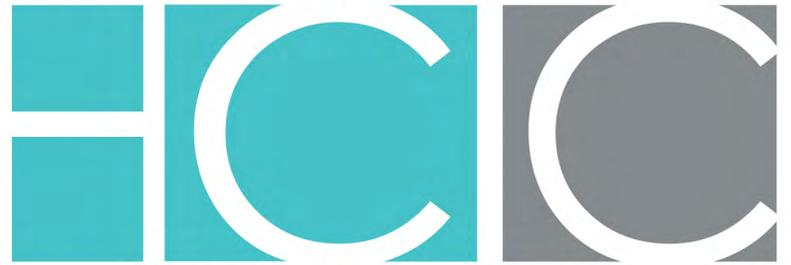


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# Connect with **Amazing People** in Healthcare and Digital Marketing



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Your **HCIC experience** will help you refocus marketing and digital efforts while lifting up your team and organization after a couple tough years.

## Why **You** Should **Attend HCIC**

HCIC focuses on healthcare digital marketing and data intelligence and continues to showcase healthcare marketing's transformation from MarCom to MarTech.

As an attendee, you'll join healthcare web strategists, marketers and IT professionals from across the nation at this must-attend event to:

- **Keep current with the rapidly changing technology**
- **Reconnect with old friends or make new ones through the multiple receptions, luncheons and events HCIC offers**
- **Hear case studies that provide tips on what worked and what didn't, and how to apply those concepts to your own organization**
- **Learn practical approaches to proving and communicating ROI and demonstrating operational efficiency.**

# 2022 Keynote Speakers



**Monday, November 7**  
1:15 - 2:30pm

Sponsored by: MERGE

## What if Hospitals Ran Disney?

### Jake Poore

President and Chief Experience Officer,  
Integrated Loyalty Systems

What if hospitals ran Disney the way we run our hospitals? Would it still be called “the happiest place on earth?” Would you know how much anything costs? Or how long the wait would be? And at the end of the day, would you exit the park when you wanted or would you be “discharged” only when we tell you it’s time to go?!

Now, let’s flip that perspective. What if Disney ran your hospital, your finance department, your IT Help desk? How would the care experience be different? Between the two options, which experiences do you think your customers and patients would prefer? And in this era of the great resignation, don’t we owe it to our employees to have more fun at work? To be connected more to purpose rather than just doing a job? Learn from Jake Poore, a veteran Disney leader and expert, how to elevate the human side of healthcare. Listen as he shares Disney’s top strategies for delivering and hardwiring world-class service for every patient, in every interaction, through a culture of always. And discover the three simple tools you can use to help your employees think differently and act differently, so they can create better care experiences.



**Monday, November 7**  
4:45 - 5:45pm

Sponsored by: Greystone.Net

## Email Marketing Health Check: Effective NEW Email Marketing Tips that Work for Healthcare

### Jay Schwedelson

Founder, SubjectLine.com & President and CEO,  
Worldata Group.

Does your email marketing need treatment? In this session, Jay Schwedelson, founder of SubjectLine.com and CEO of Outcome Media, guides you through an email marketing health check and prescribes the best possible treatment protocol to cut through the noise and ensure your emails are making an impact. Jay zeros in on how to increase open rates with a few easy tweaks, how to get more responses on email offers and how to improve email marketing ROI. From how to craft the best performing subject lines to creating interactive designs, this session draws on real time data from successful email campaigns – those executed in just the last 30 days – to provide detailed insight into specific email tactics that are working right now for hospital systems like yours. Learn tips, tricks and brand-new tactics that you can apply to your campaigns immediately.



**Tuesday, November 8**  
8:15 - 9:15am

Sponsored by: Loyal

## Blaze Your Brain: Turn Negative Thoughts into Positivity, More Action and Bigger Results

### Jessica Rector, MBA

Founder and CEO of Blaze Your Brain International

You have 600,000 thoughts a day and 80% are negative, yet often you don’t recognize these negative thoughts. How is that?

