

20TH ANNUAL

Healthcare Marketing & Physician Strategies SUMMIT

APRIL 13 - 15, 2015
THE COSMOPOLITAN OF LAS VEGAS

FOCUS ON:

Strategic Marketing
Customer Communication & Engagement
Analytics, Data & Measurement
Interactive Marketing & Digital Strategies
Physician Relations & Sales
Physician Strategies



Marketing, Strategy, and Physician Relations Expanding Roles...New Opportunities

Twenty years ago, the Forum for Healthcare Strategists hosted the first Customer Based Marketing Summit for healthcare executives. Back then, we declared, “Never has there been a more exciting time for healthcare marketers. New technologies are changing communications with patients and providers, improving quality, increasing access to care, enhancing productivity and efficiency, and cutting costs.” And, a 20-year journey began!

Today, the Summit has evolved into the **Healthcare Marketing and Physician Strategies Summit** — and it is still a one-of-a-kind opportunity for executives from marketing, strategy, and physician relations to come together to share “best practices” and network with colleagues. Join us in celebrating 20 great years of learning and growth!

Dear Colleague:

It's no secret that the world has changed dramatically over the last 20 years. We've experienced profound advances in digital technology, connectivity, and the availability and use of data; increased consumer demands for personalized service; the explosion of social media; and, of course, all of the changes related to healthcare reform.

All of these have led to significant change in the role of healthcare marketing, strategy, and physician relations executives as well. New and emerging challenges call for a shift in thinking. So, how can we communicate more effectively with patients, consumers, and physicians to build engagement and lasting relationships? How can we encourage healthy behaviors? How can we help ensure an exceptional patient experience? And how can we better apply data, analytics, and metrics to accomplish important objectives?

The 20th Annual Healthcare Marketing and Physician Strategies Summit explores all of these issues and more. Case study sessions featuring leading healthcare organizations, internationally renowned keynote speakers, and hands-on workshops make this an exceptional educational experience.

On behalf of the Forum for Healthcare Strategists, we extend a very special invitation to you to attend this 20th Anniversary Summit. Join your colleagues to solve today's most important healthcare marketing and physician relationship challenges, and to look towards the future!

Conference Co-Chairs



Chris Boyer
AVP, Digital Strategy
Northshore-LIJ Health System
(Great Neck, NY)



Erinne Dyer
Vice President, Corporate Communications,
Marketing & Outreach
Carolinas HealthCare System (Charlotte, NC)



Paul G. Matsen
Chief Marketing & Communications Officer
Cleveland Clinic (Cleveland, OH)



Suzanne H. Sawyer
Chief Marketing Officer
Penn Medicine (Philadelphia, PA)

20TH ANNUAL Healthcare Marketing & Physician Strategies SUMMIT

Examine the Winning Strategies

Actual case studies from leading healthcare organizations will allow attendees to:

- Define the evolving role of healthcare marketing and physician relations in the new era of value-based care
- Identify the steps needed to assess, strengthen, and track your organization's marketing and physician relations strategies
- Explore the marketer's crucial role as communicator
- Identify new approaches for customer engagement and acquisition
- Master the data and tools needed to assess, strengthen, and track your organization's marketing and physician relations strategies
- Differentiate innovative approaches for advancing digital strategy
- Examine proven approaches for increasing physician satisfaction, retaining physicians, and generating referrals

Who Should Attend

The **Healthcare Marketing and Physician Strategies Summit** is designed for the following executives from hospitals, health systems, academic medical centers, integrated networks, and medical group practices:

- Chief Marketing Officers
- Chief Strategy Officers/Senior Strategists
- Marketing Communication Executives
- Business Development/Planning Executives
- Web/Social Media Strategists
- Physician Relations Directors
- Physician Referral/Outreach Directors
- Sales Executives
- Public Relations Directors
- Advertising Executives
- CRM Directors
- Consultants

Innovate...Inspire...Transform

To Celebrate Our 20th Anniversary... A Bit of Magic!

Monday, April 13

4:00 – 5:15p

Mat Franco

Magician, *America's Got Talent* 2014 Winner



It's been a magical 20 years exploring success strategies for one-on-one marketing targeting consumers and physicians. So what better way to celebrate than with a mystifying magical experience? Magician Mat Franco, the 2014 winner of *America's Got Talent*, joins us for a mind-blowing, high-energy show complete with magic, music, spontaneous humor, and LOTS of audience participation. Mat, who majored in Marketing and minored in Communication Studies at the University of Rhode Island, is a master at connecting with people and bringing smiles to their faces. This will be a memorable experience that you won't want to miss!

Moneyball: Lessons for Life & Business from Baseball's Best General Manager

Sponsored by Evariant

Tuesday, April 14

8:00 – 9:15a

Billy Beane

Oakland A's General Manager and Subject of *Moneyball*



Considered one of major league baseball's most progressive and talented executives, Billy Beane molded the Oakland A's into one of baseball's most consistent winners by implementing a statistical methodology that shattered traditional baseball beliefs. That methodology has come to be known as "Moneyball" — named for the best-selling book and Oscar nominated film chronicling Billy's journey from general manager to hero to celebrated management genius. By striking parallels between baseball and business, Billy inspires audiences across industries — including healthcare, finance, and more — with his unforgettable winning underdog story.

Attracting, Engaging, and Retaining Customers with Content

Sponsored by Healthgrades

Wednesday, April 15

8:00 – 9:15a

Ann Handley

Best-selling Author, Digital Marketing Pioneer,
and the World's First Chief Content Officer



Few people can speak about Content and Marketing with more authority than Ann Handley. Ann is the author of the *Wall Street Journal* best seller *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content* and co-author of *Content Rules* — the best-selling book on content marketing. She is the Chief Content Officer of MarketingProfs, a columnist for *Entrepreneur* magazine, and a LinkedIn Influencer. Through entertaining storytelling and a rare ability to make the complex simple and fun, Ann will help us rethink the way we market our organizations.

