



Focused Story Initiative: Innovation in Digital Strategy

## Proposal Submission Form

**SHSMD is collecting stories about how its members have successfully implemented innovations in digital strategy at their hospitals or health systems.**

**As one of the biggest trends in the field, digital strategies encompass virtually every aspect of health care delivery, strategic planning, business development, marketing, communications, public relations and communications. Innovations in digital strategies have been achieved in such areas as customization and personalization, network utilization and management, data collection and analysis, referral management and in-network retention, collaboration with community partners and increasing access to health care.**

**Digital strategies include but are not limited to the use of online tools for:**

- **development of customized or personalized services or communications.**
- **improving network utilization and management.**
- **data analysis, including patient-generated data.**
- **referral management and in-network retention.**
- **collaboration with community partners.**
- **increasing convenient access, including telehealth.**

**We will share these stories with other AHA teams and feature selected stories at the Annual Conference in a story-telling session. We may also publish stories in blog posts, Spectrum articles, and in other vehicles.**

\* 1. Enter a title for your submission (limited to 50 characters). You may use acronyms in the title, but please spell out after the title for reference.

2. Primary contact:

Name:

Title:

Hospital or health system:

Email Address:

Phone Number:

3. Submitting Organization:

Hospital or health system:

Address:

City/Town:

State:

Zip Code:

4. Team Members: Include names, credentials/clinical degrees, professional title, and organization name for each team member. Please do not use acronyms in job titles (e.g., "Director of BD" should be written "Director of Business Development").

\* 5. Please describe the objective your team achieved or the problem your team solved through your innovation.

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Results:

\* 6. What impact did the initiative have on your organization? For example, did it decrease churn, increase patient satisfaction, increase efficiency, or save costs? Quantified, measurable results are preferred.

7. Please indicate what role strategic planning, business development, marketing, public relations or communications played in developing, implementing and communicating or promoting the initiative.

\* 8. Describe the costs associated with implementing the initiative (e.g., equipment; software development; facility design or redesign; software; consultants; staff training).

9. Please provide an estimate of the total cost as a whole number, without dollar signs.

10. Do you have any images that SHSMD can publish in related blog posts or other materials about your story? Images must be your own copyright or otherwise available for SHSMD to publish and if the images feature photographs of individuals, must be model-released.

- Yes
- No
- Other/comments

11. If yes and you have photos or other images available now, please upload them here. Otherwise, we'll follow-up via email.

Choose File

No file chosen

## Requirements

## \* 12. Permissions

Selected stories will be shared through the conference app and website. The exact date and time are TBD. In addition, representatives from chosen organizations may be asked to author or co-author a blog post. Your agreement below gives SHSMD permission to publish and/or utilize your material for any or all of these purposes, and also signifies that you agree to the terms and conditions stated below:

- Once SHSMD obtains all necessary releases from your organization, SHSMD will have an irrevocable right and perpetual license to use the content of the story. This includes sharing the content with The Value Initiative of the AHA. With regard to information posted on shsmd.org, SHSMD will consider requests to remove material on an individual basis. SHSMD reserves the right to remove any content from the website at any time without consent.
- SHSMD respects the rights of all copyright holders. Contributors will be given appropriate credit for their material. With regard to the SHSMD website, the society's [Terms of Use](#) advises all users that they may not remove any copyright notices from the materials and that they are not authorized to sell, rewrite, modify, or redistribute materials from the site without prior written permission.

Yes, I agree

No, I do not agree

Signature (Type Name)

## 13. Additional Comments:



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Thank you for your submission

**The primary contact will be notified whether or not the storyboard proposal has been selected for the Annual Conference by August 1.**

**Thank you for your interest in sharing your story!**