

30<sup>th</sup>  
ANNUAL

# Healthcare Marketing & Physician Strategies Summit

APRIL 29 - MAY 2, 2025 | ORLANDO, FL

## FOCUS ON:

Communication Strategies

Data Strategies

Digital Strategies

Engagement Strategies

Physician Relations & Sales

Strategic Issues

Strategic Marketing

## With Special Support From



## Healthcare's Leading Marketing, Communications, Digital & Physician Strategies Summit

The Summit builds on a 30-year legacy of identifying the ever-evolving opportunities and challenges in healthcare marketing, communications, digital strategy, and physician relations and tackling them head-on. It is THE premier event where senior healthcare executives from across the country come together to share actionable strategies and solutions that drive results.

Dear Colleague:

It is with pleasure that we invite you to attend the 30th Annual Healthcare Marketing & Physician Strategies Summit (HMPS). Originally launched as the Customer-Based Marketing Strategies Forum, HMPS has evolved to address the critical challenges that face today's marketing, communications, digital, strategy, experience, and physician relations executives.

Check out the agenda. It's packed with advanced strategies and practical solutions that will help you enhance the customer experience; embrace innovative technologies; communicate to strengthen relationships and engagement; demonstrate ROI; leverage consumer insights and data analytics; explore emerging trends; and tackle nontraditional competitors.

You'll gain insights and be inspired by our panelists, concurrent session speakers, and keynoters. And you'll have the opportunity to network with friends and colleagues from across the country. We're confident you'll emerge with new, often groundbreaking ideas and approaches that will help you face—and shape—your organization's future.

Join us in shaping healthcare's next chapter!

### Summit Co-Chairs



**Susan Alcorn**  
President  
Alcorn Strategic  
Communications



**Kriss Barlow**  
Principal  
Barlow/McCarthy



**Chris Boyer**  
Digital Health Strategist  
@chrisboyer LLC



**Dean Browell**  
Chief Behavioral Officer  
Feedback



**Kathy Dean**  
Principal  
KMDean Marketing  
Communications, LLC



**Terri Goren**  
Principal  
Goren & Associates, LLC

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## Healthcare Marketing & Physician Strategies Summit

APRIL 29 – MAY 2, 2025 | ORLANDO, FL

### Who Should Attend

The Summit is designed for the following executives from hospitals, health systems, academic medical centers, integrated networks, medical groups, and other healthcare organizations.

- Marketing Executives
- Communication Executives
- Strategy Executives
- Business Development/Planning Executives
- Digital/Web/Social Media Strategists
- Customer Experience Executives
- Physician Relations & Sales Executives
- Physician Referral/Outreach Directors
- Public Relations Executives
- Advertising Executives
- Data Strategy Executives
- Consultants



Where healthcare marketing, communications, digital, physician relations, strategy, and innovation professionals network. To learn. To share. To identify emerging trends and envision the future. [www.healthcarestrategy.com](http://www.healthcarestrategy.com)

# Special Strategy Sessions

Tuesday, April 29 | 3:00 – 5:00p

## Navigating Healthcare's Critical Challenges Sponsored by Huron

As healthcare evolves, staying ahead of trends is essential. Examine the challenges, including shifting payment models, access issues, and policy changes. Gain insights from behavioral health experts on the impacts of those challenges and strategies to adapt. Stay tuned for updates!

**Paul H. Keckley, PhD**, Managing Editor of *The Keckley Report*; Healthcare Research & Policy Expert



Wednesday, April 30 | 8:00 – 10:00a

## Pre-Summit Strategy Workshops

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

### Data-Driven Marketing: Getting Results

Data-driven marketing empowers healthcare organizations to build customer loyalty, make faster decisions, and boost ROI. This hands-on workshop will dig into the keys to success, including where to find relevant data, the tools required, and how to analyze and transform data into actionable insights and deliver impactful campaigns.

**Speakers to be Announced**

### Children's Hospitals: Navigating Challenges

Be among the first to hear insights from the groundbreaking NCIS Peds study on what matters most to parents seeking care. Explore strategies to navigate policies and address current issues like gender-affirming care, DEI, and behavioral challenges. Stay tuned for updates!

