

DRAFT AGENDA Healthcare Marketing and Physician Strategies Summit April 17 – 19, 2024

Day 1 – April 17 (Wednesday) AM

<p>Pre-Summit Strategy Sessions 8:00-10:00am</p>	<p>Employee Engagement: Connecting the Dots Between Culture & Employee Experience A healthy, thriving organizational culture and extraordinary employee experiences don't happen by default, they happen by design—and MarCom leaders can help. Examine LCMC Healthcare's journey to create, implement, and scale culture transformation. Take home a framework and tools to create a customized employee experience plan for your organization, including the milestones that matter most. Christine Albert, Chief Experience Officer, LCMC Health Jennifer Horton, Chief Strategy Officer, Level Ten Healthcare Advisors</p>	<p>Patient Acquisition Marketing: Overcoming the Roadblocks Healthcare executives understand the importance of patient acquisition, or data-driven, marketing. But doing it right is difficult and full of obstacles. This hands-on workshop will dig down deep into the challenges as well as practical solutions for overcoming them. Learn how to gain access to the data you need even when IT says no, effectively segment your audiences, leverage data-driven marketing in between CRMs or without one, and build an ROI model your C-Suite can get behind.</p>	<p>Harness the Power of AI Artificial intelligence (AI) is transforming the healthcare industry, with the potential to improve patient care, reduce costs, and increase efficiency. Join a panel of hospital and health system executives to explore just what AI includes (not just generative AI), use cases, consumer and provider acceptance of AI solutions, benefits and risks of adoption, and AI governance. Pamela Landis, SVP, Digital Engagement, Hackensack Meridian Health Alan Shoebridge, Associate VP, National Communication, Providence Patty Riskind, CEO, Orbita Chris Boyer, Digital Health Strategist, @chrisboyerllc</p>	<p>Getting Results Starts with a Strategic Field Sales Plan Earning referrals in today's competitive environment requires an advanced field plan that identifies the right targets, approach, and relationship-building tactics. Hear how to partner with strategy, data analytics, and operational leaders to frame the market opportunity, understand competitive differentiation, and determine the right field strategies. Take home a step-by-step process to engage and advance your field talent. Jessica Clarke, Director, Strategy & Business Development, Hackensack Meridian Health Richard Sutton, Manager, Strategy and Business Development, Hackensack Meridian Health Rebecca DeStigter, Director, Strategy Integration, University of Iowa Health Care Susan Boydell, Partner, Barlow/McCarthy</p>
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	Strategic Marketing Sponsored by Revive	Communication Strategies Sponsored by Wolters Kluwer	Interactive & Digital Strategies Sponsored by Reason One	Data Strategies Sponsored by Playbook for Health	Engagement Strategies Sponsored by Doximity	Physician Relations & Sales Sponsored by Marketware
10:15-11:15a	<p>Reinventing Primary Care With physician shortages and months-long waits for appointments, primary care requires reinvention. Hear new research on consumer expectations, provider preferences, and reactions to disruptors. Learn how disruptor tactics, or partnerships, can improve access to primary care while also delivering net benefits for the health system. Suzanne Hendery, Chief Marketing, Communications & Customer Experience Officer Renown Health Rob Klein, Founder & CEO Klein & Partners Linda MacCracken Principal Ignite Market Advantage</p>	<p>Patient Experience & Your Brand Promise In healthcare, there's often a gap between the experience organizations want to promote and the actual patient experience. Hear how to improve communication strategies to better guide patients and caregivers. Examine how to use social listening and feedback from the community to better match brand promises with experience. Dean Browell, Chief Behavioral Officer, Feedback Joel English, SVP Managing Partner, BVK Ahava Leibtag, President, Aha Media Group Denise E. Wiseman (Facilitator) Chief Community Manager & Founder, The PX Community</p>	<p>The MarCom & IT Partnership Relationships between MarCom and IT can be contentious—but a strong partnership is critical for a true customer-focused transformation. Hear how leaders at MultiCare Health System are coming together to find common