

DRAFT AGENDA Healthcare Marketing & Physician Strategies Summit | April 30 – May 2, 2025

Day 1 – April 30 Wednesday

<p>Pre-Summit Strategy Sessions 8:00-10:00am</p>	<p>Data-Driven Marketing: Getting Results Harnessing data-driven marketing empowers healthcare organizations to build customer loyalty, make faster decisions, and boost ROI. But how do you ensure success? Discover where to find relevant data, the tools required, and how to analyze and transform data into actionable insights. Explore how to break down silos, foster cross-department collaboration, and deliver impactful campaigns with measurable ROI. BPD</p>	<p>Children’s Hospitals: Navigating Challenges Be one of the first to hear insights from the groundbreaking NCIS Peds study! Learn what matters most to parents seeking care for their children. Then, examine how to navigate the current climate—everything from policies to responding to current issues such as gender-affirming care, DEI, behavioral issues, and more. Stay tuned for updates! Deb Pappas VP, Chief Marketing & Communications Officer Connecticut Children’s Rob Klein Founder & CEO Klein & Partners Jean Hitchcock (Facilitator) Senior Healthcare Advisor Aloysius Butler & Clark</p>	<p>Build a Sustainable Content Marketing Strategy Healthcare marketers face tough decisions when shaping their content strategies. How can you effectively leverage AI? Balance owned and earned media? Prioritize lead generation or brand building? Hear real-world examples to guide you in crafting a sustainable strategy, with a focus on editorial pillars, quarterly publishing, content reuse, email as a superpower, and organic vs. paid approaches. Join your peers to explore persuasive language, AI’s best use cases, and strategies for managing up and securing leadership buy-in. Others TBD Ahava Leibtag President Aha Media Group</p>	<p>Harnessing the Power of AI in Healthcare AI is revolutionizing healthcare by enhancing patient care, reducing costs, and boosting efficiency. Join a panel of hospital and health system executives as they explore the full scope of AI—beyond generative models—discuss key use cases, examine consumer and provider acceptance, and weigh the benefits, risks, and governance of AI adoption. Others TBD Chris Boyer Digital Health Strategist @chrisboyer LLC</p>	<p>Rebuild Your Referral Development Strategy What will it take to secure referrals in 2025 and beyond? Dive deep into evolving market dynamics, physician relationships, program innovations, data strategies, and talent needs. Hear from Physician Relations executives who are redesigning their referral programs to tackle competitive pressures, strengthen network alignment, and address today’s market realities. The future starts now—don’t miss this critical discussion! Ann De Los Santos VP, Strategic Growth, Access & Physician Relationships Trinity Health Others TBD Susan Boydell Partner Barlow/McCarthy</p>
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	Strategic Marketing Sponsored by BPD	Communication Strategies Sponsored by Jarrard	Interactive & Digital Strategies	Strategic Issues Sponsored by Playbook for Health	Engagement Strategies Sponsored by Doximity	Physician Relations & Sales Sponsored by Wolters Kluwer
<p>10:15-11:15a</p>	<p>Create a Robust Marketing & Consumer Insights Dashboard Mount Sinai used a collaborative approach to build a marketing dashboard that uncovers actionable insights and drives decision-making. Starting with goal-setting and metric selection, they created a user-friendly dashboard that reveals valuable data. Learn how to apply this framework in your organization. Liza Levine Sr. Director, Consumer Insights <i>and</i> Karen Wish VP, Chief Marketing Officer Mount Sinai Health System</p>	<p>Putting Words to Work to Boost Team Engagement Think email and long-form writing are outdated? Think again! When done with consistency and purpose, written communications like emails and team updates remain powerful tools for engagement. Learn how to craft clear, compelling messages that foster team spirit, reinforce culture, and drive organizational success. Amy Comeau Former VP, Marketing Emory Healthcare Alan Shoebridge AVP, National Communication Providence</p>	<p>It’s Not About the Web; It’s All About the Transaction Consumers aren’t looking to your website to read about how great your care is; they come there to accomplish a task. Learn from organizations that have built systems to enable just that, while also pivoting marketing, IT, operations, and clinical teams away from counting traffic to counting transactions. Hear how they’ve built the internal muscle and commitment to get things done for patients. Charlie Gaddy, AVP Advocate Health Eric Smith, Chief Digital