



Healthcare Marketing 360 SUMMIT

March 18-19, 2024
AGENDA-AT-A-GLANCE

Disruptive Strategies to Reach and Engage Modern Consumers

Unleash next-gen tools and consumer insights to transform healthcare and build total brand loyalty

Sunday, March 17, 2024

4:00 – 6:00 pm

St. Patrick's Day Pre-Conference Meet Up – MASON BAR

Nashville's soul is humming, and it's calling your name – join us for an informal meet-up at Mason Bar in the Loews Vanderbilt Hotel, on St. Patrick's Day, no less! Let's clink glasses of Southern charm (cocktails, anyone?) from 4-6 pm, mingle with fellow industry movers and shakers, and ignite the spark of collaboration beneath the warm glow of lobby lanterns. From there, the Music City beckons – think honky-tonk tunes, spicy hot chicken, and maybe even a spontaneous rooftop serenade. So ditch the green beer and grab your networking spirit – Nashville's symphony awaits, and the first note starts at Mason Bar. Let's make it unforgettable!

Monday, March 18, 2024

9:00 am

Workshop Check-in – MEZZANINE LEVEL

9:45 – 11:15 am

Optional Pre-Conference Workshop

Workshop A – SOUND EMPORIUM A

Strategies for Driving Business Growth through Establishing Consumer Experience as a Competitive Advantage

JARED JOHNSON, Founder and Consumer Health Strategist, Shift Forward Health

Consumer Boot Camp is an intensive, interactive workshop that helps hospital and health system marketers, communicators, and digital strategists develop the skills and knowledge they need to lead their organizations' consumer transformation. Through a hands-on curriculum, participants learn how to understand consumers, engage with them, and design and build great experiences. You will also develop a personalized action plan to implement lasting programs in your own organization. This workshop is the perfect opportunity for healthcare professionals who are looking to develop the skills and knowledge they need to lead their organizations into the future of consumerism.

- Identify and understand the key drivers of consumer behavior in healthcare
- Develop and execute effective consumer-centric marketing and communication strategies
- Use data and analytics to inform your decision-making
- Design and build consumer-friendly experiences that drive brand loyalty and improve outcomes

11:30 am – 1:00 pm

Optional Pre-Conference Workshops (Choose 1 of 2)

Workshop C – SOUND EMPORIUM B

Unleash Your Human-Centered Design Superpowers: A Hands-On Workshop

DENISE WORRELL, Principal, Health Innovation and Transformation, Langrand
Human-centered design (HCD) is a creative, iterative approach to problem-solving that puts people at the heart of the process. It begins with deep empathy for the people we are designing for, to understand their wants, needs, and emotions. This leads to better solutions that are more likely to be adopted and used which ultimately leads to greater buy-in, success, and impact of innovative new ideas.

- Define human-centered design (HCD) and explain its key principles to solve problems in a new way
- Apply HCD methods to understand the needs, wants, and emotions of users
- Communicate the value of HCD to stakeholders and advocate for its use
- Spark innovation, foster a patient-centric mindset, and encourage cross-functional teams to work together to design products, services, and solutions people want and need

Workshop D – SOUND EMPORIUM A

Personalization is Possible! A Discussion on How to Approach Personalization in a Healthcare Setting

KEIR BRADSHAW, EVP of Technology, Merge

The difference between an effective healthcare personalization strategy and one that falls flat is whether it provides true value to consumers, while also working within the bounds of HIPAA. To do this, it must be backed by integrated technologies that “speak” to one another. MERGE has worked with multiple clients in their healthcare personalization journey. Join us for an interactive session as we share our learnings and discuss implications in moving from targeted marketing to personalized cross-channel strategy through technology, driving improved experiences across patient journeys.