Summit Schedule At-A-Glance

MONDAY, APRIL 13, 2015

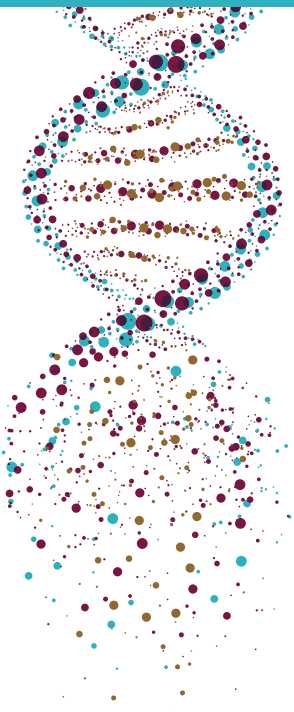
- 7:00–8:00a Yoga
- 8:00a–5:00p Registration
- 9:00a–12:00p **Pre-Summit Strategy Sessions**
- 1:00–3:45p **Concurrent Sessions**
- 4:00–5:15p **General Session**
- 5:15–6:45p Opening Reception in the Exhibit Hall

TUESDAY, APRIL 14, 2015

- 6:15–7:15a Yoga
- 6:30a–5:00p Registration
- 7:30–8:00a Continental Breakfast
- 8:00–9:15a **General Session**
- 9:15–10:00a Break in the Exhibit Hall
- 10:00–11:00a **Concurrent Sessions**
- 11:00–11:15a Break
- 11:15a–12:15p **Concurrent Sessions**
- 12:15–1:00p Networking Luncheon
- 1:00–1:45p Dessert in the Exhibit Hall
- 1:45–3:00p **Concurrent Sessions**
- 3:00–3:45p Break in the Exhibit Hall
- 3:45–5:00p **Concurrent Sessions**
- 5:00–6:15p Reception in the Exhibit Hall

WEDNESDAY, APRIL 15, 2015

- 6:15–7:15a Yoga
- 7:30a–2:30p Registration
- 7:30–8:00a Continental Breakfast
- 8:00–9:15a **General Session**
- 9:15–9:30a Break
- 9:30–10:45a **Concurrent Sessions**
- 10:45–11:00a Break
- 11:00a–12:15p **Concurrent Sessions**
- 12:30–2:30p **Special Workshop Sessions**
- 2:30p Summit Adjourns



PRE-SUMMIT STRATEGY SESSION I

PRE-SUMMIT STRATEGY SESSION II

9:00a - 12:00p

Radical Marketing Makeover: Embracing the New Science of Marketing

With greater accountability for revenue growth and stronger customer engagement, marketers are increasingly turning to data to drive strategic decision making. Examine the new capabilities and skills required, including CRM, PRM, predictive modeling, and analytics. Hear how organizations are incorporating data into the marketing function to address new areas of accountability, including:

- revenue growth and ROI
- ACOs and population health management
- digital customer engagement

David Feinberg

VP, Chief Marketing Officer
New York-Presbyterian Hospital (New York, NY)

John Marzano

VP, Chief Marketing & Communications Officer
Orlando Health (Orlando, FL)

Susan Whitten

Senior Consultant
The Wilson Ellis Company

Karen Corrigan, CEO, Corrigan Partners

Communications: The New “Black” Redux

Strategic communications is becoming ever more critical to engaging and supporting patients, employees, physicians, executives, and other key audiences to achieve organizational goals. Join your colleagues for this interactive workshop and learn how to:

- use communication tools — both written and digital — effectively
- integrate communications and messaging with marketing, positioning, thought leadership, and internal programs

We will apply techniques to a specific challenge you’re dealing with, so come prepared to share your most pressing internal and external communications challenges! Together the group will select the top three. Then, through guided discussion and small group work, we will all work toward practical solutions.

Terri Goren

Principal, Goren and Associates

Holli Salls

Principal, SallsGroup, LLC

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

1:00p Summit Commences

STRATEGIC MARKETING

BroadcastMed, Inc.

CUSTOMER COMMUNICATION & ENGAGEMENT

Truven Health Analytics

INTERACTIVE MARKETING & DIGITAL STRATEGIES

Corrigan Partners

1:00 - 2:15p

Healthcare Pricing: Implications for Marketers

With the growth of high deductible plans, defined contribution plans, and individual health plan purchases, consumers are increasingly concerned about healthcare prices. They want to know just how much a procedure or service will cost them and are willing to compare prices and shop around, just as they would in retail. Hear the role of price in marketing strategy and how price can impact your brand. Examine some innovative retail pricing approaches in healthcare.

David Marlowe

Principal
Strategic Marketing Concepts

Creating a Stellar Internal Communications Program

Today, an engaged workforce is key to determining whether an organization simply survives, or thrives. It’s no surprise that healthcare marketing and communications leaders have identified internal communications as one of their top strategic priorities. Learn from a leading health system how to create a structure for consistent, sustainable, strategic employee communications that inform and engage.

Dennis Pullin, President

MedStar Harbor Hospital (Baltimore, MD)

Kim Fox, Vice President

Jarrard Phillips Cate & Hancock, Inc.

Going Mobile: Meeting Audiences Where They Are

In today’s world, your audiences, both internal and external, increasingly want to be reached on their mobile devices. Hear how two organizations are improving reach and engagement with fully responsive web sites, mobile apps designed to enhance the patient experience, Smartphones as part of crisis communications, and other mobile solutions.

Edward Bennett

Director, Web & Communications Technology
University of Maryland Medical Center (Baltimore, MD)

Neal Linkon

Director, Interactive Marketing
Children’s Hospital of Wisconsin (Milwaukee, WI)

2:30 - 3:45p

Taking the Lead on Health and Wellness: A Call to Action

With growing attention to population health, it’s a perfect time for healthcare organizations to set an example for others by ensuring that they are truly focused on the “health” of their employees. Hear how Cleveland Clinic is taking the lead on defining health and wellness within its organization. Examine the opportunities for marketers to step up and take a significant role in those efforts.

Paul Matsen

Chief Marketing & Communications Officer
Cleveland Clinic (Cleveland, OH)

A Peek behind the Curtain: Agency Views on Healthcare Positioning

Looking for new ideas for maximizing your advertising dollars? Hear insights from three agency experts on grounding advertising in brand strategy, what works and what doesn’t, the pros and cons of techniques such as cause marketing and celebrity endorsements, and determining costs and affordability. Let the conversation begin!