Explore the mindset that keeps you from being more focused and achieving better results. These thoughts come in the form of self-doubt, worry and stress, which are all linked to a poor attitude, an increase in errors and declining leadership. The right mindset, however, will help you communicate more effectively and solve problems faster. This session, led by Jessica Rector, a best-selling author and leading authority on burnout and mind wellness, will guide you through a 5-step process to identify your negative thoughts and turn them into actions that will change how you work, lead and live. Your future success depends on changing your thoughts., changing your outcomes and firing up your power within.



**Wednesday, November 9**  
8:15 - 9:15am

Sponsored by: Invoca

## Is That Really Happening in my Hospital? Insights from a Veteran Health System CIO

### Lee Carmen

Associate Vice President and Chief Information  
Officer, University of Iowa Health Care

In this keynote session, hear real-life stories and insights from a long-term health system chief information officer on the challenges being faced by healthcare providers and what’s really happening inside today’s health systems. Understand how CIOs are juggling all the many needs of the organization – clinical, operations, marketing, security and more. Learn how they plan for disasters and head-off cyber threats to keep their hospitals safe. Understand how they meet regulatory requirements for HIPAA, data interoperability and more. Learn how they choose vendors and manage large initiatives, and most importantly, how they work with their own staffs as well as with the marketers and web staff. Leave the session with better insight into what’s going on “behind the curtain” and how you, as a marketer, can better work with IT to successfully move your organization forward.



## HCICast

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## Bonus Content This Year!

A “bonus” track of content exclusively for HCIC attendees that can be accessed online any time during or after the conference!

## 2 Powerful Mainstage Panel Discussions!

Tuesday’s panel, **It’s More Than a Digital Front Door, It’s Care Anywhere: The Chief Information Officer Perspective**, will share insights while exploring the Marketing/IT relationship that is imperative when planning that single pane of glass consumer experience. This dialogue explores how health systems can enable a near-frictionless virtual care experience. Panelists will expand on the new realities of care outside the hospital walls, pressures driving innovations and lessons learned from trailblazers inside and outside of healthcare.

### Facilitator



**Christopher Catalo**  
Chief Executive Officer HealthNxt, a TechM Company



**Lee Carmen**  
Associate Vice President and Chief Information Officer University of Iowa Health Care



**Ed Marx**  
CEO (and former Cleveland Clinic CIO) Divurgent



**Tressa Springmann**  
Senior Vice President and Chief Information and Digital Officer LifeBridge Health



**Jeff Sturman**  
Memorial Healthcare System Senior Vice President and Chief Information Officer

**From MarTech to Meta: How to Stay on the Leading Edge in Healthcare** is the panel on Wednesday where chief marketing officers from three premier healthcare systems will address how they assess the evolving landscape of digital transformation and lead their organizations into the future.

### Facilitator



**Tom Hileman**  
Chief Executive Officer Hileman Group



**Stuart Dill**  
Senior Vice President Marketing and Engagement Vanderbilt University Medical Center



**Paul Matsen**  
Chief Marketing & Communications Officer Cleveland Clinic



**Nikki Moll**  
Chief Marketing & Communications Officer Baylor Scott & White Health

Come a little early to Miami this year and join us for one or two Master Classes. Each class offers an in-depth focus on current topics of interest. To include a Master Class in your HCIC experience, select one or two that you're interested in when you register at [www.hcic.net/register-now](http://www.hcic.net/register-now). A fee of \$145 (\$115 if you register early) gets you access.

### 7:45 - 9:45am

#### **From First Visit to Last Contact: Digital Can Drive Consumer Choices and Patient Behavior**

The onramp to building a trusting relationship begins online. Does your digital engagement strategy drive the growth, retention and satisfaction you need to deliver on? Join this workshop to hear case studies from top providers and participate in exercises to advance your plan. Hear how to align stakeholders around a vision and build a digital experience that delivers on the brand. Provide transparency that instills confidence at key decision points and create meaningful success metrics. Leverage current experience data as a competitive advantage and turn data into actionable insights to help plug leakage. Leave with actionable steps for your digital engagement strategy that can turn dissatisfiers into promoters.