- Define personalization strategies through a measured approach
- Learn how to leverage your marketing technology stack to its full potential
- Understand how to break down vendor silos for organizational success

1:00 pm

Registration Desk Open – SYMPHONY BALLROOM FOYER

1:00 – 2:00 pm

lunch on own

2:00 pm

Main Conference Begins

2:00 – 2:10 pm

Welcome Remarks – SYMPHONY 3 BALLROOM

JARED JOHNSON, Founder and Consumer Health Strategist, Shift Forward Health

2:10 – 2:40 pm

GENERAL SESSION 1 – SYMPHONY 3 BALLROOM

Developing a Strategy to Meet the Modern Consumer’s Expectations

DIEDRA KRAMER, Vice President, Consumer Strategy, Sutter Health

In today's competitive healthcare market, it's essential for healthcare providers and marketers to understand the needs and wants of their consumers. Consumer insights can provide valuable information about consumer behavior, preferences, and pain points. This information can then be used to develop effective strategies that resonate with consumers and drive engagement and

loyalty. In this session, delegates will learn how to develop and implement a strategy that activates consumer insights.

- Understand the shifting dynamics of the modern consumers' expectations
- Define types of consumer insights and their relevance in the development of your consumer strategy
- Develop intentional platforms to engage consumers the way that they want
- Create consumer programs that deliver a consumer first experience
- Share best practices for implementing strategies that use data to activate consumer insights

2:40 – 3:10 pm

GENERAL SESSION 2 – SYMPHONY 3 BALLROOM

Market Like a Disruptor: Challenge the Status Quo and Win New Consumers

JARED JOHNSON, Founder and Consumer Health Strategist, Shift Forward Health

Healthcare marketing disruptors are shaking up the industry with innovative and effective marketing strategies. Paying attention to how retailers market their healthcare services is one of the best ways to learn how to compete for the loyalty of modern consumers. Marketing that acknowledges consumers' elevated expectations helps brands differentiate themselves in a marketplace that's more crowded than ever. Take a tour of the marketing from disruptive primary care brands and see how they position themselves with a brand promise that indexes higher on convenience, accessibility, and affordability. In this session, you'll learn how these disruptors are using technology, data, and creativity to reach new patients, build brand loyalty, and drive growth.

- Identify the key trends in healthcare marketing disruption
- Learn how retailers are positioning themselves as alternatives to traditional care
- Explore how retailers' marketing messages are collectively influencing consumers' expectations
- Discover how to reposition your organization to be more focused on consumers' needs
- Develop and implement effective marketing strategies that reach new patients and build brand loyalty
- Create a creative brand that stands out from the competition

3:10 – 3:30 pm

Networking Break – SYMPHONY BALLROOM FOYER

3:30 – 4:00 pm

GENERAL SESSION 3 – SYMPHONY 3 BALLROOM

Cross-Functional Storytelling: The Secret Weapon for Boosting Your PR and Content Marketing Results – SYMPHONY 3 BALLROOM

PETER BALISTRERI, Director, Corporate Communications and Public Relations, West Virginia University Medicine

Marketing and PR teams in healthcare often work in silos, developing and executing campaigns without coordinating their efforts. This can lead to misaligned efforts, redundancies, and unorganized or mistimed messaging, which is never good for a hospital or hospital system. It also won't be appreciated by executives and physician leaders alike. In healthcare especially, marketing and PR teams can form a powerful symbiotic relationship that must start in the planning stages. When these two departments work together, they can create and implement more effective campaigns that reach the right audiences with the right messages at the right time. This session will illustrate

the power of a marketing and PR partnership in healthcare. It will also encourage delegates to "cross the aisle" when you get back to your organization and start collaborating more closely with your colleagues in the other departments.

- Understand how to develop and implement a joint marketing and PR plan.
- Discover strategies for communicating and collaborating effectively across departments
- Develop a personal action plan for fostering stronger relationships with your PR colleagues

4:00 – 4:30 pm

GENERAL SESSION 4 – SYMPHONY 3 BALLROOM

Developing a Brand and Culture to Attract and Retain Talent

CHRISTINE ALBERT, MBA, MPP, APR, Chief Experience

Officer, LCMC Health

Staffing and retention is undoubtedly one of the most critical challenges facing the healthcare industry. In this game-changing session designed for healthcare marketing leaders, discover the secret weapon to attracting and retaining top talent: a powerful brand and culture that resonates deeply. This session will dive into the synergistic relationship between brand identity and organizational culture. Attendees will how a clearly defined brand platform, vision, mission, and values act as a cultural compass, guiding and attracting the best and brightest.