goals, build mutual trust, and strengthen partnerships. Learn how to speak the language of IT, embrace processes and formalities, and identify and help with pain points. Bradd Busick SVP, CIO and Marce Edwards VP, Chief Communications Officer and Jeremy Harrison Director, Digital Services MultiCare Health System</p>	<p>Deconstructing Digital Experiences with Data Discover best practices for leveraging data to improve conversion and engagement across digital marketing channels. Learn how Atria Senior Living created a powerful data-driven marketing strategy using behavioral segmentation, funnel analysis, and journey mapping insights, resulting in higher web performance and a 9% increase in lead conversion across its 350 community pages. Holly Fisher, Marketing Business Analyst and Amie Spellman, Director of Product Development Atria Senior Living Aaron Brox, Director of Solutions Engineering Heap</p>	<p>Track & Quantify Physician Marketing Efforts Working together, City of Hope marketing and physician liaison executives take a data-driven approach to physician outreach. Hear how marketing executives use CRM to track and quantify their marketing efforts and then work with liaisons to inform targeting strategies. Examine how they shape measurable strategies to directly show ROI and increased cross-functional workflows. Kate Schmelz Regional Program Manager, Clinical Marketing City of Hope Kelly McKenna-Petrie VP, Hospital Partnerships Doximity</p>	<p>Messages That Resonate Market clutter is a real challenge, so the ability to differentiate your offerings and create a message that resonates with physicians has never been more important. Hear from organizations that are having success. Bob Hudson Provider Relations Lead-Southern Colorado Markets; Colorado/Utah/Kansas Division CommonSpirit Health Christy Stallings-Shoemaker Corporate Senior Director of Provider Relations Community Health Systems</p>

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12:15-1:15p	<p>Building a Strong Service-Line Focused Marketing Plan Need an executable marketing plan that service lines can use on Day One? Concerned that your service line colleagues aren't on the same page as the marketing team? Join us and take away three proven tools for your annual planning activities, as well as the framework of a base plan.</p> <p>Carrie Manuel, Sr. Director of Marketing & Communications Valley Health Stephanie Nichols, System Marketing Director, Cardiovascular & Oncology Service Lines Franciscan Health Becca Pratte, Account Director & CRM Lead Doe-Anderson</p>	<p>Innovation & New Technologies: An Evaluation Roadmap Metaverse...Generative AI...changes in social platforms...how do you know what to invest in and when? Examine the internal and external collaboration processes developed by Mount Sinai Health system's MarCom team to evaluate new ideas, guide resource investment, and achieve strategic objectives.</p> <p>Gabriel Bershadsky, AVP, System Creative & Design; John Davey, VP, Marketing Technology; Chloe Politis, Director, Digital & Social Media; and Karen Wish, VP, Chief Marketing Officer Mount Sinai Health System</p>	<p>The Changing Role of Digital in Health Systems Today's digital leaders are evolving to address experience, transformation, and innovation strategies. Hear how they are partnering with strategy, IT, and other departments; addressing governance challenges; and rethinking and restructuring their departments to meet new demands.</p> <p>Kelly Faley, VP Digital Experience Sharp HealthCare Jeremy Rogers, Executive Director, Digital Marketing & Experience Indiana University Health Reed Smith, Chief Consumer Officer Ardent Health Chris Boyer, (Facilitator) Digital Health Strategist, @chrisboyer LLC</p>	<p>Data-Driven Devotion: Customer Loyalty in Healthcare It's a top priority for health systems... connect with the existing patient population to increase engagement, improve care outcomes, and drive financial results. Examine how to use data, gather requirements to develop a comprehensive loyalty program, establish benchmarks and goals for service line growth, and gain insights into cross-functional collaboration.</p> <p>Jeff Bean VP System Marketing & Brand Geisinger Ben Texter Co-CEO & Co-Founder Digital Health Strategies</p>	<p>Segmentation 2.0: Fusing Attitudinal & Patient Data to Humanize Content With consumers increasingly demanding an entirely different relationship with their healthcare providers, personalized content has never been more important. Learn how to use advanced analytics and attitudinal segmentation to connect with people based on their unique health, care, and wellness needs and communicate with them like people vs. patients. Examine the results.