David Beals, President/CEO, JLB + Partners

Roger Camp, Partner & COO, Camp+King

Ken Runkel, Partner, Vivaldi Partners Group

Marilyn Wilker (Facilitator)

Principal, MintChip Communications

The Digital Transformation: Reshaping the Online Experience

Changing the digital face of a large health system requires more than building a pretty new website — it requires a fundamental change in how the organization views the web. Learn how North Shore-LIJ’s digital team transformed internal perceptions about the role of a website. The result? A website that is not only a marketing tool but a critical piece of the care delivery process.

Chris Boyer, AVP, Digital Marketing Strategy

and

Emily Kagan-Trenchard, Director, Digital Technology
North Shore-LIJ Health System (Great Neck, NY)

4:00 - 5:15p



To Celebrate our 20th Anniversary...A Bit of Magic!

Celebrate 20 magical years of exploring strategies and tactics for marketing and physician relations success! Prepare to be blown away by Magician Mat Franco! The winner of the ninth season of *America’s Got Talent*, Mat delivers a high-energy show complete with mind-blowing magic, music, spontaneous humor, and LOTS of audience participation. For Mat, magic isn’t about “tricking” or “fooling” the audience; it’s about connecting with people and bringing smiles to their faces. Join us for what is sure to be a memorable experience – and an exciting kick-off to our 20th Anniversary Summit!

Mat Franco, Magician, *America’s Got Talent* 2014 Winner

5:15 - 6:45p OPENING RECEPTION IN THE EXHIBIT HALL SPONSORED BY LIONSHARE AND VITALS

PRE-SUMMIT STRATEGY SESSION III

9:00a - 12:00p

Brand Journalism: Engaging Consumers with Content

Brand journalism offers a way to deliver engaging content while showcasing an organization's work. Examine brand journalism models and learn how to:

- build internal support and the right "mindset" for a brand journalism site
- curate and create content that engages and nurtures
- integrate content and social media to drive website traffic

Brian Gresh, Senior Director, Interactive Marketing & Web

University of Utah Health Care (Salt Lake City, UT)

Dennis Jolley, VP, Chief Marketing & Communications Officer

Gillette Children's Specialty Healthcare (St. Paul, MN)

Barbara L'Amoreaux, Director, Corporate Communications

Holy Redeemer Health System (Huntingdon Valley, PA)

Cynthia Floyd Manley, Director, Content Strategy

Vanderbilt University Medical Center (Nashville, TN)

Stephen Moegling (*Facilitator*), EVP, Client Planning

Franklin Street

PRE-SUMMIT STRATEGY SESSION IV

Physician Liaison Teams: Prepare for the Future

Physician relations teams can be an integral part of the future of healthcare, assuming the approaches are in step with changing needs. Learn how to meet current volume needs while preparing for new models and changing physician relationships. Join your colleagues to explore and share proven ideas for:

- aligning and moving doctors into a system of preparation for new model growth
- ROI models and methods
- managing multiple priorities and internal pressures
- the right team for the future

Brian P. Borchardt, Director of Physician Relations

Baylor Scott & White Health (Temple, TX)

Joanne Detch, Vice President, Physician Relations and Network Development

Advocate Health Care (Downers Grove, IL)

Lori McLelland, Executive Director, Marketing

Emory Healthcare (Atlanta, GA)

Kriss Barlow, RN, Principal

Barlow/McCarthy Midwest

PHYSICIAN RELATIONS & SALES

IMS Health

FOCUS ON YOU!

Swanson Russell

1:00 - 2:15p

Mastering Physician Video to Drive Referrals

By showcasing clinical experts and expertise against the backdrop of physician education, hospitals can increase brand awareness and referrals. View examples and learn how video-centric physician education channels provide value to referring physicians while differentiating the organization in the marketplace.

Anissa Blanshan, Manager, Medical Professional Market

Mayo Clinic (Rochester, MN)

Carol Marshall, Executive Director, Referral Marketing & Customer Insights

The University of Chicago Medicine (Chicago, IL)

Ross Joel, CEO & Co-Founder

BroadcastMed, Inc.

Meditation and Mindfulness

The practice of meditation can help all of us become more self-aware, expand our awareness, and open our minds to new opportunities. By improving mental clarity, meditation can lead to better productivity and smarter choices. Join us for this experiential afternoon of learning to quiet your mind, and take home time-tested techniques for maintaining the practice of meditation in your daily life.

Sarah McLean

Director

McLean Meditation Institute (Sedona, AZ)

2:30 - 3:45p

Onboarding: The Physician Signed — Now What?

A formal onboarding strategy that helps new physicians build their practices as quickly as possible is an imperative. Examine a program that is filling practices and delivering ROI by attending to key issues, including credentialing, marketing, understanding financials, EHR implementation, and integrating physicians into the organization's culture.

Sean Duffy

Director of Physician Relations and New Physician Ramp Up

Geisinger Health System (Danville, PA)

Meditation for Stress Reduction

Not surprisingly, taking a break from the fast pace of our lives can improve physical and mental health, relationships, and the ability to make better choices. Meditation offers a perfect way to take that break. Called the perfect antidote for stress, meditation is like a reset button for your mind and body – and it only takes a few minutes a day. Come experience the benefits of meditation in this experiential workshop. Learn how to unplug, unwind, and regain balance in your life.

Sarah McLean

Director

McLean Meditation Institute (Sedona, AZ)

Summit Sponsor



forum FOR HEALTHCARE STRATEGISTS

The **Forum for Healthcare Strategists** was established by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for the delivery of healthcare. The Forum provides networks of communication and support, as well as opportunities for professional development, with the ultimate purpose of inspiring new, more effective models of care.

Call 312-440-9080 or visit www.healthcarestrategy.com.

Join the Forum!

Join the Forum for Healthcare Strategists and benefit from:

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- Discounts on conferences, Webinars, and other professional development opportunities
- *Healthcare Strategy Alert!*, the Forum's acclaimed newsletter focusing on today's important strategic issues

For more information, visit www.healthcarestrategy.com.

