

The Premier Conference for Healthcare Marketers and Digital Leaders

www.HCIC.net



November
10-13, 2024

~ ~ ~
JW Marriott
Austin, TX
~ ~ ~

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MERGE 

The Premier Conference for Healthcare Marketers and Digital Leaders

99%

would
recommend
HCIC to a
colleague!

Greystone.Net
Healthcare Internet
Conference

Register Now!

www.HCIC.net/register-now

A TON OF GREAT INFORMATION - I
LEFT WITH A LONG LIST OF IDEAS
TO FOLLOW UP ON AND APPLY TO
MY ROLE AND OUR MARKETING
STRATEGY.

Offering the **premier Fall forum** to **reconnect**, **re-energize** and **learn** from one another.



Your **HCIC experience** will help you refocus marketing and digital efforts while lifting up your team and organization.

HCIC Organizer



greystone.net

www.greystone.net

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

- ✓ Healthcare's Most Forward-Thinking Healthcare Digital Marketing Conference
- ✓ Stay Ahead of the Curve on Digital Strategy and Development
- ✓ Access to 70+ Cutting Edge Exhibitors and Sponsors
- ✓ Network with Colleagues from Hospitals and Health Systems from Around the Country

2024 Keynote Speakers

HCIC is renowned for curating some of the biggest names and most inspiring voices to deliver dynamic keynotes, panel discussions, and concurrent sessions. This year's keynote lineup promises to be one of the best yet and will help you focus on the business and transformation of healthcare.



Douwe Bergsma

Chief Marketing Officer,
Piedmont

Monday, November 11
1:00 - 2:00pm

Real Change Lives Here: *A Brand Growth Story*

Embark on a journey through the transformation of Piedmont, where real change lives. Guided by a resolute purpose and a 10-year strategic framework, witness the evolution of a brand growth strategy that helped propel Piedmont to one of the best health system performances in the US. During the challenging 2020 – 23 period, Piedmont successfully and simultaneously changed its approach to:

- **Brand Building**, using Public Relations, Community Affairs, Marketing and Recruiting to fortify its brand presence.
- **Brand Activation**, featuring Performance Marketing and Physician Outreach to ensure the brand attracted patients.
- **Brand Orchestration**, enhancing the Patient Experience along the full patient journey in the digital age.

In this opening keynote, hear Douwe Bergsma, Piedmont's Chief Marketing Officer, unveil the strategic blueprint behind the Piedmont journey, which was inspired by the brand growth science and experience from many different industries. Through compelling insights-driven cases, Douwe will share the successes - and a few misses - encountered along the way, and he will offer lessons drawn from their record-breaking achievements in brand, service line and hospital performance. Don't miss this keynote that promises to inspire and enlighten, leaving you actionable insights to drive transformative brand growth in your own health system.



KEYNOTES SHARE THEIR EXPERTISE THROUGH ENTERTAINMENT AND PERTINENT STORIES THAT ARE MEANINGFUL TO HEALTHCARE MARKETERS

See all the details
and the speakers at
www.HCIC.net

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Larry Bailin
Best-Selling Marketing
Author

Tuesday, November 12
8:15 - 9:15am

Marketing to Goldfish: *Creating High-Awareness Marketing Strategies in a Low Attention Span World*

The attention span for the average goldfish is about 8 seconds, and according to new research from Microsoft, that is exactly when people start losing their concentration. Eight seconds, that's it! That's all we have as marketers to make a semi-meaningful connection.

So, how do you navigate this landscape? How do you create patient and customer acquisition strategies in a world of low attention spans and fierce competition? From short-form video to assistive devices, generative AI and a looming cookieless web, garnering attention is harder than ever, and getting it wrong can open the door to competitors. This gives rise to the necessity and art of getting to the point while creating high-awareness marketing strategies.

Join keynote speaker and bestselling marketing author Larry Bailin for a master class in contemporary consumer behavior and marketing practices. Discover the processes and strategies that leading brands are using for acquisition and awareness in a noisy world. Hear about:

- Developing short form thinking
- The physics of marketing
- The link between short-form video and consumer behavior
- The attraction and persuasion behavior that leads to conversion
- Search-to-success processes
- Disruption in an AI-driven world.