**Courtney Larned**, Director,  
Digital Marketing & Analytics,  
LifeBridge Health  
**Joan Kelly**, Partner, Press Ganey

#### **Activating Insights: From Journey Mapping to Content Personalization, Engagement and Conversion**

Journey mapping helps you understand your consumers' journey with your brand – identifying what they do, feel, and the friction points they encounter. In this session, we'll explore the ins and outs of executing a successful journey mapping project. You'll learn how to turn insights into action to better your products and services as well as drive engagement – including how to optimize the journey, measure improvements, and tips for creating an Engagement Plan to personalize content.

**Matt Hummel**, Chief Experience Officer and **Heather Wadlinger**, PhD, Director, Consumer Strategy & Experience, Paragon

#### **A TikTok Master Class: Rediscover Your Creative Strategies**

TikTok is already on your mind (or on your phone), so what's stopping you from including it in your marketing strategy? This is your opportunity to lose the fear and take a dive into everything TikTok. In this program, we'll explore how other brands are moving quickly to jump on TikTok trends and why they're reaping the rewards. We'll also arm you with data and insights to help you communicate to your team the importance of tapping into this channel.

This is a master class after all, so we can't let you leave without taking a first-hand look behind TikTok's self-serve advertising platform, their Creator Marketplace, and their content tools to develop authentic content for real results. This session will be interactive, so come prepared with ideas and be ready to get your hands dirty because we'll be making a TikTok ad together!

Vertical video content is here and isn't going away. From Instagram Reels to YouTube Shorts, it's time to get a head start in rediscovering your creative strategies. Join us to learn:

- Which brands are doing it right, why, and how to get buy-in from your team?
- How to collaborate with creators, understand music licensing, and find trends.
- From concept to execution, we'll walk you through creating a TikTok ad in real-time.

**Amanda Herriman**, Marketing Manager and **Craig Fairfield**, Managing Director, Wax Custom Communications

For more information please visit:

[www.hcic.net/schedule](http://www.hcic.net/schedule)

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**7:45 - 9:45am**

### **Best Practices in Growing Patient Volumes: Leveraging the 5-Second and 5-Minute Rules**

This presentation will focus on actionable patient acquisition steps that implement the five second- and five-minute rules in healthcare marketing. The five second rule - how to design/place ads in social media and calls to action on your website that grab attention and hook potential patients. The five-minute rule - businesses/practices have a hot zone window to respond to the lead for them to most likely convert. Examples of strong calls to action and the management of the patient lead pipeline will be shared, as well as the resulting quantifiable ROI of scheduled appointments.

**Breck Yakulis**, Manager,  
Marketing Services, Texas  
Oncology

**Teri Sun**, Chief Strategy Officer,  
White Rhino

**Jessica Walker**, Chief Executive  
Officer, Care Sherpa

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10:00am - Noon

### **Learning to Ride the Disruptor Wave: A Master Class in Hearing Stakeholders and Adapting**

In this master class, get a 360° view of the perceptions, attitudes, concerns and needs of healthcare consumers and marketers based on three recent national surveys, including the latest in digital ethnographic research. Hear what's important, how disruption is impacting healthcare on all sides and suggestions on ways to interpret the results and adapt for greatest impact. This interactive session will use breakout groups and design thinking methods to brainstorm on the implications for various stakeholders and how best to use the insights to advance your organization. Leave the workshop with a deeper knowledge and understanding of the current thinking of your peers and stakeholders, and with a framework to develop strategies and solutions to implement in your market(s).

**Dean Browell**, Chief Behavioral Officer, Feedback

**Rob Klein**, Founder & CEO, Klein & Partners

**Laila Waggoner**, Senior Healthcare Strategist, Core Health

### **Preparing for Digital Transformation: Is Your MarTech Stack Up to the Challenge?**

With the continued influence of consumerism in healthcare and the need for scale and personalization of messaging, healthcare systems can no longer tip toe around digital – and the need for health systems to transform and become digital first marketing organizations is imperative. However, that does not make the digital transformation journey an easy one for health systems. The need to manage multiple stakeholders, technical requirements, compliance and regulations. The journey can be confusing and daunting.

