

*Where Digital Insight
and Execution Converge*

20th Annual Greystone.Net



HEALTHCARE INTERNET CONFERENCE

November 7-9, 2016

THE COSMOPOLITAN of LAS VEGAS

20th Annual

www.HCIC.net



#HCIC16

In cooperation with:



MOVING HEALTHCARE AHEAD™



Discover Potential | Deliver Results



AN everydayHEALTHinc COMPANY

CONFERENCE PROGRAM



Conference Hotel

The COSMOPOLITAN of Las Vegas

Las Vegas, NV

The official hotel for the conference is The Cosmopolitan of Las Vegas. To make a hotel room reservation, call **702-698-7575 (local)** or **855-435-0005 (toll free)** or [book online](#) to reserve your room. Be sure to make your reservations by **Friday, October 14, 2016**. Identify the meeting as the “**20th Annual Healthcare Internet Conference**” and use group code “**SANNH6**” to get the discounted rate of \$209/night plus tax. You will be required to guarantee the reservation with a credit card. After the cutoff date, or once the room block is sold-out, any remaining rooms will be reserved at the prevailing rate. In-room Wi-Fi access is included in the room rate.

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



HCIC Organizer

In addition to hosting the annual Healthcare Internet Conference, Greystone.Net helps healthcare organizations develop web strategies that drive growth to its digital presence. Our suite of online services include digital consulting and planning services aimed to improve web performance, an online survey tool that captures 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

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Greystone.Net

Healthcare Internet Conference

20th Annual

Don't Miss Out on Healthcare's Most Forward-Thinking Educational Conference on Digital Marketing, the Internet and Technology

HCIC 2016

As healthcare evolves, it becomes more important than ever to stay ahead of the curve on Web 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 social media, geo-targeting, mobile, design & usability, CRM & more.
- Hear case studies on digital marketing and how to measure ROI.
- Get practical tips and ideas for 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.

Don't Miss Out!

Don't miss the opportunity to attend healthcare's most respected Marketing, Internet and Web Technology conference featuring:

- Three days dedicated to helping you pinpoint the technologies, strategies and solutions that best position your organization for a consumer-driven future.
- Five General Sessions to inspire you and broaden your thinking about the impact of new technologies.
- Presentation of the 2016 Healthcare Internet Hall of Fame inductees and the announcement of the recipient of the 2016 John A. Eudes Vision and Excellence Award.
- 2016 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 and mHealth.
- Networking luncheons, breaks and receptions that connect you with your peers.

Who Should Attend?

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

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



Keynote Speakers for 2016



Tim Eades

Chief Executive Officer, vArmour

Protecting the Digital Transformation of Healthcare

With over 20 years of leadership experience in sales, marketing, and executive management at the CEO level, Tim has deep expertise in driving high growth for computing, security and enterprise software companies. Tim joined vArmour as CEO in October, 2013. Prior to that, he was the CEO at Silver Tail Systems from March, 2010 until the company was acquired by RSA, the security division of EMC in late 2012. Prior to leading Silver Tail Systems, Tim was CEO of Everyone.net, an SMB focused SaaS company that was acquired by Proofpoint. Tim has also held sales and marketing executive leadership positions at BEA Systems, Sana Security, Phoenix Technologies and IBM. Tim holds advanced degrees in business, international marketing and financial analysis, primarily from Solent University in England.



Jon Russell

Senior Vice President and Associate CIO, John Muir Health

Protecting the Digital Transformation of Healthcare

Jon Russell is a senior vice president at John Muir Health and the associate CIO. He is responsible for Information Technology and Services (ITS). Jon oversees the enterprise-wide IT functions and about 300 team members who make up the ITS division. In this role, Jon drives the strategic alignment of IT with John Muir Health's enterprise-wide vision. Among his recent accomplishments, he co-led the fully-integrated implementation of the health system's EHR and Revenue Cycle system install, bringing to that effort his extensive experience. He now stewards the ongoing maintenance and optimization of the Epic system that supports JMH's inpatient and ambulatory settings. Under Jon's direction, JMH has established a clinical and business informatics unit, positioning the health system to use robust data intelligence to deliver superior user support.



Scott Stratten

President of Un-Marketing and Best-Selling Author

Everything has Changed and Nothing is Different

Scott Stratten is the President of Un-Marketing. He is an expert in Viral, Social, and Authentic Marketing, which he calls Un-Marketing. It's all about positioning yourself as a trusted expert in front of your target market, so when they have the need, they choose you. Formerly a music industry marketer, national sales training manager and a Professor at the Sheridan College School of Business, he ran his "UnAgency" for nearly a decade before solely focusing on speaking at events for companies like PepsiCo, Adobe, Red Cross, Hard Rock Cafe, Cirque du Soleil, Saks Fifth Avenue, Deloitte and Fidelity Investments when they need help guiding their way through the viral/social media and relationship marketing landscape. He has written four best-selling business books, the newest being "UnSelling: The New Customer Experience" that was just named "Sales Book of the Year" by 1-800 CEOREAD.



Zubin Damania, MD

Founder, Turntable Health

Healthcare, Remixed

Zubin Damania, MD is the director of healthcare development for Downtown Project Las Vegas, an ambitious urban revitalization movement spearheaded by Zappos.com CEO Tony Hsieh. During his 10-year hospitalist career at Stanford, Zubin received the Russell Lee Award for Clinical Teaching while simultaneously maintaining a shadow career performing stand-up comedy for medical audiences worldwide. His videos, created under the pseudonym ZDoggMD, have amassed over a million views, focusing on educating patients and providers alike while mercilessly satirizing our dysfunctional healthcare system.



Aaron Watkins

Senior Director of Internet Strategy and Digital Content Marketing at Johns Hopkins Medicine

Turning the Ship — How to Move Your Brand Forward in the Digital Age

Aaron Watkins is the Senior Director of Internet Strategy and Digital Content Marketing at Johns Hopkins Medicine. He leads the Internet Strategy Team in the creation and execution of a comprehensive online strategy that includes user testing and performance analysis, content creation, technical development and Internet marketing and social engagement. The team's goal is to create a cohesive experience that connects the people of the world with the people of Johns Hopkins Medicine. Previously, Aaron has led enterprise-wide Web and application development projects for several medical non-profits, CareFirst, BlueCross BlueShield and the National Aquarium in Baltimore, where his team's work was recognized with a Webby Award. Additionally, Aaron is a Human Factors certified Web usability analyst.



Dalal Haldeman, Ph.D.

Senior Vice President of Marketing and Communications for Johns Hopkins Medicine

Turning the Ship — How to Move Your Brand Forward in the Digital Age

Dr. Haldeman is the Senior Vice President of Marketing and Communications for Johns Hopkins Medicine, the organizational umbrella for the Johns Hopkins School of Medicine and the Johns Hopkins Health System. She is responsible for overall brand extension, strategic marketing and communications, consumer and market research, market analysis and planning, marketing, media relations, communications, publications and internet strategies in the regional and global market. Before joining Johns Hopkins Medicine, she supported the nationally recognized outreach efforts of the Cleveland Clinic and served on the faculty at various academic institutions. Her long service record includes leadership roles in epilepsy advocacy and various community organizations. She is the recipient of several e-strategy and communications awards, has presented at numerous national and international meetings, and serves on various local and national boards.



Paul Ten Haken

President, Click Rain

Life After Google Glass and the Future of Wearables

For years, Paul has been a go-to guy for media outlets looking to further understand the role that web technology plays in everyday life. Since launching Click Rain in 2008, the company has made its way onto the Inc. 5000 list for the past three years. Paul's thought leadership in the digital space earned him a spot in the Google Glass Explorers program and the honor of being named one of *Entrepreneur Magazine's* "Top Ten Emerging Entrepreneurs." He is also the founder of the Dispatch Project, a non-profit organization dedicated to providing overseas service opportunities to business people. Currently sponsored by Hammer Strength Apparel, Powerful Yogurt and Oral IV, Paul is an accomplished obstacle course racing and IRONMAN competitor who participates in events across the country. His latest accomplishment was as a participant on NBC's new reality show *Spartan: Ultimate Team Challenge*, from the makers of *American Ninja Warrior*.