Brace yourself for this fast-paced, high-energy keynote designed to keep your attention, even if you are swimming in a sea of distractions. After all, in a world of goldfish-like attention spans, we're all marketers swimming against the current!



Anita Stubenrauch
Author of Apple's Credo and
Founder of Cause:Effect Creative

Wednesday, November 13
8:15 - 9:05am

Purpose-Driven Storytelling: *A Cure for Conventional Healthcare Marketing*

In an industry driven by clinical complexity and scientific rigor, the notion of purpose-driven storytelling might seem like a soft and sentimental distraction. Yet, as creative powerhouse Anita Stubenrauch reveals, compelling narratives hold the key to revolutionizing healthcare experiences and outcomes. Drawing from her experience crafting the Apple Credo and advising visionary leaders, Anita reveals the universal principles of effective storytelling and how they can be applied to rally patients, inspire donors and engage employees. Through real-world examples and actionable strategies, she demonstrates how purpose-driven stories can improve the consumer experience, drive patient conversions, boost philanthropic giving and enhance staff retention, among other things.

Discover the antidote to conventional healthcare communication in this thought-provoking session. Learn how to craft narratives that connect hearts and minds to your organization's mission and unlock the transformative potential of storytelling in driving meaningful outcomes. Join Anita and explore the power of stories to heal, inspire and transform the healthcare landscape.

Powerful Mainstage Panel Discussions!

One of the highlights at HCIC are the captivating panel discussions that bring together industry experts, thought leaders, and visionaries. Gain unique insights as our esteemed panelists delve deep into pressing topics, emerging trends, and transformative ideas.

These sessions foster collaboration, facilitate diverse perspectives, and spark intellectual discourse that ignites innovation. Immerse yourself in the dynamic atmosphere of these panel discussions, where ideas converge and knowledge thrives. Expand your network, exchange ideas, and leave inspired by the collective wisdom shared on stage!

Monday, November 11 @ 5:10pm

Sponsored by:
MERGE

Navigating Diverse Markets: *Insights from Leading Health System CMOs*

Moderator



Tom Hileman,
Managing Partner,
Digital, Global
Prairie



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



Rob Whitehouse,
Vice President
of Marketing &
Communications,
TriHealth

Tuesday, November 12 @ 3:50pm

Healthcare Marketing 2030 and Beyond: *The Trends that Will Impact Our Industry's Future*

Moderator



Jean Hitchcock,
President,
Hitchcock
Marketing



Paul Matsui,
Chief Data Officer,
VP Strategy at Digital
Health Strategies



Ben Dillon, Chief
Executive Officer,
Geonetric



Brandon Edwards,
Chief Executive
Officer, Unlock
Health



**Christopher
Riegger,** Chief
Operations
Officer, Modea



Martha van Berkel,
Chief Executive
Officer and Co-
Founder, Schema
App by Hunch
Manifest

Tuesday, November 12 @ 12:15pm

Sponsored by:
Doximity

Stop, Look, and Listen: *A Panel Discussion on the Strategic and Tactical Value of Consumer Listening*

Moderator



Dean Browell,
Chief Behavioral
Officer, Feedback



Selima Khan, Vice
President, Marketing
and Corporate
Communications,
Memorial Healthcare
System



**Laura
Kuechenmeister,**
Corporate
Director, Content
Marketing &
Design, Emory
Healthcare



Seamus O'Reilly,
Director, Digital
Presence and
Content Marketing
at Duke University
Health System



Michael Schneider,
Executive Vice
President, Greystone.
Net

Wednesday, November 13 @ 11:00am

Mastering the Message: *The Integral Role of Content in Healthcare Marketing, Branding, and Communications*

Moderator



Chris Boyer,
Digital Health
Strategist, Chris
Boyer, LLC



David Feinberg,
Senior Vice President,
Chief Marketing and
Communications
Officer, Mount Sinai
Health System



Sandra Mackey,
Chief Marketing
Officer, Bon
Secours Mercy
Health



Donna Teach, Chief
Marketing and
Communications
Officer, Nationwide
Children's Hospital

PLAN TO ATTEND MASTER CLASSES AT #HCIC24

For more information
please visit:
www.hcic.net/schedule

Master Class Events

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. Each master class is \$145, but you can save \$30 per class and pay only \$115 per master class if you register by September 20, 2024.