Officer Memorial Hermann Health System Pam Landis, SVP, Digital Engagement Hackensack Meridian <i>Health</i></p>	<p>Strategic Priorities in Healthcare: The Outlook Healthcare systems face three pressing challenges: enhancing perceptions among regulators, employers, and consumers; transitioning to population health payment models; and addressing access issues to benefit both consumers and health systems, regardless of reimbursement structures. Examine these challenges as well as lessons to guide your response. Andrew Taylor VP, Strategic Transactions Central Florida Division AdventHealth John Fink, Partner <i>and</i> David Willis, Principal, Strategy Practice ECG Management Consultants</p>	<p>Reaching the Older Adult Market With more than 10,000 people turning 65 every day, healthcare organizations must position themselves as experts in caring for older adults. Learn how to redefine primary care and implement a care engagement model based on risk types to promote long-term health. Explore strategies for guiding older adults through complex care decisions, such as surgeries, advanced care planning, and end-of-life choices. Ellen Donahue-Dalton Chief Marketing & Experience Officer <i>and</i> Rebecca Graziano, VP, Patient Engagement & Marketing Operations VillageMD</p>	<p>Optimizing Internal Data Systems to Enhance External Referral Strategy Mayo Clinic has transformed its internal referral data into a valuable market intelligence tool for strategic development. Hear about their current data systems and tools, including how they link physician liaison activity to outcomes. Examine their roadmap for advancing analytics and driving future success. Angie Puffer, Enterprise Operations Administrator – Enterprise Referring Provider Office <i>and</i> Rachel Poncelet, Principal Business Analyst – Enterprise Referring Provider Office Mayo Clinic</p>

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12:15-1:15p	<p>Aligning Service Lines with Consumer Expectations Integrated marketing teams play a vital role in preparing service lines for market success by aligning internal operations with consumer needs. Discover how to leverage market research and consumer insights to uncover blind spots and opportunities. Learn strategies for cross-department collaboration to refine services and ensure readiness before launch.</p> <p>Molly Luton Chief Marketing & Communications Officer Ballad Health</p> <p>Phillip Ritchey Chief Growth Officer LIFT Healthcare</p>	<p>Personalization vs. Privacy: Balancing Ethics & Compliance With an abundance of data and rising demand for personalized marketing, how can you ensure your targeting and segmentation are both effective and compliant? Join us to examine best practices for balancing personalization with privacy and maintaining ethical marketing standards.</p> <p>Jeremy Rogers VP, Patient & Consumer Experience Indiana University Health</p> <p>Sujal Raju CEO, Enqbatior</p> <p>Celia E. Van Lenten, JD Principal, Miles & Stockbridge</p> <p>Jenny Bristow (Facilitator) CEO & Owner, Hedy & Hopp</p>	<p>Driving Change with Digital Innovation Healthcare organizations nationwide are adopting digital strategies to deliver cost-effective, high-quality care. Hear about top innovations, collaborative leadership strategies, and essential changes to enhance consumer engagement. Join the interactive discussion!</p> <p>Others TBD</p> <p>Chris Boyer (Facilitator) Digital Health Strategist @chrisboyer LLC</p>	<p>From Cost Center to Growth Driver: Showing Real, Indisputable ROI Franciscan Health generated more than \$6M in net revenue, directly attributed to appointment requests managed by their contact center agents at a lead to patient conversion rate of more than 50%. Hear how they bridged the gap between marketing and the contact center to prove ROI and justify key investments. Learn why your contact center is just as critical—if not more so—than your website as a “digital front door” for engaging and converting patients.</p> <p>Mike Shepherd SVP, Marketing & Public Relations Franciscan Alliance</p>	<p>MarCom, Digital & Patient Experience: Driving Results That Matter Vanderbilt Health’s marketing, communications, digital, and patient experience teams are collaborating to create a seamless patient journey. Examine how they leverage data to inform decisions, attract new patients, and foster loyalty. Explore the results of their integrated approach.</p> <p>Brian Carlson VP, Patient Experience and</p> <p>Megan Pruce VP, Marketing & Engagement Vanderbilt Health</p>	<p>Elevating Physician Relations Through Strategic Alignment Hackensack Meridian <i>Health’s</i> physician relations and network strategy teams collaborate to drive growth aligned with system goals. Hear how they developed actionable plans and leveraged market intelligence to inform planning. Examine the measurable impact.</p> <p>Jessica Clarke Director, Strategy & Business Development</p> <p>and</p> <p>David Stephens SVP, Strategy & Business Development Hackensack Meridian <i>Health</i></p>