Connect **during** HCIC

Networking Events

Don't miss any of the 20th Annual HCIC's networking opportunities and general sessions:

- **Monday, 3:30 pm Welcome to HCIC 2016**
- **Monday, 3:45pm** – Presentation of the 2016 recipient of the John A. Eudes Award for Vision and Excellence
- **Monday, 4:00pm** – Opening General Session featuring Tim Eades from vArmour and Jon Russell from John Muir Health (sponsored by Healthgrades)
- **Monday, 5:15pm** – Opening Reception in the Exhibit Hall
- **Tuesday, 7:30am** – Induction of the 2016 Class of the Healthcare Internet Hall of Fame
- **Tuesday, 8:00am** – General Session featuring President of Un-Marketing and Best-Selling Author Scott Stratten (sponsored by MedTouch)
- **Tuesday, 9:15am** – Break in Exhibit Hall
- **Tuesday, 12:30pm** – Networking Lunch and General Session featuring Zubin Damania, MD founder of Turntable Health | ZDoggMD (sponsored by Evariant)
- **Tuesday, 2:00pm** – Dessert in the Exhibit Hall
- **Tuesday, 5:15pm** – Reception in the Exhibit Hall
- **Wednesday, 7:30am** – 2016 eHealthcare Awards Program
- **Wednesday, 8:15am** – General Session featuring Dalal Haldeman and Aaron Watkins from Johns Hopkins Medicine (sponsored by Tea Leaves Health)
- **Wednesday, 9:30am** – Final break in the Exhibit Hall
- **Wednesday, 12:30pm** – Luncheon and General Session featuring Paul Ten Haken President of Click Rain (sponsored by Greystone.Net)



Download the HCIC Mobile App:

The HCIC app is the perfect companion to the 2016 HCIC experience. Download it before the conference and use it to view the schedule and speakers, connect with other attendees, connect with our sponsors and more. Get it for iOS or Android via these buttons.



Let's Talk

Engagement

Register
Online at
HCIC.net

A pre-HCIC Event for Greystone.Net and Healthgrades clients

Sunday, November 6, 2016 • 4:00pm - 8:00pm

Join us for an in-depth discussion with industry and non-industry speakers, sharing insider knowledge and experiences on how to transform healthcare by integrating engagement with CMS and CRM.

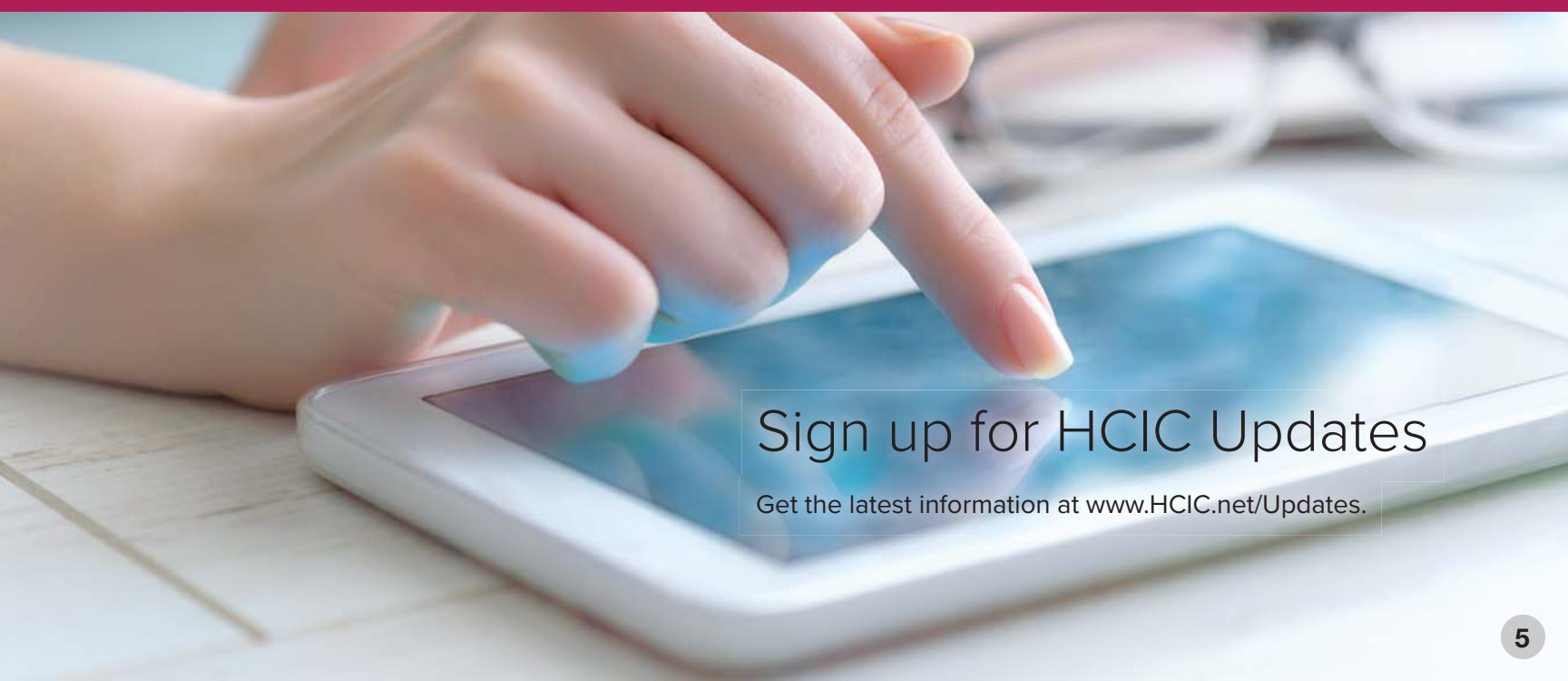
Reasons to attend:

- An exclusive opportunity for Greystone.Net and Healthgrades clients to network with faculty, peers and partners.
- A unique opportunity for clients 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!

Once the sessions conclude, we will have an evening of fun, cocktails, dinner and good conversation.

Don't Miss Out!

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



Sign up for HCIC Updates

Get the latest information at www.HCIC.net/Updates.

Pre-Conference Events

Monday, November 7, 2016 • 9:00am - Noon

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

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

Mapping the Journey from MarCom to MarTech

Today, many healthcare marketers are finding themselves in unfamiliar territory as marketing shifts from being one of the least technology dependent business functions to one of the most. Traditional MarCom functions are giving way to real-time, technology-enabled customer engagement requiring investments in marketing information systems and digital capabilities, as well as new skills in technology, analytics and experience engineering. How do you make the transition? In this session, we'll address the sweeping changes in marketing practice, develop a blueprint for the modern marketing operation and share insights from marketing executives who are leading the change in their organizations.

Speakers: **Karina Jennings**, Senior Director of Product and Digital Marketing, Providence Health & Services
Rich Phillips, Chief Technology Officer, Tampa General Hospital
Karen Corrigan, CEO, Corrigan Partners

How to Build a Successful Content Strategy: A Manageable, Step-by-Step Approach to Web Content

You know how valuable Web content is to your organization, but developing a content strategy can be overwhelming. Where to start? How much content is enough? Too much? How do you tie the content together throughout your Website? How do you make sure it is relevant, visible and drives conversions? This deep dive workshop breaks Web content into three manageable phases (strategy, execution, conversion) and uses expert case studies to help you learn how to build a successful content strategy for your organization. You'll leave with a framework for creating content and practical tips and tools for bringing it all together.

Facilitator: **Meredith Rose**, Vice President, Digital Marketing, AVID Design

Speakers: **Shanna Muschik**, Public Relations and Marketing Manager, Adventist HealthCare
Cheryl Welch, Corporate Communications Manager, Spectrum Health
Brion Eriksen, President, Elexicon
J.K. Lloyd, President/Co-Founder, Eruptr
Christy Pretzinger, CEO, WriterGirl & Associates

Break the Record: How to Activate and Engage Your Community via Patient Portals

Today, many healthcare marketers are finding themselves in unfamiliar territory as the chief marketers of patient portals driven by integrated electronic medical record (EMR) systems. Your new portal is powerful and patient-focused, but how do you engage your patients and entice them to use it? In this session, learn from case studies of how health systems addressed the sweeping changes in marketing practice (including the use of CRM and email marketing for portal promotion); see how to create a blueprint for the modern marketing operation that's focused on growing portal participation; and hear insights from marketing executives who are leading the change in their organizations as new, integrated portal pioneers.

Facilitator: **F. Brian Whitman**, COO and Partner, Corrigan Partners

Speakers: **Deborah Burgett, RN**, MSHA Director, Office of Clinical Transformation at VCU Health
Suzanne Herman, System Executive Director, Customer Experience, UNC Health Care
Pamela Riddell, Director of Communications, and **Jennifer Fisher**, Communications Specialist, Lehigh Valley Health Network of Lehigh Valley Health Network

Difficult Roads Often Lead to Beautiful Destinations: Navigating a Successful Intranet Journey

Few challenges are as daunting as redoing your intranet. From the time/cost of the work itself to the broad range of stakeholders who are more vested in the outcome than most any other project, intranet rebuilds are fraught with danger, yet ripe with opportunity. Join an in-depth dive into the process with three organizations that pulled it off successfully and learned some lessons along the way. In the session, among other things, learn how to:

- Make the case and build buy-in within your organization
- Successfully manage the project and get it across the finish line
- Define success and identify new opportunities.

Speakers: **Neal Linkon**, Director, Digital Engagement, Children's Hospital of Wisconsin
Richard Baldwin, Manager, Digital Services and **Kelsey McCurry**, Content Developer, Intranet, Marketing & Communications, Palmetto Health
Lisa Karakostas, Communication Specialist, Human Resources, Exeter Hospital
Anne La Francis, Director of Sales and Marketing, HospitalPortal.net

Before Coming to HCIC:

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).

Register
Online at
HCIC.net

Exciting Sessions This Year!

56 Concurrent Sessions

New this year, HCIC is offering a track on Design and Usability. This track will focus on the role of design and usability in the development of effective online user experiences.