Monday, November 10

8:15 - 9:45am

- How to Build a Successful Conversion-Focused Content Strategy and Architecture
- HIPAA, FTC, and State Laws: What You Need to Know, 2024 Edition!
- Unlocking the Power of Digital Healthcare Marketing to Generate Conversion
- Rising from the Ashes: Engaging Key Audiences When the Unthinkable Happens
- Digital Innovation Through Composable Tech & Partnerships

10:00 - 11:30am

- Podcasting Made Simple: How to Elevate your Brand Through Video/ Audio Podcasts
- Orienting to The Consumer: Balancing Patient Access, Acquisition, Retention, and Referrals for Strategic Growth
- A Marketer's Guide to Digital Ethics: Practical Strategies to Navigate Data Privacy and AI
- Harmonizing Complexity: Michigan Medicine's Digital Transformation Journey
- Future-Proofing Patient Find Care: Navigating the "Zero-Click" Era with Evolving Search Engine Optimization (SEO)



Hear Case Studies and Practical Tips!



THE TOPICS COVERED WERE ON POINT AND THOROUGHLY ANSWERED QUESTIONS.

Maximize Your Networking Experience at HCIC24

Join us at HCIC24 and unlock a world of networking opportunities that will propel your professional growth. Prepare to immerse yourself in an unforgettable experience filled with exciting events and interactions that will elevate your career to new heights.

Stop in at the awards ceremony, the Meet and Greet, sunrise breakfasts, roundtable luncheon or at one of the receptions. Say hi to the person beside you during a keynote session or while grabbing a snack during the breaks.

Learn Marketing Best Practices

7 Tracks with 55+ Exciting Sessions!

1

Branding & Social Media

5

Digital Strategic Planning

Sponsored by: IQVIA

2

Consumer Engagement

Sponsored by: Healthgrades

6

Advanced Strategies & Emerging Trends

Sponsored by: Rise

3

Content Strategy

Sponsored by: Coffey Communications

7

Tools, Technology & Analytics

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4

Digital Marketing & Advertising

Sponsored by: Doximity

Full Schedule Available
at www.HCIC.net





Branding & Social Media Strategies

Consumer Engagement

Sponsored by:  healthgrades.

Monday

- How to Crisis-Proof your Brand Reputation with Proactive Social Media Management Strategies
- The Social CEO: Building Trust and Authority in Healthcare Through a Strategic Online Presence
- Reputation SEO: 5 Stars a Day Keeps Competitors

Tuesday

- Google Maps & Apple Maps: Healthcare Branding and Reputation Management
- Bringing Soul to Your Social Media Strategy
- Maximizing Social Media Impact with AI: Strategies from Broward Health

Wednesday

- Click to Educate, Share to Empower: Engaging Clinicians and Patients with Social Media
- UHealth and Miller School of Medicine's Humanized Plan for Healthcare Engagement and Innovation

Monday

- An Epic Endeavor: Launching a Custom App and a New EMR at the Same Time
- Consumers to the Front: Navigating Transformational Opportunities for Digital Strategy
- Beyond the Digital Threshold: Constructing Complete Healthcare Experiences

Tuesday

- Differentiate and Empower: Lessons from NewYork-Presbyterian's Omnichannel Marketing Strategy
- Designing a Digital Engagement Strategy: Catholic Health's Journey to a Seamless Patient Experience
- Consumerism and the Evolving Future of Healthcare Choices

Wednesday

- An Empathetic Approach: Using Service Design to Transform How We Engage with Prospects & Members
- Getting to Know YOU: Authentication as the Key to Building Personalized Relationships in Healthcare



Content Strategy

Sponsored by:  **COFFEY**
COMMUNICATIONS

Monday

- Academic Medical Strategy and The Horizon of Automated Content Operations
- Integrating Clinical Content Strategy With Website Design Through a Repeatable Framework
- Enhancing the Consumer Journey with a Data-Driven Digital Content Strategy

Tuesday

- Patient First: Designing Data-Informed Content Hubs in Healthcare
- Powerful Content Strategies Drive Consumer Growth
- Physician Outreach in an Evolving Landscape (panel discussion)