**Brian Gresh**, President, Loyal  
**Tom Hileman**, President, Hileman Group

### **Navigating the Move to Google 4 (GA4): What Healthcare Marketers Need to Know**

Website analytics are the foundation of any healthcare organization's digital marketing efforts. If you don't have a solid approach to measuring performance, how can you be sure you're making the right investments in your healthcare marketing?

For many, Google Analytics has long been the preferred analytics platform that gives confidence to manage digital marketing. Setting it up is free (for most), it's easy to use and it integrates with the Google ecosystem of digital marketing tools (Google Ads, Google Search, Google Tag Manager). In short, it's the bedrock upon which web and digital marketing decisions have been made for over a decade.

So, what happens when there's a tectonic shift in the way Google Analytics collects web traffic data, you lose your historical data and that break forces a new approach? This master class will address what's changing and what's at stake so you can better prepare for web and digital marketing analytics life in the GA4 era.

This class is a comprehensive look at what it's going to take for healthcare organizations to adjust to this new paradigm of web analytics. Though GA4 offers more capabilities and is better suited to modern web technologies, it comes at a significant cost to previous ways of managing analytics, and you'll leave with a clear picture of what you need to do.

**Sara Patterson**, Marketing and Communications Manager, Le Bonheur Children's Hospital  
**Mark Samber, PhD**, Vice President, SI Labs

For more information please visit:

[www.hcic.net/schedule](http://www.hcic.net/schedule)

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**10:00am - Noon**

### **Become a Podcasting Pro**

In this interactive master class, join three podcasting veterans who have produced thousands of episodes and have learned a lot along the way. Rob, Scot, and Jared will cover everything that you need to know to start, or improve, a healthcare podcast with lasting impact. Learn keys to distribution and promotion, how to avoid common traps, and why some topics and approaches work while others fall flat. Leave the class knowing how to produce a high quality, high impact podcast efficiently!

**Scot Singpiel**, Manager, TheScopeRadio.com, University of Utah Health

**Jared Johnson**, Founder, Shift Forward Health, Health Rap Podcaster

**Rob Walch**, Vice President of Podcaster Relations, Libsyn and Member, 2016 Class Podcasting Hall of Fame

### **Appsolutely Necessary: Native and Mobile Apps that Unite Your Brand and Engage Your Audience**

With the growth of app consumption, now is a great time to unify your brand in the mobile app space. Learn the strategy and architecture patterns used to build enterprise apps powered by your existing data, media, and content. We will explore the various methodologies that are used to acquire net new consumers and how to seamlessly work with your existing EHR (Epic, Cerner, Allscripts, and more) to streamline the experience for your existing patients.

**Gregg Shanefelt**, Software Architect and **Marshall Schoenthal**, Senior Strategist, Phase 2

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## Branding & Social Media

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### Monday

- People are Confused. Your Website Isn't Helping! How Piedmont Rethought the User Experience to Prioritize Consumers' Needs
- Investing in Digital Accessibility: How Boston Children's Hospital Created a Digital Experience for All

### Tuesday

- How Voice of the Customer Survey Insights Helped Moffitt Cancer Center Plan a Full Website Redesign
- Starting a TikTok in Healthcare: Our Lessons from Failure
- The Power of Agility in Healthcare Marketing and Best Practices to Harness It
- 5 Ways Digital Can Hitch a Ride on the Brand

### Wednesday

- Creating a Health Care Website Even Your Grandma Can Use
- Come One, Come All. No, Seriously. Overcoming the Nursing Shortage Through Branded Storytelling

