



WHPRMS

Wisconsin Healthcare Public Relations & Marketing Society

• **2014 Annual Conference** •

September 24-26, 2014

Wilderness Resort

Wisconsin Dells

Program Agenda

Learn best practices.

Gather industry insights.

Learn best practices from healthcare marketing experts that you can put into place at your organization. Meet colleagues dealing with similar challenges and network with industry leaders in a relaxed, collaborative environment. This conference will feature networking time and educational opportunities. You don't want to miss it!

Who Should Attend?

Public relations, marketing and business development professionals from hospitals, clinics and other healthcare organizations. **You do not need to be a member of WHPRMS to attend this event.**

2014 Annual Conference Agenda

Wednesday, September 24

8:00 am – 1:00 pm Golf Scramble at Wild Rock Golf Club

Novices and seasoned golfers alike are invited to participate in the golf scramble. Tee times are reserved starting at 8:00 am. Cost is \$64 per person including 18 holes and golf cart.

12:30 pm – 7:30 pm Conference Registration and Hotel Check-In

Pre-Conference Workshop (\$95 additional fee to attend lunch and workshop)

12:30 pm – 1:30 pm Pre-Conference Workshop Lunch

1:30 pm – 4:00 pm Pre-Conference Workshop — Your Digital Marketing Makeover

Chris Boyer, AVP of Digital Strategy, Northshore/LIJ Health System and
Chris Bevolo, President and Founder of Interval

Hospital and health system marketers are facing a new consumer healthcare marketing paradigm, and digital marketing is at the center of this shift. But how do you master digital marketing, both from a strategic level and down at the grassroots level, across all channels, tools and resources that digital has to offer? Hear from two of the leading healthcare digital marketing experts on what it takes to move away from the tired old marketing approaches of the past and embrace digital marketing. At the end of the workshop, they will apply their philosophies, strategies and tips in a digital marketing makeover for one of the workshop attendee's hospital!

6:00 pm – 10:00 pm Networking Reception with Exhibitor Showcase

Thursday, September 25

8:00 am – 8:45 am Breakfast, WHPRMS Annual Business Meeting

8:45 am – 10:15 am Lighting Your Spark and the Quest for Professional Excellence

Barbara Thompson, President and CEO of The Roberts Group

It's 4:30, your boss calls looking for a last-minute report, project, etc. and you have plans with your family or friends. The decision you make in this situation is what defines you as a professional. Choosing to go home and putting it off until tomorrow can mean the "cool" projects rarely cross your desk. Staying and getting the job done often means you are rewarded with more work. This presentation will discuss results from proprietary research conducted by The Roberts Group, which surveyed senior leaders in the healthcare industry on the work ethic and habits that have led them to success. We wanted to know what is the spark that ignites the passion in our industry's leaders. Hear their thoughts on what makes an excellent worker and learn actionable strategies to propel yourself to greatness in the workplace.

10:15 am – 10:45 am Break and Exhibitor Showcase

Thursday, September 25

10:45 am – 11:45 am **Concurrent Sessions:**

A. Homer, Fonzie and Frazier: Marketing Healthcare to Men

Will Flynn, President, Franklin Street

As healthcare marketers, we have historically targeted our campaigns to female audiences, often ignoring men in our marketing messages. As healthcare reform encourages us to move toward a population health focus, now is the time to encourage men to take charge of their health. In this presentation, you will learn best practices on how to effectively drive home your healthcare marketing messages to better engage men in making healthcare decisions. Multiple case studies will be presented to showcase the change in marketing to men.

B. From Conception to Integration: Lessons Learned in Implementing CRM

Susen Rasmussen, Marketing Director, ProHealth Care, Inc. and
Erin Koskovich, MBA, Senior Marketing Project Manager, MEDSEEK

Kicking off a CRM initiative is an exciting and an extremely useful venture in today's fast-paced, ever-changing, marketing environment. With the excitement can come a lot of organizational hurdles. Find out some common pitfalls when implementing a CRM tool, learn how to overcome those hurdles, and start communicating with consumers. We talk through the good, the bad and the successes.

C. Healthcare Marketing – What You Need to Know

Erin Anderson, Account Lead, The Roberts Group

Are you new to the crazy world of healthcare marketing and thinking “what have I got myself into?” Get a crash course in healthcare marketing 101. Healthcare marketing can be daunting if you are new to the field. When most people think about it, they think about the most obvious aspects of marketing communications—making and placing ads and pitching stories to the media. It is much more than that. Effective healthcare marketing communications starts with research and data, but it doesn't end there. This session will teach you the tricks of the trade, starting with the concepts of branding and service line marketing, all the way to developing a successful marketing plan and how to measure success.