Continue the Conversation

21st Healthcare Marketing & Physician Strategies Summit

May 23–25, 2016

Sheraton Chicago Hotel
Chicago, IL



8:00 - 9:15a

SPONSORED BY EVARIANT



Moneyball: Lessons for Life & Business from Baseball's Best General Manager

Since taking over as General Manager in 1997, Billy Beane has molded the Oakland A's into one of baseball's most consistent winners. Join Billy for an insightful and witty exploration of his innovative, winning approach to management and leadership. Learn how to win against companies that have bigger budgets, more manpower, and higher profiles by using analytics to identify and re-purpose undervalued assets. Drawing on his experience transforming the Oakland A's (and professional baseball), Billy shares why analytics matter in healthcare and why overlooking them will hurt your organization's competitive edge.

Billy Beane, Oakland A's General Manager and Subject of *Moneyball*

STRATEGIC MARKETING

BroadcastMed, Inc.

CUSTOMER COMMUNICATION & ENGAGEMENT Truven Health Analytics

ANALYTICS, DATA & MEASUREMENT Evariant

10:00 - 11:00a

ACOs, Exchanges, and Narrow Networks: Risks and Rewards

As consumers gravitate towards narrow networks, health systems are challenged to demonstrate a good value proposition. How do you balance consumers' needs with the need to manage delivery strategy differently? Examine trends in ACO and public and private exchange growth. Hear implications, including adopting new mechanisms for delivery, approaching employers and carriers differently, and market dynamics to consider.

Ann Mond Johnson, Chairman, ConnectedHealth
Brian J. Silverstein, MD, President, HC Wisdom

Beyond the Obvious: What Really Drives Consumer Brand Preference

What benefits do consumers want from their favorite brands, and how can you best communicate them? Compare findings from a new consumer study on brand preference to those of healthcare marketers. Learn how to move from obvious and predictable brand strategies to those that give your brand a unique essence.

Paul Szablowski, SVP, Communications & Image
Texas Health Resources (Arlington, TX)

Rob Rosenberg, President
Springboard Brand & Creative Strategy

Harnessing the Power of Healthcare Transparency

Consumers and payers are increasingly demanding information on healthcare costs, quality, and value. For health systems, the challenge is how to understand and report relevant data in order to build market position and expand covered populations. Hear how to analyze and plan with the growing amount of publicly available data. Examine strategies for managing and communicating your own transparency message.

Darin E. Libby
Principal
ECG Management Consultants, Inc.

11:15a - 12:15p

Maximizing Employer Partnerships

Developing partnerships (and services) that respond to the cost-control needs of employers will be critical to future growth and survival in healthcare. Learn how to develop and leverage relationships that financially benefit your organization while assuring employers' ability to manage health costs. Hear how to assess ROI potential; identify premium services for your market; and message and inspire marketing and operations teams serving employers and consumers.

Jeff Carr
Corporate & Consumer Services Growth Officer
Inova (Falls Church, VA)

Embracing Change: One System's Shift to the New Marketing Paradigm

Although its tagline was "The Hospital of Silicon Valley," El Camino Hospital found itself behind in adopting new marketing channels, tools, and resources. Examine El Camino's transformation to digital and content marketing. Learn how marketing leadership reshaped strategies, processes, staff, and partners to facilitate change and achieve success.

Chris Ernst, VP, Marketing and Communications
El Camino Hospital (Mountain View, CA)

Chris Bevolo, EVP, Consumer Marketing and Health Systems Practice Leader
ReviveHealth

Customer Contact Center: The Call Center of Today!

A customer contact center is one of an organization's most important customer service touch-points. Examine the array of capabilities a contact center offers for improving patient and physician interactions, engaging patients in their care, and creating system-wide efficiencies.

Suzanne H. Sawyer
Chief Marketing Officer
Penn Medicine (Philadelphia, PA)
Chris Aulbach
Vice President, Product Management
Evariant

12:15 - 1:00p NETWORKING LUNCHEON SPONSORED BY COFFEY COMMUNICATIONS | 1:00 - 1:45p DESSERT IN EXHIBIT HALL

1:45 - 3:00p

Retail Healthcare: What Providers Can Learn

As healthcare moves toward population health management, the ability to connect with populations in a meaningful way is a must. Learn how retail approaches to service delivery can break down barriers and create connections for true integration. Hear how Walgreens is leveraging locations and partnering with traditional healthcare providers.

Patrick H. Carroll, MD, Chief Medical Officer, Healthcare Clinics and
Katie Lestan, Divisional Vice President, Health Systems, Managed Market Sales
Walgreens Co.
Mark Coughlin, Partner, Capital Healthcare Planning

Career Advancement: Lessons for Your Journey

What does it take to move from a staff position to the C-suite? Hear how one executive went from data analyst to chief strategy officer at one of the largest health systems in the country. Learn the importance of having goals as well as how to navigate through the centers of power and influence.

J. Heidi Aylsworth
Chief Strategy Officer
Swedish Health Services (Seattle, WA)
Richard K. Keck Jr.
Founder
The Third Way

Using Measurement to Drive Success in Access

Marketing, operations, and physicians at Hartford HealthCare partnered to improve patient access through online appointment scheduling, a centralized call center, and an integrated marketing campaign touting appointments in "24 & More." Learn how real-time analytics, nimble media mix adjustments, and continuous physician engagement led to continual new patient growth.

James Blazar, SVP, Chief Strategy Officer
Hartford HealthCare (Hartford, CT)
Eveline Schaffer Shekhman, Director of Marketing
Hartford HealthCare Medical Group (Hartford, CT)

3:45 - 5:00p

Marketers from Other Industries: Lessons Learned from the Transition

As healthcare marketers grapple with complex change, what can be learned from other industries? Hear lessons for consumer engagement, product development, and more from executives who have come to healthcare from "outside."

Paul Matsen, Chief Marketing & Communications Officer
Cleveland Clinic (Cleveland, OH)
Stewart Schaffer, Healthcare Strategy Consultant
Chantal Stephens, Director of Marketing and Sales
Orlando Health (Orlando, FL)
Daniel Fell (Facilitator), CEO
Neathawk Dubuque & Packett

Crisis Communications: Are You Prepared?

