



SOCIETY FOR  
Healthcare Strategy & Market Development™  
of the American Hospital Association

**SHSMD U Online Credential: Creating a Winning Digital Strategy in a Tradigital World**

**Course Dates:** July 22-August 16, 2019

SHSMD is excited to offer a new online credential course for our health care marketers and communicators who are looking to develop or refresh their digital strategy in a “tradigital” world. According to MarketingWeek.com, “Tradigital is the fusion of traditional and digital. When applied to marketing, it effectively means applying traditional principles of marketing and branding to the digital space in order to gain competitive advantage.”

Our expert faculty from [Greystone.Net](#) and [Brown Parker & DeMarinis Advertising \(BPD\)](#) will share their insights on the current state of digital marketing and emerging technologies. They will then outline a roadmap to help you start or revamp your digital strategy, and provide ways to create effective and scalable content. You will then learn how to share content tactics and activation ideas using a tradigital approach. The course will end with an overview of what’s coming next and how to prepare.

A variety of health care providers will share real world case examples and resources that apply these insights. Guest speakers will include Lannie Byrd, Chief Operating Officer Team SI; Sharon Line Clary, Vice President of Marketing, AdventHealth; Matt Gunther, Healthcare Consumer Strategy, Product Management, Optum, and Brian Gresh, President, Loyal.

The course will cover the following four topic modules, which include webinars, case examples, discussion board assignments, and access to a library of additional resources (conference session recordings, templates, white papers, articles, etc.). Completion of all course requirements will result in a SHSMD Credential in Digital Strategy and a digital badge.

**Learning Objectives:**

1. Gain a baseline of knowledge about the current state of digital marketing (in healthcare and other industries) and about the established and emerging technologies being used.
2. Understand how to build a roadmap to get started (e.g., set goals, select audiences, select channels, set budget, etc.)
3. Understand how data analytics, content strategy and other techniques combine to build an effective strategy.
4. Hear real world examples of healthcare case studies.

**Faculty:**

Jason Brown, CEO, Brown Parker & DeMarinis Advertising  
Kathy Divis, President, Greystone.Net

**Guest Speakers:**

- Lannie Byrd, Chief Operations Officer, Team SI
- Sharon Line Clary, Vice President of Marketing, AdventHealth
- Brian Gresh, President, Loyal
- Matt Gunther, Healthcare Consumer Strategy, Product Management, Optum

## Module 1: Building the Foundation of a Successful Contemporary Digital Marketing Program in Healthcare

Webinar 1, Part 1 – Tuesday, July 23, from 1-2pm Central

Presenters: Kathy Divis, Lannie Byrd

- Understanding the current state of digital marketing in/out of healthcare and the major trends impacting marketers, including:
  - Consumerism
  - The transition from MarCom to MarTech
  - The emergence of the “always-connected” and “always on” consumer
- Reviewing an inventory of marketing techniques/technology, how they work together and the importance of an integrated marketing technology (MarTech) stack (*this could touch on both channels as well as tools*)
- Positioning/Aligning staff and other resources to meet new needs

Webinar 2, Part 2 – Thursday, July 25, from 1-2pm Central

Presenters: Jason Brown, Sharon Line Clary

- Picking a pilot project and setting reasonable goals
- Selling the pilot project to the C-Suite/Speaking CEO language
- Creating an attribution model
- Creating ROI model
- Selling through your budget
- Learning from an AdventHealth Central Region case study
- General Q&A

Week of July 29: Assignment- Pick a pilot project

## Module 2: Telling Your Story to Drive Results

Webinar – Tuesday, August 6, from 1-2:15pm Central

Presenters: Jason Brown, Matt Gunther

- Developing an effective and scalable content strategy
- Developing your Why How what model
- Creating a powerful, dynamic messaging matrix
- Understanding how data analysis is used to guide strategy and content-Jason inviting Tyler.
- Learnings from a Lakeview Health case study
- General Q&A

### Module 3: Activating Your Message across the Tradigital Landscape

Webinar – Thursday, August 8, from 1-2:00 pm Central

Presenter: Jason Brown

- Creating a tradigital approach
- Understanding the impact of your digital properties on your brand
- Lead generating digital tactics
- Understanding the ABCs of owned versus paid versus earned media
- Understanding the power of media ownership
- General Q&A

### Module 4: Preparing for What's Coming Next

Webinar – Tuesday, August 13, from 1-2:00pm Central

Presenters: Kathy Divis, Brian Gresh

- Exploring the emerging technologies including:
  - Predictive analytics
  - Artificial intelligence and/or conversational intelligence
    - Chatbots
    - Voice search
    - Voice assistants
  - Virtual reality
- Exploring how these emerging technologies may impact:
  - Budget and staffing
  - MarTech stack
  - Channels used
  - Attribution models
- General Q&A