



Society for Health Care
Strategy & Market
DevelopmentSM

2021 SHSMD Call for Proposals

Topics of Interest

Submission Deadline 2/10/21

SHSMD is seeking workshop and concurrent submissions for the 2021 SHSMD “Connections” Conference in San Antonio, TX (September 19-21, 2021). This will be a hybrid event with in-person and virtual sessions. SHSMD is especially interested in submissions that are focused on the following topics of interest, which includes new cross-disciplinary topics, and those related to pandemic recovery and rebuilding. Proposals should be flexibly written so that presentations can be readily updated for potential use throughout the year. All proposals will be considered for other virtual conferences and educational programs during the 2021 year, including our Advanced Social Media & Digital Marketing Virtual Conference, hosted with the Mayo Clinic in June.

Marketing and Digital Engagement:

- Brand management
- Marketing for population health – e.g., behavioral marketing, influencing, equity
- Consumerism (retail strategies, customer-centered design, customer engagement)
- Digital marketing/engagement (email, video, social media, websites, apps, SEO patient portals, etc.)
 - Seeking advanced social media and digital marketing topics for the SHSMD/Mayo Clinic Advanced Social Media virtual conference in June.
- Pricing & price transparency
- Market research / public perception
- Segmentation and personalization strategies – e.g., personas, archetypes
- Technology, tools, and systems (mobile marketing, marketing automation, CRM, video, etc.)
- Data analytics, measurement, metrics (ROI)
- New department roles, structure or integration (e.g., with Planning)
 - Marketing with a small team/limited budget
- Innovative strategies and tactics
- Wayfinding & journey mapping
- Ratings and Reviews - consumer, patient and third party

Communications and Public Relations:

- Communications during times of great change/being change agent
- Media relations-connecting with/pitching media
- Innovative strategies and tactics
- Data analytics, measurement, metrics (ROI)
- Reputation management
- Public reporting of price transparency, quality and patient satisfaction metrics
- Storytelling
- Content management
- Internal communications
- Culture building



Society for Health Care
Strategy & Market
DevelopmentSM

- Employee engagement
- Crisis/disaster communications
- Broadcasting (podcasts, FB Live, newsrooms)

Strategic Planning & Business Development:

- Strategic planning, innovative planning tools, execution and measurement
- Business development and planning (e.g. M&A, integration, innovative partnerships)
- New models of care & revenue strategies (e.g. value-based care, virtual health/telemedicine, population health, ACOs, CINs, health & wellness, payor partnerships, etc.)
- Growth & development strategies across the continuum of care (e.g. ambulatory, acute & traditional service line, post-acute, physician network, digital)
- Strategic analytics & data visualization
- COVID-19 recovery strategies and market opportunities

Career & Leadership Development:

- Career growth & development, including emerging skills & competencies for healthcare strategists (e.g. executive presence, emotional intelligence, change acceleration, strategy & business acumen)
- Workforce mental health and emotional well-being; addressing burnout & resiliency
- Workforce / team engagement in a virtual environment
- Workforce planning & diversity
- Mentorship

Innovation & Cross-disciplinary Solutions

- Emerging health care trends, disruptors & innovation
- Health care policy, advocacy & reform
- Innovation & health care transformation (e.g. innovation centers, diversified revenue opportunities & investments, out-of-industry applications)
- Diversity, equity & inclusion, including social determinants of health, health equity and access
- Consumerism, patient engagement, and personalization of care
- Technology-enabled innovation for digital access, seamless patient navigation, and experience
- Cross-functional partnerships & stakeholder alignment