Ebola...data breaches...communicable disease outbreaks...is your organization prepared to manage a crisis? Learn tactics and techniques to manage a crisis and protect your reputation through a very challenging time. Hear from organizations that have "been there."

Michael Slusarz, Vice President of Marketing & Communications, Barnabas Health (New York, NY)
Kathy Dean, System VP, Communication, Marketing & Public Affairs, PeaceHealth (Vancouver, WA)
Donna Teach, Chief Marketing & Communications Officer, Nationwide Children's Hospital (Columbus, OH)
Susan Alcorn, Senior Vice President, CCO
Rochester Regional Health System (Rochester, NY)

Developing and Implementing a Data-driven Referral Development Strategy

A well-educated, professional sales team that can implement a data-driven outreach strategy is becoming critical in today's competitive healthcare market. Learn how to use multi-source data to understand current referral sources and their degree of loyalty, identify opportunities to redirect referrals from competitors, and then measure the return on engagement.

Carol S. Marshall, Executive Director, Referral Marketing & Customer Insights
The University of Chicago Medicine (Chicago, IL)
Susan Whitten, Senior Consultant
The Wilson Ellis Company

5:00 - 6:15p RECEPTION IN THE EXHIBIT HALL

INTERACTIVE MARKETING & DIGITAL STRATEGIES *Corrigan Partners*

PHYSICIAN RELATIONS & SALES *IMS Health*

PHYSICIAN STRATEGIES *Connect Healthcare*

10:00 – 11:00a

Stop Out Migration to Bigger Online Markets: How the Web Helps!

With a saturated healthcare market like Boston in your backyard, educating consumers on the level of care closer to home is essential. Hear how Cape Cod Healthcare used the web to help tell the story of its four-year transformation from a quaint community hospital to a major player. Learn how content showcases the full spectrum of services.

Patrick Kane, Senior Vice President, Communication and Business Development
Cape Cod Healthcare (Hyannis, MA)

Ben Dillon, Vice President and eHealth Evangelist
Geonetric

Physician-Focused Responsiveness Strategy: Where the Rubber Meets the Road

Today, many healthcare organizations share the goals of positively impacting physician satisfaction and engagement by improving responsiveness. Hear how Advocate developed a “hub and spoke” model to strategically incorporate key physician services into a “convenient-mart” for the medical staff. Examine the strategy, targets, and measurements, as well as the critical buy-in process.

Jim Munz
Regional Director, Physician Relations
Advocate Christ, South Suburban and Trinity Hospitals
(Hazel Crest, IL)

Primary Care Development: What it Really Takes

Having enough primary care physicians is a real challenge for most health systems. Hallmark Health embarked on a specific strategy that included new practice development, succession planning, and recruitment of already in-market physicians. Differentiation of offerings was a key challenge given the larger Boston-based systems in the highly-competitive region. Hear how this community-based hospital system faced the challenge head-on and delivered results.

John O’Hara
Senior Vice President
Hallmark Health (Woburn, MA)

11:15a – 12:15p

Planning Your Digital Strategy: An Integrated, Multichannel Approach

Need to retool your digital marketing strategy? Wondering where to start? Today, an integrated mix of earned, owned, and paid media is a must. Learn how to develop a digital marketing plan that encompasses all three types. Hear proven strategies for overcoming organizational silos and creating a cohesive multichannel plan that includes SEM/SEO, email, website, and social.

Stephanie Cannon
Director, Interactive Marketing
Nationwide Children’s Hospital (Columbus, OH)

Retooling Your Liaison Program for ROI

Wondering where to begin when defining or presenting ROI for your physician relations program? Hear proven strategies for selling your concepts internally. Learn how to use resources, organize processes, assign measurement, and track and report ROI.

Stephanie Boreale
Director of Marketing and Network Outreach
The University of Arizona Health Network (Tucson, AZ)

Laurie Slater, MBA
Partner
Corporate Health Group

Owning Your Own Demand

Asking employed physicians to “own” their own demand can be a huge undertaking. Mayo Clinic’s Office of Provider Relations is having success by leveraging executive leadership support and impact data. Examine successful tactics, including assigning doctor of the day phone coverage, establishing follow-up expectations after a difficult diagnosis or procedure, and coordinating interactions with community physicians.

Marlana Beck, Director, Office of Provider Relations
and
Lori Rice, Administrator, Affiliated Practice Network
Mayo Clinic (Jacksonville, FL)

12:15 – 1:00p NETWORKING LUNCHEON SPONSORED BY COFFEY COMMUNICATIONS | 1:00 – 1:45p DESSERT IN EXHIBIT HALL

1:45 – 3:00p

Five Digital Trends That Marketers Can No Longer Ignore

As digital technologies and tools evolve, marketing techniques must also change. Examine five digital trends that healthcare marketers simply can’t ignore any longer, including: micro-targeting, paid placement, mobile domination, marketing automation, and the need for quality content. Leave with ideas for using them to your organization’s advantage.

Kelly Faley
VP of Web Strategies and Customer Contact Centers
Sharp HealthCare (San Diego, CA)

Kathy Divis, President
Greystone.Net

Physician Relationship Management: Data-Driven Approaches

A data-driven approach can lead to more effective physician relationship and outreach efforts. Learn how two systems use data to identify physicians key to growth, strengthen referral relationships, improve alignment, and grow revenue in priority service lines.

David Ping
SVP, Strategic Planning and Business Development
Health Quest (LaGrangeville, NY)

Karen Corrigan (Facilitator), CEO, Corrigan Partners

The Digital Future of Physician Marketing: Part 2!

One year following the 2014 Marketing Summit... join your colleagues for this follow-up on the role of digital in physician relations and marketing. Examine new skills, capabilities, and roles required to evolve your department for a digital future. Be the first to hear the results from MD Anderson’s recent pilot study — adding digital physician communication to the role of physician liaisons!

Lyle Green, Associate Vice President, Physician Relations
MD Anderson Cancer Center (Houston, TX)

Dan Dunlop, President & CEO, Jennings

3:45 – 5:00p

Facebook for Accountable Care Marketing

Most healthcare marketers understand that social media is a valuable channel for marketing. What they may not realize is that it can also be a valuable tool for changing behaviors and managing patient health. Examine strategies and case studies that leverage the latest Facebook marketing techniques to not only drive business objectives but help manage population health.