1:30-2:30p	<p>Balancing Patient Privacy & Digital Marketing UNC Health has developed a privacy-first approach to digital marketing, using adtech platforms like Google and Facebook without compromising patient confidentiality. Learn how they align teams around privacy priorities and optimize MarTech tools to drive targeted campaigns, analytics, and ROI.</p> <p>Susan Magrogan, Performance & Demand Generation Manager <i>and</i></p> <p>Sara Rodriguez, Marketing Strategist UNC Health</p> <p>Ray Mina, VP of Marketing Freshpoint</p>	<p>If We Only Had a Billboard A top physician wants a billboard, the CEO pushes for a TV spot, or a NYT interview—many think there's one magic fix to boost business or reputation. But you know there's more to it than that. Join colleagues for an off-the-record, interactive discussion on how to leverage your relationships and data to effectively manage these requests.</p> <p>Gayle Sweitzer, Chief Marketing Officer/SVP, University of Kansas Health System</p> <p>Alexa Warner, VP, Marketing & Brand Strategy Bon Secours Mercy Health</p> <p>Christine Woolsey, SVP, Chief Marketing & Communications Officer Hospital Sisters Health System</p> <p>Susan Alcorn, President Alcorn Strategic Communications LLC</p>	<p>The Art & Science of Patient-Centered Digital Transformation Join Renown Health executives as they share insights from their patient-centered digital transformation journey. Learn how they evaluated and chose technology and implementation partners, navigated internal changes (from operating models to team structures), and secured buy-in from the C-suite, board members, physicians, and other key stakeholders.</p> <p>Suzanne Hendery Chief Marketing & Customer Officer <i>and</i></p> <p>Sierra Kelly Martinez Director, Customer Engagement Officer Renown Health</p> <p>Rahul Mediwala, MD, MBA CEO Renown Medical Group</p>	<p>The Aging Revolution: A Call to Action The 75+ population is about to double, intensifying demand on an already strained healthcare system. The time is NOW for marketing, communications, and digital executives to drive innovation in patient and provider experiences. Discover what's at stake, gain insights on rethinking strategies, and prepare now to shape the future!</p> <p>Mike Yost Chief Marketing Officer Indiana University Health</p> <p>Kellie Bliss EVP Client Service, Health & Wellness Practice MERGE</p>	<p>Beyond Lead Generation: What It Takes to Actually Convert a Patient Demonstrating marketing's impact on volume is essential to proving ROI. Geisinger is redefining lead evaluation by focusing on quality over quantity. Hear how marketing collaborates with clinical and operational teams to implement strategies that convert high-quality leads into actual treatments and procedures—going beyond just phone calls and appointments to deliver meaningful results.</p> <p>Jeff Bean Interim Chief Marketing & Communications Officer Geisinger</p> <p>Ben Texter, Co-CEO & Co-Founder Digital Health Strategies</p>	<p>Let's Talk ROI: Results for Leaders, Direction for Teams Effective physician outreach and liaison teams understand the need to align with volume growth objectives. Learn how to set clear, measurable success metrics that demonstrate value to leadership and guide team efforts. Examine best practices for showcasing targeted volume growth and aligning outreach with the clinical strategic plan.</p> <p>Dede McFarland Manager, Health System Physician Outreach UT Southwestern Medical Center</p> <p>Amy Spetla Director of Physician Relations Stamford Health</p>

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<p>3:15-4:15p</p>	<p>A Talent Roadmap for Healthcare Marketing's Future Staffing is a key priority for healthcare MarCom and Strategy leaders. How do you attract top talent to drive innovation with emerging technologies and foster a culture of continuous learning? Explore strategies to recruit, retain, and develop the talent needed for long-term success. Mark Bohan Chief Marketing & Communications Officer <i>and</i> Julia Sorensen, VP, Market Research & Consumer Insights Mass General Brigham Steve Ward, VP The Ward Group</p>	<p>Break the Brand Blur Research shows that patients are struggling to differentiate between physicians and hospitals, with many viewing brands as interchangeable. There's an opportunity to break through with a fresh approach to brand journalism—one that focuses on authentic storytelling and strengthens the