieve desired results.

Thomas Kruse, SVP, Chief Strategy Officer
Virginia Mason Franciscan Health

Kathy Smith, VP, Chief Marketing & Digital Officer
Roper St. Francis Healthcare

Michael LaPorta, President
Playbook for Health

2:15 – 3:15p

Stay Tuned!

4:00 – 5:00p

Rethinking Physician Engagement: Building Reputation While Driving Demand

RUSH University Medical Center is innovating through data and technology to build and deepen relationships with physicians. Hear how data-driven insights enable more accurate, meaningful, and highly personalized marketing campaigns to provider audiences. Examine the impact on national reputation, business growth, and patient experience.

Sarah Toomey, Senior Director, Clinical Services
Marketing

RUSH University Medical Center

Jerrad Rickard, General Manager, Email & OneKey
IQVIA

ENGAGEMENT STRATEGIES

Sponsored by Doximity

Turning Big Data into Big Revenue with AI, Data Cloud & Automation

Banner Health is driving millions of dollars of additional revenue each year by radically improving patient access, engagement, and outcomes. Peer behind the curtain of the innovations driving the growth: an intelligent digital front door, a centralized contact center, and a personalized messaging platform, all of which are built on large data models and leverage advanced AI technologies.

Brock Bassetti, Sr. Director, CX Experience
Banner Health

Ben Seyden, Executive Strategist
Salesforce

Performance-First Patient Marketing Maximizes Results

Faced with declining budgets and a need to demonstrate impact, Penn Medicine marketers shifted their strategic approach. Hear how a performance-first media planning strategy bolstered by increased investment in digital advertising and highly relevant audience targeting supports the patient journey and delivers leads.

Joshua Torrisi, Corporate Director, Enterprise
Growth Marketing and

Camelot Ives, Corporate Director, Enterprise
Growth Marketing, Penn Medicine

Steve Kessen, CEO, Fathom

PHYSICIAN RELATIONS & SALES**Stay Tuned!****Measuring Physician Relations Impact & ROI**

Translating physician relations efforts into measurable impact is difficult when the path from datapoints to reportable outcomes is unclear. Examine a measurement methodology that accurately and efficiently translates liaison efforts into reportable outcomes. Learn how to create reports that demonstrate impact and ROI, establish the efficacy of your team, and justify further investment and expansion.

Karen Insignares-Garcia, Assistant Vice
President, Physician & Provider Relations and

Lindsay Konz, Director, Business Operations
UHealth/University of Miami Health System

12:30 – 2:00p LUNCHEON KEYNOTE Experience & Engagement in a Digital Age, Adrienne Boissy, MD, MA Sponsored by Epic**Online Scheduling Secrets**

There is no magic bullet to increase online scheduling, but there are some winning strategies. The key is to use the right technology and communicate with the right departments and leaders internally and externally. Hear how Austin Regional Clinic and Cedars-Sinai increased their online scheduling rates dramatically!

Michelle Schmidt, Website Marketing Manager
and

Heidi Shalev, VP, Marketing, Communications &
Patient Engagement, Austin Regional Clinic

Christina Valls, Associate Director, Product &
Enablement, Cedars-Sinai

Internal Positioning to Maximize Physician Relations Impact

Physician relations leaders are often focused on the external referring physician audience. But, without solid collaboration with your internal leadership team, it can be a struggle. Hear how to gain credibility and build visibility and support by articulating opportunities or barriers to growth, documenting your successes, and more.

Lindsay Carrillo, Director, Business & Network
Development, UCI Health

Brad Jones, Executive Director, Physician & EMS
Relations, AdventHealth

Transform Patient Engagement & Acquisition Through Data-Driven Marketing Automation

With a targeted marketing automation strategy, HonorHealth built patient loyalty and drove revenue despite limited operational capacity. Learn how they identified pockets within the network with excess capacity, then used propensity modeling to pinpoint and engage patients most suited to available services. The results? A 50% increase in email engagement and up to a 20% conversion to appointment rate.