Matt Gove, Chief Marketing Officer
Piedmont Healthcare (Atlanta, GA)

Joel Cohen, Client Solutions Manager
Facebook

Michael Sengbusch, CTO / VP Product
BrightWhistle

Fighting for Physicians and Referrals in Rural Markets

Referral development and sustainable recruitment in rural markets require a different set of strategies, whether it’s preventing outmigration or securing the specialist services your community needs. Examine unique strategies to identify growth opportunities and attract needed specialists, including a rural residency program.

Mitzi Kent, RN, BSN
Senior Director, National Physician Liaison Program
LifePoint Hospitals (Brentwood, TN)

Marketing the Employed Physician Practice

Physician relations and marketing staff are challenged to develop effective approaches for branding and marketing employed physician practices. Examine new approaches that capitalize on the growth of consumerism, generational differences, and the ever-evolving digital age. Learn how to get practices the visibility needed for growth.

Arlinda Warren, Executive Director, Marketing Communications, Physician Services
Washington University School of Medicine (St. Louis, MO)

Susan Milford, Senior Vice President, Marketing and Communications
OSF HealthCare System (Peoria, IL)

5:00 – 6:15p RECEPTION IN THE EXHIBIT HALL

8:00 - 9:15a

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Attracting, Engaging, and Retaining Customers with Content

In the era of social media, successful marketing starts with outstanding content. But how do you break through the noise and connect with audiences in ways that leave them wanting more? The key, says best-selling author and content marketing expert Ann Handley, lies in telling great stories — and telling them well. Join Ann to learn how to embrace a storytelling culture and create memorable content that attracts, engages, and retains customers. Hear the secrets to developing content that connects, including choosing the right stories and writing with an honest empathy for your customer.
Ann Handley, Best-selling Author, Digital Marketing Pioneer, and the World's First Chief Content Officer

STRATEGIC MARKETING
BroadcastMed, Inc.

CUSTOMER COMMUNICATION & ENGAGEMENT Truven Health Analytics

ANALYTICS, DATA & MEASUREMENT
Evariant

9:30 - 10:45a

Strategy and Alignment for New Affiliations

Mergers and other strategic partnerships create unique challenges related to branding, uniting cultures, and aligning physicians and employees around the brand promise. Hear strategies for uniting newly affiliated stakeholders and engaging key constituents to deliver results.

James Blazar, SVP, Chief Strategy Officer
Hartford HealthCare (Hartford, CT)

Megan Frankel, Director, Service Line Marketing
Cleveland Clinic (Cleveland, OH)

Ty Kennon, VP, System Marketing
MedStar Health (Columbia, MD)

Jean Hitchcock (*Facilitator*), President
Hitchcock Marketing & Consulting

Dealing with Accolade Addiction

With the proliferation of healthcare grades, rankings, and ratings at both national and local levels, what role should accolades play in your marketing plan? Learn what works and what doesn't, including which accolades matter most to consumers and how to manage internal expectations.

Rebecca Climer, Chief Communications Officer
Saint Thomas Health (Nashville, TN)

Matt Gove, Chief Consumer Officer
Piedmont Healthcare (Atlanta, GA)

Don Stanziano, VP Marketing Communications
Scripps Health (San Diego, CA)

Kerry Graham (*Facilitator*), CEO
BOHAN

Next Generation CRM

The CRM journey spans both the volume and value worlds. Hear ideas for incorporating CRM into organizational strategy at each phase: from digital campaigns, data warehousing, PRM, and reporting; to integrated communications through contact centers and mobile; and finally alignment with clinical care management, patient experience, B2B communications, and advanced analytics.

Suzanne H. Sawyer, Chief Marketing Officer
Penn Medicine (Philadelphia, PA)

Kathy Loeb, Managing Director, Health & Public
Service Provider Practice
Accenture

11:00a - 12:15p

Being the Population Health Super Hero

Change is hard. So is transforming a mandate like population health into a marketing opportunity that engages patients and creates real behavior change. Examine two different and very effective strategies: a business-to-business, incentive-based approach and a direct-to-consumer wellness strategy.

Kirat Kharode, Vice President & COO
Barnabas Health System, Jersey City Medical Center
(Jersey City, NJ)

Becky Swanson, Division Director, Marketing
Communications
Hospital Sisters Health System (Eau Claire, WI)

Mike Seyfer, President & CEO
HTK Marketing Communications

Choosing Wisely

Anne Arundel Medical Center is spreading awareness and facilitating healthy discussion about the necessity of certain tests and procedures through Choosing Wisely®. Examine the communication plan and strategy, which has been recognized by Consumer Reports, ABIM Foundation, and others. Hear lessons learned, including those from others involved in this national effort. Learn how to enable conversations in your community.

Chad Dillard, Executive Director, Marketing,
Communications and Wellness
and

Kelly Swan, Manager, Communications Strategy
Anne Arundel Medical Center (Annapolis, MD)

Three Ways Empowered Consumers Inform Healthcare Marketing

Today's healthcare consumers are increasingly empowered to lead their care decisions. So Aurora Health Care takes a consumer-centered approach to strategic marketing. Learn how feedback from a patient insight community combined with data from a consumer intelligence platform are evolving digital strategy, determining service line marketing, and influencing product development.

Anne Martino
Vice President, Consumer Insights & Innovation
Aurora Health Care (Milwaukee, WI)

SPECIAL WORKSHOP SESSIONS

Advance sign-up for workshop sessions is required, although there is no extra charge. Please see Registration Form.

12:30 - 2:30p

Using Dreamscaping Storybooks to Engage Staff

Your staff has the biggest effect on perceptions of service. To maximize the impact, organizations must devise and communicate a clearly defined brand experience that is consistently delivered. Learn how to craft a dreamscaping book that conveys the story of the designed interactions, processes, and spaces that support your unique brand-driven experience and inspires staff in making that vision a reality.

