



**SHSMD Connections 2025**  
**October 12-14, 2025**  
**Sessions List as of 6.24.25**

Below is a list of sessions at the [SHSMD Connections Conference](#). View the [Full Program Schedule](#), to view sessions by track. The online schedule will continue to be updated with new sessions, including our Sunrise Sessions and presentation theaters (not currently listed below).

View our [Agenda at a Glance](#) for a quick overview of the conference schedule.

To help outline your itinerary, refer to one of our six roadmaps (under **Program** drop down on our [conference website](#)) outlining sessions on key topics across our five tracks including: small/rural organizations, workforce, senior leaders, population/behavioral health, data analytics/research/insights, and first-time attendee roadmap.

**Full Program Schedule:**  
**Sunday, October 12-Tuesday, October 14**

**Sunday, October 12: Full Day Intensive, Preconference Workshops, Opening Keynote and Welcome Reception**

**Full Day Intensive (additional fee):**

**Title:** *Strategic Planning for Value Creation and Effective Execution*

**Time:** 10/12, 8:00 a.m. – 3:00 p.m. CT

**Session Description:** This full-day workshop will help you bridge the gap between strategy development and successful execution. Learn how to create value by aligning long-term strategic goals with immediate actions. We'll explore proven frameworks like customer value mapping, as well as insights from industry disruptors, to help you sharpen your approach. Gain practical tools for designing a collaborative, results-driven planning process, effectively prioritizing limited resources, and establishing a clear measurement framework to track progress.

Participants will engage in discussions with fellow participants and faculty to highlight key future trends, strategic planning challenges and opportunities.

Participants also will begin to create their own multi-year strategic planning road map that they can take back to their organizations for further development.

**Preconference Workshops: 9:00 a.m. -11:30 a.m. (included with full conference registration-workshops are not recorded):**

**Title:** *Patient Privacy: Marketing & Digital Engagement Tactics & Advanced Strategies*

**Time:** 10/12, 9:00 a.m. – 11:30 a.m. CT

**Session Description:** We'll assume you're caught up, have a general understanding of HIPAA concerns related to healthcare Marketing & Digital Engagement, and have cleaned up your Marketing & Digital Engagement analytics (or removed all tags). However, you still have Marketing & Digital Engagement ROI to report on and need to ensure your tactics are compliant. This advanced session is designed to help you get back to work!

Join us for this advanced session on patient privacy, where we'll cover more advanced tracking techniques, platform-specific rules and tips, and considerations for when you begin incorporating innovative tools like AI. We'll also discuss advanced strategies such as paid media conversion and optimization options, state-specific Marketing & Digital Engagement rules, review the intricacies of sGTM vs. CDP, and discuss advanced conversion tracking techniques. Along with the training, we'll weave in (blinded) client case studies so you can see measurement and implementation in action.

**Title:** *Rebrand Your Workplace Woes: How to Clarify Your Strengths, Optimize Your Team, and Grow Your Joy and Productivity*

**Time:** 10/12, 9:00 a.m. – 11:30 a.m. CT

**Session Description:** Do you love your job but still sometimes find yourself frustrated, grumpy and drained by the day-to-day? Or, know you've got a well-qualified, capable team, but struggle to communicate effectively and get the end results you seek? You're not broken as a leader and there's nothing wrong with your team. You just need an internal rebranding! The Working Genius is a simple, yet highly actionable working styles assessment that will help you declare your unique gifts and strengths, illuminate how you view work (and how your teammates may see things very differently), and give you the language and understanding you need to clear up unmet expectations, avoid miscommunications, and work more joyfully and effectively as a team. Come map out your team's geniuses and discover the immediate changes you can make to flip from frustration and burnout to fun work that fuels you.

**Title:** *Building the Health Care Digital Dream Team: A Future-Ready Strategy for Patient Acquisition and Engagement*

**Time:** 10/12, 9:00 a.m. – 11:30 a.m. CT

**Session Description:** In this session, Kendra Calhoun, CMO at Avera Health System, Eric Steinberger, CMO at Atlantic Health System, and Dan Lavelle, Head of Digital Transformation at Unlock Health will spotlight critical roles on the healthcare digital team that will define future healthcare Marketing & Digital Engagement success. They'll dive into how these roles drive patient acquisition, enhance engagement, and optimize Marketing & Digital Engagement strategies.

