



September 30 – October 2

The 2020 Wisconsin Healthcare Public Relations & Marketing Society Annual Conference will be held virtually September 30–October 2. The conference will still feature a lively keynote speaker, workshops, an annual meeting and awards presentation.

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 virtual conference.

2020 WHPRMS VIRTUAL CONFERENCE SCHEDULE

(subject to change)

Wednesday, September 30

12:00–12:30 PM Conference Kick-Off, Annual Meeting & Awards Presentation

12:30–1:00 PM BREAK

1:00–1:45 PM Wisconsin Hospital Association Update

1:45–2:00 PM BREAK

2:00–3:00 PM Breakout Sessions

1.1 Don't You Forget About Me: Understanding the Role of Gen X Dean Browell, PhD, Principal, Feedback

Strategic conversations about the future of healthcare focus on the immediate impacts of Baby Boomers and the future desires of Millennials. Something important is missing: 65 million people in this country who were born between 1965 and 1980. Often underestimated and ignored, Generation X represents a significant force in healthcare. Gen X is currently assuming leadership roles, aging into healthcare patients, coordinating care for their parents and helping their own children navigate care. Learn more about what makes Gen X tick, how to engage them as employees and how to best target them for marketing and communication efforts.

1.2 Driving Growth Through Integrated Content Strategy Jane Crosby, Vice President of Strategy and Business Development, True North Custom

This session will deliver proven strategies for engaging consumers and differentiating your healthcare brand, featuring a case study from HSHS Sacred Heart Hospital – providing residents of western Wisconsin the latest in medical care in a wide range of specialties. With their Inspiring Health content hub, HSHS is borrowing a page from the marketing playbook of global brands like Coca-Cola, Procter & Gamble, and Costco by leveraging a consumer-centric content to build community and grow their brand. You'll discover how their content strategy evolved from a community magazine to an integrated distribution platform designed to drive brand and revenue growth.

1.3 Identifying and Leveraging Special Events for Internal and Community Engagement Emily Hartzog, Vice President, Chartwell Agency

From ribbon cuttings at new facilities to commemorating anniversaries, our health care organizations seem to always have something to celebrate. If done right, these special events provide unique opportunities to tell – or reshare – your story. Each event can be positioned to share your hospital's differentiators, generate enthusiasm for your future or history and potentially develop relationships with donors and partners. Learn how Beloit Health System leveraged its 50th anniversary to engage with its entire community, providing unique opportunities for staff, residents, community leaders, influencers, and the media to learn about Beloit Health System's positive impact on the region – yesterday, today, and tomorrow. Tips and lessons learned from this large-scale community event will help you identify and coordinate special events for your organization that have you celebrating long after everyone goes home.

Thursday, October 1

8:30–10:00 AM **The Science of Sanity: Thriving, Challenges & Change in Today's Busy Healthcare World**
Amy Dee, RN, Amy Dee Inc.

Motivational Speaker, Amy Dee, turns advanced behavioral science into practical "retrain your brain" techniques for keeping negative thoughts from creating crazy-toxic emotions and situations at home and at work. From interacting with difficult patients and coworkers, to coping with the epidemic overload of paperwork, processes, and long hours, she has a genius for using humor to reveal our profound power to stay sane by making small, personal choices each day that wind up changing...everything!

10:00–10:30 AM BREAK

Thursday, October 1 (continued)

10:30–11:30 AM Breakout Sessions

2.1 Integrated Content Strategy

Alex Krouse, Content Lead, Medical College of Wisconsin
Holly Botsford, Public Relations Manager, Medical College of Wisconsin

Prior to 2016, the Medical College of Wisconsin did not have a coherent strategy for getting its story to the public outside of earned media. Since that time, MCW has implemented a strategy to develop dynamic and strategic content to be consumed by potential patients, students, and employees. The strategy involves the use of photography, written and video content to be pushed out on MCW's channels including social media, website, internal communications and media relations. Since its implementation, MCW's social channels have grown by more than 1,000 percent, its web traffic has grown by more than 500 percent (year-over-year) and has contributed to a 20 percent growth in earned media.