Christine Holt
Chief Experience Officer
Holy Redeemer Health System (Meadowbrook, PA)

Ed Goodman
Chief Experience Officer
Spiral Experiences

F. Brian Whitman
COO/Partner
Corrigan Partners

CRM Strategy in a Digital World: Maximizing Strategic Value AND Business Intelligence

Whether you are considering a CRM system, or you already have one, this session will have you thinking about CRM in new ways! Examine digital approaches to CRM-supported SEM. Learn how to use Web Integrations to capture and personalize digital user paths. Hear the value of marketing automation and how it changes CRM strategy.

Elizabeth Schnell
Vice President, Brand Strategy
Henry Ford Health System (Detroit, MI)

Terri McNorton
Vice President, Marketing
Ochsner Health System (New Orleans, LA)

Nate Rogers
Vice President, Marketing and Communications
OhioHealth (Columbus, OH)

Christopher Catalo
Senior Vice President
Healthgrades

Measuring Physician Relations ROI: Techniques and Tools

In today's era of accountability, physician relations executives are charged with measuring and reporting return on investment for relationship sales efforts. Learn how three organizations demonstrate results through regular tracking and reporting of measures that align with organizational goals. Examine their ROI models. Hear how to get internal buy-in.

Suzanne Hendery
Vice President, Marketing & Communications
Baystate Health (Springfield, MA)

Mitzi Kent, RN, BSN
Senior Director, National Physician Liaison Program
LifePoint Hospitals (Brentwood, TN)

Summer M. Lesic
Group Director Provider Relations
Mountains and North Denver Operating Group
St. Anthony Hospital (Lakewood, CO)



INTERACTIVE MARKETING & DIGITAL STRATEGIES *Corrigan Partners*

PHYSICIAN RELATIONS & SALES *IMS Health*

PHYSICIAN STRATEGIES *Connect Healthcare*

9:30 - 10:45a

Paid Search: The Missing Piece of Business Strategy

We all know the power of Search Marketing and pay per click (PPC) to drive potential patients to a website. Now, it's time to embrace the power of paid search to support all business strategies. Learn how paid search can achieve a multitude of business goals and yield ROI for service lines. Hear how to make it an integral part of every communication effort.

Chris Boyer, AVP, Digital Marketing Strategy
North Shore-LIJ Health System (Great Neck, NY)
J.K. Lloyd, President, Co-Founder
Eruptr

Managing Physicians' Online Reputations

Increasingly, consumers are commenting on their experiences with physicians on a variety of physician rating sites and social media channels. While marketers can't control what's on the web, the good news is that we can create and inspire positive content. Learn how to help your physicians manage their online reputations. Hear effective approaches for monitoring review sites and responding appropriately to customer comments.

Dalal Haldeman, PhD, MBA
Senior Vice President of Marketing and Communications
Johns Hopkins Medicine (Baltimore, MD)

Can a Focused Leakage Strategy Work for You?

Leakage is a big buzzword right now — and healthcare executives and physician relations leaders are focused on finding the right strategies to manage it. Learn how to identify leakage, as well as new and different strategies to reduce it, including:

- how to look at and use data differently
- new ways of tracking, trending, and reporting
- preparing for the future of network referral management

Take home valuable insights and actionable strategies!

Alex Ellsworth
Director, Growth and Physician Relationship Management
UHS of Delaware, Inc. (Allentown, PA)

Jeremy Tarr
Care Coordination Manager
and

Angela Wayne
Chief Operating Officer
Beth Israel Deaconess HealthCare, Affiliated Physicians Group (Needham, MA)

Susan Boydell
Partner
Barlow/McCarthy

HALF DAY

11:00a - 12:15p

Winning the Content Race

Need to ramp up your content strategy? Is your messaging a mess? From branding a new product line to implementing lessons learned from consumer research, learn how to create a winning roadmap. Hear unique ideas for multi-purposing content across platforms to engage internal and external audiences. Learn how to use traditional, digital, and rich media to create and implement targeted communications.

Donna Hill
Web Managing Editor
and

Keith Whitworth
Director of Marketing
University of Arkansas for Medical Sciences (Little Rock, AR)

Enhancing Referrals to Loyal Specialists and Outpatient Programs

Interviews with primary care physicians and their office teams are critical to understanding referral patterns and issues related to access, care coordination, report timeliness, and customer service. Learn how to use what you learn to grow referrals; manage leakage; and improve physician satisfaction, experience, and loyalty.

Dean C. Kaster
Sr. Vice President, Corporate Strategy and Business Development
and

Leslie A. Sauter
Physician Outreach Manager
University of Maryland Upper Chesapeake Health (Bel Air, MD)

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

THE COSMOPOLITAN OF LAS VEGAS

The official hotel for the Summit is the Cosmopolitan of Las Vegas. This Four-Diamond luxurious property, situated in the heart of The Strip between Bellagio and City Center, offers spacious suites by award-winning designers, expansive private terraces, the country's top chefs, three distinctive pool environments and unparalleled service.

To make reservations, call the Cosmopolitan directly at **855-435-0005** and identify the meeting as the "Healthcare Marketing and Physician Strategies Summit" to get the special rate of **\$199 single/double**. This rate includes guest room Internet access. An optional \$25 resort fee is available, which includes 24 hour Fitness Center access, and unlimited local, toll free and domestic long distance telephone calls. Reservations must be guaranteed with a major credit card. Be sure to make your reservation as soon as possible. **The room block will be released on Wednesday, March 18, 2015, but might be sold out before that date.** After the deadline date, or when the room block is filled, the group rate will be honored based on availability.



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Evariant sees a future where healthcare organizations deliver efficient care solutions. We continuously innovate our healthcare CRM platform, based on a centralized communications engine capable of identifying, executing, and measuring all types of engagement initiatives. Results include greater visibility, richer engagement, and continuous improvement.

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BroadcastMed, the leader in digital physician engagement, provides production, promotion and online and mobile technology platform services to the world's leading hospitals and healthcare companies. Clients reach and engage physicians with peer-to-peer education, continuing medical education (CME), clinical affairs, service line marketing and patient-focused health information. For more information, visit broadcastmed.com.



Healthgrades CRM and PRM tools, unique Patient Direct Connect program and full-service multichannel engagement campaigns are supported by strategic experts with evidence-based insights. We help hospitals identify, reach and motivate consumers and physicians — to improve outcomes and achieve measurable business results. Visit us at healthgrades.com/hospitals or call 855.665.9276.



