



Conference Location

Hilton Garden Inn
Chicago North Shore

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For More Information
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Q1 Productions
500 N. Dearborn Street
Suite 500

HealthCare New Media Marketing Conference

Chicago, IL

May 23-24, 2011



Maximizing Social Media Possibilities in Today's Healthcare Environment through Engaging Physician Participation, Examining forward thinking Blogging Capabilities and Utilizing Social Media for Philanthropic Success

Conference Overview:

As patients continue to gain access and share healthcare information through various forms of online media, healthcare organizations have followed suit in utilizing social media to better connect with patients and their community on a wide range of healthcare issues. Accordingly, hospitals are now faced with continued challenges surrounding the implementation, leadership support, maintenance and overall effectiveness of healthcare social media marketing.

Insightful presentations and in-depth discussions by leading healthcare organizations will address a wide range of current and forward thinking topics. Challenges to be discussed include inspiring physicians to become social media advocates, utilization of resources to best control content management, maximizing the capabilities of social media outlets, proving the value of new media, gaining leadership buy-in and many more!

Through Unconference-style breakout sessions and real-time case studies from healthcare organizations across the country, this interactive conference platform will take a comprehensive look at the use of social media in the healthcare space. Panel discussions will allow for conversation and frank dialogue between attendees, speakers and sponsors regarding the challenges the industry faces. The conference program consists of two tracks accommodating all organizations, ranging from those in beginning stages through advanced and full implementation.

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 expanding social media opportunities in healthcare. Building upon the successful Q1 Healthcare New Media Marketing conferences of the past two years, this exciting meeting promises to be an enlightening and valuable program for the participants.

Distinguished Presenters Include:

Nick Dawson
*Director of Physician and
Community Engagement*
Bon Secours Health System

Nicola Ziady
*Manager of Interactive Media
and Communications*
**Case Western Reserve
University**

Matthew Cyr
*Director of Patient and
Family Communications*
Children's Hospital Boston

Stephanie Cannon
*Director of Web Communications
and eBusiness*
Nationwide Children's Hospital

Ken Bearden
*Public Relations and Marketing
Account Director*
Detroit Medical Center

Jay Welz
Associate Director of Online Marketing
**Dana-Farber Cancer Institute
and the Jimmy Fund**

Cindy Moon-Mogush
Vice President of Communications
Aurora Health Care

Dana Lewis
Interactive Marketing Specialist
Swedish Medical Center

Jessica Soulliere
Social Media Communications Coordinator
**University of Michigan
Health Systems**

Christopher Nelson
Assistant Vice President of Marketing
University of Utah Health Care

Dan Fuoco
*Public Relations Marketing
Representative*
Detroit Medical Center

Michelle Blandy
Senior Web Content Specialist
Phoenix Children's Hospital

Cindy Moon-Mogush
Vice President of Communications
Aurora Health Care

Charlie Schick, PhD
Senior Manager of New Media
Children's Hospital Boston

Dan McFadden, APR
*Director of Communications and
Business Development*
Arkansas Children's Hospital

Laurie Wilshusen
Director of Marketing
Mayo Clinic

Pamela Johnston
Director of New Media
Lahey Clinic

Andrea Joliet
*Assistant Director of Interactive
Marketing and Public Relations*
Akron Children's Hospital

Jamey Shiels
*Director of Social Media and
Digital Communications*
Aurora Health Care

Cavan Reagan Reichmann
Interactive Communications Coordinator
**Children's Hospitals and
Clinics of Minnesota**

Randy Bunker
*Manager of E-Growth and
Digital Marketing*
OptumHealth
Former Manager of Web Strategy
**Children's Hospitals and
Clinics of Minnesota**

Michail Takach
Senior Communications Manager
Aurora Health Care

Monday, May 23rd Conference Sessions

7:30 Conference Registration & Continental Breakfast

8:00 Opening Remarks & Conference Welcome

8:15 Inspiring Physicians to Become Important Social Media Advocates

Within the healthcare industry, many organizations find it challenging to encourage physician adoption and utilization of social media. Although some physicians may be hesitant in moving forward with social media communication, it is important for them to understand that it is one of the best outlets to reach patients and their community. In order to stay current and up-to-date with social media, physicians must engage and contribute to the conversation instead of merely participating as a bystander. By exhibiting the success of other healthcare organizations, insight will be gained on how physicians can utilize the tool to its fullest potential.

