

30th
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
Partner
ALCORN+DEAN Strategic
Communications



Kriss Barlow
Advisor
Barlow/McCarthy



Chris Boyer
Digital Health Strategist
@chrisboyer LLC



Dean Browell
Chief Behavioral Officer
Feedback



Kathy Dean
Partner
ALCORN+DEAN Strategic
Communications



Terri Goren
Principal
Goren & Associates, LLC

30th
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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

Special Strategy Sessions

Tuesday, April 29 | 3:00 – 5:00p

Navigating Healthcare's Critical Challenges Sponsored by Huron

In a rapidly evolving healthcare landscape, staying ahead of the curve is more essential than ever. Explore pressing challenges, including shifting payment models, access barriers, and policy changes, with renowned health policy expert **Paul H. Keckley, PhD**. Then, join your colleagues for an interactive discussion on how today's dynamics are shaping organizational strategy, investment priorities, and the future of care delivery.



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.



Anthony Cadieux, Executive Director, Digital Marketing AdventHealth

Anne DiNapoli Block, Managing Director, Data Solutions & Analytics *and*

Josh Donaghue, Executive VP, Tradigital Marketing, BPD

Harnessing the Power of AI in Healthcare

AI is transforming healthcare by improving patient care, reducing costs, and boosting efficiency. Join healthcare executives as they explore AI's full scope, beyond generative models. Examine key use cases; consumer and provider acceptance; and the benefits, risks, and governance challenges that come with AI adoption.



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

Matt Cyr, Founder & President, Loop Consulting

Chris Boyer, Digital Health Strategist, @chrisboyer LLC

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

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

Angie Puffer, Operations Administrator, Mayo Clinic

Samar Shakoor, Director, Physician Relations Stanford Children's Health

Susan Boydell, Principal, 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, Marketing - Market Research & Consumer Insights
Mass General Brigham
Steve Ward (Facilitator), VP, The Ward Group

4:30 – 5:45p



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

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

COMMUNICATION STRATEGIES

Sponsored by Jarrard

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), Partner
ALCORN+DEAN Strategic Communications

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.

Christine Skiffington, AVP, Marketing & Communications, Inspira Health
Sujal Raju, CEO, Enqbar
Celia E. Van Lenten, JD, Principal
Miles & Stockbridge
Jenny Bristow (Facilitator), CEO & Owner
Hedy & Hopp

Communications That Drive Strategic Plan Momentum

Roper St. Francis Healthcare keeps its Strategic Plan 2030 front and center through a focused, flexible communications strategy. From a strong launch to ongoing integration into daily operations, learn how the team uses video, visual progress tracking, and consistent messaging to build awareness, drive engagement, and maintain momentum.

Andy Lyons
Executive Director of Corporate Communications & Content Strategy
Roper St. Francis Healthcare

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 the Transaction

Consumers come to healthcare websites to accomplish tasks, not just browse. Hear how organizations have built the internal muscle and commitment to get things done for patients, while pivoting marketing, IT, operations, and clinical teams away from counting traffic to counting transactions.

Gerard Gober, Head of Digital Patient Experience
Universal Health Services
Pam Landis, SVP, Digital Engagement
Hackensack Meridian Health
Lucky Rai, VP, Digital Channel Experience
Memorial Hermann Health System
Ben Texter (Facilitator), Co-CEO & Co-Founder, Digital Health Strategies

Beyond Lead Generation: Converting Patients with Quality Leads

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
Nicole Kurz, VP, Precision Marketing
Digital Health Strategies

Omnichannel Patient Engagement: AI-Driven Access & Automation

University of Chicago Medicine is leveraging Agentic AI to overcome EMR limitations. By enhancing scheduling, reminders, and waitlist management, they are creating a seamless patient experience. Hear how they're building engagement, reducing no-shows, and improving efficiency. Learn how AI-driven automation delivers the right message at the right time—transforming patient access.

