

November 5-8, 2023

JW Marriott at L.A. Live

27th Annual Greystone.Net



HEALTHCARE INTERNET CONFERENCE

The Premier Conference for
Healthcare Marketers and Digital Leaders

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HCIC: The Conference Where Marketing, Digital Health and the Customer Experience Converge

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would
recommend
HCIC to a
colleague!



Greystone.Net

Healthcare Internet Conference

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www.HCIC.net/register-now



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

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



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

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

- ★ Healthcare's Most Forward-Thinking and Digitally Focused Marketing Conference
- ★ Stay Ahead of the Curve on Digital Strategy and Emerging Technologies
- ★ Access to 70+ Cutting Edge Exhibitors and Sponsors
- ★ Network with Colleagues from Hospitals and Health Systems from Around the Country

HCIC Organizer



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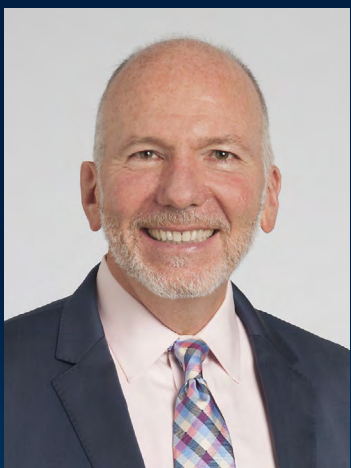
www.greystone.net

2023 Keynote Speakers

HCIC is renowned for curating some of the biggest names, strongest voices and most inspiring topics! This year, that includes 3 keynotes, 4 mainstage panel discussions, 8 master classes and over 55 concurrent sessions to help you focus on the business and transformation of healthcare.

Monday, November 6
1:15 - 2:15pm

Sponsored by: MERGE



Edward Marx
Chief Executive Officer,
Marx Advisory, and former
Chief Information Officer,
Cleveland Clinic

Patient Experience Turned Upside Down: How Our Consumer Experience Approach Changed When Cancer Struck Us

When Cris Ross, Chief Information Officer of the Mayo Clinic, and Ed Marx, former Chief Information Officer of the Cleveland Clinic, helped guide their organizations through digitally enabling patient experiences, little did they know that they would soon be the benefactors. When they both faced life-threatening illnesses, their long-term friendship helped them cope as they learned firsthand the key ingredients for a great patient experience.

In this reality-based keynote, hear how they changed their mindsets and game plans to influence their respective organizations to turn the patient experience upside down. As they began their journeys into healing, they agreed to co-author a book based on their revelations as cancer patients and healthcare executives.



Cris Ross
Chief Information Officer,
Mayo Clinic

In this keynote, get a sneak peek at *The Patient Experience Turned Upside Down*, set to release in late 2023. Cris and Ed share their research and reveal key findings that can help all health systems adopt a more consumer-focused approach to care. Leave the keynote with a customer friendly patient experience framework, understand the one key attribute common to most great patient experiences and leave with a checklist that every hospital should deploy regardless of size.

Don't miss this riveting session! And, when published, 100% of the profits of the book will be donated to the Mayo Clinic Foundation to fight cancer.



KEYNOTES SHARE THEIR EXPERTISE THROUGH ENTERTAINING AND PERTINENT STORIES THAT ARE MEANINGFUL TO HEALTHCARE MARKETERS

Tuesday November 7
8:15 - 9:15am

Sponsored by: Loyal



Andrew Davis
Best-Selling Author and Keynote
Speaker, Monumental Shift, Inc.

The Loyalty Loop: *The Small Things That Add Up to Big Revenue.*

As a healthcare marketer, you're tasked with growing your patient base and increasing revenues. And, you're committed to providing your patients and their families with exceptional care. But conduct a search for a physician or hospital, and you'll quickly find that we all sound the same. It's time to stop trying to tell people we're different. Let's start showing them we're different. It turns out one of the most effective ways to grow patient volume doesn't require more social posts or starting a podcast. Instead, treat your existing patients like they are your most valuable asset. It's time to exploit the Loyalty Loop and leverage the patients you already serve to drive a steady stream of highly valuable, highly engaged, new patients right to your door. In this exhilarating keynote, best-selling author and marketing guru Andrew Davis will help you harness the power of the new consumer journey. You'll learn to build anticipation, exploit the honeymoon phase and craft inspirational moments that increase revenues. You'll leave inspired to re-think how you service the patients you already have to stand out in a crowded market. Are you bold enough to embrace The Loyalty Loop?