**Rob Klein**, Founder & CEO, Klein & Partners

**Jean Hitchcock** (*Facilitator*), Senior Healthcare Advisor, Aloysius Butler & Clark



### Build a Sustainable Content Marketing Strategy

Healthcare marketers face key challenges in content strategy, from leveraging AI to balancing owned and earned media. Learn real-world tactics for creating a sustainable strategy, including editorial pillars, content reuse, email optimization, organic vs. paid approaches, and more.

**Ahava Leibtag**, President, Aha Media Group



### Harnessing the Power of AI in Healthcare

AI is transforming healthcare by improving patient care, reducing costs, and increasing efficiency. Join healthcare executives as they explore AI's full scope—beyond generative models—key use cases, consumer and provider acceptance, and the benefits, risks, and governance of AI adoption.

**Chris Boyer**, Digital Health Strategist, @chrisboyer LLC



### Rebuild Your Referral Development Strategy

What's needed to secure referrals in 2025 and beyond? Examine evolving market dynamics, physician relationships, program innovations, and data strategies. Learn how to redesign your referral program to address competitive pressures, strengthen networks, and adapt to today's realities.

**Ashley Abbondandolo**, Sr. Director, Strategic Growth & Development, Memorial Healthcare System

**Ann De Los Santos**, VP, Strategic Growth, Access & Physician Relationships, Trinity Health

**Susan Boydell**, Partner, Barlow/McCarthy



### Let's Talk Sessions

The agenda features Let's Talk Sessions—interactive discussions led by seasoned healthcare executives. Look for the symbol and join in!



**STRATEGIC MARKETING**

Sponsored by BPD

10:15 – 11:15a

**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 and

**Karen Wish**

VP, Chief Marketing Officer  
Mount Sinai Health System

12:15 – 1:15p

**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.

**Molly Luton**

Chief Marketing & Communications Officer  
Ballad Health

**Phillip Ritchey**

Chief Growth Officer  
LIFT Healthcare

1:30 – 2:30p

**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.

**Susan Magrogan**, Performance Marketing & Demand Generation Manager and

**Sara Rodriguez**, Marketing Strategist  
UNC Health

**Ray Mina**, VP of Marketing  
Freshpaint

3:15 – 4:15p

**A Talent Roadmap for Healthcare Marketing's Future**

Talent is a top priority for healthcare marketing, digital, communications, and strategy leaders. How do you attract highly skilled professionals to lead with emerging technologies while fostering a culture of continuous learning and development? Explore proven strategies to recruit, retain, and grow the talent needed for long-term success.

**Mark Bohan**

Chief Marketing & Communications Officer and

**Julia Sorensen**, VP, Market Research & Consumer Insights  
Mass General Brigham

**Steve Ward**, VP, The Ward Group

**COMMUNICATION STRATEGIES**

Sponsored by Jarrard

**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

**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 efforts are both effective and compliant? Join us to examine best practices for balancing personalization with privacy and maintaining ethical marketing standards.

**Jeremy Rogers**, VP, Patient & Consumer Experience  
Indiana University Health

**Sujal Raju**, CEO, Enqbor

**Celia E. Van Lenten, JD**  
Principal, Miles & Stockbridge

**Jenny Bristow (Facilitator)**  
CEO & Owner, Hedy & Hopp

**If We Only Had a Billboard**

A top physician wants a billboard, the CEO pushes for a TV spot or interview—many think there's one magic fix to boost business or reputation. How can you effectively manage these requests? Join colleagues for an off-the-record, interactive discussion!

