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# HealthCare New Media Marketing Conference

June 15 - 16

## Connecting to Consumers in Today's Healthcare Environment

As consumers continue to gain access to healthcare information through various forms of online media, healthcare professionals will be tasked with ensuring this information is timely, accurate and provides a positive portrayal of their healthcare system. This is a tremendous challenge for marketing professionals as well as a dynamic shift in the method of communication traditionally utilized by hospitals and healthcare systems.

One of the primary challenges faced by marketing executives that are enhancing their new media efforts is finding and justifying the costs associated with these new campaigns. Often times healthcare executives believe that these campaigns will incur higher than estimated costs; which is often not the case when compared to traditional marketing efforts. Through poignant case studies of healthcare institutions that have succeeded in establishing new media campaigns at lower cost as well as having gained executive level support, attendees will be armed with best practices when returning to their hospitals.

Another key issue that marketing executives are currently facing is carving out the requisite time for establishing plans and implementing these new media campaigns. Not only are marketing executives needing to make more time for these efforts, but in many cases physicians, nurses and surgeons are also being tapped to write and comment on blogs, present video clips as well as work with patients in providing positive case-studies for publication.

Quantifying results is a challenge where traditional metrics can not be utilized and results not accurately measured. 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 new media opportunities in healthcare. Attendees will walk away with the requisite know-how and the tools needed to implement and to ultimately reach consumers through new media in an accurate and appropriate manner.

### Distinguished Presenters Include:

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

Michael Gowan  
Web Content Strategist  
**Duke University Health System**

Bart Hubbard  
Associate Director of Web Production  
**Duke University Health System**

Jamie Lyons  
Senior Interactive Producer  
**Beth Israel Medical Center**

Andrew Schorr  
Founder & Host  
**Patient Power, LLC**

Richard Brown  
Healthcare Solutions Consultant  
**ektron, Inc**

Lee Aase  
Manager, Syndication & Social Media  
**Mayo Clinic**

Michael Mainiero  
Director of Web Services  
**New York University Medical Center**

Sandra Mackey  
Executive Director of Marketing  
**Emory Healthcare**

Elizabeth L. Scott  
Principal Consultant  
**Raven New Media**

John Sharp  
Manager, Clinical Research Informatics,  
Quantitative Health Sciences  
**Cleveland Clinic**

Patricia F. Anderson  
Emerging Technologies Librarian for  
Health Sciences  
**University Of Michigan**

Elizabeth Schnell  
Director of Brand Management  
**Henry Ford Health System**

Pam Landis  
Director, Web Services  
**Henry Ford Health System**

Rebecca Steurer  
Content Manager, Internet Strategy  
**Northwestern Memorial Hospital**

Terri McNorton  
Vice President of Marketing &  
Communications  
**Baton Rouge General Medical Center**

Jeffery P. Drummond  
Partner  
**Jackson Walker, LLP**

**7:30 Conference Registration**

**8:30 Chairperson's Opening Remarks & Conference Welcome**

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

**8:40 Keynote Presentation: Integrating Traditional and New Media Marketing Strategies into the Healthcare Setting**

Blogging, social networking, micro-blogging, content sharing, widgets, and other new media techniques can vastly improve the effectiveness of existing marketing strategies. This keynote presentation will set the stage for the remainder of the conference by unfolding the landscape of what new media truly means and how it can be effectively utilized to help healthcare systems connect with patients. Case studies demonstrating first-rate strategies, a discussion of metrics and how to prove what works and what doesn't will provide a solid overview of new media in the healthcare industry.

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

**9:30 Leading Your Healthcare System into the Video Age**

In the past, if a healthcare organization wanted to create videos, it needed unlimited capital and extensive expertise; but not anymore. By taking advantage of low-cost and often time's free tools, healthcare organizations can more easily jump into video production to connect with consumers. Today's healthcare video age is a growing medium that is vital for all providers to remain competitive and effective in communicating with patients. In this session, we will examine how best to launch and implement a self-directed video program and how the videos produced can be used to fully leverage the investment and help build broad institutional support.

- Budget savvy video programming strategies
- Content that works
- Hosting strategies
- Best practices in using YouTube
- Measuring success
- Tools to make the job easier

Michael Gowan, *Web Content Strategist*

**Duke University Health System**

Bart Hubbard, *Associate Director of Web Production*

**Duke University Health System**

**10:20 Coffee & Networking Break**

**10:40 Utilizing Social and New Media in Brand Management**

Originally used to market and sell tangible products, a brand is the collective information and reputation about a product or service communicated through a name. Today, health organizations are working hard to increase the tangibility of their services through brand management. Although catchy advertising slogans and logos help to promote a brand, it cannot fully communicate an experience to a potential patient or family member. By implementing new media applications, such as video stories, or a virtual tour of the facilities, health systems can help consumers identify with their brand and its promises to deliver to their patients.

