



Interactive Session Guide

A faster way to compare sessions, follow topic roadmaps and build your conference itinerary.

[VIEW LIVE SCHEDULE](#)[CONFERENCE OVERVIEW](#)

September 27-29, 2026 | Baltimore

Session information updated August 18, 2026 to include six newly added sponsored sessions.
The live program schedule remains the source of truth for additions, room assignments and updates.

[NEW SPONSORED SESSIONS](#)

How to Use This Guide

Four layers of navigation help attendees move from broad interests to a specific session without scanning every description.

1. Start with the schedule	Compare every option within a time block and immediately see conflicts.
2. Find by outcome	Browse sessions by the problem you need to solve, such as AI, ROI, growth or trust.
3. Apply an audience lens	Locate sessions for senior leaders, pediatric organizations, rural teams, physician strategists or first-time attendees.
4. Jump to full details	Every title in the guide is clickable. PDF bookmarks also provide quick access by day and section.

Official track legend

MKT	Marketing & Digital Engagement
STRAT	Strategic Planning & Business Development
COMMS	Communications & Public Relations
INNOV	Innovation & Cross-Disciplinary Solutions
LEAD	Career & Leadership Development

Important: Preconference workshops require advance registration and are not available to day-pass registrants. Sponsored lunch workshops have additional audience restrictions noted in the guide.

UPDATED AUG. 18: Six new sponsored sessions are now integrated into the Monday schedule and outcome finder. Select the button below to jump to their full descriptions.

[VIEW NEW SPONSORED SESSIONS](#)

Schedule at a Glance

Use these pages to compare all choices within each time block. Select any title to jump to its full description.

Sunday, September 27

9:00-11:00 a.m. ET | Morning Workshops

TRACK	SESSION	TOPICS / NOTES
WORKSHOP Preconference Workshop	Corewell Health's 'Our Commitment' Rollout Lessons: A Hands-On Workshop for Aligning Brand, Strategy & Culture	ADVANCE REGISTRATION Brand, Trust & Reputation Leadership, Culture & Change
WORKSHOP Preconference Workshop	Win the Race to Expand Ambulatory Services: Applications Using an Outpatient Market Growth Model	ADVANCE REGISTRATION Growth & Service Lines Data & ROI
WORKSHOP Preconference Workshop	Essentials of Measuring Marketing Campaign Effectiveness and ROI in Health Care	ADVANCE REGISTRATION Data & ROI Growth & Service Lines
WORKSHOP Preconference Workshop	One Organization, Many Voices: Communicating Clearly Across a Multigenerational Workforce	ADVANCE REGISTRATION Communications & Crisis Leadership, Culture & Change

11:15 a.m.-12:45 p.m. ET | Sponsored Lunch Workshops

TRACK	SESSION	TOPICS / NOTES
WORKSHOP Preconference Workshop	From Access to Action: Turning Epic Into a Growth Engine for Health Care Marketing	SPONSORED HOSPITAL/HEALTH SYSTEM ATTENDEES Digital Access & Experience Growth & Service Lines
WORKSHOP Preconference Workshop	Health Care's Most Overlooked Brand Channel: How Marketing Leaders Are Winning With Mobile	SPONSORED EXECUTIVE Digital Access & Experience Brand, Trust & Reputation

1:00-3:00 p.m. ET | Afternoon Workshops

TRACK	SESSION	TOPICS / NOTES
WORKSHOP Preconference Workshop	Consumerism and Digital Engagement Post-AI: Designing the Next-Generation Experience	ADVANCE REGISTRATION AI & Emerging Tech Digital Access & Experience
WORKSHOP Preconference Workshop	Addressing the Child Mental Health Challenge: A Hands-On Workshop for Building Your Response	ADVANCE REGISTRATION Community & Population Health Children's Health
WORKSHOP Preconference Workshop	Guiding Principles for Experience Excellence	ADVANCE REGISTRATION Digital Access & Experience Leadership, Culture & Change
WORKSHOP Preconference Workshop	The Science of Belonging: How Neuroscience Shapes Health Care Marketing Engagement	ADVANCE REGISTRATION Brand, Trust & Reputation Communications & Crisis

2:00-2:45 p.m. ET | Executive Summit

TRACK	SESSION	TOPICS / NOTES
GENERAL General Session	AHA Fireside Chat: Making Health Care More Affordable	INVITE ONLY EXECUTIVE SUMMIT

3:00-3:45 p.m. ET | Executive Summit

TRACK	SESSION	TOPICS / NOTES
GENERAL General Session	Beyond the Four Walls: How Strategic Partnerships Are Redefining Growth in Health Care	INVITE ONLY EXECUTIVE SUMMIT Growth & Service Lines

3:00-4:00 p.m. ET | Welcome

TRACK	SESSION	TOPICS / NOTES
CONNECT Networking	New Member and First-Time Attendee Welcome Reception	FIRST-TIME ATTENDEES NEW MEMBERS

4:15-5:30 p.m. ET | Opening Keynote

TRACK	SESSION	TOPICS / NOTES
GENERAL General Session	Awards and Opening Keynote: The Improv Playbook - Taking Smart Risks and Adapting Fast	KEYNOTE AWARDS Leadership, Culture & Change

5:30-7:00 p.m. ET | Reception

TRACK	SESSION	TOPICS / NOTES
CONNECT Networking	Welcome Reception in the Solution Center Exhibit Hall	NETWORKING APPETIZERS

Monday, September 28

8:00-8:45 a.m. ET | Concurrent 1 - Sponsored Sunrise Sessions

TRACK	SESSION	TOPICS / NOTES
SPON Sponsored Sunrise	"We Can't Track That" to a Real Measurement Plan: One Health System's Roadmap to Better Marketing Measurement	NEW BREAKFAST INCLUDED Freshpaint Data & ROI
SPON Sponsored Sunrise	Beyond the Visit: Turning Immediate Care Campaigns into Long-Term Patient Relationships	NEW BREAKFAST INCLUDED Fathom Growth & Service Lines Digital Access & Experience
SPON Sponsored Sunrise	Measuring What You Can No Longer Track: Rebuilding Healthcare Marketing Analytics After the Pixel Purge	NEW BREAKFAST INCLUDED LightTrail Data & ROI
SPON Sponsored Sunrise	Your Website Has a New Job: Building Trust in the Age of AI Search	NEW BREAKFAST INCLUDED Schema App AI & Emerging Tech Digital Access & Experience

Additional Sunrise Sessions may be added. The live schedule remains the source of truth.

9:00-10:15 a.m. ET | Keynote

TRACK	SESSION	TOPICS / NOTES
GENERAL General Session	Awards and Keynote: Reframing Growth Through Human Experience	KEYNOTE AWARDS Leadership, Culture & Change Brand, Trust & Reputation

11:25 a.m.-12:10 p.m. ET | Concurrent 2

TRACK	SESSION	TOPICS / NOTES
MKT Marketing & Digital Engagement	Beyond Automation: How Human-Centered Community Engagement Builds Trust in the AI Era	AI & Emerging Tech Brand, Trust & Reputation
MKT Marketing & Digital Engagement	Digital Experience Is Care Experience: How Health Systems Can Redesign the Front Door	Digital Access & Experience AI & Emerging Tech
COMMS Communications & Public Relations	From Groundbreaking to Grand Opening: Crafting a Community-Centered Communication Strategy for Rural Hospital Launch	Communications & Crisis Rural & Small Organizations
INNOV Innovation & Cross-Disciplinary Solutions	Contigo en la Lucha: Using Data and Trust to Drive Population Health Growth Among Spanish-Speaking Communities	Community & Population Health Data & ROI
STRAT Strategic Planning & Business Development	Market Strategy Earns Its Budget: Teaming With Physicians to Accelerate Results	EXECUTIVE Physician Strategy AI & Emerging Tech
LEAD Career & Leadership Development	Practicing Smart Risk with Improvisation	Leadership, Culture & Change
SPON Sponsored Insight	The Seven Deadly Sins of Healthcare Marketing (and How to Repent Before Your Audience Leaves You Behind)	NEW Sponsored Insight Brand, Trust & Reputation

1:30-2:15 p.m. ET | Concurrent 3

TRACK	SESSION	TOPICS / NOTES
MKT Marketing & Digital Engagement	From Zero to ROI in 12 Months: Launching a Physician & Consumer CRM That Delivers	Data & ROI Digital Access & Experience
MKT Marketing & Digital Engagement	Trust, Transparency, and Patient Flow: The New CMO Imperative	EXECUTIVE Brand, Trust & Reputation Digital Access & Experience
SPON Sponsored Insight	The Patient Next Door: Meet the New Healthcare Consumer	NEW Sponsored Insight Digital Access & Experience Brand, Trust & Reputation

1:30-2:15 p.m. ET | Concurrent 3 (continued)

TRACK	SESSION	TOPICS / NOTES
COMMS Communications & Public Relations	Resilience in Real Time: Navigating Crisis Communications During Hurricane Helene	Communications & Crisis Rural & Small Organizations
STRAT Strategic Planning & Business Development	The Strategist as Convener: Designing Conversations That Change the Future	Leadership, Culture & Change
STRAT Strategic Planning & Business Development	The Playbook: Rivals Unite to Champion Women's Health as a Strategic Priority	Community & Population Health Growth & Service Lines
INNOV Innovation & Cross-Disciplinary Solutions	One Brand, Many Touchpoints: How Marketing and HR Build Cohesive Brands in Small and Rural Health Care Organizations	Brand, Trust & Reputation Leadership, Culture & Change

3:20-4:05 p.m. ET | Concurrent 4

TRACK	SESSION	TOPICS / NOTES
MKT Marketing & Digital Engagement	From Acquisition to Acceptance: Building Awareness & Preference in New Communities	Brand, Trust & Reputation Growth & Service Lines
MKT Marketing & Digital Engagement	Rebranding in Motion: How Leading Health Systems Navigate Brand Change Across Complex Organizations	Brand, Trust & Reputation Leadership, Culture & Change
COMMS Communications & Public Relations	Advancing Health Care Policy and Telling the Hospital Story	Communications & Crisis Brand, Trust & Reputation
STRAT Strategic Planning & Business Development	Scenario Planning 2.0 - Building Resilient Strategies for Health Care's Next Disruptions	Leadership, Culture & Change Growth & Service Lines
STRAT Strategic Planning & Business Development	Supercharging Physician Relations with a PRM: A Panel on Turning Daily Tasks into Strategic Impact	Physician Strategy Data & ROI
INNOV Innovation & Cross-Disciplinary Solutions	The Authenticity Line: Deciding Where AI Belongs in Health Care Marketing	AI & Emerging Tech Brand, Trust & Reputation

4:15-5:30 p.m. ET | Catalyst Conversations

TRACK	SESSION	TOPICS / NOTES
CONNECT Networking	In-Person Catalyst Conversations	PEER NETWORKING CHOOSE ANY GROUP Rural & Small Organizations Children's Health