**Gayle Sweitzer**, Chief Marketing Officer/SVP,  
University of Kansas Health System

**Alexa Warner**, VP, Marketing & Brand Strategy  
Bon Secours Mercy Health

**Christine Woolsey**, SVP, Chief Marketing & Communications Officer, Hospital Sisters Health System

**Susan Alcorn (Facilitator)**, President  
Alcorn Strategic Communications

**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

**DIGITAL STRATEGIES**

Sponsored by Digital Health Strategies

**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.

**Eric Smith**, SVP, Chief Digital Officer  
Memorial Hermann Health System

**Pam Landis**, SVP, Digital Engagement  
Hackensack Meridian Health

**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 discussion!

**Chris Boyer (Facilitator)**  
Digital Health Strategist  
@chrisboyer LLC

**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.

**Kelly Kimberland**, Senior Director, Health Plan Marketing  
Geisinger

**Ben Texter**, Co-CEO & Co-Founder  
Digital Health Strategies

**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.

**Geoff Wester**

Director, Digital Patient Engagement Strategy  
SSM Health

**Jamie Gier**

Chief Marketing Officer  
DexCare

4:30 – 5:45p



**Step Aside, Healthcare Status Quo: The Intelligent Health Revolution is Here** Sponsored by Unlock

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 healthcare, and its impact on marketing, communications, and digital executives.

**Tom Lawry**, Global AI Transformation Leader, Bestselling Author, Managing Director of Second Century Tech

**STRATEGIC ISSUES**

Sponsored by Playbook for Health

10:15 – 11:15a

**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 **and**

**David Willis**, Principal, Strategy Practice  
ECG Management Consultants

12:15 – 1:15p

**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.

**Mike Shepherd**  
SVP, Marketing & Public Relations  
Franciscan Alliance

1:30 – 2:30p

**Innovating for an Aging Population: Meeting the Challenge**

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!

**Mike Yost**  
Chief Marketing Officer  
Indiana University Health

**Kellie Bliss**  
EVP Provider, Health & Wellness  
MERGE

3:15 – 4:15p

**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.

**Brandon Edwards**  
Chief Executive Officer  
Unlock Health

4:30 – 5:45p



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**Tom Lawry**, Global AI Transformation Leader, Bestselling Author, Managing Director of Second Century Tech

**ENGAGEMENT STRATEGIES**

Sponsored by Doximity

**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 **and**

**Lisa Slama**, SVP, Marketing Strategy & Operations  
VillageMD

**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.

**Brian Carlson**  
VP, Patient Experience **and**

**Megan Pruce**  
VP, Marketing & Engagement  
Vanderbilt Health

**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, and secured buy-in from the C-suite, board members, physicians, and other key stakeholders.

**Suzanne Hendery**, Chief Marketing & Customer Officer **and**

**Sierra Kelly Martinez**, Director, Customer Engagement Officer, Renown Health

**Rahul Mediwala, MD, MBA**, CEO  
Renown Medical Group

**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.

**PHYSICIAN RELATIONS & SALES**

Sponsored by Wolters Kluwer

**Stay Tuned!**

**Elevating Physician Relations Through Strategic Alignment**

Hackensack Meridian Health’s 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.

**Jessica Clarke**  
Director, Strategy & Business Development **and**

**David Stephens**  
Chief Strategy & Business Development Officer  
Hackensack Meridian Health

**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.

**Dede McFarland**  
Manager, Health System Physician Outreach  
UT Southwestern Medical Center

**Amy Spetla**  
Director of Physician Relations  
Stamford Health

**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**



8:00 – 9:15a



**Meet the Engaged Consumer: Navigating the New Digital Landscape** **Sponsored by MERGE**

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 *AI Effect*

10:15 – 11:15a

**STRATEGIC MARKETING**

**Sponsored by BPD**

**Defend Marketing ROI: What Works**

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**, SVP, Chief Marketing & Communications Officer, Cleveland Clinic

**Chris Bevolo** (Facilitator)  
Chief Transformation Officer, BPD



**COMMUNICATION STRATEGIES**

**Sponsored by Jarrard**

**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. 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.

**DIGITAL STRATEGIES**

**Sponsored by Digital Health Strategies**

**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, Leadership & Performance Excellence, CommonSpirit Health

**Lauren Reyes-Grange** (Facilitator)  
Sr. Product Manager & Strategy Lead, Reason One

11:30a – 12:30p

**CMO Playbook: 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!

**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** (Facilitator)  
Principal, Goren & Associates, LLC



**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.

**Dave Middendorf**  
Executive Director, Health, Care & Wellness Monigle

**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

2:00 – 3:00p

**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 Effenson**  
Director, Digital Marketing Houston Methodist

**Jeremy Mathis**, VP, Client Success Fathom

**MarCom & HR: Partnering for Success**

As workforce challenges intensify, how can MarCom collaborate with HR to attract, retain, and engage both onsite and remote employees? Explore effective strategies and solutions.

