

Tuesday, June 14th

WELCOME TO HMN ATLANTA

9:00-9:15

2016 HEALTHCARE MARKETING TRENDS

9:15-10:00 **David Vener, President, Smith & Jones**

In 2016, hospitals will essentially need to be everywhere, whenever a consumer is searching for them, in such a way that it feels like that piece of content was written exclusively for him or her. Moving forward, convenience and relevance will be driving forces in healthcare marketing success. This presentation will explore the ways in which the healthcare industry can harness top marketing trends in the upcoming year to increase patient engagement and prove ROI.

THE SIX SIGMA DMAIC APPROACH: DELIVERING RESULTS

10:00-10:45 **Gabrielle DeTora, Principal & Senior Strategic Marketing Consultant, DeTora Consulting**

Propel your marketing efforts with pinpoint accuracy incited through the Six Sigma DMAIC approach to strategic marketing used by GE, DuPont, and Merck. Explore crucial process needed to achieve business goals, forecast tactical targets with evidence-based analysis, and provide fluidity based on expanded knowledge to quickly determine effects of modifications. We will share case studies from Jefferson Health, Penn State Hershey, Mercy Health System, and others on how to use this strategic, systematic approach to drive growth and stability.

NETWORKING BREAK

10:45-11:15

THE ENABLING ELEMENT OF INTEGRATED MARKETING

11:15-11:45 **Greg Potter, AVP of Marketing and PR, Inspira Health Network / Eric Silberman, EVP, True North Custom**

Harvard Business Review calls content "the currency of modern marketers," and a recent study of 1,000 consumers found that "offering free content about a topic I'm interested in" is one of the most effective ways to attract their business. This session will demonstrate the most effective ways to engage consumers with integrated content, and gain competitive advantage in an increasingly complex and competitive environment.

HOSPITAL ANNIVERSARIES: MORE THAN A HISTORY LESSON

11:45-12:15 **Stephen Zubrod, Vice President, Chief Marketing Officer, Methodist Health**

Consumers don't want to count the candles on your organization's birthday cake. They want to know who you are today and where you're headed. That is why Nebraska Methodist Health System's 125th Anniversary celebration is a dynamic, totally integrated campaign showing how we meet and exceed 21st Century consumers' expectations with our caring, quality and innovation.

A TALE OF THREE CITIES: IT WAS THE BEST OF TIMES, SO WHY ADVERTISE? A PANEL DISCUSSION FROM THREE RURAL HOSPITALS

12:15-1:00 **Moderator: Una Newman, Senior Director, Health Care Division, Frederick Swanston / Panelists: Casey Rushton, Director of Marketing and Physician Recruitment, Crisp Regional Hospital / Shelley McLean, VP Operations, Coffee Regional Medical Center / Jenny Connell, Director of Digital and Interactive Media, Spartanburg Regional Healthcare System**

If you're the only game in town, the only hospital within several miles, why would you need to spend any money on advertising? After all, there's really no competition. Or is there? That's the question we'll answer with help from three hospitals that dominate their local markets: Spartanburg Regional Healthcare System, Spartanburg, SC, Crisp Regional Hospital, Cordele County, GA, Coffee Regional Medical Center, Douglas, Ga.

LUNCH

1:00-2:00

IT'S NEVER TOO LATE TO REBRAND

2:00-2:45 **Jennifer Schmid, Sr. Brand Manager, Dovetail / Sarah Gladson, Director, Marketing, SLUCare** Health care is changing, and SLUCare Physician Group knew that they had to change with it or risk being left behind. The new brand campaign needed to raise awareness and create a defined positioning in St. Louis, while both driving referrals and patient visits and creating a much needed internal rally cry for the organization.

CAUTION: VERSATILITY REQUIRED FOR STAYING ONE STEP AHEAD

2:45-3:30 **Frank Lococo, Director, Advertising and Marketing, Froedtert & the Medical College Wisconsin / Laura Roberts, VP, Account Director, SPM Marketing & Communications**

Caution: Versatility Required For Staying One Step Ahead will provide a detailed case history of how the Froedtert & the Medical College of Wisconsin health network used a fresh targeting approach and innovative media plan in order to evolve a communications campaign, meet aggressive growth objectives, and stay ahead of large, well-funded competitors.

