Virtual Conference Schedule
Virtual Conference Schedule

Wednesday, December 2

9:00 to 9:45 a.m.

Don’t You Forget About Me: Understanding the Role of Gen X

Strategic conversations about the future of healthcare focus on the immediate impacts of Baby Boomers and the future desires of Millennials. Something important is missing: 65 million people living in this country who were born between 1965 and 1980. Often underestimated and ignored, Generation X represents a significant force in healthcare. Gen X is currently assuming leadership roles, aging into healthcare as patients, coordinating care for their parents and helping their own children navigate care.

Learn more about what makes Gen X tick, how to engage them as employees and how to best target them for marketing and communication efforts.

Dean Browell

Dean leads a research firm as resident PhD and principal with a passion for how generations interact online. His work can be seen across many industries including tourism, automotive, retail, healthcare, education and more. He is a board member of the Society for Healthcare Strategy and Market Development, the Poe Museum and University of Richmond’s Institute on Philanthropy where he has taught for more than 10 years. He teaches and publishes academically with the Virginia Commonwealth University School of Business in Richmond.

Alan Shoebridge

Alan is the director of Marketing and Communications for Salinas Valley Memorial Healthcare System. He has also held senior marketing and communication leadership roles at Kaiser Permanente and Providence St. Joseph Health, two of the nation’s largest healthcare providers. Alan has more than 15 years of direct marketing and communication experience for healthcare and medical insurance organizations with a focus on marketing plan development, advertising, messaging, research and other areas. He has also worked as a newspaper reporter and in public relations. Alan currently serves on the board of the Society for Healthcare Strategy and Market Development.

Dan Miers

As the chief strategy officer for SPM Marketing & Communications, Dan is on the leading edge of healthcare policy and strategy. He spent eight years on the provider-side in strategic planning, program planning and business development roles at Rush University Medical Center and Northwestern Memorial Hospital. Now in his 16th year at SPM, Dan is a frequent contributor to healthcare strategic marketing publications, guest lecturer at graduate health administration programs and healthcare marketing conferences, and an active SHSMD board member.

> Continued
The Lexie Transformation: How a Regional Medical Center Created a World-Class Intranet

Lexington Medical Center’s intranet was old, inaccurate and difficult to maintain. It was like most organizations’ intranets: extremely frustrating and hard to use.

Creating a useful, efficient hospital intranet is a massive undertaking. Diverse groups must meet, collaborate and come to decisions about content, structure and function. That includes decision makers from marketing, IT, administration, nursing, public safety and much, much more.

As if that’s not hard enough, intranets require planning for roll out, maintenance, governance, accessibility compliance, and legal compliance – all things that require sign off and careful thought. It’s overwhelming. And so hospital intranets suffer in their collective, clunky mediocrity. But it doesn’t have to be that way.

Lexington Medical Center bucked the trend and created a world-class intranet. We’ll share their secrets for turning an outdated, poorly maintained, confusing intranet into a stunningly easy, completely up-to-date, and radically productive tool.

Dean Schuster

Founder and partner of truematter, a user experience strategy firm, Dean has created user-centered digital products for 25 years. He oversees truematter’s UX practice, leading strategic engagements for regional organizations as well as the Fortune 100.

Dean specializes in defining, designing, and building complex, data-intensive, digital products. His expertise includes UX strategy and design, user research, prototyping, user testing and building UX-focused teams. He regularly speaks, writes and teaches on these subjects.

Dean is also an avid ultra marathoner, reader and adventure traveler.
11:00 to 11:45 a.m.

Health Systems Need Content to Drive Preference – and Appointments: How to Maximize Value for Your Organization

As the COVID pandemic continues to upend the way we consume information, make decisions about our health and seek care, a view of the future is emerging. It’s a future far more reliant on digital channels and one that builds a stronger relationship with prospective patients through service. Health systems – large and small – can benefit from understanding their target audience’s health issues, offering proactive, helpful information that builds a relationship before the healthcare event, and converts that patient into a lifetime customer.

In this session, Andrew Hanelly will share a framework and case study for how health systems can serve health seekers in their moments of need — and convert that audience into patients.

Andrew Hanelly

Andrew has spent his career developing and executing publishing, audience growth and monetization strategies and experiments for Fortune 500 brands, world-renowned media companies, associations and non-profits. His work has been featured at SXSW, Content Marketing World, FOLIO:, as well as the Economist and AdAge. Andrew was also the recipient of the Content Council’s inaugural Rising Star award.

12:00 to 12:45 p.m.

Breakout Roundtable Discussion

1:00 to 1:30 p.m.

