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

Tuesday, September 16 | 12-1 p.m. 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 | 12-1 p.m. 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 | 12-1 p.m. CT

In today's crowded health care 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

Melody Brandley
Digital Media Supervisor
Southeast Georgia Health System

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

Thursday, September 25 | 12:00 – 1 p.m. 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**

Tuesday, September 30 | 12:00 – 1 p.m. CT

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

**Optimizing Your Digital Foundation to Drive Patient Engagement**

Tuesday, October 7 | 12 – 1 p.m. CT

In today's competitive health care environment, maintaining a strong online presence is critical for patient acquisition and retention. Roper St. Francis Healthcare -- a community health system serving the Charleston, South Carolina, area -- recognized the importance of building a solid digital foundation to support their four flagship hospitals and 250-provider network.

Faced with challenges such as inconsistent online listings, a decline in review volume during a system migration, and the need for scalable review management, the organization prioritized optimizing online listings for accuracy and consistency as the cornerstone of their transformative ORM journey. By addressing this foundational step, they not only enhanced brand trust but also created a reliable framework for subsequent efforts in review requesting.

**Speakers:**
Kelly Krammes
Reputation Management & Social Media Specialist
Roper St. Francis Healthcare

Krista Robertson
Executive Director of Digital Strategy
Roper St. Francis Healthcare

Stacy Neumann
Vice President of HLS Industry
Reputation