physician-patient relationship. Learn how to implement frameworks that truly connect and set your brand apart. William "Skip" Hidlay VP, Chief Communications & Marketing Officer The Ohio State University Wexner Medical Center Ryan Donohue Strategic Advisor NRC Health</p>	<p>From Search to Care: A Digital Blueprint for Growth & Patient Satisfaction SSM Health's innovative digital strategy has driven a 17% increase in new patient acquisition and a 79% conversion rate for retail bookings. Examine the key initiatives fueling sustainable growth, including enhanced search visibility, e-commerce-inspired patient experiences, expanded virtual care offerings, and redesigned care models. Erin Powell System VP, Digital Health <i>and</i> Geoff Wester Digital Health Strategy Director SSM Health Jamie Gier Chief Marketing Officer DexCare</p>	<p>Payor Negotiations: Turning Challenges into Opportunities Healthcare organizations are facing tough negotiations with payors, often leading to organizational stress and affecting consumer perceptions and access. Hear how one organization not only navigated a successful payor contract negotiation but also leveraged the opportunity to rebuild brand trust and drive growth in key service lines. Speaker TBD Brandon Edwards Chief Executive Officer Unlock Health</p>	<p>Maximizing Health Plan Marketing Through CRM Integration Sharp Healthcare leverages CRM and integrated data strategies to enhance patient engagement and drive enrollments in preferred health plans. By combining enrollment, consumer, psychographic, and clinical data, they executed highly targeted omni-channel campaigns that delivered strong ROI. Hear how integrated reporting enabled them to track and communicate impact across various audience segments. Kelly Faley SVP & Chief Marketing Officer Sharp HealthCare Michelle Gray Senior Account Director LionShare, Inc.</p>	<p>From a Physician's Perspective: Let's Talk Curious about how to better support physicians? Join three physicians as they share insights on evolving practice challenges, the referral process, collaborating with liaisons, and the materials that best meet their needs. Bring your questions for this engaging, interactive session! Speakers TBD</p>
<p>4:30-5:45p</p>	<p>Step Aside, Healthcare Status Quo: The Intelligent Health Revolution is Here From ChatGPT to the next frontier, AI is powering an Intelligent Health Revolution—transforming healthcare to be more effective and responsive for clinicians, patients, and consumers. Join Tom Lawry, a renowned AI transformation advisor to global healthcare leaders, as he explores how AI is reshaping the healthcare landscape and what it means for marketing, communications, and digital executives. Tom Lawry, Global AI Transformation Leader, Best-Selling author, Managing Director of Second Century Tech</p>					

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Day 2 – May 1 Thursday

7:00-7:50a	<p>Shattering Norms: Revolutionizing the Healthcare Consumer Experience Join visionary leaders as they reveal the groundbreaking strategies transforming the healthcare consumer experience. Discover innovative approaches that break down traditional silos and place consumers at the heart of every initiative. Walk away with actionable strategies to elevate your organization’s consumer experience and drive impactful change. <i>Sponsored by Monigle - Speakers TBD</i></p>					
8:00-9:15a	<p>Meet the Engaged Consumer: Navigate the New Digital Landscape Digital advancements, along with the rise of social and retail platforms, have fundamentally changed how consumers think, buy, and engage. What does this shift mean for healthcare and your organization? Join Amber Mac as she shares insights on how to adapt your communication and marketing strategies to connect with today’s highly engaged and connected consumers. There’s no doubt about it ... AI, big data, social leadership, and more can give you a competitive edge. Hear how! Amber Mac, Relentless Adaptation & Digital Innovation Speaker; Co-Host of the <i>AI Effect</i></p>					
	<p align="center">Strategic Marketing Sponsored by BPD</p>	<p align="center">Communication Strategies Sponsored by Jarrard</p>	<p align="center">Interactive & Digital Strategies</p>	<p align="center">Strategic Issues Sponsored by Playbook for Health</p>	<p align="center">Engagement Strategies Sponsored by Doximity</p>	<p align="center">Physician Relations & Sales Sponsored by Wolters Kluwer</p>