The CMO of a major health system will share how they've structured their own digital team to meet the challenges of today and tomorrow. Their experiences provide a model for other

organizations who want to build a future-ready team capable of meeting the unique challenges of the healthcare sector.

**Preconference Workshops: 12:30 p.m. -3:00 p.m. (included with full conference registration-workshops are not recorded):**

**Title: *Building Culture Through Communication: Engaging Your Health Care Workforce***

**Time:** 10/12, 12:30 p.m. – 3:00 p.m. CT

**Session Description:** Recent research highlights the powerful relationship between employee engagement and key health care outcomes, including improved patient experience, staff retention, and a strong safety culture. Yet, engaging a mobile, multi-location health care workforce presents complex challenges. This session explores how Acenda Integrated Health developed and implemented its innovative Educate, Engage, Repeat strategy to address these challenges through multi-channel communication and employer branding.

**Title: *Focus on Findability: Thinking Beyond Search in the Age of AI***

**Time:** 10/12, 12:30 p.m. – 3:00 p.m. CT

**Session Description:** Artificial intelligence (AI) is rapidly making its way into how users find and consume information, accelerating the shift from traditional SEO to focus on findability. In this session, we'll look at what we can learn from previous shifts in the findability landscape, how AI impacts healthcare consumers' engagement with your brand, and real-world examples from Cone Health of how you can create a findability strategy that helps weather the AI storm.

**Title: *Preparing for Value-Based Care: Advancing the Definition of the Patient Population***

**Time:** 10/12, 12:30 p.m. – 3:00 p.m. CT

**Session Description:** How do you invest in an important service which doesn't "make money?" Preparation for value-based care and payment requires new strategies and non-traditional partnerships to set direction and uncover key information. Although there is consensus on the importance of innovative care to reduce inpatient length of stay, ICU days and reduce costs, defining the appropriate patient population is still a gap. In this session, executives from MaineHealth's Strategic Planning team, Accountable Care Organization, and Palliative Care service line will discuss recent approaches to using data from a variety of sources to understand patient populations, care needs, and costs of care. Participants will engage with the panelists and one another to consider practical applications during the session and will walk away with tools and resources to apply to their own populations and steps to explore strategic planning opportunities.

**Title: *Designing for Impact: Transforming Health Care Through Experience, Service, and Human Insight***

**Time:** 10/12, 12:30 p.m. – 3:00 p.m. CT

**Session Description:** This hands-on workshop explores how experience design, service design, and human insights can transform healthcare into a more compassionate, efficient, and human-centered system. By defining these principles, showcasing real-world examples, and working

through exercises live, we will uncover how patient journeys can be redesigned to address unmet needs, improve outcomes, and enhance satisfaction. Attendees will learn practical methods for gathering insights, collaborating through co-design, leveraging technology thoughtfully, and measuring impact. Through inspiring stories of transformation, the session will highlight the profound potential of human-centered design to reimagine healthcare, leaving participants equipped and motivated to create meaningful change in their organizations and communities.

### **New Member/First-Time Attendee Welcome Reception**

Time: 3:00 p.m. – 4:00 p.m. CT

If you are a first-time attendee, new member, or just curious to learn more about the conference and SHSMD membership, join us at this reception. In this fun, interactive session, you'll learn tips to make the most out of conference. Plus, you have the opportunity to meet with one of our seasoned conference volunteers who can accompany you to the opening keynote and serve as your guide at the Welcome Reception in the Solution Center Exhibit Hall.

### **Preconference Session for Senior Leaders:**

**Title:** *Health Care Leaders in Career Transition: Reflecting, Reinventing, and Thriving*

**Time:** 3:00 p.m. – 4:00 p.m. CT

**Session Description:** Career curves are part of the journey, especially in healthcare leadership. Whether it's by choice, change, or circumstance, transitions can shake us up... and wake us up. In this honest, energizing panel, three seasoned healthcare executives open up about what happened after the title changed. From navigating layoffs to chasing new passions, they'll share what worked, what didn't, and what surprised them most.

Expect candid stories, fresh strategies, and real resources to help you move forward with clarity and confidence—whether you're figuring out your next move or helping someone else chart theirs.