Tuesday, September 29

8:30-9:15 a.m. ET | 5

TRACK	SESSION	TOPICS / NOTES
MKT Marketing & Digital Engagement	From Rebrand to Movement: Building a Health Care Brand That Breaks the Rules	BREAKFAST INCLUDED Brand, Trust & Reputation Growth & Service Lines
MKT Marketing & Digital Engagement	Stop Begging for Budget: The 3.5x ROI Influencer Marketing Blueprint Built on Pocket Change	BREAKFAST INCLUDED Data & ROI Digital Access & Experience
COMMS Communications & Public Relations	9 Lessons from a Values-Driven Culture	BREAKFAST INCLUDED Leadership, Culture & Change Communications & Crisis
STRAT Strategic Planning & Business Development	A New Frontier: How AI Expands What's Possible in Health Care Strategy	BREAKFAST INCLUDED AI & Emerging Tech Leadership, Culture & Change
INNOV Innovation & Cross-Disciplinary Solutions	Using AI-Enabled Orchestration to Create Seamless Patient Journeys and Compounding ROI	BREAKFAST INCLUDED AI & Emerging Tech Digital Access & Experience
LEAD Career & Leadership Development	From Guidance to Advocacy: How Mentorship and Sponsorship Strengthen Health Care Leadership Pipelines	BREAKFAST INCLUDED Leadership, Culture & Change

10:25-11:10 a.m. ET | 6

TRACK	SESSION	TOPICS / NOTES
MKT Marketing & Digital Engagement	What's New with New Mover Campaigns: From Mailbox to Mouse-Click: How Baptist Health Modernized New Mover Marketing	Growth & Service Lines Digital Access & Experience
MKT Marketing & Digital Engagement	Modernizing the CMS for an AI-First Future: Preparing Health Care Marketing for AI and Agent-Based Search	AI & Emerging Tech Digital Access & Experience
COMMS Communications & Public Relations	Elevating Your Health Care Brand: Building a Thought Leadership PR Program That Works	Communications & Crisis Brand, Trust & Reputation
STRAT Strategic Planning & Business Development	Reimagining Population Health Through Direct-to-Employer Bundles	Community & Population Health Growth & Service Lines
STRAT Strategic Planning & Business Development	Unlocking the Power of Health Care Data: Data Analytics and Visualizations That Drive Strategic Growth	Data & ROI Growth & Service Lines
INNOV Innovation & Cross-Disciplinary Solutions	From Caregivers to Brand Champions: How an Inside-Out Brand Strategy Transformed a Rural Health System's Reputation	Brand, Trust & Reputation Rural & Small Organizations

12:20-1:30 p.m. ET | Closing Keynote Lunch

TRACK	SESSION	TOPICS / NOTES
GENERAL General Session	The Unexpected Power of Boundaries: Rethinking the Rules, Risk and Real Drivers of Innovation	KEYNOTE LUNCH Leadership, Culture & Change

Session Finder: Browse by Outcome

Start with the result you need to deliver. Each title links directly to the full session description.

AI, Search & Emerging Technology

Find sessions on responsible AI, AI-ready content, search, automation and orchestration.

- **NEW** Your Website Has a New Job: Building Trust in the Age of AI Search (Monday 8:00-8:45 a.m.)
- Consumerism and Digital Engagement Post-AI: Designing the Next-Generation Experience (Sunday 1:00-3:00 p.m.)
- Beyond Automation: How Human-Centered Community Engagement Builds Trust in the AI Era (Monday 11:25 a.m.-12:10 p.m.)
- Digital Experience Is Care Experience: How Health Systems Can Redesign the Front Door (Monday 11:25 a.m.-12:10 p.m.)
- Market Strategy Earns Its Budget: Teaming With Physicians to Accelerate Results (Monday 11:25 a.m.-12:10 p.m.)
- The Authenticity Line: Deciding Where AI Belongs in Health Care Marketing (Monday 3:20-4:05 p.m.)
- A New Frontier: How AI Expands What's Possible in Health Care Strategy (Tuesday 8:30-9:15 a.m.)
- Using AI-Enabled Orchestration to Create Seamless Patient Journeys and Compounding ROI (Tuesday 8:30-9:15 a.m.)
- Modernizing the CMS for an AI-First Future: Preparing Health Care Marketing for AI and Agent-Based Search (Tuesday 10:25-11:10 a.m.)

Data, Measurement & ROI

Build a stronger case for investment using measurement, market intelligence and financial outcomes.

- **NEW** "We Can't Track That" to a Real Measurement Plan: One Health System's Roadmap to Better Marketing Measurement (Monday 8:00-8:45 a.m.)
- **NEW** Measuring What You Can No Longer Track: Rebuilding Healthcare Marketing Analytics After the Pixel Purge (Monday 8:00-8:45 a.m.)
- **NEW** Beyond the Visit: Turning Immediate Care Campaigns into Long-Term Patient Relationships (Monday 8:00-8:45 a.m.)
- Win the Race to Expand Ambulatory Services: Applications Using an Outpatient Market Growth Model (Sunday 9:00-11:00 a.m.)
- Essentials of Measuring Marketing Campaign Effectiveness and ROI in Health Care (Sunday 9:00-11:00 a.m.)
- From Access to Action: Turning Epic Into a Growth Engine for Health Care Marketing (Sunday 11:15 a.m.-12:45 p.m.)
- Consumerism and Digital Engagement Post-AI: Designing the Next-Generation Experience (Sunday 1:00-3:00 p.m.)
- Contigo en la Lucha: Using Data and Trust to Drive Population Health Growth Among Spanish-Speaking Communities (Monday 11:25 a.m.-12:10 p.m.)
- Market Strategy Earns Its Budget: Teaming With Physicians to Accelerate Results (Monday 11:25 a.m.-12:10 p.m.)
- From Zero to ROI in 12 Months: Launching a Physician & Consumer CRM That Delivers (Monday 1:30-2:15 p.m.)
- The Playbook: Rivals Unite to Champion Women's Health as a Strategic Priority (Monday 1:30-2:15 p.m.)
- Supercharging Physician Relations with a PRM: A Panel on Turning Daily Tasks into Strategic Impact (Monday 3:20-4:05 p.m.)
- Stop Begging for Budget: The 3.5x ROI Influencer Marketing Blueprint Built on Pocket Change (Tuesday 8:30-9:15 a.m.)
- Using AI-Enabled Orchestration to Create Seamless Patient Journeys and Compounding ROI (Tuesday 8:30-9:15 a.m.)
- What's New with New Mover Campaigns: From Mailbox to Mouse-Click: How Baptist Health Modernized New Mover Marketing (Tuesday 10:25-11:10 a.m.)
- Unlocking the Power of Health Care Data: Data Analytics and Visualizations That Drive Strategic Growth (Tuesday 10:25-11:10 a.m.)

Digital Access & Consumer Experience

Improve the digital front door, patient journeys, mobile engagement and CRM-enabled growth.

- **NEW** Your Website Has a New Job: Building Trust in the Age of AI Search (Monday 8:00-8:45 a.m.)
- **NEW** Beyond the Visit: Turning Immediate Care Campaigns into Long-Term Patient Relationships (Monday 8:00-8:45 a.m.)
- **NEW** The Patient Next Door: Meet the New Healthcare Consumer (Monday 1:30-2:15 p.m.)
- From Access to Action: Turning Epic Into a Growth Engine for Health Care Marketing (Sunday 11:15 a.m.-12:45 p.m.)
- Health Care's Most Overlooked Brand Channel: How Marketing Leaders Are Winning With Mobile (Sunday 11:15 a.m.-12:45 p.m.)
- Consumerism and Digital Engagement Post-AI: Designing the Next-Generation Experience (Sunday 1:00-3:00 p.m.)
- Guiding Principles for Experience Excellence (Sunday 1:00-3:00 p.m.)
- Digital Experience Is Care Experience: How Health Systems Can Redesign the Front Door (Monday 11:25 a.m.-12:10 p.m.)
- From Zero to ROI in 12 Months: Launching a Physician & Consumer CRM That Delivers (Monday 1:30-2:15 p.m.)
- Trust, Transparency, and Patient Flow: The New CMO Imperative (Monday 1:30-2:15 p.m.)
- Stop Begging for Budget: The 3.5x ROI Influencer Marketing Blueprint Built on Pocket Change (Tuesday 8:30-9:15 a.m.)
- Using AI-Enabled Orchestration to Create Seamless Patient Journeys and Compounding ROI (Tuesday 8:30-9:15 a.m.)
- What's New with New Mover Campaigns: From Mailbox to Mouse-Click: How Baptist Health Modernized New Mover Marketing (Tuesday 10:25-11:10 a.m.)
- Modernizing the CMS for an AI-First Future: Preparing Health Care Marketing for AI and Agent-Based Search (Tuesday 10:25-11:10 a.m.)

Growth, Service Lines & Physician Strategy

Identify market opportunities, expand access, grow service lines and strengthen referral strategies.

- **NEW** Beyond the Visit: Turning Immediate Care Campaigns into Long-Term Patient Relationships (Monday 8:00-8:45 a.m.)
- **NEW** The Patient Next Door: Meet the New Healthcare Consumer (Monday 1:30-2:15 p.m.)
- Win the Race to Expand Ambulatory Services: Applications Using an Outpatient Market Growth Model (Sunday 9:00-11:00 a.m.)
- Essentials of Measuring Marketing Campaign Effectiveness and ROI in Health Care (Sunday 9:00-11:00 a.m.)
- From Access to Action: Turning Epic Into a Growth Engine for Health Care Marketing (Sunday 11:15 a.m.-12:45 p.m.)
- Beyond the Four Walls: How Strategic Partnerships Are Redefining Growth in Health Care (Sunday 3:00-3:45 p.m.)
- From Zero to ROI in 12 Months: Launching a Physician & Consumer CRM That Delivers (Monday 1:30-2:15 p.m.)
- The Playbook: Rivals Unite to Champion Women's Health as a Strategic Priority (Monday 1:30-2:15 p.m.)
- From Acquisition to Acceptance: Building Awareness & Preference in New Communities (Monday 3:20-4:05 p.m.)
- Scenario Planning 2.0 - Building Resilient Strategies for Health Care's Next Disruptions (Monday 3:20-4:05 p.m.)
- Supercharging Physician Relations with a PRM: A Panel on Turning Daily Tasks into Strategic Impact (Monday 3:20-4:05 p.m.)
- From Rebrand to Movement: Building a Health Care Brand That Breaks the Rules (Tuesday 8:30-9:15 a.m.)
- What's New with New Mover Campaigns: From Mailbox to Mouse-Click: How Baptist Health Modernized New Mover Marketing (Tuesday 10:25-11:10 a.m.)
- Reimagining Population Health Through Direct-to-Employer Bundles (Tuesday 10:25-11:10 a.m.)
- Unlocking the Power of Health Care Data: Data Analytics and Visualizations That Drive Strategic Growth (Tuesday 10:25-11:10 a.m.)