Andrew Chang, Chief Marketing Officer
UChicago Medicine
Ben Seyden, VP, Healthcare Strategy
Salesforce

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

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

Driving Change with Digital Transformation and Innovation

Healthcare organizations are adopting digital strategies to deliver cost-effective, high-quality care. Hear how top innovations, collaborative leadership strategies, and essential changes to enhance consumer engagement are transforming healthcare. Join the discussion!

Crystal Broj, Enterprise Chief Digital
Transformation Officer, MUSC

Jen Magaziner, VP, Digital Health
Boston Children's Hospital

Daniel Fell, SVP, Health, BVK

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



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!

Jeremy Rogers, VP, Patient & Consumer
Experience *and*

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 Naples Comprehensive Health not only navigated a successful payor contract negotiation but also leveraged the opportunity to rebuild brand trust and drive growth in key service lines.

Matthew Stacell
Chief Administrative Officer
Naples Comprehensive Health

Kevin Thilborger
Chief Managed Care Officer
Unlock Health

4:30 – 5:45p



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

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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 Dalton
Chief Growth 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 Experience Officer *and*

Sierra Kelly-Martinez
Director, Customer Engagement
Renown Health

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

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

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

Physician Relations Leaders Speak Out

Join three physician relations leaders as they tackle key challenges in analytics, talent development, and internal positioning. This interactive session invites audience input and offers real-world insights and actionable strategies. Gain practical ideas to take back to your organization.

Leonora Darcel, Director, Provider Business
Development
Keck Medicine of USC

Jana King, National Director of Physician Sales
Integrated Oncology Network

Angie Puffer, Operations Administrator
Mayo Clinic



From a Physician's Perspective: Let's Talk

Curious about how to better support physicians? Join a panel of 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!

Amit Desai, MD
Family Medicine Physician *and*

Mariam Naveed, MD, Gastroenterologist
AdventHealth Medical Group

Jay Stine, MD, Internist
AdventHealth Heart of Florida

Kriss Barlow (*Facilitator*), Advisor
Barlow/McCarthy



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 Accessibility: Serving All in Healthcare

Digital innovation and accessibility play crucial roles in enhancing healthcare for individuals with varying abilities, those with rare diseases, and residents of rural communities. Gain insights into strategies that improve health outcomes for these populations.

Dean Browell, Chief Behavioral Officer, Feedback

Kristy Dickinson, Principal, Kristy Dickinson Consulting

Nathan Ziegler, System VP, 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

Camille Strickland (Facilitator), SVP, BVK



Beyond the Brand Police: From Governance to Enablement

Creating unity and consistency is an all too familiar challenge in branding. Hear from brand leaders who are abandoning the outdated "brand cop" model in favor of education, empowerment, and influence. Learn how they connect brand to experience and culture as they navigate the brand maturation journey.

Jennifer Follis, AVP, Brand Enablement Strategy, HCA Healthcare

Melissa Kinsley, Senior Director, Brand Marketing, S&P Global

Gabriel Cohen, Chief Marketing Officer, 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, Director, Client Success, Fathom, an IQVIA Business

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), Partner, ALCORN+DEAN Strategic Communications

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

From Overwhelmed to On It: AI Agents in Your Marketing Workflow

Healthcare marketers are doing more with fewer resources, but AI agents can help. Examine how AI tools streamline tasks, automate workflows, and boost efficiency—no expertise required. See live demos of *Microsoft Copilot* for content creation, *Zapier* for automation, and *HubSpot Breeze* for CRM management. Discover practical ways AI can simplify your day and enhance your marketing strategy.

Matt Cyr, Founder & President, Loop Consulting and **Mary McPheat**, Founder & CEO, Grounded Logic

How to Activate Influencers to Support Your Strategies

From insurance negotiations to navigating historic preservation commissions, effectively communicating with stakeholders who influence decisions is essential. Hear how MarCom and Government Relations leaders at Michigan Medicine collaborate to tackle tough issues and achieve positive outcomes.

Mandy Bolter, Director, Government Relations and **Mary Masson**, Senior Director of PR, Michigan Medicine

Courtney Kelsey, VP, Jarrard Inc.

