



SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ⚓ Baltimore

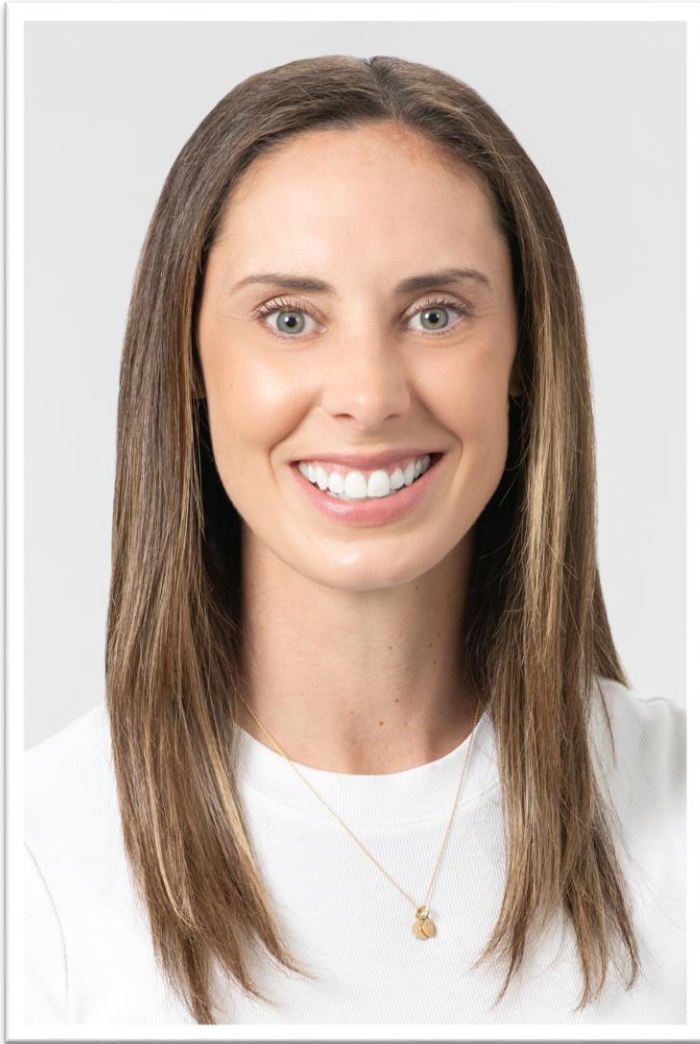
Beyond Automation: How Human-Centered Community Builds Trust in the AI Era

Rachel Conley, Marketing Director, Rochester Regional Health

Maggie Hooper, Account Director, Mower



Rachel Conley



Rachel is Director of Marketing at Rochester Regional Health, where she leads marketing strategy and growth across the health system.

Rachel takes a brand-led, consumer-first approach—believing brand is not a campaign, but a critical driver of trust and long-term relationships with patients. She is passionate about meeting consumers where they are and ensuring they have the access and clarity needed to receive care when, where, and how they want it.

Maggie Hooper

Maggie helps brands connect with their core audiences to inspire connection, motivate action and build deep affinity. She leads with curiosity and empathy to deliver measurable outcomes.

Maggie directs Mower's healthcare specialty practice, with a focus on health systems, provider groups, payers and the technology that those audiences rely on to succeed.



An exercise to begin

Find one
person
near you



Make eye
contact for
3 seconds

Your brain noticed!

Faces perceived in real life elicit a different physical reaction than the same faces on screens.

Attention

Longer visual dwell

Arousal

Larger pupil diameter

Synchrony

Stronger cross-brain coupling

Human touch is not only a metaphor.

70%

Larger mental health affects

Touch interventions showed meaningful benefits for pain, anxiety, depression and cortisol regulation.

Connection is not a soft metric

Connection is a
health variable

871k

estimated deaths linked to
loneliness each year

Healthcare is becoming more frictionless AND more touchless

—— Self-Scheduling

—— Digital Check-In

—— Automated Follow-up

—— AI Answers

AI is arriving inside of a trust deficit

65.8%

reported low trust in their health system to use AI responsibly

71.5% → 40.1%

U.S. adults reporting “a lot” of trust in physicians and hospitals

April 2020 to January 2024

“The sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across the continuum of care.”