Brand, Trust & Reputation

Build differentiated brands, strengthen trust and manage reputation through change.

- **NEW** The Seven Deadly Sins of Healthcare Marketing (and How to Repent Before Your Audience Leaves You Behind) (Monday 11:25 a.m.-12:10 p.m.)
- **NEW** The Patient Next Door: Meet the New Healthcare Consumer (Monday 1:30-2:15 p.m.)
- **NEW** Your Website Has a New Job: Building Trust in the Age of AI Search (Monday 8:00-8:45 a.m.)
- Corewell Health's 'Our Commitment' Rollout Lessons: A Hands-On Workshop for Aligning Brand, Strategy & Culture (Sunday 9:00-11:00 a.m.)
- Health Care's Most Overlooked Brand Channel: How Marketing Leaders Are Winning With Mobile (Sunday 11:15 a.m.-12:45 p.m.)
- The Science of Belonging: How Neuroscience Shapes Health Care Marketing Engagement (Sunday 1:00-3:00 p.m.)
- Awards and Keynote: Reframing Growth Through Human Experience (Monday 9:00-10:15 a.m.)
- Beyond Automation: How Human-Centered Community Engagement Builds Trust in the AI Era (Monday 11:25 a.m.-12:10 p.m.)
- From Groundbreaking to Grand Opening: Crafting a Community-Centered Communication Strategy for Rural Hospital Launch (Monday 11:25 a.m.-12:10 p.m.)
- Contigo en la Lucha: Using Data and Trust to Drive Population Health Growth Among Spanish-Speaking Communities (Monday 11:25 a.m.-12:10 p.m.)
- Trust, Transparency, and Patient Flow: The New CMO Imperative (Monday 1:30-2:15 p.m.)
- One Brand, Many Touchpoints: How Marketing and HR Build Cohesive Brands in Small and Rural Health Care Organizations (Monday 1:30-2:15 p.m.)
- From Acquisition to Acceptance: Building Awareness & Preference in New Communities (Monday 3:20-4:05 p.m.)
- Rebranding in Motion: How Leading Health Systems Navigate Brand Change Across Complex Organizations (Monday 3:20-4:05 p.m.)
- Advancing Health Care Policy and Telling the Hospital Story (Monday 3:20-4:05 p.m.)
- The Authenticity Line: Deciding Where AI Belongs in Health Care Marketing (Monday 3:20-4:05 p.m.)
- From Rebrand to Movement: Building a Health Care Brand That Breaks the Rules (Tuesday 8:30-9:15 a.m.)
- Elevating Your Health Care Brand: Building a Thought Leadership PR Program That Works (Tuesday 10:25-11:10 a.m.)
- From Caregivers to Brand Champions: How an Inside-Out Brand Strategy Transformed a Rural Health System's Reputation (Tuesday 10:25-11:10 a.m.)

Communications, Storytelling & Crisis

Advance thought leadership, policy communication, internal alignment and crisis response.

- One Organization, Many Voices: Communicating Clearly Across a Multigenerational Workforce (Sunday 9:00-11:00 a.m.)
- The Science of Belonging: How Neuroscience Shapes Health Care Marketing Engagement (Sunday 1:00-3:00 p.m.)
- From Groundbreaking to Grand Opening: Crafting a Community-Centered Communication Strategy for Rural Hospital Launch (Monday 11:25 a.m.-12:10 p.m.)
- Resilience in Real Time: Navigating Crisis Communications During Hurricane Helene (Monday 1:30-2:15 p.m.)
- Advancing Health Care Policy and Telling the Hospital Story (Monday 3:20-4:05 p.m.)
- Stop Begging for Budget: The 3.5x ROI Influencer Marketing Blueprint Built on Pocket Change (Tuesday 8:30-9:15 a.m.)
- 9 Lessons from a Values-Driven Culture (Tuesday 8:30-9:15 a.m.)
- Elevating Your Health Care Brand: Building a Thought Leadership PR Program That Works (Tuesday 10:25-11:10 a.m.)

Leadership, Culture & Change

Lead through uncertainty, strengthen culture and build future-ready teams.

- [Corewell Health's 'Our Commitment' Rollout Lessons: A Hands-On Workshop for Aligning Brand, Strategy & Culture](#) (Sunday 9:00-11:00 a.m.)
- [One Organization, Many Voices: Communicating Clearly Across a Multigenerational Workforce](#) (Sunday 9:00-11:00 a.m.)
- [Guiding Principles for Experience Excellence](#) (Sunday 1:00-3:00 p.m.)
- [Awards and Opening Keynote: The Improv Playbook - Taking Smart Risks and Adapting Fast](#) (Sunday 4:15-5:30 p.m.)
- [Awards and Keynote: Reframing Growth Through Human Experience](#) (Monday 9:00-10:15 a.m.)
- [Practicing Smart Risk with Improvisation](#) (Monday 11:25 a.m.-12:10 p.m.)
- [The Strategist as Convener: Designing Conversations That Change the Future](#) (Monday 1:30-2:15 p.m.)
- [One Brand, Many Touchpoints: How Marketing and HR Build Cohesive Brands in Small and Rural Health Care Organizations](#) (Monday 1:30-2:15 p.m.)
- [Rebranding in Motion: How Leading Health Systems Navigate Brand Change Across Complex Organizations](#) (Monday 3:20-4:05 p.m.)
- [Scenario Planning 2.0 - Building Resilient Strategies for Health Care's Next Disruptions](#) (Monday 3:20-4:05 p.m.)
- [9 Lessons from a Values-Driven Culture](#) (Tuesday 8:30-9:15 a.m.)
- [A New Frontier: How AI Expands What's Possible in Health Care Strategy](#) (Tuesday 8:30-9:15 a.m.)
- [From Guidance to Advocacy: How Mentorship and Sponsorship Strengthen Health Care Leadership Pipelines](#) (Tuesday 8:30-9:15 a.m.)
- [From Caregivers to Brand Champions: How an Inside-Out Brand Strategy Transformed a Rural Health System's Reputation](#) (Tuesday 10:25-11:10 a.m.)
- [The Unexpected Power of Boundaries: Rethinking the Rules, Risk and Real Drivers of Innovation](#) (Tuesday 12:20-1:30 p.m.)

Community & Population Health

Use community insight and culturally responsive strategy to address access and health priorities.

- [Addressing the Child Mental Health Challenge: A Hands-On Workshop for Building Your Response](#) (Sunday 1:00-3:00 p.m.)
- [Beyond Automation: How Human-Centered Community Engagement Builds Trust in the AI Era](#) (Monday 11:25 a.m.-12:10 p.m.)
- [Contigo en la Lucha: Using Data and Trust to Drive Population Health Growth Among Spanish-Speaking Communities](#) (Monday 11:25 a.m.-12:10 p.m.)
- [The Playbook: Rivals Unite to Champion Women's Health as a Strategic Priority](#) (Monday 1:30-2:15 p.m.)
- [Reimagining Population Health Through Direct-to-Employer Bundles](#) (Tuesday 10:25-11:10 a.m.)

Session Finder: Audience and Organization Lenses

Use these cross-track lenses when your organization type, role or level matters more than the official track.

Senior and Executive Leaders

- Health Care's Most Overlooked Brand Channel: How Marketing Leaders Are Winning With Mobile (Sunday 11:15 a.m.-12:45 p.m.)
- AHA Fireside Chat: Making Health Care More Affordable (Sunday 2:00-2:45 p.m.)
- Beyond the Four Walls: How Strategic Partnerships Are Redefining Growth in Health Care (Sunday 3:00-3:45 p.m.)
- Market Strategy Earns Its Budget: Teaming With Physicians to Accelerate Results (Monday 11:25 a.m.-12:10 p.m.)
- Trust, Transparency, and Patient Flow: The New CMO Imperative (Monday 1:30-2:15 p.m.)
- In-Person Catalyst Conversations (Monday 4:15-5:30 p.m.)
- From Guidance to Advocacy: How Mentorship and Sponsorship Strengthen Health Care Leadership Pipelines (Tuesday 8:30-9:15 a.m.)

Children's Hospitals and Pediatric Organizations

- Addressing the Child Mental Health Challenge: A Hands-On Workshop for Building Your Response (Sunday 1:00-3:00 p.m.)
- Digital Experience Is Care Experience: How Health Systems Can Redesign the Front Door (Monday 11:25 a.m.-12:10 p.m.)
- In-Person Catalyst Conversations (Monday 4:15-5:30 p.m.)
- 9 Lessons from a Values-Driven Culture (Tuesday 8:30-9:15 a.m.)
- Unlocking the Power of Health Care Data: Data Analytics and Visualizations That Drive Strategic Growth (Tuesday 10:25-11:10 a.m.)

Small and Rural Organizations

- The Science of Belonging: How Neuroscience Shapes Health Care Marketing Engagement (Sunday 1:00-3:00 p.m.)
- From Groundbreaking to Grand Opening: Crafting a Community-Centered Communication Strategy for Rural Hospital Launch (Monday 11:25 a.m.-12:10 p.m.)
- Resilience in Real Time: Navigating Crisis Communications During Hurricane Helene (Monday 1:30-2:15 p.m.)
- One Brand, Many Touchpoints: How Marketing and HR Build Cohesive Brands in Small and Rural Health Care Organizations (Monday 1:30-2:15 p.m.)
- From Acquisition to Acceptance: Building Awareness & Preference in New Communities (Monday 3:20-4:05 p.m.)
- In-Person Catalyst Conversations (Monday 4:15-5:30 p.m.)
- From Caregivers to Brand Champions: How an Inside-Out Brand Strategy Transformed a Rural Health System's Reputation (Tuesday 10:25-11:10 a.m.)

Physician Relations and Strategies

- Market Strategy Earns Its Budget: Teaming With Physicians to Accelerate Results (Monday 11:25 a.m.-12:10 p.m.)
- Supercharging Physician Relations with a PRM: A Panel on Turning Daily Tasks into Strategic Impact (Monday 3:20-4:05 p.m.)
- Reimagining Population Health Through Direct-to-Employer Bundles (Tuesday 10:25-11:10 a.m.)

First-Time Attendees and New Members

- New Member and First-Time Attendee Welcome Reception (Sunday 3:00-4:00 p.m.)
- In-Person Catalyst Conversations (Monday 4:15-5:30 p.m.)

Official SHSMD Roadmaps

These links open the filtered live schedule. The PDF topic finder complements the official roadmaps with direct jumps to descriptions in this document.