In addition, concurrent sessions will be offered in six other tracks:

- Digital Strategic Planning
- Digital Marketing
- Technology & Tools
- Social Media
- CRM & Big Data
- Consumer Engagement



Monday, November 7, 2016

7:00am - 5:30pm Registration

Pre-Conference Events

This year, attendees can choose to participate in one of four pre-conference Workshops. These sessions are three-hour blocks dedicated to allowing attendees to focus on one of the following four topics:

- Mapping the Journey from MarCom to MarTech
- How to Build a Successful Content Strategy: A Manageable, Step-by-Step Approach to Web Content
- Break the Record: How to Activate and Engage Your Community via Patient Portals
- Difficult Roads Often Lead to Beautiful Destinations: Navigating a Successful Intranet Journey

For more information on each workshop and their respective faculties, see the detailed summaries on the previous page (page 6). Separate registration is required and can be found on the registration form in this brochure or online at www.hcic.net.

9:00am - Noon

Digital Strategic Planning

Sponsored by Coffey Communications

Building an Effective Digital Team: Structures, Responsibilities and Solutions

Examine the variety of structures and reporting roles of digital teams across hospitals, health systems and academic medical centers. Discover how online groups at SCL Health and the Medical University of South Carolina, among others, succeed at meeting their Web goals. Learn specific tips on how digital directors and online managers can work within complex matrix reporting structures to share their success.

Julie Lindsay
Director of Digital Services
Marketing and Communications
SCL Health

Mark Samber, PhD
Director of Digital Strategy & Web Marketing
Office of Communications & Marketing
MUSC Health

Lannie Byrd
Chief Operating Officer
Team SI

Digital Marketing

Sponsored by Sitecore

The Uber Effect in Healthcare: Changing the Game through Hyper-Local Digital Marketing

Modern consumers expect on-demand, always-on service for nearly everything, from Uber to Netflix to Amazon. But healthcare has traditionally lagged behind industry trends in reaching customers through dynamic, hyper-local means. Mobile "near me" searches are now fueling physician discovery as instantaneously as the consumers want/need it, and healthcare must act to take advantage of this opportunity to reach patients in their moment of need. Hear how converting "near me" searches into real discovery is the future of patient acquisition and satisfaction.

Mayura Kumar
Director of Digital Strategy
Advocate Health Care

Amanda Bury
Managing Director, Healthcare
SIM Partners

Technology & Tools

Sponsored by StayWell

Two Approaches to Next Generation Physician Search

Primary care physicians are a significant entry point into hospital systems, but many online physician search tools haven't changed much through the years. And, even if you build an interesting online tool, it doesn't mean people will find it – or take the desired action. Hear how two health systems – Shawnee Mission Health and Eastern Maine Medical Center – approached building and marketing their doctor matching tools. One used a complex data-driven algorithm to match consumers with a doctor and the other used a dynamic doctor matching tool, MatchMe. Learn about the tools they used to encourage the desired action, reverse negative perceptions and drive volume.

Tricia Denham
Director
Marketing and Communications
Eastern Maine Medical Center

Daniel Quinn
Director of Analytics
LionShare

Mallory Laur
Senior Engagement Strategist
Marketing & Strategic Engagement
Shawnee Mission Health

Shannon Curran
SVP Group Account Director
SPM

1:00 - 2:00pm

2:15 - 3:15pm

2:00 - 2:15pm Break sponsored by Saepio Technologies**Game Changer: Shift Your Digital Spend**

Trying to figure out how to balance the scale of digital and traditional marketing? Play to win. Now more than ever, consumers are turning to the Internet to make more informed healthcare decisions. The number one place to go - WebMD. Learn how St. Luke's University Health Network partnered with WebMD and transformed their marketing efforts almost overnight. Learn why it was important to define success early on and how to use analytics to prove ROI and help change the game!

Dorrit Trate
Director of Web and Social Media
Development
St. Luke's University Health Network

Michael Andrews
Executive Director, Health Systems
WebMD & Medscape

How to Sustain Digital Marketing Growth Year-After-Year: A Case Study

Just as the landscape of digital marketing has changed over the last several years, so have the tactics used. In this presentation, learn how the INTEGRIS Website has sustained growth across the years and how their SEO tactics have evolved. Understand the positioning of INTEGRIS as the authority on Oklahoma health and wellness through the "I On Your Health" blog and email newsletter.

Todd Stogner
Digital Media Manager
INTEGRIS

Kyle Elrod
Search Engine Optimization Manager
BigWing Interactive

CRM Meets CMS: A New Paradigm for Digital Marketing Personalization

One-to-one communication is a Holy Grail for healthcare, which is rapidly growing its use of CRM to move towards more programmatic communications with audiences – driving advances in the fields of marketing, population health and development. Until recently, few institutions have integrated this CRM-based targeting with Websites, microsites and landing pages (as managed via content management – CMS – systems.) The session explores cutting-edge opportunities as well as operational and technical hurdles that must be overcome to get there.

John Berndt
CEO
The Berndt Group

Gary Druckenmiller
Vice President, Client Solutions
Evariant

3:15 - 3:30pm Break sponsored by Saepio Technologies**3:30 - 3:45pm Welcome to the 20th Annual Healthcare Internet Conference**

The Conference opens with remarks by Greystone.Net

3:45 - 4:00pm 2016 John A. Eudes Vision & Excellence Award Presentation

Presentation of The John A. Eudes Vision & Excellence Award - More on page 21

4:00 - 5:15pm



Tim Eades
Chief Executive Officer
vArmour



Jon Russell
Senior Vice President
and Associate CIO
John Muir Health

General Session sponsored by Healthgrades**Protecting the Digital Transformation of Healthcare**

As healthcare becomes increasingly digital, cyber-security has become critical. Case in point: Hollywood Presbyterian Medical Center's data ransom in early 2016. Join Tim Eades, CEO of vArmour, the Data Center and Cloud Security company, and Jon Russell, Senior Vice President at John Muir Health, as they share the challenges of protecting healthcare information from today's sophisticated cyber attackers. Learn how a new guard of software-based security companies are helping to visualize data center traffic at the application layer, detect anomalous behaviors, and quarantine non-compliant workloads and advanced persistent threats – protecting your health system from havoc. Hear what you, as Marketing and Web leaders, need to know to be prepared.

5:15 - 6:45pm Opening Reception in the Exhibit Hall

Social Media	CRM & Big Data	Consumer Engagement	Design & Usability
Sponsored by Team SI	Sponsored by Corrigan Partners	Sponsored by Influence Health	Sponsored by Scorpion
Let's Get Social: How to Convince the C-suite to Open Social Media Access to Employees We all know our employees are our most valuable social brand ambassadors, but how do you convince the C-suite? Learn how Akron Children's Hospital broke down barriers and built consensus to unblock social networks at work. Andrea Joliet, APR Director, Corporate Communications Akron Children's Hospital	CRM: If You Are Still on the Sidelines, Let's Get You in the Game Is your journey from CRM consideration to reality stalled? If so, this case study will help you learn how to get C-suite buy-in, select the right vendor, develop an implementation plan and ensure you have the right resources and staffing before you go live. Leave with "how-to" knowledge so you can go back to your organization armed for success! If you are considering a CRM platform, but aren't sure what it can do or if you need to jumpstart your results, this is the session for you. Rebecca Pizzo Senior Web Content and Social Media Coordinator Tampa General Hospital Jean Hitchcock President Hitchcock Marketing & Communications <i>Facilitated by: Lisa Meade, Vice President, Solution Intelligence, Healthgrades</i>	Designing the Digital Brand Newsroom Sentara Healthcare is redefining its approach to digital news content. By embracing media's changing landscape, Sentara has created a digital-first, mobile-focused, content-driven approach to news. The Sentara brand newsroom goes beyond simply posting news stories. Sentara fulfills its news strategy by telling the Sentara story, reinforcing core brand values, featuring experts as accessible resources for journalists and consumers and engaging all hospitals/regions in the delivery of a brand/local approach to news delivery. Danya Bushéy Director of Brand Engagement <i>and</i> Jessica Swink Digital Media Advisor Sentara Healthcare	When Good Isn't Good Enough: How to Apply Best Practices and Architect a Winning Website As organizations face increasing competition, what exactly is a best-practice Website experience for a health system – and how do you know if you're on track to have one? Should you be concerned about competitive digital efforts or confident in your team's decisions? Cut through the confusion of subjective opinions, with an objective case study from Massachusetts General Hospital. Walk away with actionable steps to bring back to your team. Setarreh Massihzadegan Senior Manager, Digital and Content Marketing Massachusetts General Hospital Dave Wieneke Vice President, Digital Strategy Connective DX

