
Event Agenda

30th Healthcare Marketing & Physician Strategies Summit (HMPS25)

Tue, Apr 29, 2025

2:00 PM - 5:00 PM	Registration
3:00 PM - 5:00 PM	Navigating Healthcare's Critical Challenges Speakers: Paul Keckley, PhD, Chris Hemphill, Samuel Nordberg, PhD

Wed, Apr 30, 2025

7:00 AM - 5:45 PM	Registration
8:00 AM - 10:00 AM	Data-Driven Marketing: Getting Results Speakers: Anthony Cadieux, Anne DiNapoli Block, Josh Donaghue
8:00 AM - 10:00 AM	Build a Sustainable Content Marketing Strategy Speaker: Ahava Leibtag
8:00 AM - 10:00 AM	Harnessing the Power of AI in Healthcare Speakers: Jeremy Rogers, Matt Cyr, Chris Hemphill, Chris Boyer
8:00 AM - 10:00 AM	Rebuild Your Referral Development Strategy Speakers: Ashley Abbondandolo, Ann De Los Santos, Susan Boydell
10:15 AM - 11:15 AM	Create a Robust Marketing & Consumer Insights Dashboard Speakers: Liza Levine, Karen Wish
10:15 AM - 11:15 AM	Putting Words to Work to Boost Team Engagement Speakers: Amy Comeau, Alan Shoebridge
10:15 AM - 11:15 AM	It's Not About the Web; It's All About the Transaction Speakers: Gerard Gober, Pam Landis, Eric Smith ; Facilitator: Ben Texter
10:15 AM - 11:15 AM	Strategic Priorities in Healthcare: The Outlook Speakers: Andrew Taylor, John Fink, David Willis
10:15 AM - 11:15 AM	Reaching & Engaging the Older Adult Market Speakers: Ellen Donahue-Dalton, Lisa Slama
10:15 AM - 11:15 AM	Let's Talk ROI: Results for Leaders, Direction for Teams Speakers: Dede McFarland, Amy Spetla
12:15 PM - 1:15 PM	Aligning Service Lines with Consumer Expectations Speakers: Molly Luton, Phillip Ritchey
12:15 PM - 1:15 PM	Personalization vs. Privacy: Balancing Ethics & Compliance Speakers: Christine Skiffington, Sujal Raju, Celia E. Van Lenten, JD; Facilitator: Jenny Bristow
12:15 PM - 1:15 PM	Beyond Lead Generation: Converting Patients with Quality Leads Speakers: Kelly Kimberland, Nicole Kurz
12:15 PM - 1:15 PM	Driving Change with Digital Transformation and Innovation Speakers: Crystal Broj, Jen Magaziner, Daniel Fell ; Facilitator: Chris Boyer

12:15 PM - 1:15 PM	MarCom, Digital & Patient Experience: Driving Results That Matter Speakers: Brian Carlson, Megan Pruce
12:15 PM - 1:15 PM	Elevating Physician Relations Through Strategic Alignment Speakers: Jessica Clarke, David Stephens
1:30 PM - 2:30 PM	Balancing Patient Privacy & Digital Marketing Speakers: Susan Magrogan, Sara Rodriguez, Ray Mina
1:30 PM - 2:30 PM	If We Only Had a Billboard Speakers: Gayle Sweitzer, Alexa Warner, Christine Woolsey ; Facilitator: Susan Alcorn
1:30 PM - 2:30 PM	Omnichannel Patient Engagement: AI-Driven Access & Automation Speakers: Andrew Chang, Ben Seyden
1:30 PM - 2:30 PM	Innovating for an Aging Population: Meeting the Challenge Speakers: Jeremy Rogers, Mike Yost, Kellie Bliss
1:30 PM - 2:30 PM	The Art & Science of Patient-Centered Digital Transformation Speakers: Suzanne Hendery, Sierra Kelly-Martinez, Rahul Mediwalla, MD, MBA
1:30 PM - 2:30 PM	Physician Relations Leaders Speak Out Speakers: Leonora Darcel, Jana King, Angie Puffer
3:15 PM - 4:15 PM	A Talent Roadmap for Healthcare Marketing's Future Speakers: Mark Bohen, Julia Sorensen ; Facilitator: Steve Ward
3:15 PM - 4:15 PM	Break the Brand Blur Speakers: William Hidlay, Ryan Donohue
3:15 PM - 4:15 PM	From Search to Care: A Digital Blueprint for Growth & Patient Satisfaction Speakers: Geoff Wester, Jamie Gier
3:15 PM - 4:15 PM	Payor Negotiations: Turning Challenges into Opportunities Speakers: Matthew Stacell, Brandon Edwards
3:15 PM - 4:15 PM	Maximizing Health Plan Marketing Through CRM Integration Speakers: Kelly Faley, Michelle Gray
3:15 PM - 4:15 PM	From a Physician's Perspective: Let's Talk
4:30 PM - 5:45 PM	Step Aside, Healthcare Status Quo: The Intelligent Health Revolution is Here Speaker: Tom Lawry

Thu, May 01, 2025

7:00 AM - 7:50 AM	Shattering Norms: The Healthcare Experience Overhaul
8:00 AM - 9:15 AM	Meet the Engaged Consumer: Navigating the New Digital Landscape Speaker: Amber Mac
10:15 AM - 11:15 AM	Defending Marketing ROI: What Works Speakers: Tanya Andreadis, David A. Feinberg, Paul Matsen ; Facilitator: Chris Bevolo
10:15 AM - 11:15 AM	The Power of Blending Research & Gut Instinct to Underpin Strategy Speakers: Beth Toal, Kim Fox
10:15 AM - 11:15 AM	Digital Inclusion: Advancing Equity in Healthcare Speakers: Dean Browell, Kristy Dickinson, Nathan Ziegler ; Facilitator: Lauren Reyes-Grange