### **Opening Keynote:**

4:15 PM-5:30 PM CT

**Keynote:** *The Poet's Keys: A Guide to Unlocking Innovation in Health Care Strategy*

Patients and stakeholders expect more, and the health care landscape is constantly evolving with new disruptions. To thrive, health care professionals must embrace innovation and adaptability. Despite these challenges, McKinsey has found that only 6% of leaders feel fully tapped into their teams' potential to nurture original thinkers who actively shape the future of their organizations. Tucker Bryant, after a decade alongside world-class innovators at institutions like Stanford and Google, offers a unique perspective: the outlook of a poet. As a nationally renowned poet, Tucker has identified five powerful tools poets have relied on for millennia to break free from comfort zones and innovate through language. These tools provide health care leaders with the expanded perspective needed to navigate uncertain futures. This keynote is designed to inspire health care professionals to think differently, embrace change, and lead their organizations to success in an ever-evolving landscape.

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**Monday, October 13: Concurrent Sessions, Keynote, Member Meet-ups, Solution Center Presentations/Breaks, and All Attendee Networking Event**

**Concurrent Block 1: 8:00-8:45 a.m. Sunrise Sessions:** Refer to the [Full Program Agenda](#) for session content that will continue to be added to the program. Breakfast included.

**Concurrent Block 2: 11:25 a.m. – 12:10 p.m.**

**1) Title: *From Insights to Impact: Transforming Health Care Marketing & Digital Engagement with Customer Data Platforms for Enhanced ROI***

**Track:** Marketing & Digital Engagement

**Concurrent Block/Time:** Concurrent #2: Monday, 10/13, 11:25 a.m. – 12:10 p.m.

**Session Description:** Join D.J. Willard of Priority Health and Joseph Sharp from Amsive in a fireside chat exploring the transformative role of Customer Data Platforms (CDPs) in health care Marketing & Digital Engagement. Learn why Priority Health implemented CDPs, the benefits CDPs can offer with targeted campaigns that maximize ROI, and how they support HIPAA-compliant Marketing & Digital Engagement. Discover practical strategies for integrating CDPs within regulatory frameworks, enhancing Marketing & Digital Engagement effectiveness, and safeguarding member data. This session will engage attendees in a dynamic discussion on the strategic use of CDPs to achieve precise Marketing & Digital Engagement outcomes and navigate complex compliance challenges

**2) Title: *Micro-Influencers vs. Brand Podcasts: Humanizing Health Brands and Build Authentic Partnerships—The Pelvis Party Approach***

**Track:** Marketing & Digital Engagement

**Concurrent Block/Time:** Concurrent #2: Monday, 10/13, 11:25 a.m. – 12:10 p.m.

**Session Description:** In the rapidly changing landscape of health Marketing & Digital Engagement, traditional methods like branded podcasts are increasingly being replaced by more dynamic and personalized strategies. This session explores how micro-influencers can help health brands humanize their messaging and build trust with target audiences. You'll learn how a health system with limited resources successfully engaged a broader audience on sensitive health topics. Discover how micro-influencers—who connect with highly engaged, niche audiences—offer more meaningful relationships. Attendees will leave with actionable strategies for identifying influencers, building authentic partnerships, and measuring campaign success to elevate their brand and foster deeper engagement.

**3) Title: *Thought Leadership in Uncertain Times: Framing your Strategy for Success***

**Track:** Communications & Public Relations

**Concurrent Block/Time:** Concurrent #2: Monday, 10/13, 11:25 a.m. – 12:10 p.m.

**Session Description:** Communications professionals must help guide health care organizations through this time of shifting government policies, reduced trust in medical and scientific expertise and an increasingly politicized climate. An agile thought leadership and public affairs communications strategy is a crucial tool. Nationwide Children's Hospital has developed a

personalized approach to thought leadership focused on a class of leaders and advocacy platforms to build and leverage influence on issues of clinical care, research, government policy. This session will explore how the hospital refined and manages its strategy, and how your organization can do the same in an ever-evolving landscape.

**4) Title: *Building Bridges: Micro-Hospital Development as a Lifeline for Rural Healthcare***

**Track:** Strategic Planning & Business Development

**Concurrent Block/Time:** Concurrent #2: Monday, 10/13, 11:25 a.m. – 12:10 p.m.

**Session Description:** Explore the inspiring journey of Northeast Georgia Health System in developing a new hospital in Lumpkin County. This strategic initiative was undertaken to address the pressing healthcare needs of the rural community and enhance the quality of care available. Through collaborative efforts and innovative approaches, this project not only saved but also transformed the healthcare landscape in the market. Discover the challenges faced, solutions implemented, and the profound impact on patient outcomes and community health.

