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The Journal of Medical Innovation



HealthCare New Media Marketing Conference

Chicago, IL

June 14-15, 2010



Evaluating Metrics and Forward Thinking Communication Channels to Maximize Social Media and Web 2.0 Opportunities in Today's Healthcare Environment

As patients continue to gain access to healthcare information through various forms of online media outlets, healthcare marketers have begun implementing various forms of new media and web 2.0 channels into their marketing mix in hopes of better connecting with consumers. As a result, healthcare organizations are now faced with numerous new challenges surrounding the implementation, maintenance and overall effective metrics of a healthcare social media marketing campaign.

For healthcare organizations, publishing or communicating online is a risk many are not willing to take. Whether it's a news article, blog post, podcast, video, or even a user comment, healthcare organizations are continually open to potential legal liability, primarily due to concerns about the impact of privacy laws such as HIPAA. These fears have held many health systems back from implementing new media and electronically connecting with patients. This conference we address how to get past these legal fears and strategically implement new media safely in a manner that minimizes legal risk.

Another key challenge healthcare marketer's face today is identifying which social media channels are most effective and how many channels should a healthcare organization be using. Through in depth analysis and specific real-time case studies, healthcare marketers will be well rehearsed in a variety of social media outlets and able to analyze which channels are the most appropriate for their organization.

Quantifying results is a challenge where traditional metrics cannot be utilized and results not accurately measured. Many healthcare organizations have been unable to accurately measure the success of their new media marketing efforts. Understanding methods to gauge response and how to best present these results in a positive manner is key in continuing the support of new, enhanced initiatives.

Overall, this conference will provide attendees over a two-day period, cutting-edge case studies, accurate methods for measuring results and a high-level of real-time information related to maximizing new media opportunities in healthcare. Attendees will walk away with the requisite know-how and the tools needed to accurately execute and to ultimately reach consumers through new media in an clear-cut and appropriate manner.

Distinguished Presenters Include:

Marie Mahoney
Senior Director of Web and Marketing Communications
Rush University Medical Center

Kathryn Armstrong
Senior Producer, Web Communications
Lehigh Valley Health Network

Jessica Hardwick
Director of Online Strategy
Cedars-Sinai Health System

Renee Merriam
Director of Marketing for Women's Services
Medical University of South Carolina

Brian Charlonis
Manager, Internet Marketing
Danbury Hospital

Joel Selzer
Co-Founder & CEO
Ozmosis, Inc.

Jamey Shiels
Director of Social Media and Digital Communications
Aurora Healthcare

Ryan Squire
Social Media Program Director Communications & Marketing
Ohio State University Medical Center

Thurston Hatcher
Web Managing Editor
Rush University Medical Center

Shahid N. Shah
CEO, HITSphere.com
The Healthcare IT Guy blogger

Nicola Ziady
Manager, Interactive Media & Communications, Dept. of Medicine
Case Western Reserve University

Reed Smith
Interactive Media Consultant
St. David's HealthCare

Stephanie Cannon
Director Web Communications & ebusiness
Nationwide Children's Hospital

Bryan Vartabedian, MD
Assistant Professor of Pediatrics
Baylor College of Medicine

Luther Lowe
Manager of Business Outreach
Yelp

Jeff Drummond
Partner
Jackson Walker, LLP

Richard Brown
Healthcare Solutions Consultant
Ektron

Monday, June 14th: Conference Sessions

8:00 Registration & Continental Breakfast

8:45 Chairpersons Opening Remarks & Conference Welcome

9:00 Where Have We Come in a Year? Social Media and Its Impact on the Healthcare Industry

Today, 650 hospitals now have an active presence on Facebook, YouTube and Twitter and numerous healthcare organizations have turned the corner to engage in conversations online. For example, health systems such as Henry Ford have begun to broadcast surgeries and answer clinical questions live via Twitter, new communities like Wisertogether have made it easier for patients to share novel practices around specific conditions such as pregnancy, and services such as iGuard have changed the way we think about drug safety. The FDA's public hearings in November also gave hope that the cloud of regulatory uncertainty would soon be lifted and the Dose of Digital Wiki now lists hundreds of active pharmaceutical social media programs. This session will look back on the impact social media has made across the patient and provider landscape, examining specific examples over the past year, and offer a compelling vision of what the future may hold.

Shahid N. Shah, *CEO, HITSphere.com*

The Healthcare IT Guy blogger

Joel Selzer, *Co-Founder & CEO*

Ozmosis, Inc.

9:45 Overcoming Internal Resistance: Proving the Value of New Media and Gaining Leadership Buy-In

Statistics continually show that lack of leadership buy-in is the number one reason health systems are not yet fully implementing new media into their marketing mix. Key issues such as declining budgets, lack of employee resources and privacy concerns are just a few reasons why many healthcare leadership teams have steered clear of new media implementation. In this session, we will hear from a large academic medical center who was able to effectively convey the value of new media to their leadership team, make the leaders content creators, and get ahead of the competition.