**Tanya Content**, System VP, Talent and  
**Elizabeth Hite**, Executive Director, Brand & Growth Marketing, UNC Health

**Colleen Harper**, AVP, Workforce Strategy, Recruitment & Retention and

**Rod James**, Senior Director, Brand Marketing and Creative Management, Orlando Health

**Kathy Dean** (Facilitator), Principal KMDean Marketing Communications, LLC

**Unlock Predictive Analytics for Service Line Growth**

Hackensack Meridian Health 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 Health

**Paul Matsui**, Chief Data Officer, VP Strategy and  
**John Simpson**, Co-CEO & Co-Founder Digital Health Strategies

3:45 – 4:45p

**Stay Tuned!**

**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

**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

8:00 – 9:15a



**Meet the Engaged Consumer: Navigating the New Digital Landscape** **Sponsored by MERGE**

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**Amber Mac**, Relentless Adaptation & Digital Innovation Speaker; Co-Host of the *AI Effect*

10:15 – 11:15a

**STRATEGIC ISSUES**

**Sponsored by Playbook for Health**

**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 & Technology **and**

**Chris Pace**, Sr. Director, Digital Marketing  
Banner Health

**Rachel Beachy**, Sr. Director, Digital Provider Consulting, Huron

**ENGAGEMENT STRATEGIES**

**Sponsored by Doximity**

**Harness Patient Feedback to Boost Service Line Growth & Reputation**

Johns Hopkins Medicine and MyMichigan Health have automated publishing of aggregated patient star ratings and comments across key service lines, specialties, and locations. Learn how the approach enhanced brand awareness and online reputation, improved visibility in search, and increased appointment bookings.

**Aaron Watkins**, Executive Director of Digital Strategy  
Johns Hopkins Medicine

**Megan Yezak**, Marketing Manager  
MyMichigan Health

**Andy Ibbotson**, CEO, RatingsMD

**PHYSICIAN RELATIONS & SALES**

**Sponsored by Wolters Kluwer**

**Enhance Field Strategy with Data**

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.

**Emilio Ruocco**

VP, Provider & Market Solutions  
Definitive Healthcare

11:30a – 12:30p

**Strategic Partnerships: Boosting Revenue & ROI with Global Brands**

Forward-thinking providers are turning vendor relationships into strategic partnerships to drive revenue, enhance marketing, and reduce costs. Hear how systems partner with brands like Coca-Cola, PepsiCo, and Microsoft to maximize ROI through creative strategies in marketing, philanthropy, and recruitment.

**Tom Kruse**, SVP, Chief Strategy Officer  
CommonSpirit Health Northwest Region & Virginia Mason Franciscan Health

**Jeff Sofka**, CEO  
Playbook for Health

**Engage Physicians with Email Journey Campaigns**

Johns Hopkins Medicine uses insights from behavioral data to engage physicians through sophisticated email campaigns, demonstrate downstream referrals, and prove marketing ROI. Learn how to use segmentation and personalization to craft compelling content tailored to physician needs. Explore metrics.

**Kathleen Allenbaugh**, Director of Marketing **and**  
**Azmina Rahemanji**, Assistant Director of Marketing  
Johns Hopkins Medicine

**Stacey Compty**, Client Success Leader, IQVIA

**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 **and**

**Kevin Wyne**, Manager, Marketing Account Services, HonorHealth

2:00 – 3:00p

**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

**Engage with Vendors & Consultants: Build a Coordinated Team**

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

**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

3:45 – 4:45p

**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.

**Jan Lee**, Senior Director, Patient Growth Marketing  
VillageMD

**Eric Steinberger**, Chief Marketing Officer  
Atlantic Health System

**Sondra Brown (Facilitator)**, President  
MDRG

**Build Momentum for Digital Experience**

The healthcare digital landscape is quickly shifting to focus on patient experience. Let's talk about how IT, operations, marketing, and legal teams can work together to enhance care delivery and improve patient satisfaction.