2.2 Don't Be Basic; Level-Up Your Data Driven Marketing Game

Lisa Meyer, Campaign Optimization Manager, Welltok
Jennifer Ellestad, Principal Client Strategist, Welltok

Make your teenage-self proud and avoid being basic when it comes to data-driven marketing. Go beyond simple segmentation and basic reporting like numbers of communications sent. With the right tools and data, you can leverage predictive modeling and closed-loop reporting to make smart decisions that will significantly grow your business impact. Attend this session to hear one organization's story of using precision targeting for their new mover campaign and how they converted over 2600 prospects into patients, along with other examples of targeted marketing success.

2.3 How Brand Affects Patient Experience

Steven Meyer, Principal/Chief Strategy Office, The Karma Group
Brian Simons, Business Development Director, The Karma Group

Healthcare marketing and operations are normally thought of as two very separate disciplines but that's not how healthcare consumers experience them. In fact, most experiences are evaluated through lenses tinted by expectations. This presentation walks participants through the process of using brand messaging to drive positive affirmation bias, resulting in an objectively better experience for consumers.

Conventional marketing and advertising, the kind used for consumer products, emphasizes rational and emotional motivations. This is reasonable as consumers typically make decisions based on emotions and justify with facts. But the world of healthcare marketing and business development is different. Choosing a provider with which to have a lifetime relationship for yourself and your family is considerably more involved than choosing a brand of shampoo. In this arena, both rational and emotional drivers are subjugated to a third and more powerfully compelling motivation – belief.

Belief-dependent reasoning drives everything. Given that most consumers have low healthcare literacy and are overwhelmed by the complexity of the process, they often disengage all critical and objective thinking. What they believe to be true or false, shapes their reality and, as importantly, colors their evaluation of their experiences. Through strategic insights and communication, you can positively influence a patient's expectations in a way that affects the evaluation of their experience, their memory or the experience, and the stories they tell about the experience.

This presentation will give participants a hands-on tool kit to apply when developing brand strategies and evaluating brand messaging. These resources will help strategists and marketers understand how to use communications to align and intertwine expectations in a way that drives affirmation bias, influences the perception of the experience, and helps shape the post-experience narrative.

11:30 AM–12:00 PM BREAK

12:00–1:00 PM Breakout Sessions

3.1 Marketing Clinicians to Patients: A Review of Nearly a Decade of Research into Providers' Online Biographies

Evan Perrault, PhD, Assistant Professor of Health Communication, Purdue University

Choosing a new primary care provider for the first time is an important decision – one that healthcare systems often do not allow prospective patients to easily make solely through the limited information provided on their websites about their clinicians. Without knowledge and guidance from others, new patients are likely to have difficulty selecting providers they would feel comfortable communicating with using only the information healthcare systems provide. Guided by almost a decade of empirical research on this topic by the presenter, this session will teach you easy-to-implement ways to improve your clinicians' online biographies. The improvements you will learn have been shown to lead to greater ease for patients feeling they will receive a higher quality of care. These biography upgrades can help limit doctor shopping by taking the guesswork out of choosing a provider, and helping your future patients find clinicians who are right for their needs and personalities the first time.

Thursday, October 1 (continued)

12:00–1:00 PM Breakout Sessions

3.2 Price Transparency: The Consumer Perspective Colleen Murphy, MBA, President, ClareFolio & Company

At 18 percent of GDP, American consumers struggle with cost of health care. At the same time, they can't obtain the price of even the most basic services. It's complicated, but recent efforts to make prices publicly available have been thwarted by health care executives around the country. What are they afraid of? While "Price Transparency" gets front-page coverage, consumers are frustrated by the lack of information and increasingly distrust of hospital CEOs. Public relations and marketing professionals are in a position to advise leadership on efforts to meet the needs of consumers. We propose a conversation – over coffee and dessert – to learn about price transparency and discuss the future of health care pricing in the U.S.

