



## 2019 Call for Proposals Topics of Interest

The Society for Healthcare Strategy & Marketing Development (SHSMD), part of the American Hospital Association, is seeking submissions for the 2019 SHSMD “Connections” Conference in Nashville, TN (September 8-11, 2019). We are looking for submissions focused on the following topics listed below, but also welcome submissions on other topics that will be relevant and of interest to SHSMD members. Please review the [member profile](#) to gain a clear understanding of our members and their roles, reflected by the categories below.

### Marketing and Digital Engagement:

- Brand management
- Behavioral/Population health
- Consumerism
- Reputation management
- Digital marketing/engagement (email, social media, websites, apps, SEO patient portals, etc.)
- Physician marketing
- Content marketing
- Relationship marketing
- Pricing
- Market research / public perception
- Segmentation marketing and personas
- Technology, tools, and systems (mobile marketing, marketing automation, CRM, video, etc.)
- Data analytics and measurement
- Department organization and operations
- Marketing personalization
- Innovative strategies and tactics
- Influence and behavioral marketing
- Storytelling
- Public facing rules and regulations (e.g. Stark Law)”
- Ratings and Reviews - consumer, patient and third party
- Retail marketing – lessons from out of industry

### Communications and Public Relations:

- Communications during times of great change
- Media relations-connecting with/pitching media
- Role in public policy
- Innovative strategies and tactics
- Reputation management
- Public reporting of quality and patient satisfaction metrics
- Storytelling
- Content management



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- Community relations
- Internal communication, culture and employee engagement
- Crisis/disaster communications

## **Strategic Planning & Business Development:**

- Service line growth and development
- Business models and growth strategies
- Strategic planning metrics and measurement
- New models of care for new business
- Human centered design; design thinking
- New revenue strategies
- Changes in financial drivers and reimbursement
- Retailization strategies
- Competitive analysis including new disruptors
- Predictive analytics and modeling
- Consumer purchasing behavior analytics
- Outpatient data analytics, e.g., for competitive intelligence
- Analytics to predict population health needs
- Planning tools – e.g., mapping, geocoding
- Medical practice acquisition
- Physician engagement
- Physician network development
- Physician referral development
- Virtual health
- Major policy influences on strategy
- Innovation Strategy - venture funding and/or centers for innovation
- Facility planning and capital strategy integration
- Technology innovations into strategic planning
- Strategy design and delivery
- Employer-driven health care and partnerships
- Health plan
- Acquisitions, mergers, and integration strategy
- Strategies for win-win partnerships
- Data visualization
- Department organization and operations
- Models of care and related reimbursement (value-based care, virtual health/telemedicine, population health, ACOs, CINs, in-home care, etc.)
- Accelerated strategic and business planning
- Incorporating clinical technology advances into planning (e.g., genomics, wearables)
- Understanding cost and charges – and how to be transparent
- Strengthening your wellness business



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## **Career & Leadership Development:**

- Career development and transition
- Emotional intelligence
- Team management and motivation
- Self-Advocacy
- How to gain “buy in” on strategy from the C-suite
- Financial management
- Legal topics
- Cross-generational work teams
- Being nimble (e.g., rapid prototyping, pivoting)
- Design thinking and human-centered design
- Moving decisions forward quickly
- Avoiding burnout
- Women in leadership
- Meeting facilitation and communication/engagement techniques

## **Cross-Functional Topics:**

**Cross-functional topics are organization-wide topics of interest to ALL strategy disciplines. Must apply to multiple roles and/or initiatives spanning an organization.**

- Emerging trends in the strategic landscape
- Artificial intelligence
- Disruption (new entrants, etc.)
- Strategic planning for hospital systems-how marketers/communicators contribute towards strategy
- Integration and execution strategies
- Innovation
- Consumerism
- Generational issues
- Health care transformation
- New and realigned roles
- Integration of strategy roles; organizational structures
- Access to care
- Wellness
- Customer/patient experience and engagement
- Cultural transformation
- Health care affordability
- Change management
- Systems and integration
- Performance improvement and operational excellence
- Return on investment
- Health disparities



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- Social determinants of health
- Talent development
- Price transparency
- Return on investment
- Human-centered design/design thinking