Rose Glenn (Facilitator), Immediate Past Chief Communications & Marketing Officer, 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.

Brian Harder, Director of Strategic Web Development & Services 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.

Abby Elowsky, Director, Physician Relationship Management Technology **and**

Ziad Omar, Principal Engineer Henry Ford Health

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

Harnessing Behavioral Data for Physician Engagement

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

Stacy 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 Force in Healthcare

The payvider model is reshaping healthcare strategy, marketing, and population health. Hear how 3 systems navigate partnerships, align marketing with Medicare Advantage growth, and leverage campaigns to improve outcomes and long-term value.

Don Stanziano, SVP, Chief Marketing Officer Banner Health

Colleen Sullivan, VP, Care Continuum Integration, Hartford HealthCare

Mike Sweeney, SVP, Network Strategy & Performance, UPMC Health

John Tarcson (*Facilitator*), Managing Director Huron

Blending Internal Development & External Partnerships

Virtua Health is driving business growth by aligning external partners and internal teams around strategic objectives through disciplined planning and dedicated Partner Summits. Virtua's CEO shares healthcare challenges and the organization's vision, and marketing leaders discuss goals and strategies. The results? Fired-up inspiration, increased collaboration, ROI, and a shared culture of innovation and respect.

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: collaborating with EMS partners and Acute/Post Acute sites of care to enhance relationships and capturing patients at the point of service to ensure in-network follow-up appointments.

Christy Shoemake, Corporate Senior Director of Provider Relations Community Health Systems

Kristi Zenon, Director, Network Management, 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.

Patrick Knauer, Director of Marketing, Ambulatory Division, Banner Health

Lisa Slama, SVP, Marketing Strategy & Operations 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.

Lindsay Carrillo, Director, Business Development UCI Health

Daniel Goldberg, SVP, Sales & Growth United Musculoskeletal Partners (UMP)

8:00 – 9:15a



Leading Through Uncertainty: A Conversation with Dennis W. Pullin Sponsored by NRC Health

Join **Dennis Pullin**, a transformational leader, author, and champion of humanity, for a conversation with **Ryan Donohue** on human-centric leadership. Learn how Virtua Health's Here for Good brand fosters authenticity, and how marketing, communications, and physician relations can build trust and enhance experiences for all.

Dennis W. Pullin, President & CEO, Virtua Health
Ryan Donohue, Strategic Advisor, NRC Health

STRATEGIC MARKETING

Sponsored by BPD

9:30 – 10:30a

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

COMMUNICATION STRATEGIES

Sponsored by Jarrard

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 Commercial Marketing
 OURA

Alex Hunter

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

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

Digital Innovation: Barriers vs. Opportunities

Advanced consumer features—such as enhanced patient access and loyalty strategies—not only meet rising consumer expectations; they also deliver significant value to health systems. But challenges around data, governance, and organizational culture can present major hurdles. Examine proven techniques to overcome these barriers, drawn from real-world experience and practical application.

Jeff Stewart

VP, Strategic Marketing
 CHRISTUS Health

John Berndt

SVP Health for The Americas
 Valtech Health

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

Navigating Healthcare Analytics: Selecting the Right Tools for Unified Insights

Healthcare organizations face a rapidly evolving analytics landscape, making tool selection crucial. Examine a step-by-step approach to select platforms that unify web and product data, providing a comprehensive view of patient interactions. Learn how to align analytics with organizational goals, enhance experiences, improve outcomes, and ensure HIPAA compliance.

Gabe Watson, Executive Director, Digital Strategy & Analytics
 WashU Medicine

Cameron Houser, Analytics Leader
 Modea

Timely & Transformative Keynote Sessions

NEW! Strategy Session

Sponsored by HURON

Tuesday, April 29 – 3:00-5:00p

Navigating Healthcare's Critical Challenges

As healthcare evolves, staying ahead of trends is essential. Dive into challenges like shifting payment models, access issues, and policy changes. Join **Paul Keckley, PhD** to examine the impacts and strategies for success.



