**AI & Health Content Creation: Tips For Small Teams**

Tuesday, September 16 | 12-1pm CT

In today's competitive health care landscape, marketing teams face the challenge of creating informative, engaging content that resonates with patients while maintaining accuracy and compliance. This talk explores the transformative potential of Artificial Intelligence (AI) in streamlining content creation for health care marketing teams and strengths and weaknesses of current technologies.

We'll delve into practical applications of AI, from generating targeted blog posts and social media content to crafting personalized patient education materials.

Speakers:  
Robbie Schneider  
Social Media Manager  
Franciscan Health

Erin Mullen  
Content Strategy Manager  
Franciscan Health

**Out-of-the-Box Platform Woes? How BeWell Broke the Rules to Empower Health Literacy**

Thursday, September 18 | 12-1pm CT

Organizations invest in out-of-the-box health care platforms for promised functionality and usability. But when you go beyond generalities and consider the needs of your real audience, there can be significant usability gaps—particularly for individuals with low health literacy. Organizations need strategies for auditing platform content including mystery shopping, agency support, content gap analysis, content upcycling, and workflow management. Learn how BeWell developed an audience-focused content strategy to deepen consumer health coverage and enhance population health for underserved people in New Mexico.

Speakers:

Alex Sanchez  
Chief Experience Officer  
NM Health Exchange (BeWell)

Mariah Tang  
Chief Content Marketing Officer  
Stamats

**From Podcast to Post: How to Power Your Social Media Strategy with Doctor-Led Content**Tuesday, September 23 | 12-1pm CT

In today's crowded healthcare space, marketing and social teams are expected to do more with less - create consistent content, keep up with trends, produce short-form videos, and drive audience engagement. This webinar will show how hospital-branded podcasts can solve these challenges and streamline your entire social media strategy, including a how-to on the Meta platform to promote your podcasts and the importance of YouTube.   
  
Bill Klaproth, Director of Marketing and Production at DoctorPodcasting, will be joined by (speaker to be named) to discuss how podcasts can fuel your content engine, amplify your brand voice, and simplify social media execution - especially for lean teams with big goals.  
  
Speakers:

Bill Klaproth   
Director of Marketing and Production  
DoctorPodcasting of RadioMD

**Leveling Up on LinkedIn: Building Your Personal and Professional Brand**

**Thursday, September 25 | 12:00pm – 1pm CT**

LinkedIn has evolved far beyond an online resume—it's now a critical platform for building influence, credibility, and visibility in the health care space. Whether you're looking to elevate your personal brand, expand your network, or boost your organization’s thought leadership, a strong LinkedIn strategy is essential. In this webinar, Alan Shoebridge, Associate Vice President, National Communications at Providence and past president of SHSMD, will share practical tips for refining your personal profile, creating engaging content, and amplifying your organization’s presence. You'll learn how to position yourself—and your brand—for success on the platform where health care professionals, recruiters, and industry leaders are actively connecting.

Speaker:

Alan Shoebridge  
Associate Vice President, National Communications,  
Providence

**Redefining Health Care Marketing Through Influencers: The MemorialCare Success Story**

**Date TBD**

In an increasingly competitive environment, health care marketers must adopt innovative approaches to build trust and connect with their communities. This session highlights MemorialCare’s successful influencer marketing campaign—developed with Goodway Group—which used TikTok, Instagram, and targeted ads to promote women’s health services, resulting in 23,000+ new website visits and significantly higher engagement rates. Attendees will explore the strategy behind the campaign, gain practical insights, and learn how to responsibly incorporate influencer marketing into their own efforts. The session will also address how to balance the risks and rewards unique to health care marketing. Marketers will leave with actionable tools to boost brand engagement and improve ROI in today’s digital landscape.

Speakers:

Jennifer Dixon-Lux  
Senior Director, Client Experience  
Goodway Group

Erin Killion  
Client Strategy Director – Healthcare,  
Goodway Group

Vincent Serio  
MemorialCare Health System,  
MemorialCare Health System