- Discover data-driven insights on the ROI of employer branding in recruitment and retention
- Learn actionable strategies to seamlessly translate brand into an inclusive culture
- Explore real-world case studies showcasing healthcare brands winning the talent war
- Leave with tangible takeaways you can implement immediately to cultivate a thriving workforce

4:30 – 5:00 pm

GENERAL SESSION 5 – SYMPHONY 3 BALLROOM

Maximizing Efficiency and Compliance: Tracking Metrics in the Healthcare Content Lifecycle

HEATHER VAUGHN, Senior Product Manager and **NATALIE WILLIAMS**,

Customer Marketing Specialist, Lytho

Join us for a collaborative session where we'll delve into the critical metrics that drive efficiency, compliance, and informed decision-making in healthcare content management without sacrificing creativity. In today's rapidly evolving healthcare landscape, understanding and optimizing the project management, review, and approval processes are essential for delivering timely, high-quality content while adhering to regulatory standards.

- Learn how to identify key metrics in workflow management and approval processes
- Discover how you can recognize the role of metrics in driving compliance and informed decision-making in the healthcare content lifecycle
- Hear how leveraging insights can optimize workflows, enhance stakeholder collaboration, and ensure regulatory adherence

5:00 pm

Opening Night Cocktail Reception – SYMPHONY BALLROOM FOYER
Sponsored by Merge

Tuesday, March 19, 2024

- 7:30 am Registration Desk Open – SYMPHONY BALLROOM FOYER
- 8:00 – 8:15 am Welcome to Day 2– SYMPHONY 3 BALLROOM
JARED JOHNSON, Founder and Consumer Health Strategist, Shift Forward Health
- 8:15 – 8:45am GENERAL SESSION 6 – SYMPHONY 3 BALLROOM
Human-Centered Healthcare: Enhancing the Consumer Journey with Moments that Matter
DENISE WORRELL, Principal, Health Innovation and Transformation, Langrand
In healthcare, each patient's path is inherently personal and unique, rendering a one-size-fits-all consumer journey approach ineffective. Thriving and securing loyalty in an increasingly complex healthcare environment demands a different approach to recognizing and catering to consumers' wants and needs. In this session, we'll explore leveraging a 'Moments That Matter' framework to reimagine how to design and deliver seamless consumer journeys at scale. Learn how to design strategies that meet the core needs of consumers while also considering the needs of providers, staff, and operations. By identifying and elevating these 'Moments that Matter,' healthcare organizations can better focus their efforts on enhancing their consumers' experience and, ultimately, achieve better outcomes.
- Define the Moments That Matter framework and explain how it can be used to reimagine the consumer journey in healthcare and achieve better outcomes
 - Identify the tasks that consumers are trying to accomplish when interacting with healthcare organizations
 - Develop strategies to balance the needs of consumers, providers, staff, and operations when designing and delivering seamless consumer journeys
 - Assess the current state of the consumer journey in your organization and identify opportunities for improvement
 - Measure and evaluate the impact of Moments That Matter initiatives on the consumer experience and other key metrics
- 8:45 – 9:30am GENERAL SESSION 7 (PANEL) – SYMPHONY 3 BALLROOM
Healthcare's Secret Weapon: Marketing's Role in Recruiting for Success
Moderator: **SYLVIA MARTEN**, Vice President of Marketing and Communications, VNA Health Care
Panelists: **CHRISTINE ALBERT**, MBA, MPP, APR, Chief Experience Officer, LCMC Health and **AMY COMEAU**, Vice President of Marketing, Emory Healthcare
The healthcare industry is facing a number of challenges, including a shortage of healthcare professionals, intense competition for talent, and high rates of turnover. To be successful, healthcare organizations need to develop and continually optimize effective recruiting strategies. What is Marketing's role in this success? This conference session will provide attendees with insights and best practices in how to attract and hire healthcare talent, with emphasis on the ways good marketing can contribute to this success. The session will feature a panel from a variety of healthcare organizations, including health systems, hospitals, community health centers, urgent care, and physician practices. The panelists will share their own experiences and best practices, and attendees will have the opportunity to ask questions and get advice.