</p> <p>Chrisie Scott SVP & Chief Marketing Officer and Ryan Younger, VP, Marketing Virtua Health Grant Mason, Executive Director, Insights Monigle</p>	<p>Referral Relations & Marketing Collaboration That Works We've all heard stories of tension between healthcare sales and marketing teams and may even have experienced it ourselves. Mayo Clinic's Referral Relations and Marketing teams created an environment that facilitated robust collaboration to achieve organizational objectives. Hear how they overcame challenges and aligned business units to present a united front.</p> <p>Anissa Blanshan Sr. Marketing Manager and Angie Puffer Operations Administrator Mayo Clinic</p>
1:30-2:30p	<p>Transforming Healthcare: Leading the Way Changing consumer expectations ... advances in technology ... new entrants from outside the industry ... all contribute to an end of business as usual in healthcare. Hear from systems that are transforming delivery by embracing retail strategies, partnering with new entrants, and more!</p> <p>James Blazar, EVP & Chief Strategy Officer, Hackensack Meridian Health Don Stanziano, Chief Marketing & Communications Officer, Geisinger James Gardner, (Facilitator), Director, Healthcare Strategy, OHO Interactive</p>	<p>Responding to Tough Questions: Yes, There's Content for That! From thought leadership to driving volume to physician video profiles ... CEOs often have challenging requests. Learn how to respond with creative, cost-effective content solutions while optimizing your resources (time, team, and budget). Examine real and potential scenarios.</p> <p>Michiko Tanabe, SVP, Chief Marketing Officer, Stanford Health Care Donna Teach, Chief Marketing & Communications Officer, Nationwide Children's Hospital David Perry, EVP, Strategy, Bowstring</p>	<p>Generative AI for Marketing: The Strategy & the Integration Cleveland Clinic is using Generative AI as part of its marketing efforts, including content creation and production. Examine the strategy and implementation. Hear how AI tools are also used for SEO, website building, creative development, images, ads, and more. Hear solutions for addressing governance, privacy, and security.</p> <p>Paul Matsen Chief Marketing & Communications Officer and Amanda Todorovich Executive Director, Digital Marketing Cleveland Clinic</p>	<p>Generate Measurable Results Using an Omnichannel Digital Approach Ballad Health engaged with consumers using an impressive set of bespoke high-value data, then executed hyper-targeted programmatic and social media tactics to ensure the audience received personalized messaging. The result ... 74% of website visitors completed an action or booked an appointment within the first 90 days. Examine the campaign and how they quantified the value.</p> <p>Molly Luton, Chief Marketing & Communications Officer Ballad Health Sam Scott, Chief Strategy Officer LIFT Healthcare</p>	<p>Marketing Metrics & Reports Worth Sharing Online presence matters! Marketing efforts that improve the volume and accuracy of provider reviews as well as average ratings across the health system have caught the attention of the C-suite. Examine which marketing metrics and reports should be shared and with whom, and how to stand up a program that will legitimately move the needle.</p> <p>Andy Miller, Digital Marketing Director and Carey Van Wagoner, Director of Marketing, Intermountain Health Andrew Rainey, General Manager, Healthcare, Reputation</p>	<p>Market Disruption: Field Staff's Role & Impact Competition has been a key reason field staff exist, but in today's environment, disruption often comes from nontraditional sources. Hear how physician relations teams are responding in their tactics. Examine the feedback they can share to support their leaders.</p> <p>Veronica Campbell Network Director, Physician Relations & Market Development, HonorHealth Laurel Hopkins Executive Director, Market Development Virginia Mason Franciscan Health</p>