Seth Kaplan, Director of Marketing & Customer
Engagement, HonorHealth

Ashmer Aslam, Co-Founder/CTO, Cured

Bridging Tactical & Strategic Market Intelligence for Network Growth

When Atlantic Health System entered a contiguous market infiltrated with competition 10 years ago, market intelligence was critical to driving growth and market share. Learn how the Network Development team differentiated tactical and strategic market intelligence to establish a thriving physician network, a multi-specialty pavilion, DE Novo practices, and more.

Linda Carifi, Director, Network Development
and

Naomi Savitz, Director, Network Development
Atlantic Health System

8:00 – 9:15a

Stay Tuned!

9:30 – 10:30a

STRATEGIC MARKETING

Sponsored by Revive

Strategy, Marketing & Physician Relations Unite

In a post-merger world, Bon Secours Mercy Health embarked on a journey built on the foundation of the triple aim to rally the organization around a common purpose: Primary Care. The synergistic impact resulted in a trusted brand built on the back of an improved care delivery model benefiting patients and providers alike. Examine the strategy and results.

Nikki Carter, Chief Strategy Officer, US Markets and

Kelly Nicholls, VP, Physician & Provider Relations and

Alexa Warner, VP, Marketing & Brand Strategy
Bon Secours Mercy Health

10:45 – 11:45a

Building a Successful Internal Agency

No matter your team's size, thoughtful resource management is crucial for peak performance. Examine the pillars of Marketing & Communications, as well as the pros and cons for outsourcing these areas versus managing them in-house. Explore opportunities to look for cost savings, as well as an onboarding plan to hold outside agencies and vendors accountable.

Emily MacMillan

Manager of Marketing & Creative Services and

Cristal Woodley

Senior Director of Marketing, Communications & Customer Engagement
Renown Health

COMMUNICATION STRATEGIES

Sponsored by Wolters Kluwer

Partnering with Strategy in Moments That Matter

Virginia Mason Franciscan Health leveraged the communications team's expertise during the development and initial rollout of its unified 5-year strategic plan, but the real win came when the system encountered major financial and operational challenges. Hear how communications was able to move quickly to galvanize culture during difficult times.

Kelly Campbell

Division VP, Marketing, Communications, Sales & Community Relations

Virginia Mason Franciscan Health

Teresa Hicks

VP, National Health Systems Practice Lead,
Jarrard Inc.

INTERACTIVE & DIGITAL STRATEGIES

Sponsored by Reason One

Building a MarTech Roadmap That Drives Results

Geisinger is taking a crawl, walk, run approach to advance its MarTech stack and deliver an omnichannel experience for members and patients. By analyzing their current architecture and identifying capability gaps, they built a multi-year strategy focused on lowering acquisition costs, increasing conversion rates, and driving customer satisfaction. Hear how!

Kamila Hacia, Manager, Digital Marketing and
Charlotte Wilson, Sr. Director, Digital Engagement
Geisinger

Suzanne Revere, Sr. Manager, Digital Technology
Deloitte

The New Era of Search: Impact of AI

Search functionality in healthcare marketing is evolving for enhanced user engagement. Examine how advanced AI algorithms will revolutionize search capabilities, making them more intuitive, accurate, and tailored to individual user needs. The advancements not only improve user experience, but also drive engagement and satisfaction in healthcare platforms. Hear how!

Aaron Watkins

Sr. Director, Digital Strategy
Johns Hopkins Medicine

Sujal Raju

Founder & CTO
Enqbator



Let's Talk Sessions

Increasingly, the issues facing healthcare marketing, communications, digital, and physician relations executives change in the blink of an eye. Now more than ever, sharing and learning from your colleagues is key. To that end, the agenda features a number of Let's Talk Sessions, facilitated sessions led by seasoned healthcare executives and designed for interactive dialogue. Look for the Let's Talk symbol and join in the conversation!



New Attendee Meet & Greet!