11:45 am – 12:45 pm **Lunch and Roundtable Networking**

12:45 pm – 1:15 pm **Break and Exhibitor Showcase**

1:15 pm – 2:15 pm **Concurrent Sessions:**

A. Data is Not Enough – You Need Intelligence

Lori Brenner, Executive Vice President, Physicianology, Tea Leaves Health and Jim Schleck, Partner, Tea Leaves Health

Information, or as we like to call it, data, is critical to everything we do. We need it in every facet of our lives and businesses because it can help us make educated decisions, decisions that can help us steer away from harm or toward ultimate success. Without data, we would be in the dark, blindly moving toward some mysterious end. Our business transactions, and our lives, would simply be a guessing game. But data alone—even the best, most current and applicable data—isn't enough to help you reach your goals or take your business to the next level. It's what you do with the data: how you select it, filter it, segment it, dissect and reassemble it, and then—most importantly—use it that will help you move forward. In healthcare, how you use your data is increasingly important. Total information awareness and business intelligence, specifically CRM and PRM, used in the right way can lead to strategic growth, effective physician engagement strategies and increased revenue.

B. Charting Your Course: How to Create Your Health System's Brand Compass

Stephanie Hungerford, Healthcare Marketing Strategist, Core Creative

You've been given the assignment to “rebrand” your health system, but where do you begin? We've got some good news: Your health system's brand already exists. By using a simple tool called the brand compass, you will learn how to chart a course that develops both external and internal strategies to foster total brand alignment – elevating your brand from an intangible idea to a revenue-driving asset.

Connect with key
healthcare marketing
professionals.

Thursday, September 25

2:15 pm – 2:45 pm **Break and Exhibitor Showcase**

2:45 pm – 3:45 pm **Concurrent Sessions:**

A. Every Nickel Matters: The Art and Science of ROI in Service Line Marketing

Dewey Mooring, Vice President & Director of Account Leadership, Jennings

When leadership is scrutinizing every marketing dollar spent, proving ROI is crucial. Learn about the ways that top hospitals across the country are improving their service line marketing efforts—from initial analysis on which service lines to market and determining metrics, to campaign measurement and real-time adjustments. Specific case studies from Dartmouth – Hitchcock will review how they are reducing service line marketing costs while increasing performance. Campaign examples include TAVR, bariatric surgery, joint replacement and more.

B. Your Audience: Observations of U.S. Healthcare Audiences in Online Social Behavior

Dean Browell, Vice President and Co-Founder, Feedback

Information on your consumers lies in more than just the quantitative tomes of your market research for preference. In Raleigh, a young man just checks in on Foursquare at an always-crowded regional bus stop in front of a local hospital and remarks on the number of nurses he sees smoking; in Chicago, a Baby Boomer psoriasis sufferer logs into a favorite message board to discuss a new medication; and in California, a mother of three takes the time to glowingly follow-up with the physician recommendation she found on a regional forum. There is a treasure trove of data surrounding your local area online. Every region of the country is different, and they operate online in radically different ways. What works in one community may be a horrible mistake in another.

This presentation will focus on the discoveries of the last four years of online behavior in healthcare markets across the country, sharing topline trends and examples to illustrate radical differences within the social web. All truly “social” media will be covered, from local message boards to Facebook.

3:45 pm – 4:00 pm **Break and Exhibitor Showcase**

4:00 pm – 5:00 pm **Concurrent Sessions:**

A. What The Mall of America Knows That Online Marketers Are Just Figuring Out

Charles Falls, President, DC Interactive and

Tracy Simmons, Director, Community Relations and Marketing, Silver Cross Hospital

Online advertising is an incredibly cost-effective method of advertising that truly works—to a point. Unfortunately, that point is usually far short of the goals of most healthcare advertisers. In this session, using true examples and results, we will compare effective online advertising to the persuasive process used at The Mall of America, where savvy retailers draw customers to their stores from all over one of the world’s largest retail playgrounds. This session will teach you: how people really use the Internet and how to capitalize on this knowledge; how you can insert your messages into their browsing and generate clicks; how to effectively use each social media channel; how to make them work together; how to set up pages for maximum conversions to your goals; how to re-market to those who slip away from your website without acting; and how to analyze results to improve your efficiency.