The Beryl Institute definition of patient experience

The experience starts before the care

People are already learning what kind of health system you are long before they think of themselves as patients.



Being seen is not the same as showing up.

Visible

“We sponsored this.”

Valuable

“We understood what people needed”

Live activation turns visibility into trust.

77%

of consumers said their trust in a brand increased after interacting with it at a live event.

Interactive activation increased perceived sponsorship authenticity. Passive, logo-only sponsorship did not.

A physical activation is a rehearsal for care

In both moments, people are asking the same three questions:

Do you see me?

Presence

Can you help me?

Usefulness

Will you still be here?

Continuity

From principle to practice

What should people learn about the organization in that rehearsal?

Creating an approach that flexes for different types of events

Here³ Moments

	Here: Before	Here: During	Here: After
Marquee events (e.g., Jazz Fest) Investment Level 	Focus: Build anticipation by bringing allyship/delight (even humor) in the lead-up to the event Best Practice: 4-7 “brand” touches, augmented by cascading comms & PR/media relations	Focus: Demonstrate the literal/figurative of “here” Best Practice: Add extra branded value in- and beyond the booth	Focus: Foster relationships and leads Best Practice: At least 1 “demand” touch; emphasis on bringing usefulness that warrants someone filling out lead form.
Signature events (e.g., Corn Hill Festival, Heart walks, etc.) Investment Level 	Focus: Build anticipation in the lead-up Best Practice: 2-3 “brand” or “demand” touches	Focus: Demonstrate the literal/figurative of “here” Best Practice: Add branded value in- and beyond the booth	Focus: Foster connections/leads Best Practice: At least 1 “demand” touch emphasis on bringing usefulness that warrants completing a form
Standardized events (e.g., Mobile Mammography) Investment Level 	Focus: Sign up prospects to attend Best Practice: 1-3 “demand” touches	Focus: Demonstrate the literal/figurative of “here” Best Practice: Add branded value in-booth	Focus: Foster connections/leads with those needing more care Best Practice: At least 1 “demand” touch that helps people understand more about their diagnosis & next steps