Wednesday November 8
8:15 - 9:15am

Sponsored by:



Jon Youshaei
Writer, *Forbes*, and Former
Marketing Lead at YouTube
and Instagram

Insider Insight: *8 Tips I Learned From Working Inside Instagram & YouTube for 8 Years*

There's a reason why *Inc Magazine* stated: "if anyone has cracked the code for going viral, it's Jon Youshaei." In this keynote, Jon breaks down that code step-by-step and demystifies how "the algorithm" actually works after working at the heart of two of the world's biggest social media platforms. Jon also outlines his 8 best tips to help increase your engagement, decrease your production time and use AI tools while staying authentic to your brand. As a case study, Jon also shares how he used these tips to bootstrap his own channel from 0 to 160 million views so you can put it into practice immediately.

4 Powerful Mainstage Panel Discussions!

Adventures in Generative AI: A Year of Learning to Co-Exist

Facing the future of Generative AI looks both promising and downright apocalyptic. Will these technologies take our jobs? Spew misinformation that further maims public health? Ruin our rankings? Threaten all the great work we've spent years building? Or maybe, they will help us do our jobs faster, eliminate mundane and rote tasks, create efficiencies and bring down costs. Join four marketing experts who have waded into the wilderness of Generative AI for a lively panel discussion. Topics covered will include issues of privacy, accuracy, plagiarism, how we all really feel about robots creating content, coding and images, and how to handle immersive, generative search experiences. Leave this panel discussion with what you need to know about today's Generative AI landscape and insights on how to incorporate it successfully into your future. Bring your questions and hold onto your hat — it's going to be a fun ride!

Facilitator



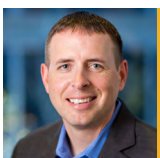
Ahava Leibtag
President
AHA Media



Jen Jenkins
Web Content, SEO and
Analytics Manager
University of Utah
Health



Bill Rogers
President and Co-
Founder
Orbita



Alan Shoebridge
Associate Vice
President, National
Communication
Providence

Privacy, Tracking, HIPAA, AI and More: A Panel Discussion on How Marketing Leaders Solve Today's Challenges Amidst Near-Constant Evolution

Patient Privacy. Digital Front Doors. Artificial Intelligence. Continuous Care. Health Equity. Technology will heavily influence the future of healthcare in ways we can't yet imagine. So how do you balance solving for today's needs with the innovative thinking required to anticipate tomorrow's challenges? Join marketing leaders from Penn Medicine, Sharp HealthCare, and Stanford Health Care for a panel discussion on getting ahead of today's digital pace of change.

Facilitator



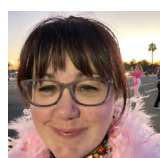
Jeremy Mathis
Account Partner
Fathom



Paula Berberick
Vice President of
Brand Marketing
Sharp HealthCare



Nick Cifuentes
Director, Web
Experiences
Stanford Health
Care



Robin Ward
AVP, Customer
Analytics & Marketing
Technology
Penn Medicine

A CMO Perspective on the (Ever) Evolving Role of Marketing in Health Systems

Back for an encore, join this powerhouse industry panel from last year as they continue the discussion on the ever-evolving role of marketing in healthcare. With so much industry change and external pressures, healthcare marketing organizations are being asked to do more with less while tackling numerous new initiatives. A few of these include supporting access, digital health, advanced technology, philanthropy, data management and even recruitment. In this session, learn how marketing leaders are building multi-disciplinary teams to be more nimble, efficient and resilient.