10:15 AM - 11:15 AM	Aligning Consumer Demand with Clinical Capacity Speakers: Brock Bassetti, Chris Pace, Rachel Beachy
10:15 AM - 11:15 AM	Harness Patient Feedback to Boost Service Line Growth & Reputation Speakers: Aaron Watkins, Megan Yezak, Andy Ibbotson
10:15 AM - 11:15 AM	Enhance Field Strategy with Data Speaker: Emilio Ruocco
11:30 AM - 12:30 PM	CMO Playbook: Transitioning to a New Role Speakers: Andrew Chang, Kathy Smith, Don Stanziano ; Facilitator: Camille Strickland
11:30 AM - 12:30 PM	Beyond the Brand Police: From Governance to Enablement Speakers: Jennifer Follis, Gabriel Cohen
11:30 AM - 12:30 PM	Click for Care: Retail Appointment Scheduling Speakers: Matthew Sluzinski, Chris Riegger
11:30 AM - 12:30 PM	Strategic Partnerships: Boosting Revenue & ROI with Global Brands Speakers: Tom Kruse, Jeff Sofka
11:30 AM - 12:30 PM	Engage Physicians with Email Journey Campaigns Speakers: Kathleen Allenbaugh, Azmina Rahemanji, Stacey Compy
11:30 AM - 12:30 PM	Synergy in Growth: Uniting Marketing & Physician Relations Speakers: Veronica Campbell, Kevin Wyne
12:30 PM - 1:45 PM	Luncheon & Keynote: The Power of Connections: Delivering on Your Brand Promise Speaker: Jake Poore
2:00 PM - 3:00 PM	Digital Marketing Success in Healthcare Speakers: Jeff Duncan, Jackie Effenson, Jeremy Mathis
2:00 PM - 3:00 PM	MarCom & HR: Partnering for Success Speakers: Tanya Content, Elizabeth Hite, Colleen Harper, Rod James ; Facilitator: Kathy Dean
2:00 PM - 3:00 PM	Unlock Predictive Analytics for Service Line Growth Speakers: Adrienne Woods, Paul Matsui, John Simpson
2:00 PM - 3:00 PM	Payviders: A Growing Impact in Healthcare Speaker: Don Stanziano
2:00 PM - 3:00 PM	Engage with Vendors & Consultants: Build a Coordinated Team Speakers: Chrisie Scott, Ryan Younger
2:00 PM - 3:00 PM	Innovative Strategies to Drive Referral Growth Speakers: Christy Shoemake, Kristi Zenon ; Facilitator: Tricia Anderson
3:45 PM - 4:45 PM	From Cost Center to Growth Driver: Showing Real, Indisputable ROI Speaker: Mike Shepherd
3:45 PM - 4:45 PM	How to Activate Influencers to Support Your Strategies Speakers: Mandy Bolter, Mary Masson, Courtney Kelsey ; Facilitator: Rose Glenn
3:45 PM - 4:45 PM	Future Proof Your Organization for AI & Search Speakers: Carolina Anthony, Martha van Berkel
3:45 PM - 4:45 PM	Urgent Care as the Front Door Speaker: Eric Steinberger ; Facilitator: Sondra Brown

3:45 PM - 4:45 PM

Build Momentum for Digital Experience

Speakers: Crystal Broj, Craig Kartchner, Reed Smith ; Facilitator: Jeremy Harrison

3:45 PM - 4:45 PM

Find Your Niche & Amplify Impact

Speakers: Lindsay Carrillo, Daniel Goldberg

Fri, May 02, 2025

8:00 AM - 9:15 AM

Unveiling Healthcare's Human Side: A Fireside Chat with Dr. Geeta Nayyar

Speakers: Geeta Nayyar, MD, MBA, Ryan Donohue

9:30 AM - 10:30 AM

Reimagining the Marketing Funnel: Leveraging Patient Journey Mapping

Speakers: Jim McMahon, Steve Koch

9:30 AM - 10:30 AM

Drive Change with a Bold Brand Vision

Speakers: Sarah Sanders, Lawrence James

9:30 AM - 10:30 AM

Gen-AI Unplugged: 10 Real-World Healthcare Marketing Trials

Speakers: Jen Brass Jenkins, Lacey Reichwald

9:30 AM - 10:30 AM

Maximizing Return on Ambulatory Investments

Speakers: Brett Wareness, Darin Libby

9:30 AM - 10:30 AM

Leverage Data to Build a Connected Healthcare Ecosystem

Speakers: Melanie Tuazon, Alex Hunter

9:30 AM - 10:30 AM

Expanding Skills & Scope in Physician Relations

Speakers: Brad Jones, Garth Reimann

10:45 AM - 11:45 AM

Standing Out in a Saturated Market

Speaker: Hillery Shay

10:45 AM - 11:45 AM

Stay Tuned!

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Data-Driven Workforce Optimization

Speakers: Shikha Parakh, Jaclyn Zurawski

10:45 AM - 11:45 AM

Harnessing Gratitude to Strengthen Your Healthcare Brand

Speakers: Blake Bard, Anthony Schuster, MD, Bruce Bartoo

10:45 AM - 11:45 AM

Ideas Into Action: Let's Talk