



November
9-12, 2025

LAS VEGAS, NV

The **Premier Conference** for **Healthcare**
Marketers and **Digital Leaders**

With support from:



The Premier Conference for Healthcare Marketers and Digital Leaders

99%

would recommend HCIC to a colleague!

Greystone.Net
Healthcare Interactive 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

2025 Keynote Speakers

HCIC is renowned for curating some of the biggest names and most inspired voices to deliver 3 dynamic keynotes and over 55 concurrent sessions to help you focus on the business and transformation of healthcare.

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



David A. Feinberg

Senior Vice President, Chief Marketing and Communications Officer, Mount Sinai Health System and Dean for Marketing and Communications, Icahn School of Medicine at Mount Sinai

Monday, November 10
1:00 - 1:45pm

Lessons from a Life on the Frontlines of Marketing: *From CPG to AMCs, From the Back Room to the Boardroom ... Learn From My Successes and Failures*

Today's healthcare marketers are facing strong headwinds and an era laced with rapid change, financial pressures, disruptive competition, talent shortages, and cultural and generational differences, all impacting our work and careers. These are tough times with high stakes for anyone responsible for marketing and communications. Success requires resilience, clarity, agility, and adaptability.

In this candid and insightful keynote, David draws on years of experience – much of it hard earned at some of the most respected brands in both consumer goods and healthcare marketing – including Procter & Gamble, Johnson & Johnson, Clairol, NewYork-Presbyterian, Dana-Farber, and most recently, the Mount Sinai Health System. With wit, wisdom, and a refreshingly honest perspective, David shares lessons that will serve you well in today's anxiety-charged landscape. He challenges conventional thinking, debunks the myth that "everything has changed," and reveals how the past holds powerful solutions for the future.

Walk away with practical tools for navigating this complexity and with personal insights to help you manage your workload, your teams, and your professional and personal purposes. Don't miss this chance to learn from a master marketer who truly has "been there and done that."



Marcus Collins, PhD

Professor of Marketing, Ross School of Business, University of Michigan, Professor in Residence at TikTok, Forbes Contributor, Author

Tuesday, November 11
8:15 - 9:15am

For the Culture: *The Power Behind What We Buy, What We Do & Who We Want to Be*

There is no external force more influential to human behavior than culture – full stop. This makes culture a cheat code for anyone with a vested interest in getting people to adopt the behavior, whether you are a brand marketer, manager, leader, or politician.

Those who understand the dynamics of culture are more likely to have influence, while those who do not are almost always influenced by those who do.

In this talk, Marcus pulls from both theory and practice – using learnings from his work spearheading digital strategy for Beyoncé to working with Fortune 500 companies like Apple, McDonald's, and Google – to break down the ways in which culture influences behavior and unpacks how to leverage its power to get people to move.

2025 Keynote Speakers Con't



Michelle Edelen
Keynote Speaker and Executive
Leadership Coach

Wednesday, November 12
8:15 - 9:05am

Activate Your Inner-Excellence: *Four Strategies to Transform Average to Awesome*

It is incredibly easy to be average today. Know why? Because in some ways, average is actually rewarded. But the great John Wooden said, "Being average means you are as close to the bottom as you are to the top." Average just isn't enough. And it takes more than saying "be awesome." Wouldn't it be great if it were that simple?

Moving from average to awesome is possible. As a highly sought-after speaker, Michelle Edelen tells you how to wake up your inner-excellence and why it is the key to moving from average to awesome. Her passion for seeing others become the best version of themselves is the impetus for her speaking and executive leadership coaching. Leave this keynote with ideas and tools to:

- Identify your core strengths and values through self-discovery
- Discover how to overcome limitations
- Learn actionable strategies for success
- Activate Michelle's 4-step F.L.O.W. in excellence model.

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



Sponsored by:

Powerful Mainstage Panel Discussions!

One of the highlights at HCIC is 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 10 @ 4:45pm

**Sponsored by:
Modea**

The Health System Marketer's Playbook: CMOs Weigh In

Moderator



Douglas Bell,
Founder, Global
Prairie



Stuart Dill,
Senior Vice President
and Chief Marketing
Officer, Vanderbilt
Health



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



Paul Matsen,
Chief Marketing &
Communications
Officer, Cleveland
Clinic

Mainstage Panel Discussions, Con't



Tuesday, November 11 @ 3:05pm

Sponsored by:
WebMD Ignite

Implementing Gen AI Across Large, Complex Healthcare Organizations

Moderator



Daniel Fell,
Senior Vice President,
Health, BVK



Matt Cyr,
Founder & President,
Loop AI Agency



Chris Pace,
Strategic Digital
Marketing Leader



Maria Eileen Murphy,
Analytics Process
Enablement Leader,
OhioHealth



Thomas Swanson
Head of Global
Healthcare Strategy &
Marketing, Adobe



Wednesday, November 12 @ 10:55am

Sponsored by:

Women In MarTech: *Lessons Learned*

Moderator



Jean Hitchcock,
President, Hitchcock
Marketing



Cathryn Connelley,
President, Doctivity
Health



Martha van Berkel,
Co-Founder and
CEO, Schema



Pam Landis,
Senior VicePresident
of Digital
Engagement,
Hackensack Meridian



Mona Baset
Vice President, Digital
Services,
Intermountain Health

Hear Case Studies and Practical Tips!



THE TOPICS COVERED WERE ON POINT AND THOROUGHLY ANSWERED QUESTIONS.



Full Schedule Available
at www.HCIC.net

Learn Marketing “Best-Practices” at the

55+ Exciting Sessions This Year!

Gain valuable insights from case studies and real-world examples that showcase innovation and success at health systems. Absorb these success stories to build upon and understand the mistakes that can cause setbacks in your organization. Or, share your own expertise and contribute to the healthcare industry’s collective digital knowledge, ultimately better equipping you to lead your organization’s digital strategy.

1 Branding & Social Media Strategies

5 Digital Strategic Planning

Sponsored by: Enqbator

2 Consumer Engagement

Sponsored by: Huron

6 Advanced Strategies & Emerging Technologies

Sponsored by: Reason One

3 Content Strategy

7 Tools, Technology & Analytics

Sponsored by: Piano Software

4 Digital Marketing & Advertising

Sponsored by: Doximity





3 Days of Educational Sessions!

Branding & Social Media Strategies

Sponsored by:

Monday

- The Great Social Media Shake-Up: What's Next for Healthcare Marketing?
- Millennials: Where Are They Now?
- Scaling with Success: Managing Brand Growth Through Acquisitions

Tuesday

- How Data from Employee Surveys Fueled a System Rebrand
- The Camera-Ready Physician: How Mount Sinai's Boot Camp Transformed Social Media Video
- Short-Form, Big Impact: Leveraging Short-Form Content in Healthcare Marketing

Wednesday

- Leveraging Patient Feedback to Drive Service Line Growth and Brand Reputation
- Empowering Leader Voices: The Impact of Social Media Ambassadors in Academic Health Systems

Consumer Engagement

Sponsored by:



Monday

- Optimizing Patient Access: Insights-First Marketing & Consumer Experience Research
- Empowering Patients with Agentic AI: A New Era of Engagement
- Patients as Consumers: Meeting Evolving Expectations in Healthcare

Tuesday

- Streamlining the Content Supply Chain with Automation and AI
- Delivering Exceptional Experience for Expecting Parents with Marketing Automation
- Care 360: A Coordinated and Formalized System Approach to Patient Experience and Digital Integration

Wednesday

- From Friction to Orchestration: How Top Health Systems Are Innovating the Consumer Experience
- AI-Enabled Find Care: Boosting Patient Access and Satisfaction



Content Strategy

Sponsored by:

Monday

- Patient-Centered & Purpose-Driven: A Website That Works for Everyone at UCI Health
- Digital Evolution of BJC Health System: Navigating Transformation and Innovation
- Rising From the Ashes: Signature Healthcare's Response to the Unimaginable

Tuesday

- Turning Your Experts into the Influencers Who Drive Trust in Your Brand
- One Brand, 15 Websites: How Beth Israel Lahey Health (BILH) Built an Integrated Web Experience
- SMAP It Out: Building a Strategic Social Media Plan for Healthcare Success

Wednesday

- Harnessing the Power of Academic Medicine with Differentiating, Strategic Content
- Leveraging Content in Living Donor Transplants to Build Contribution Margin

Digital Marketing & Advertising

Sponsored by:



Monday

- Revolutionizing Paid Search for Service Line Growth: A Performance-First Approach to Patient Marketing
- Optimizing Healthcare Marketing Spend with Media Mix Modeling
- From Awareness to Action: How Content & Community Engagement Fueled Digital Success for Memorial Cancer Institute

Tuesday

- Audit to Innovate: Turning Digital Insights into Action
- The New Online Visibility Conundrum: Winning Patient Trust in AI-Driven Search
- Automation Meets Empathy: Personalizing Digital Marketing Without Losing the Human Touch

Wednesday

- Optimizing Your Digital Foundation to Drive Long-Term Growth and Patient Engagement
- Navigating the Future of Healthcare Advertising: Privacy, Technology, and Media Optimization

