



# BREAKOUT SESSION #1

11:15-NOON

## **Marketing Track—Courageous Creative: How your Brand can Leverage Great Creative to get Attention, Build Loyalty and Yield Strong Results.**

Brian Burton

Nobody cares about your brand. While that may sound harsh, it's an important truth to understand when creating ads. There is, however, good news. Awesome advertising can do more than just make people care—it can make people prefer and even LOVE your brand! But it takes more than an imaginative ad agency to make it happen. It takes courageous brands who demand better creative! In this session, we'll showcase the world's best creative executions from the healthcare and non-healthcare category and explain what makes them great. We'll show you case studies from some of the largest brands in the world, as well as smaller brands that leveraged great creative to win genuine admiration and convert customers. We'll also show you why generic, boring ads aren't just ineffective, they actually damage your brand. And we'll even put our money where our mouth is and show you spec-work that we created to demonstrate just how great Health Care advertising could be. Join us for a fun, entertaining presentation and take the first step toward being a courageous brand!

## **Planning Track—How Much is Your Brand Worth? Understand and Leverage Your Brand Value**

Jim Lloyd and Will Flynn

Brand value is an asset that many CEOs and CFOs don't fully appreciate or understand. When your organization's brand has established monetary value, branding and marketing budgets are seen as an investment vs. expense. In this session, you will learn to evaluate factors that influence brand strength and review practical examples of organizations that have successfully leveraged their brand value. Learn about appropriate methodologies, calculations, and considerations for brand valuation. This session brings case studies, best practices and different perspectives about brand valuation. Case studies include Carilion Clinic leveraging the Virginia Tech brand by joining together to create the Virginia Tech Carilion School of Medicine and Research Institute, a unique public-private partnership.



# BREAKOUT SESSION #2

1:15-2:00 PM

## **Marketing Track—Information is Power: A Simple Idea that Brought Cancer Risk Testing to Life**

Liz Phillips

Genetic testing through the likes of 23AndMe has become more widely accepted, particularly to better understand personal and family propensity for cancer and other serious diseases. Health care organizations want to be a part of that conversation. HudsonAlpha Institute for Biotechnology did just that when they launched their "Information is Power" population health initiative. They offered free or low-cost gene panel testing through a cheek swab test focused on more than twenty gene mutations linked to common cancer types. HudsonAlpha, working with partner agency Northlich, employed a targeted direct-to-consumer communications strategy along with strategic community business partnerships and community events to engage and create awareness of the initiative. As of July 2018, HudsonAlpha engaged thousands in five county area of Alabama, 80% of participants screened did not have a strong family history of cancer and  $\frac{3}{4}$  of participants received free testing.

## **Planning Track—Enhance Physician Relations and Drive Service Line Results**

Lisa McCluskey Tim Roberts

In this session, an award winning highly successful cardiac and oncology campaign case study will be presented. Building on the theme "The Power of One"—one place, one mission, one destination and personalizing the treatment of each patient. Technology, specialization, expertise, and history are used to position CHI as the market leader, but the human-focused approach to care is the key differentiator. The campaign features physicians in TV and Video from both the distinguished Chattanooga Heart Institute and the Rees Skillern Cancer institute, emphasizing the humanity that is central to their mission and values.



# BREAKOUT SESSION #3

2:15-3:00 PM

## **Marketing Track—Navigating the Client/Agency Partnership, and Living to tell about It**

John Gonda and Jordan Buning, ddm marketing & communications

As a former “client side” health system marketing director for nearly 20 years, who has recently transitioned to the agency side, John is able to bring a very unique perspective and insight to the client/agency relationship. Ironically, Jordan (now a partner at ddm) was the agency account executive who partnered with John for a significant portion of his client-side career. Together they are able to help attendees better understand the dynamics behind creating a successful and long-standing agency partnership. This session will present many real-life examples of how a true agency partnership can (and did!) help internal communication teams navigate the often-political world of health care marketing and help achieve success (and career longevity!) for internal marketing and communication teams.

## **Planning Track—The State of Health Care in 2019: A Look at Health Policy in Michigan and Beyond**

Megan Foster Friedman, Center for Healthcare Research and Transformation (CHRT)

What you need to know about legislative and regulatory changes at the state and federal level that will affect health care in Michigan. With a rapidly-changing policy landscape in Lansing and Washington, this is your opportunity to hear updates on the state of play for the Affordable Care Act, Medicaid, and private health insurance, and discuss policy changes that may impact Michigan consumers.