10:15-11:15a	<p>Defending Marketing ROI: Strategies That Work Examine proven strategies to track and report marketing performance, align metrics with organizational objectives, and present compelling data to the C-suite. Learn how to overcome internal skepticism and champion the true value of marketing within your organization. Tanya Andreadis, Chief Marketing Officer & VP, Patient Engagement Penn Medicine David A. Feinberg, SVP, Chief Marketing & Communications Officer Mount Sinai Health System Paul Matsen, Chief Marketing & Communications Officer Cleveland Clinic Chris Bevolo (<i>Facilitator</i>) Chief Transformation Officer BPD</p>	<p>The Power of Blending Research & Gut Instinct to Underpin Strategy St. Luke’s Health System executives noticed a potential shift in community sentiment. To confirm and quantify the issue, they designed a hyper-targeted consumer survey, uncovering insights about their trust levels both externally and internally. Learn how the results informed strategic decisions and gain practical tips for turning ambiguous challenges into actionable, data-driven insights. Beth Toal SVP, Chief Communications Officer St. Luke’s Health System Kim Fox Partner, The Advisor Group Lead Jarrard, Inc.</p>	<p>Digital Inclusion: Advancing Equity in Healthcare Explore how digital innovation, DEI, and patient advocacy intersect to foster inclusion. Learn strategies to empower underserved groups—those with differing abilities, rare diseases, or from marginalized and rural communities—through solutions that improve health outcomes. Dean Browell, Chief Behavioral Officer Feedback Kristy Dickinson, Healthcare Disruptor & Patient Advocate Nathan Ziegler, System VP, Diversity & Performance CommonSpirit Health Lauren Reyes-Grange (<i>Facilitator</i>) Sr. Product Manager & Strategy Lead Reason One</p>	<p>Aligning Consumer Demand with Clinical Capacity Banner Health uses a data-driven strategy to bridge the gap between consumer demand and physician capacity. Learn how their digital marketing and access teams gather insights from web searches, the call center, and scheduling and apply them to solutions like specialist recruitment, telehealth, and care restructuring. Brock Bassetti, Sr. Director, Customer Experience Design and Technology <i>and</i> Chris Pace, Sr. Director, Digital Marketing Banner Health Rachel Beachy, Digital Consulting Market Lead Huron</p>	<p>Harness Patient Feedback to Boost Service Line Growth & Reputation Johns Hopkins Medicine and MyMichigan Health have implemented automated publishing of aggregated patient star ratings and comments across key service lines and specialties. Learn how the approach enhanced brand awareness, strengthened online reputation, improved visibility in both branded and non-branded Google searches, and increased appointment bookings. Aaron Watkins Executive Director of Digital Strategy Johns Hopkins Medicine Megan Yezak Marketing Manager MyMichigan Health Andy Ibbotson CEO RatingsMD</p>	<p>Enhance Field Strategy with Data-Driven Insights Physician relations teams are achieving measurable success by integrating claims data with qualitative field intelligence to refine sales plans and target outreach. Hear how this approach enhances message precision, strengthens clinical positioning, and drives impactful actions. Learn how to track, report, and optimize results for sustained growth. Others TBD Emilio Ruocco VP, Provider & Market Solutions Definitive Healthcare</p>
11:30a-12:30p	<p>CMO Playbook: Successfully Transitioning to a New Role As a new CMO, how do you make the role your own and set your department up for success? Gain valuable insights on restructuring and rebuilding your team, making the case for additional staff and budget, and more. Join the conversation and learn strategies for a smooth and impactful transition! Andrew Chang Chief Marketing Officer UChicago Medicine Kathy Smith VP, Chief Marketing & Digital Officer Roper St. Francis Healthcare Don Stanziano SVP, Chief Marketing Officer Banner Health Terri Goren (<i>Facilitator</i>) Principal, Goren & Associates, LLC</p>	<p>Your Brand: A Catalyst for Growth & Profitability Transform your brand from an intangible asset into a powerful driver of growth and profitability. Learn how to quantify your brand’s true value, unlock strategic advantages, and drive informed decisions across departments to elevate your organization’s market leadership and category dominance. Others TBD Dave Middendorf Executive Director, Health, Care & Wellness Monigle</p>	<p>Click for Care: Retail Appointment Scheduling Health systems are increasingly competing with digital providers and in-market competitors. Explore a retail-style appointment experience designed for ease and innovation. Hear how Rush collaborated with internal teams to achieve its digital transformation goals. Review the results and key lessons. Matthew Sluzinski Senior Director, Digital & Web Strategy Rush University System for Health Chris Riegger Chief Operating Officer Modea</p>	