- Encouraging physician adoption and utilization of social media
- Review of social media outlets for physicians
- Real-time case study of social media physician adoption

Nick Dawson

Director of Physician and Community Engagement

Bon Secours Health System

9:00 Developing a Social Media Strategy for Philanthropic Success

One of the many priorities that healthcare organizations are devoted to is contributing to philanthropic efforts. Social media has provided tremendous success in the effort by connecting audiences that have similar devotion to specific causes. Social media allows for the ability to connect with audiences on a deeper level, bring awareness to a cause, and most importantly provide for innovative fundraising campaigns. By developing a social media strategy through philanthropic marketing and fundraising, healthcare organizations will successfully reach their communities and gain a following in the process.

- Insight on developing connection with community
- Implementing innovative fundraising campaigns
- Remaining positive during discussion of sensitive subject matter

Stephanie Cannon

Director, Web Communications and eBusiness

Nationwide Children's Hospital

9:45 Coffee & Networking Break

10:15 Thinking Outside the Box: Examining Healthcare Blogging Capabilities

Today, the most successful leaders in healthcare social media are utilizing blogging to reach out to their community as well as new audiences to share educational and thought-provoking information about procedures and healthcare. Blogging allows for industry networking, quality discussion, and interaction where patients and families can share their experiences with each other and with the public. The many opportunities that healthcare blogs have created continue to provide the industry with a major outlet to social media.

- Tools and best practices in pursuing interactive communication
- Creating a blog that meets your patient's needs
- Physician blogging capabilities
- Controlling negative feedback

Matthew Cyr

Director of Patient and Family Communications

Children's Hospital Boston

11:00 Maximizing the Capabilities of Twitter for Success in Healthcare Communications

Twitter continues to be on the forefront of social media and strives to keep people connected within their interests, industry and community. The benefits and practical uses of Twitter capabilities continue to be limitless, allowing healthcare professionals to reach audiences like never before. If used to its full potential, Twitter is an extraordinary tool to keep followers of healthcare organization's in-the-know on upcoming news and events.

Focusing on results that have proven success, this session will demonstrate key tools that when implemented showcase the many marketing and communication benefits Twitter can offer healthcare organizations.

- How to maximize your healthcare organization's following
- Creating effective tweets to reach specified audience
- Implementing Twitter healthcare chat communities
- Live-tweeting events and integrating Twitter with other web strategies

Dana Lewis

Interactive Marketing Specialist

Swedish Medical Center

11:45 Unconference Breakout Sessions

Breakout sessions will be conducted in an unconference format. Conference attendees will identify topics they wish to discuss further in smaller groups. From there, conference facilitators will take volunteer moderators from the audience to lead each discussion. Through the unconference format, all attendees, speakers and sponsors are encouraged to become active participants allowing for better exchange of ideas, peer-to-peer learning, and open discussion.

12:30 Luncheon for all Attendees, Speakers & Sponsors

Lunch will be served off-site of the Conference Location at:

The Stained Glass Wine Bar Bistro

THE STAINED GLASS
WINE BAR BISTRO



Conference Location:

Hotel / Venue Information:

**Hilton Garden Inn
Chicago North Shore
1818 Maple Avenue
Evanston, IL 60201
(847) 475-6400**



<http://bit.ly/HCNMI1>

www.q1productions.com/healthcarenewmedia

Monday, May 23rd Conference Sessions

Track One Breakout Sessions

2:00 Overcoming Internal Resistance: Proving the Value of Social Media and Gaining Leadership Buy-In

Statistics show that the number one reason why healthcare organizations are not implementing social media into their organizations marketing goals is because of leadership buy-in and support. Issues such as declining budgets, lack of resources and privacy concerns are just a few key examples of why healthcare leadership teams have avoided social media implementation. Through discussion, the many benefits that social media has to offer healthcare organizations will be conveyed and insight will be gained on how to prove the overall value of the tool to overcome internal resistance.