AI

- [Consumerism and Digital Engagement Post-AI: Designing the Next-Generation Experience](#) (Sunday 1:00-3:00 p.m.)
- [Beyond Automation: How Human-Centered Community Engagement Builds Trust in the AI Era](#) (Monday 11:25 a.m.-12:10 p.m.)
- [Digital Experience Is Care Experience: How Health Systems Can Redesign the Front Door](#) (Monday 11:25 a.m.-12:10 p.m.)
- [Market Strategy Earns Its Budget: Teaming With Physicians to Accelerate Results](#) (Monday 11:25 a.m.-12:10 p.m.)
- [The Authenticity Line: Deciding Where AI Belongs in Health Care Marketing](#) (Monday 3:20-4:05 p.m.)
- [A New Frontier: How AI Expands What's Possible in Health Care Strategy](#) (Tuesday 8:30-9:15 a.m.)
- [Using AI-Enabled Orchestration to Create Seamless Patient Journeys and Compounding ROI](#) (Tuesday 8:30-9:15 a.m.)
- [Modernizing the CMS for an AI-First Future: Preparing Health Care Marketing for AI and Agent-Based Search](#) (Tuesday 10:25-11:10 a.m.)

[Open this roadmap in the live program schedule](#)

Branding

- [Corewell Health's 'Our Commitment' Rollout Lessons: A Hands-On Workshop for Aligning Brand, Strategy & Culture](#) (Sunday 9:00-11:00 a.m.)
- [Health Care's Most Overlooked Brand Channel: How Marketing Leaders Are Winning With Mobile](#) (Sunday 11:15 a.m.-12:45 p.m.)
- [The Science of Belonging: How Neuroscience Shapes Health Care Marketing Engagement](#) (Sunday 1:00-3:00 p.m.)
- [Awards and Keynote: Reframing Growth Through Human Experience](#) (Monday 9:00-10:15 a.m.)
- [Beyond Automation: How Human-Centered Community Engagement Builds Trust in the AI Era](#) (Monday 11:25 a.m.-12:10 p.m.)
- [From Groundbreaking to Grand Opening: Crafting a Community-Centered Communication Strategy for Rural Hospital Launch](#) (Monday 11:25 a.m.-12:10 p.m.)
- [Contigo en la Lucha: Using Data and Trust to Drive Population Health Growth Among Spanish-Speaking Communities](#) (Monday 11:25 a.m.-12:10 p.m.)
- [Trust, Transparency, and Patient Flow: The New CMO Imperative](#) (Monday 1:30-2:15 p.m.)

[Open this roadmap in the live program schedule](#)

Children's Hospitals/Organizations

- [Addressing the Child Mental Health Challenge: A Hands-On Workshop for Building Your Response](#) (Sunday 1:00-3:00 p.m.)
- [Digital Experience Is Care Experience: How Health Systems Can Redesign the Front Door](#) (Monday 11:25 a.m.-12:10 p.m.)
- [In-Person Catalyst Conversations](#) (Monday 4:15-5:30 p.m.)
- [9 Lessons from a Values-Driven Culture](#) (Tuesday 8:30-9:15 a.m.)
- [Unlocking the Power of Health Care Data: Data Analytics and Visualizations That Drive Strategic Growth](#) (Tuesday 10:25-11:10 a.m.)

[Open this roadmap in the live program schedule](#)

Data, Analytics, Research & Insights

- [Win the Race to Expand Ambulatory Services: Applications Using an Outpatient Market Growth Model](#) (Sunday 9:00-11:00 a.m.)
- [Essentials of Measuring Marketing Campaign Effectiveness and ROI in Health Care](#) (Sunday 9:00-11:00 a.m.)
- [From Access to Action: Turning Epic Into a Growth Engine for Health Care Marketing](#) (Sunday 11:15 a.m.-12:45 p.m.)
- [Consumerism and Digital Engagement Post-AI: Designing the Next-Generation Experience](#) (Sunday 1:00-3:00 p.m.)
- [Contigo en la Lucha: Using Data and Trust to Drive Population Health Growth Among Spanish-Speaking Communities](#) (Monday 11:25 a.m.-12:10 p.m.)
- [Market Strategy Earns Its Budget: Teaming With Physicians to Accelerate Results](#) (Monday 11:25 a.m.-12:10 p.m.)
- [From Zero to ROI in 12 Months: Launching a Physician & Consumer CRM That Delivers](#) (Monday 1:30-2:15 p.m.)
- [The Playbook: Rivals Unite to Champion Women's Health as a Strategic Priority](#) (Monday 1:30-2:15 p.m.)

[Open this roadmap in the live program schedule](#)

First-Time Attendees

- [New Member and First-Time Attendee Welcome Reception](#) (Sunday 3:00-4:00 p.m.)
- [In-Person Catalyst Conversations](#) (Monday 4:15-5:30 p.m.)

[Open this roadmap in the live program schedule](#)

Physician Relations & Strategies

- [Market Strategy Earns Its Budget: Teaming With Physicians to Accelerate Results](#) (Monday 11:25 a.m.-12:10 p.m.)
- [Supercharging Physician Relations with a PRM: A Panel on Turning Daily Tasks into Strategic Impact](#) (Monday 3:20-4:05 p.m.)
- [Reimagining Population Health Through Direct-to-Employer Bundles](#) (Tuesday 10:25-11:10 a.m.)

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Population & Behavioral Health

- [Addressing the Child Mental Health Challenge: A Hands-On Workshop for Building Your Response](#) (Sunday 1:00-3:00 p.m.)
- [Beyond Automation: How Human-Centered Community Engagement Builds Trust in the AI Era](#) (Monday 11:25 a.m.-12:10 p.m.)
- [Contigo en la Lucha: Using Data and Trust to Drive Population Health Growth Among Spanish-Speaking Communities](#) (Monday 11:25 a.m.-12:10 p.m.)
- [The Playbook: Rivals Unite to Champion Women's Health as a Strategic Priority](#) (Monday 1:30-2:15 p.m.)
- [Reimagining Population Health Through Direct-to-Employer Bundles](#) (Tuesday 10:25-11:10 a.m.)

[Open this roadmap in the live program schedule](#)

Small & Rural Organizations

- [The Science of Belonging: How Neuroscience Shapes Health Care Marketing Engagement](#) (Sunday 1:00-3:00 p.m.)
- [From Groundbreaking to Grand Opening: Crafting a Community-Centered Communication Strategy for Rural Hospital Launch](#) (Monday 11:25 a.m.-12:10 p.m.)
- [Resilience in Real Time: Navigating Crisis Communications During Hurricane Helene](#) (Monday 1:30-2:15 p.m.)
- [One Brand, Many Touchpoints: How Marketing and HR Build Cohesive Brands in Small and Rural Health Care Organizations](#) (Monday 1:30-2:15 p.m.)
- [From Acquisition to Acceptance: Building Awareness & Preference in New Communities](#) (Monday 3:20-4:05 p.m.)
- [In-Person Catalyst Conversations](#) (Monday 4:15-5:30 p.m.)
- [From Caregivers to Brand Champions: How an Inside-Out Brand Strategy Transformed a Rural Health System's Reputation](#) (Tuesday 10:25-11:10 a.m.)

[Open this roadmap in the live program schedule](#)

Senior Leaders

- [Health Care's Most Overlooked Brand Channel: How Marketing Leaders Are Winning With Mobile](#) (Sunday 11:15 a.m.-12:45 p.m.)
- [AHA Fireside Chat: Making Health Care More Affordable](#) (Sunday 2:00-2:45 p.m.)
- [Beyond the Four Walls: How Strategic Partnerships Are Redefining Growth in Health Care](#) (Sunday 3:00-3:45 p.m.)
- [Market Strategy Earns Its Budget: Teaming With Physicians to Accelerate Results](#) (Monday 11:25 a.m.-12:10 p.m.)
- [Trust, Transparency, and Patient Flow: The New CMO Imperative](#) (Monday 1:30-2:15 p.m.)
- [In-Person Catalyst Conversations](#) (Monday 4:15-5:30 p.m.)
- [From Guidance to Advocacy: How Mentorship and Sponsorship Strengthen Health Care Leadership Pipelines](#) (Tuesday 8:30-9:15 a.m.)

[Open this roadmap in the live program schedule](#)

Sunday Program Details

Chronological session details for Sunday, September 27.

9:00-11:00 a.m. ET | Morning Workshops

Sunday, September 27 | 9:00-11:00 a.m. ET

ADVANCE REGISTRATION

Corewell Health's 'Our Commitment' Rollout Lessons: A Hands-On Workshop for Aligning Brand, Strategy & Culture

Preconference Workshop

TOPICS: Brand, Trust & Reputation | Leadership, Culture & Change

In a post-merger landscape, Corewell Health - Michigan's largest employer - faced a common challenge: rebuild trust internally while delivering a consistent promise externally. This interactive two-hour workshop shares how Corewell Health developed 'Our Commitment,' a cultural framework bridging the brand position and employee value proposition, ensuring team member and patient/member experiences reinforce one another. Participants will apply three practical lessons to their own organizations: rooting brand and culture in purpose, simplifying competing strategic elements, and designing cross-level activation and interactive experiences that help leaders and teams internalize commitments and sustain adoption. Attendees leave with templates to accelerate alignment, activation, and measurement.

Speakers: Holly Sullivan, Vice President, Brand, Marketing and Consumer Experience, Corewell Health; Jeff Gourdji, Senior Partner, Health Care Practice, Prophet

Sunday, September 27 | 9:00-11:00 a.m. ET

ADVANCE REGISTRATION

Win the Race to Expand Ambulatory Services: Applications Using an Outpatient Market Growth Model

Preconference Workshop

TOPICS: Growth & Service Lines | Data & ROI

The shift away from inpatient services, aging payer mixes, and the need for sufficient scale require health systems to expand geographically and grow outpatient services. BDC Advisors' Geographic Expansion and Outpatient Market Growth Model addresses these strategic challenges. After prioritizing markets and services, key design and implementation details are produced. John Muir Health, a \$2.6 billion regional not-for-profit integrated health system, applied the model. Together, the organizations identified growth opportunities in two markets projected to increase EBITDA by \$23 million annually, with a 22% IRR and \$308 million in NPV. The session also addresses the enterprise-wide transformation required to grow services in underdeveloped geographies.

Speakers: Paul Deeringer, Chief Strategy Officer, John Muir Health; Bob Dickinson, Managing Director, BDC Advisors

Sunday, September 27 | 9:00-11:00 a.m. ET

ADVANCE REGISTRATION

Essentials of Measuring Marketing Campaign Effectiveness and ROI in Health Care

Preconference Workshop

TOPICS: Data & ROI | Growth & Service Lines

Learn to build a foundational measurement framework focused on key outcomes: patient acquisitions, appointments and revenue. Explore HIPAA-compliant methods to connect leads and prospects to EMR systems, such as Epic, for accurate tracking of campaign-driven patient conversions. Gain skills to visualize ROI results through clear, actionable dashboards that demonstrate marketing's impact on business growth. Understand key campaign setup steps, techniques and platforms that enable measurement across the marketing conversion funnel.

