



SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ∙ Baltimore

From Access to Action: Turning Epic into a Growth Engine for Healthcare Marketing

- Jenny Bristow, CEO at Hedy & Hopp
- Sarah Cutcliffe, Director of Epic Services at Hedy & Hopp





Jenny Bristow

CEO at Hedy & Hopp

Hedy & Hopp is a full-service, fully healthcare marketing agency that works with health systems, multi-location providers, and payors across the US.

Prior to starting H&H 11 years ago, Jenny launched, grew, and sold a digital marketing agency in Seattle and worked at Amazon.

H&H was named a finalist for MM+M's 2025 Small Agency of the Year Award, and Jenny was personally named a finalist for MM+M Agency Entrepreneur of the Year. H&H made the Inc 5000 (Fastest Growing Companies in the US) in 2019, 2025, and 2026.

She loves teaching others about the more technical aspects of healthcare marketing, making it easy to understand and fun!

(Jenny is also the host of this podcast!)



Sarah Cutcliffe

Director of Epic Services



Sarah started her healthcare career as a trainer for Epic and has accidentally molded a vocation from the foundational role. She has over 15 years of Epic implementation and optimization experience, giving her deep knowledge of integration and functionality. As she has grown in her expertise, she has kept the patient experience at the center of her mission.

Off the clock, Sarah spends time with her husband and kiddos, lifts weights, and gabs incessantly with loved ones.

Sarah is delighted to support healthcare systems better leverage Epic as a marketing tool in her role at H&H.



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What will we cover?

Learning Objectives:

- Understand the core Epic tools available to marketing teams and how they support engagement and measurement
- Learn how to connect marketing campaigns directly to appointments, completed visits, and service-line growth
- Explore real-world case studies demonstrating marketing–IT collaboration in action
- Identify common implementation challenges and how to navigate them.

DISCLAIMER:

THIS WORKSHOP IS MEANT TO GIVE YOU THE VOCABULARY AND FOUNDATIONAL KNOWLEDGE TO HAVE MEANINGFUL CONVERSATIONS WITH YOUR IT TEAM ABOUT EPIC, NOT TO REPLACE EPIC'S TRAINING OR MAKE YOU A TECHNICAL EXPERT. IT IS NOT SPONSORED OR ENDORSED BY EPIC.



LET'S GET STARTED.

WHY IS HEDY & HOPP TALKING ABOUT EPIC?



Four H&H team members on campus at Epic while completing MyChart certification in 2025.

H&H is the first ever marketing agency to send team members to get certified in their tools. But we're not special! *Jenny's just a bulldog.*

Let's talk about what we learned and the opportunities we see for healthcare marketers!

WE ARE EXCITED ABOUT

HOW EPIC CAN HELP

MARKETERS BECAUSE

**YOU WATCHED OUR SUMMER SCHOOL
WEBINAR SERIES, RIGHT?**



Compliance is covered.



Epic already has all of your data.



You don't have to convince your organization to buy another tool.



Some functionality you already have access to or can easily add.