2:00 - 2:15pm Break sponsored by Saepio Technologies

The MD Social Graph: Harnessing Physician Relationships to Better Your Brand Relationships are the key to building brand – and referrals – among the physician community. But reaching this group is challenging – physicians are busy and prefer to hear from each other, not the marketing team. Learn how Johns Hopkins partnered with Doximity to harness the online activity of their physicians. Acting as brand ambassadors, Hopkins' physicians created connections (followers) with outside physicians. Hear how they continue to leverage this network to promote the Hopkins' brand with this elusive audience. Kathy Smith Vice President, Marketing and Communications Johns Hopkins Medicine Peter Alperin, MD Vice President/General Manager, Hospital Partnerships Doximity	Leveraging the Power of Data Visualization: Your Brand Health in a Single View Recent advances in data visualization have enabled marketers to see patterns and trends in real time, leading to instantaneous opportunities to improve marketing. Hear how Middlesex Hospital uses new data tools to track critical data elements and gauge the hospital's key vital signs in a single place, truly getting a pulse of their brand's health. This session will teach you how to leverage your collected data to better invest your marketing and strategy budgets. Brian Albert Director, Marketing and Internet Strategy Middlesex Hospital Andrew Latzman Vice President, Media and Analytics Primacy	Surprise! What Consumers Really Think Until just a few years ago, focusing on consumers was not a primary healthcare strategy. However, with the rise of consumerism, it is now a mandate for success in the future. Aurora Health Care was one of the first health systems in the nation to develop and staff a Consumer Insights Team of 15+ who are focused on understanding the purchase/selection/satisfaction levers that drive healthcare behaviors. Over the past year, the Aurora Insights Team has conducted over 47 studies to help decode what consumers really think about healthcare and what drives their behavior. Learn the top five consumer truths that every healthcare marketer and communicator needs to know to effectively engage consumers. Anne Martino Vice President, Consumer Insights & Innovation <i>and</i> Darrell Beneker Director of Consumer Insights Aurora Health Care	The Organizational Transformation Cheatsheet: As Told Through Three Digital Solutions In this session, hear how the Carilion Clinic transformed an organization that was mired in traditional models of marketing communications into one that researches, plans, builds and deploys Web solutions quickly. See three redesign examples that include mobile first rebuilds of digital properties including the main Website, service line sites and landing pages. Mike Dame Vice President, Marketing Carilion Clinic Bryce Cannon Vice President, Client Services Modera
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3:15 - 3:30pm Break sponsored by Saepio Technologies

3:30 - 3:45pm Welcome to the 20th Annual Healthcare Internet Conference The Conference opens with remarks by Greystone.Net	3:45 - 4:00pm 2016 John A. Eudes Vision & Excellence Award Presentation Presentation of The John A. Eudes Vision & Excellence Award - More on page 21
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Healthgrades helps health systems design and execute effective business strategies. Our platform of integrated solutions is powered by the most robust, relevant data in the industry, and we have over two decades of expertise delivering valuable, actionable insights to our partners. In short, Healthgrades takes the guesswork out of patient acquisition, retention, and physician engagement, so you can grow faster and stronger and improve health outcomes. Visit us at www.healthgrades.com/hospitals or call 855.665.9276 to learn more.

Today's Highlights:

- Four pre-conference events
- 14 concurrent sessions
- Presentation of the John A. Eudes Vision & Excellence Award
- Opening keynote general session by Tim Eades, CEO, vArmour and Jon Russell, Senior Vice President and Associate CIO, John Muir Health sponsored by Healthgrades
- Opening reception with exhibitors, networking, drinks and appetizers.

7:00am - 5:30pm Registration

7:30 - 8:00am Continental Breakfast *sponsored by Context Media; Health*

7:30-8:00am HIHOF Inductions

Healthcare Internet Hall of Fame Inductions

8:00 - 9:15am



Scott Stratten
President of Un-Marketing
and Best-Selling Author

General Session *sponsored by MedTouch*

Everything has Changed and Nothing is Different

In an encore presentation, Scott returns to the HCIC stage to share with us how "Everything has Changed and Nothing is Different." Today's business climate is changing at an unprecedented rate. Every week, it seems there is a new strategy, social media site or technology that is a "must use" or a "game changer." What we lose in this endless quest for the next bright shiny business object is that the core of business while everything has changed, nothing is different. Trust, connection, consistency and service will always trump any new app to hit the market.

In this Keynote, Scott will walk the audience through what is real and what are smoke screens in the business world. The audience will walk away both thoroughly entertained and enlightened.

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

Digital Strategic Planning

Sponsored by Coffey Communications

Create and Clarify Your Vision: How HAP Achieved Digital Strategy Transformation

Aligning strategic goals and creating a vision for digital strategy is a complex challenge and contextualizing change, with clarity and research, is essential to achieving results. Learn how the Health Alliance Plan (HAP) leveraged pivotal change management techniques system-wide to move its organization towards a patient-centric digital experience. Hear about the challenges, lessons learned and how HAP succeeded in its integrated digital vision.

Dustin Hoffman
Director of Digital Strategy
Health Alliance Plan

Sandra Fancher
Managing Partner
MedTouch

Digital Marketing

Sponsored by Sitecore

Empowering Consumer Choice Through Transparency

In an era when consumerism and transparency are center stage, Memorial Healthcare System is among the first nationwide to begin publishing fully transparent, unaltered safety, quality and pricing data to empower and enable the consumer. Learn about the journey, from idea and concept to a dynamically integrated platform, where the focus is on bridging sweeping industry change, consumer insight and critical healthcare data to demonstrate accountability with a commitment to being fully transparent. Hear how educating consumers on true value based medicine helps them make better healthcare choices and how it differentiates the Memorial brand and healthcare experience.

Selima Khan
Vice President,
Marketing & Corporate Communications
and
Charlotte Tallant
Administrative Director, Digital Health
Memorial Healthcare System

Technology & Tools

Sponsored by StayWell

What Are Mobile Companion Apps and How Can They Be Used in Your Next Service Line Marketing Campaign?

Looking for new patients like a needle in a haystack with traditional marketing campaigns? Instead give your physicians digital marketing tools that allow them to tell their existing patients, "Take two of these and call me in the morning." That's the idea behind mobile companion apps -- small 3-4 screen digital experiences that sit in the background of your patients' smartphones, support population health strategies and are "prescribed" by your clinicians to coach patients on wellness and healthy living techniques. These apps can be a cost effective marketing strategy helping to promote practices by improving the patient experience for existing patients, who may, in turn, become brand ambassadors evangelizing to new patients. Come see examples and get inspired for your next project.

Jared Johnson
Manager, Digital Marketing Services
Phoenix Children's Hospital

Shawn Gross
Chief Digital Strategist, Healthcare Practice Lead
White Rhino

10:15 - 11:15am

11:15 - 11:30am Break *sponsored by Saepio Technologies*

An Integrated Digital Communications Strategy to Advance a Key Hospital Clinical Priority

Educate the marketplace, an enduring hallmark of good marketing. Immunotherapy, a strategic front in the fight against cancer. NewYork-Presbyterian launched a video to educate the marketplace about immunotherapy and to create awareness for both cancer research and clinical care. Bring your popcorn and get your front row seat as NYP unpacks how Marketing and Public Affairs teamed up to create, launch, distribute and measure this campaign across digital and traditional channels.

David Feinberg
Vice President and Chief Marketing Officer
and
Harry Sherman
Corporate Director, Strategic Marketing
and
Karen Sodomick
Vice President and Chief Public Affairs Officer
NewYork-Presbyterian Hospital

Tune into the World of Online Video

Now that video consumption has gone from primetime to all the time, how can you capitalize on the video opportunity? Learn why online video plays a crucial role in the patient journey and how you can create an actionable online video strategy to provide utility and engage consumers at the right time.

Anthony Phalen
Account Manager, Healthcare
and
Nora Johnsmeyer
Video Specialist
Google

Key Steps to Measuring and Marketing Your Success

As healthcare marketers move to fully embrace all the capabilities of digital marketing, our work is becoming increasingly "invisible" to internal stakeholders. In the past, stakeholders saw our colorful print materials and billboards; heard our creative radio spots and experienced our beautiful TV campaigns. As more of our marketing budget has shifted to balance both traditional and targeted digital marketing initiatives, how can you make certain your stakeholders are well-versed with all the great work you are accomplishing? How are you measuring your success and keeping your eye on the mark? See how two organizations effectively communicate their work to internal audiences and learn how to develop dashboards that effectively convey your successes and help measure the impact of your efforts.

Brittany Graffagnini
Director of Marketing
Ochsner Health System

Terri McNorton
Vice President, Corporate Communications
Bon Secours Health System

11:30am - 12:30pm

7:00am - 5:30pm Registration

7:30 - 8:00am Continental Breakfast

7:30-8:00am HIHOF Inductions

Healthcare Internet Hall of Fame Inductions



Discover Potential | Deliver Results

MedTouch is proud to be the online strategy and technology partner for the best brands in healthcare.