- Protecting your brand identity online
- Understanding where your brand can be found online
- Implementing your brand
- Case studies of successful online branding

Elizabeth Schnell, *Director of Brand Management*

**Henry Ford Health System**

Pam Landis, *Director, Web Services*

**Henry Ford Health System**

**11:30 Recognizing the Need for New Media in Connecting with Consumers**

The primary motivation for health systems to involve new media into their marketing mix is to better connect with patients. Enhanced connection and communication with patients means improved awareness, education and customer care, leading to higher satisfaction and ultimately, an increase in revenue. But how do health systems set aside biased views and assess what consumers really want? In this session, we will speak directly with a patient advocacy expert on factors that play an imperative role in winning over patients and delivering the best care. We will examine what key areas of new media will truly help your health system better serve and connect to patients, particularly the growing number of baby boomer patients.

- What patient advocacy groups understand that health systems don't
- How healthcare marketing can be the patients advocate
- Not just the patient; Connecting with the support group

Andrew Schorr, *Founder & Host*

**Patient Power, LLC**

**12:20 Luncheon for All Attendees, Speakers & Sponsors**

**1:30 Overcoming the Legal Risks of New Media and 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, podcast, video, or even a user comment, your health system is continually open to potential legal liability. 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. Providers are also hesitant to take advantage of email, texting or other means of communicating with patients, 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. In this session, we will learn how to get past these legal fears and strategically implement new media safely in a manner that minimizes legal risk.

Jeffery P. Drummond, *Partner*

**Jackson Walker LLP**

**2:20 Utilization of Consumer Research to Develop New Media**

One step often overlooked as hospitals and health systems work to implement new media marketing campaigns is the value of consumer research. One healthcare system that conducted consumer research prior to the re-launch of their website was Emory Healthcare. Through reviewing what their constituents were looking for from their website, they were able to design a dynamic and robust, yet simple website that quickly and efficiently delivers the information that patients and care-givers are looking for. One very successful campaign was created based on a high level of traffic related to a specific story on the website's home page. Through analyzing traffic patterns and talking to visitors about their needs, Emory Healthcare has been able to create timely and relevant content that not only holds the attention of visitors, but brings them back looking for additional information.

- Best practices for conducting consumer based research
- Strategies to enhance consumer experience on the web
- Developing content and interactive options
- Statistics of website traffic: Before and after reconstruction

Sandra Mackey, *Executive Director of Marketing*

**Emory Healthcare**

**3:10 Coffee & Networking Break**

**3:30 Making the Most of your Website through Content Management System**

One of the best ways for a health system to communicate its mission, goals, vision and quality of care is through their website. However many health systems are still using static HTML pages, often requiring technical personnel to manually edit, update, and publish content; leaving a conventional and outdated feel. Looking toward the future, health systems must ensure their website can permit new media applications, publish educational research and patient care information efficiently and effectively. In this session we will examine how New York University Medical Center's Web Services team launched a content management system (CMS), allowing for straightforward publishing access and allowing visitors to easily search for specific information and access multimedia applications.

Michael Mainiero, *Director of Web Services*

**New York University Medical Center**

**4:20 Panel Discussion: Utilizing Web Content Management to Optimize Design and Delivery**

Creating a significant on-line experience to connect with your patients is the goal of good web design. But how can you ensure that you are optimizing an exceptional online experience that will also produce a high ROI? In this panel discussion, web content experts will share their secrets on how to create and maintain an exceptional online patient experience, which includes the fundamentals of usability, such as clean navigation, whitespace and compelling content. This panel discussion will encourage hospitals to make smart marketing choices, which will engage your users and show higher ROI.

Richard Brown, *Healthcare Solutions Consultant*

**ektron, inc.**

Bart Hubbard, *Associate Director of Web Production*

**Duke University Health System**

Michael Mainiero, *Director of Web Services*

**New York University Medical Center**

**5:10 Closing Remarks and Day One Conclusion**

## 7:00 Registration & Coffee

### 7:50 Chairperson's Opening Remarks

Elizabeth L. Scott, *Principal Consultant*

**Raven New Media**

### 8:00 Integrating Social Media and Mass Media to Maximize PR and Marketing Results

Earning the reputation as a nation-wide leader in healthcare takes world renowned physicians, outstanding patient care and state of the art equipment. However without accurate PR and marketing tools to spread the word about new accomplishments, treatments and services, it is unlikely any hospital would have much of a brand name at all. Mayo Clinic has earned a reputation as one of the most powerful healthcare brands in the country. Besides word-of-mouth recommendations from former patients and physicians, stories in the news media are the most important reason why patients travel to Mayo Clinic from great distances for medical care. In this session, we will observe how Mayo Clinic integrates mass media and personalized media to improve results from multiple channels and how you can apply these low-cost tools in your organization to improve PR and marketing results.