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



Digital Strategic Planning

Sponsored by:  **Enqbator**

Monday

- Referral Growth: A New Perspective on Physician Engagement
- Building the Future: Designing a Scalable Multi-Year Web Strategy for Health Systems
- From Outdated to Outstanding: Redesigning Your Website for Success with Less Stress

Tuesday

- Future-Proofing Digital Experiences Through an Iterative Approach Amidst Rapid System Growth
- Crafting the Future of Your Digital Strategy: A Tailored Roadmap to Engage Intersectional Communities
- RFPs: The Good, the Bad, and the Ugly. Let's Make Them Suck Less, Together

Wednesday

- Succeed with Digital Innovation in Five Days
- A Roadmap for Growth: Creating a Location Strategy That Drives Patient Connections

Advanced Strategies & Emerging Technology

Sponsored by:  **reason one**

Monday

- Transforming Healthcare Marketing Through Precision Patient Engagement
- How to Future-Proof Your Healthcare Website and Content with a Semantic Data Layer
- Meeting HHS' Digital Accessibility Standards by May 2026

Tuesday

- AI-Powered Faceted Search for Better Customer Knowledge, Efficiency, and Satisfaction
- Transforming Patient Access with AI and Digital Solutions
- When Patients Call, Smart Marketers (& AI) Listen and Optimize

Wednesday

- AI-Powered Performance Marketing and Advanced Analytics: What Matters Most for Healthcare Marketers
- Humanizing AI: How Keck Medicine of USC Launched a Conversational Chatbot That Patients, Providers, and the CFO Love

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



Hear Case Studies and Practical Tips!

Tools, Technology & Analytics

Sponsored by: **piano**

Monday

- Analytics in Action: Using Business Intelligence Dashboards to Drive Measurable Results
- Web Accessibility Woes? Don't Fear - Start Here
- Show Me the Numbers: Data-Driven Playbook for Supporting Your Budget

Tuesday

- Test, Learn, Scale: Experimentation That Drives Healthcare Growth
- UX-Rx: A Prescription for Better Healthcare Website Engagement
- Chatbots & AI Agents in Healthcare

Wednesday

- Advanced Privacy, Regulations, Data, & Personalization: You've Conquered the Basics, What's Next?
- From Data to Action: Transforming Patient Experience with Personalization and Privacy-First Analytics



Digital Marketing Webinars

Backstage Pass

Participate in the Backstage Pass Webinar Series

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

Registrations are free and sponsorships are available. We are now scheduling webinars for 2026.

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



Stay Up-to-Date with the HCIC Mobile App



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 Interactive 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/LAO2MB> 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.

— PLAN TO — ATTEND MASTER CLASSES — AT — #HCIC25

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

Sponsored by: **bpd**

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. A fee of \$155 per class (\$125 if you register early) gets you access.

Monday, November 10

8:15 - 9:45am

- Leading with Empathy to Drive Engagement and Retention
- Threading the Needle: *Leveraging AI for Search Optimization, UX, and Health Education Content*
- Beyond the Directory: *Mastering a Modern "Find a Doc" Experience*
- Mastering the Full Funnel: Smarter Patient Acquisition for Any Health System
- Website Redesign Done Right

10:00 - 11:30am

- Best Brand Experiences Accelerate Best Patient Experiences
- From Chaos to Consistency: *Building a Modular Content Strategy for Healthcare Marketing*
- Precision Marketing in Healthcare: *Leveraging Data and Digital Strategies for Optimal Patient Engagement and ROI*
- Complexity to Clarity: *How Tufts Medicine Rebuilt Its Digital Front Door*
- Web Design for Accessibility and Inclusion



Maximize Your Networking Experience at HCIC25

Join us at HCIC25 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 for first-time attendees, breakfasts, brunch, 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.

Recorded Sessions This Year!

With our hectic work schedules, it's often difficult to stay on top of the constant barrage of new developments, information and so on. It's even harder to get away for educational meetings and conferences.

Greystone.Net is proud to offer recordings of the concurrent sessions to attendees at no additional cost and to non-attendees for a fee.

Access Exclusive Content Anytime, Anywhere!

The HCIC Recorded Track is an invaluable resource tailored exclusively for HCIC attendees like you. Delve into a wealth of knowledge and expertise presented by industry leaders, accessible online throughout and after the conference. This is your opportunity to stay ahead of the curve and explore the latest digital healthcare trends and emerging technologies at your own convenience.

One of the greatest advantages of the HCIC Recorded Track is its flexibility. Whether you want to revisit a captivating session or catch up on presentations you missed at HCIC, the power is in your hands. Access the content whenever it suits you, allowing for personalized learning and exploration.