Clients select MedTouch because its depth of experience brings clear vision to complex projects. With a dedicated healthcare team, strong understanding of digital strategy and technical requirements, and demonstrated experience developing websites, MedTouch will help you discover potential and deliver results.

www.medtouch.com

This Morning's Highlights:

- At 7:30 AM, presentation of the 2016 Class of the Healthcare Internet Hall of Fame
- Keynote general session by Scott Stratten, President of Un-Marketing sponsored by MedTouch
- 14 Concurrent Sessions
- Coffee break in the Exhibit Hall
- One break in the foyers

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

Social Media

Sponsored by Team SI

We'll Do it Live! How to Integrate Live Video into your Social Media Strategy

Children's Hospital of Wisconsin has successfully made live video a key component of its social media strategy, leveraging Facebook Live and Periscope to build audiences and engage with patient families. Live broadcasts often feature interviews with physicians and patient families, Q&A sessions, behind-the-scenes tours and special events. If you're interested in launching or expanding live video as part of an overall social media strategy, don't miss this session as they share, among other things, lessons learned.

Korre Johnson
Digital Engagement Manager
and

Courtney Rademann
Digital Engagement Coordinator
Children's Hospital of Wisconsin

CRM & Big Data

Sponsored by Corrigan Partners

Saving Lives Using Data

Geisinger Health System faced a challenge delivering reliable follow-up to patients diagnosed with a life-threatening Abdominal Aortic Aneurysm (AAA). Finding an efficient, reliable process to "close the loop" was challenging when medically relevant patient information was trapped in narrative reports. Hear how Geisinger uses the Close the Loop Program to analyze data, including unstructured data, to proactively outreach to patients and to physicians.

Joan Topper
Vice President, Clinical Analytics
Geisinger Health System

Consumer Engagement

Sponsored by Influence Health

The Digital Decision Maker: Captivating and Influencing Consumer Behavior in Healthcare

Consumers and healthcare don't mix. Healthcare fails to meet expectations. Providers rely on irrelevant communications. Consumers can't find what they want most – engaging, digital brands offering virtual experiences to help shape their physical health. Like all providers, Inova struggled to connect with consumers in a fresh, relevant way. That is, until they revamped their research techniques and discovered powerful new consumer decision drivers. See how, armed with insider info, Inova mobilized their virtual brand to appeal to real-life people.

Rob Birgfeld
Chief Digital Marketing Officer
Inova

Ryan Donohue
Advisor
National Research Corporation

Design & Usability

Sponsored by Scorpion

Patient Experience and Brand Perception from the Perspective of Your Digital Audience

Every hospital Website has some unhappy users. How can you learn from them to make your site better? Learn how Billings Clinic embarked on a redesign driven by user input. Hear how they support ongoing maintenance and design changes by leveraging user insights and managing internal pressures to produce a balanced digital presence. See data that documents improved user perceptions as changes to the Website were made, and hear about the importance of continually monitoring and tracking consumer and patient input.

Lynne Pinnick
Web Marketing Coordinator
Billings Clinic

Rob Klein
Founder & CEO
Klein & Partners

Mike Schneider
Executive Vice President and Principal
Greystone.Net

11:15 - 11:30am Break sponsored by Saepio Technologies

How to Manage Online Reputation: Turn Your Patients into Brand Advocates

Nearly 80% of patients begin their search for a physician on the Internet. Whether you're looking to grow a practice or drive referrals into a major hospital system, a well-managed online reputation has become critical. Learn how, through real-time monitoring and active patient feedback response, you can enhance online awareness, improve patient satisfaction, turn your patients into brand advocates, and increase admissions and referrals.

Chrisie Scott
Senior Vice President and
Chief Marketing Officer
Hackensack Meridian Health

Shrey Bhatia
President and CEO
Reputation.com

Orlando Health: A Case Study in the Trials and Tribulations of Marketing Automation

From delivering personalized "journey-based" interactions to supporting automated multi-channel communications, marketing automation (MA) increases conversions and optimizes campaign execution through efficiencies and real-time feedback. Hear from Orlando Health, who has been leveraging marketing automation technology for over a year, and learn what they've accomplished, how it's benefited them, how it compares to "life before MA" and what results they're realizing.

Simon Yohe
Director of Digital
Orlando Health

So Enough About You. How to Win Patients and Influence Payments

Patients facing higher bills are increasingly expecting a more retail-like experience from the healthcare provider. This session explores the principles of influence underlying best practices in consumer Web design and shows how these principles were applied to transform the patient financial experience at a health system that resulted in increased patient satisfaction and higher payment success.

Michael D'Amelio
Director of Design
and
Corey Meyer
Director of Partner Success
Simplex

A Redesign Like No Other

After six years with the same look and feel, in 2015 Sharp HealthCare undertook a major redesign of its Website. But rather than give the site a facelift, the team took a more radical approach. Using data to guide every decision, the team transformed the site from an organization-centric tool to a truly patient-centric strategy. Learn about the surprises uncovered by the data and testing, how they convinced the organization to walk away from hundreds of pages of content, and how the redesigned site has vastly improved conversions as a result.

Kelly Faley
Vice President, Web Strategies and
Customer Contact Centers
and
Julie Frahm
Director, Digital Marketing
Sharp HealthCare

12:30pm Networking Luncheon and General Session

12:30 - 2:00pm



Zubin Damania, MD
Founder
Turntable Health | ZDoggMD

General Session sponsored by Evariant**Healthcare, Remixed**

In this eclectic session, join Dr. Damania (aka ZDoggMD) as he delves into the ethical challenges of delivering compassionate healthcare in our severely dysfunctional medical system, while proposing collaborative ways to revitalize it. He examines, through humor and storytelling, the hope that the future of medicine is a bright one provided that all of us work together for the common goal.

2:00 - 3:00pm Dessert in the Exhibit Hall

Digital Strategic Planning

Sponsored by Coffey Communications

The Ultimate Online Physician Promotion Strategy: Filling Schedules, Implementing Online Reviews and Monitoring Reputations

Filling physician schedules is one of your top priorities. Learn how Wheaton Franciscan Healthcare created and implemented a sophisticated strategy for promoting providers online. Learn how the organization created physician profiles that drive conversions – efforts that resulted in hundreds of new patients and downstream revenue that exceeded the organization's annual digital-operations budget. You'll also learn how they became the first in their market with online ratings and reviews.

Jaimie Somlai
Director, Digital Strategy
Wheaton Franciscan Healthcare

Ben Dillon
Chief Strategy Officer
Geonetric

Digital Marketing

Sponsored by Sitecore

How to Gain Valuable Customers: Optimizing the User Experience and Increasing Brand Engagement

Understanding who your audience is and how to reach them can be a difficult feat. Capturing their attention and guiding them through the conversion funnel can be even more challenging. In this session, you'll learn how to effectively target and attract qualified traffic to your business leveraging digital marketing. You'll receive tips on optimizing the user experience on your Website and increasing brand engagement, with examples including health panel discussions and other live events, customization on landing pages and email campaigns and self-diagnosis tools such as quizzes and assessments

Dana Fanizzi
Manager, Digital Marketing
Summa Health

Danielle Leitch
Executive Vice President
MoreVisibility

Technology & Tools

Sponsored by StayWell

Patient Engagement 2.0: Using Technology to Improve the Patient-Provider Relationship

In an effort to make healthcare remarkable, Novant Health has emphasized providing innovative services so patients are able to access care when and where they need it. Hear how Novant Health has developed strategies, specifically around e-visits and video visits, to ensure the latest patient portal enhancements are being implemented. Learn about the benefits, obstacles and lessons learned with these cutting edge technologies.

Richard Capps, MD, FAAP
Senior Vice President and
Chief Operating Officer, Medical Group
and
Carrie Bush, FNP-C
Novant Health

3:00 - 4:00pm

4:00 - 4:15 pm Break sponsored by Saepio Technologies

Jefferson and Abington: Better Together. Bringing Together Two Hospital Systems

When Jefferson and Abington Health merged systems in 2015, one of the first integration tasks was to unify Websites and create a joint digital marketing plan. There were multiple hurdles in doing so, which resulted in parallel projects that ultimately would have to come together. Hear how they created a single Website from two Websites and three different content management systems with different navigation structures, merged service line content and its political ramifications and integrated digital components from multiple vendors.

Joshua Snow
Web Center Manager
and
Christian Small
Senior Director
Interactive Marketing
Jefferson Health

Nurse Recruiting in the Digital Age

As healthcare organizations vie for nurse prospects, nurse media outlets are saturated with recruiting ads touting relocation incentives, sign-on bonuses, flexible schedules and more. To succeed, healthcare organizations must recruit with digital tactics. This session will explore the use of digital recruiting tactics such as Indeed, Facebook, LinkedIn, IP targeting and AdWords. Hear a case study about Saint Francis Health System's successful digital nurse recruiting efforts.

Amanda Espino, PHR, SHRM-CP
Senior Human Resources Representative
Saint Francis Health System

Angela Harless
Managing Director
Acrobat Ant

Your 5 Step Plan to Beat Analysis Paralysis, Trump Opinions and Make Better Decisions

Data drives decisions at Renown Health, but that didn't happen overnight, or by accident. With the right strategy and a few tools of the trade, its digital teams now leverage measurement plans, customized Google Analytics reports and more to inform marketing strategies, improve the online patient experience and integrate company silos. This session will give you a five-step plan to establish your own measurement plan and act quickly and decisively on data. Go beyond "vanity metrics" like sessions and pageviews and learn how to identify what information matters, how to report it effectively and how to build a culture of continuous, measurable improvements.