## Consumer Engagement

Sponsored by:  KYRUUS

### Monday

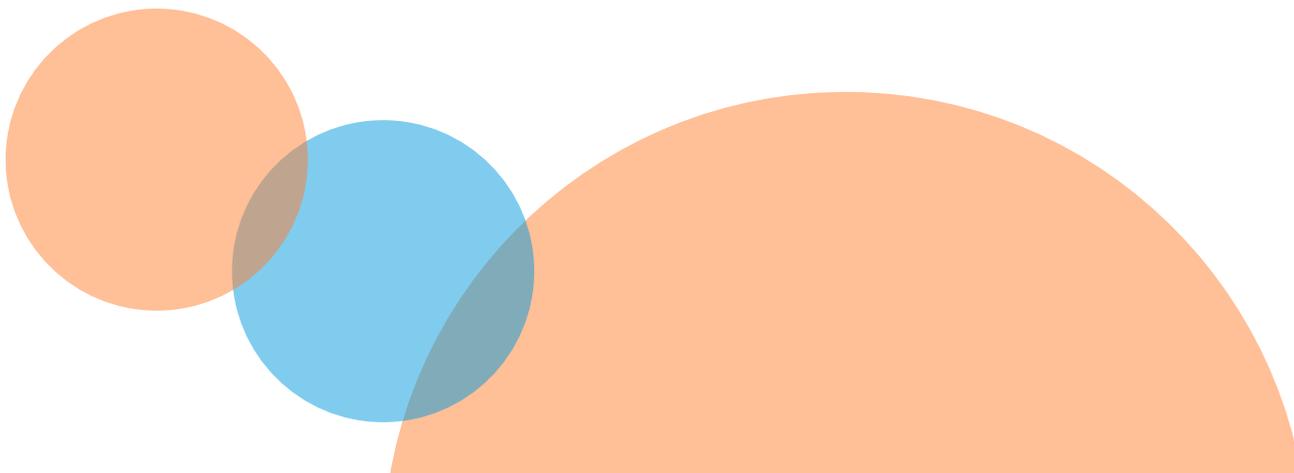
- From Healthcare to Health via Personalization at Scale
- Implementing an Effective Omnichannel Marketing Strategy to Reach Consumers and Patients

### Tuesday

- Going Beyond Search & Social: How UCLA Health Leverages Digital Audio to Engage and Drive Appointment Volume
- How Patient Feedback is Redefining the Digital Front Door
- Transforming Consumer Engagement Through Identity Management
- A Field Guide to Build Support for a Customer Relationship Management (CRM) Implementation

### Wednesday

- Maximizing the Return on Your Consumer Marketing Efforts
- Building a Digital Front Door Without an Adoption Strategy? Think Again ...



## Content Strategy

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COMMUNICATIONS

### Monday

- Leveraging Video and Live Streaming During Critical Situations
- Creating an Effective Content and Digital Strategy for the Diversified Hispanic Population: Montefiore Hospital “Objetivo tu Salud” Success Story

### Tuesday

- How UHS Developed a Content Strategy Versatile and Efficient Enough to Manage Blogs for 28 Hospitals
- How Content Strategy Leads to Better SEO, Smarter Funnels and Content Planning
- Speaking to Your Rural Audiences
- Omni-Channel, Multi-Layered Approach to Content Marketing Campaign Strategy

### Wednesday

- How to Make the C-Suite Love (and Support) Your Content Marketing
- Using Podcasts to Power Your Content Marketing Strategy

## Digital Marketing & Advertising

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### Monday

- Diversifying Your Digital Marketing Portfolio to Maximize Performance
- The Importance of a Reputation Management Strategy

### Tuesday

- Leverage SEO & SEM Holistically
- The Misnomer of Personalization in Healthcare Marketing
- Local Search Dominance: GI Alliance Hyper-Growth as a Case Study
- How to Use SEO to Win the Local Visibility War

### Wednesday

- Generating Better Results with Digital Campaigns Using 1st Party Data
- TBA

See all the details and the speakers  
at [www.HCIC.net](http://www.HCIC.net)