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3:15-4:15p	<p>Inclusive Marketing: An Imperative for Healthcare Brands Marketing leaders play an essential role in building strong relationships and emotional connections to healthcare brands. Let's talk about ways to build trust with inclusive marketing strategies, including the role data can play. Victor Reiss, VP, Consumerism, Marketing & Insights, UNC Health Michelle Rider, Chief Marketing Officer Marlin Behavioral Health Melissa Fors Shackelford, Former Managing Director Head of Marketing, Express Scripts Jhaymee Tynan, Principal, Healthcare Services, Korn Ferry</p>	<p>Ask a Doc: Secrets of Marketing With, To & For Doctors It's every marketer's dream: a doctor who truly wants to partner on marketing initiatives. Join two physicians to hear how to engage doctors in marketing initiatives without taking away from patient care. Learn how to leverage medical influencers and develop messaging strategies that doctors can get behind and amplify. Douglas Flora, MD, Executive Medical Director, St. Elizabeth Healthcare Sanjay Juneja, MD Co-Founder, MedFluencers @TheOncDoc Kirsten Lecky (Facilitator) EVP, Insights & Growth, WriterGirl</p>	<p>UX Research: Provide a Roadmap for Success CHRISTUS Health faced a challenge ... how to deliver a provider and location search experience that provides highly relevant and easy to understand, consumer-focused results. Hear how they engaged internal stakeholders, de-siloed data, and killed complexity, culminating in a new provider and locations search experience. Jeff Stewart VP, Strategic Marketing CHRISTUS Health Keir Bradshaw EVP, Technology MERGE</p>	<p>CFO-Defensible ROI Nationwide, healthcare organizations are grappling with optimizing marketing investments while managing service access and capacity. Hear how marketing and finance leaders are working together to devise credible methods to calculate marketing's impact. Learn how to get access to the right data and translate it into what leaders want.</p>	<p>Expanding Engagement Strategies to the Enterprise Healthcare organizations are looking for more cohesive ways to engage with patients. The key...different parts of the enterprise must come together to support the goal. Hear how Stanford Health Care established a governance structure stretching across many stakeholders, engaged teams from clinicians to contact center staff, and measured success. Rochelle Cornell Manager, IT Clinical Operations, Population Health Stanford Health Care Sam Seering Product Manager – Cheers Epic</p>	<p>Outmigration & Care Retention: Success Strategies Most health systems are still challenged with outmigration and referral leakage. How can you work with primary care physicians to stem the leaks and truly drive care retention? Examine innovative approaches, including employed physician strategies; results; and lessons learned. Matthew Hughes Director of Physician Relations Children's Hospital Colorado Penny Nichols Physician Outreach & Referral Management Executive Adventist Health</p>
4:30-5:45p	<p>The Power of Leaving Your Comfort Zone Our world is overloaded with...everything. The result...many suffer from a creativity crisis, and the country faces the highest rates of chronic mental and physician diseases in human history. Hear from a leading voice on how humans can integrate modern science and evolutionary wisdom for improved health, meaning, and performance in life and at work. Through eye-opening storytelling, Michael Easter takes us on a journey of how normal people are doing extraordinary things! Michael Easter, Health & Wellness Expert, Journalist & NYT Bestselling Author</p>					

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Day 2 – April 18 (Thursday) AM

8:00-9:15a	<p>The Age of Infinity - Generative AI & Our Future We are on the brink of a revolution based on the meteoric rise of Generative AI, most notably ChatGPT. These exponential technologies are transforming the way we communicate, collaborate, and create, revolutionizing industries around the world. However, when everyone has an AI co-pilot, who will stand out? Will you answer the Call to Action to build exponential organizations that are more nimble and flexible? Shawn Kanungo</p>					
