

22nd Annual Greystone.Net



**HEALTHCARE** INTERNET CONFERENCE

*Connect with Amazing People  
in Healthcare and Digital Marketing*

**NEW!**  
Fast Track  
Sessions  
this Year!

Organized by:



greystone.net

**SCOTTSDALE**  
**ARIZONA**

November 5-7, 2018

Westin Kierland Resort and Spa

[www.HCIC.net](http://www.HCIC.net)

**CALL FOR SPEAKERS**

# 22<sup>nd</sup> Annual Greystone.Net Healthcare Internet Conference

## Call for Speakers

The 22nd Annual Greystone.Net Healthcare Internet Conference (HCIC) is seeking a variety of speaker proposals to fill:

- At least four pre-conference workshop slots – deep dives (3-hour sessions) into today’s most relevant topics
- Over 50 session slots, each 60-minutes in length and organized into eight concurrent tracks
- Up to a dozen “fast track” sessions – no more than 20 minutes in length – each focusing on one key concept, one key innovation, a quick “how to” session or a success story.

Read on for more information and to submit a speaking proposal.

### Benefits of Being a Speaker at HCIC:

## Discount on Registration Fees

Receive a significantly discounted registration fee that includes the ability to attend the general sessions, concurrent sessions and exhibit hall. You will also be able to attend one of the four pre-conference sessions of your choice (if you pre-register) and will have access to all of the recorded sessions, synced with the slide decks, from each concurrent and keynote speaker.

## Network & Learn from Colleagues

Whether you are new to the conference or a veteran, take advantage of networking with the best resources in the digital healthcare space. There are multiple receptions, luncheons and events to attend. You don’t want to miss out on the exchange of best practices and strategies with peers and colleagues from hospitals and health systems around the country, leading consultants and vendors and noteworthy faculty.

## Share Your Experiences

Be inspired! Share your expertise and contribute to the healthcare industry’s collective digital knowledge. In return, you will be better equipped to lead the advancement of your organization’s digital landscape.



Proposals Due  
Friday,  
February 16<sup>th</sup>!







## Keys to Being Selected to Speak

- ✔ **Strong preference is given to sessions that include presenters from provider organizations.**
- ✔ **Case studies are a must. Sessions highlighting advanced applications and emerging technologies are always of interest to the selection committee.**
- ✔ **Topic(s) must be relevant and unique. A “how-to” approach is preferred and sessions cannot be repeated sessions from other past or future educational venues.**
- ✔ **Presentations must be purely educational and cannot promote products or services.**
- ✔ **Sessions documenting metrics and sharing outcomes are preferred.**
- ✔ **Interesting and relevant topic ideas different from the listed tracks are always welcomed.**



Now in its 22nd year, the Healthcare Internet Conference (HCIC) is the annual Fall gathering spot for many of the nation's brightest and most progressive web and digital thought leaders. It is the time for sharing web-related insights, case studies and experiences.

Today's web and digital leadership jobs have changed and include an ever-growing digital footprint – external websites, secured portals, the hospital intranet, all the various social channels and mobile apps and much more. Attendees learn from each other's experiences, debate ideas and share solutions.



# Potential Conference Tracks

## Greystone is seeking submissions from individuals who would like to present their digital experiences and contribute to the industry's collective knowledge for the 22nd Annual Healthcare Internet Conference in Scottsdale, AZ.

The suggested topics below are digitally-focused and relevant to today's healthcare industry. Greystone is particularly interested in submissions that are focused on topics listed below. Please know that other topics are welcomed and **seasoned speakers on advanced topics and emerging technologies are desired.**

### CRM & Analytics

Sessions in this track will showcase CRM and Analytics strategies and implementation tactics through digital marketing integration success stories. This track will also help attendees understand how to evaluate the effectiveness, efficiency and business value of their digital footprint. Sample topics might include:

- Demonstrating successful use of CRM and Analytics in digital marketing and marketing automation
- Using Analytics to personalize the online user experience
- Demonstrating website and digital marketing performance, ROI and business value
- Demonstrating the value of social media efforts
- Developing digital scorecards
- Developing and using customer journey analytics
- Sharing advanced uses and applications of CRM and Analytics.