Speakers: Jason Miller, Executive Director, Marketing Insights & Analytics, Johns Hopkins; Apoorva Gupta, Senior Digital Marketing Analyst, Johns Hopkins

One Organization, Many Voices: Communicating Clearly Across a Multigenerational Workforce

Preconference Workshop

TOPICS: Communications & Crisis | Leadership, Culture & Change

Health care organizations are navigating a workforce that spans multiple generations, each with different expectations, trust patterns and communication preferences. This session explores how to communicate clearly across a multigenerational workforce without diluting culture or brand. Participants will learn how to design internal communications that maintain one organizational voice while adjusting tone, format and channels so messages truly land. Through practical examples and an interactive exercise, attendees will gain tools to reduce message fatigue, improve engagement and strengthen internal alignment that ultimately supports trust, retention and external brand strength.

Speakers: Mari Considine, Chief Brand & Marketing Officer, Acenda Integrated Health; Cari Burke, AVP, Brand & Engagement, Acenda Integrated Health

11:15 a.m.-12:45 p.m. ET | Sponsored Lunch Workshops

Sunday, September 27 | 11:15 a.m.-12:45 p.m. ET

SPONSORED | HOSPITAL/HEALTH SYSTEM ATTENDEES |
LUNCH INCLUDED | ADVANCE REGISTRATION

From Access to Action: Turning Epic Into a Growth Engine for Health Care Marketing

Preconference Workshop

TOPICS: Digital Access & Experience | Growth & Service Lines | Data & ROI

Epic is no longer just a clinical system; it is becoming a powerful platform for marketing growth. This session recaps the key Epic tools available to marketers and explores real-world case studies from systems across the country. Learn how marketing and IT partner to activate Epic's engagement and analytics capabilities, connect campaigns to appointments and service-line volume, and move beyond vanity metrics to measurable impact. The session shares what worked, what did not and the practical steps required to make Epic part of a marketing strategy. Attendees leave with a roadmap for driving real growth and activating Epic within their own organizations.

Speakers: Jenny Bristow, CEO & Founder, Hedy & Hopp

Sunday, September 27 | 11:15 a.m.-12:45 p.m. ET

SPONSORED | EXECUTIVE | HOSPITAL/HEALTH SYSTEM
ATTENDEES | LUNCH INCLUDED | ADVANCE
REGISTRATION

Health Care's Most Overlooked Brand Channel: How Marketing Leaders Are Winning With Mobile

Preconference Workshop

TOPICS: Digital Access & Experience | Brand, Trust & Reputation

A mobile app is one of the most frequent brand touchpoints a patient has with a health system, yet many systems still treat it as an IT project. The marketing leaders seeing measurable results have made a different choice: they own mobile as a brand channel. A veteran health care CMO and Gozio Health's Chief Strategy Officer share lessons from years of leading mobile patient experience initiatives at major health systems. They explore why marketing is the natural owner of the mobile relationship, how to make the internal case for investment, and what separates the systems seeing real results from those still treating mobile as an afterthought. Breakout exercises help attendees audit their own mobile strategy and build an internal pitch.

Speakers: Amy Stevens, Chief Marketing Officer, Tidelands Health; Katie Logan, Chief Strategy Officer, Gozio Health

1:00-3:00 p.m. ET | Afternoon Workshops

Sunday, September 27 | 1:00-3:00 p.m. ET

ADVANCE REGISTRATION

Consumerism and Digital Engagement Post-AI: Designing the Next-Generation Experience

Preconference Workshop

TOPICS: AI & Emerging Tech | Digital Access & Experience | Data & ROI

As health care enters the post-AI era, consumer expectations for seamless, personalized digital experiences are higher than ever. This session takes attendees through the full journey of transforming a concept into a measurable strategy. Explore how to create a compelling vision for digital engagement, define processes and requirements, and conduct research that informs design and product decisions. Learn how to integrate product knowledge with human-centered design principles to deliver intuitive, consumer-focused experiences. The session also covers how to measure success using data storytelling, key metrics and ROI reporting so the strategy drives both engagement and organizational value.

Speakers: Kayla Robertson, Executive Director, Marketing, Providence; Annie Takagi, Director, Web Experience, Providence

Sunday, September 27 | 1:00-3:00 p.m. ET

ADVANCE REGISTRATION

Addressing the Child Mental Health Challenge: A Hands-On Workshop for Building Your Response

Preconference Workshop

TOPICS: Community & Population Health | Children's Health

How are you responding to your community's call for child mental health solutions? As a top concern for parents and providers, and one of the nation's most urgent community health priorities, there is no one-size-fits-all solution, and resources are often limited. Marketing, communications and planning professionals at both pediatric and adult health care organizations are increasingly called upon to support organizational responses while access and capacity challenges persist. Participants will work through a practical playbook for developing a children's mental health MarCom strategy tailored to their community. Attendees will learn approaches to assess local needs, define measurable goals, build strategic partnerships, select meaningful outcome metrics and communicate impact to leadership. Participants leave with a customizable framework, planning tools and actionable resources.

Speakers: Dr. Ariana Hoet, Psychologist, Nationwide Children's Hospital, and Executive Clinical Director, The Kids Mental Health Foundation; Breanne Taylor, Administrative Director, The Kids Mental Health Foundation; Donna Teach, Chief Marketing and Communications Officer, Nationwide Children's Hospital and The Kids Mental Health Foundation; Katie Thomas, Population Health Marketing Director/National Director, Nationwide Children's Hospital

Sunday, September 27 | 1:00-3:00 p.m. ET

ADVANCE REGISTRATION

Guiding Principles for Experience Excellence

Preconference Workshop

TOPICS: Digital Access & Experience | Leadership, Culture & Change

What does it take to turn experience from a concept into a measurable driver of outcomes? Grounded in the book *Return on Human Experience*, this interactive workshop introduces a clear, practical framework for advancing human experience across health care settings. Designed for patient experience leaders and professionals from marketing, consumer experience and related fields, the session bridges disciplines to align around a shared, human-centered approach. Through real-world examples, peer exchange and guided reflection, participants will explore how to apply proven principles in their own organizations, leaving with actionable ideas and a clearer path forward.

Speakers: Jason Wolf, President, The Beryl Institute

The Science of Belonging: How Neuroscience Shapes Health Care Marketing Engagement

Preconference Workshop

TOPICS: Brand, Trust & Reputation | Communications & Crisis | Rural & Small Organizations

Feeling included, seen and understood triggers measurable neurochemical responses in the brain, responses that directly influence trust, engagement and decision-making. This session explores how neuroscience, storytelling and design intersect to create messaging that fosters belonging and resonates with patients, caregivers and staff. A case study from a rural hospital system demonstrates how these principles can be applied across health care settings to inform more effective marketing and improve engagement.

Speakers: Lourdes Edralin, Regional VP, Marketing & Communications, Skagit Regional Health; Sally Mildren, CEO & Chief Strategist, Commonwell Marketing

2:00-2:45 p.m. ET | Executive Summit

Sunday, September 27 | 2:00-2:45 p.m. ET

INVITE ONLY | EXECUTIVE SUMMIT

AHA Fireside Chat: Making Health Care More Affordable

General Session

TOPICS: General

An invite-only Executive Summit discussion focused on making health care more affordable.

Speakers: Lisa Henry, Vice President, Advocacy and Member Communications, American Hospital Association; Molly Smith, Group Vice President, Public Policy, American Hospital Association

3:00-3:45 p.m. ET | Executive Summit

Sunday, September 27 | 3:00-3:45 p.m. ET

INVITE ONLY | EXECUTIVE SUMMIT

Beyond the Four Walls: How Strategic Partnerships Are Redefining Growth in Health Care

General Session

TOPICS: Growth & Service Lines

Panel and roundtable discussion within the invite-only Executive Summit.

Speakers: Chris Catallo, Executive Vice President and GM of Enterprise Health Care, Fullscript; Steve Linberry, VP, Strategy and Business Development, Corewell Health; Stephanie M. Snider, PhD, MPH, Director, Sheppard Pratt Solutions; Facilitator: Christine Albert, Principal, Adams Street Consulting

3:00-4:00 p.m. ET | Welcome

Sunday, September 27 | 3:00-4:00 p.m. ET

FIRST-TIME ATTENDEES | NEW MEMBERS

New Member and First-Time Attendee Welcome Reception

Networking

TOPICS: General

First-time attendees, new members and anyone curious about the conference or SHSMD membership can learn how to make the most of the experience. Attendees can meet a seasoned conference volunteer who can accompany them to the opening keynote and serve as a guide at the Welcome Reception in the Solution Center Exhibit Hall.

4:15-5:30 p.m. ET | Opening Keynote

Sunday, September 27 | 4:15-5:30 p.m. ET

KEYNOTE | AWARDS

Awards and Opening Keynote: The Improv Playbook - Taking Smart Risks and Adapting Fast

General Session

TOPICS: Leadership, Culture & Change

In an environment where uncertainty is the only constant, success belongs to leaders who can assess risk, adapt quickly and act with confidence. Drawing from years as professional improvisers, Matthew Moore and Candida Rodriguez reveal how the principles of improvisation - listening, trust, rapid decision-making and recovery - mirror the real risks leaders face every day. Participants learn how to move beyond fear-based decision-making, embrace productive risk and build teams that thrive under pressure. The 2025 SHSMD Rising Star Awardees will be recognized before the keynote.

Speakers: Matthew Moore and Candida Rodriguez

5:30-7:00 p.m. ET | Reception

Sunday, September 27 | 5:30-7:00 p.m. ET

NETWORKING | APPETIZERS

Welcome Reception in the Solution Center Exhibit Hall

Networking

TOPICS: General

Kick off conference conversations with solution providers and colleagues in the Solution Center Exhibit Hall. Attendees can explore resources, collect educational handouts and participate in the pathway to prizes. Appetizers will be served.

Monday Program Details

Chronological session details for Monday, September 28.

8:00-8:45 a.m. ET | Concurrent 1

Monday, September 28 | 8:00-8:45 a.m. ET

BREAKFAST INCLUDED | [VIEW LIVE SCHEDULE](#)

Sunrise Sessions

General Session

TOPICS: General

Breakfast sessions on timely topics will continue to be added to the live program agenda.

9:00-10:15 a.m. ET | Keynote

Monday, September 28 | 9:00-10:15 a.m. ET

KEYNOTE | AWARDS

Awards and Keynote: Reframing Growth Through Human Experience

General Session

TOPICS: Leadership, Culture & Change | Brand, Trust & Reputation

In a time of relentless disruption, margin pressure and rising consumer expectations, health care organizations face a defining question: How do we grow by being more human? Jason A. Wolf challenges leaders to rethink experience not as a service initiative, but as a strategic imperative that drives trust, loyalty, workforce resilience and long-term growth. Drawing on global insights, Wolf reframes patient experience into a broader human experience that integrates patients, families, workforce and community as a single, interconnected ecosystem. The 2025 SHSMD Leadership Awardee will be recognized before the keynote.