Are you new to HMPS? Are you wondering how to maximize your experience? Join Advisory Committee members and faculty at the New Attendee Meet & Greet on Wednesday for lunch and talk!



Summit Scholarships

Interested in attending HMPS24 but don't have the budget?

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



prairie dog

Save the Date

30th Annual Healthcare Marketing
& Physician Strategies Summit

April 30 – May 2, 2025

Omni Orlando Resort at ChampionsGate

8:00 – 9:15a

Stay Tuned!

9:30 – 10:30a

DATA STRATEGIES

Sponsored by Playbook for Health

Mind the Gap! A Data-Driven Approach to Identifying Providers & Opportunities for Growth

Building a unique referral pattern analysis using claims data, Henry Ford Health can now categorize providers into relationship subsets that allow outreach and service line teams to better engage with providers. The team is now integral in the analysis of which specialties are most needed in a market area. Examine the approach and results.

Abby Elowsky

Director, PRM Technology
Henry Ford Health

Emilio Ruocco

VP, Market & Provider Solutions
Definitive Healthcare

10:45 – 11:45a

Use First-Party Data for Attraction, Retention & ROI

By demonstrating marketing ROI directly tied to patient appointments, the marketing team at CHI Health is affirming marketing's efficacy, justifying budgets, and building internal trust. Learn how first-party data and trends submitted by prospects, patients, and providers can create more engaging campaigns and influence other departments in the organization.

Tina Ames, Division VP, Marketing & Communications
CHI Health

Bob Waddell, Co-Founder
MD Match-Up

ENGAGEMENT STRATEGIES

Sponsored by Doximity

Improving Patient Experience with Commerce-Like Applications

With an array of care options at their fingertips, a growing number of tech-savvy healthcare consumers have become "free agents." Hear how to manage consumer loyalty through "Care Commerce," which blends digital marketing and ecommerce strategies to drive customer acquisition and guide patients to the care option that fits them best.

Allison Lewis Lodhi, Director, Strategic Account Integration
Community Health Network

Jeanine Maier, VP, Consumer Experience
Kaiser Permanente

Jamie Gier, Chief Marketing Officer
DexCare

Stay Tuned!

PHYSICIAN RELATIONS & SALES

Small Markets & Niche Offerings Rely on Physician Relations

Community hospitals rely on field teams to ensure the right business stays at home. Likewise, niche services have turned to referral development to ensure their futures. Often the competition comes from large AMCs that capture elective surgeries your facility needs. Hear how smaller and specialty organizations are deploying field staff to keep referrals close to home.

Ashley Hilliard

Sr. Director, Practice Growth & Referral Relations
Texas Oncology

5 Ways to Differentiate Your Field Implementation

Field strategy requires a plan, data, and measurement, but nothing really happens until the liaison has a meaningful conversation with the doctor. Examine scripts, tools, and techniques of best practice programs. Whether you're a leader coaching the team or a liaison working to enhance your skills, you'll take home solid ideas—from gatekeeper techniques through closing to the referral.

Jennifer Downs

Director, Physician Referral Networking
Johns Hopkins Health System

Angela Valchine

Senior Vice President, Physician Relations
Happier Living

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

Hotel Information

The official hotel for the Summit is **Caesars Palace Las Vegas**. Standing in a class by itself, Caesars offers the luxuries of the world's top resorts, with seven pools, workout facilities, a world-class spa, celebrity chef restaurants, and legendary entertainment.

To reserve a room at the special rate of \$239/night, plus \$39 resort fee, [reserve online](#) or call the hotel at (800) 223-7277 and identify the meeting as the "Healthcare Marketing & Physician Summit."

Be sure to make your reservations early! The room block will be released on March 26th, but is likely to sell out before that date.



Summit Sponsors



Diamond Sponsor

Unlock Health is healthcare's first single-source growth platform. We connect the dots—delivering essential expertise in managed care, marketing and technology. We solve healthcare organizations' urgent needs for growth, while driving long-term, sustainable performance.