Facilitator



Tom Hileman
Chief Executive
Officer
Hileman Group



Stuart Dill
Senior Vice President
Marketing and
Engagement
Vanderbilt University
Medical Center



Paul Matsen
Chief Marketing &
Communications
Officer
Cleveland Clinic



Nikki Moll
Chief Marketing &
Communications
Officer
Baylor Scott &
White Health

Let's Talk About the Evolving Digital Center: *What Is It? Who Owns It? And Can We All Play Well Together?*

Join us as leading CIOs and CMOs talk about the emergence of the health system "Digital Center" and what it means to healthcare. As marketing has become increasingly technology-dependent, the collaborative working relationship between Information Services and Marketing has become even more vital. At times, the relationship strains when there are strategy, priority and budget conflicts. Learn more about the evolving Digital Center, who really owns it and leave the panel discussion with techniques for building a true lasting working partnership that supports marketing while enhancing the patient experience and engagement.

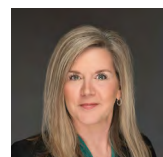
Facilitator



Chris Catallo
Chief Executive
Officer
HealthNXT, a
Tech Mahindra
Company



Edward Marx
Chief Executive
Officer, Marx Advisory,
and former Chief
Information Officer,
Cleveland Clinic



Tressa Springmann
Senior VP, Chief
Information and
Digital Officer
LifeBridge Health

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

HCIC Schedule



New Attendee Reception

If this is your first time at HCIC, join us at the New Attendee Meet & Greet on Monday, November 6th from 11:30am to 12:15pm. Enjoy a beverage and a snack while you get to meet and mingle with each other and a few “frequent flyers” at HCIC.



Sunday, November 5

Awards Program

6:30 - 8:30pm

Monday, November 6

Registration Open	7:00am - 5:30pm
Master Classes (4)	8:15am
Master Classes (4)	10:00am
New Attendee Welcome Reception	11:30am
Welcome and Introduction by Greystone.Net	12:45pm
General Session with Ed Marx and Cris Ross	1:00pm
Concurrent Sessions	2:10pm
Concurrent Sessions	3:15pm
Concurrent Sessions	4:15pm
Mainstage Panel Discussion	5:10pm
Opening Reception in the Exhibit Hall	6:00pm

Tuesday, November 7

Registration Open	7:00am - 5:30pm
Sunrise Breakfast	7:45am
Welcome and Opening Comments	8:00am
General Session with Andrew Davis	8:15am
Break in the Exhibit Hall	9:15am
Concurrent Sessions	10:15am
Mainstage Panel Discussion	11:15am
Roundtable Networking Luncheon	12:05pm
Concurrent Sessions	1:10pm
Concurrent Sessions	2:10pm
Break in the Exhibit Hall	3:00pm
Mainstage Panel Discussion	4:10pm
Reception in the Exhibit Hall	5:00pm

Wednesday, November 8

Registration Open	7:00am - 1:30pm
Sunrise Breakfast	7:45am
Welcome and Opening Comments	8:00am
General Session with Jon Youshaei	8:15am
Concurrent Sessions	9:25am
Final Break in the Exhibit Hall	10:15am
Mainstage Panel Discussion	11:00am
Concurrent Sessions & Box Lunch	11:55am
Conference Adjourns	12:45pm

NEW THIS YEAR!

A special event showcasing the following award ceremonies:



2023 Awards Night

Sunday, November 5th

At this newly combined event, the 2023 eHealthcare Leadership Awards winners will be announced and recognized, the 2023 Class of Inductees into the Healthcare Internet Hall of Fame will be introduced and the recipient of the 2023 John A. Eudes Vision & Leadership Award will be honored.

It will be a fun and entertaining way to ease into the conference, connect with old friends and make new ones, all while seeing who is transforming healthcare marketing and who are setting the benchmarks for excellence. Enjoy drinks and a light dinner on us as we kick off HCIC 2023 in a new way this year with our friends and colleagues in a relaxed fun way!



Recorded Sessions This Year!

Access Exclusive Content Anytime, Anywhere!

The HCIC Recorded Track is an invaluable resource tailored exclusively for HCIC attendees like you. Delve into a wealth of knowledge and expertise presented by industry leaders, accessible online throughout and after the conference. This is your opportunity to stay ahead of the curve and explore the latest digital healthcare trends and emerging technologies at your own convenience.