**Crystal Broj**, Enterprise Chief Digital Transformation Officer, MUSC

**Craig Kartchner**, Chief Marketing & Customer Engagement Officer, HonorHealth

**Reed Smith**, Chief Consumer Officer, Ardent Health

**Jeremy Harrison (Facilitator)**, AVP, Consumer Engagement & Experience  
MultiCare Health System

**Find Your Niche & Amplify Impact**

By focusing on niche strategies, UCI Health and United Musculoskeletal Partners (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)



7:30 – 8:00a SUNRISE BREAKFAST

8:00 – 9:15a



**Unveiling Healthcare’s Human Side: A Fireside Chat** Sponsored by NRC Health

Join Dr. Geeta Nayyar, a globally-recognized Chief Medical Officer, technologist, and bestselling author, for a conversation with Ryan Donohue. Discover how healthcare leaders can leverage technology to combat misinformation, build trust, enhance the patient experience, and foster a human-centered approach to care.

**Geeta Nayyar, MD, MBA**, Healthcare Technology Expert & Bestselling Author  
**Ryan Donohue**, Strategic Advisor, NRC Health

**STRATEGIC MARKETING**

Sponsored by BPD

9:30 – 10:30a

**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 McMahon**  
 VP, Marketing & Communications  
 University of Maryland Medical Center  
**Steve Koch**  
 Managing Partner  
 Cast & Hue

**COMMUNICATION STRATEGIES**

Sponsored by Jarrard

**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 & Communications Officer  
 UCSF Health  
**Lawrence James**  
 CEO & Co-Founder  
 Tilt

**DIGITAL STRATEGIES**

Sponsored by Digital Health Strategies

**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 Brass Jenkins**  
 Associate Director, Digital Experience  
 University of Utah Health  
**Lacey Reichwald**  
 Director of Marketing  
 Aha Media Group

10:45 – 11:45a

**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

Stay Tuned!

Stay Tuned!

Timely & Transformative Keynote Sessions

**NEW! Strategy Session**

Sponsored by HURON

Tuesday, April 29 – 3:00p

**Navigating Healthcare’s Critical Challenges**

As healthcare evolves, staying ahead of trends is essential. Delve into challenges like shifting payment models, access issues, and policy changes. Join **Paul H. Keckley, PhD**, along with behavioral health experts, to examine the impacts and strategies for success. Stay tuned for updates!



**Sunrise Keynote Session**

Sponsored by monigle

Thursday, May 1 – 7:00a

**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. Take home actionable strategies!

**Luncheon Keynote**

Sponsored by dexcare

Thursday, May 1 – 12:30p

**The Power of Connections: Delivering on Your Brand Promise**

Join customer experience expert **Jake Poore** for an engaging look at the power of connections in healthcare. Hear strategies for fulfilling your brand’s promise at every touchpoint, from marketing campaigns to bedside care and operational decisions.





8:00 – 9:15a



**Unveiling Healthcare’s Human Side: A Fireside Chat** Sponsored by NRC Health

Join Dr. Geeta Nayyar, a globally-recognized Chief Medical Officer, technologist, and bestselling author, for a conversation with Ryan Donohue. Discover how healthcare leaders can leverage technology to combat misinformation, build trust, enhance the patient experience, and foster a human-centered approach to care.

**Geeta Nayyar, MD, MBA**, Healthcare Technology Expert & Bestselling Author  
**Ryan Donohue**, Strategic Advisor, NRC Health

**STRATEGIC ISSUES**

Sponsored by Playbook for Health

9:30 – 10:30a

**Maximizing Return on Ambulatory Investments**

Sustainable ambulatory networks are essential for healthcare organizations. Learn how to achieve financial sustainability by using analytics to choose services and optimize access points. Hear how leading health systems organize and manage physician practices and ambulatory assets to improve care coordination and ROI.

**Brett Waress**  
 VP, Oncology & Network Operations  
 Tampa General Provider Network

**Darin Libby**  
 Partner  
 ECG Management Consultants

10:45 – 11:45a

**Data-Driven Workforce Optimization**

Sentara Health uses real-time data to improve provider recruitment and strategic workforce planning for its 12 hospitals. Examine their programmatic approach to manage provider supply and demand data, enhance patient access, and achieve strategic goals. Explore the market-specific workforce planning considerations, as well as methods to quantify provider demand.