**5) Title: *Succeed with Digital Innovation in Five Days***

**Track:** Innovation & Cross-Disciplinary Solutions

**Concurrent Block/Time:** Concurrent #2: Monday, 10/13, 11:25 a.m. – 12:10 p.m.

**Session Description:** Join us for an interactive session on Digital Innovation as a cultural shift, not just a technology initiative. We'll share insights from our pioneering use of the Google Ventures Sprint process, which revolutionized collaboration between the Hartford Healthcare digital, operational, and clinical leaders.

**6) Title: *Making the Most of a Moment for Service Lines: The Strategic Bets Health Systems Should Consider***

**Track:** Strategic Planning & Business Development

**Concurrent Block/Time:** Concurrent #2: Monday, 10/13, 11:25 a.m. – 12:10 p.m.

**Session Description:** Service lines are going through a revitalization as health systems refocus on “systemness” and double-down on smart growth in the face of decreased reimbursement, higher labor and supply costs, tighter margins, and intensified competition for physicians. Organized and executed well, service lines can be a strong growth engine for an organization seeking to maintain long-term sustainability. However, successful strategy development and execution requires a holistic strategic approach.

This presentation will explore how organizations can optimize their service lines across the continuum of care, from developing growth plans to optimizing and rationalizing services to identifying potential partnership opportunities.

**Concurrent Block 3: 1:30 p.m. – 2:15 p.m.**

**1) Title: *Rebranding at Corewell Health: Survey Says... Success!***

**Track:** Marketing & Digital Engagement

**Concurrent Block/Time:** Concurrent #3: Monday, 10/13, 1:30 p.m. – 2:15 p.m.

**Session Description:** Born of the merger of Spectrum Health and Beaumont, Corewell Health is now Michigan's largest health care system. Its rebranding spanned 21 hospitals and 300+ outpatient locations, impacting 65,000+ team members. Over 2.5 years, this project revamped

every branded asset from accounting to workwear and included a transition to one Epic system. A successful outcome required engagement at the highest leadership levels, navigation of stringent compliance rules, and execution by thousands of team members. With insights gained from stakeholder engagement and post-implementation debriefs, we will discuss strategies, wins, and challenges to help other health systems in their own transformation efforts.

**2) Title: *Patient-Led Marketing & Digital Engagement – Mastering Consumer Demand with Conversational AI***

**Track:** Marketing & Digital Engagement

**Concurrent Block/Time:** Concurrent #3: Monday, 10/13, 1:30 p.m. – 2:15 p.m.

**Session Description:** In today's rapidly evolving health care landscape, patient engagement is a fundamental driver of success. As seen in industries like transportation and retail, those that have successfully engaged both Supply (producers) and Demand (consumers) in a “full stack” approach are the ones that have thrived. The same is true in healthcare. Hospital systems are supply-building engines, focusing on site expansion and investing in the latest technology and services. Where they lag is on the demand side. This session is a guide to how we are responding to consumer demand with our Conversational AI Engagement Platform, elevating access for all.

**3) Title: *Leading Through the Eye of the Storm: Crisis Communications Playbook at Tampa General Hospital***

**Track:** Communications & Public Relations

**Concurrent Block/Time:** Concurrent #3: Monday, 10/13, 1:30 p.m. – 2:15 p.m.

**Session Description:** Tampa General Hospital, built on a barrier island in Tampa Bay nearly 100 years ago, faced two major hurricanes in 2024. Category 4 Hurricane Helene and Category 5 Hurricane Milton brought storm-forced winds, flooding and record storm surge to the region, but Tampa General Hospital remained open to provide world-class care for its patients. No strangers to natural disasters, the corporate communications team at TGH implemented their hurricane playbook to communicate updates to patients, team members and the public, even as they weather the storm.

**4) Title: *Harnessing the Power of Integrated Data***

**Track:** Strategic Planning & Business Development

**Concurrent Block/Time:** Concurrent #3: Monday, 10/13, 1:30 p.m. – 2:15 p.m.

**Session Description:** In today's complex health care environment, having comprehensive data systems is imperative to inform strategic decisions. This session explores ways of integrating various data sources into automated Power BI dashboards for multiple types of analyses. A case study will demonstrate how these can be used to ensure the viability of satellite expansion:

- Identify Market Opportunities – integration of region demographics, patient origin mappings, health system performance, current top services, and projected growth of selected services.