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10:15-11:15a	<p>A Wake-Up Call: The Future of the CMO Shifting societal and industry dynamics threaten the very role of marketing in health systems. Growing demand; reduced capacity; ongoing financial stress—all add up to a new and potentially ominous environment for CMOs. Let's talk about how CMOs can prepare for this future! Andrew Chang, Chief Marketing Officer, UChicago Medicine Sarah Sanders, Chief Marketing & Communications Officer, UCSF Health Kristen Wevers, Former SVP, Chief Marketing & Communications Officer, UC Health Chris Bevol, President Revive</p>	<p>Personalization vs. Privacy: Balancing Ethics & Compliance With so much information available to marketers, and increased demand for personalized marketing, how do you ensure your targeting and segmentation approaches are not only effective but also compliant? Join us to examine best practices. Jeremy Rogers, Executive Director, Digital Marketing & Experience Indiana University Health Adrienne Woods, Director, Digital Engagement Hackensack Meridian Health Celia E. Van Lenten JD, Principal, Miles & Stockbridge John Simpson (Facilitator), Co-CEO & Co-Founder, Digital Health Strategies</p>	<p>Let's Talk About AI and Healthcare Marketing The buzz around artificial intelligence in healthcare is everywhere. But, how will it impact healthcare marketing, communications, digital, and physician relations executives? Join us to "talk tech" with AI experts about AI in healthcare marketing. Examine how your organization can use AI-based technologies to accelerate your strategic priorities — and avoid the very real risks. Reed Smith, Chief Consumer Officer Ardent Health Services Matt Cohen, Director, AI and Brian Gresh, President, Loyal</p>	<p>Patient Acquisition Playbook: Boost Results Fuel your patient acquisition and service line growth goals! Learn how CHI St. Vincent implemented strategies and initiatives that resulted in a 53% surge in patient acquisition and a stunning ROI. Hear how they used a potent blend of data, analytics, and multi-channel outreach. Examine vital next steps. Bonnie Ward Director of Marketing & Communications CHI St. Vincent Jaci Haack VP, Strategic Development Virgin Pulse</p>	<p>Transforming Patient Access: Revolutionize the Digital Front Door Banner Health radically improved patient access, engagement, and outcomes through three innovative developments: an intelligent digital front door, a centralized contact center, and a data-driven personalized messaging platform. Peer behind the curtain of these technological advancements. Hear how they put patients at the center, facilitating communication, satisfaction, experiences, and more. Brock Bassetti, Sr. Director, CX Experience – Data, Design & Technology Banner Health Ben Seyden, Executive Strategist Salesforce</p>	<p>Align Physician Relations with Recruitment & Onboarding Physician relations teams are starting to play more active roles in recruitment and onboarding. This session will explore the value of having physician relations teams, recruiters, and onboarding teams operate with more alignment to hire physicians faster, onboard them quicker, and present them to the market in a streamlined fashion. Anamika Desai Director, Business Development- Central Region Hackensack Meridian Health Josh Cameron Executive Vice President Marketware, A Division of Medsphere</p>
11:30a-12:30p	<p>Outside Innovation: Lessons Learned With new entrants to healthcare, an understanding of consumer preference is essential. Examine the importance of consumer research to your value proposition. Hear how Moffitt Cancer Center utilizes Strategic Foresight to understand disruption and explore inside innovation to advance new ideas. Judit Tejada Strategic Insights Consultant Moffitt Cancer Center Ryan Donohue Strategic Advisor NRC Health</p>	<p>Coping with Controversies Every organization is dealing with divisive issues, including labor negotiations, gun violence, misinformation, staff burnout and more. Help shape the direction of the session! Join your colleague for an off-the-record, interactive discussion. David A. Feinberg, SVP, Chief Marketing & Communications Officer Mount Sinai Health System Rose Glenn Chief Communications & Marketing Officer Michigan Medicine Michael Knecht, Chief Marketing & Communications Officer RWJBarnabas Health Susan Alcorn, Of Counsel, Jarrard Inc.