Flower City Half Marathon & Rochester International Jazz Festival



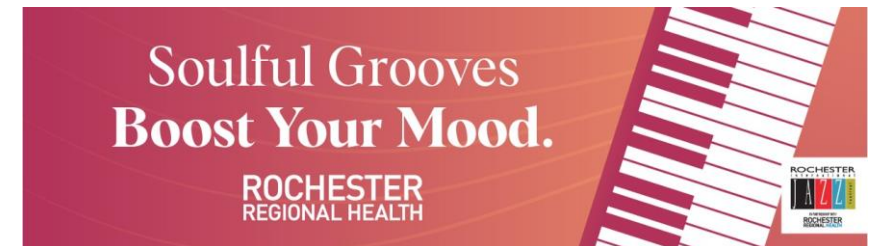
Before: building excitement

On your mark, get set, smile



Before: building excitement

The healing power of music



Before: building excitement Movin' & groovin' at the farmers' market



SHSMD

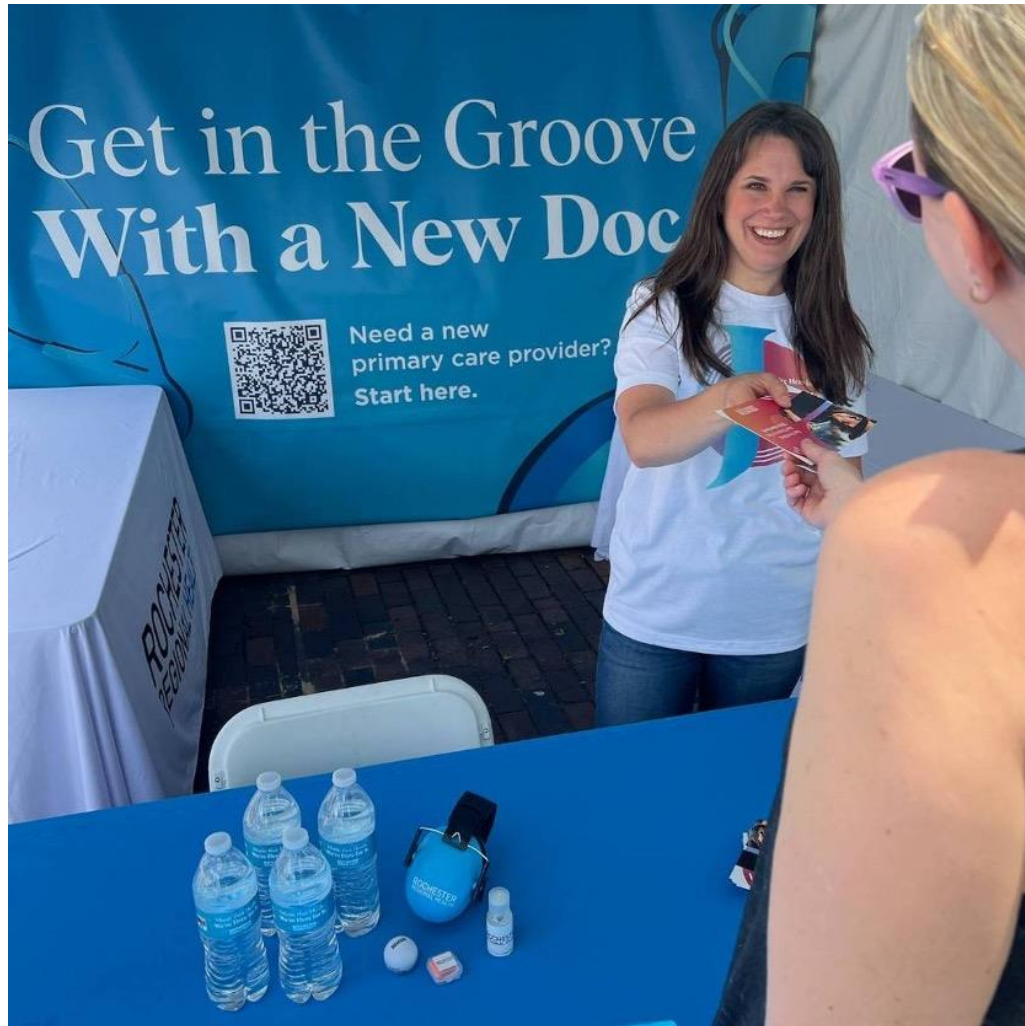
Society for Health Care
Strategy & Market
Development™