Platinum Sponsors



AcrobatAnt creates compelling marketing solutions that deliver results. We inspire each other, our clients, and audiences to take action. And you'll like working with us.



Aletheia Marketing & Media seeks the truth about the market, the customer, and media to build your business. Unleashing these truths is the foundation of our data-driven, strategic approach.



Bowstring is a global, creative content studio specializing in offering brands and agencies strategic production solutions to deliver more high-quality content.



Digital Health Strategies is one of the nation's leading healthcare fundraising solutions providers. Leveraging data science, digital technologies and creativity, we develop and implement innovative programs to solve the most complex marketing and fundraising challenges for some of the largest health systems in the country.



Doximity is the largest medical network with 2M+ verified members, enabling collaboration across specialties and every major medical center. Members can search and find clinicians, stay up-to-date with the newsfeed of medicine, exchange HIPAA-secure messages, and engage in telehealth visits.



Enqbator specializes in website development and integrations. If you dream it, we can build it! We have 20+ years' experience in healthcare and a 100% referenceable client base.



Come see what's new at **Epic**, including Cheers, the CRM built for healthcare, and Hello World for two-way text and omni-channel communications. Both work with MyChart, the #1 mobile healthcare app—now with its own low-code digital marketing tool, MyChart Builder.



We're **Fathom**—digital marketers who believe strong strategy starts with deep roots. We partner with CMOs and marketing leaders at top hospital systems to measure and maximize their digital impact.



Healthgrades empowers stronger and more meaningful connections between patients and doctors. As the #1 platform for finding a doctor, we help millions of consumers each month find and schedule appointments.



Kythera Labs is a healthcare data transformation and technology company that enables Healthcare and Life Sciences organizations to rapidly integrate, access, and analyze healthcare data with scale using the Wayfinder data science platform and pre-configured data pipelines, data science toolkits, and remastered data sets for competitive advantages across markets.



LIFT delivers valuable human insights, audiences, marketing services, and measurement resources unavailable elsewhere in healthcare. Our clients enjoy tools and assets that fuel deeper value across the enterprise—elevating their profession to a higher level of regard in the C-suite.



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

Summit Sponsors, continued



MERGE is an agency that brings together storytelling and technology to help solve the most pressing marketing challenges in healthcare. Light up your legacy.



Modea is a healthcare digital consultancy focused on improving the patient experience by helping organizations establish and nurture strong relationships with their customers. We specialize in designing and building digital consumer experiences and providing digital transformation consulting for healthcare organizations.



Monigle is a creative experience company fueled by humanizing brands and moving people. With offices in Denver and New York, our teams create and deliver powerful brand experiences across a spectrum of services, including brand, experience, culture, activation, and management.



NRC Health is committed to achieving Human Understanding and bringing healthcare organizations closer to their customers. Helping its partners design experiences that exceed expectations, inspire loyalty, and improve well-being, NRC Health is enabling organizations to understand what matters most to each person they serve.



Revive embraces the chaos of healthcare to build leading brands—brands that drive transformation, make things better, shape the future of health. We deliver success by building brand, marketing, advertising, and communications solutions that are effective today and prepare our clients for tomorrow.

Gold Sponsors



Chatmeter is the brand intelligence company reimagining customer connections and reputation management through AI-powered deep listening.



Focus USA, a direct marketing company, uses data and technology to identify and reach audiences through performance marketing channels. We specialize in building secure and compliant ways to serve highly personalized messages to individuals through integrated and direct marketing solutions.



Freshpaint replaces tracking tech used by marketing tools—like Google Analytics, Facebook, and Google Ads—to enable healthcare marketers to continue using them while staying HIPAA compliant.



Heap is a low-code, easy-to-use digital analytics software that illuminates key digital behaviors and pinpoints valuable quantitative and qualitative insights so teams can quickly act with confidence and create the best possible digital experiences.



Julia Balfour, LLC solves problems. Design, development, and branding—traditional or way outside the box, we inspire change in every way.