</p>	<p>The Power of Consumer-Focused Website Redesign Today's consumers expect a health system's website to provide a seamless care journey. With that in mind, Vanderbilt Health's marketing team added features to the website that reshaped functionality while also reducing content management demands. Examine the componentized design of their website, along with automated content. Hear how customization has increased conversions. Travis Waters Associate Director, Digital Experience & Analytics Vanderbilt Health Chris Riegger Chief Operating Officer Modea</p>	<p>Amplify Your Brand & Impact with Data-Informed Sponsorships Youth, college, and pro sports sponsorships, as well as community events, can be a powerful way to reach your target audience and drive results. Learn how analytics can help you make data-informed decisions that enhance your sponsorship strategy, support business goals, and achieve desired results. Thomas Kruse, SVP, Chief Strategy Officer CommonSpirit Health PNW Division Kathy Smith, VP, Chief Marketing & Digital Officer Roper Saint Francis Healthcare Michael LaPorta, President, Playbook for Health</p>	<p>Performance-First Patient Marketing Maximizes Results Faced with declining budgets and a need to demonstrate impact, Penn Medicine shifted its strategic approach to marketing. Hear how a performance-first media planning strategy bolstered by increased investment in digital advertising and highly relevant audience targeting supports the patient journey and delivers leads. Joshua Torrisi, Corporate Director, Enterprise Growth Marketing and Camelot Ives, Corporate Director, Enterprise Growth Marketing Penn Medicine Steve Kessen, CEO, Fathom</p>	<p>Measuring Physician Relations Impact & ROI Translating physician relations efforts into measurable impact is difficult when the path from datapoints to reportable outcomes is unclear. Examine a measurement methodology that accurately and efficiently translates liaison efforts into reportable outcomes. Learn how to create reports that demonstrate impact and ROI, establish the efficacy of your team, and justify further investment and expansion. Karen Insignares-Garcia Assistant Vice President and Lindsay Konz Director, Business Operations UHealth/University of Miami Health System</p>

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Day 2 – April 18 (Thursday) PM

12:30-2:00p	Luncheon & Keynote					
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2:15-3:15p	HOLD	Not If, But When: A Playbook to Protect Your Brand Nationwide, every organization will face threatening issues. Lehigh Valley Health Network designed a playbook to position for multiple scenarios and protect its brand. Hear how to develop a strong issues management team, a cohesive crisis checklist, and responses to a range of societal issues. Learn how to use quantitative and qualitative research to identify and prioritize issues and listen to the voice of your community and colleagues. Richard Levy , SVP & Chief Marketing Officer <i>and</i> Pamela Riddell , VP, Communications Lehigh Valley Health Network	Get Off the Roller Coaster: Better Websites Through Incremental Change Website overhauls are costly, disruptive, and based on legacy data. Lee Health found a better way to keep their website aligned with rapidly changing consumer needs through digital roadmapping, data-driven design and decision-making, and a composable approach to technology. Hear how it was done without the roller coaster! Stephen Barry , Product Owner Lee Health Ben Cash , CEO Reason One	HOLD	Online Scheduling Secrets: Simplify Access, Enhance Engagement, Reduce Workload There is no magic bullet to increase online scheduling, but there are some winning strategies. The key is to use the right technology and communicate with the right departments and leaders internally and externally. Hear how Austin Regional Clinic increased its online scheduling rate to almost 40%, regardless of the portal activation! Michelle Schmidt , Website Marketing Manager <i>and</i> Heidi Shalev , VP, Marketing, Communications & Patient Engagement Austin Regional Clinic Christina Valls , Associate Director, Consumer Digital Innovation Cedars-Sinai	Internal Positioning to Maximize Physician Relations Impact Physician relations leaders are often focused on the external referring physician audience. But, without solid collaboration with your internal leadership team, it can be a struggle. Hear how to gain credibility and build visibility and support by articulating opportunities or barriers to growth, documenting your successes, and more. Lindsay Carrillo Assistant Director, Business & Network Development UCI Health Brad Jones Executive Director, Physician & EMS Relations AdventHealth