- Improving results: Integrating mass media and personalized media (blogs)
- Tools & advances in technology for better employee communication
- Utilizing traditional media to create opportunities with potential patients
- Taking "word-of-mouth" to a new level:
- Coordinated production and re-purposing of "old media"
- Engaging in social networking sites

Lee Aase, *Manager, Syndication & Social Media*

**Mayo Clinic**

### 8:50 Using New Media to Bridge the Generation Gap

Veterans, Baby Boomers, Gen X, and Gen Y; Four very different generations that speak very different languages in the healthcare setting. Marketers today face the challenge of understanding how best to transmit their message across these different age groups. In this session, we will explore how implementing a variety of new media strategies to your marketing and public relations campaign can help your health system better connect with consumers of all ages. As experts suggest, understanding the demands and interests of each age group individually can help health systems successfully communicate their brand across generations.

- Understanding healthcare's connection to each generation
- Which new media is best for reaching each generation
- Using local media outlets as free advertising
- How to connect to the support group: Charity & Events
- Directions to locations
- Tour facilities
- Reduced business costs

Elizabeth L. Scott, *Principal Consultant*

**Raven New Media**

*Former Associate Vice President of Marketing and eBusiness*

**Norton Healthcare**

## 9:40 Coffee & Networking Break

### 10:00 Utilizing Google and Custom Search Tools for Better Healthcare Information

Technology leaders such as Google, Microsoft and Yahoo offer several mechanisms to help engage consumers in your healthcare brand. Among these, Google Health and Microsoft Health Vault, provide a platform for storing personal health records and health tools on the web. Making health records accessible on the internet to both patients and doctors allows for better tracking of medical conditions and quicker responses to changes in those conditions, ultimately leading to vast improvements in healthcare. As these companies grow in partnerships with healthcare organizations, more custom offerings become available. Custom search tools, widgets for portal pages, health quizzes and wellness monitoring are all tools that can be specifically branded to help your organization stay better connected with patients.

- Understanding benefits of partnering with healthcare technology ventures
- Cost and risks of partnerships
- Developing consumer research

John Sharp, *Manager, Clinical Research Informatics, Quantitative Health Sciences*

**Cleveland Clinic**

### 10:50 Transmitting your Brand Message via Viral Marketing

Like a nurse advises during flu season: stay away from people who are sick. Viruses only spread when they are easy to transmit, and the same applies to viral marketing. The medium that carries your marketing message must be easy to transfer and replicate via e-mail, website or download. As experts suggest, viral marketing works best on the internet and new media format because instant communication has become so easy and inexpensive. In this session, we examine how to simplify your

marketing message so it can be transmitted easily, without degradation and become quickly popular amongst consumers of all ages.

- Best practices in developing a viral marketing campaign
- Statistics: Numbers you should expect from your viral marketing campaign
- Viral marketing versus traditional forms of marketing
- Using viral marketing to bridge the generation gap

Terri McNorton, *Vice President, Marketing & Communications*

**Baton Rouge General Medical Center**

### 11:40 Connecting to Patients through a Healthcare Blog

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. Blogs serve as a collaborative journal to help share educational and thought-provoking information about procedures, physicians and events happening within a health system. Implementing a blog isn't as simple as some make it sound; challenges such as gaining physician support and controlling negative feedback have left some health systems resistant to creating a blog. In this session we will learn from communication experts that's say the future of word-of-mouth advertising lies in blogs.

- Understanding the pros and cons of blogging:
- How to maintain a blog
- Gaining physician support
- Using a blog to brand your healthcare system

Jamie Lyons, *Senior Interactive Producer*

**Beth Israel Deaconess Medical Center**

## 12:30 Luncheon for All Attendees, Speakers & Sponsors

### 1:30 Second Life: The Key to Futuristic Communication and Patient Care

As we look into the future of healthcare, the internet is forever changing the way we care and connect with patients. One internet based program becoming increasingly popular in healthcare is Second Life. The Second Life platform enables health systems to create a public or secure private space using 3D online virtual world technology. Many health systems find the introduction of Second Life to be complicated and overwhelming. In this session, we will discover how your organization can easily utilize Second Life and create its own space for communication, collaboration and community engagement.

- Using Second Life for internal communication:
- Holding virtual meetings and classes
- Effective collaboration across the organization
- Enhanced communication with patients and community

Patricia F. Anderson, *Emerging Technologies Librarian for Health Sciences*

**University Of Michigan Health System**

### 2:20 Advancing Communication and Satisfaction through iTV Northwestern Memorial Hospital

Improved communication and customer satisfaction are the driving force behind new media implementation in healthcare. It is also important for health systems to keep patients inside the hospital as connected and satisfied with health services as those outside the hospital. Interactive television (iTV) is not a new technology, but adaptation has gained momentum in health systems over recent years. Hospitals such as Northwestern Memorial, are utilizing iTV to give patients and visitors self service to a range of media tools that enhance a patients stay. No longer do patients have to bring their own laptops and worry about damages. iTV allows patients direct access to the internet, email, hospital information and educational recourses directly from their room.

- Patient education: brochures, videos, website links
- More independent patients and visitors: Internet and email
- Visitors and patients guide and hospital service information
- Patients are more self sufficient: Ease on nurses

Rebecca Steurer, *Content Manager, Internet Strategy*

**Northwestern Memorial Hospital**

## 3:10 Closing Remarks & Conference Conclusion