- Physician Productivity – integration of human resource and clinical data to industry benchmarks to gain insights into how best to invest and deploy provider specialties across the system.

**5) Title: *Protecting and Enhancing Your Health System's Reputation in an Ever-Changing Political Environment***

**Track:** Innovation & Cross-Disciplinary Solutions

**Concurrent Block/Time:** Concurrent #3: Monday, 10/13, 1:30 p.m. – 2:15 p.m.

**Session Description:** In today's rapidly evolving social and political landscape, health systems face increasing pressure to respond to various issues that can impact their reputation. This session will highlight the importance of developing a consistent decision-making approach to communications around social and political issues. The presentation will be followed by a discussion on how to balance public expectations with organizational values.

**6) Title: *How to Work a Room: Networking Tips for the Modern Era***

**Track:** Career & Leadership Development

**Concurrent Block/Time:** Concurrent #3: Monday, 10/13, 1:30 p.m. – 2:15 p.m.

**Session Description:** In a world of endless Zoom meetings, in-person networking is at risk of becoming a lost art. In fact, a 2022 Forbes Health survey showed that since the pandemic, 62 percent of respondents reported feeling anxious about the thought of socializing with strangers. Join Lindsay Carrillo, MBA, a former journalist and Director of Business Development at UCI Health, as she shares the psychology behind awkward social interactions, tried-and-true best practices to build a plan for success, and practical tips for implementing that plan – for your leaders, your physicians and yourself.

**Concurrent Block 3: 3:20 p.m. – 4:05 p.m.**

**1) Title: *Efficiency Engineered: Systemized Marketing & Digital Engagement for Brand Growth in Health Care***

**Track:** Marketing & Digital Engagement

**Concurrent Block/Time:** Concurrent #4: Monday, 10/13, 3:20 p.m. – 4:05 p.m.

**Session Description:** Discover how to streamline health care Marketing & Digital Engagement through structure, staffing, and strategic planning. This session will explore the shift from decentralized hospital Marketing & Digital Engagement to a systemized, centralized approach, offering insights into aligning workloads and team structures for greater efficiency. Learn how to transform planning processes, including implementing maturity planning cycles, to stay ahead in a competitive landscape. Finally, we'll examine the integration of brand and service line Marketing & Digital Engagement, demonstrating how service lines can reinforce and elevate the overall brand. Gain actionable strategies to optimize your organization's Marketing & Digital Engagement efforts and drive service line growth while maintaining a unified brand identity.



**2) Title: *Improving the Digital Patient Experience, One Search at a Time***

**Track:** Marketing & Digital Engagement

**Concurrent Block/Time:** Concurrent #4: Monday, 10/13, 3:20 p.m. – 4:05 p.m.

**Session Description:** Explore the evolving expectations of the digital patient experience - such as finding information immediately in the moments that matter. Discover how website visitor search behavior can uncover high value insights and gaps that influence content strategy while maintaining HIPAA compliance and patient privacy. Learn how AI can be combined with human oversight to optimize website search experiences across multiple service lines and domains. Find out how search can help unify information via one search experience for Find a Doctor, Find a Location, and Find a Specialty. Learn how to promote high value focus areas within the search experience.

**3) Title: *Branding from the Bottom Up – The Benefits of Engaging and Utilizing Brand Ambassadors***

**Track:** Communications & Public Relations

**Concurrent Block/Time:** Concurrent #4: Monday, 10/13, 3:20 p.m. – 4:05 p.m.

**Session Description:** Branding from the bottom up with Brand Ambassadors is a powerful way to build trust, foster emotional connections, and create a more engaged brand. Empowering Brand Ambassadors to share your story enhances your reach and creates a more authentic and relatable culture. In an era where employees value genuine connections, this approach offers a sustainable, cost-effective, and impactful way to gain brand adoption across your organization. Ensuring internal audiences are informed and included is critical to the success of any significant organizational shift. One of the most successful strategies health system marketers can use to achieve employee buy-in is enlisting an army of motivated Brand Ambassadors. Learn how Powers Health identified, educated, inspired, and empowered over 200 Brand Ambassadors to support their recent rebrand – giving them high visibility throughout the brand launch and using the feedback they received to reinforce internal messaging.