**Shikha Parakh**  
 Director, Corporate Strategy & Planning  
 Sentara Health

**Jaclyn Zurawski**  
 Principal  
 SullivanCotter

**ENGAGEMENT STRATEGIES**

Sponsored by Doximity

**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**  
 SVP, Health Services & Technology Practice Lead  
 Jarrard, Inc.

**Stay Tuned!**

**PHYSICIAN RELATIONS & SALES**

Sponsored by Wolters Kluwer

**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 and  
**Garth Reimann**  
 Manager of Physician Relations  
 AdventHealth

**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!

**Speakers TBD**



Visit the Forum at [www.healthcarestrategy.com/register](http://www.healthcarestrategy.com/register) to register online.

**Hotel Information**

The official hotel for the Summit is the **Omni Orlando Resort at ChampionsGate**. This four-diamond resort spread across 800 sprawling acres of lush palms and sparkling water is a haven of rest and relaxation. Featured are two championship golf courses, a full-service spa, sparkling resort pools, and 10 premium restaurants.



To reserve a room at the special rate of \$309 single/double, [click here](#) or call the hotel at 1-800-THE-OMNI and identify the meeting as the “Healthcare Marketing & Physician Summit.”

Be sure to make your reservations early! The room block will be released on April 4th but is likely to sell out before that date.

## Co-Sponsors



## Diamond Sponsors

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**BPD**'s employees are pathfinders and future-builders, uncovering and creating opportunities using distinctive insights about people navigating health. Our clients include some of the top brands in healthcare, with services including branding, marketing, advertising, communications, issues management, and data-driven marketing.

**Digital Health Strategies** is a data and technology solutions company that helps healthcare organizations fulfill their mission and drive revenue. DHS's AI-powered Share of Health™ platform builds loyalty by closing care gaps, increasing service line volume, growing plan membership, and raising philanthropic dollars.

With unrivaled experience, **MERGE** is humbled to work with the best healthcare brands in the country, solving critical growth, engagement and transformation challenges. We apply our understanding of the full, integrated marketing ecosystem and 30+ years of healthcare experience.

At **Unlock**, we connect people to care using creativity, data, and expertise. Partnering with over 400 healthcare organizations, we offer integrated marketing, technology, and managed care services to drive growth, enhance brand experiences, and improve payor performance.

## Platinum Sponsors

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**Cured** transforms healthcare with its Healthcare Experience Platform, unifying data to deliver personalized care. Partnering with top institutions, Cured enhances outcomes and efficiency while revolutionizing traditional CRMs.

At **Definitive Healthcare**, our passion is to transform data, analytics and expertise into healthcare commercial intelligence. Our SaaS products and solutions create the path to commercial success in the healthcare market, so you can identify where to go next.

**DexCare** empowers health systems to make access more discoverable for consumers and sustainable for their providers and operations. Our platform drives superior consumer experiences that intelligently guide patients to the best care while optimizing capacity in real-time.

**Doximity** is the largest medical network with 2M+ members, enabling collaboration across specialties and every major medical center. Members can search and find clinicians, stay up-to-date with the newsfeed of medicine, exchange HIPAA-secure messages, and engage in telehealth visits.

**Enqbator** is your full-service agency for web and mobile app development, specializing in content management systems and complex integrations. With over 20 years of experience, we're proud of our 100% referenceable client base. Let's bring your digital vision to life!

**Fathom**, an IQVIA business, is the leading digital marketing agency for healthcare. CMOs and VPs at top hospital systems trust our experts to grow their reputation and revenue through brand awareness, patient acquisition, and physician engagement campaigns.

**Freshpaint**'s Healthcare Privacy Platform empowers healthcare companies to use the industry's best marketing tools while remaining compliant with a growing list of privacy regulations like HIPAA.

**Healthgrades** empowers stronger and more meaningful connections between patients and doctors. As the #1 platform for finding a doctor, we help millions of consumers each month find and schedule appointments.