Kyruus Health is the leading care access platform on a mission to connect people to the right care.



As healthcare deepens engagement and investment into sports and influencer marketing, **Playbook for Health** supports healthcare systems with the data, analytics, insights and activation to optimize their sponsorship and partnership investments.



Reason One is a full-service digital agency serving healthcare systems and foundations. With a full suite of services, we design websites, intranets, and campaigns that connect in a consumer-centric way.

Summit Sponsors, continued

Reputation

Reputation is a unified platform to drive provider selection, connect patients with doctors and improve care with deep insight into patient feedback!



Salesforce is the customer company, helping companies connect with customers in a whole new way since 1999. Its pioneering formula of Data + AI + CRM + Trust helps companies embrace artificial intelligence across Customer 360, its complete portfolio of products that unites every team around the customer on an integrated, metadata-driven platform.



Virgin Pulse is the world's #1 digital-first engagement and activation company. For nearly 20 years, we've delivered meaningful health improvements and demonstrable results for health systems and hospitals.



Wolters Kluwer is a provider of information, business intelligence, and point-of-care solutions for the healthcare industry. Serving 180+ countries, Wolters Kluwer's customers include professionals in medicine, nursing, and allied health.

Silver Sponsor



Prairie Dog begins each conversation with curiosity. Because the first step to solving your business problem is to be sure we're solving the right problem. We then set out to solve it with marketing discipline and flair. Every day since 1996.

Bronze Sponsors



Supporting Sponsor



Podcast Sponsor



Healthcare Marketing & Physician Strategies Summit

1 Registrant Information

FULL NAME

FIRST NAME AS YOU WISH IT TO APPEAR ON BADGE

TITLE

ORGANIZATION

ADDRESS

CITYSTATEZIP

PHONE

E-MAIL

2 How Did You Hear About the Summit?

☐ Previously Attended☐ Forum Website☐ Social Media

☐ Brochure☐ Word of Mouth☐ Online/Google Search

☐ Email☐ LinkedIn☐ Other

3 Which Category Best Describes Your Organization?

☐ Hospital/Health System☐ Pharmaceutical Company

☐ Urban/Suburban☐ Medical Device Company

☐ Rural☐ Vendor/Solution Provider

☐ Academic Medical Center☐ Advertising/Marketing Agency

☐ Medical Group Practice☐ Consultancy

☐ Ancillary Provider☐ Other

☐ Insurer/Health Plan

4 Which of the following best describes your primary job category? (Please choose up to 2)

☐ Marketing☐ Strategic Development/Planning

☐ Communications/Public Relations☐ Business Development

☐ Digital/Web Strategy☐ Customer Experience

☐ Physician Relations☐ Other

Cancellation Policy

The Forum guarantees a refund, less a \$450 administrative fee, if written notification is received on or before January 22, 2024. Verbal cancellations are not accepted. Cancellations received after January 22, 2024, are not eligible for a refund. You may always send a substitute.

Privacy Policy

By registering for this event, you agree to receive emails from the Forum for Healthcare Strategists (the Forum) and to have your contact information, including email, passed on to the event sponsors and exhibitors for the purpose of following up on your interests. You may unsubscribe or change your email preferences through links in emails you receive. For more information, see the Forum's [Privacy Policy](#). To opt out, please email contact@healthcarestrategy.com.

April 17 – 19, 2024

Caesars Palace Las Vegas

5 Registration Fees

Early rates are available if the Registration Form with full payment is received by Monday, January 22, 2024. Discounts for group registrations (3 or more) are available for provider organizations. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

Summit Rates	Early	Regular
	received by 1/22/24	received after 1/22/24
Current Forum Member	____ \$1,350	____ \$1,450
Joining Member	____ \$1,575	____ \$1,695
(Includes one-year Forum membership, \$225 value)		
Non-Member	____ \$1,595	____ \$1,725
(Does not include membership)		
Pre-Summit Strategy Sessions		
Fee includes continental breakfast.		
Employee Engagement	____ \$125	____ \$175
Patient Acquisition Marketing	____ \$125	____ \$175
Harness the Power of AI	____ \$125	____ \$175
Strategic Field Sales Plan	____ \$125	____ \$175