**4) Title: *Driving Growth Through Patient Navigation: Strategies, Impact, and Results***

**Track:** Strategic Planning & Business Development

**Concurrent Block/Time:** Concurrent #4: Monday, 10/13, 3:20 p.m. – 4:05 p.m.

**Session Description:** Explore how strategically navigating patients across multiple access points within a healthcare system can improve care quality while boosting financial performance. This session dives into the revenue potential of patient navigation when viewed through a growth lens, featuring real-world data from a large healthcare system in Texas. Attendees will hear case studies illustrating navigation initiatives across emergency departments, primary care, and secondary referral pathways. The session will also offer actionable techniques for measuring and reporting outcomes to gain and maintain leadership support.

**5) Title: *Getting Strategy Off the Shelf and Into the Healthcare Workplace***

**Title:** Strategic Planning & Business Development

**Concurrent Block/Time:** Concurrent #4: Monday, 10/13, 3:20 p.m. – 4:05 p.m.

**Session Description:** In 2024, Children's Hospital thoroughly reviewed its 5-Year Strategic Plan, addressing challenges such as excessive complexity, static goals, and overwhelming success

measures. Children's Nebraska has turned the corner on the COVID-19 pandemic recovery and is now strongly focused on strategy and investment. However, the landscape has irrevocably shifted post-pandemic, and health systems must chart this new territory with less capital, which makes strategy essential.

After reaffirming alignment with the mission, vision, and values, the plan was revamped into a dynamic, actionable framework supported by dedicated champions for each strategic goal. Success measures were streamlined to focus on impactful metrics, reducing reporting burdens. Coinciding with the hospital's rebranding, the updated plan fostered increased employee engagement. Efforts continue to align divisional strategies with enterprise goals, ensuring consistency and commitment to organizational success.

#### **6) Title: *Advancing Health Care Policy and Telling the Hospital Story***

**Track:** Communications & Public Relations

**Concurrent Block/Time:** Concurrent #4: Monday, 10/13, 3:20 p.m. – 4:05 p.m.

**Session Description:** In this session, American Hospital Association leaders will discuss the current Washington, D.C. landscape including the ongoing advocacy agenda impacting hospitals, grassroots efforts for hospital leaders and staff, and using storytelling to advance public policy discussions.

#### **Choose your Member Meet-Up: 4:15 PM-5:15 PM CT**

Networking Event

Connect with your peers in similar roles, from health care organizations. Share strategies, discuss key priorities, and brainstorm innovative ideas.

Meet-up Groups: Marketers, Communicators and Public Relations, Small or Rural Organizations, Strategic Planners and Business Developers, The President's Club / Senior Leaders, Young Professionals

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#### **Tuesday, October 14: Concurrent Sessions, Keynote, Solution Center Presentations/Breaks, and Closing Keynote**

**Concurrent Block 4: 8:00-8:45 a.m. Sunrise Sessions:** Refer to the [Full Program Agenda](#) for session content that will continue to be added to the program. Breakfast included.

**Concurrent Block 5: 10:25 a.m. – 11:10 a.m.**

##### **1) Track: *The Home Advantage: Winning Community Trust as a Rural Health System***

**Track:** Marketing & Digital Engagement

**Concurrent Block/Time:** Concurrent #6: Tuesday, 10/14, 10:25 a.m. – 11:10 a.m.

**Session Description:** In rural communities, a trustworthy reputation is the cornerstone of a successful health system. This session will explore how rural hospitals can cultivate and sustain a strong online image using strategies tailored to the unique needs of their communities. Join rater8's Solutions Marketing & Digital Engagement Manager, Lauren Lawson, in conversation with Major Health Partners' Director of Marketing & Digital Engagement and Public Relations,

Gena Linville, as they share insights on how to use technology to build trust in local health care services.

**2) Title: *Preparing for the Future: Baptist Health's Digital Transformation to a Unified Online Presence***

**Track:** Marketing & Digital Engagement

**Concurrent Block/Time:** Concurrent #6: Tuesday, 10/14, 10:25 a.m. – 11:10 a.m.

**Session Description:** After many years of expansion, mergers, acquisitions, and change, Baptist Health South Florida found itself in need of a refresh. The challenge was to take 250+ distinct brands and become ONE Baptist Health. This brand refresh focused on how Baptist Health could establish itself as a single, integrated network that is warm, welcoming, modern, and convenient. To accomplish this, we had to develop a content strategy that would also streamline more than 20 different domains into 1 while improving user experience and search engine optimization. Learn how Baptist Health navigated this journey and the lessons learned along the way.