B. How to Talk About Social Media in Ways that Resonate with the C-Suite

Linda Pophal, Owner/CEO, Strategic Communications, LLC

If you’ve been beating your head against the wall trying to get senior leaders to adopt your social media recommendations, chances are you’re not alone. Chances also are that you’ve been going about it the wrong way. As one marketing communicator lamented, “The C-suite is always asking ‘what’s the ROI?’—the problem is, that’s the wrong question!” But in fact, that’s not the wrong question. It’s the question you need to be prepared to answer if you want to get your recommendations adopted

Thursday, September 25

and gain credibility with senior leaders. Senior leaders don't care about the "big idea"—they care about results. Learning how to position your social media efforts—in fact, all of your communication efforts—from a results-oriented point of view is the best way to achieve your objectives. You need to move beyond the "marketing speak" and learn to speak the language of the C-Suite.

6:00 pm – 7:00 pm

Cocktail Hors d'oeuvres Reception and Exhibitor Showcase

7:00 pm – 9:00 pm

Dinner, Leadership Recognition, Communications Review Awards

9:00 pm – 11:30 pm

Networking Reception

Friday, September 26

8:30 am – 9:00 am

Breakfast

9:15 am – 9:45 am

WHA Update

Mary Kay Grasmick, Vice President, Communications,
Wisconsin Hospital Association

9:45 am – 11:15 am

Where Will Our Industry Be in 5 – 10 Years?!?!?!?

Don Seymour, President, Don Seymour & Associates

The Society for Healthcare Strategy and Market Development (SHSMD) and the American College of Healthcare Executives (ACHE) have collaborated on this highly respected annual guide to healthcare trends with the intent that it will help organizations plan for the future. In Futurescan 2014, a panel of industry thought leaders address eight key issues regarding healthcare change and transformation. Don Seymour will break down this report and what it means for your organization in the next 5 – 10 years, covering the key findings and how you can incorporate these trends into your organization's strategic planning for the future.

Conference Cancellation Policy

Cancellations received in writing 45 days prior to the conference will be given a full refund. No refunds will be given for cancellations received less than 45 days prior and day-of-program no-shows. Substitutions are accepted, pending membership status.

Conference Attire

Casual, comfortable attire is appropriate for all Wednesday evening activities and all conference sessions. Thursday evening's reception, dinner and awards ceremony are celebratory events, for which formal or semi-formal dress is optional and encouraged.

Special Needs

In accordance with the Americans with Disabilities Act, the Wisconsin Healthcare Public Relations and Marketing Society seeks to make this conference accessible to all. If you have a disability which might require special accommodations or have any dietary restrictions, please email your needs to Nicole Barreau at educationchair@whprms.org or call (608) 265-1618.

For Additional Information

Contact Nicole Barreau at the Wisconsin Healthcare Public Relations and Marketing Society at educationchair@whprms.org or (608) 265-1618.

WHPRMS Conference Registration

Registration Options for WHPRMS Members:

Early Bird Discounts: For registrations received by August 1, 2014

- Full conference – early bird: \$275
(includes Thursday's Awards Dinner)
- Thursday only – early bird: \$200
(includes Thursday's Awards Dinner)

Registration received after August 1, 2014:

- Full conference: \$295
(includes Thursday's Awards Dinner)
- Thursday only: \$220
(includes Thursday's Awards Dinner)
- Thursday evening only: \$95
Cocktail and Hors d'oeuvres Reception, Exhibitor Showcase, Dinner, Leadership Recognition and Awards Ceremony, Thursday Evening Networking Reception

Non-Member Full Conference: \$450

Pre-Conference Workshop: \$95

Online Registration

All registrations can be made online at:
whprms.org/annual-conference

Payment can be made online via PayPal, or you can follow up with payment by check. If paying by check, please make checks payable to "WHPRMS" and send to:

UW Health
Attn: Nicole Barreau
301 S. Westfield Road, Suite 250
Madison, WI 53717

Not a WHPRMS member, but still want to attend?

Simply send your payment to Nicole Barreau at the address below. After you have registered online you will receive a receipt, which you can print and use to submit for reimbursement or payment via check. If you have any questions regarding your registration, please contact Nicole Barreau at educationchair@whprms.org or call (608) 265-1618.

WHPRMS Communications Review Deadline Approaching!

Be recognized for the great work you do! We are offering an online submission process for the Communications Review. There are 21 categories to choose from, so you can showcase your best work.

Deadline to enter is July 10 – no extensions. What are you waiting for?

Enter online at www.whprms.org/members-area



Go to
whprms.org
for more info.

What are you waiting
for? Go register!

Thank you to this year's conference sponsors and exhibitors!