<p>Strategic Partnerships: Unlocking Revenue & ROI with Global Brands Forward-thinking providers are transforming traditional vendor relationships into impactful partnerships that generate new revenue streams, enhance marketing efforts, and reduce costs. Hear how health systems are collaborating with iconic brands like Coca-Cola, PepsiCo, Microsoft, Audi, Safeway, and sports teams to drive ROI through innovative strategies in marketing, philanthropy, recruitment, and beyond. Others TBD Jeff Sofka CEO Playbook for Health</p>	<p>Engage Physicians with Email Journey Campaigns Johns Hopkins Medicine uses insights from behavioral data to engage physicians through sophisticated email campaigns, as well as to demonstrate downstream referrals and prove marketing ROI. Learn how to use segmentation and personalization to craft compelling content tailored to unique physician needs. Explore success metrics beyond traditional email data. Kathleen Allenbaugh Sr. Director, Consumer & Physician Marketing <i>and</i> Azmina Rahmanji Assistant Director of Marketing Johns Hopkins Medicine Stacey Compy Director of Client Success IQVIA</p>	<p>Synergy in Growth: Uniting Marketing & Physician Relations Growth in healthcare requires adaptation and efficiency in physician relations. Learn how a field sales team and marketing department, despite different reporting structures, teamed up to optimize resources and processes. Explore the results, including expanded reach, streamlined onboarding, and stronger physician relationships. Veronica Campbell Network Director, Physician Relations & Market Development <i>and</i> Kevin Wyne Senior Marketing Manager HonorHealth</p>

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Day 2 – May 1 Thursday

12:30-1:45p	<p>Luncheon & Keynote: The Power of Connections: Delivering on Your Brand Promise In today's healthcare environment, the strength of connections is crucial—whether between patients and caregivers, employees and leaders, or your organization's promises and the experiences it delivers. But how do you maintain these connections and fulfill your brand promise, especially amidst workforce shortages and caregiver burnout? Jake Poore will share actionable strategies to integrate your brand's promise into every touchpoint, from marketing campaigns to bedside care and operational decisions. Jake Poore, President & Chief Experience Officer, Integrated Loyalty Systems</p>					
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2:00-3:00p	<p>Digital Marketing Success in Healthcare Healthcare marketers face the challenge of online tracking while maintaining HIPAA compliance to avoid fines and protect patient trust. Learn how Houston Methodist is navigating this evolving landscape by collaborating across teams to develop strategies, secure buy-in, measure success, and establish effective governance frameworks. Jeff Duncan Digital Marketing Manager and Jackie Effenon Director, Digital Marketing Houston Methodist Jeremy Mathis, VP, Client Success Fathom</p>	<p>MarCom & HR: Partnering for Workforce Success As workforce challenges intensify, how can marketing and communications teams collaborate with HR to attract, retain, and engage both onsite and remote employees? Join the conversation to explore effective strategies and solutions. Tanya Content System VP, Talent and Elizabeth Hite Executive Director, Brand & Growth Marketing UNC Health Kathy Dean (Facilitator) Principal, KMDean Marketing Communications, LLC</p>	<p>Unlock Predictive Analytics for Service Line Growth Hackensack Meridian <i>Health</i> uses AI and machine learning to merge clinical, consumer, and marketing data, identifying patients who are both clinically qualified and marketing-responsive. Learn how they turn this raw data into actionable insights that drive targeted marketing strategies and service line growth. Adrienne Woods, Director, Digital Engagement Hackensack Meridian <i>Health</i> Paul Matsui, Chief Data Officer, VP Strategy and John Simpson, Co-CEO & Co-Founder Digital Health Strategies</p>	<p>Payviders: A Growing Impact in Healthcare Recent advancements in technology, and a heightened focus on value-based care, have sparked payvider activity. Hear from organizations that are focused on reducing costs through early intervention and preventive care. Don Stanziano SVP, Chief Marketing Officer Banner Health Others TBD</p>	<p>Build Strong Vendor & Consultant Partnerships Virtua Health is building relationships and aligning goals with external agencies and vendors through dedicated Partner Summits. The Virtua CEO shares healthcare challenges and the organization's vision, followed by marketing leadership discussions on goals and strategies. The results? Increased camaraderie