### Technology & Tools

Sessions in this track will highlight current best-in-class implementations of CMS and CRM platforms, APIs, custom applications, workarounds, open source, etc. Sample topics might include:

- Innovative use of 3rd party tools and solutions (e.g., analytics, CMS, CRM, social media platforms, APIs, custom applications, open source, etc.)
- Using open source solutions in a healthcare environment
- Deploying advanced and emerging interactive media tools and applications
- Getting the most out of content management systems (CMS)
- Effectively using interactive widgets and avatars
- Picking the right patient and portal tools to meet organizational goals.

### Digital Marketing/Advertising

Sessions in this track will feature best-in-class examples of the use of digital marketing to reach organizational, business and marketing goals. Sample topics might include:

- Managing your online reputation
- Building a digital marketing strategy
- Developing effective email and cross-channel campaigns
- Latest innovations in digital marketing
- Developing and executing digital marketing campaigns
- Managing and executing successful SEO and SEM programs
- Using online advertising to meeting marketing goals
- Using new and innovative search methodologies (e.g., local, voice, etc.)
- Using new and innovative technologies (e.g., Chatbots, AI, wearables, IoT, etc.)
- Integrating traditional and interactive marketing channels.

### Design & Usability

Sessions in this track will focus on the role of design and usability in the development of effective online user experiences. Sample topics might include:

- Developing personas
- Testing usability
- Testing UX/UI and designs
- Measuring, monitoring and improving your customers' online experiences
- Building and maintaining mobile responsiveness
- Improving clinical or business operations through mobile app deployment
- Designing a website that supports an organizational brand strategy
- Designing to enhance the customer experience
- Designing highly usable multiscreen experiences
- Latest design techniques and innovations
- Managing and pacing a redesign process
- Picking the right design partner
- Developing a process for continuous design improvements
- Designing effective mobile apps.

# Potential Conference Tracks

## Digital Strategy & Planning

Sessions in this track will highlight the role of robust strategic thought as the healthcare industry addresses the needs of its diverse publics (e.g., patients, consumers, physicians, employees, etc.) through its ever-growing digital footprint. Sample topics might include:

- Managing enterprise wide-digital transformation
- Establishing the role of “chief digital officer”
- Addressing the challenges of building an effective web and digital team (e.g., size, positions, roles, structure, governance, etc.)
- Prioritizing web strategies and tactics to match resources
- Managing vendor relationships
- Integrating traditional and digital marketing channels
- Developing a digital strategy for a multi-entity system
- Integrating emerging technologies into a sophisticated web enterprise
- Building better physician relations through use of web/digital assets and tools
- Using multimedia to engage consumers
- Developing and executing an effective content strategy
- Developing and executing an effective mobile strategy
- Building an effective web governance structure
- Planning, implementing and integrating advanced and emerging technologies (e.g., wearables, IoT, virtual reality, augmented reality, AI, beacons, etc.)

## Social Media & Mobile

Sessions in this track will focus on how social media and mobile are reshaping healthcare and how they are impacting consumer choice, branding and traditional marketing. Sample topics might include:

- Building a social media strategy and plan
- Using social media to reach diverse external audiences
- Using social media to communicate with employees
- Building collaborative tools and technologies in healthcare
- Managing user reviews on sites and services
- Engaging via online communities
- Managing your online reputation
- Managing online directory listings
- Using online games to engage patients, donors and/or to change online behavior
- Building mobile strategies and applications
- Using crowd-sourcing in healthcare
- Innovative uses of the newest social media platforms.

## Consumer Engagement

Sessions in this track will highlight some of the newer tools, solutions and tactics designed to leverage the web to improve the patient experience and to build consumer engagement. Sample topics include:

- Building patient engagement through web chats, discussion boards, online communities and new technology
- Using voice-activated tools for search and consumer engagement
- Improving the patient experience through automated alerts, text messages, reminders, etc.
- Building systems for two-way communication (patient to practice, practice to patient, etc.).
- Improving engagement with secondary audiences such as job seekers, referring physicians, donors, etc.
- Implementing online appointment services
- Building effective Virtual Visits and/or eVisit programs
- Communicating and engaging visitors in population health, ACOs, etc.
- Engaging users through dynamic web personas
- Using the web to drive patient portal activations and ongoing use.