# Hear Case Studies and Practical Tips!

## Digital Strategic Planning

Sponsored by:  reason one

### Monday

- Semantic Storytelling: Weaving Intent from Design Through Content Governance
- Healthcare Communication: The Makings of a Digital Revolution

### Tuesday

- Master Data to Create Meaningful Patient Digital Experiences
- How Your Digital Front Door Can Prepare You for the Cookie-Less Future
- Human-First Digital Strategy for the New Era of Healthcare
- TBA

### Wednesday

- Managing the Conversation: Challenges of Aligning Facts and Responses Across Multiple Digital Customer Touchpoints
- Selling a Strategy: How to Successfully Kick Off Your Digital Transformation Journey

## Conversion & Patient Care Strategies

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DIGITAL

### Monday

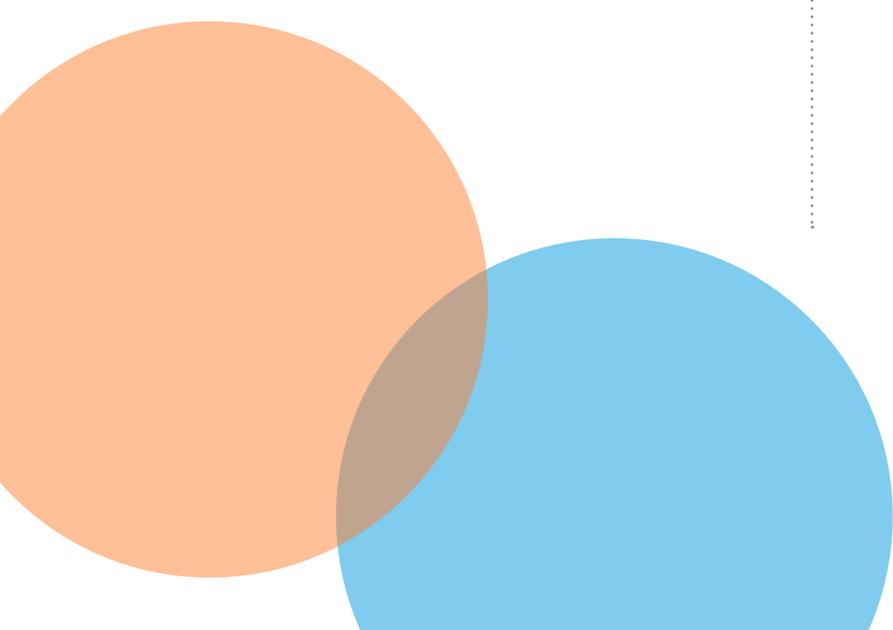
- Beyond Chatbots: Using Intelligent Virtual Assistants to Increase Patient Experience and Engagement
- The Golden Thread: Mapping Consumer Sentiment Across Digital and Physical Experiences

### Tuesday

- Centralization Challenges: Improving Patient Access from Data to Direct Lines
- Unify Data to Deliver Better Personalized Experience
- Using Interactive Content for Early and Remote Diagnosis
- Becoming BFFs: How Marketing & the Appointment Center improved the Patient Experience Together

### Wednesday

- Healthcare Recruiting: The Power of Marketing & HR Partnerships
- Connecting Patients to Care Through Online Scheduling in a World-Class Doctor Finder



## Tools, Technology & Analytics

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### Monday

- Leveraging CRM and Marketing Automation in Times of Crisis
- Using Data Analytics to Inform and Optimize Your Website Redesign