**3) Title: *Is Rome Burning? The Future of CMOs***

**Track:** Career & Leadership Development/Marketing & Digital Engagement

**Concurrent Block/Time:** Concurrent #6: Tuesday, 10/14, 10:25 a.m. – 11:10 a.m.

**Session Description:** Health systems are facing mounting challenges—an aging population, labor shortages, and financial pressures—that threaten the role of the CMO and Marketing & Digital Engagement itself. This panel will bring together healthcare Marketing & Digital Engagement leaders to explore both the existential threats, and real opportunities, the future holds. Panelists will discuss the transformative impact of AI on Marketing & Digital Engagement, the evolution of the CMO role outside healthcare, and how shifting healthcare economics influence priorities. Attendees will gain actionable insights to position Marketing & Digital Engagement as a strategic driver of organizational success in a rapidly changing landscape.

**4) Title: *Creating a Robust ASC Strategy to Strengthen Physician Alignment, Improve Patient Access and Increase System Margin***

**Track:** Strategic Planning & Business Development

**Concurrent Block/Time:** Concurrent #6: Tuesday, 10/14, 10:25 a.m. – 11:10 a.m.

**Session Description:** Increasing physician alignment, expanding patient access points, preparing for expanded site neutral payments, and growing system profitability are core goals for an effective ambulatory surgery strategy. El Camino Health and The Innova Group will share how they developed an ambulatory plan with a combination of claims data, physician outreach and insight, and rigorous financial and financial modeling to achieve these goals.

**5) Title: *It Takes a Comm-Unity: How Communications Can Advance Environmental Sustainability Initiatives and Create a Greener Tomorrow***

**Track:** Innovation & Cross-Disciplinary Solutions

**Concurrent Block/Time:** Concurrent #6: Tuesday, 10/14, 10:25 a.m. – 11:10 a.m.

**Session Description:** This session will delve into the critical role that communication can play in advancing an organization's environmental sustainability efforts and why environmental

sustainability will become increasingly important in the future of health care. Attendees will learn about innovative strategies and tactics to effectively communicate sustainability initiatives, enhance public image and engage stakeholders. The session also will explore the intersection of environmental sustainability and health care, highlighting how sustainable practices can improve patient outcomes, reduce costs and contribute to a healthier planet. Participants will leave with actionable insights and practical tools to implement and communicate their organization's sustainability efforts effectively.

**6) Title: *Quantifying the Size of the Health System Capacity Problem and Evaluating the Use of Digital Tools to Solve It***

**Track:** Innovation & Cross-Disciplinary Solutions

**Concurrent Block/Time:** Concurrent #6: Tuesday, 10/14, 10:25 a.m. – 11:10 a.m.

**Session Description:** Access and capacity are top of mind for health systems across the country. Come learn just how large of a problem this is when quantified via analysis of years' worth of outpatient visit data across all service lines of multiple health systems. Many health systems aim to solve this, in part, by enabling online scheduling. However, without customer support and guidance, many systems experience tension from their medical groups due to loss of provider control over calendars or the wrong patients being booked. How much revenue is being left on the table due to inappropriate patient bookings? How large of an effect may qualifying patient bookings have? Is there a way to do this without putting 10+ questions in front of every booking? How effectively can patient booking behavior be redirected? Come learn the answers to these questions from real data coming from the use of self-triage at health systems across the country.

**7) Title: *It's Elementary, Dear Watson: Marketing & Digital Engagement Innovation Hiding in Plain Sight***

**Track:** Marketing & Digital Engagement

**Concurrent Block/Time:** Concurrent #6: Tuesday, 10/14, 10:25 a.m. – 11:10 a.m.

**Session Description:** How can you innovate to thrive in an unpredictable future? This session reveals the power of looking inward to uncover opportunities hidden in plain sight. Discover how becoming a detective inside your own organization can unlock Marketing & Digital Engagement strategies that drive transformation and open the door to new possibilities. Through three real-world case studies, you'll see how identifying overlooked strengths and organizational truths can reinvigorate brands and prepare them for shifting conditions. Attendees will gain first-hand executive perspective and walk away with practical tools to uncover hidden opportunities, build on a solid foundation of insight, and drive innovation for the future.