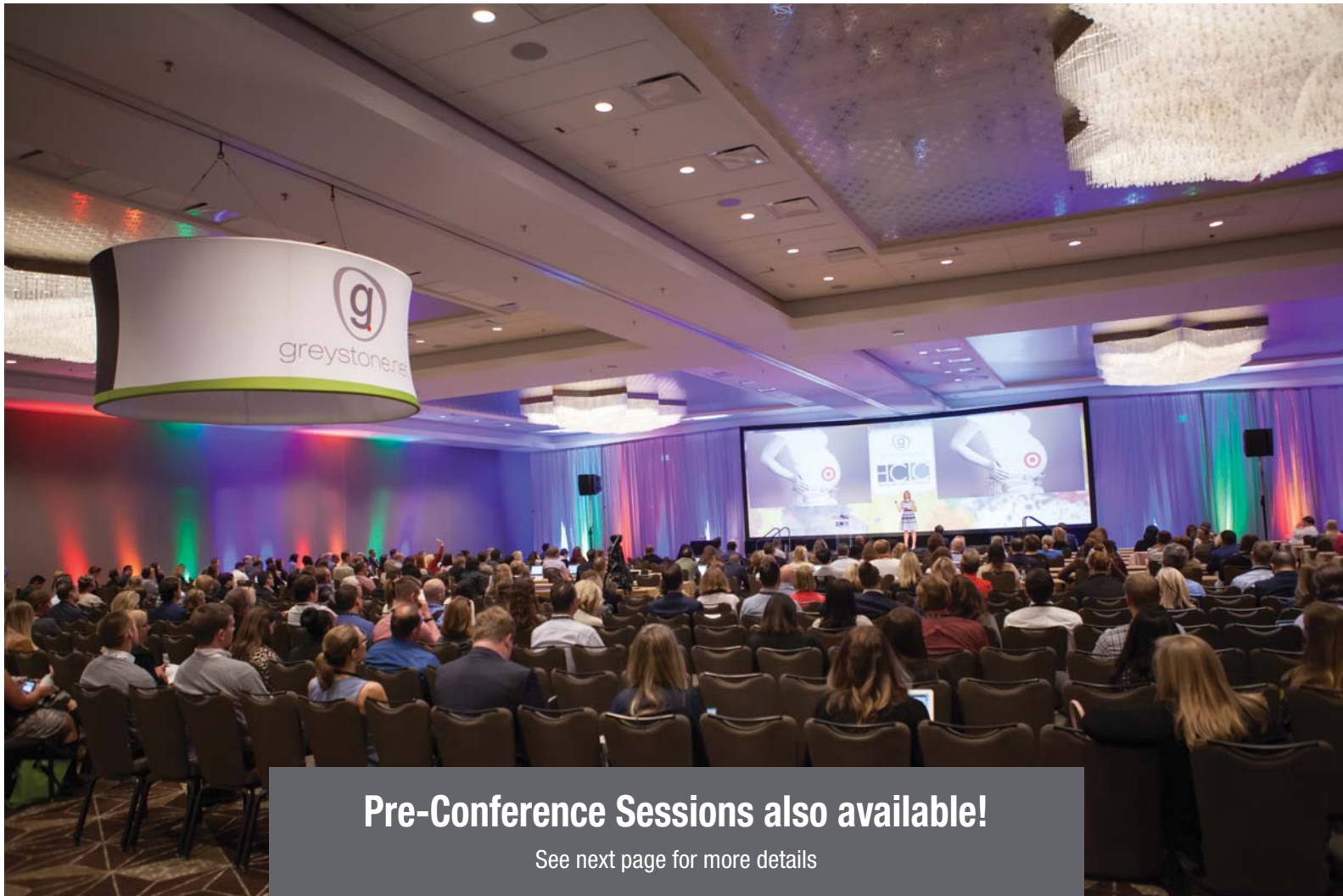
## Fast Track

**New This Year:** Greystone is soliciting proposals for “fast track” sessions – think TED Talks.

Each session will be approximately 20 minutes in length (15 minutes of presented material and 5 minutes of Q&A) and designed to share good information quickly and succinctly. We are open to a wide variety of topics, but are most interested in proposals focused on:

- A single good idea or novel concept
- The implementation of an innovative program or product
- A “how-to” case study
- A success story
- Defining a problem and its solution.

