

HEALTHCARE MARKETING & PHYSICIAN STRATEGIES VIRTUAL SUMMIT

August 18 – 20, 2020*

Schedule of Events – Tuesday, August 18

Time (CT)						
9:00-10:00a Exhibit Hall						
10:00-11:00a Keynote Session		Does Your Customer Experience Create Conversation?			Keynote Session Room	
		<i>Sponsored by Healthgrades</i>				
		Jay Baer, President, Convince & Convert; Bestselling Author; Hall of Fame Speaker				
11:00-11:15a Break						
Breakout Session Room						
Time (CT)	Strategic Marketing	Communication Strategies (Sponsored by Podium)	Transforming Consumer Experience (Sponsored by Kyruus)	Interactive & Digital Strategies (Sponsored by Modica)	Physician Relations & Sales (Sponsored by Marketware)	Engagement Strategies (Sponsored by Pandora)
11:15a-12:15p	The Intersection of Strategy, Access, and Patient Experience Rick Evans SVP Patient Services & Chief Experience Officer New York-Presbyterian Healthcare System Kristin Baird President, Baird Group Jean Hitchcock President, Hitchcock Marketing & Communications	Content Marketing Lessons from Cleveland Clinic Amanda Todorovich Senior Director of Enterprise Digital Content Cleveland Clinic	Call Centers: Unifying the “Front Door” Ken D’Andrea AVP, Patient Access Centers, MedStar Health Rachel Donovan Managing Director of Enterprise Marketing Strategy Nemours Children’s Health System David Cerino Chief Executive Officer Envera Health	Building a Mobile Engagement Platform Gerard Gober Director, Digital and Mobile Health Technology Universal Health Services Bryce Cannon President, Modica	Maximizing Your PRM for Sales Planning, Reporting, and Measurement Erica Hammond Manager Physician Business Development Tampa General Hospital Nancy Vanselow Referral Development Manager Children’s Wisconsin Carrie Bennett VP of Client Strategy Marketware	Using Patient Feedback to Improve Visibility on Google and Drive Service Line Volumes George Hampton Senior Director of Marketing & Communication <i>and</i> Cody Hanson Digital Marketing Specialist MultiCare Health System Annie Haarmann Senior Director of Healthcare Strategy Reputation.com
12:15-1:00p Exhibit Hall						
1:00-2:00p Keynote Session		Content, Storytelling & Marketing for a Reimagined Future			Keynote Session Room	
		<i>Sponsored by Healthgrades</i>				
		Ann Handley, Chief Content Officer, MarketingProfs; Bestselling Author; Digital Marketing Pioneer				
2:00-3:00p Fireside Chat		Jay Baer, Ann Handley and David Meerman Scott			Keynote Session Room	
		<i>Moderated by Ahava Leibtag, Aha Media</i>				
3:00-3:15p Break						
3:15-4:15p	Humanizing Brand Experience: Highlights and Implications Grant Mason Senior Director, Insights <i>and</i> Justin Wartell Managing Principal Monigle	Communication Through a Pandemic Jim Blazar EVP, Chief Strategy Officer <i>and</i> Michael McCauley Vice President, Communications Hackensack Meridian Health	CRM is Software; Growth is a Strategy Sue Omori Executive Director, Marketing Account Services Cleveland Clinic Sarah Sanders SVP, Chief Marketing & Communications Officer Nemours Children’s Health System Suzanne Sawyer SVP, Chief Marketing & Communications Officer Johns Hopkins Medicine	The Perfect Consumer Experience Jeff Bean VP, System Marketing & Brand Geisinger Gary Druckenmiller Jr. SVP, Strategy & Innovation Healthgrades	Internal Alignment & Positioning: Let’s Talk Leslie Burnside System VP, Network Affiliations UNC Health Care Carlos Saenz VP, Business Development Mercy Health (Chesterfield, MO) Jane Thornhill VP, Business Operations Henry Ford Physician Network Kriss Barlow (Facilitator) Principal, Barlow/McCarthy	Deep Listening to Understand Consumers Jeff House Atrium Health Dean Browell Feedback Carla Bryant Corrigan Consulting
4:15-4:45p Keynote Session		Harnessing the Power of Sound			Keynote Session Room	
		<i>Sponsored by Pandora</i>				
		Steve Keller, Sonic Strategy Director for Studio Resonate, Pandora				
4:45-5:45p Exhibit Hall						
5:45p Adjourn						

* Sessions will be available on-demand for 90 days following the live event on August 18-20