NETWORKING BREAK

3:30-4:00

HUNDREDS OF CHANNELS...WHICH ONE IS BEST? MARKETING ATTRIBUTION FOR HEALTHCARE MARKETERS

4:00-4:45 Jim Schleck, Chief Innovation Officer, Tea Leaves Health / Christine Priester, Vice President, Marketing, Advocate Health Care / Hollee LeBlanc, Administrative Director, Trinity Mother Frances Hospitals and Clinics

Hospitals are deploying many assets on their websites. Consumers may be exposed to some or all of these messages. Which exposure leads to the decision to become a patient? What should we count and how should we count it? In this session we will discuss the concepts behind marketing attribution and analytics and provide information on how to apply these concepts to healthcare.

BUILDING A NATIONAL HOSPITAL BRAND WITH LOCAL IMPACT

4:45-5:30 Lori Beard, AVP Growth, Cancer Treatment Centers of America, Atlanta / Karin Daly, VP Integrated Media, Cancer Treatment Centers of America, Global

How do you build a powerful national brand presence while maintaining local relevance and flavor for your hospital network? Join Lori Beard and Karin Daly, representing the CTCA corporate brand and a regional CTCA hospital, as they discuss how their distinctive form of brand management has led to sustainable growth for the enterprise.

COCKTAIL PARTY

5:30-6:30

HOSPITAL MARKETING NATIONAL ADVERTISING AWARDS & TOP MARKETERS DINNER

6:30-8:30

Wednesday, June 15th

WELCOME TO HMN ATLANTA, DAY 2

9:00-9:15

THE POWER OF VIDEOS IN DIGITAL MARKETING

9:15-9:45 Becky Swanson, Divisional Director of Marketing, Hospital Sisters Health System Sacred Heart Hospital / Mardy Maki, Senior Account Manager, HTK Marketing

In the midst of developing the campaign, recent hospital survey results also revealed that employee engagement had been declining. The marketing department extended an open invitation to staff to participate in the video shoots. Results included increased views, increased visits to the website for key pages, and an increase in downloads from the website. Positive sentiment increased both online in comments and in reviews for the hospital. Employee engagement was more positive and produced active involvement.

EFFECTIVE INBOUND MARKETING SOLUTIONS FOR HOSPITALS

9:45-10:30 Keith Murdoch, VP of Marketing for Trinity Health System, Steubenville, Ohio / Jim Emmerling, President of EM Media, Steubenville, Ohio / Jim Matuga, CEO, InnerAction Media, Morgantown, West Virginia

A case study of video storytelling, creation of unique blog content and social media integration for hospitals.

FAITH AS A DIFFERENTIATOR

10:30-11:00 Brian Gilpatrick, SVP Account Management, BOHAN / Allison Mayo, Account Director, BOHAN

BOHAN Advertising will discuss the role of faith in advertising, including a detailed look at how they took a distinctly "un-healthcare" approach for one of their clients. They'll discuss their approach, based on Saint Thomas Health's true DNA, to communicate how the organization's faith drives the entire system to achieve the best possible performance, prevention and outcomes for patients and their families.

NETWORKING BREAK

11:00-11:15

FROM IN-HOUSE TEAM TO IN-HOUSE AGENCY

11:15-12:00 Erik Borreson, Senior Designer, Marshfield Clinic

In today's healthcare marketing environment getting the most out of your in-house team is of the utmost importance. Erik Borreson, of the Marshfield Clinic Health System, goes over the steps in transforming your team from order taking to innovating.

PREDICTIVE MARKETING: MAPPING THE FUTURE

12:00-12:30 Nadine Baarstad, Director, Client Development, Wax Custom Communications / Denise Tumulty, Senior Director, Client Services at Wax Custom Communications

In an ever-evolving marketplace, hospitals must adapt quickly to maximize their marketing returns. Using predictive marketing, hospitals can develop targeted campaigns that align with population shifts, demographic shifts and behavioral trends. Attendees will see how we did just that for South Nassau Communities Hospital, a not-for-profit hospital on Long Island. They will gain first-hand insights on merging big data with hospital data and client-specific research to create remarkable campaigns.

3D COMMUNICATIONS: WHAT MARKETING NEEDS TO KNOW ABOUT SIGNAGE/WAYFINDING

12:30-1:00 Randy Cooper, President, Cooper Signage & Graphics, Inc.

This session bridges traditional silos and stands in the gap as an advocate for the consumer, taking you from being a mainstream follower into becoming a solutionist. We will look at branding/rebranding impact and best practices as they relate to digital & static wayfinding, patient perception, and throughput.