Wednesday

- The Narrative Revolution: Unleashing the Transformative Impact of an Elevated Patient Story Strategy
- PRM Digital Strategies that Differentiate

Digital Marketing & Advertising

Sponsored by:  **doximity**

Monday

- Harnessing Marketing Innovation in Healthcare Recruitment
- How to Request Reviews: The Importance of Google Reviews and Why You Should Ask for Them
- Converting Interest to Encounters: Leveraging CRM to Connect the Dots from Lead Gen to CTAs and ROI

Tuesday

- Navigating Healthcare Mergers and Acquisitions: Safeguarding Brand Loyalty Amidst Change
- Leveraging Real-Time Audience Capture, Retargeting, and Contextual Relevancy for Digital Campaigns
- Drive Patient Acquisition and Loyalty with Advanced Marketing Automation

Wednesday

- Improving Quality of Care and Brand Reach Using CRM and Marketing Automation
- Magical Marketing Expectations: Teaching Your Organization About Modern Healthcare Marketing

See all the details and the speakers
at www.HCIC.net



Digital Strategic Planning

Sponsored by: 

Monday

- Artificial Intelligence in Action: Leveraging AI for Enhanced Patient Engagement
- Unlocking Physician Engagement: Discover the Key to UF Health Achieving Brand and Reputation Success
- Our Digital Endeavor: Unifying Four Health Systems Under One Name, One Digital Experience

Tuesday

- A Value Focused Approach to Digital Strategic Planning
- Inova Health System's Digital Evolution: Branding, Workplace and Patient Privacy
- How the Medicare Revolution Will Reshape Healthcare and Marketing

Wednesday

- Revolutionizing Healthcare Expansion: Strategies from Trinity Health's Playbook
- How to Leverage Google Business Profiles for Local SEO Strategy to Drive Patient Volume

Advanced Strategies & Emerging Trends

Sponsored by: 

Monday

- Consumers as Allies: Utilizing Market Feedback as a Strategic Tool
- Pioneering Personalization: Baptist's Year Two Check-In on Marketing Personalization
- Drawing the Map and Bridging the Gap Between Patients and Providers

Tuesday

- Building a MarTech Roadmap That Drives Results
- Future-Proof Your Organization for AI and Search
- A New Front Door: Exploring the Next Generation Provider Finder

Wednesday

- A Panel Discussion: The Consumer Lens Matters Most
- AI and Ads: Unlocking Efficiency and Creativity

See all the details and the speakers
at www.HCIC.net



Hear Case Studies and Practical Tips!

Tools, Technology & Analytics

Sponsored by: **MERGE**

Monday

- Harnessing Data Transforms Care for Generations to Come
- Privacy as a Priority: Future-Proofing Healthcare Marketing with First-Party Data
- Analyzing Patient Acquisition Data: Unlocking Actionable Insights

Tuesday

- Finding the Needle in the Haystack: Boost Specialty Care Volume and Measure ROI by Channel with CRM
- Breaking up with Google: The Good, The Bad & The Not So Ugly
- Building Robust Data Solutions and Teams: What We Can Learn From Consumer Brands

Wednesday

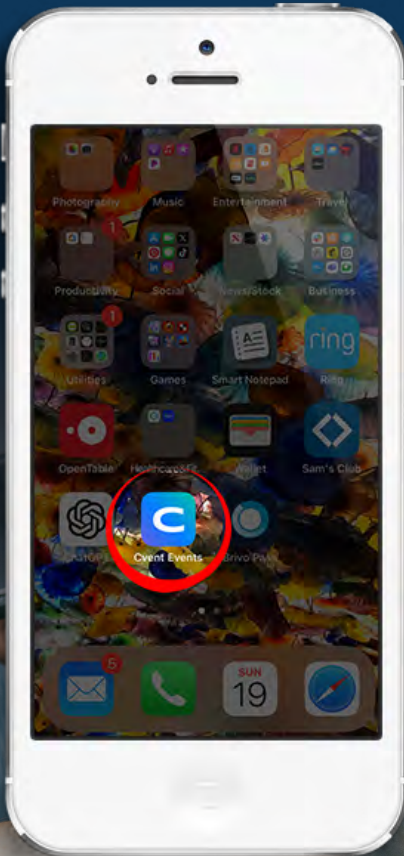
- Going Dark: How UNC Health Went From Robust Analytics Reporting to Zero Analytics
- Personalizing Data Reporting, Analytics to Action

See all the details and the speakers at www.HCIC.net



Stay Up-to-Date during HCIC with the Mobile App

Download the HCIC app to view the full schedule and session descriptions. You can also get important notifications and updates during HCIC as well as review your favorite sessions.