Speakers: Jason Wolf, President, The Beryl Institute

11:25 a.m.-12:10 p.m. ET | 2

Monday, September 28 | 11:25 a.m.-12:10 p.m. ET

Beyond Automation: How Human-Centered Community Engagement Builds Trust in the AI Era

Marketing & Digital Engagement

TOPICS: AI & Emerging Tech | Brand, Trust & Reputation | Community & Population Health

As AI and automation increasingly shape how patients interact with health systems, in-person community engagement has become one of the few remaining moments where trust can be earned. This session explores how health systems can redesign community engagement as an extension of care delivery - prioritizing presence, usefulness, and human connection over traditional brand exposure. Using Rochester Regional Health's "Here3" (before, during, after) activation strategy as a case example, attendees will learn how to complement AI-driven marketing with experiential approaches that deepen relevance, build trust, and create long-term value.

Monday, September 28 | 11:25 a.m.-12:10 p.m. ET

Digital Experience Is Care Experience: How Health Systems Can Redesign the Front Door

Marketing & Digital Engagement

TOPICS: Digital Access & Experience | AI & Emerging Tech | Children's Health

As consumer expectations accelerate, digital experience has become inseparable from care delivery. In this 45-minute session, Kevin Snyder, Patrick Soto, and Paula Serios share how Nicklaus Children's Health System reimagined its digital front door to improve access, strengthen trust, and drive measurable growth. Attendees will explore practical, transferable frameworks showing how digital access strategy, trust signals, AI-enabled infrastructure, and performance branding work together to reduce friction and improve CX. Designed for health systems of any size or market, this session delivers real-world lessons participants can apply immediately to redesign their own front door.

Monday, September 28 | 11:25 a.m.-12:10 p.m. ET

From Groundbreaking to Grand Opening: Crafting a Community-Centered Communication Strategy for Rural Hospital Launch

Communications & Public Relations

TOPICS: Communications & Crisis | Rural & Small Organizations | Brand, Trust & Reputation

How do you build community awareness - with limited resources - for a new rural hospital in a federally designated "medical desert"? This session reveals the successful storytelling and earned media strategy that helped Riverside Smithfield Hospital far exceed all patient-volume expectations on opening day, and for the weeks to follow. Learn how combining strategic media relations, community engagement, and consistent storytelling generated nearly 4.5x more media coverage than anticipated and achieved an overwhelmingly successful opening. Walk away with practical tactics to replicate this success, drive interest for new services/facilities, and make a meaningful impact in smaller communities. Don't miss these valuable, real-world insights.

Monday, September 28 | 11:25 a.m.-12:10 p.m. ET

Contigo en la Lucha: Using Data and Trust to Drive Population Health Growth Among Spanish-Speaking Communities

Innovation & Cross-Disciplinary Solutions

TOPICS: Community & Population Health | Data & ROI | Brand, Trust & Reputation

Spanish-speaking populations represent one of the fastest-growing patient segments in the United States, creating a significant opportunity for health systems to expand beyond translation services and build deeper trust, improve access, and increase utilization by addressing social determinants of health in culturally responsive ways. This session demonstrates how population health data, community insight and culturally relevant communication can influence care-seeking behavior, grow brand awareness and support sustainable growth in patient volumes. The presentation provides a practical, scalable framework from Renown Health that marketing and language access leaders can use to identify unmet needs, prioritize service lines and build trust with Spanish-speaking communities in your region.

Monday, September 28 | 11:25 a.m.-12:10 p.m. ET

EXECUTIVE

Market Strategy Earns Its Budget: Teaming With Physicians to Accelerate Results

Strategic Planning & Business Development

TOPICS: Physician Strategy | AI & Emerging Tech | Data & ROI

Track: Strategic Planning & Business Development Track Market Strategy teams (MarCom, Digital, Experience, & Strategy) are being asked to deliver more qualified demand, improved access efficiency, stronger digital performance, greater AI adoption, and a defensible ROI - often without clinical ownership embedded upstream. This session draws on the experience of Renown Health, where physicians team with marketing, communications, and access leaders to define service parameters, shape access, and train search and AI tools so demand routes correctly. Panelists share how teaming with physicians accelerates results, strengthens care-team comfort, and supports clearer budget justification.

Monday, September 28 | 11:25 a.m.-12:10 p.m. ET

Practicing Smart Risk with Improvisation

Career & Leadership Development

TOPICS: Leadership, Culture & Change

This highly interactive breakout immerses participants in improvisational exercises designed to mirror real business risk. Rather than talking about uncertainty, attendees experience it - and learn how to navigate it. The workshop focuses on awareness, trust, and adaptability, helping teams respond effectively when assumptions fail and stakes are high. No performance experience required. Be prepared for lots of laughs as well!

1:30-2:15 p.m. ET | 3

Monday, September 28 | 1:30-2:15 p.m. ET

From Zero to ROI in 12 Months: Launching a Physician & Consumer CRM That Delivers

Marketing & Digital Engagement

TOPICS: Data & ROI | Digital Access & Experience | Growth & Service Lines

Health care organizations often invest in CRM platforms with high expectations - but struggle to demonstrate measurable return. This session shares how OU Health implemented a physician and consumer CRM, moving from zero centralized capabilities to full ROI payback within 12 months. Attendees will learn how close partnership with operations and clinical teams, combined with a marketing readiness assessment and market data, identified high-impact growth opportunities.

Monday, September 28 | 1:30-2:15 p.m. ET

EXECUTIVE

Trust, Transparency, and Patient Flow: The New CMO Imperative

Marketing & Digital Engagement

TOPICS: Brand, Trust & Reputation | Digital Access & Experience

Health care faces an unprecedented trust crisis as consumer dissatisfaction rises, fundamentally reshaping how patients discover and engage with providers. Through exclusive interviews with system CMOs, this session reveals six critical challenges: eroding patient trust, evolving search behaviors beyond Google, complex multi-channel attribution challenges, executive leadership turnover, economic uncertainty, and price transparency demands. Health care marketers must adapt by embracing authentic content creation, multi-platform strategies, and transparent communication while navigating budget constraints and regulatory changes. This session provides actionable frameworks for rebuilding trust, optimizing patient acquisition across diverse channels, and positioning marketing organizations as essential drivers of patient volume and organizational resilience.

Monday, September 28 | 1:30-2:15 p.m. ET

Resilience in Real Time: Navigating Crisis Communications During Hurricane Helene

Communications & Public Relations

TOPICS: Communications & Crisis | Rural & Small Organizations

Resilience in Real Time: Navigating Crisis Communications During Hurricane Helene is a master class on leading communications during extreme disruption. On September 27, 2024, Hurricane Helene triggered unprecedented flooding across the Ballad Health service area, devastating rural communities in Northeast Tennessee, Southwest Virginia and Western North Carolina. Unicoi County Hospital was particularly impacted, with 70 individuals stranded on the hospital's roof and in nearby swift-water rescue boats due to rising flood waters. With the Nolichucky River surging at more than 1.4 million gallons per second - twice the flow of Niagara Falls - this session explores real-time crisis communication tactics. Participants will learn practical strategies for transparency, executive and team support, documentation, community engagement, and personal resilience, offering an inside look at how to lead with clarity, trust, and discipline when conditions are changing by the minute.

Monday, September 28 | 1:30-2:15 p.m. ET

The Strategist as Convener: Designing Conversations That Change the Future

Strategic Planning & Business Development

TOPICS: Leadership, Culture & Change

Strategic planners are the quiet visionaries of health care - those who listen for truth in complexity and help organizations imagine what's possible. This workshop invites strategists to step into their power as conveners, meaning-makers, and champions of purpose. By learning to design gatherings that spark connection, ask questions that reveal deeper truths, and see people with generosity and curiosity, participants unlock the wisdom already living within their teams. Drawing on transformative ideas from *The Art of Gathering*, *How to Know a Person*, and *The Strategist*, this session inspires planners to create conversations that ignite insight, strengthen purpose, and shape a more hopeful future of care.

Monday, September 28 | 1:30-2:15 p.m. ET

The Playbook: Rivals Unite to Champion Women's Health as a Strategic Priority

Strategic Planning & Business Development

TOPICS: Community & Population Health | Growth & Service Lines | Data & ROI

On the football field, the Buckeyes and Wolverines are legendary rivals. However, when it comes to women's health, they are playing for the same team. Join this panel of health care executives who will serve as your "head coaches" and pull back the curtain on how to create, execute, and scale a women's health strategy that drives service line growth, consumer engagement, and community impact. This session offers simple to innovative ideas that will help prepare for the future. Our speakers will share their playbooks for moving women's health to the center of their strategic planning efforts. They will give attendees a behind-the-scenes look at:

- The current landscape, including gaps in understanding, clinical research, education, and investment related to women's health.
- Using data sources and strategic analytics to identify market gaps and consumer insights.
- How to make the case for women's health efforts, including budgeting, calculating ROI, and measuring success.
- Practical steps for operationalizing strategy across ambulatory and acute care settings.

Whether you are in the first quarter of the game or looking to get into victory formation, this session will provide cross-disciplinary solutions to help you lead this work forward. While we may wear different colors on Saturdays, we are united in the drive to close the gap in care for women.

Monday, September 28 | 1:30-2:15 p.m. ET

One Brand, Many Touchpoints: How Marketing and HR Build Cohesive Brands in Small and Rural Health Care Organizations

Innovation & Cross-Disciplinary Solutions

TOPICS: Brand, Trust & Reputation | Leadership, Culture & Change | Rural & Small Organizations

In small and rural health care organizations, brand is shaped as much by HR as by Marketing. Job postings, onboarding, internal communications, recruitment campaigns, and external marketing all influence how employees, candidates, patients, and communities perceive an organization. When HR and Marketing operate without alignment, brand inconsistency can undermine recruitment, retention, and trust. This session explores how these two functions can intentionally cultivate a strong working relationship to co-create a cohesive brand that supports workforce goals and external marketing. Attendees will gain practical strategies for collaboration that work within the constraints of small and rural health systems.

3:20-4:05 p.m. ET | 4

Monday, September 28 | 3:20-4:05 p.m. ET

From Acquisition to Acceptance: Building Awareness & Preference in New Communities

Marketing & Digital Engagement

TOPICS: Brand, Trust & Reputation | Growth & Service Lines | Rural & Small Organizations

This session explores OhioHealth's approach to integrating newly acquired and rural hospitals amid increasing financial and operational pressures on community health care. Drawing on lessons from recent acquisitions and market research, the presentation outlines strategies for building awareness, trust, and brand preference during the earliest stages of integration. Participants will learn how OhioHealth introduces its system story, aligns communication across stakeholders, and supports communities through change. The session highlights practical steps, common challenges, and opportunities to strengthen engagement in new markets.

