

CREATING CUSTOMER CONNECTIONS



2020 ANNUAL CONFERENCE

JOIN US!

WEDNESDAY, APRIL 15, 2020

LANSING COMMUNITY COLLEGE
5708 CORNERSTONE DRIVE | LANSING



Michigan Society
for Healthcare Planning & Marketing

As the premiere organization dedicated to healthcare planning and marketing in Michigan, we invite you to join us for our annual state conference with topics and presentations dedicated to Creating Customer Connections in healthcare.

What to Expect:

- Hear from industry leaders on current topics including professional development, community engagement, planning, marketing, communications, media, strategic concepts and organizational development.
- Network with professionals from various health systems and industries in Michigan.
- Gain perspectives needed to make your organization more successful.

SCHEDULE

8:30-9:00 am	BREAKFAST & NETWORKING
9:00-9:30 am	WELCOME MSHPM UPDATE MEGAN YORE , President, Michigan Society for Healthcare Planning & Marketing JENNIFER DALE , Education Chair, Michigan Society for Healthcare Planning & Marketing
9:30-10:30 am	KEYNOTE GEEK OUT, DON'T FREAK OUT: HOW TO ENGAGE CUSTOMERS USING DATA JACI HAACK , Client Strategy, Welltok ANGIE VILLAMARIA , Provider Market Solutions, Welltok <i>Your challenges are real: you're working hard to attract and build connections with new patients, keep the ones you have, and drive long-term patient loyalty—all while dealing with changing patient expectations and limited resources. Learn how you can better combine and leverage healthcare and non-healthcare data (including social determinants of health) to better understand and target new prospects, retain new and existing patients, activate them in their health outside of the clinical setting—all while helping build long-term relationships and loyalty.</i>
10:30-11:00 am	MHA UPDATE
11:15-noon	BREAKOUT SESSION #1 MARKETING TRACK Improving Physician Engagement and Satisfaction – Why It Matters JOHN GONDA , ddm marketing & communications PLANNING TRACK Strategic Teams and Transformation DANIEL WOLF , Dewar Sloan, Consultants and Advisors to Management
Noon-1:00 pm	LUNCH & PRESENTATIONS

1:15-2:00 pm

BREAKOUT SESSION #2

MARKETING TRACK

Maximize Every Patient Visit

DAVID BROOKS, Patient Education Genius

PLANNING TRACK

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

HOLLY SULLIVAN, Spectrum Health

STUDENT TRACK (Student Members Only)

From Student to Professional

JASMINE BROWN, McLaren Greater Lansing

ELLE HOLES, Spectrum Health

ANGELA JOHNSON, Affirmant Health Partners

JESSICA SPRINGER, Spectrum Health Lakeland

2:15-3:00 pm

BREAKOUT SESSION #3

MARKETING TRACK

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

TROY BOEHM, ddm marketing & communications

CHRISTINE VANTIMMEREN, ddm marketing & communications

PLANNING TRACK

A Balance Between Consumer Connection -vs.- Consumer Privacy

SUJAL RAJU, Enqbator

3:00-4:00 pm

CLOSING SESSION, ANNOUNCEMENTS & DRAWINGS

Maximize Your Budget by Defining Your Connection Strategy

NICK MOHAMED, Spectrum Reach

Before you can connect with a client or prospect, you first must figure out where they are and how they prefer to consume media. We will walk you through how to find and reach your target clients. And then, probably most importantly, how to measure your campaigns to ensure their effectiveness. We'll share a case study of a LASIK and Cataract Practice who was able to increase patient volume by 20% and add three additional surgeons to their practice by implementing 'find, reach, measure' marketing.

TO REGISTER VISIT: MSHPM.ORG

REGISTRATION INFORMATION

Prior to March 22

\$50 Student

\$99 Member

\$150 Non-Member

(includes one year MSHPM membership)

March 22 – April 15

\$50 Student

\$125 Member

\$175 Non-Member

(includes one year MSHPM membership)

A block of hotel rooms have been reserved at the Crowne Plaza Hotel in West Lansing with a room rate of \$137 per night. Use promo code: HPM. Rooms will be held at this rate until Monday, March 16, 2020.

For more information, please contact mshpm2@gmail.com or find us on Facebook @mshpm2

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