- Redefine Marketing's role in attracting and hiring talent including structure and strategy
- Develop elements of a successful healthcare marketing strategy to tackle recruiting
- Identify and attract top talent - messaging and promotion

9:30 – 10:00 am

Exhibits and Networking Break -- SYMPHONY BALLROOM FOYER
Sponsored by Lytho

10:00 – 10:30 am

GENERAL SESSION 8 – SYMPHONY 3 BALLROOM

From CRM to Martech: What Healthcare Marketers Need to Know About the Changing Technology Landscape in Marketing

DANIEL FELL, Senior Vice President, Healthcare, BVK

Nowhere is the marketing industry evolving faster than along the digital and technology lines that connect and power almost every aspect of modern marketing communications strategies and tactics. Recent studies from Gartner, Salesforce and The CMO Survey also all highlight the challenge marketers are having in keeping up with technology and data demands – from evaluating and selecting best-in-class technology and tools, to integrating vast amounts of complex and siloed data, to staffing more sophisticated analytics functions and planning for emerging technological advances like predictive modeling, CDP's, and GenAI. This session will help marketers understand the changing marketing tech landscape and how to stay ahead of the curve to reach your target audiences in a more effective and personalized way.

- Identify the key technologies that are shaping the future of marketing – such as artificial intelligence, machine learning, augmented reality, and more – and how leading healthcare organizations are utilizing them to drive demand and returns.
- Understand how these technologies are changing the way marketers interact with consumers and patients through personalized experiences and data-driven insights – and why marketing and IT partnerships are the key to success.
- Develop a strategy for incorporating these technologies into your own marketing efforts and building more tech-savvy marketing teams as well as more collaboration across the organization.

10:30 – 11:00 am

GENERAL SESSION 9 – SYMPHONY 3 BALLROOM

AI Is Here! Now What? Understanding AI Basics and The Implications of Use in Healthcare Marketing

KEIR BRADSHAW, EVP of Technology, Merge

Artificial intelligence (AI) is one of the hottest topics in healthcare marketing today, but also one of the most misunderstood. With the promise of increased efficiency, insights and automation, AI holds tremendous potential, but it also comes with specific ethical and organizational considerations. Join us for a presentation that will explain the basics of AI, explore how AI is currently being used in healthcare marketing, how AI is being interpreted by our users, and the ethical ramifications of using AI in healthcare marketing.

- Define AI, its limitations, and current use cases across all vertices
- Learn how AI might be perceived by your customers based on their generational POV and your approach to AI
- Understand the ethical ramifications of using AI in healthcare marketing and how you can onboard your organization to an effective AI strategy

11:00 – 11:30 am

GENERAL SESSION 10 – SYMPHONY 3 BALLROOM

Hidden ROI: How Marketing Can Help Achieve Your Population Health and Shared Savings Goals

AMY COMEAU, Vice President, Marketing, Emory Healthcare

Marketers often focus on the obvious: new patient acquisition. But what if we focused on retention and loyalty instead? After all it's cheaper to retain a customer than acquire one. Learn how Emory Healthcare used old-fashioned retention strategies and paired them with new-fashioned marketing automation and content journeys to help the system double its performance meeting critical quality outcomes for population health, as well as retaining patients that otherwise would have been lost to location closures and physician departures.

11:30 am – 12:00 pm

GENERAL SESSION 11 – SYMPHONY 3 BALLROOM

Disrupt the Disruptors by Leaning into Brand Loyalty

SIMONE LAVALLEE, Sr. Content Marketing Manager, Carenet Health and

KIRSTEN LECKY, EVP, Insights and Growth, WriterGirl

First pharmacy, now primary care. Big box retailers are everywhere. As Amazon, CVS and Walgreens invest in urgent care and specialty care, how will your organization set yourself apart when they have impressive brand recognition and deep pockets? Attend this session and learn from Simone Lavallee and Kirsten Lecky on how these disruptors are differentiating themselves through patient acquisition and brand loyalty, not just convenience and access. You'll walk away with insight into where they're succeeding and ways your brand can stand out with content and messaging.