Wallie Awards

> Continued
Thursday, December 3

8:15 to 8:45 a.m.

Coffee and Communications

9:00 to 9:45 a.m.

Generating Better Results with Digital Campaigns Using First-Party Data

Healthcare marketers have always been concerned with protected health information and challenged with using this data in their marketing campaigns. Almost all organizations have valuable first-party data that can be leveraged to build more efficient marketing plans.

How can your organization overcome these challenges? And what role should data matching play in your marketing efforts?

McKenzie Flashnick and Alex Friedman with Gray Health Solutions will walk you through how to use first-party data to run more effective and compliant digital campaigns. They’ll share how secure data matching solutions have helped hospitals, large practice groups and franchises across the country achieve a higher ROI on their digital marketing.

Alex Friedman, Director of Strategic Partnerships

Alex Friedman is director of Strategic Partnerships for Gray Health Solutions, a division of Gray Television, Inc., the third largest media company in the U.S. In this role, Alex helps large health systems, multispecialty physician groups, health departments and franchise-structured companies plan and deploy strategic marketing campaigns that deliver measurable results. Alex has 13 years of experience in broadcast and digital media, having implemented effective, privacy-compliant marketing campaigns for healthcare practices and organizations across the country. A native of Charlottesville, Virginia, Alex now lives and works in Charlotte, North Carolina.

McKenzie Flashnick, Senior Director of Sales, Healthcare

McKenzie Flashnick has led Gray Health Solutions for the past six years and is responsible for the development of the healthcare division within Gray Television. McKenzie has a long history of successfully marketing medical practices and hospitals across the country. She leads a team that develops customized marketing solutions that focus on the specific needs of various medical specialties. These include one-physician practices looking for more patients as well as conglomerates and hospitals who need new physician on-boarding procedures and category-specific awareness campaigns for multiple specialties across several locations. McKenzie has been with Gray Television since 2009.

> Continued
10:00 to 10:45 a.m.

Shoestring Video Strategy: Tools and Tricks Cheaper Than Your Morning Coffee

Strategic communicators need video to better tell their stories, especially in health settings. COVID, HIPAA and countless other realities can make that tough. Possible, but tough. It’s also necessary.

This session will simplify the process of quickly creating meaningful content with existing tools.

1. What are tools you can use on your phone?
2. Where are their opportunities to find content?
3. How can you squeeze every ounce of juice from this content to optimize your investment of time and money?
4. How can you empower your entire team to lighten your workload?

By the end of the session, attendees should be able to:
1. Develop an easy-to-implement video strategy with existing resources.
2. Learn about affordable and free tools to help with video content creation.
3. Create a custom checklist for finding the right content and process that connects to larger health provider goals.

Dan Farkas

“Professional Wearer of Many Hats” isn’t something you can put on a LinkedIn profile, but it may be the best way to describe Dan. He is a lecturer of Strategic Communication at Ohio State University. The BBC and Mashable are some of the media outlets that featured Dan’s thought leadership on the changing landscape of strategic communication. He is also a business owner who coaches and practices the craft when not chasing late homework assignments or his two kids. In a former life, Dan earned more than 20 awards for his work in television news.
11:00 a.m. to 11:45 p.m.

**Siloes Are Killing Your Content Brand: Take a Sledgehammer to Them and Watch Your Metrics Climb**

More than a decade after the term “content marketing” took off, many organizations continue to take a siloed approach to developing content. It’s not uncommon for marketing, PR, web and social media teams to each create their own content in a vacuum, without a line of sight to their colleagues’ strategies or development. It’s inefficient, ineffective and runs contrary to how consumers engage with content. That’s particularly the case in larger, more complex organizations, like large healthcare systems.

The Content Marketing Institute’s Enterprise Content Marketing 2019 report found that 74% of respondents struggle with coordinating content marketing efforts among multiple departments, 60% with working across too many department silos and 45% with maintaining message consistency. In this session, we will discuss how to break down those silos.

**Shannon Cummins**

Shannon has spent 30+ years working with hospitals, health systems, health plans and employers developing integrated content marketing and communications programs that meet their goals and objectives. Her strategic focus and expertise in cross-platform media solutions — such as digital, print, video, mobile and social — offers the healthcare industry a full spectrum of innovative business solutions customized to engage audiences and drive bottom-line growth. She works with clients to develop content strategies that are delivered at the right time, in the right medium, to the right person.

12:00 to 12:45 p.m.

**Breakout Roundtable Discussion**

1:00 to 1:30 p.m.

**Golden Tusk Awards and Best in Show**