Sunrise Keynote Session

Sponsored by monigle

Thursday, May 1 – 7:00-7:50a

Shattering Norms: The Healthcare Experience Overhaul

Join Baptist Health leaders as they reveal the ground-breaking strategies transforming the healthcare consumer experience. Discover innovative approaches that break down silos and place consumers at the heart of every initiative. Take home actionable strategies!



Luncheon Keynote

Sponsored by dexcare

Thursday, May 1 – 12:30-1:45p

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



Leading Through Uncertainty: A Conversation with Dennis W. Pullin Sponsored by NRC Health

Join **Dennis Pullin**, a transformational leader, author, and champion of humanity, for a conversation with **Ryan Donohue** on human-centric leadership. Learn how Virtua Health's Here for Good brand fosters authenticity, and how marketing, communications, and physician relations can build trust and enhance experiences for all.

Dennis W. Pullin, President & CEO, Virtua Health
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, Tampa General Hospital
Darin Libby
 Partner
 ECG Management Consultants

ENGAGEMENT STRATEGIES

Sponsored by Doximity

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

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

10:45 – 11:45a

Data-Driven Workforce Optimization

Dayton Children's uses real-time data to improve provider recruitment and strategic workforce planning. 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.

Derek Theodor
 Executive Director
 Dayton Children's Hospital
Jaelyn Zurawski
 Principal
 SullivanCotter

Harnessing Gratitude to Enhance Value in Your Health System

Fostering gratitude in your health system can elevate patient and staff experiences while enhancing your brand. Learn how to cultivate authentic patient testimonials, build trust, and position your hospital as a leader in compassionate care by integrating gratitude into your culture.

Blake Bard, SVP & Executive Director
 Orlando Health Foundation - West Florida
Anthony Schuster, MD, Physician Executive;
 Former VP & Chief Medical Officer
 BayCare Health System
Bruce Bartoo, President & Chief Gratitude Officer
 Gratitude Health Group

Turning Ideas into Action: Takeaways That Drive Results

Align messaging across internal and external audiences with insights rooted in research and real-world experience. Walk away with actionable strategies to strengthen your physician relations program and fresh ideas you can apply right away. Interactive and focused, this session is all about refining your action plan. Bring your ideas—let's finish strong!

Kriss Barlow
 Advisor
 Barlow/McCarthy
Rob Klein
 Founder & CEO
 Klein & Partners



Visit the Forum at 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

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.

Unlock Health connects 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

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. Our comprehensive suite of hospital marketing and automation solutions revolutionizes patient access, engagement, and care coordination.

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.

Kontent.ai's mission is to help the world's leading organizations maximize the impact of their most strategic asset: content. The AI-accelerated content management system is designed to accommodate even the most complex content workflows without sacrificing speed, compliance, or results.

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.

Co-Sponsors, continued



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.



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

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.



Amsive is a data-led performance marketing agency that enhances ROI through innovative customer acquisition, engagement, and communications solutions that amplify growth.



BVK blends innovative business strategies and enduring brand values with engagement solutions that enable health companies to maximize their technology and business impact, creating durable relationships, market advantage, and stronger communities.



Cardinal Digital Marketing is a leading healthcare performance marketing agency, helping health systems maximize patient acquisition with tailored, HIPAA-compliant strategies that engage patients at every stage of their care journey.



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!



Penrod is a healthcare-focused technology partner helping hospitals, health systems, and medical groups strengthen relationships, increase engagement, track ROI, and unify data with the power of Salesforce and Snowflake.



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.



Reputation is the leading online reputation management platform for healthcare companies focused on improving patient satisfaction and increasing revenue with real-time, location-level customer feedback insights.

Co-Sponsors, continued



Gold Sponsors, continued

Salesforce is the healthcare customer company—connecting providers and patients in new ways for over 20 years. Our trusted formula of Data + AI + CRM + Trust powers a unified Patient 360 view, enabling personalized, connected experiences across the entire care journey.

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 Sponsors

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.

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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

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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