4:00-5:00p	Service Line Marketing Meets Population Health Explore the dynamic interplay between service line marketing and population health in a redefinition of healthcare consumerism. Learn how to cater to diverse patient needs and preferences. Hear how to empower individuals to participate in their health journey. Sue Omori , Executive Director, Marketing Account Services Cleveland Clinic Rob Whitehouse , VP, Marketing Communications TriHealth Tom Hileman , Managing Partner Global Prairie	HOLD	Balancing Healthcare Marketing Performance & HIPAA Compliance The risks of using Google and Meta trackers on healthcare websites are well-known. And those aren't the only web trackers marketers need to worry about. Examine the various trackers that run marketing, analytics, ads, and more, and their risks. Learn how to audit your website to find non-compliant trackers. Hear how Heartland Dental balances high-performance marketing and HIPAA compliance. Michael Sorice Sr. Director, Digital, Marketing Technology, Analytics & CRM Heartland Dental Ray Mina Head of Marketing Freshpaint	Rethinking Physician Engagement: Building Reputation While Driving Demand RUSH University Medical Center is innovating through data and technology to build and deepen relationships with physicians. Hear how data-driven insights enable more accurate, meaningful, and highly personalized marketing campaigns to provider audiences. Examine the impact on national reputation, business growth, and patient experience. Sarah Toomey , Senior Director, Clinical Services Marketing RUSH University Medical Center Jerrad Rickard , General Manager, Email & OneKey, IQVIA	Transform Patient Engagement & Acquisition Through Data-Driven Marketing Automation With a targeted marketing automation strategy, HonorHealth built patient loyalty and drove revenue despite limited operational capacity. Learn how they identified pockets within the network with excess capacity, then used propensity modeling to pinpoint and engage patients most suited to available services. The results? A 50% increase in email engagement and up to a 20% conversion to appointment rate. Seth Kaplan , Director of Marketing & Customer Engagement HonorHealth Ashmer Aslam , Co-Founder/CTO Cured	Bridging Tactical & Strategic Market Intelligence for Network Growth When Atlantic Health System entered a contiguous market infiltrated with competition 10 years ago, market intelligence was critical to driving growth and market share. Learn how the Network Development team differentiated tactical and strategic market intelligence to establish a thriving physician network, a multi-specialty pavilion, DE Novo practices, and more. Linda Carifi , Director, Network Development <i>and</i> Naomi Savitz , Director, Network Development Atlantic Health System

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Day 3 – April 19 (Friday) AM

8:00-9:15a	<p>The Power of Leaving Your Comfort Zone In most ways, people today are more comfortable than ever. Yet, many suffer from a creativity crisis, and the country faces the highest rates of chronic mental and physical diseases in human history. Hear from a leading voice on how humans can integrate modern science and evolutionary wisdom for improved health, meaning, and performance in life and at work. The works of this best-selling author combine the statistical and mystical, melding topics from medicine and anthropology to theology and philosophy, along with case studies of people doing extraordinary things. Michael Easter</p>					
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9:30-10:30a	<p>Strategy, Marketing & Physician Relations Unite In a post-merger world, Bon Secours Mercy Health embarked on a journey built on the foundation of the triple aim to rally the organization around a common purpose: Primary Care. The synergistic impact resulted in a trusted brand built on the back of an improved care delivery model benefiting patients and providers alike. Examine the strategy and results. Nikki Carter, Chief Strategy Officer, Markets; Kelly Nicholls, VP, Physician & Provider Relations; and Alexa Warner System Director, Marketing & Brand Strategy Bon Secours Mercy Health</p>	<p>Partnering with Strategy in Moments That Matter Virginia Mason Franciscan Health leveraged the communications team's expertise during the development and initial rollout of its unified 5-year strategic plan, but the real win came when the system encountered major financial and operational challenges. Hear how communications was able to move quickly to galvanize culture during difficult times. Kelly Campbell Division VP, Marketing, Communications, Sales & Community Relations Virginia Mason Franciscan Health Teresa Hicks, VP, National Health Systems Practice Lead, Jarrard Inc.