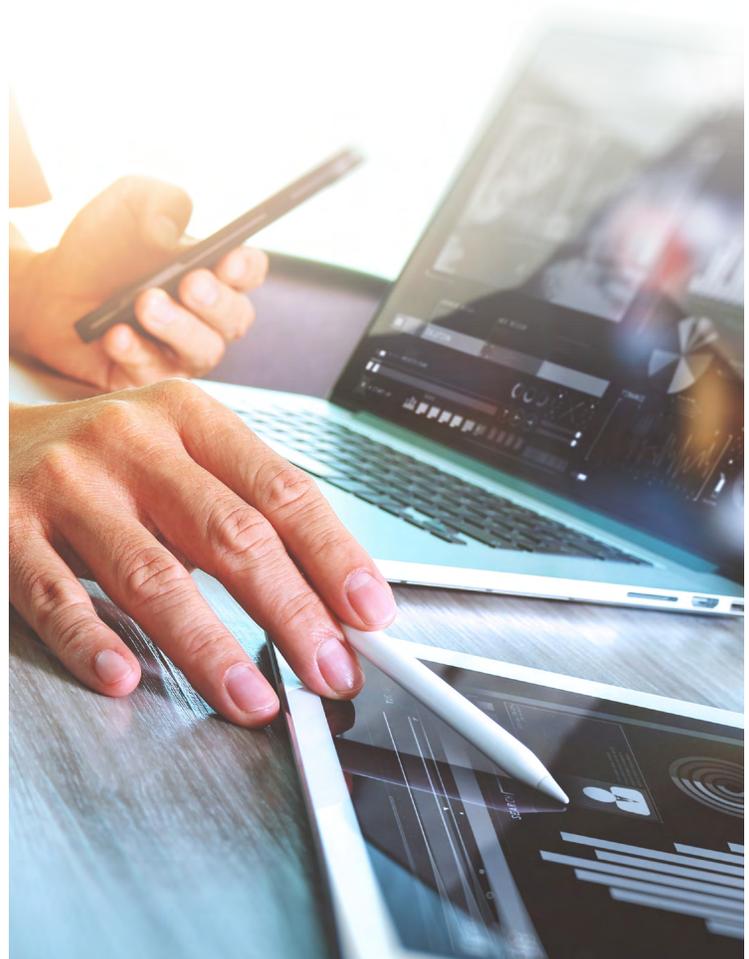
### Tuesday

- Going Headless and Serverless: Building a Bleeding Edge MarTech Stack from Scratch
- Using Design Thinking Techniques to Improve Your Patient Portal
- Don't Be Left Behind. Prepare Your Website Now for the 5G Revolution
- Creating a Single Customer View - Implementing a Consumer Data Platform

### Wednesday

- Find a Doctor: How Ochsner Health Keeps Provider Data Up-to-Date
- Conquer the Process: How Streamlining Your Digital Marketing Campaigns Can Lead to More Conversions and Patients

See all the details and the speakers at [www.HCIC.net](http://www.HCIC.net)



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The official hotel for HCIC 2022 is the JW Marriott Miami Turnberry Resort & Spa, offering spacious rooms, marble bathrooms and private balconies overlooking the Resort's tropical grounds.

Make your reservation [online](#) or call 855-999-0493 at the JW Marriott Turnberry no later than **Friday, October 7, 2022** to receive the discounted rate of **\$269 / night plus tax**.

This rate includes the resort fee that provides in-room wireless internet access, passes to the spa, fitness center, access to the Tidal Cove Water Park, access to the pools, shuttle to the Aventura mall, use of resort bikes, complimentary meals in CORSAIR for children under 5 years, and more.

The Turnberry is an oasis surrounded by a 3-mile nature walk. While at the Turnberry, enjoy the Tidal Cove Waterpark with several pools – fun for adults and kids alike – via the Lazy River, Slide Tower and FlowRider. Plan golf outings at both 18-hole championship golf courses on the property and be sure to visit the full-service Turnberry Spa.

The Resort features sophisticated dining at BOURBON Steak by Michael Mina serving prime meat, local seafood with over 1000 bottles of wine, and casual dining at CORSAIR Kitchen & Bar, Surf House and Freestyle.

The Turnberry boosts easy access to high-end shopping at the Aventura Mall located directly across the street and is just minutes away from South Beach, Miami Beach, the Miami Seaquarium and Everglades National Park.

Discover the luxury services and modern amenities in the stylish setting of the JW Marriott Miami Turnberry Resort & Spa.



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