



## BREAKOUT SESSION #1

11:15-NOON

### MARKETING TRACK

#### Improving Physician Engagement and Satisfaction – Why It Matters

**John Gonda**

Physician burnout is on the rise. Across the country, doctors' ability to practice medicine and care for their patients is increasingly impacted by ongoing regulations and administrative requirements. As physician burnout increases, patients care and volumes are negatively impacted—which, in turn affects revenue, reputation and experience. Throughout the healthcare industry, physician engagement is widely recognized as a key measurement of the commitment and professional satisfaction of a medical staff. A consistent physician engagement and communications strategy helps mitigate the levels of burnout and dissatisfaction within an organization and increases the emotional connection between a health system/medical group and its providers.

### PLANNING TRACK

#### Strategic Teams and Transformation

**Daniel Wolf**

Strategic teams are emerging as the structural assets that power healthcare transformation. Strategic teams provide the effort for shaping the four natural goals of the forward-focused healthcare system: customer connections, economic performance, comparative advantage and enterprise stewardship. Drawing from research and practice, we will explore the design and function of strategic teams in different roles for driving growth, performance and change. We will review the challenges of strategic teams assigned to everything from service line management to population health, technical innovation to segment management. This program will reflect on the central themes of the book, "Strategic Teams and Development." The importance of broad engagement in the strategic agenda, the effective leadership of talent matched to purpose, and the cultural agenda of healthcare organizations is the main focus.



## BREAKOUT SESSION #2

1:15-2:00pm

### MARKETING TRACK

#### Maximize Every Patient Visit

**David Brooks**

As a longtime hospital president and CEO, David will discuss the challenges hospitals and practice management groups face in creating meaningful and lasting patient connections. He will speak to how both legacy approaches and external market factors hinder provider organizations from developing deeper patient relationships. Finally, highlighting new patient engagement technologies, he will speak to the incredible opportunities healthcare marketers have to forge the kinds of lasting customer connections healthcare organizations desire.

### PLANNING TRACK

#### The Healthcare Strategist of the Future: Essential Attributes, Skills and Tools to Get You There

**Holly Sullivan**

While hospital and health system executives establish the strategic vision for their organizations, healthcare strategists—including marketers, communicators, public relations professionals, and planners—play a central role in helping their organizations navigate amidst uncertainty and complexity to both shape and execute that vision. But how? Considering the evolving changes in the healthcare environment and strategists' desire to enhance the value they bring to the enterprise, the Society for Healthcare Strategy & Market Development (SHSMD) engaged strategy professionals and executives from a variety of organizations, both inside and outside healthcare, to help re-imagine the role of the healthcare strategist and the attributes, skills, and tools needed to meet industry challenges and opportunities with courage and confidence.



## **BREAKOUT SESSION #2** continued

1:15-2:00pm

### **STUDENT TRACK (Student Members Only)**

**From Student to Professional**

**Jasmine Brown, Elle Holes, Angela Johnson, and Jessica Springer**

Join current MSHPM members for an interactive panel discussion to learn more about their journey to a career in healthcare strategy and marketing. Panelists will share their own stories about breaking into the healthcare field, what their day to day job entails, and advice for how students can best prepare themselves to be career-ready including tips on resume building, interviewing, and more. Students will also have an opportunity to ask their own questions about making a successful transition from student to professional.



## **BREAKOUT SESSION #3**

2:15-3:00pm

### **MARKETING TRACK**

**Media and Content Strategy – They Go Together Like PB&J**

**Troy Boehm and Christine VanTimmeren**

Content marketing has been, and continues to be, a growing trend for healthcare organizations. According to a True North Custom 2019 report, nearly eight in 10 healthcare marketers are currently using content marketing, and another 18% plan to launch content marketing initiatives within the year. However, many healthcare marketers struggle with the types of content needed to achieve their goals, and how to get the content in front of the right audience. Content marketing is also becoming increasingly intertwined with media efforts like digital and traditional advertising, and for good reason. Effective messaging and coordinated content published across paid, earned and owned channels increases the impact messages have on target audiences.

### **PLANNING TRACK**

**A Balance Between Consumer Connection vs. Consumer Privacy**

**Sujal Raju**

Organizations must give consumers the ability to say if they want to share info with the company or not. The General Data Protection Regulation (GDPR), which came into effect in early 2018, is a European Union regulation that specifies standards for data protection and electronic privacy in the European Economic Area. The California Consumer Privacy Act (CCPA), set to take effect in January 2020, applies to any business, including any for-profit entity that collects consumers' personal data, and is modeled after the GDPR. This session will go over what organizations need to understand with this new policy taking effect and how we can still analyze the non-personal identifiable information to build unique experience that connect with our customer and increase consumer engagement.