AcrobatAnt is a group of creative problem solvers with deep healthcare expertise and years of experience. From

health system rebranding to service line campaigns or internal cultural initiatives, we plan and execute based on measurable goals. As a partner, we measure our success by your success.



AVID Design builds award-winning healthcare websites. We provide interactive content management

solutions including AVIDCMS™ and SharePoint®, strategic content, and integrated business solutions so audiences are more engaged. AVID Design understands the needs of healthcare stakeholders and can direct an integrated strategy that achieves marketing goals and objectives.



BVK was the first advertising agency in America to place a paid media schedule for a not-for-profit hospital in 1972. Since then, BVK has become one of the Top 25 largest independent agencies

in the country by combining unparalleled healthcare experience, "big agency" resources and the self-propelled ideas associated with smaller creative boutiques.



Coffey Communications is a national leader in print, web, mobile and social content marketing for hospitals and health

plans. Since 1983, service, value and innovation have defined our work. Coffey's custom solutions make our clients the most trusted source for healthcare information. Visit us at www.coffeycomm.com or call 800-253-2030.



Connect Healthcare provides Find-a-Doctor tools (ProviderConnections) to help increase Patient Acquisition: CAPTURE more of the search market;

CONVERT more traffic into appointments; MANAGE physician data and reputations more effectively.



Corrigan Partners LLC consults on integrated business, brand and marketing strategies to enhance

competitive performance. We partner with healthcare executives to create strategic marketing plans that deliver revenue growth. Better understand changing market dynamics. Build powerful, differentiated brands. And develop high-performing, digitally-savvy marketing teams that produce results.



Health Market Science (HMS)

helps healthcare organizations solve business challenges centered on healthcare provider information. HMS uses innovative

technology, domain expertise, and its comprehensive provider database to help clients reduce operational costs, comply with evolving federal and state laws, and maximize market opportunities.



IMS Health is a leading global information and technology services company providing clients in the healthcare industry with

comprehensive solutions to measure and improve their performance. By applying sophisticated analytics and proprietary application suites, the company connects complex healthcare data on diseases, treatments, costs and outcomes.



Since 1995, **LionShare** has guided healthcare organizations in the quest to link data to decision insights, execute

automated marketing campaigns and drive better outcomes across the care continuum. Whether you are a Data Scientist, Strategist or Marketer, DIATA — our Business Intelligence and CRM/PRM platform — will help you grow healthy relationships.



Professional Research Consultants, Inc., the nation's largest healthcare-exclusive research firm, provides custom market research, insightful reports, and clear results about patients, physicians, and medical

employees, as well as consumer and community health research. With our 2,000+ partners, PRC is dedicated to achieving excellence. Learn more at www.PRCCustomResearch.com.



SmartBase Solutions is fluent in technology and marketing. We partner with you to understand your unique needs through every step of the process. We offer tools and consulting in Secure

SOC 2 compliant hosting, Big Data solutions, marketing automation and market research.



Swanson Russell is a full-service advertising agency specializing in

healthcare. Marketing healthcare is a challenge as nobody wants to go to a hospital or doctor. Yet, the selection of these is perhaps the most important decision a consumer could make. We help clients build brands that connect with consumers.



Truven Health Analytics serves as a guide for healthcare providers, helping you achieve near-term performance goals and plan for future success. We leverage unparalleled scientific innovation and a unique market-wide perspective to address your toughest challenges. www.truvenhealth.com.



Vitals is reinventing the way people make medical care decisions. We believe that informed patients are key to an efficient provider

organization. Our online transparency and data tools help align the right patients with the right providers to increase satisfaction and engagement, decrease network leakage and improve patient workflow.

Healthcare Marketing and Physician Strategies Summit

April 13 – 15, 2015

The Cosmopolitan
Las Vegas, NV

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3 Special Workshops

Please check if you plan to attend a special workshop. Your assistance in indicating which session you plan to attend will help us make appropriate room assignments. Note: Checking a box does not obligate you to attend the session.

Special Workshop Sessions Wednesday, April 15

- Using Dreamscaping Storybooks to Engage Staff (Holt, Goodman, Whitman)
- CRM Strategy in a Digital World (Glenn, Graffagnini, McNorton, Rogers)
- Measuring Physician Relations ROI (Hendery, Kent, Lesic)

Cancellation Policy

The Forum guarantees a refund, less a \$150 administrative fee, if written notification is received on or before February 12, 2015. Verbal cancellations are not accepted. Cancellations received after February 12, 2015 are not eligible for a refund. You may always send a substitute.

Confirmation of Registration

All registrations will be confirmed within 10 business days of receipt of the registration form and payment. If you do not receive a confirmation, please call toll-free, 866-440-9080, ext. 23. Please do not mail or fax forms without payment.

4 Registration Fees

Early rates are available if the registration form with full payment is received by **Thursday, February 12, 2015**. Discounts for group registrations (2 or more) are available for provider organizations. Please contact the Forum directly. All registrations for attendees from the same organization seeking discounts must be submitted together.

Conference Rates	Early	Regular
	received by 2/12/15	received after 2/12/15
Current Forum Member	___ \$995	___ \$1,095
Joining Member (Includes one-year Forum membership, \$225 value)	___ \$1,220	___ \$1,320
Non-Member (Does not include membership)	___ \$1,195	___ \$1,295

Pre-Summit Strategy Sessions

Fee includes continental breakfast and lunch

Radical Marketing Makeover	___ \$95	___ \$125
Communications: The New Black	___ \$95	___ \$125
Brand Journalism	___ \$95	___ \$125
Physician Liaison Teams	___ \$95	___ \$125

Summit DVD-ROM

- ___ \$150* for Attendees
 - ___ \$450* Non-Attendees
- *includes shipping/handling

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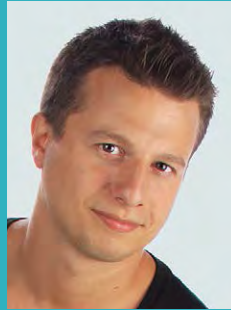
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