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August 18 – 20, 2020*

Schedule of Events – Wednesday, August 19

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Time (CT)						
9:00-10:00a Exhibit Hall						
10:00-11:00a Keynote Session <i>Sponsored by Yext</i>		Turning Fans into Customers & Customers into Fans David Meerman Scott , Internationally Renowned Marketing Strategist & Bestselling Author Fireside Chat with Reiko Scott, MD			Keynote Session Room	
11:00-11:15a Break						
Breakout Session Room						
Time (CT)	Strategic Marketing	Communication Strategies (Sponsored by Podium)	Transforming Consumer Experience (Sponsored by Kyruus)	Interactive & Digital Strategies (Sponsored by Modica)	Physician Relations & Sales (Sponsored by Marketware)	Engagement Strategies (Sponsored by Pandora)
11:15a-12:15p	Evolving Healthcare Sports Partnerships Matt Bartoloni Director, Marketing NYU Langone Health Larry Allen Bowie Senior Manager, Sports Partnerships Emory Healthcare Jeff Sofka CEO, Bendigo Sport	Future-Proof Your Brand Don Stanziano Chief Marketing & Communications Officer Geisinger Simon Hill President, North America Future Brand	How AI Can Change the Future of Healthcare Kaveh Safavi, MD, JD Global Managing Director Health Industry Accenture	Technology Touchpoints that Drive Patient Acquisition Chris Pace , Senior Director of Digital Marketing Banner Health Michael Andrews Executive Director, WebMD Carrie Liken Head of Industry, Healthcare Yext	Onboard, Align, Engage! Christopher Hyers Vice President, Business Development UConn Health Mitzi Kent, RN, BSN Partner Barlow/McCarthy	Beyond Patient Acquisition: Re-Engagement Strategies to Drive Lifetime Value Sue Omori Executive Director, Marketing Account Services Cleveland Clinic Tom Hileman CEO & President Hileman Group
12:15-1:00p Exhibit Hall						
1:00-2:00p Keynote Panel <i>Sponsored by LionShare</i>		Making the Case for Investing in Marketing & Communications Christine Albert , SVP Marketing & Communications <i>and</i> Greg Feirn , CEO, LCMC Health Suzanne Hendery , Chief Marketing Officer & VP <i>and</i> Tony Slonim , President & CEO, Renown Health Facilitated by Danny Fell , Senior Strategist, Optum			Keynote Session Room	
2:00-2:15p Break						
2:15-3:00p Entertainment & Fireside Chat		Black Violin, composed of classically trained violist and violinist Wil Baptiste and Kev Marcus Fireside Chat with Black Violin and David Meerman Scott			Keynote Session Room	
3:00-3:15p Break						
Breakout Session Room						
3:15-4:15p	Creating a High-Performance MarComm Function David A. Feinberg SVP, Chief Marketing & Communications Officer <i>and</i> Karen Wish VP, Chief Marketing Officer Mount Sinai Health System	Crisis Management: 10 Tips for Leading Your Organization Through the Pandemic Crisis Michael Knecht SVP, Strategic Marketing & Communications RWJBarnabas Health Lisa Schiller , Chief Communications & Marketing Officer, UNC Health Susan Alcorn (Facilitator) Strategic Counselor Alcorn Strategic Communications & Jarrard Phillips Cate & Hancock	Marketers and Clinicians: Working Together to Transform Care Megan Pruce VP, Business Engagement Strategies <i>and</i> Mallory Yoder Manager, Business-to-Business Marketing & Communications Vanderbilt University Medical Center Jane Crosby VP, Strategy & Business Development True North	Taking Control of the Conversation Chris Boyer Principal @chrisboyerllc Brian Gresh President Loyal	Effective Virtual Meetings: Essential Must-Haves to Create Impact Chelsea Fanelli Provider Relations Manager Centura Health Brad Jones Director, Physician Relations AdventHealth West Florida Division	Leadership in the New Era of Experience Michiko Tanabe VP & Chief Marketing Officer <i>and</i> Alpa Vyas VP, Patient Experience Stanford Health Care Carolyn Bugg Senior Director, Strategy Monigle
4:15-5:15p Exhibit Hall						
5:15p Adjourn						