One of the greatest advantages of the HCIC Recorded Track is its flexibility. Access the content whenever it suits you, allowing for personalized learning and exploration. Whether you want to revisit a captivating session or catch up on missed presentations, the power is in your hands.

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Maximize Your Networking Experience at HCIC23

Join us at HCIC23 and unlock a world of networking opportunities that will propel your professional growth. Prepare to immerse yourself in an unforgettable experience filled with exciting events and interactions that will elevate your career to new heights.

Stop in at the awards ceremony, the Meet and Greet, sunrise breakfasts, roundtable luncheon or at one of the receptions. Say hi to the person beside you during a keynote session or while grabbing a snack during the breaks. The City of Angels is calling.

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of HCIC

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Stay Up-to-Date during HCIC with the Mobile App

Download the HCIC app to view the full schedule and session descriptions. You can also get important notifications and updates during HCIC as well as review your favorite sessions.

With the **Cvent Attendee Hub Event App**, onsite and digital attendees can easily manage their schedules, access event content, stay updated, network, and engage with sessions and exhibitors before, during, and after HCIC.

Available for both
iOS and Android:



Cvent Instructions

- **Download Cvent Events** from the Google Play Store or from the Apple App Store.
- **Search for the event.** Search for **Healthcare Internet Conference** and click on the download icon to download the event.
- **Enter your info.** If you aren't automatically prompted to log in, tap the profile icon at the bottom of the screen to access the Profile tab, then tap Log in. Enter your first name, last name, and email.

You will be unable to participate in the community, view your personal schedule, access your profile for messages, etc. if you do not log in.

- **Verify your account.** You'll either receive an email and text message containing a verification code or just an email. Read it, then return to the app, enter the code, and tap the arrow.

After entering the verification code, you'll be logged in and taken to the event's Home page, or back to the Profile tab.

- **For more information,** <https://support.cvent.com/s/communityarticle/Logging-In-to-Your-Attendee-Hub-Website-and-App>



80%

of provider
**attendees last
year** found the
roundtable
discussions
valuable!

Back By Popular Demand!

Tuesday November 7th • 12:05pm - 1:10pm

Roundtable Discussions and Luncheon

During this Tuesday lunch, you will be able to choose a table with a topic of interest to you and have robust conversation about it with your colleagues.

More information on the topics will be available in the On-Site Guide and Notebook.

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.

Registrations are free and sponsorships are available. We are now scheduling webinars for 2024.

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



Dedicated time
in the Exhibit
Hall allows
you to interact
with leading
consultants and
vendors.

Come a little early to Los Angeles this year and join us for one or two Master Classes. Each class offers an in-depth focus on current topics of interest. To include a Master Class in your HCIC experience, choose up to two that you're interested in when you register at www.hcic.net/register-now. A fee of \$145 per class (\$125 if you register by Sept. 22nd) gets you access.

8:15 - 9:45am

Recruit, Retain and Engage Job Seekers: How Bayhealth Excels in a Highly competitive Job Market

Hiring and retaining staff in healthcare is challenging, creating an urgent need to build awareness and drive outreach for candidates. In this master class, learn about the approach, process and results of a comprehensive qualitative and quantitative research study focused on enhancing the online recruitment experience for Bayhealth's network of hospitals and medical centers. Learn key insights and leave inspired to create engaging content for job seekers across the web, social properties and more.

Leigh Ann Coleman, Digital Innovation and Consumer Engagement Program Manager, Bayhealth

Marlana Voerster, Senior Healthcare Strategist, Consumer Experience, Perficient

Consumer-Driven Value Propositions: Discover Your Differentiators to Drive User Experience

Now more than ever, health systems must differentiate in the market to compete for consumer attention and loyalty. In a competitive consumer environment, your value proposition has to resonate throughout the user journey, from awareness to conversion, driving the user experience to actually deliver on the brand promise. In this interactive master class, learn how to uncover their differentiators, communicate them effectively and apply them to your UX.

Dean Browell, Chief Behavioral Officer
Feedback

Ben Cash, Chief Executive Officer
ReasonOne

Laila Waggoner, Vice President, Strategic Partnerships
Core Health

HIPAA and GDPR: What You Need to Know Now!

