

2019 WHPRMS ANNUAL CONFERENCE



Play Your Cards Right
**YOU CAN'T WIN IF
YOU DON'T PLAY**

ANNUAL CONFERENCE, OCTOBER 2-4, 2019

BEST WESTERN PREMIER WATERFRONT
HOTEL & CONVENTION CENTER, OSHKOSH, WI



ATTENDEE REGISTRATION

The 2019 Wisconsin Healthcare Public Relations & Marketing Society Annual Conference, Play Your Cards Right, You Can't Win If You Don't Play will be held October 2-4 at the Best Western Premier Waterfront Hotel & Convention Center in Oshkosh, Wis. The conference will feature lively keynote speakers, workshops, networking opportunities, an exhibitor showcase and a grand awards ceremony.

WHO SHOULD ATTEND?

Public relations, marketing and business development professionals looking to further their healthcare knowledge and expertise should consider attending. Members and non-members are welcome to attend the conference.

2019 WHPRMS ANNUAL CONFERENCE AGENDA

(subject to change)

Wednesday, October 2

- 4:00 p.m. Conference Registration
- 5:00 - 5:30 p.m. New Member/First Time Attendee Reception
Meet the WHPRMS board, learn what WHPRMS has to offer, and find out what to expect at the conference!
- 5:30 - 6:30 p.m. Happy Hour With Exhibitor Showcase
Plan to join us for a fun, informal networking reception!
- 6:30 - 8:30 p.m. Networking Event With Exhibitors

Thursday, October 3

- 7:30 - 8:30 a.m. Breakfast and Exhibitor Showcase
- 8:30 - 9:00 a.m. WHPRMS Annual Meeting
- 9:00 - 10:30 a.m. To Win, We Must Understand Why We Sometimes Fail!
Dr. Steve Bedwell, MD, Perspective Power LLC
- Dr. Steve offers a hilarious, highly-interactive masterclass in missing the obvious, distressing yourself and procrastinating like a pro! Drawing inspiration from a ping-pong ball, a dead housefly and Shania Twain, he'll make you laugh harder during a healthcare meeting than you ever thought possible. Then, after this roller coaster ride of "grab 'em by the eyeballs" fun, you'll learn Habit Hacking: A three step system for avoiding burnout and responding to leadership (and personal) challenges more mindfully. Effective, science-smart tactics explained in such straightforward terms that you can put them to work immediately; powerful and time-efficient. Expect a speech that's riveting, provocative and explosively funny...and then watch Dr. Steve sweat spinal fluid to exceed your expectations.
- 10:30 - 11:00 a.m. Break and Exhibitor Showcase

11:00 a.m. - 12:00 p.m. Breakout Sessions

1.1 Living the Brand Promise - Every Time

Kristin Baird, President/CEO, Baird Group

How well does your patient experience match the promises in your ad campaign? If the two are not aligned, you lose credibility in the market. Every moment of truth is an opportunity to build trust and confidence in your brand. If the ads promote high quality, compassionate care, what happens when the customer experiences anything less than excellence? This fast-paced, information-packed session challenges marketing and communication professionals to look at the patient experience through the patient's eyes. You'll gain the tools to re-examine how well the messages match reality and what you can do to create better alignment and ultimately, brand consistency.

1.2 Don't Wait Until It's Too Late

Lisa Cruz, President/Owner, Red Shoes Inc.

Lindsay Kalsow, Social Media Specialist, Red Shoes Inc.

Many organizations react to a crisis without having a plan in place. What are the steps an organization can take today to make sure their communications support the operational steps as well as protect the organization's brand? This presentation is an opportunity to prepare a crisis communication plan before a crisis hits.

1.3 Patient Journey 101: How to Ride the Wave

Cory Docken, Director of Client Solutions- Healthcare, Bluespire

Consumers are still often confused and frustrated when it comes to making healthcare choices. Perhaps the biggest challenge facing the industry is how to improve the overall experience, which many view negatively. Through leveraging human-centered design and gaining a deep understanding of the healthcare experiences organizations have an opportunity for big wins.

12:00 - 1:30 p.m.

Lunch and Exhibitor Showcase

Your Patients' Path Has Changed. Has Yours? A Guide to Patient Journey Maps

Mark Mathis, Chief Creative & Strategy Officer/Partner, AMPERAGE Marketing & Fundraising

Erin Bishop, Research Strategist and Marketing Director, AMPERAGE Marketing & Fundraising

Tina White, Director of Marketing and Community Relations, Upland Hills Health

Today's digital environment has changed the path your patients take. Have you changed your marketing path? It is a process of pointing your marketing directly at the journey prospective patients travel as they move toward and interact with your institution. In this session, you'll learn from real world examples and one of your WHPRMS peers how to better understand and map the patient journey, so you can identify and maximize key communication channels for improved experience and communications.

1:30 - 2:30 p.m.

