



Society for Health Care
Strategy & Market
DevelopmentSM

2022 SHSMD Call for Proposals

Topics of Interest

Submission Deadline 2/9/22

SHSMD is seeking workshop and concurrent submissions for the 2022 SHSMD “Connections” Conference from September 11-14, 2022, at the Gaylord National Resort and Convention Center in National Harbor, MD (Washington, DC area). Sessions will be considered for the in person event as well as a small virtual component occurring October 12.

SHSMD is also seeking virtual session proposals for other virtual conferences and educational programs during the 2022 year, including our Advanced Social Media & Digital Marketing Virtual Conference in June.

SHSMD is especially interested in submissions that are focused on the following topics of interest among each conference track, plus the following themes:

- cross-disciplinary topics (address two or more of the tracks below),
- topics related to pandemic recovery and rebuilding,
- sessions focused on diversity, equity and inclusion,
- take-aways applicable for rural and different sized hospitals.

Proposals should be flexibly written so that presentations can be readily updated for potential use later in the year.

Marketing and Digital Engagement:

- Brand and reputation strategies
- Marketing for population health – e.g., behavioral marketing, influencing, equity
- Consumerism (retail strategies, human-centered design, customer engagement)
- Digital Strategy
 - Engagement (email, video, social media)
 - Websites, Intranet, Digital Front Door, apps, patient portals, broadband needs, etc.)
 - SEO/SEM, Google
 - Social Media , digital marketing and advertising (advanced)
 - Content Strategy
- 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, data storytelling, metrics (ROI), financial targets, market share data
- Marketing workforce - new roles, structure or integration, turnover, small team challenges
- Innovative strategies and tactics
- Customer journey mapping
- Ratings and Reviews - consumer, patient and third party
- Wayfinding



Communications and Public Relations:

- Communications during times of great change/being change agent
- Crisis/disaster communications
- Internal communications, employee engagement & burnout strategies
- Diversity, Equity and Inclusion communication strategies
- Population health communications, community partnerships
- Media relations-connecting with/pitching media
- Reputation management, building trust
- Political challenges - public reporting of price transparency, quality and patient satisfaction metrics
- Storytelling – advanced, new approaches
- Content management (I moved this to Marketing)
- Culture building
- Broadcasting (podcasts, FB Live, newsrooms)
- Data analytics, measurement, metrics (ROI)

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.)
- Integrating strategic and financial planning (Value based care models)
- Service line growth and planning
- 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
- Incorporating Diversity, Equity and Inclusion goals into mission and planning

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:
 - Workforce planning - turnover challenges and strategies
 - Mental health and emotional well-being; burnout & resiliency
 - Engagement strategies, e.g., for remote work
 - Diversity and inclusion
- Mentorship
- Changing staff roles, processes, organization of teams



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Innovation & Cross-disciplinary Solutions (addresses more than one track):

- Diversity, equity & inclusion strategy - social determinants of health, health equity and access
- Emerging health care trends, new care delivery methods (hospitals at home, next gen telehealth), disruptors & innovation
- Health care policy, advocacy, regulations
- Innovation & transformation (e.g. innovation centers, diversified revenue opportunities & investments, out-of-industry applications)
- Consumerism, patient engagement, and personalized care
- Technology-enabled innovation for digital access, seamless patient navigation, human design, , use of Artificial Intelligence,
- Strategic partnerships & stakeholder alignment