With the **Cvent Attendee Hub Event App**, onsite and digital attendees can easily manage their schedules, access event content, stay updated, network, and engage with sessions and exhibitors before, during, and after HCIC.

Available for both
iOS and Android:



Cvent Instructions

Download Cvent Events from the Google Play Store or from the Apple App Store.

Search for the event. Search for **Healthcare Internet Conference** and click on the download icon to download the event.

Enter your info. Enter your first name, last name, and email used for registration.

Verify your account. You will receive a six-digit code via email or text that you need to enter for authentication.

Desktop

For desktop or laptop access, go to <https://cvent.me/Arwo20> and sign in with your first name, last name and email address you used for registration. You will receive a six-digit code via email or text that you need to enter for authentication.

NOTE:

You will be unable to participate in the community, view your personal schedule, access your profile for messages, etc. if you do not log in.



80%

of provider
**attendees last
year** found the
roundtable
discussions
valuable!

Back By Popular Demand!

Tuesday November 12th • 11:10am - 12:10pm

Roundtable Discussions and Luncheon

During this Tuesday lunch, you will be able to choose a table with a topic of interest to you and have robust conversation about it with your colleagues.

More information on the topics will available in the On-Site Guide and Notebook.

Participate in the Backstage Pass Webinar Series

Backstage Pass is a webinar series that extends the education from the annual Healthcare Internet Conference (HCIC) throughout the year.

Registrations are free and sponsorships are available. We are now scheduling webinars for 2025.

For more information about attending or presenting, please visit www.hcic.net/webinar-schedule



**Dedicated time
in the Exhibit
Hall allows
you to interact
with leading
consultants and
vendors.**

HCIC Schedule

Full Schedule Available at www.HCIC.net

Sunday, November 10

| | |
|---------------------------------|---------------|
| Registration Open | 2:00 - 6:30pm |
| Cocktail Party & Awards Program | 5:30 - 8:15pm |

Monday, November 11

| | |
|---|-----------------|
| Registration Open | 7:00am - 5:00pm |
| Master Classes (5) | 8:15am |
| Master Classes (5) | 10:00am |
| New Attendee Welcome Reception | 11:30am |
| Welcome and General Session Douwe Bergsma | 12:45pm |
| Concurrent Sessions | 2:10pm |
| Concurrent Sessions | 3:15pm |
| Concurrent Sessions | 4:15pm |
| Mainstage Panel Discussion | 5:10pm |
| Opening Reception in the Exhibit Hall | 6:00pm |

Tuesday, November 12

| | |
|--|-----------------|
| Registration Open | 7:00am - 5:00pm |
| Sunrise Breakfast | 7:45am |
| Welcome and General Session Larry Bailin | 8:00am |
| Break in the Exhibit Hall | 9:15am |
| Concurrent Sessions | 10:15am |
| Roundtable Networking Luncheon | 11:10am |
| Mainstage Panel Discussion | 12:15pm |
| Concurrent Sessions | 1:10pm |
| Concurrent Sessions | 2:10pm |
| Break in the Exhibit Hall | 3:00pm |
| Mainstage Panel Discussion | 3:50pm |
| Reception in the Exhibit Hall | 4:45pm |

Wednesday, November 13

| | |
|---|----------------|
| Registration Open | 8:00 - 11:00am |
| Welcome and General Session Anita Stubenrauch | 8:15am |
| Brunch in the Exhibit Hall | 9:05am |
| Concurrent Sessions | 10:00am |
| Mainstage Panel Discussion | 11:00am |
| Concurrent Sessions | 11:55am |
| Conference Adjourns | 12:45pm |



Cocktail Party!