The legal landscape is constantly shifting in healthcare marketing and the rules tightened even more in 2022. Are you on top of the recent developments? Attend this master class to gain a better understanding of what's happening in healthcare marketing compliance. This session won't be full of legal jargon, we promise! The session will tackle what you can track, what can't you track, and why! Leave with real life examples, best practices and ways for even non-tech-savvy marketers to see if their organization is handling patient data safely.

Aaron Williams, Digital Analytics and SEO Lead, Cincinnati Children's Hospital

Jenny Bristow, Chief Executive Officer, Hedy & Hopp

For more information please visit:

www.hcic.net/agenda

Sponsored by:  **Phase2**

8:15 - 9:45am

**Encouraging Collaboration
Between Clinical, Business, IT,
Marketing and Operations**

Our industry is in a perfect storm of consumer demand, payor disarray, technology changes and data unreadiness. There has never been a more important time for us to work collaboratively. In this master class, learn how to choose an important problem to focus on and encourage collaboration across your health system. Whether you're in marketing or operations, your roadmap of growth and loyalty strategies require cross-functional expertise.

Lisa Williams, Senior Director,
Growth & Loyalty, PeaceHealth

— PLAN TO —
**ATTEND
MASTER
CLASSES**
— AT —
#HCIC23



10:00am - 11:30am

Think Like Amazon, Netflix and Target: How to Reimagine the Digital Front Door in Healthcare

Whether scheduling an appointment, finding condition info or paying a bill, consumers need a website that knows who they are and guides them down the best path. Historically, building this experience created a complex host of issues, especially around how to leverage the power and utility of the EHR. So where do you start to truly reimagine the digital front door in healthcare? In this master class, hear case studies from two health systems that are successfully reimagining their front doors. Learn how Luminis Health's new website rethinks the consumer experience and delivers a modern, Epic-integrated platform for modern consumers. And, see how Nemours Children's Health created a new web platform that provides a modern, personalized experience, makes scheduling easy and authentically represents their mission oriented brand across clinical operations in five states.

Jes Burke, Lead UX Developer and Digital Strategist, Luminis Health

David Chase, Director of Digital Marketing and CRM, Nemours Children's Health

Eileen Harberts, Director of Marketing & Digital Experience, Luminis Health

Bryce Cannon, President and Chris Riegger, Chief Operating Officer, Modea

The Master Algorithm: Language Learning Models 101 and How Health Systems Can Leverage Them

Generative AI tools have taken the world by storm. In just two weeks, ChatGPT gained over 100M users, higher adoption than any previous technology. Health systems must learn how to leverage language learning models (LLMs) like ChatGPT to compete with non-traditional healthcare organizations (Amazon, CVS and Google) and to meet growing consumer expectations. In this master class, learn about the increasing use of LLMs and how these can drive efficiencies and fill workforce gaps. Leave with a solid understanding of their use and how leverage them safely.

John Davey, Vice President Marketing Technology Mount Sinai Health System

Chris Pace, Chief Digital Marketing Officer, Banner Health

Carrie Liken, Head of Industry, Healthcare, Xext

Tech Triumphs: An Entertaining and Enlightening Expedition into the Potential Digital Health

This master class explores how digital technology is transforming the healthcare industry and revolutionizing the patient experience. Hear from experts from Southwestern Health Resources, Tufts Medicine and Phase2 as they share their experiences in digital transformation. Find practical strategies to leverage digital solutions to enhance patient engagement, improve healthcare delivery and drive profitability. Delve into the challenges and opportunities presented by the healthcare landscape and discuss how to develop a personalized digital health experience that caters to consumers' needs throughout their healthcare journey. Hear real-world examples and best practices to help you develop a comprehensive understanding of the evolving digital health landscape. Examine the importance of using innovative digital solutions to provide high-quality, coordinated care and highlight the benefits of integrating technology into your healthcare delivery model. Explore the potential of AI and machine learning in healthcare to enable data-driven decision-making and improve patient engagement. And leave equipped with practical strategies to enhance patient engagement, drive profitability and solidify your position as a leader in the digital healthcare industry.