- Challenging internal resistance with evidentiary support
- Overview of social media value
- Tools to gain leadership buy-in

Laurie Wilshusen, *Director of Marketing*

Mayo Clinic

2:45 Developing a Social Media Platform from the Ground-Up

Social media is critical in maintaining connections with patients and the community of healthcare organizations. It is vital for healthcare organizations to regularly re-evaluate which social media outlets they should be participating in, as well as adapt to new forms as needed. Whether a healthcare organization is in the early stages of experimenting with social media or is interested in re-evaluating their current social media outlets, this session will uncover the necessary steps in determining a successful social media platform from the ground-up.

- Applying best practices and experiences into social media platform
- Implementing new media into current social media efforts
- How to find the time, resources, and tools for social media
- How to get leadership interested in new or continued social media

Michelle Blandy, *Senior Web Content Specialist*

Phoenix Children's Hospital

3:30 Coffee & Networking Break

4:00 Determining Social Media Outlets for a Target Demographic

For a healthcare organization, the first step in determining which social media outlets would reach audiences best is to understand the target demographic. By focusing on key areas such as the age group, ethnicity, interests, challenges, and needs of a target audience, healthcare organizations can hone-in on determining the outlets needed to best reach a group successfully. Through a real-time case study, the best practices of a successful healthcare organization will be shared on how they pursued their target demographic through social communications.

- Considerations in target demographic interests
- Review of which outlets reach targeted demographics best
- Real-time case study of healthcare organizations target demographic success

Cindy Moon-Mogush, *Vice President of Communications*

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

Aurora Health Care

4:45 Connecting with Audiences through Patient Experience Video Sharing

While there are many social media outlets used today to reach audiences, one of the best methods to engage patients and the community through social media is by video sharing. Video sharing allows patients to connect with a healthcare organization on a much deeper level. Videos can be used in a myriad of ways from procedural information to sharing a patient success story. By understanding the strategy that a successful healthcare organization has used in implementing video sharing, insight will be gained on how to best utilize this social media tool.

- Considerations of what videos best connect with audiences
- Encouraging patients to share their success story through video
- Creating a YouTube channel for healthcare organizations

Pamela Johnston, *Director of New Media*

Lahey Clinic

5:30 Day One Conference Conclusion

Track Two Breakout Sessions

2:00 So You Think You're an Expert? Focusing on What is Next for Leaders in Healthcare Social Media

So you think you're an expert on healthcare social media? Then the question you should be asking yourself is what's next? Because social media communications are continuously changing, there are always new outlets to discover to reach audiences for your healthcare organization. It is vitally important to stay up-to-date and current on social media trends that communicate to audiences of all demographics. Through discussion, we will focus on what's next for leaders in healthcare social media and how to prepare for the road ahead.

- Review of what other leading healthcare organizations social media efforts
- Pursuing new social media trends
- Creating a focus for future social media goals

2:45 Reaching New Audiences: Designing a Social Media Platform for a Multilingual Audience

Many healthcare organizations are concerned with adhering to the needs of a multilingual audience within their community. In communities where the need is high, it is vitally important to make social media available for multilingual use so that the needs of the audience are being met. Not only will this provide accommodations for current patients but it will also open the doors to new audience and followers within the community.