**Huron** collaborates with healthcare organizations to develop data-driven digital experiences for physicians, clinicians, employees, and consumers, integrating CRM, PRM, EHR, and digital health systems. We empower marketing and strategy leaders to overcome market instability and ensure long-term business performance.

**LIFT Healthcare** is a full-service marketing firm dedicated to helping hospitals and health systems optimize their marketing investments through data-driven strategies and human-centered insights. Committed to delivering measurable outcomes, we empower healthcare organizations to achieve their desired business goals.

**LionShare**'s unique platform amplifies CRM efforts, creating sophisticated, automated marketing and relevant conversations that deliver quantifiable ROI and meet your marketing objectives. As your partner, we drive measurable, data-driven marketing efforts with unmatched support and unmistakable smarts.

## Co-Sponsors, continued



**Modea** is a healthcare digital consultancy focused on improving the patient experience by helping organizations establish and nurture strong relationships with their customers. We specialize in designing and building digital consumer experiences and providing digital transformation consulting for healthcare organizations.



**Monigle** is a creative experience company fueled by humanizing brands and moving people. With offices in Denver and New York, our teams create and deliver powerful brand experiences across a spectrum of services, including brand, experience, culture, activation, and management.



**NRC Health** is committed to achieving Human Understanding and bringing healthcare organizations closer to their customers. Helping its partners design experiences that exceed expectations, inspire loyalty, and improve well-being, NRC Health is enabling organizations to understand what matters most to each person they serve.



As healthcare deepens engagement and investment into sports and influencer marketing, **Playbook for Health** supports healthcare systems with the data, analytics, insights and activation to optimize their sponsorship and partnership investments.



### Gold Sponsors

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**Aha Media Group** is all healthcare content, all the time. Get excited about your content marketing again with a partner who brings smart strategies, fresh ideas, and real results.



**IQVIA** collaborates with hospitals and health systems to empower and educate physicians and patients, driving intelligent service line growth and pioneering digital innovation.



**Jarrard Inc.** is a strategic healthcare consulting firm serving leaders during high-stakes moments of change, challenge and opportunity. We specialize in change management, issues and advocacy and strategic positioning.



**Julia Balfour, LLC** solves problems. Design, development, and branding—traditional or way outside the box, we inspire change in every way.



**LexisNexis® Risk Solutions** delivers trusted patient and provider data, empowering healthcare organizations to better understand their communities, meet care needs, and uncover growth opportunities. Stop by our booth to learn more!



**Reason One** is a full-service digital agency specializing in healthcare systems and foundations. We create consumer-centric websites, intranets, and campaigns that drive connection, engagement, and results.



**Wolters Kluwer** is a provider of information, business intelligence, and point-of-care solutions for the healthcare industry. Serving 180+ countries, Wolters Kluwer's customers include professionals in medicine, nursing, and allied health.

### Silver Sponsor

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**Prairie Dog** begins each conversation with curiosity. Because the first step to solving your business problem is to be sure we're solving the right problem. We then set out to solve it with marketing discipline and flair. Every day since 1996.



**TSG** knows healthcare. Its Strategy First methodology and over 30 years' experience are key to translating client research and insights into marketing and communications plans that inspire action.

### Bronze Sponsor

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#### BrandActive

#### Supporting Sponsor



#### Podcast Sponsor



# Healthcare Marketing & Physician Strategies Summit

## 1 Registrant Information

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FULL NAME

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FIRST NAME AS YOU WISH IT TO APPEAR ON BADGE

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PHONE

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E-MAIL

## 2 How Did You Hear About the Summit?

- Previously Attended     Forum Website     Social Media  
 Brochure     Word of Mouth     Online/Google Search  
 Email     LinkedIn     Other \_\_\_\_\_

## 3 Which Category Best Describes Your Organization?

- Hospital/Health System     Pharmaceutical Company  
 Urban/Suburban     Medical Device Company  
 Rural     Vendor/Solution Provider  
 Academic Medical Center     Advertising/Marketing Agency  
 Medical Group Practice     Consultancy  
 Ancillary Provider     Other \_\_\_\_\_  
 Insurer/Health Plan

## 4 Which of the following best describes your primary job category? (Please choose up to 2)

- Marketing     Strategic Development/Planning  
 Communications/Public Relations     Business Development  
 Digital/Web Strategy     Customer Experience  
 Physician Relations     Other \_\_\_\_\_

### Cancellation Policy

The Forum guarantees a refund, less a \$450 administrative fee, if written notification is received on or before January 27, 2025. Verbal cancellations are not accepted. Cancellations received after January 27, 2025, are not eligible for a refund. You may always send a substitute.