Alex Schneider
Digital Strategist/Web Team Lead
Renown Health

Chad Hallert
Director of Digital Strategy
Noble Studios

4:15 - 5:15pm

5:15 - 6:45pm Reception in the Exhibit Hall

12:30pm Networking Luncheon and General Session



Evariant sees a future where healthcare organizations deliver precise, efficient care solutions not only inside

an organization's walls, but also beyond. We make this a reality by continuously innovating a healthcare CRM platform – a platform based on a centralized healthcare data hub, analytics, and communications engine - capable of identifying, executing, and measuring all types of engagement initiatives. The result is greater visibility into opportunities, richer engagement with key constituents, and continuous measurement and improvement. Many of the leading healthcare institutions have selected our solutions to optimize their care strategies and related initiatives. Learn more at www.evariant.com.

2:00 - 3:00pm Dessert in the Exhibit Hall

This Afternoon's Highlights:

- Luncheon and keynote general session with Zubin Damania from Turntable Health sponsored by Evariant
- Dessert time in the Exhibit Hall
- 14 concurrent sessions
- Reception with exhibitors, networking, drinks and appetizers
- Coffee Breaks in the foyers.

Social Media

Sponsored by Team SI

Patient Acquisition via PPC: An Innovative Model

Sometimes even the best hospital platforms may need help tracking PPC patient acquisition. And when this happens, healthcare marketers must be nimble and innovative in the approach they take to both capturing and accounting for PPC ROI. See how Norton Healthcare creatively penetrated key markets with PPC campaigns that included a host of sophisticated tracking obstacles.

Christy Belden
Director of Digital Media
Norton Healthcare

Scott Dailey
Vice President of Sales and Marketing
Single Throw Digital Marketing

CRM & Big Data

Sponsored by Corrigan Partners

What Do A-Fib and ATMs Have in Common? What Can Healthcare Learn from Banking

The banking industry has undergone transformational changes in its business model. Ask yourself: When was the last time you walked into a bank lobby? Online transactions, in many forms, have almost made the brick and mortar bank obsolete. Will healthcare follow suit? Join an Advisory Board team – one an expert in banking and one an expert in healthcare – to explore the similarities and the implications for hospitals, and some of the “must have” competencies to swim with the sharks as the healthcare tide is rapidly changing.

Ray Hernandez
Senior Director, Product Management
and
Tess Niehaus
Managing Director
Performance Technologies Division
The Advisory Board Company

Consumer Engagement

Sponsored by Influence Health

Building a Brand with Digital Engagement

In the age of consumerism, branding is more important than ever before. Yet many health systems still struggle with the right way to build brands. After building a strong internal brand strategy, Penn State Hershey Medical Center went to market with a brand campaign that heavily leveraged digital strategies, driving significant community engagement. Learn the secrets of their success.

Jerry Griffin
Director of Web and Digital Services
Penn State Hershey Medical Center

Chris Bevol
Executive Vice President
ReviveHealth

Design & Usability

Sponsored by Scorpion

A Healthier Redesign Through a Diet of Data and KPIs

Is your site getting a bit paunchy in the page count? Laden with links? Learn how Main Line Health went on a strict diet of metrics and analytics in advance of a redesign to make informed decisions about how to achieve desired KPIs. From streamlined navigation and a leaner content strategy to effective implicit personalization, hear how they slimmed down their site to create a more relevant, engaging experience for users.

Andy Gradel
System Director, Digital Marketing
Main Line Health

Allison Manley
Account Manager
Palantir.net

4:00 - 4:15 pm Break sponsored by Saepio Technologies

Making the Cut: Lessons Learned from a Social Media Crisis

Centered on Circumcision

Joe DiMaggio Children's Hospital became a target of an activist group who launched a negative social media campaign, aiming to shame and pressure the hospital to stop a circumcision on a 4-year-old in the middle of a custody battle. The hospital's social platforms were attacked. Hear how the hospital managed the onslaught of comments and media inquiries, centralized communications, enlisted the help of social media vendors and worked alongside its Web team to manage negative comments and responses online. Also, hear the operational and communications lessons learned along the way.

Kerting Baldwin, Ed.D
Director, Corporate Communications
and
Ihosvani Rodriguez
Digital Media Specialist
Joe DiMaggio Children's Hospital

What If You Had a Growth Engine to Power Healthcare

What if you could identify a patient or prospect in your market suffering from certain conditions such as diabetes, asthma or heart conditions? Would it affect your strategy? Hospitals have so much data, but it is not in a form that allows a 360-degree view of patients and the healthcare delivery system. See how Christus – Trinity Mother Frances Hospitals & Clinics uses a Master Person Index (MPI) to combine all types of data and build a single view of a person and/or household's engagement with the organization allowing for strategic decision making.

Darin Szilagyi
Senior Vice President/Chief Marketing Officer
Christus - Trinity Mother Frances Hospitals & Clinics

Jim Schleck
Chief Innovation Officer
Tea Leaves Health

Marketing and Call Centers Unite to Deliver Strategic Advantage:

Two Health Systems Share Their Journeys

Patients and consumers respond through multiple channels: Web, email, text, phone. As such, a comprehensive view of patients and their journeys can only be achieved by integrating all of these touchpoints with clinical interactions. In this session, two leading health systems discuss how - by bringing their call center(s) and marketing together - they create one view of the patient, improve the patient experience and deliver programs that attract, retain and service customers.

Tanya Andreadis
Associate Chief Marketing Officer
Penn Medicine

Don Stanziano
Corporate Vice President
Marketing and Communications
Scripps Health

Patch Now, Polish Later: Website Redesign and Planning

You're in the process of building a new Website but your current Website needs some major work between now and the time when the new one launches. Sound familiar? In this session, learn how to enhance your current Website using the resources you have while strategizing and planning a new Web design. Dayton Children's demonstrates how they managed to keep their current site optimized and see great results by making strategic tweaks to key Web sections while building a completely new Web platform and brand.

Grace Jones
Consumer Brand Manager
and

Ashley Stanko
Referral Marketing and Business
Development Manager
Dayton Children's Hospital

7:00am - 1:30pm Registration

7:30 - 8:10am 2016 eHealthcare Awards Program

7:15 - 7:45am Continental Breakfast

8:15 - 9:30am



Dalal Haldeman, Ph.D.
Senior Vice President
of Marketing and
Communications for
Johns Hopkins Medicine



Aaron Watkins
Senior Director of
Internet Strategy
and Digital Content
Marketing at Johns
Hopkins Medicine

General Session sponsored by Tea Leaves Health

Turning the Ship: How to Move Your Brand Forward in the Digital Age

Whether you're part of an academic medical center, an expanding healthcare system or a community hospital, you're familiar with the unique challenges and urgent demands to innovate in healthcare marketing and communication. As change leaders at the world's most recognized academic medical system, Dalal Haldeman and Aaron Watkins have shifted the mindset at all levels of a complex culture to introduce new strategies that connect the people of the world to the people of Johns Hopkins Medicine (JHM). Learn how they built support for their ideas by teaming up with clinical and research leaders and by introducing consumer insights and creating experience-centered thinking. And, hear how they gained support to re-allocate and expand resources/infrastructure as JHM digitally transforms. Leave the session with fresh ideas on how to move your brand forward into the digital age.

9:30 - 10:15am Final Break in the Exhibit Hall

Digital Strategic Planning

Sponsored by Coffey Communications

Make Your Health Content Smarter Than Google

Google is rolling out fact-checked health information on over 900 medical conditions – available instantly. As a health marketer, you may wonder, "Why should I write and maintain condition and treatment content if there's no reason for consumers to ever leave Google?" Don't abandon your content strategy yet. Just make it smarter. Learn how the University of Vermont Medical Center (UVMC) wrote strategic health content tailored to its brand and see the analytics showing dramatic organic search traffic improvement from their optimized content.

Mike Maloney
Manager, Web Strategy
University of Vermont Medical Center

Ahava Leibtag
President
Aha Media Group

Digital Marketing

Sponsored by Sitecore

Keeping the "Marketing" in Content Marketing

Blog posts, infographics, videos ... content. Producing content is great, but it means nothing without a well-planned distribution strategy and data-driven optimization. Learn how to keep the "marketing" in your content marketing efforts from industry-leading experts at Cleveland Clinic. Hear how they approach content marketing and leverage SEO, social media, email, print and partnerships to drive engagement, and how they use data to drive nearly every decision in their content production process.

Brian Gresh
Executive Director
Multichannel Content Marketing
and

Amanda Todorovich
Director
Content Marketing
Cleveland Clinic

Technology & Tools

Sponsored by StayWell

Patient Engagement 2.0: How Online Scheduling Can Improve the Patient/Provider Relationship

The consumerization of care has created a major shift in how patients access care and how doctors maintain a digital relationship with patients. Learn how ColumbiaDoctors, a multi-specialty faculty practice organization of Columbia University Medical Center, leverages an online scheduling platform to dynamically engage patients, increase satisfaction and create long-term relationships between patients and providers. Hear how ColumbiaDoctors integrated technology into their provider workflow and discuss how analytics improved patient engagement.