- Build a team with the right people to make a case
- Aligning social media use with corporate goals and culture
- Competition awareness
- Communicating risk and a plan to manage the risk

Ryan Squire, *Social Media Program Director, Communications & Marketing*

Ohio State University Medical Center

10:30 Coffee & Networking Break

10:45 Inspiring Physicians to Become Important Web 2.0 and Social Media Advocates

- Partnering with physicians to provide basic healthcare information through the internet
- Posting videos of surgeries and procedures on-line
- Encouraging doctors to become involved in physician networking sites

Bryan Vartabedian, MD FAAP, *Assistant Professor of Pediatrics*

Baylor College of Medicine

11:30 Breakout Sessions

Using Social Media Internally to Create a Culture with a Healthcare Organization

Moderators:

Ryan Squire, **Ohio State University Medical Center**

Shahid N. Shah, **The Healthcare IT Guy blogger**

Social Media and Physicians: It's Impact on a Healthcare

Moderators:

Bryan Vartabedian, **Baylor College of Medicine**

Joel Selzer, **Ozmosis, Inc.**

12:15 Luncheon for all Attendees, Speakers & Sponsors

1:15 Producing Quality In-House Videos to Drive Innovative Communication

They say a picture is worth a million words. Well, then a web video is worth a billion. Don't be discouraged by the time, cost and skills video seems to require. Learn how you can produce cost effective videos in an efficient amount of time to tell the stories of your physicians, your patients and your facility.

You'll learn how to cultivate your existing in-house staff to be a production team, yet keep the process simple, the quality high and the story genuine to advance your marketing and public relations goals. How to develop a video strategy:

- Production company vs. in-house staff
- Technical training
- Getting the most out of your investment

Kathryn Armstrong, *Senior Producer, Web Communications*

Lehigh Valley Health Network

2:00 Identifying Metrics to Assess the Effectiveness of a New Media Platform

In healthcare marketing, accurate measurement of its effectiveness is important to establish credibility and long-term viability for using new tools. However, measuring the effects of social media efforts on key audiences has been a challenge for many health organizations. Unlike traditional forms of marketing, social media is a long-term investment that takes time to show quantifiable results. The nature of relationship building in social media means that the impact may not be immediately visible, but will grow and strengthen over time. Because relationships like community building are hard to quantify, it can be even harder to tie social media to the present bottom line.

- Tracking age demographic through social media outlets
 - Engagement on website/forums/blogs
 - Speed of spread: How fast an idea is adopted
 - Post sampling/collection: Tweets, posts, comments are patient testimonials
- Marie Mahoney, *Senior Director of Web and Marketing Communications*
Thurston Hatcher, *Web Managing Editor, Rush University Medical Center*

2:45 Coffee & Networking Break

3:00 Know Your Audience: Designing a New Media Platform that Appeals to a Targeted Demographic

- Utilizing demographic statistics: formulate a strategy for success
- Which social media channels are best for targeting specific demographics
- Applying traditional marketing methods into social media strategies

Jamey Shiels, *Director of Social Media and Digital Communications*

Aurora Healthcare

3:45 Panel Discussion: Evaluating Various Healthcare Blogging Possibilities

Most healthcare systems feel that communication is a key factor in providing quality care to their patients. To facilitate that process, many have created online patient web journals, or blogs, where patients can share their experiences with each other and with the public. Because blogs serve as a collaborative journal to help share educational and thought-provoking information about procedures, physicians and events happening at a health system, there are several different ways a healthcare organization could use blog. Challenges such as gaining physician support and controlling negative feedback have left some health systems resistant in creating a blog.

Renee Merriam, *Marketing Director for Women's Services*

Medical University of South Carolina

Shahid N. Shah, *CEO, HITSphere.com*

The Healthcare IT Guy blogger

Ryan Squire, *Social Media Program Director, Communications & Marketing*

Ohio State University Medical Center

Jeff Drummond, *Partner*

Jackson Walker, LLP

4:30 Breakout Sessions

Thinking Outside the Box: Maximizing Healthcare Social Media Efforts in a Saturated Market

Moderators:

Kathryn Armstrong, **Lehigh Valley Health Network**

Renee Merriam, **Medical University of South Carolina**

Best Practices in Identifying the Metrics that Matter

Moderators:

Marie Mahoney & Thurston Hatcher, **Rush University Medical Center**

Jamey Shiels, **Aurora Healthcare**

5:00 Closing Remarks & Day One Conclusion

Tuesday, June 15th: Conference Sessions

8:00 Registration & Continental Breakfast

8:30 Chairpersons Opening Remarks

8:45 What's Next for Online HealthCare Conversation Communities

There are many online conversations happening each day on health related sites, blogs, and even twitter. How do you start a community? How do you take what you have and make it more appealing to more people? In this session we will look at the twitter hashtag community #hcmktg and look at how we moved a twitter based community to the next level.