- How to move forward in designing a multilingual social media platform
- Designing social media outlets that are multilingual use friendly
- Accommodating needs to reach new audiences

3:30 Coffee & Networking Break

4:00 Maximizing Exposure to Your Message with Organic Search Engine Optimization

There are many strategies involved with Organic Search Engine Optimization that when utilized correctly create the best traffic flow results through a desired web search. Implementing Organic SEO is vitally important to making sure that web content is found easily and will get as many hits as possible by web search engines. Through a real-time case study, attendees will gain knowledge on how to use Organic SEO to its fullest potential and maximize exposure to their desired message.

- Determining how users search for healthcare information
- Focusing on Organic SEO strategies when developing web content
- Tools to enhance traffic flow of social media
- Real-time case study of successful Organic SEO tools executed by a healthcare organization

Nicola Ziady, *Manager of Interactive Media and Communications*

Case Western Reserve University

4:45 Examining the Latest Technology: Healthcare Social Media Mobile Capabilities

As the healthcare world moves forward with social media it is important for healthcare organizations to remain open to new technologies to better connect with patients and the community. Now that most phones act as personal computers to their users, it only makes sense that mobile applications will be the next best way for healthcare organizations to interact with their audience. Mobile applications specific to healthcare organizations adhere to the needs of patients like never before. Some of the many tools that are offered include; informing patients on ER wait times, providing information on news and events, finding the correct physician for their needs, access to health libraries and much more.

- Overview of mobile application opportunities
- Best practices in implementing mobile applications for healthcare organizations
- Developing a mobile application that best fits the needs of the patient
- Oversight of mobile application features

Ken Bearden, *Public Relations and Marketing Account Director*

Dan Fuoco, *Public Relations and Marketing Representative*

Detroit Medical Center

5:30 Day One Conference Conclusion

Tuesday, May 24th Conference Sessions

7:30 Registration & Continental Breakfast

7:55 Chairpersons Opening Remarks

8:00 Facebook: The Social Network of Continued Success and Effective Healthcare Use

Facebook has become a much coveted tool for any modern marketing organization wanting to reach out to customers and advocates. Healthcare organizations have cautiously ventured into the Facebook world and have discovered the usual challenges of social media marketing and outreach, let alone challenges of staying current with new modifications and available applications. In addition, healthcare organizations have had to balance seemingly disparate goals of patient recruitment, brand-building, fundraising, advocacy, and patient privacy. Is it possible for healthcare organizations to effectively use Facebook? What are the implications and opportunities? Through discussion, awareness will be met on the how to effectively use Facebook for your healthcare organization.

- Connect with the hidden tools of Facebook
- Using Facebook as a part of your marketing communications mix
- Reaching advocates and patients through Facebook interaction
- Considerations of Facebook use in the future

Charlie Schick, PhD, *Senior Manager, New Media*
Children's Hospital Boston

8:45 Utilization of Resources to Best Control Content Management

Managing the content of social media can be challenging to healthcare organizations due to the many resources needed in overseeing the outlets effectively. Having the resources to manage posts, update news, share events, and interact with audiences through social media is sometimes overwhelming; especially when staff is low and time is pressing. Many healthcare organizations believe it necessary to have 24/7 monitoring of their website to avoid negative feedback and keep their audience quickly in-the-know. Through discussion, attendees will come away with the knowledge on how to stretch resources to their fullest in order to best control content management of social media outlets.

- Implementing systems that provide best content management practices
- Stretching resources to best fulfill content management
- Creating 24/7 management for social media outlets

Andrea Joliet, *Assistant Director, Interactive Marketing and Public Relations*
Akron Children's Hospital

9:30 Coffee & Networking Break

10:00 Best Practices in HIPAA Health Information Privacy Regulation

As the healthcare industry embraces new media to help better connect with audiences, it is important to keep in mind HIPAA Protection Rules when working with patients through electronic communication. The Health Insurance Portability and Accountability Act enforces a set of national standards that protects the personal health information of patients. Through a real time case study, attendees will gain insight into the best practices to avoid HIPAA penalties due to noncompliance.