3.3 Audience Personas That Drive Results Stephen Moegling, SVP of Growth, Hailey Sault

How do you create audience personas that inspire marketing strategies that achieve greater results? Hear tips on how to create personas that lead to "Aha moments," inform media and message selection and drive new patient conversions. During this masterclass, Stephen will share "in the trenches" best practices based on his work with leading health brands.

1:00–1:30 PM BREAK

1:30–2:30 PM Breakout Sessions

4.1 Improving Physician Engagement and Satisfaction – Why it Matters John Gonda, Sr. Healthcare Strategist, ddm marketing & communications

Physician burnout is on the rise. Across the country, doctors' ability to practice medicine and care for their patients is increasingly impacted by ongoing regulations and administrative requirements. As physician burnout increases, patient care and volumes are negatively impacted – which, in turn, affects revenue, reputation, and experience. Throughout the health industry, physician engagement is widely recognized as a key measurement of the commitment and professional satisfaction of a medical staff. A consistent physician engagement and communications strategy helps mitigate the levels of burnout and dissatisfaction within an organization and increases the emotional connection between a health system/medical group and its providers.

4.2 Your Patients Aren't Sheep Lisa Cruz, President & Owner, Red Shoes Inc. Maria Nelson, Agency Director, Red Shoes Inc.

Health care today is complicated. Health systems are made up of multiple companies and on any given visit, patients may encounter a multitude of groups, from the hospital or clinic itself to physicians, labs, and pharmacy. Many organizations are failing to educate and empower their patients by explaining how all the puzzle pieces fit together to best serve them. Your patients are noticing how complicated health care is and if you're not taking the time to educate them, you're missing a vital piece of their care.

4.3 First Voice – The Person Behind the Data Kevin Stranberg, CPXP, Director of Strategy & Patient Experience, Memorial Medical Center Marsha Hystead, Partner and Chief Creative Officers, Hailey Sault

As healthcare workers become less connected to the emotional side of their work, the job becomes less personal and more robotic. Work becomes about following the protocols and chasing numbers to prove our worth, when the real work is about understanding the person "in front of the front-line staff." More and more healthcare is a numbers-driven industry. From multiple HCAHPS to reimbursement based on performance to national percentile rankings. While the data is important to assure performance, it is essential that organizations not lose sight of the true human encounters that formulate impressions. This session will present specific healthcare customer experience data, but also present the voices behind the data—customers talking about their real-life experiences. It will demonstrate that this is the real voice of the patient—the First Voice—not the trend lines, not the comments, and not the percentile ranking. The blend of data with taped interviews creates the synergy of knowledge and empathy. This session will show that the work is about loyalty—one customer at a time. How do we build loyalty? By really listening to the wants and needs of our customers. Building loyalty is a key component of keeping customers satisfied with their provider and their facility.

Friday, October 2

9:00–10:00 AM

Challenges and Lessons in Marketing and Communications During the COVID-19 Crisis Sue Spaight, Director of Research & Strategy, Core Health

Core Health will assemble and moderate a panel discussion, facilitating a conversation among Wisconsin health care marketers about the challenges and lessons of marketing and communicating during the COVID-19 crisis. What have been their biggest challenges and how are they overcoming them? Where are they finding inspiration? What lessons will they take forward with them to apply to their future marketing efforts? What do they believe will change about healthcare marketing going forward? What advice would they offer other healthcare marketers and communicators?

GENERAL CONFERENCE INFORMATION

Registration Options and Rates

WHPRMS Member **FREE!**

*You will be required to pick what sessions you want to attend live. All sessions will be recorded and available to view after the virtual conference has concluded and will be available on the WHPRMS website.

Non-Member **\$125**

*Or become a member of WHPRMS for \$125 and get the conference for FREE as well as other educational opportunities!

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