</p>	<p>Building a MarTech Roadmap That Drives Results Geisinger is taking a crawl, walk, run approach to advance its MarTech stack and deliver an omnichannel experience for members and patients. By analyzing their current architecture and identifying capability gaps, they built a multi-year strategy focused on lowering acquisition costs, increasing conversion rates, and driving customer satisfaction. Hear how! Kamila Hacia, Manager, Digital Marketing and Engagement Charlotte Wilson, Sr. Director, Digital Engagement Geisinger Suzanne Revere, Sr. Manager, Digital Technology, Deloitte</p>	<p>Mind the Gap! A Data-Driven Approach to Identifying Providers & Opportunities for Growth Building a unique referral pattern analysis using claims data, Henry Ford Health can now categorize providers into relationship subsets that allow outreach and service line teams to better engage with providers. The team is now integral in the analysis of which specialties are most needed in a market area. Examine the approach and results. Abby Elowsky Director, PRM Technology Henry Ford Health Emilio Ruocco VP, Market & Provider Solutions Definitive Healthcare</p>	<p>Improving Patient Experience with Commerce-Like Applications With an array of care options at their fingertips, a growing number of tech-savvy healthcare consumers have become "free agents." Hear how to manage consumer loyalty through "Care Commerce," which blends digital marketing and ecommerce strategies to drive customer acquisition and guide patients to the care option that fits them best. Allison Lewis Lodhi Director, Strategic Account Integration Community Health Network Jeanine Maier VP, Consumer Experience Kaiser Permanente Jamie Gier Chief Marketing Officer, DexCare</p>	<p>Small Markets & Niche Offerings Rely on Physician Relations Community hospitals rely on field teams to ensure the right business stays at home. Likewise, niche services have turned to referral development to ensure their futures. Often the competition comes from large AMCs that capture elective surgeries your facility needs. Hear how smaller and specialty organizations are deploying field staff to keep referrals close to home. Amy Blaser, VP, Physician Relations/Business Development Columbus Community Hospital Ashley Hilliard, Sr. Director, Practice Growth & Referral Relations Texas Oncology</p>
10:45-11:45a	<p>Building a Successful Internal Agency No matter your team's size, thoughtful resource management is crucial for peak performance. Examine the pillars of Marketing & Communications, as well as the pros and cons for outsourcing these areas versus managing them in-house. Explore opportunities to look for cost savings, as well as an onboarding plan to hold outside agencies and vendors accountable. Emily MacMillan Manager of Marketing & Creative Services and Cristal Woodley Senior Director of Marketing, Communications & Customer Engagement Renown Health</p>	<p>Elevate Nursing Communications to a Strategic Initiative Mount Sinai's MarCom team collaborates with senior nursing leadership to meet the challenge of nurse recruitment and retention. Hear how dedicated communications support engages 8,000+ nurses working across eight hospitals, 400+ clinics, home care, and other care settings. Explore practical and proven strategies and tactics you can use in your organization. Wendi Chason Assistant Vice President, Service Line Marketing and Thomas Fowlkes Director, Service Line Marketing, Nursing Mount Sinai Health System</p>	<p>The New Era of Search: Impact of AI Search functionality in healthcare marketing is evolving for enhanced user engagement. Examine how advanced AI algorithms will revolutionize search capabilities, making them more intuitive, accurate, and tailored to individual user needs. The advancements not only improve user experience, but also drive engagement and satisfaction in healthcare platforms. Hear how! Sujal Raju Founder & CTO Enqbar</p>	<p>Use First-Party Data for Attraction, Retention & ROI By demonstrating marketing ROI directly tied to patient appointments, the marketing team at CHI Health is affirming marketing's efficacy, justifying budgets, and building internal trust. Learn how first-party data and trends submitted by prospects, patients, and providers can create more engaging campaigns and influence other departments in the organization. Tina Ames, Division VP, Marketing & Communications, CHI Health Bob Waddell, Co-Founder, MD Match-Up</p>	<p align="center">HOLD</p>	<p align="center">HOLD</p>