All attendees will receive an email after the conference (once the recordings are processed and available) with access instructions. Non-attendees may secure access for a fee.



80%

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

Roundtable Discussions and Luncheon

Tuesday November 11th • 11:05am - 12:05pm

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 HCIC mobile app.



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

HCIC Schedule

Sunday, November 9

Registration Open	3:00pm
Cocktail Party & Awards Program	5:30 - 8:15pm

Monday, November 10

Registration Open	7:00am - 5:30pm
Master Classes (5)	8:15am
Master Classes (5)	10:00am
New Attendee Welcome Reception	11:30am
Welcome and Introduction by Greystone.Net	12:45pm
General Session with David A. Feinberg	1:00pm
Concurrent Sessions	2:00pm
Concurrent Sessions	3:00pm
Concurrent Sessions	3:55pm
Mainstage Panel Discussion	4:45pm
Opening Reception in the Exhibit Hall	5:40pm

Tuesday, November 11

Registration Open	7:00am - 5:30pm
Sunrise Breakfast	7:45am
Welcome and Opening Comments	8:00am
General Session with Marcus Collins, PhD	8:15am
Break in the Exhibit Hall	9:15am
Concurrent Sessions	10:15am
Roundtable Networking Luncheon	11:05pm
Concurrent Sessions	12:15pm
Concurrent Sessions	1:10pm
Break in the Exhibit Hall	1:55pm
Mainstage Panel Discussion	3:05pm
Reception in the Exhibit Hall	3:55pm

Wednesday, November 12

Registration Open	7:00am - 11:45am
Welcome and Opening Comments	8:00am
General Session with Michelle Edelen	8:15am
Brunch & Final Break in the Exhibit Hall	9:05am
Concurrent Sessions	10:00am
Mainstage Panel Discussion	10:55am
Concurrent Sessions	11:45am
Conference Adjourns	12:30pm



PRE-AWARDS

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 9th

Be present for the announcement and recognition of the 2025 eHealthcare Leadership Awards winners, see the induction of the 2025 class into the Healthcare Internet Hall of Fame and learn the recipient of the 2025 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 2025 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.



Thanks to all our 2025 sponsors!

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CAESARS PALACE

The grandest of Las Vegas Hotels, Caesars Palace, is famous worldwide for its magnificent beauty and impeccable service. The resort offers a total of 3,980 rooms, including more than 300 suites, throughout five hotel towers. Caesars Palace offers a 129,000 square foot casino, 26 restaurants and cafes, sprawling gardens and pools, a world-class spa, and the renowned Colosseum spotlighting world-class stars.

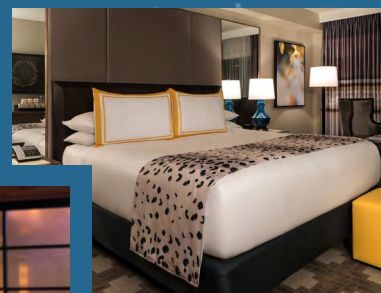
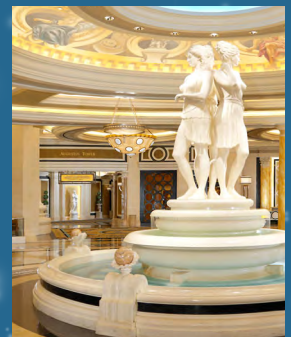
Spanning five acres and offering seven swimming pools, Garden of the Gods Pool Oasis at Caesars Palace offers guests a variety of engaging daytime experiences in an incomparable setting. Keep the relaxation going and head for the Qua Baths & Spa—one of America's Top 100 Spas.

Caesars Palace brims with world-class shopping, dining and entertainment, found in all corners of the property. Head for the Forum Shops at Caesars Palace for 675,000 square feet of impressive retail, dining and entertainment options featuring retailers that can be found nowhere else in Las Vegas. Afterwards, grab a bite at more than a dozen on-site award-winning restaurants.

Don't forget to experience one of the best live shows on the Las Vegas Strip at Caesars Palace. Or, embrace the nightclub and entertainment experience of a lifetime at OMNIA Nightclub at Caesars Palace, Montecristo Cigar Bar, Vanderpump Cocktail Garden, and more.

**Reservations by phone: 1-800-CAESARS (223-7277)
or book online at: www.hcic.net/venue**

Please note: To receive discounted room rates, mention either the Healthcare Internet Conference or Healthcare Interactive Conference when booking, as we've recently updated our name. Discounted rooms are available until 10/10/25 or until the room block sells out. Don't delay. Book your room today!



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Don't Miss the Premier Conference
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