Rosalie Long, RN, MBA
Chief Operating Officer
ColumbiaDoctors

Jordan Pisarcik
Vice President, Business Development
DocASAP

10:15 - 11:15am

11:15 - 11:30pm Break sponsored by Saepio Technologies

Applying Ecommerce Digital Integration Strategies to Healthcare

Patients are behaving more like consumers every day. That means, it is essential to clear roadblocks for patients and potential patients to help them discover, decide, engage and advocate. Learn how the Oregon Health & Science University used many of the same "tried and true" digital strategies as ecommerce and b2b companies by creating a culture of data, laser-focusing on the needs of the consumer and measuring all things.

Lisa Williams
Associate Director, Digital Engagement
Oregon Health & Science University

Marketing Automation in Action: Letters From the Front

Marketing automation platforms are often big on promises, but many teams often struggle to see value in their deployment. NDP and Kindred have been on the bleeding edge of marketing automation in the healthcare space – finding out what to avoid, where success can be found, and how to stay sane in the process.

Lori Riggs
Senior Director of Experience Marketing
Kindred Healthcare

Boz Boschen
Digital Media Director
NDP

Diagnosing the Right Doctor

As an organization with more than 2,000 doctors, managing doctor data is an ongoing challenge for Duke Health. A few tools and tricks were recently implemented to help solve these problems and connect patients with the right doctors. Hear how Duke created a Find a Doctor tool that narrows patients' searches and about unique ways to promote doctors beyond basic demographics. Learn how to work with aggregators to ensure the information on outside sites is correct as well. Leave with practical next steps to use so that your data helps your patients find the right doctors.

Ginna Neel
Web Manager
and
Amy Rosenthal
Senior Digital Marketing Strategist
Duke Health

11:30am - 12:30pm

7:00am - 1:30pm Registration

7:30 - 8:10am 2016 eHealthcare Awards Program

7:15 - 7:45am Continental Breakfast



The experts at Tea Leaves Health combine a deep understanding of healthcare business development along with technical savvy to deliver leading applications geared

for healthcare strategic growth. Our solutions feature the broadest consumer and physician analytics data available anywhere to allow our clients to develop successful and measurable initiatives for growth.

Today's Highlights:

- At 7:30 AM, presentation of the eHealthcare Leadership Awards
- Final break in the Exhibit Hall
- Keynote general session with Aaron Watkins and Dalal Haldeman from Johns Hopkins, sponsored by Tea Leaves Health
- 14 concurrent sessions
- Luncheon and closing keynote general session with Paul Ten Haken from Click Rain, sponsored by Greystone.Net

9:30 - 10:15am Final Break in the Exhibit Hall

Social Media

Sponsored by Team SI

A Marketer's Perspective on Mobile and Other Fun Facts

Everyone knows by now that you need a mobile strategy, but deciding where to charge in can be a tough and expensive decision. Come hear UCLA Health share strategy insights, examples of specific projects, tools and development teams used, the challenges encountered and the results seen to-date. Also, learn about the relationship between mobile apps built for differing target populations and mobile apps built for internal use.

Kristen Lineberger
Web and Mobile Marketing Specialist
UCLA Health

CRM & Big Data

Sponsored by Corrigan Partners

Pushing the Envelope of eMarketing: Your eNewsletters Don't Have to be Boring

With subject lines such as "A Brazilian Reasons to Wax," "Is Your Favorite Sports Team Killing You?" and "When the Big O Becomes the Big Ouch," University Hospitals series of "Better Living" e-newsletters are not part of your usual hospital content marketing strategy. The newsletters leverage compelling content, humor and provocative subject lines to personalize healthcare, better engage patients, increase open rates and even fuel online appointment requests all while strategically aligned with other marketing campaigns and hospital initiatives. Hear how, in just two short years, the e-newsletters have generated 170,000 unique subscribers, open rates exceeding 30% and double-digit click thru rates.

Bryan Kokish
Director of Consumer Engagement
University Hospitals

Consumer Engagement

Sponsored by Influence Health

Creating a Digital Platform to Enable a Consistent, Best-in-Class Consumer Experience

Last year, Providence Health & Services (PH&S) embarked on an ambitious mission to enable a consistent, best-in-class consumer experience across its myriad of consumer-facing Web properties. As a foundation for this effort, PH&S developed a system-wide provider directory that consolidated 10+ data sources. Now, learn how they are developing a standard digital infrastructure by leveraging CMS and API solutions across the multiple consumer brand Websites to enable a seamless, personalized end-user experience.

Guy Bacci
Director, Digital Technology & Operations
Providence Health & Services

Sailu Challapalli
Vice President, Market Development
Kyrus, Inc.

Design & Usability

Sponsored by Scorpion

A New Digital Role: Improving Clinical and Business Operations Through Mobile App Development

Every day, Web personnel are being presented opportunities to solve operational needs via digital means. Success requires an understanding of what makes a good digital project: analyzing the audience and business objectives, then applying user experience (UX) principles to design the best deliverable. Learn how St. Louis Children's Hospital shaped three clinical challenges into high performing mobile apps.

John Odom
Senior Coordinator, Webmaster
St. Louis Children's Hospital

Sue Altman Riffel
Chief Executive Officer
AppCatalyst

11:15 - 11:30pm Break sponsored by Saepio Technologies

Millennials and Healthcare: Using Generational Marketing to Build Social Media Tactics and Strategy

Millennials are shaking up the way we think about healthcare and challenging every healthcare recommendation and decision. With 40% of Millennials using social media for health related purposes, how can healthcare organizations use Generational Marketing insights to present healthcare information and choices to this audience? This session shares a case study on the use of in-depth research about how Millennials want to engage for their healthcare needs.

Sara Saldoff
Senior Director
Digital Marketing and Customer Experience
OhioHealth

Yvonne Rayburn
Account Director
Fathom Healthcare

Organizing your Team for CRM Success

CRM isn't a technology. It's a strategy enabled by technology that requires different thinking and approaches. Combine CRM with the digital disruption occurring in marketing and you'll find transformation may be in order. To be successful, you need to be organized in a manner that enables you to get the most of your investment. What experience is needed to strategically analyze data? How do you get insights versus observations? Do you have the skill set to leverage capabilities within marketing automation toolsets like rules engines? Join this session to learn best practice approaches and gain a view into how other organizations have structured for long-term CRM success.

Liz Schnell
Vice President, Brand Strategy
Henry Ford Health System

Carla Bryant
Partner
Corrigan Partners

Advanced Video Marketing for Search and Engagement

In this session, hear how Wake Forest Baptist Medical Center uses video to drive consumer engagement. Learn about the tools, techniques and tips used to drive more views, increase user engagement and earn better search results with video.

Allen Gottfried
Manager, Digital Content
Communications, Marketing & Media
Wake Forest Baptist Medical Center

Searchers, Sorters and Browsers: Create Designs to Meet All Your User Needs

The road to digital success has become so crowded it is like driving in rush hour traffic. Everything that you try to do comes to a halt, and you never seem to get anywhere in a timely manner. On today's crowded highway of Experience Marketing and online tools for marketers, there is hope. There's a fast lane that marketers can use. See how Samaritan Health improved conversions and experience marketing in an industry that is dramatically shifting toward the customer.

Jeri Hauth
Director, Branding and Creative Services
Samaritan Health Services

Tim Ahlenius
Director, Experience Marketing
Americaneagle.com

12:30 - 2:00pm Luncheon and General Session

12:30 - 2:00pm



Paul Ten Haken
President, Click Rain

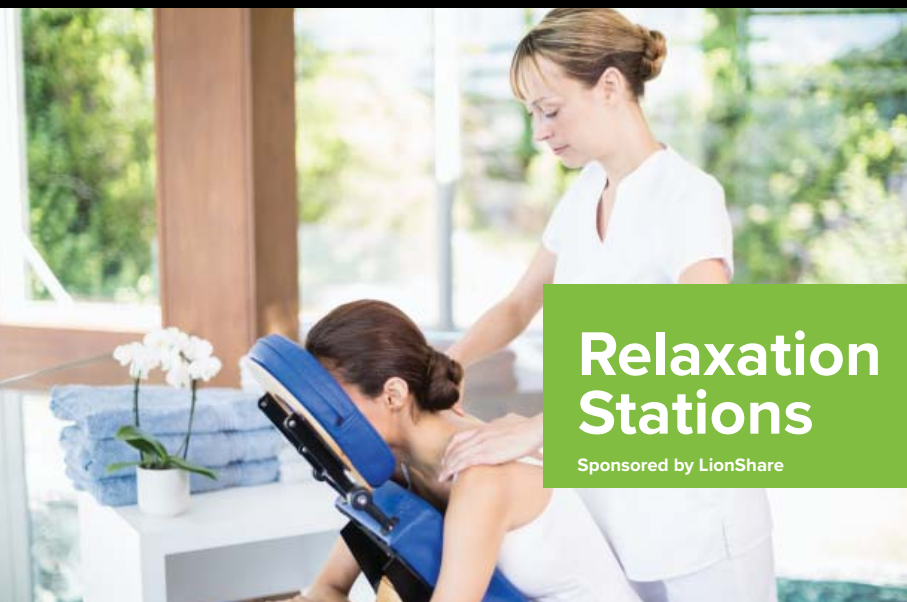
General Session sponsored by Greystone.Net

Life After Google Glass and the Future of Wearables

With Google Glass all but gone (for the time being) and one-third of fitness trackers going unused after six months, what does the future of wearables look like in healthcare? While many wearable devices remain in exploratory phases, many others are being used daily to provide a treasure trove of data to clinicians, marketers and healthcare organizations. Where exactly are wearables headed in healthcare, and why should marketers care? In this interactive talk, Paul will provide an overview of the evolution of the wearables landscape, what emerging technologies have the potential to dramatically impact drive patient care and why digital marketers need to embrace this evolution. Paul will talk about the healthcare wearables that dominated this year's Consumer Electronics Show (CES) and how these are bringing actionable data to clinicians and marketers in real-time. All of this and more from an entrepreneurial leader in the digital healthcare space and participant on NBC's new reality show Spartan: Ultimate Team Challenge, from the makers of American Ninja Warrior.