If you are interested in presenting a fast track session, please select that option when completing your online application.



**Pre-Conference Sessions also available!**

See next page for more details



## Questions?

Please Call Jennifer Pense at  
312-440-9080 ext. 23

### Pre-Conference Events

Interested in being a presenter at one of the pre-conference events? The pre-conference workshops will take place on Monday, November 5th. These sessions are intensive, deep dive three-hour workshops that provide an in-depth approach to a topic, often with interactive exercises for participants.

Please see the topic examples below for ideas, but feel free to submit any topic that is forward-thinking and relevant to the healthcare audience.

- Digital Marketing Trends and Challenges
- Market Automation and Email Marketing
- MarTech
- Usability and Redesign
- CRM Solutions and Case Studies
- CMS Strategy, Tactics, Best Practices
- Online Market Research
- SEO/SEM, PPC, other Online Advertising
- Leveraging Google Analytics
- Strategies to Grow your Audiences
- Mobile Marketing
- Content Marketing
- Personas, Personalization and User-Centered Design
- Mapping the Patient Experience
- How to Select a Vendor and Build a Partnership
- Other Workshop Topics are Welcome

## Greystone *Engage*

The Only Membership Program that Provides Data and Education to the Digital Marketer

Greystone Engage is a membership program dedicated to serving those with responsibility for:

- Traditional Marketing
- Public Relations
- CRM
- Digital Marketing
- Communications
- Revenue Growth
- Marketing Research
- Social Media
- Web Development
- Business Development
- Strategic Planning
- Much More...

This members-only marketing resource is a one of a kind offering, keeping our members connected and current, sharing knowledge with colleagues, peers and industry leaders and keeping up with industry trends and market developments. In addition, Greystone Engage provides peer and national comparisons of Google Analytics data, staffing, budget, etc., and custom analytics dashboards that provide you with goal-focused results.

Greystone offers several membership levels designed to meet marketing leaders' needs during different phases of your digital journey and career. Greystone is offering an introductory price to begin your digital journey. Find out more at: [www.greystone.net/engage](http://www.greystone.net/engage).





**If you have a voice to add to the conversation, please submit a speaking proposal. We'd love to hear about your experiences and give you a platform to share your knowledge with your peers.**

#### **Application to Present**

Please visit [www.hcic.net/call-for-speakers](http://www.hcic.net/call-for-speakers) to complete an application to present at the 22nd Annual HCIC. All applications must be submitted via the online form.

#### **Deadline for Submission of Proposals**

All proposals must be received by midnight on Friday, **February 16, 2018**. Presenters of accepted proposals will be notified via email in May 2018.

## Successful Speaking Tips

The following are recommended speaking tips to apply to your speech if selected to speak at our conference. (referenced from [Talk Like Ted](#) by Carmine Gallo)

- Submit presentations with content that is meaningful to you and will inspire the audience.
- Keep slide presentations concise and readable.
- Engage and connect with your audience by telling your story. Make it personal and be genuine.
- Practice relentlessly to deliver your message in a meaningful, interesting way.
- It's all in the details - practice speed of delivery, loudness, high and low inflections, short pauses to punch keywords.
- Teach your audience something new.
- Be memorable!



# Conference Hotel



## The Westin Kierland Resort & Spa Scottsdale, AZ

The Westin Kierland Resort & Spa, a AAA Four Diamond resort, is the official hotel for the Annual Healthcare Internet Conference. All educational and networking sessions will be conducted on the hotel premises.

Westin Kierland offers 732 guest rooms, each with Heavenly® accommodations and a private balcony or terrace. Most rooms offer magnificent views of the lush golf course and sweeping mountain range. All guest rooms are non-smoking as the Westin Kierland is a smoke-free resort.

The Westin Kierland offers exhibitors and sponsors the perfect environment to meet with and entertain clients and prospects. The hotel is part of the 730-acre master-planned Kierland community, which includes the Kierland Commons, an upscale open-air shopping complex.

The hotel also offers a full-service spa, championship golf, tennis courts, pools and award winning dining (in the hotel and nearby). Intuitively designed to celebrate Arizona's rich history and diverse culture, the Westin Kierland offers multiple opportunities and the perfect ambiance for building long-lasting relationships with clients.