During: creating engagement Fans of our community



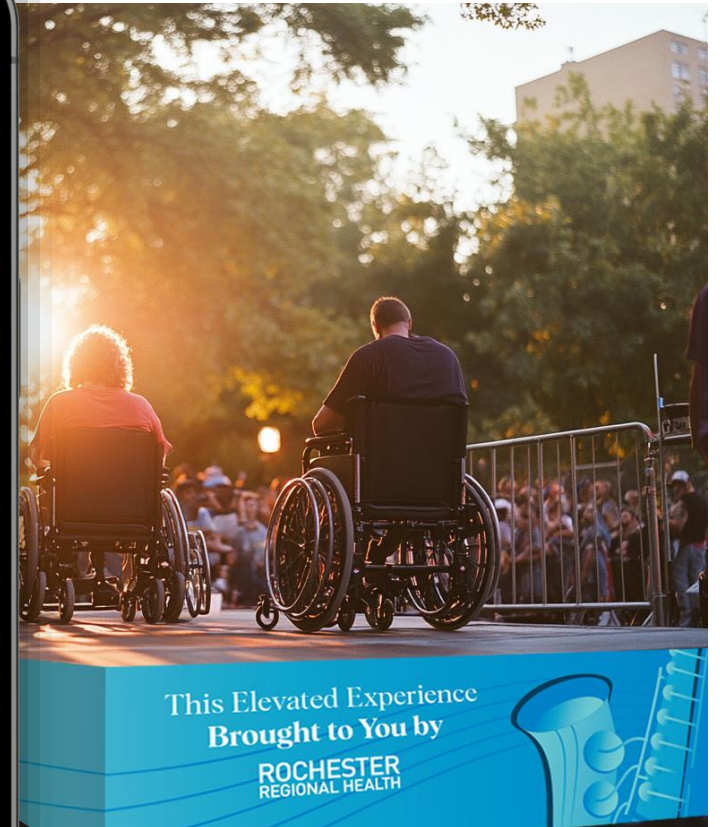
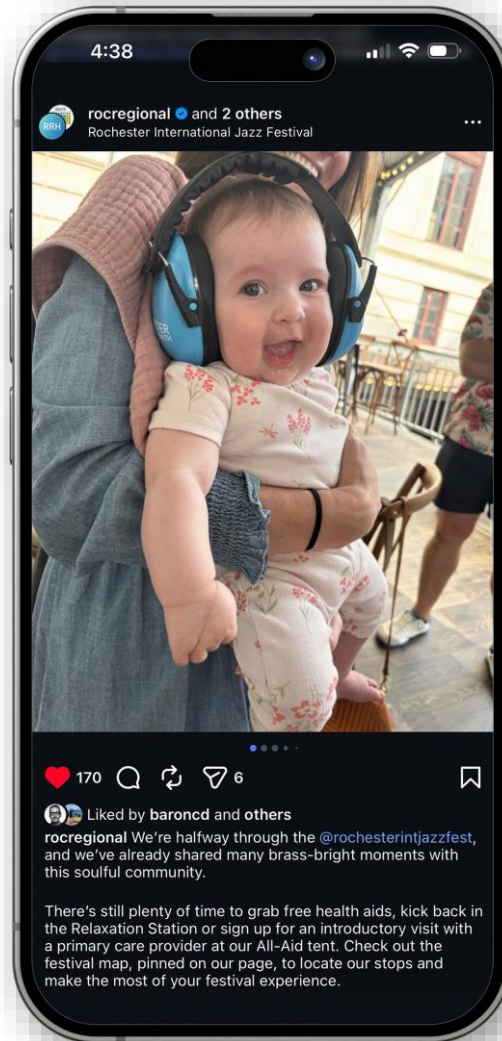
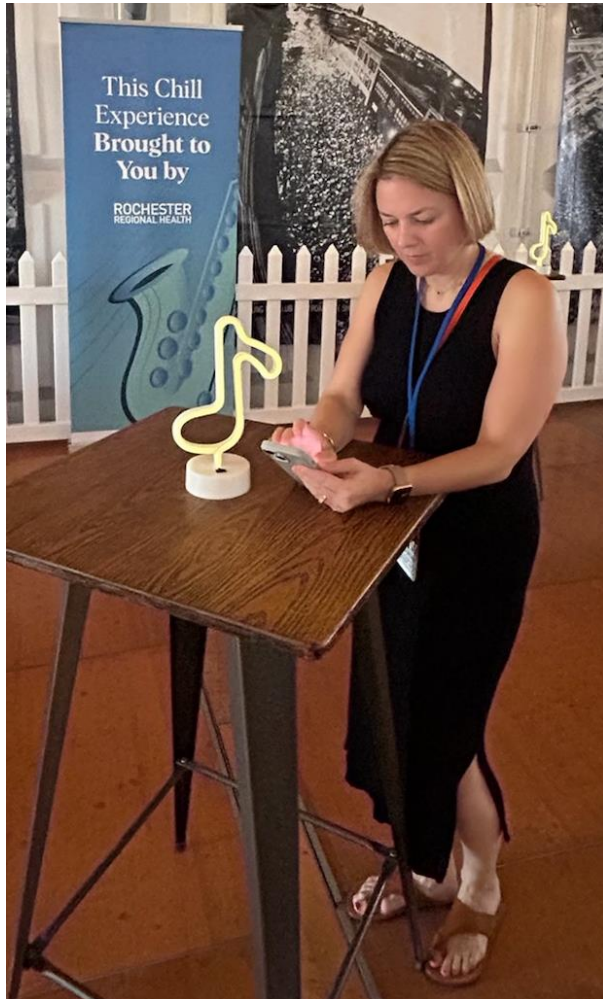
During: creating engagement

Connecting with our audience



During: creating engagement

Connecting with our audience



After: Leaving an impression

Meaningful follow-ups



Before you show up, ask these three questions:

- What does this community need from us?
- How will people experience our promise?
- What will continue when the event is over?

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Questions?

- Please be sure to complete the session evaluation on the mobile app!