Daphne Tam, Digital Marketing Director, Southwestern Health Resources

Susie Germer, Director of Marketing and Digital Strategy, Tufts Medicine

Marshall Schoenthal, Industry Principal and Gregg Shanefelt, Principal Engineer, Mobile, Phase2

Gregg Shanefelt, Principal Engineer, Mobile Phase2

For more information please visit:

www.hcic.net/agenda

Sponsored by:  **Phase2**

10:00am - 11:30am

Leveraging Ethnography to Build Powerful, Measurable Multi Channel Campaigns

Many organizations believe that numbers are the superior form of marketing knowledge. This belief is shortsighted and may actually limit the performance of your digital marketing programs. Why? Because numbers and data must be interpreted and analyzed, and if marketers want their data to be actionable and relevant, they need stories. In this master class, learn techniques to help change the service line marketing approach. Learn how to focus on the front door and the tools needed to gather ethnographic insights and how to meld high-value quantitative data with qualitative data that enriches your understanding. Leave understanding how to build personas and journey maps that champion data with storytelling.

Molly Luton, Chief Marketing and Commercial Officer, Ballard Health

Phil Ritchey, Chief Growth Officer, LIFT Healthcare

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Learn Marketing “Best-Practices” at the
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Full Schedule Available
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Branding & Social Media Strategies

Sponsored by:  **Reputation**

Monday

- Team Trust as a Key Driver of Social Media Growth
- Keeping your Head Above Water: Surviving Social Media's Riptides
- How Social Media Helped During a Hiring Crisis

Tuesday

- #DocTok: Short Form Video Strategies for Healthcare Organizations
- The Journey Toward a Cohesive Digital Brand: Lessons from CHRISTUS Health
- TikTok 101: Strategies for Healthcare Marketing

Wednesday

- Aligning Patient Testimonials to Campaign TikTok Strategies
- Driving New Patient Acquisition in the Feedback Economy

Consumer Engagement

Sponsored by:

Monday

- Patient Retention vs. Patient Acquisition: When and How to Prioritize
- The End of the “One-and-Done” Website Redesign: A Panel Discussion
- NYU Langone Customizes the Patient Digital Experience: Strategically Approached and Data Driven

Tuesday

- Building Trust and Driving Measurable Service Line Growth with an Integrated Outreach Strategy
- Integrating Patient Data Into Your Marketing Automation Platform and Tech Stack
- Driving Consumer Centricity with an Enterprise Digital Experience Platform

Wednesday

- The Connection That Matters: Brand, Innovation and Patient Care
- Pick Me! No, Pick Me! What are Patients Really Looking at When Choosing a Provider?



THE TOPICS COVERED
WERE ON POINT AND
THOROUGHLY ANSWERED
QUESTIONS.

Content Strategy

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COMMUNICATIONS

Monday

- Increasing Patient Access via a Centralized Content Experience for Your Health System
- If Content is King, Why Is It Such a Pain in the @#\$\$%?
- Peel the Orange: How to Make Content That's Worth a Read

Tuesday

- Embracing the Paradox of Control: Harnessing the Power of Flexibility in Digital Content Strategy
- Horizontal Print + Digital Content Success
- How to Start a Podcast

Wednesday

- Generating Engagement Through Introducing Podcasts and Blogs
- You Don't Need a Large Team to Build an Effective Content Strategy

Digital Marketing & Advertising

Sponsored by:  **Optimizely**

Monday

- Standing Out in the Evolving Digital and AI World
- The Power of Podcast Ads for Local Hospital Marketers
- Using Email Personalization to Improve Customer Life Cycle and Retention

Tuesday

- The Power of Digital Video in Healthcare Advertising: Strategies for Success
- The Patient Acquisition Evolution: From Jurassic to Fantastic
- How UCHHealth Increased Patient Engagement by 79% with Propensity Scoring

Wednesday

- Outdated to Digital: How a Massive Website Transformation Elevated the Consumer Experience
- How Johns Hopkins Medicine Engaged 1,500 New Physicians in a Targeted Growth Campaign

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

Hear Case Studies and Practical Tips!