- #hcmktg community background
- Why change formats?
- Is twitter a good/bad platform to launch a community chat?
- What does the new #hcmktg chats look like?
- What are the metrics before and after the transformation?

Reed Smith, *Interactive Media Consultant*

St. David's HealthCare

9:30 Overcoming the HIPAA Risks Associated with New Media and Healthcare Electronic Communication

For healthcare organizations and particularly physicians, publishing or communicating online is a risk many are not willing to take. Whether it's a news article, blog post, video, or even a user comment, your health system is continually open to potential legal liability particularly surrounding HIPAA. Since the internet is available to anyone, even the smallest blog or most obscure discussion forum has the potential to be viewed negatively, possibly by an unintended audience. This session will examine how to get past these legal fears and strategically implement new media safely in a manner that minimizes legal risk.

Jeff Drummond, *Partner*

Jackson Walker, LLP

10:15 Morning Coffee & Networking Break

10:30 Case Study: Increasing the Consumer Experience through Advancing Content Management Capabilities

Your organization has an aging, 10-year-old system in place that can't quickly, easily or cost-efficiently provide the features you want on your Web site. You want a site that you can feel confident will be able to grow to meet future needs. You want the migration from old to new to be accomplished quickly, preferably within just a few months, even though your "Web site" is actually a complex, multi-site configuration embracing five external sites plus an intranet. That's the challenge University Health Systems (UHS) of Eastern Carolina presented Ektron. The presentation examines the three-month roll-out of the UHS sites, focusing on

- The importance of the planning and architecture phase
- Interaction among client, designer and technical personnel
- Execution
- Lessons learned

Richard Brown, *Healthcare Solutions Consultant*

Ektron

11:15 Case Study: Developing a Social Media Strategy for Philanthropic Success

Healthcare marketing and foundation teams may not always see eye to eye but they should work together when developing a social media strategy to support a philanthropic cause. Social media outlets have proven to provide more opportunities for audiences to tune-in to what an organization is doing. Working together to meet your target audiences where they already are provides a great opportunity to reach an even broader audience. A hospital's mission matters, especially to the people you serve. This session will examine a real-time case study and how to use a web site and social media outlets to raise dollars, donors and awareness.

- Understanding real competition
- Building off your web site strengths to breach a larger audience
- Learning from philanthropic vs. traditional marketing campaign
- Importance of testing channels and messages
- Data analysis: Traditional methods alone and with social media

Stephanie Cannon, *Director, Web Communications & ebusiness*

Nationwide Children's Hospital

12:00 Breakout Sessions

Maximizing the Capabilities of Twitter in Healthcare

Moderators:

Reed Smith, **St. David's HealthCare**

Stephanie Cannon **Nationwide Children's Hospital**

Jeff Drummond, **Jackson Walker, LLP**

Keeping the Conversation Positive: Best Practices in Online Brand Management

Brian Charlonis, **Danbury Hospital**

Luther Lowe, **Yelp**

Richard Brown, **Ektron**

12:30 Luncheon for all Attendees, Speakers & Sponsors

1:30 Expanding Social Media Strategy through Brand Management

The Internet and the way people search for information online have changed. Social media users are creating content with mobile devices on the go, as they experience your brand. Having a web site is no longer enough to manage a healthcare brand online. Healthcare organizations should participate in the online discussion with their patients and community, in many new content formats and in many new places on the Internet.

- Understand where your brand can be found online
- Discuss strategies to implement your brand on social media channels
- Case studies of successful social media branding of Danbury Hospital/Danbury Health Systems

Brian Charlonis, *Manager, Internet Marketing*

Danbury Hospital

2:15 Afternoon Coffee & Networking Break

2:30 Yelp! Case Study: Becoming Part of the Discussion to Reduce Risk and Improve the Patient Experience

Patients today aren't just sharing their opinions about clinicians with their friends and family; they're getting online and sharing it with the world. User generated content on social media sites like Yelp, Facebook, and Twitter will only play a more prominent role within the healthcare industry in the years ahead. What are the best practices within this new era of transparency? What options exist for the doctor who has just received a negative review? Relying on real-world examples, this session will examine the DOs and DON'Ts for engaging with patients online.

- Yelp overview: How it applies to healthcare
- How to become active in the discussion regarding your organization
- Case Study: How a healthcare organization used Yelp to positively connect with patients

Luther Lowe, *Manager of Business Outreach*

Yelp

3:15 Maximizing Exposure To Your Message With Organic Search Engine Optimization

Leveraging social media as a distribution channel to attract awareness can provide benefits for healthcare communicators on par with those achieved by keyword optimization that improves rank and visibility on search engines. Combining search engine optimization (SEO) and social media makes for an inexpensive but powerful marketing approach. In this session, participants will learn how to:

- Key drivers for SEO
- SEO guides for top 3: Twitter, Facebook, Youtube
- Success guide

Nicola Ziady, *Manager, Interactive Media & Communications, Dept. of Medicine*

Case Western Reserve University

4:00 Closing Remarks & Conference Conclusion