between internal and external teams as well as between vendors, enhanced teamwork, and stronger ROI. Chrisie Scott SVP & Chief Marketing Officer and Ryan Younger VP, Marketing Virtua Health</p>	<p>Innovative Strategies to Drive Referral Growth Hear about two innovative approaches to boost referrals: one focused on collaborating with EMS partners and Acute/Post Acute sites of care to enhance relationships, and one focused on capturing patients at the point of service to ensure follow-up appointments within the network. Christy Shoemake, Corporate Senior Director of Provider Relations Community Health Systems Kristi Zenon, Physician Network Relationship Manager, Texas Health Physician Group Texas Health Resources Tricia Anderson (Facilitator), Senior Consultant, Barlow/McCarthy</p>
3:45-4:45p	<p>What's Your Story: Crafting Your Narrative Whether building your personal brand, establishing thought leadership, or exploring your next chapter beyond healthcare marketing, it's vital to reflect on and define your story. Who are you, and who do you want to become? This interactive session will help you assess your narrative and plan for the future. Others TBD David Perry EVP, Strategy Bowstring</p>	<p>Engage Elected Officials, Unions & Key Influencers From insurance negotiations to navigating historic preservation commissions, effectively communicating with stakeholders who influence decisions is essential. Hear how the MarCom and Government Relations teams at Michigan Medicine collaborate to tackle tough issues and achieve positive outcomes. Mandy Bolter, Director, Government Relations and Rose Glenn, Immediate Past Chief Communications & Marketing Officer and Mary Masson, Senior Director of PR, Michigan Medicine</p>	<p>Future Proof Your Organization for AI & Search As AI and search technology continue to advance, healthcare organizations must adapt to stay competitive. Hear how AdventHealth is doing that by enhancing external content optimization and delivering rich, contextual data on their website. Examine the measurable results, including improved search visibility, greater accuracy, and strengthened brand relevance. Carolina Anthony Executive Director, Digital Brand & Content Strategy AdventHealth Martha van Berkel CEO & Co-Founder Schema App</p>	<p>Urgent Care as the Front Door Partnerships between urgent care clinics and health systems are transforming patient access. By offering quality care, shorter wait times, and flexible hours, these collaborations boost patient retention, streamline flow, and optimize system utilization. Learn how they're driving success. Jennifer Burns, SVP, Brand & Growth Marketing VillageMD Eric Steinberger, Chief Marketing Officer Atlantic Health System Sondra Brown (Facilitator), President MDRG</p>	<p>Build Momentum for Digital Experience The digital landscape in healthcare is rapidly shifting to focus on the patient experience. Discover how IT, operations, marketing, and legal teams collaborate seamlessly to enhance care delivery and improve overall patient satisfaction. Crystal Broj Enterprise Chief Digital Transformation Officer MUSC Craig Kartchner Chief Marketing & Customer Engagement Officer HonorHealth Jeremy Harrison (Facilitator) AVP, Consumer Engagement & Experience MultiCare Health System</p>	<p>Find Your Niche & Amplify Impact By focusing on niche strategies, UCI Health and UMP are elevating the success of their field teams and delivering measurable growth. Discover how UCI's Business Development team expanded influence by filling key gaps, and how UMP leverages niche targeting to secure referrals in a competitive market. Examine the results. Lindsay Carrillo Director, Business Development UCI Health Daniel Goldberg SVP, Sales & Growth United Musculoskeletal Partners (UMP)</p>

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Day 3 – May 2 Friday

8:00-9:15a	<p>Unveiling Healthcare’s Human Side: A Fireside Chat with Dr. Geeta Nayyar From harnessing new technologies to combat misinformation and enhance the patient experience, Dr. Geeta Nayyar offers invaluable insights for healthcare leaders. A globally recognized CMO, technologist, and bestselling author, Dr. Nayyar bridges the worlds of clinical medicine, business, and digital health. Join her for an in-depth conversation with Ryan Donohue, where she explores how leaders can leverage a human-centered approach to build trust, improve health literacy, and transform the healthcare Geeta Nayyar, MD, MBA, Healthcare Technology Expert & Bestselling Author <i>and</i> Ryan Donohue, Strategic Advisor, NRC Health</p>					
