



Society for Health Care
Strategy & Market
DevelopmentSM

2023 SHSMD Call for Proposals

Topics of Interest

Submission Deadline 1/9/23

SHSMD is seeking workshop and concurrent submissions for the 2022 SHSMD “Connections” Conference from September 10-12, 2023, at the Hyatt Regency in Chicago, IL. Sessions will be considered for the in-person event as well as a small virtual component occurring October 20.

SHSMD is also seeking virtual session proposals for other online education programs during the 2023 year, including our data landscape course in July and our social media course in August. Proposals may also be evaluated for SHSMD article, webinar, podcasts, blogs and additional content offerings throughout the year.

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

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

- Physician relations/strategies
- Diversity, equity, inclusion
- Population health/Social determinants
- Behavioral health
- Analytics
- Small or rural hospital strategies/perspectives
- Emerging technologies
- Managing financial pressures
- Innovative ideas to prepare for the future
- Pandemic recovery and rebuilding

Conference Tracks/Topic Areas

Marketing and Digital Engagement:

- Paid and Unpaid Media:
 - SEO/SEM
 - Social Media: TikTok, Facebook, Instagram, LinkedIn, other influencer platforms
 - Privacy, HIPAA, data compliance
- CRM and automation
- Content Strategy (websites, patient portals, apps, media)
- Budgeting, ROI, key metrics, dashboards
- Data analytics (data storytelling, reporting to Csuite and justifying campaigns)
- Physician marketing
- Population health strategies (behavioral marketing, diversity/equity/inclusion)



- Consumerism (retail strategies, human-centered design, customer engagement, understanding the patient/customer journey)
- Service line marketing
- Market research
- Brand and reputation strategies
- Getting a seat at the table and getting leadership support for new ideas
- Marketing workforce - new roles, team structure, turnover, managing remote teams, outsourcing
 - When do you use an agency versus keep in-house?

Communications and Public Relations:

- Crisis/disaster communications
- Internal communications, employee engagement & burnout strategies
 - Physician retention and recruitment
- Communications during times of great change/being change agent
- Communications strategies for: Diversity, Equity and Inclusion, population health, community partnerships
- Media relations
- Reputation management and building trust
- Political challenges - public reporting of price transparency, quality and patient satisfaction metrics
- Storytelling
- Fundraising
- Culture building
- Broadcasting (podcasts, FB Live, newsrooms, newsletters)

Strategic Planning & Business Development:

- innovative partnerships and competing with disruptor
- Business planning (rapid cycle, scenario planning)
- New models of care & revenue strategies (e.g. value-based care, virtual health/telemedicine, population health, ACOs, CINs, health & wellness, payor partnerships, at home hospital, etc.)
- Integrating capital 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
- Financial planning



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Innovation & *Cross-Disciplinary Solutions (*addresses more than one topic area/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, private equity investment)
- 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
- Planning for the future of health care-What's next?

Career & Leadership Development:

- Career growth & development, i(e.g. executive presence, emotional intelligence, change acceleration)
- Budget and Financial management– staffing, prioritization, budget cuts, challenges for small organizations
- Workforce:
 - Workforce planning - turnover challenges and retention strategies
 - Mental health and emotional well-being; burnout & resiliency
 - Employee Engagement strategies
 - Diversity, equity and inclusion
 - Managing remote-based workers and hybrid work environments
- Mentorship
- Enhancing staff roles, processes, re-organization of teams