Digital Strategic Planning

Sponsored by:  **reason one**

Monday

- Patient Acquisition and Revenue Recovery in a Post-Covid Landscape
- Healthcare is Constantly Changing. Are Your Digital Products Keeping Up?
- Pushing for Process: How Clear Procedures Lead to Improved Client Relations

Tuesday

- The High-Performing Marketing Organization of the Future
- Optimizing your Digital Ecosystem
- Moneyball Marketing: A Formulaic Approach to Build a Winning Marketing Plan

Wednesday

- Redesigning the Funnel into a Pipeline
- Preparing for a Personalized Future

Digital Health

Sponsored by: 

Monday

- CRM & DXP & CDP, OMG! How Baptist Health Effectively Integrated Technology to Enable Personalization
- Ochsner Health: Using Influencer Marketing to Amplify Ongoing Population Health Efforts
- Disrupting the Status Quo: Reimagining Traditional Healthcare

Tuesday

- Reimagining the Digital Front Door Through a Patient-Centric Approach
- How Banner Health Uses Evidence-based Scheduling to Optimize Patient Access
- Want to Remain Competitive? Reorient your Growth to Focus on a Loyalty-Driven Strategy

Wednesday

- How to Survive Upgrading Your Find a Doctor Tool to Improve Consumer Access
- It's Time to Think Beyond Online Scheduling Alone

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



Tools, Technology & Analytics

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Monday

- Building Your Healthcare Consumer Mapping Toolkit
- Targeting Patients and Tracking Conversion In A Cookie-less Worldt
- More Than A Conversation! How Health Systems Are Using Chats to Drive Engagement, Align with Marketing Efforts and Impact the Bottom Line

Tuesday

- Unleashing Generative AI for Healthcare Marketing: 10 Real World Applications
- Integrating Online Scheduling into Your Existing Site Infrastructure
- Reimagining the Digital Experience: How Baystate Health Uses Market Research to Guide the Way

Wednesday

- Use the Power of AI to Revolutionize your Digital Presence and Wow your Audiences
- Using GA4 To Build Effective Marketing Funnel Analysis Dashboards