	<p align="center">Strategic Marketing Sponsored by BPD</p>	<p align="center">Communication Strategies Sponsored by Jarrard</p>	<p align="center">Interactive & Digital Strategies</p>	<p align="center">Strategic Issues Sponsored by Playbook for Health</p>	<p align="center">Engagement Strategies Sponsored by Doximity</p>	<p align="center">Physician Relations & Sales Sponsored by Wolters Kluwer</p>
9:30-10:30a	<p>Reimagining the Marketing Funnel: Leveraging Patient Journey Mapping Patient Journey Mapping is crucial in transforming the marketing funnel. Learn practical tools for mapping patient journeys and using insights to shape experience design and marketing strategies. Hear how an academic medical system aligned marketing with the patient experience to drive trust, loyalty, and measurable results. Jim McMahan VP, Marketing & Communications University of Maryland Medical Center Steve Koch Managing Partner Cast & Hue</p>	<p>Drive Change with a Bold Brand Vision A clear, bold brand vision can spark cultural transformation, uniting an organization to better serve both patients and staff. Explore strategies to align teams, break down silos, and turn abstract ideas into actionable cultural shifts. Learn how clear communication, effective change management, and operational alignment can bring your brand vision to life. Sarah Sanders Chief Marketing & Brand Experience Officer UCSF Health Lawrence James CEO & Co-Founder Tilt</p>	<p>Gen-AI Unplugged: 10 Real-World Healthcare Marketing Trials Tired of the AI buzz? Wondering what’s hype and what’s truly impactful? Explore 10 real-world healthcare marketing applications, from content strategy and patient engagement to search optimization and task automation. Discover what works, what doesn’t, and how AI can streamline your efforts and make your job easier. Jen Jenkins Associate Director, Digital Strategy University of Utah Health Lacey Reichwald Director of Marketing Aha Media Group</p>	<p>Maximizing Return on Ambulatory Investments Sustainable ambulatory networks are a must for today’s healthcare organizations. Examine how to achieve financial sustainability through a comprehensive spectrum of ambulatory care. Hear how Tampa General Hospital created an integrated ecosystem that captures downstream revenue opportunities within its physician network. Examine the results. Brett Wares VP, Oncology & Network Operations Tampa General Provider Network Darin Libby Partner ECG Management Consultants</p>	<p>Leverage Data to Build a Connected Healthcare Ecosystem Savvy MarCom executives know how data shapes strategies to drive growth, build trust, and strengthen brands. Hear how OURA, a health tech leader, uses innovative data to inform marketing decisions, identify audiences, and boost engagement. Explore the opportunities in actively listening to and responding to your audience. Melanie Tuazon Director of Marketing OURA Alex Hunter Senior Vice President Jarrard, Inc.</p>	<p>Expanding Skills & Scope in Physician Relations AdventHealth West Florida has grown its physician relations team by expanding both its size and scope. Learn how they’ve built a supportive culture, integrated new talent, and implemented strategies to motivate and retain top performers. Hear key lessons from their approach to team development. Brad Jones Executive Director of Physician Relations <i>and</i> Garth Reimann Manager of Physician Relations AdventHealth</p>
10:45-11:45a	<p>HOLD</p>	<p>Standing Out in a Saturated Market Differentiation is vital for healthcare organizations, especially in crowded markets. Discover how Children’s Minnesota leveraged trademarked taglines, enhanced paid marketing efforts, and revamped content to stand apart. Learn how to craft a strategic public relations plan that highlights your brand and experience as key differentiators to drive impact and growth. Hillery Shay Chief Marketing & Experience Officer; SVP of Communications Children’s Minnesota</p>	<p>HOLD</p>	<p>HOLD</p>	<p>Patient-to-Patient Mentoring: Harnessing Peer Support Michigan Medicine enhances the patient experience by connecting new patients with trained mentors who have faced similar health challenges. Through 30+ peer support programs, patients receive personalized support, while authentic stories strengthen Michigan Medicine’s human-centered marketing. Hear how these programs enhance patient outcomes. Keith Gran, Chief Patient Experience Officer Michigan Medicine Paul Hoffman Founder & CEO inTandem Health</p>	<p>Ideas Into Action: Let’s Talk So ... now what? After days of discussions and great ideas, we’re sure you have new insights for moving your physician relations program forward. How can you turn those insights into an organized set of strategies and a plan for action? Join your colleagues for an interactive session that will help organize “next steps” around all you’ve learned. Bring your questions!</p>