**Closing Keynote Lunch "The Optimism Quotient: Strengthening a Mindset that Fuels Happiness and Success"**

12:25 PM-1:40 PM CT

An engaged, optimistic mindset is a significant advantage in the health care field and one of the key drivers of success. New research in neuroscience and positive psychology highlights the incredible ripple effect rational optimism can have on performance, profitability, and happiness

at work. Nationally recognized researcher and best-selling author Michelle Gielan will empower health care professionals with practical, research-based positive communication strategies to increase happiness and fuel success.

Learn the science behind training the brain for greater optimism to reap the benefits.

Michelle weaves together poignant stories, interactive experiments, and her novel research to present a compelling, engaging science-based case showing that being positive and sharing that optimistic mindset with others is central to success. During her session, health care professionals will learn how authentic, rational optimism significantly increases performance and business success.

This keynote is designed to inspire health care professionals in marketing, communications, and strategic planning to think positively, embrace change, and lead their organizations to success in an ever-evolving health care landscape.

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**VIRTUAL CONFERENCE: NOVEMBER 3-7, 2025 (included in Premium Registration). The virtual conference can also be purchased separately for those unable to attend in person.**

**(Virtual Conference-Live Webinar) A Tool Kit Can Get Communicators on the Same Page About Your Brand**

November 3, 2025, 12:00 PM-12:45 PM CT

When repositioning a brand, consistent messaging is as important as visuals. At Mount Sinai Health System, more than 200 employees across eight departments are responsible for most of the communications about our complex academic medical center. We saw the need for a Brand Messaging Tool Kit program to help these communicators understand and convey our brand voice. But where to begin? Which audiences do we include? How do we engage employees to use it? In this session, we explain our program to train staff and encourage usage, and provide examples, lessons learned, and a worksheet to help you think about a Tool Kit program for your institution.

**(Virtual Conference - Pre-recorded) From Within: Creating Sustainable Nursing Pipelines Through Employee Engagement Automation**

Recording released November 4, 2025

Discover innovative ways to address the nursing shortage by leveraging your existing workforce. See how Geisinger implemented strategies to transform employees into nursing professionals using automated communication pathways and targeted engagement techniques. Attendees will gain practical tools and insights to design workflows, craft effective messaging, and measure success, creating a sustainable talent pipeline that addresses both immediate and long-term workforce needs.

**(Virtual Conference-Live Webinar) Accelerating Career Growth: Emotional Intelligence, Executive Presence, and Change Leadership**

November 5, 2025, 2:00 PM-12:45 PM CT

This session will explore key strategies for career growth and development, focusing on emotional intelligence, executive presence, and change acceleration. Attendees will learn how to cultivate emotional intelligence to enhance interpersonal effectiveness, build executive

presence to increase influence, and leverage change acceleration techniques to navigate evolving work environments. Through practical insights and real-world examples, participants will gain actionable tools to strengthen their leadership abilities, increase visibility, and accelerate career progression. This session is designed for professionals seeking to enhance their leadership potential and thrive in today's rapidly changing healthcare landscape.

**(Virtual Conference-Live Webinar) Applying Strategic Consumer Insights – Lessons from Specialty Care**

November 6, 2025, 12:00 PM-12:45 PM CT

Patient choice in healthcare is no longer cut and dry. Consumers are more empowered than ever in determining their sources for care, creating an ever-evolving environment of competition and often, confusion. Patients are inspired to own their healthcare and come to their providers armed with questions and expectations. This is especially true when it comes to specialty care. How are health systems tailoring their consumer insight strategy for specialty services? This panel will share insights from two key specialty services – oncology and pediatrics – to dive into what we have learned about consumer behavior and its impact on volume and revenue.

**(Virtual Conference - Pre-recorded) Leveraging Insights-Driven Marketing to Build Trust and Drive Preventative Care Engagement**

Recording release November 7, 2025

Discover how Ballad Health and their research partner LIFT Healthcare used insights research to address patients' fears and build trust through a free lung screening program targeting high-incidence areas. Learn how we developed patient-focused messaging, aligned outreach with CDC guidelines and positioned screenings as a gateway to care, breaking down barriers to primary care relationships. This session offers practical strategies for creating impactful, patient-centered programs that drive engagement, improve health outcomes and build lasting trust. Attendees will leave with actionable tools to apply insights-driven marketing principles in their own communities.