2:00pm Conference Adjourns

Enjoy Your Time **at HCIC**



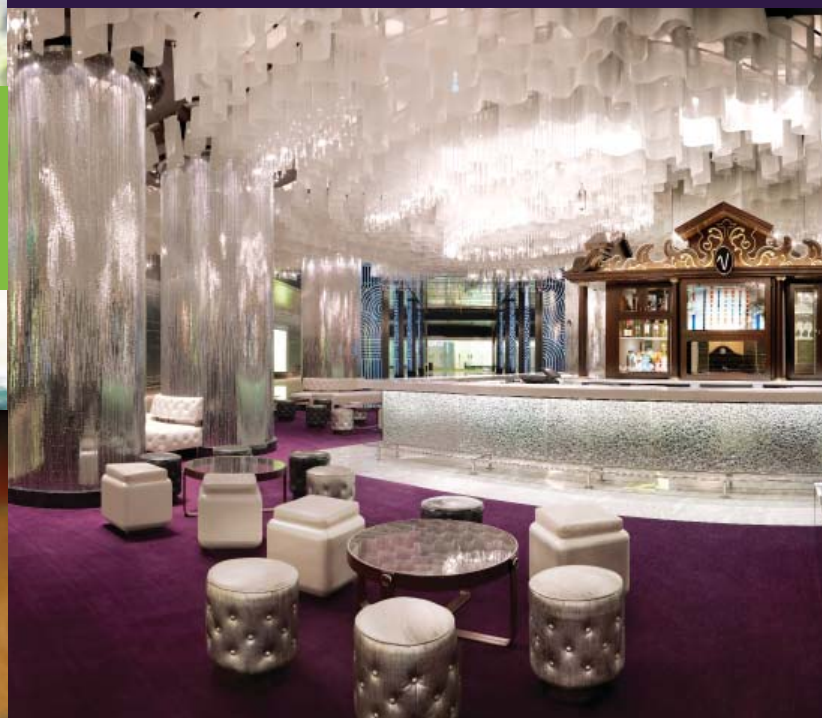
Relaxation Stations

Sponsored by LionShare

Great Food and Drink!



Luxury Resort Casino



Connect with Friends



12:30 - 2:00pm Luncheon and General Session



In addition to hosting the annual Healthcare Internet Conference, Greystone.Net helps healthcare organizations develop web strategies that drive growth to its digital presence. Our suite of online services include digital consulting and planning services aimed to improve web performance, an online survey tool that captures 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.

2:00pm Conference Adjourns

This Afternoon's Highlights:

- Luncheon and keynote general session with Paul Ten Haken from Click Rain, sponsored by Greystone.Net

Stay Connected **after** HCIC

Participate in Backstage Pass: Web Clinics Series

2016 marks the fourth year of Greystone's annual series of Web Clinics for the eHealth industry, called Backstage Pass. Don't miss the opportunity to participate as an attendee or speaker.

Backstage Pass is an annual series of Web Clinics to satisfy your appetite for digitally-related education running up to the annual Healthcare Internet Conference in November.

Presenters, often drawn from past or future HCIC faculty, speak on the latest trending topics in the industry. And, since the presentations are via Web Clinics, you don't even have to pack a bag or book a flight!

This Web Clinic series was created to provide an environment where healthcare marketers, Web leaders, IT professionals and business strategists could learn from one another and have interactive dialogues throughout the presentations.

Good News! There is still time to register for some of this year's series so don't miss out on the opportunity to attend one or more of these informative sessions from the comfort and convenience of your own office. Find out more at www.hcic.net/bsp.



Interactive Event Map



Conferences can be a great way to connect with peers and learn about the latest trends and technologies, but it is also very challenging to take advantage of all the conference experience has to offer.

If you couldn't visit all of the exhibitors you wanted to or if you met with great exhibitors but want to experience all the offerings at your own pace, no worries, you have the ability to access the vendors as many times as you would like.

This virtual experience provides 360 degree photography and the ability to connect with exhibitors' product information, demos, brochures, etc., that were highlighted at the Healthcare Internet Conference.

Visit us virtually in December after the conference is over when you are ready to pinpoint the best technologies and solutions to digitally transform your organization.

HCIC Sponsors

Greystone.Net gratefully acknowledges the following sponsors for their support of the 20th Annual Healthcare Internet Conference.

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Hospitals and healthcare providers that are competing for consumers on the web work with Scorpion to gain increased local market share, service line revenue growth, and expanded physician referrals. At Scorpion, we deliver award-winning websites and targeted digital marketing strategies to help our clients attract the right patients. Our services include web design, search engine optimization (SEO), pay-per-click (PPC) advertising, and more. Visit www.scorpionhealthcare.com to learn more.

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Corrigan Partners is a management consultancy specializing in 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 performance, and build critical technology, analytical and digital marketing capabilities.

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Influence Health provides the healthcare industry's only integrated digital marketing and patient engagement platform. The platform enables providers, employers and payers to influence consumer decisions and health-behaviors well beyond the physical care setting through personalized and interactive multi-channel engagement. Since 1996, the Birmingham, AL-based company has helped over 1,100 organizations influence consumers in a way that is transformative to financial and quality outcomes.

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Thanks to all our 2016 sponsors!

Awards & Recognition

The John A. Eudes Vision & Excellence Award

November 7, 2016 @ 3:45pm



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 Healthcare Internet Hall of Fame

November 8, 2016 @ 7:30am

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.



2016 eHealthcare Leadership Awards

November 9, 2016 @ 7:30am



In a highly-engaging, all new interactive multimedia presentation, hear detailed information about emerging trends in eHealth. Learn how award winners are using enhanced Website designs, rich media, social networking, cutting-edge business process applications, integration of online and offline marketing and e-business features to increase revenues and reduce costs in a highly competitive environment.

Join Masters of Ceremonies Mark Gothberg, J. Anthony Huth and Becky Smith as this session honors award winners while drawing participation from attendees on how the Internet and technology can help organizations achieve their business objectives and mission. The eHealthcare Leadership Awards recognize the best Websites and digital communications of healthcare organizations, health plans, online health companies, pharmaceutical/medical equipment firms, agencies/suppliers and business improvement applications.



Mark Gothberg

Chairman, eHealthcare Awards Program
COO, Health Care Communications



Becky Smith

Marketing Communications Manager
Coffey Communications



J. Anthony Huth

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Registration Form

20th Annual Greystone.Net Healthcare Internet Conference

November 7-9, 2016

The COSMOPOLITAN of Las Vegas • Las Vegas, NV

For more information

Call 866-440-9080 ext. 23

or visit www.hcic.net

Registrant Information

Full Name

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Which Category Best Describes Your Organization?

☐ Integrated Delivery System

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☐ Urban/Suburban

☐ Rural

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☐ Insurer

☐ Medical Group Practice

☐ Consultancy

☐ Vendor

Hotel Info

To make reservations, please call 1-855-435-0005 and reference "20th Annual Healthcare Internet Conference" in order to receive the group rate of \$209.00 per night (plus tax) for the nights of November 4-12, 2016. The room rate includes in-room Internet access.

Remember to reserve your room no later than October 14, 2016 to secure the discounted group rate. After October 14th, or once the room block is sold out, if available, hotel room rates will be at the prevailing rates. Call early to secure your room.

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.

Cancellation Policy

The conference sponsors guarantee a refund, less a \$150 administrative fee, if written notification is received on or before September 9, 2016. Verbal cancellations are not accepted. Cancellations received after September 9, 2016, 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, Exhibit Hall, and HCIC Rewind. Rewind provides you with the recorded session, synced with the slide deck, from each concurrent and keynote speaker 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 9, 2016. Discounts for group registrations (3 or more) are available. 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

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Are you a Greystone.Net or Healthgrades Client?

Plan to attend the "Let's Talk" Client Event on Sunday. Event starts at 4:00pm on Sunday, November 6, 2016.

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Payment Information

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

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