Total Due \$ _____

6 Payment Information

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

☐ A check is enclosed, payable to Forum for Healthcare Strategists

☐ ACH Payment (The Forum will send you banking details)

☐ I authorize you to charge:

☐ VISA☐ MasterCard☐ Discover☐ American Express

NAME ON CARD

CARD NUMBEREXPIRATION

BILLING STREET ADDRESS

BILLING ZIP CODE

SIGNATURE

7 Get This Form To Us

Mail Registration Form(s) with payment to:

Forum for Healthcare Strategists
PO Box 437, Glencoe, IL 60022

Register online at: www.healthcarestrategy.com/register

Photography Consent

By attending this event, I grant the Forum for Healthcare Strategists permission to use my likeness in connection with the advertising, promotion, and public relations efforts relating to the Summit in any and all media, now known or hereafter created, without any compensation to me.



The Leading Summit on Market-Driven Healthcare Strategy

Nationwide, healthcare marketing, communications, digital, and physician relations executives are facing unprecedented challenges, including demonstrating value; harnessing the power of AI; developing and implementing patient acquisition, experience, and engagement strategies; building a specialized MarTech stack; balancing personalization vs. privacy...and so much more.

Developing an agenda that meets those many varied needs was possible through a Call for Speakers, the ongoing input of seasoned healthcare executives who served on Advisory Committees, and feedback from past attendees who rated the testing agenda. To all who contributed and guided the agenda development process...THANK YOU!

HMPS24 Advisory Committee Members

Jessica Auerbach

Director, Physician Relations, UCSF Health

Dean Browell

Chief Behavioral Officer, Feedback

Mitzi Calhoun

Regional Marketing Specialist, McKesson/The US Oncology Network

Veronica Campbell

Network Director, Physician Relations & Market Development, HonorHealth

Andrew Chang

Chief Marketing Officer, UChicago Medicine

Amy Comeau

VP, Marketing, Emory Healthcare

Kelly Faley

VP, Digital Experience, Sharp HealthCare

Daniel Fell

Founder, Corner Street Ventures

Dalal Haldeman

Executive Advisor, CEO, Haldeman Marketing, LLC

Jeremy Harrison

Director, Digital Services, MultiCare Health System

Suzanne Hendery

Chief Marketing, Communications & Customer Experience Officer, Renown Health

Ashley Hilliard

Sr. Director, Practice Growth & Referral Relations, Texas Oncology

Jerry Hobbs

President, PrairieDog

Karen Insignares-Garcia

Assistant VP, UHealth/University of Miami Health System

Brad Jones

Executive Director, Physician & EMS Relations, AdventHealth

Michael Knecht

EVP, Chief Marketing & Communications Officer, RWJBarnabas Health

Pamela Landis

SVP, Digital Engagement, Hackensack Meridian Health

Jason Lansdale

Manager, Business Development & Strategic Partnership Alignment, University Hospitals Cleveland

Becky Lathrop

Director, Physician & EMS Liaisons, Indiana University Health

Penny Nichols

Physician Outreach & Referral Management Executive, Adventist Health

Sue Omori

Executive Director, Marketing Account Services, Cleveland Clinic

Victor Reiss

VP, Consumerism, Marketing & Insights, UNC Health

Jeremy Rogers

Executive Director, Digital Marketing & Experience, Indiana University Health

Matt Schwabel

Executive Director, Marketing Technology & Operations, UNC Health Care

Kathy Smith

VP, Chief Marketing & Digital Officer, Roper St. Francis Healthcare

Reed Smith

Chief Consumer Officer, Ardent Health Services

Gayle Sweitzer

Chief Marketing Officer, University of Kansas Health System

Karen Wish

VP, Chief Marketing Officer, Mount Sinai Health System