### Privacy Policy

By registering for this event, you agree to receive emails from the Forum for Healthcare Strategists (the Forum) and to have your contact information, including email, passed on to the event sponsors and exhibitors for the purpose of following up on your interests. You may unsubscribe or change your email preferences through links in emails you receive. For more information, see the Forum's [Privacy Policy](#). To opt out, please email [contact@healthcarestrategy.com](mailto:contact@healthcarestrategy.com).

April 29 – May 2, 2025

Omni Orlando Resort at ChampionsGate

## 5 Registration Fees

Early rates are available if the Registration Form with full payment is received prior to Monday, January 27, 2025. Discounts for group registrations (3 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.

Summit Rates	Early before 1/27/25	Regular 1/27/25 or later
Current Forum Member	___ \$1,395	___ \$1,495
Joining Member (Includes one-year Forum membership, \$225 value)	___ \$1,620	___ \$1,720
Non-Member (Does not include membership)	___ \$1,650	___ \$1,750

### Pre-Summit Strategy Sessions

Fee includes continental breakfast.

Data-Driven Marketing	___ \$125	___ \$175
Children's Hospitals	___ \$125	___ \$175
Content Marketing Strategy	___ \$125	___ \$175
Harness the Power of AI	___ \$125	___ \$175
Referral Development Strategy	___ \$125	___ \$175

Total Due \$ \_\_\_\_\_

## 6 Payment Information

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

- A check is enclosed, payable to Forum for Healthcare Strategists  
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 Forum for Healthcare Strategists, PO Box 437, Glencoe, IL 60022

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**Email** [jbarnard@healthcarestrategy.com](mailto:jbarnard@healthcarestrategy.com)

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## **Christine Woolsey**

SVP, Chief Marketing & Communications Officer  
Hospital Sisters Health System

# Summit Schedule At-A-Glance

## **TUESDAY, APRIL 29**

2:00–5:00p Registration  
3:00–5:00p **Special Strategy Session**

## **WEDNESDAY, APRIL 30**

7:00a–5:45p Registration  
8:00–10:00a **Pre-Summit Strategy Sessions**  
10:15–11:15a **Concurrent Sessions**  
11:15a–12:15p Networking Lunch  
12:15–1:15p **Concurrent Sessions**  
1:30–2:30p **Concurrent Sessions**  
2:30–3:15p Break in the Exhibit Hall  
3:15–4:15p **Concurrent Sessions**  
4:30–5:45p **Keynote Session**  
5:45–7:15p Opening Reception in the Exhibit Hall

## **THURSDAY, MAY 1**

6:45a–4:45p Registration  
7:00–7:50a **Sunrise Keynote**  
8:00–9:15a **Keynote Session**  
9:15–10:15a Break in the Exhibit Hall  
10:15–11:15a **Concurrent Sessions**  
11:30a–12:30p **Concurrent Sessions**  
12:30–1:45p **Luncheon Keynote**  
2:00–3:00p **Concurrent Sessions**  
3:00–3:45p Break in the Exhibit Hall  
3:45–4:45p **Concurrent Sessions**  
4:45–6:00p Reception in the Exhibit Hall

## **FRIDAY, MAY 2**

7:00–11:45a Registration  
7:30–8:00a **Sunrise Breakfast**  
8:00–9:15a **Keynote Session**  
9:30–10:30a **Concurrent Sessions**  
10:45–11:45a **Concurrent Sessions**  
11:45a Summit Adjourns

## Save the Date

### 31st Annual Healthcare Marketing & Physician Strategies Summit

May 4 – 6, 2026

The Grand America Hotel, Salt Lake City, UT

**Healthcare Marketing  
& Physician Strategies** Summit

APRIL 29 - MAY 2, 2025 | ORLANDO, FL