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



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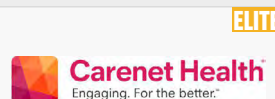
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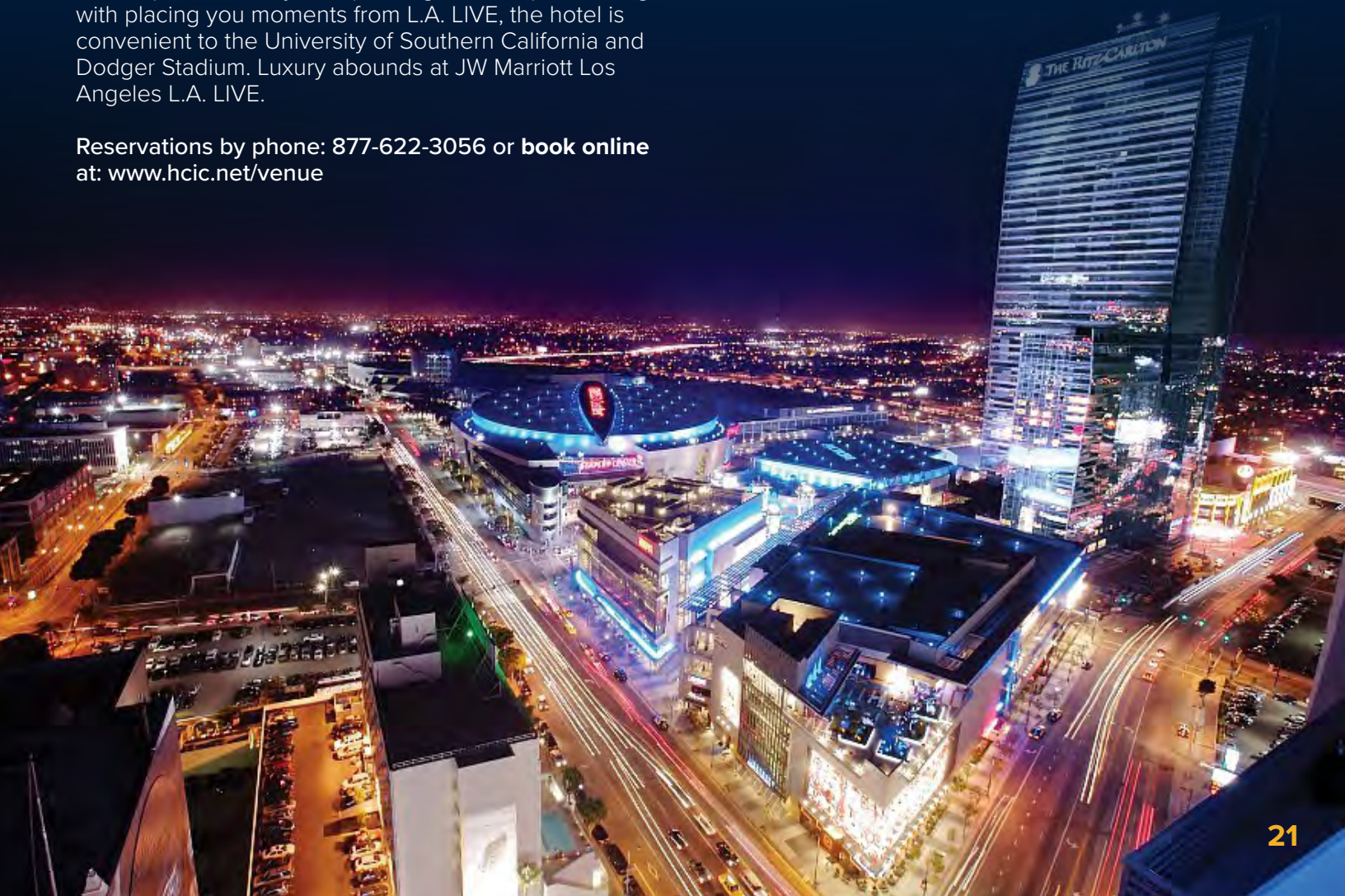
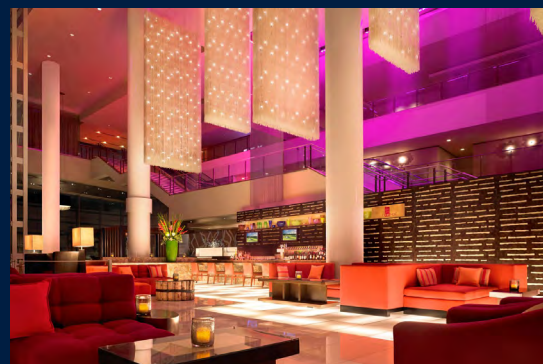
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JW Marriott Los Angeles L.A. LIVE

The official hotel for the conference is the JW Marriott Los Angeles L.A. LIVE. Book your room today! Exhibitors are required to stay at the JW Marriott. Be sure to call 877-622-3056 by **Friday, October 6, 2023** to make your reservations and identify the meeting as the **"Healthcare Internet Conference"** to get the discounted rate of \$289/night. You will be required to guarantee the reservation with a major credit card. After the cut-off date, or once the room block is sold out, if available, the hotel room rate will be at prevailing rates.

JW Marriott Los Angeles L.A. LIVE sets a new standard for luxury. Showcasing unbeatable placement in the heart of downtown, only steps away from the excitement of L.A. LIVE, the Convention Center, Microsoft Theatre and STAPLES Center, the hotel is ideally suited for both business and leisure travelers to Los Angeles. Guest rooms and suites feature luxury bedding, a flat-screen TV, an ergonomic workspace and a marble bathroom; many rooms offer magnificent downtown views. Savor fresh local fare at on-site restaurants, pamper yourself at the spa or relax by the sparkling outdoor pool. Along with placing you moments from L.A. LIVE, the hotel is convenient to the University of Southern California and Dodger Stadium. Luxury abounds at JW Marriott Los Angeles L.A. LIVE.

Reservations by phone: 877-622-3056 or **book online** at: www.hcic.net/venue



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for Healthcare Marketers and Digital Leaders