This pre-awards cocktail party on Sunday night promises to be a blend of networking and celebration, creating an environment where accomplishments are acknowledged, and collaborative opportunities abound,

Be a part of this exclusive gathering and elevate your evening with both meaningful connections and the recognition of industry excellence.

Enjoy curated refreshments and anticipate the unveiling of excellence as we pave the way for a memorable Awards Ceremony.



Awards Ceremony & Party

Sunday, November 10th

During this combined event, be present for the announcement and recognition of the 2024 eHealthcare Leadership Awards winners, see the 2024 class be inducted into the Healthcare Internet Hall of Fame and find out who is the recipient of the 2024 John A. Eudes Vision & Leadership Award.

It will be a fun and entertaining way to ease into the conference, connect with old friends and make new ones all while seeing who is transforming healthcare marketing and who are setting the benchmarks for excellence.



Enjoy drinks and a light dinner on us as we kick off HCIC 2024 with our friends and colleagues in a relaxed fun way!

A special event showcasing the following award ceremonies:

eHealthcare
LEADERSHIP AWARDS



HEALTHCARE INTERNET
HALL OF FAME
Honoring Innovation
Preserving history.



Fun Things to Do in Austin

(while you're at HCIC this year)



Alamo Drafthouse Cinema

Alamo serves food and beer during the film and dots their new release schedule with weird and wonderful revivals, quote-alongs of cult classics and marathons.

320 E. 6th Street - .4 miles

Austin Duck Adventures

A fun, narrated, amphibious tour of downtown Austin that ends with a splash on Lake Austin.

601 E. 5th Street - .5 miles

Baylor Street Art Wall

This is a great place to view some of Austin's best graffiti artists. Walls and walls covered in art and always changing so it's a fresh experience.

11th and Baylor Street - 1.4 miles

Shopping on South Congress

South Congress is a neighborhood located on South Congress Avenue and is a nationally-known shopping and cultural district famous for its many eclectic small retailers, restaurants, music and art venues.

South Congress Avenue - 4.2 miles

Lady Bird Lake

A beautiful 10 mile stretch in downtown Austin, visit the Lady Bird Lake trail that is surrounded by a great lake.

Congress Avenue crosses over Lady Bird Lake - .2 Miles

Blanton Museum of Art

Known as one of the largest university art museums in the country and home to more than 17,000 works of art.

200 E. MLK Jr. Blvd. - 1.7 miles

Brave a Night on 6th Street

Enjoy some of Austin's night life and go walk around 6th Street! It is full of culture with frequent events.

6th Street - 1.7 miles

Bridge Bats

Every night (especially during the Summer) hundreds of thousands of bats flock to the Congress Avenue Bridge to hang out and search for food.

Congress Avenue - .2 Miles

Zilker Park

Austin's Central Park equivalent is located conveniently in the center of the city and is an ideal spot for pickup sports, picnicking and playing with pups.

2100 Barton Springs Road - 2 miles

Tour the State Capitol

The Texas State Capitol, completed in 1888 in Downtown Austin, contains the offices and chambers of the Texas Legislature and the Office of the Governor.

1100 Congress Avenue - .6 miles

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Reputation

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JW Marriott | Austin, TX



Located in the heart of downtown Austin, the JW Marriott Austin offers luxury comfort and sophisticated amenities. The urban resort features an on-site spa, outdoor rooftop pool, room service, seven bars, four restaurants, Starbucks® and the largest guest rooms in the city with floor-to-ceiling windows. Home of the new downtown concept, Dean's Italian Steakhouse is the perfect mix of classic steakhouse and Italian favorites. Grab a bite at the ever-popular Burger Bar, a food truck concept without the wheels, or lounge on the rooftop at Edge Rooftop + Bar, with cocktails and picturesque views of the Texas State Capitol and Lady Bird Lake.



The hotel is located just steps from the best attractions and entertainment options Austin has to offer and features more than 120,000 square feet of flexible meeting space with a wide variety of AV equipment and easy access to the Austin Convention Center. Indulge in an upscale getaway at JW Marriott Austin.



Reservations by phone: **512-474-4777**
(refer to the "Greystone.net 28th Annual
Healthcare Internet Conference")
or **book online** at: www.hcic.net/venue



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