- Learn more about brand loyalty and acquisition lessons from big box retailers in the health space and how to apply them to your marketing programs
- Explore how brand loyalty plays into both patient loyalty and the customer experience
- Discover how understanding your customers is at the heart of true differentiation and tips to define your value to different patient segments

12:00 – 12:30 pm

Lunch

12:30 – 1:00 pm

GENERAL SESSION 12 – SYMPHONY 3 BALLROOM

How to Take Control and Stand Out in AI Search

MARTHA VAN BERKEL, CEO and Cofounder, Schema App

AI technology is evolving quickly and disrupting the consumer journey – impacting the way consumers search for medical information and make health decisions. Your digital front door is divided into Google, Bing, ChatGPT, and other emerging AI applications. It is crucial for your brand to take control of how your website content is being understood by these AI search engines and how they engage with your content. To improve your brand's visibility in the face of AI search engines, you need to communicate the meaning and intent behind your content. We'll teach you what's changing in search, how the success measures are changing, how to translate your website into a content data layer using Schema Markup and share ways you can re-use it to accelerate your AI roadmap.

- Learn how the search landscape is changing with AI
- Explore strategies to control how your content is being understood by AI

- Discover new KPIs for AI search to understand if your website and content performance are optimal
- Hear how you can leverage your marketing data layer as a strategic asset for your organization

1:00 – 1:30 pm

GENERAL SESSION 13 – SYMPHONY 3 BALLROOM

Taking the Pain out of Content Development for Thought Leadership Campaigns

DAN DUNLOP, President, Jennings

Establishing a thought leadership brand position sounds ideal. But actually, engaging your organization’s thought leaders in the process can be daunting. Often, the belief is that your leaders don’t have the time to be a part of the content development process. That’s where the idea stalls. Well, think again. Involving service line leaders, top physicians, and key executives in your thought leadership program doesn’t have to be a drain on their time or your financial resources. Using examples from work with clients across the country, Dan Dunlop will open the door to a more efficient way to develop content for your next thought leadership campaign. He’ll also discuss methods for developing more meaningful content that engages your internal and external audiences.

- Learn how to involve leadership in the development of thought leadership content without placing too much demand on their limited time
- Explore how to efficiently develop a high volume of varied content to help drive a thought leadership program
- Discover how to develop meaningful content that makes your leaders and star providers appear to be more interesting and engaging
- Uncover how you can maximize your investment in content by leveraging it across multiple platforms

1:30 – 2:00 pm

GENERAL SESSION 14 – SYMPHONY 3 BALLROOM

What is Digital Ethnography and Why Is It Critical Now More Than Ever? Consumer & Clinician Insights

DEAN BROWELL, PhD, Chief Behavioral Officer, Feedback

Surveys and dashboards can tell you that something is happening but only deep listening through digital ethnography can tell you why. Digital ethnography provides a unique view into your market and customers, delivering actionable insights into how consumers make decisions, how they self-segment, and where they turn for help. Learn how to use deep listening research to inform strategy, increase patient acquisition and engagement, solving for recruitment and workforce, build customer journeys, refine messaging, discover channel opportunities and focus investments.

- Understand what Digital Ethnography is and how it is different
- Develop a deeper ability to understand behavior online and paint a more complete picture with your existing research methods
- Learn how digital ethnography can illuminate patient experience and clinician recruitment

2:00 – 2:30 pm

GENERAL SESSION 15 – SYMPHONY 3 BALLROOM

The Data-Driven Enterprise: How to Use Consumer Data to Grow Your Business While Protecting Privacy

JEREMY ROGERS, Executive Director, Digital Marketing and Experience, Indiana University Health

Healthcare marketers are facing complex compliance challenges related to

digital privacy and tracking technologies. This session will explore evolving trends and identify strategies to balance patient privacy with consumer-focused transformation. We'll also review approaches to using customer insights and data strategies to deliver more personalized experiences throughout the healthcare journey.

- Understand the evolving trends in healthcare marketing compliance, with a focus on digital privacy and tracking technologies
- Explore approaches to unlock customer insights to better engage patients
- Identify strategies to balance patient privacy with consumer-focused transformation

2:30 – 2:45 pm

Closing Remarks – SYMPHONY 3 BALLROOM

JARED JOHNSON, Founder and Consumer Health Strategist, Shift Forward Health

2:45 pm

Conference Concludes