Breakout Sessions

2.1 How to Build Trust and Boost Traffic with Content Marketing

Anne Bogen, Account Strategy Director, Geometric

Alison Culhane, Digital Marketing Specialist, Gundersen Health

Katie Keefe, Digital Marketing Specialist, Gundersen Health

There's no question that most healthcare marketers today use content marketing as part of their marketing mix. But not everyone who invests in content marketing is seeing results. Attend this session and learn how Gundersen Health developed an online content marketing hub that integrates with their main website and feeds user-focused content to their eNewsletters, social media, as well as serves as a resource for local reporters in search of health-related stories. This informative session will provide tips on how to improve your content-driven marketing efforts and answer your top content marketing questions, including how to ensure your efforts pay off.

1:30 - 2:30 p.m.

Breakout Sessions *continued...*

2.2 Helping Older Adults Help Themselves to Better Health

Margie Hackbarth, MBA, Director of Business Development, WI Institute for Healthy Aging
Kris Krasnowski, Dir. of Communications & Community Relations, WI Institute for Healthy Aging

Beliefs about aging often focus on the losses – from our looks, to our health, to our faculties. But there's research to suggest that our own perceptions of aging play a significant role in how well we age and how long we live. The Wisconsin Institute for Healthy Aging is working to flip the script on aging with its Help Yourself to Better Health campaign. Help Yourself to Better Health is designed to encourage older adults to take charge of their lives by taking control of their health. That starts with believing we can and taking steps – like engaging in evidence-based health promotion programs. The challenge is engagement: how do we change long-held perceptions about growing older and motivate older people to take actions to improve their health? We'll reveal the research behind the health impacts caused by negative perceptions of aging and discuss messaging designed to resonate and move older adults to engage in health promotion programs.

2.3 Effectively Utilizing Video to Manage and Direct the Patient Journey

Chris Novotny, COO / CFO, On-Site Studios, LLC

Video can reach consumers in a way no other media can by building relationships and positioning providers as a resource for any health concern at any point along the patient journey. Healthcare providers can use video to:

- Break down barriers. People avoid healthcare because it's complex and frequently mystifying. Video is an excellent platform for simplifying information into clear, understandable sound bites.
- Improve health. Establish your brand as an educator dedicated to improving the health of the community. Consumers respond to (story)telling, not selling.
- Educate en masse. Healthcare is an immense subject made up of millions of sub-topics, data points, and life-impacting details. Video is one of the fastest and most complete ways to share this information with consumers.
- Build relationships. People connect with people (not big corporations), and video lets you introduce your people to the community and connect before healthcare services are even needed.

2:30 - 3:00 p.m.

Break and Exhibitor Showcase

3:00 - 4:00 p.m.

Breakout Sessions

3.1 Delivering Better Care through the Positive Power of Employee Engagement

Andy Boryczka, Director of Employee & Volunteer Engagement, Agrace HospiceCare
Monica Cicci, Senior Editor, Agrace HospiceCare

Having engaged employees is key to building a positive workplace culture, boosting morale, retaining top performers and providing better care. Great news: As a health care marketer, you have many of the essential skills to support employee engagement efforts—but where do you start? Agrace HospiceCare will share 10 creative tactics they've used to improve engagement, retention and become a "Best Place to Work" in Madison.

3.2 Leading the Patient Acquisition Charge

Katie Scott, Lead Client Strategist, Welltok
Julie Timm, Marketing Director, Marshfield Clinic Health System

As the industry continually changes, consumers are in control and have become increasingly more selective about their healthcare. Ongoing patient acquisition efforts are now crucial if provider organizations want to succeed. Healthcare marketers have the opportunity to lead the acquisition charge in their organizations and help them target and address their ideal consumers through the best-received channels. Attend this presentation to hear how one Wisconsin health system became more strategic in their patient acquisition efforts, and the results they've experienced.

3.3 Digital Advertising for Health Care

Emily Hartzog, Vice President, Chartwell Agency

Jake Myers, Vice President, Digital Sales & Strategy, Gatehouse Media

Digital advertising has opened unprecedented opportunities for marketers to provide the right message, at the right time, to the right audience. For many though, determining which digital strategies and spend level are appropriate for the audience and market is still a mystery. In this session, we will decode some of the most popular digital strategies including search engine marketing, display ads, retargeting, social media marketing and direct e-mails. Attendees will have a better understanding of each strategy, how they work independently or in combination with other tactics and reasonable expectations for results.

4:00 - 4:15 p.m.

Break and Exhibitor Showcase

4:15 - 5:15 p.m.