HEALTHCARE MARKETING & PHYSICIAN STRATEGIES VIRTUAL SUMMIT

August 18 – 20, 2020*

Schedule of Events – Thursday, August 20

Time (CT)						
9:00-10:00a Exhibit Hall						
10:00-11:00a Keynote Session		Meet the Engaged Consumer			Keynote Session Room	
		Amber Mac, Relentless Adaptation & Digital Innovation Speaker, Co-Host of the AI Effect				
Fireside Chat		Amber Mac and Chris Boyer, @chrisboyerllc				
11:00-11:15a Break						
Breakout Session Room						
Time (CT)	Strategic Marketing	Communication Strategies (Sponsored by Podium)	Transforming Consumer Experience (Sponsored by Kyruus)	Interactive & Digital Strategies (Sponsored by Modica)	Physician Relations & Sales (Sponsored by Marketware)	Engagement Strategies (Sponsored by Pandora)
11:15a-12:15p	Enhance Reputation Through Strategic Thought Leadership Gene Ford National Public Relations Director Ascension Terry Hoffmann Senior Vice President FleishmanHillard	Employee Engagement: INTERNAL Stakeholders are the Face of Your Credibility Steve Campbell VP, Marketing & Communications University of Texas Medical Branch Kathleen L. Lewton Principal, Lewton, Seekins & Trester; Of Counsel, Padilla	The Language of Healthcare Sandra Mackey Chief Marketing Officer Bon Secours Mercy Health David Perry Senior Advisor Stanford Health Care Chrisie Scott SVP & Chief Marketing Officer Virtua Health Stephen Moegling (Facilitator) SVP of Growth Hailey Sault	Using Analytics to Inform, Plan, and Optimize Marketing Brandy Hill Director, Marketing & Public Relations Riverview Health Mahek Thakkar Manager, Integrated Marketing Healthgrades	“Keepage” Strategies that Get Results Martha Crombie VP, Marketing & Planning, Americas Division Ardent Health Services Lee Ann Lambdin SVP, Healthcare Strategy Stratason	Understanding Your Digital Customers Kathy Divis President Greystone.Net Rob Klein Founder & CEO Klein & Partners
12:15-1:00p Exhibit Hall						
1:00-2:00p Keynote Session		Healthcare Consumerism: A Conversation			Keynote Session Room	
<i>Sponsored by Monigle</i>		Paul Keckley, Principal, The Keckley Group <i>and</i> Kaveh Safavi, MD, JD, Sr. Managing Director – Head of Global Health Practice, Accenture Justin Wartell, Managing Principal, Monigle (<i>Moderator</i>)				
2:00-2:15p Break						
Breakout Session Room						
2:15-3:15p	Insourcing vs. Outsourcing: Finding a Balance Kathy Dean Chief Marketing & Communications Officer University of Iowa Health Care Judith Ward VP, Marketing & Communications Baystate Health Joel English (Facilitator) Managing Partner, BVK	The Art of Change: A Leader’s Guide to Major Strategic Change Rose Glenn Chief Communications & Marketing Officer Michigan Medicine Beth Toal VP, Communications & Marketing St. Luke’s Health System Anne Hancock Toomey Founding Partner Jarrard Phillips Cate & Hancock	Multicultural Marketing and Outreach: A Holistic Approach for Future Growth Len Fong Associate VP, Multi-Ethnic Marketing & Outreach City of Hope David Maricich President & COO Maricich Health	Modernizing Patient Access for a Rural Patient Population Amber Allen Executive Director, Primary Care, Quality & Innovation Prevea Health Jordan Pisarcik Vice President, Account Management, DocASAP	Cutting-Edge Outreach: Think Like a Data Scientist Robert Perkins Outreach Services Director Intermountain Healthcare Chris Hemphill Director Client AI/Ops SymphonyRM	On-Demand Virtual Care: Cost Benefit Ratios Tara Nooteboom Manager of Digital Patient Engagement <i>and</i> Tatyana Popkova System Senior Vice President & Chief Strategy Officer Rush University Medical Center
3:15-3:30p Break						
3:30-4:00p Keynote Session		Mastering the Leader’s Instrument: A Master Class in Communication			Keynote Session Room	
		Vinh Giang, Master Communicator; Magician; Entrepreneur				
4:00-5:00p Exhibit Hall						
5:00p Adjourn						

HEALTHCARE MARKETING & PHYSICIAN STRATEGIES VIRTUAL SUMMIT
Special Workshop Sessions

Special Workshop Sessions			
Time (CT)			
August 26 11:00am- 1:30pm	<p>Marketing Accountability: Metrics, KPIs, and ROI Marketers are increasingly called on to prove results. And, while the range of possible metrics has expanded, what's most meaningful to measure remains a challenge. How do you hardwire tracking into campaigns and make the connection to revenue? How do you persuasively communicate results to stakeholders? Examine the realities of measurement in 2020, including KPIs, appropriate use of ROI, and dashboards.</p> <p>Kelly Faley Vice President, Digital Marketing Sharp HealthCare</p> <p>Karina Jennings Vice President, Marketing Strategy Planning Providence St. Joseph Health</p> <p>Selima Khan VP, Marketing & Corporate Communications Memorial Healthcare System</p> <p>David Marlowe (Facilitator) Principal Strategic Marketing Concepts</p>	September 3 11:00am- 1:30pm	<p>Reimagining Physician Relations: The Time is Now Whether it's supporting growth for their organizations or rethinking their team's approach, tools, and measures—the time is now for physician relations executives to deliver impact. Examine how teams are gathering intelligence from the field, quantifying downstream volume projections, and identifying new opportunities to capture business. Learn new methods for motivating teams, measuring performance, incorporating virtual calls, and conducting face-to-face meetings to advance relationships. Hear how leaders are coaching and developing their field talent to think differently for future success.</p> <p>Anamika Desai Network Director, Growth & Development Hackensack Meridian Health</p> <p>Jennifer Lofgren Regional Director, Network Development Loyola Medicine</p> <p>Penny Nichols Director, Physician Outreach Program Adventist Health</p> <p>Susan Boydell (Facilitator) Partner Barlow/McCarthy</p>

Continue the Conversation!
26th Annual Healthcare Marketing & Physician Strategies Summit
April 19-21, 2021, JW Marriott Miami Turnberry Resort & Spa

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