Monday, September 28 | 3:20-4:05 p.m. ET

Rebranding in Motion: How Leading Health Systems Navigate Brand Change Across Complex Organizations

Marketing & Digital Engagement

TOPICS: Brand, Trust & Reputation | Leadership, Culture & Change

Rebranding within a health system is a dynamic process shaped by growth, integration, and evolving patient expectations. In this session, brand leaders from Intermountain Health, Endeavor Health, and FMOL Health share how they navigated complex rebrands across multi-entity organizations. Attendees will learn practical strategies for aligning stakeholders, securing executive support, demonstrating brand value, and managing cultural, regulatory, and operational challenges - turning brand change into a catalyst for clarity, trust, and long-term performance.

Monday, September 28 | 3:20-4:05 p.m. ET

Advancing Health Care Policy and Telling the Hospital Story

Communications & Public Relations

TOPICS: Communications & Crisis | Brand, Trust & Reputation

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. Learn how the AHA is navigating the current Washington, D.C. landscape and how you can get involved in local, state, and national grassroots efforts. Learn about the latest polling and national data on hospital public trust and confidence. Learn how to use AHA tools and resources to guide your hospital's efforts in building, reestablishing, enhancing or affirming your community's trust and confidence.

Monday, September 28 | 3:20-4:05 p.m. ET

Scenario Planning 2.0 - Building Resilient Strategies for Health Care's Next Disruptions

Strategic Planning & Business Development

TOPICS: Leadership, Culture & Change | Growth & Service Lines

Health care organizations face constant disruption, making traditional strategic planning increasingly ineffective. This panel explores Scenario Planning 2.0 - how health care systems are applying lessons learned to plan more effectively for uncertainty while engaging internal teams and driving action. Panelists from an oncology specialty organization, a large regional academic health system, and an industry partner share practical insights on embedding scenario planning into real-world decision-making. Attendees will gain best practices for engaging stakeholders, avoiding common pitfalls, and translating future scenarios into resilient marketing and growth strategies.

Monday, September 28 | 3:20-4:05 p.m. ET

Supercharging Physician Relations with a PRM: A Panel on Turning Daily Tasks into Strategic Impact

Strategic Planning & Business Development

TOPICS: Physician Strategy | Data & ROI | Growth & Service Lines

This panel brings together leaders in physician relations, business development, and market analytics to discuss how a health care specific Physician Relationship Management (PRM) platform elevates liaison work from routine task tracking to strategic organizational impact. Panelists will share real world experiences implementing PRMs, unifying referral data, and streamlining outreach workflows to reduce leakage and strengthen provider engagement. Through interactive discussion and audience Q&A, attendees will gain practical insight into how modern PRMs improve productivity, enhance visibility into referral patterns, and align physician relations efforts with system wide growth priorities. The session highlights proven strategies that turn relationship management into measurable ROI.

Monday, September 28 | 3:20-4:05 p.m. ET

The Authenticity Line: Deciding Where AI Belongs in Health Care Marketing

Innovation & Cross-Disciplinary Solutions

TOPICS: AI & Emerging Tech | Brand, Trust & Reputation

As AI becomes embedded across health care marketing teams, questions of trust, credibility, and accountability are intensifying. This moderated panel brings together perspectives from strategy, content, creative, and digital to examine how AI can support marketing work when guided by clear human judgment. Through real-world scenarios and audience engagement, panelists will explore how organizations can establish boundaries for AI use that protect brand integrity and consumer trust. Attendees will leave with a practical framework for ensuring human judgment remains the lead decision-maker across all AI-enabled marketing efforts.

4:15-5:30 p.m. ET | Catalyst Conversations

Monday, September 28 | 4:15-5:30 p.m. ET

PEER NETWORKING | CHOOSE ANY GROUP

In-Person Catalyst Conversations

Networking

TOPICS: Rural & Small Organizations | Children's Health

One of SHSMD's most popular educational networking sessions. Attendees can connect with peers facing similar challenges or working in similar roles. Conversation groups include Children's Hospitals; Communicators and Public Relations; Marketers; Small or Rural Organizations; Strategic Planners and Business Developers; The President's Club for Senior Leaders; and Young Professionals.

Tuesday Program Details

Chronological session details for Tuesday, September 29.

8:30-9:15 a.m. ET | 5

Tuesday, September 29 | 8:30-9:15 a.m. ET

BREAKFAST INCLUDED

From Rebrand to Movement: Building a Health Care Brand That Breaks the Rules

Marketing & Digital Engagement

TOPICS: Brand, Trust & Reputation | Growth & Service Lines

Health care marketing doesn't have to look (or sound) the same. Onvida Health (formerly Yuma Regional Medical Center) undertook a bold rebrand to break category clichés, unify its purpose, and reflect the vibrancy of its bilingual border community. Through a phased rollout rooted in creativity and collaboration, the team built more than a logo - sparking cultural buy-in, elevating service line marketing, and strengthening recruitment. This session explores how rejecting the expected can drive lasting impact, with a few surprising twists along the way.

Tuesday, September 29 | 8:30-9:15 a.m. ET

BREAKFAST INCLUDED

Stop Begging for Budget: The 3.5x ROI Influencer Marketing Blueprint Built on Pocket Change

Marketing & Digital Engagement

TOPICS: Data & ROI | Digital Access & Experience | Communications & Crisis

What if you could achieve 3.5x ROI, generate over 1.8 million video views, and outperform health care industry benchmarks - all while spending less? This session deconstructs their bold shift from conversion-driven tactics to community-first storytelling using accessible influencer partnerships and strategic video content. You'll discover practical frameworks for identifying authentic influencers, multiplying single recordings into platform-specific content, and demonstrating clear ROI to leadership. Walk away with strategies that prove health care marketing can be both cost-efficient and remarkably effective. Ready to rethink everything you know about digital engagement?

Tuesday, September 29 | 8:30-9:15 a.m. ET

BREAKFAST INCLUDED

9 Lessons from a Values-Driven Culture

Communications & Public Relations

TOPICS: Leadership, Culture & Change | Communications & Crisis | Children's Health

Learn how Dayton Children's brought its refreshed values to life through strategic communication, recognition and engagement. This session highlights how culture-focused storytelling and leadership involvement strengthened alignment, pride and connection.

Tuesday, September 29 | 8:30-9:15 a.m. ET

BREAKFAST INCLUDED

A New Frontier: How AI Expands What's Possible in Health Care Strategy

Strategic Planning & Business Development

TOPICS: AI & Emerging Tech | Leadership, Culture & Change

Calculators didn't just make math faster, they changed what problems were worth attempting. Generative AI is creating a similar inflection point in strategic planning: it will handle the mundane, but its real value is enabling teams to tackle questions that were previously too complex, time-consuming, or fragmented to solve. This session explores how AI expands the "strategy frontier" by accelerating synthesis, connecting signals across stakeholders and data, and enabling rapid iteration across scenarios and narratives. Using a "new teammate" framework, we'll show how to unlock that leverage responsibly, with human judgment firmly in charge.

Using AI-Enabled Orchestration to Create Seamless Patient Journeys and Compounding ROI

Innovation & Cross-Disciplinary Solutions

TOPICS: AI & Emerging Tech | Digital Access & Experience | Data & ROI

Health systems are under pressure to improve access, deliver a modern patient experience, and demonstrate ROI, yet most patient experiences remain fragmented across third-party portals, point solutions, and outreach tools. This session explores how leading health systems are addressing this challenge, both from where to start and how to eventually scale proven orchestration models. Through real-world results from Providence and a strategic planning and evaluation perspective from Methodist Le Bonheur Health care, attendees will learn how AI-enabled patient experience orchestration and cross-functional alignment can improve access, close care gaps, and drive compounding value while leveraging existing partners and without rebuilding core systems.

From Guidance to Advocacy: How Mentorship and Sponsorship Strengthen Health Care Leadership Pipelines

Career & Leadership Development

TOPICS: Leadership, Culture & Change

Mentorship is essential to leadership development - but sponsorship is often the differentiator between readiness and advancement. In health care marketing and strategy, where visibility and influence drive impact, sponsorship plays a critical role in building resilient leadership pipelines. In this executive-level session, Melissa Fors Shackelford, Terri Flood, and Jhaymee Tynan explore how mentorship and sponsorship work together to accelerate leadership readiness, improve retention, and support succession planning. Through real-world executive perspectives and strategic scenarios, attendees will learn how intentional advocacy strengthens organizational performance and future-proofs marketing leadership.

10:25-11:10 a.m. ET | 6

What's New with New Mover Campaigns: From Mailbox to Mouse-Click: How Baptist Health Modernized New Mover Marketing

Marketing & Digital Engagement

TOPICS: Growth & Service Lines | Digital Access & Experience | Data & ROI

How do you keep a new mover campaign - launched in 2008 - modern, relevant, compliant and consistently earning high ROI? Chad Reece, VP of Strategy & Planning at Baptist Health, and Tom Wiser, VP of CMPkc, present a case study on an ever-evolving and innovative new mover campaign that is committed to leveraging the latest advancements to engage families relocating near its facilities. This session demonstrates how to drive the traditional "offline" new mover audiences "online" through a high-tech, high-touch approach. Attendees will learn how to integrate hyper-personalization, proximity mapping, digital synchronization, and Pre-Roll and Over-the-Top video into modern-day new mover marketing. The session also covers advanced targeting specific to urgent care and primary care marketing and even includes a unique application for employment recruitment. This session is for both seasoned marketers and those who want to learn more about how to engage the valuable new mover audience.

Tuesday, September 29 | 10:25-11:10 a.m. ET

Modernizing the CMS for an AI-First Future: Preparing Health Care Marketing for AI and Agent-Based Search

Marketing & Digital Engagement

TOPICS: AI & Emerging Tech | Digital Access & Experience

Many health systems adopt AI tools without modernizing their CMS, limiting real impact. Renown Health redesigned its content foundation using Sanity, a headless CMS with built-in AI. This session shows how Renown uses Sanity's Content Agent for content ideation, editing, SEO guidance, and data quality control directly within the CMS. Attendees will also see how search and SEO AI insights from SEMrush inform content strategy by identifying user intent, content gaps, and optimization opportunities. Together, these capabilities create an AI-ready content infrastructure that supports today's search demands and prepares the organization for future personalization.

Tuesday, September 29 | 10:25-11:10 a.m. ET

Elevating Your Health Care Brand: Building a Thought Leadership PR Program That Works

Communications & Public Relations

TOPICS: Communications & Crisis | Brand, Trust & Reputation

In an increasingly crowded health care landscape, organizations that position their experts as credible voices gain a competitive edge - driving media coverage, bolstering brand trust, and influencing key decision-makers. This session will show Marketing and Communications professionals how to launch and scale a thought leadership PR program grounded in a simple Four Ps framework. You'll learn why investing in your internal experts is one of the highest-ROI PR tactics, how to systematically structure your program around People, Positioning, Platforms, and Promotion, and practical tactics to secure executive buy-in and ongoing participation from your leaders.