Breakout Sessions

4.1 Finding Sticky CTAs for Sensitive Conditions

Bridget Thomas, Director of Client Success, Medicom Health

Think back to the first time you were tasked with promoting bariatric surgery, urinary incontinence, colonoscopies, or even prostate exams. It is hard for a consumer to pick up a postcard from their mailbox and attend a surgical weight loss seminar right away. Consumers want to 1) answer questions, 2) learn something, and 3) maintain their privacy. Marketers want to 1) engage, 2) educate, and 3) convert. These goals can be met by bringing online health risk assessments into your marketing toolkit. By driving traffic to an HRA, you give the consumer a chance to learn what their risks are and maintain a level of privacy. As the marketer, you capture basic contact information to pull into your CRM or marketing automation platforms for lead nurturing. This also allows you to track downstream revenue and show ROI on your marketing initiatives.

4.2 A New View to Healthcare's Most Profitable Customers

Peggy Weber Kiefer, VP, Account Director, BVK

Kim Kieffer, Program Director, BVK

Backed by data from two proprietary national consumer surveys, we will reveal a cohort of Early Adopters who can drive immediate growth for primary and specialty care services. With above average utilization rates, they are brand loyal, great social promoters, and will jump-start new market entry and product launch plans.

4.3 The Modern Patient: How Today's Healthcare Consumers Access Care

Megan LaFlamme, Director, Product Marketing, Kyruus

Did you know that 52% of consumers search online for provider information? Kyruus' annual research report on patient access trends shows that convenience is a growing priority for consumers—but they don't want to sacrifice quality. As competition rises from both traditional and emerging care sites, the research shows that opportunities exist for health systems to differentiate their brand by expanding their reach and removing existing scheduling barriers.

During this session, Kyruus will unveil findings from our just-released third annual Patient Access Journey Report. Attendees will hear comprehensive insights based on 3 years of historical data regarding what health systems need to know to attract and retain today's consumers more effectively.

6:30 - 7:30 p.m.

Cocktail Hors d'oeuvres Reception with Exhibitor Showcase

7:30 - 9:30 p.m.

Dinner, Leadership Recognition and Awards Ceremony

9:30 p.m.

Networking Event

Friday, October 4

- 7:30 - 8:30 a.m. Breakfast
- 8:30 - 9:15 a.m. Wisconsin Hospital Association Update
Stephanie Marquis, Vice President, Communications, Wisconsin Hospital Association
- 9:15 - 11:15 a.m. 2020 Vision – Building Your 2020 Plan In Just Two Hours!
Jennifer Horton, MBA, Vice President of Strategy, Ten Adams
- 2020 is just around the corner. Do you have a comprehensive marketing plan of what you need to do and how you will accomplish it? During this hands-on workshop you will learn an innovative approach that will help you define your purpose, establish your goals for 2020 and determine the key strategies and tactics that will get you where you are going. Participants will leave the workshop with the framework for their own 2020 plan including goals, strategies and tactics. Additionally, everyone will receive a 2020 Healthcare Marketing Planner to help them stay focused on achieving their goals throughout the year.
- 11:15 a.m. Conference Concludes

GENERAL CONFERENCE INFORMATION

Registration Rates

Register by September 1, 2019 and receive the full conference early-bird discount of \$50!

Registration Options	By September 1, 2019	After September 1, 2019
Full Conference WHPRMS Member	\$250	\$300
Full Conference Non-Member	\$400	\$450
Thursday Only WHPRMS Member	\$225	\$225
Thursday Only Non-Member	\$375	\$375
Thursday Evening Only *	\$100	\$100

**Thursday evening includes a cocktail and hors d'oeuvres reception, exhibitor showcase, leadership recognition, awards ceremony and dinner, and networking event.*

Online Registration

You must be a current WHPRMS member to register at the member rate. Conference registrations can be made online at: whprms.org. Payment can be made online or by check. If paying by check, please include names of ALL registrants with payment. For members and non-members paying by check, please send payment to: WHPRMS, 563 Carter Ct. Ste. B, Kimberly, WI 54136.

Hotel Accommodations

Best Western Premier Waterfront Hotel & Convention Center

1 N Main St, Oshkosh, WI 54901

Rooms are available at the Best Western Premier Waterfront Hotel & Convention Center at a special group rate of \$99.99 for single or double occupancy. To make a reservation within the WHPRMS room block, please call the Best Western Premier Waterfront Hotel & Convention Center at (855) 230-1900.

Reservation Deadline: September 1, 2019

Conference Cancellation Policy

Cancellations must be received on or before September 5, 2019, by email at WHPRMS@badgerbay.co. All cancellations will be subject to a \$50 cancellation fee. No refunds will be given after September 5, 2019.

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 encouraged.

Speaker Presentations

All speaker presentations and supplemental materials for this event will be posted on the WHPRMS Annual Conference App.

Special Needs

In accordance with the Americans with Disabilities Act, our organization seeks to make this conference accessible to all. If you require special accommodations, please email us at WHPRMS@badgerbay.co.

Questions

If you have any questions, feel free to contact the Annual Conference event staff at or by email at WHPRMS@badgerbay.co or call (920) 560-5610.

Wisconsin Healthcare Public Relations & Marketing Society

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Kimberly, WI 54136



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