- Overcoming HIPAA risks associated with new media
- Reduce risk and improve the patient experience
- Creating patient information protection

Jessica Soulliere, *Social Media Communications Coordinator*
University of Michigan Health Systems

10:45 Panel Discussion: Great Information, but Now What? Putting Social Media Tools to Use

Throughout the course of the conference program, many social media tools and ideas have been introduced, reviewed, and discussed. This panel discussion will share ways to take the information gathered over the course of the two days and successfully begin implementing the practices learned within your organizations social media platform without being overwhelmed.

- Now you have the ideas and tools, how do you implement them?
- How-to guide to keep social media efforts organized
- Discussion from successful leaders in social media

Jessica Soulliere, *Social Media Communications Coordinator*
University of Michigan Health Systems

Charlie Schick, PhD, *Senior Manager, New Media*
Children's Hospital Boston

Randy Bunker, *Former Manager, Web Strategy and Communication*
Children's Hospitals and Clinics of Minnesota

Dan McFadden, APR, *Director of Communications and Business Development*
Arkansas Children's Hospital

11:30 Unconference Breakout Sessions

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12:15 Luncheon for all Attendees, Speakers & Sponsors

1:30 Social Media and Internal Communication: Strategies to Strengthen Brand Culture in a Healthcare Organization

What role should social media play in building a brand culture within a healthcare organization – especially if administrators aren't supportive of providing clinical employees access to social media outlets? Recognizing that social media is a key brand building tool for external and internal audiences is the first step. Learn how University of Utah Health Care has incorporated social media tactics into its comprehensive internal communication strategy.

- Finding the right strategy to strengthen your organization's brand culture
- Implementing know-how tools to execute internal brand building
- Using social media internally to create a culture within an organization

Christopher Nelson, *Assistant Vice President of Marketing*
University of Utah Health Care

2:15 Coffee & Networking Break

2:45 Preparing for the Future: Review of Upcoming Social Media Outlets

The technology of social media continues to change from one day to the next. Staying current and up-to-date on new outlets of social media can be challenging for healthcare organizations. It is extremely important for healthcare organizations to move forward and participate in new outlets of social media in order to adhere to the expectations of patients and the community. Focusing on the future of new media technologies and social trends, attendees will be provided with a guide of which social media outlets they should be preparing for and utilizing.

- Guide to stay current with social trends and future social media outlets
- Ease from basic social media outlets to new technologies
- Discussion of future social media expectations

Michail Takach, *Senior Communications Manager*
Aurora Health Care

3:30 Tackling Questions of Measurement: Social Media ROI

One of the biggest fundraising challenges for healthcare organizations when working with social media is measuring their return on investment. However the question remains can social media ROI be measured and should it be measured? In order to improve the impact social media has on donors, patients and the community, it is important to somehow measure which outlets work best in communicating the message. Once a healthcare organization can determine which outlets of social media reach their audience best, resources can be used appropriately to deliver the best connection and interaction with the public.

- Best practices in measuring ROI
- Implementing methods to improve audience participation
- social media vs. marketing ROI measurements

Jay Welz, *Associate Director, Online Marketing*

Dana-Farber Cancer Institute and the Jimmy Fund

4:15 Turning Traditional Communication Vehicles into Digital Media Opportunities on a Budget

Using multimedia and social media sound great in theory, but what if you can't commit resources to them? Break down misconceptions about the high cost of digital and hear how Children's of Minnesota has built their efforts from the ground up with limited equipment and staff by focusing on why it's worth turning traditional initiatives into digital opportunities.

- What you really need to get started with video and social media
- How to empower your staff to contribute to digital efforts
- Case study of digital efforts and budgets

Cavan Reagan Reichmann, *Interactive Communications Coordinator*
Children's Hospitals and Clinics of Minnesota

5:00 Closing Remarks & Conference Conclusion