Tuesday, September 29 | 10:25-11:10 a.m. ET

Reimagining Population Health Through Direct-to-Employer Bundles

Strategic Planning & Business Development

TOPICS: Community & Population Health | Growth & Service Lines | Physician Strategy

As health systems transition from volume to value in 2026, direct-to-employer (DTE) contracting has emerged as a vital tool for advancing population health. Vanderbilt Health has pioneered this shift through MyHealthBundles, achieving nearly \$5 million in savings while reducing emergency room overutilization and improving health equity. This session explores how to partner with physicians to design bundles in specialties like maternity and orthopedics that integrate high-quality care with patient navigation. Attendees will learn how zero-out-of-pocket models remove financial barriers, creating a sustainable ecosystem for employers, providers and patients.

Tuesday, September 29 | 10:25-11:10 a.m. ET

Unlocking the Power of Health Care Data: Data Analytics and Visualizations That Drive Strategic Growth

Strategic Planning & Business Development

TOPICS: Data & ROI | Growth & Service Lines | Children's Health

Discover how Children's Nebraska turned fragmented data into a powerful decision-making engine. This session showcases the integration of claims data, scheduling data, finance data, patient demographic data, and local state claims data into a unified Power BI dashboard. Created to assist executive-level leaders, the dashboard reveals how cross-functional teams aligned diverse data sources to deliver actionable insights that drive strategic planning, operational efficiency, and market positioning. Attendees will see how real-time analytics empower pediatric care delivery, optimize resource allocation, and accelerate organizational growth opportunities.

Tuesday, September 29 | 10:25-11:10 a.m. ET

From Caregivers to Brand Champions: How an Inside-Out Brand Strategy Transformed a Rural Health System's Reputation

Innovation & Cross-Disciplinary Solutions

TOPICS: Brand, Trust & Reputation | Rural & Small Organizations | Leadership, Culture & Change

Discover how one rural hospital system reversed a negative reputation and declining employee pride through a human-centered, omni-channel marketing strategy. This enterprise-wide initiative, driven by marketing in partnership with human resources, produced measurable gains in net promoter scores and employee engagement, strengthening reputation, internal pride, and patient experience. Learn how critical insights prompted a shift from traditional health care marketing to an inside-out approach leveraging the close ties within rural communities. This session shows how leveraging authentic employee and community stories, leadership accountability, and making brand stewardship an enterprise-wide responsibility delivers sustainable, measurable impact.

12:20-1:30 p.m. ET | Closing Keynote Lunch

Tuesday, September 29 | 12:20-1:30 p.m. ET

KEYNOTE | LUNCH

The Unexpected Power of Boundaries: Rethinking the Rules, Risk and Real Drivers of Innovation

General Session

TOPICS: Leadership, Culture & Change

The conventional advice to think outside the box can sometimes hold innovation back. Bestselling author and innovation strategist Sheri Jacobs introduces a different approach: innovation can thrive within clear boundaries. Through storytelling, original research and real-world insights, the keynote explores how constraints can support smarter risk-taking, faster progress and bold new ideas. Attendees will learn how boundaries can drive creativity, how to assess a team's risk tolerance and readiness for change, and how to create a culture where constraints fuel experimentation rather than stifle progress.

Speakers: Sheri Jacobs, CEO, Entrepreneur & Wildlife Photographer

Program Notes

Keep this page with your saved or printed copy.

- **Live schedule:** New Sunrise Sessions, Insight Sessions and presentation theaters may be added after this PDF was published. Use the live schedule for the most current agenda and room information.
- **Preconference workshops:** Workshops are included for eligible conference registrants, but advance registration is required because space is limited. Day-pass registrants are not eligible.
- **Sponsored lunch workshops:** These sessions have audience restrictions and require registration. Lunch is included.
- **Virtual conference:** Concurrent session recordings are scheduled for release November 2, 2026. Preconference workshops are not recorded because of their interactive format.
- **Time zone:** All times in this guide are shown in Eastern Time.

[OPEN THE LIVE PROGRAM SCHEDULE](#)

This navigation-enhanced guide was reorganized from the session list dated June 30, 2026.

Newly Added Sponsored Sessions

Added to the guide on August 18, 2026. The live schedule remains the source of truth for subsequent changes.

Monday, September 28 | 8:00-8:45 a.m. ET

SPONSORED SUNRISE SESSION

"We Can't Track That" to a Real Measurement Plan: One Health System's Roadmap to Better Marketing Measurement

Sponsored by: [Freshpaint](#)

TOPICS: DATA & ROI | PRIVACY & GOVERNANCE

Many health system marketers need better visibility into what happens after a digital click, but strict governance and heightened privacy expectations make progress difficult. Ryan Younger of Virtua Health and Freshpaint share how a privacy-first approach became the foundation for a more credible marketing measurement strategy. The case shows how an achievable first use case can align marketing, IT, security and digital teams, then create momentum for deeper measurement capabilities and better-informed decisions.

What you'll learn

- Use privacy and governance initiatives as a foundation for stronger marketing measurement, not just compliance.
- Align marketing, IT, security and digital teams around a privacy-first measurement strategy and an achievable first use case.
- Translate early privacy and measurement wins into stronger insights, organizational buy-in and better decision-making.

Speakers: Ryan Younger, VP, Marketing, Virtua Health; Jeric Griffin, Freshpaint.

Monday, September 28 | 8:00-8:45 a.m. ET

SPONSORED SUNRISE SESSION

Beyond the Visit: Turning Immediate Care Campaigns into Long-Term Patient Relationships

Sponsored by: [Fathom](#)

TOPICS: GROWTH & SERVICE LINES | DIGITAL ACCESS & EXPERIENCE | DATA & ROI

An immediate-care acquisition campaign can do more than generate a single appointment. UCLA Health and Fathom share how an omnichannel campaign connected commercially insured adults with immediate care locations that had capacity while supporting a broader journey toward primary and specialty care. The session examines how media strategy, geographic targeting, patient-centered messaging, operational readiness and follow-up communications can work together to balance near-term volume goals with long-term patient relationships.

What you'll learn

- Design acquisition campaigns around an ideal patient relationship, not only the first appointment.
- Connect media investment to operational capacity so marketing generates demand where the organization can serve it.
- Build an integrated system across channels, teams and the patient journey to improve immediate performance and continued engagement.

Speakers: John Ryan Daniel, UCLA Health; Hannah Patrzyk, Manager, Paid Media, Fathom, an IQVIA business.

Newly Added Sponsored Sessions

Added to the guide on August 18, 2026. The live schedule remains the source of truth for subsequent changes.

Monday, September 28 | 8:00-8:45 a.m. ET

SPONSORED SUNRISE SESSION

Measuring What You Can No Longer Track: Rebuilding Healthcare Marketing Analytics After the Pixel Purge

Sponsored by: [LightTrail](#)

TOPICS: DATA & ROI | PRIVACY & GOVERNANCE

Health systems spent years removing tracking technology as privacy, litigation and regulatory risk increased. Campaign attribution and conversion tracking often disappeared, while leadership expectations for reporting remained. This session examines what a compliant healthcare measurement stack can look like in 2026, including conversion definitions that avoid exposing PHI, server-side conversion forwarding, consent management and the questions marketers should ask analytics vendors before purchase.

What you'll learn

- Identify measurement capabilities lost when third-party tracking tools were removed and quantify the reporting gaps created.
- Evaluate compliant alternatives for conversion tracking, campaign attribution and ad-platform optimization, including first-party and server-side approaches.
- Apply a vendor evaluation framework covering BAAs, data residency, subprocessors and AI data handling.

Speakers: Russell Reid, CTO, LightTrail.

Monday, September 28 | 8:00-8:45 a.m. ET

SPONSORED SUNRISE SESSION

Your Website Has a New Job: Building Trust in the Age of AI Search

Sponsored by: [Schema App](#)

TOPICS: AI & EMERGING TECH | DIGITAL ACCESS & EXPERIENCE | BRAND, TRUST & REPUTATION

As AI-powered search changes how patients find health care information, the website is evolving from a patient destination into an AI-ready source of truth. This session explores how structured data and a semantic data layer help AI systems accurately understand providers, services, specialties, locations and expertise. The goal is to improve discoverability, accuracy and trust across AI-powered search and discovery experiences before a patient ever reaches the website.

What you'll learn

- Understand how AI is changing the role of the healthcare website.
- See how provider expertise, specialties, services, locations and organizational relationships influence AI-generated responses.
- Learn how to turn a website into a semantic data layer that enables stronger AI understanding.

Speakers: Martha van Berkel, CEO, Schema App.

Newly Added Sponsored Sessions

Added to the guide on August 18, 2026. The live schedule remains the source of truth for subsequent changes.

Monday, September 28 | 11:25 a.m.-12:10 p.m. ET

SPONSORED INSIGHT SESSION

The Seven Deadly Sins of Healthcare Marketing (and How to Repent Before Your Audience Leaves You Behind)

TOPICS: BRAND, TRUST & REPUTATION | MARKETING EFFECTIVENESS

Even well-intentioned healthcare marketers can fall into habits that undermine trust, confuse audiences and stall results. Christian Barnett and Dan Lavelle combine agency perspective and client-side experience to unpack the 'seven deadly sins' of healthcare marketing and challenge attendees to rethink what effective, human-centered marketing looks like in a high-pressure, post-truth landscape. Expect practical strategies and a push to move from performance alone toward purpose.

What you'll learn

- Recognize bad habits, acquired behaviors and systemic missteps that contribute to major healthcare marketing problems.
- Learn how to avoid common marketing 'sins' and turn them into stronger marketing practices.
- Identify practical ways to get more value from marketing spend.

Speakers: Christian Barnett, Unlock Health; Dan Lavelle, VP, System Marketing, Geisinger.

Monday, September 28 | 1:30-2:15 p.m. ET

SPONSORED INSIGHT SESSION

The Patient Next Door: Meet the New Healthcare Consumer

Sponsored by: [BPD Healthcare](#)

TOPICS: DIGITAL ACCESS & EXPERIENCE | BRAND, TRUST & REPUTATION | GROWTH & SERVICE LINES

Healthcare consumers are changing how and when they engage with providers. Cost concerns can delay care, AI is increasingly used for answers, and many decisions are made before a patient reaches a health system. Drawing on BPD Healthcare's ongoing national consumer study, Emily Baker and Mallory Roman examine how the front door of care has shifted, what that means for the provider's role in the patient journey, and how Gen Z may signal where expectations are headed next.

What you'll learn

- Understand how cost, access and digital tools are changing healthcare consumer behavior.
- Learn how patients make care decisions before engaging with providers and what influences those choices.
- Use signals from Gen Z and broader consumer shifts to adapt marketing, growth strategy and patient experience.

Speakers: Emily Baker, Vice President, Innovation, BPD Healthcare; Mallory Roman, PhD, Director, Research and Marketing Science, BPD Healthcare.