

2019 Pinnacle Awards

The Pinnacle Awards Presentation will be October 17, 2019 at 7:00 P.M. Winners take home bragging rights, a shiny trophy and a healthy dose of self-esteem to prepare for the upcoming year's creative streak. Don't miss the ISHMPR Event of the Year!



Conference Cancellation Policy

Cancellations received in writing 30 days prior to the conference will be given a full refund. No refunds will be given for cancellations received less than 30 days prior and day-of-the-event-no-shows. Substitutions accepted.

Hotel Reservations

Call 630-208-7433 or go to ishmpr.org/2019-fall-conference by September 16, 2019. After this date reservations will be taken on a space available basis only.

The Herrington Inn & Spa and Riverside Receptions

Enjoy the European style hotel that boasts a warm and inviting atmosphere and friendly staff of the Herrington Inn & Spa. Geneva offers plenty to do and see as it is right on the Fox River with the River Trails right outside the doors of the Inn.



The Herrington Inn & Spa is in walking distance to all of downtown Geneva shops and restaurants, where you will find wine tastings, gourmet chocolate stores and lovely boutique shops. The 60 elegant guestrooms are individually appointed so each one is unique with warm European comfort complete with fireplaces, luxurious baths with whirlpool tubs and most have a patio or balcony.

The Herrington is offering standard and upgraded guestrooms:

Standard rooms are at \$199.00/night - most have a courtyard view or town view. Upgraded rooms are at \$239.00/night - most have a river view. There are a limited number of guestrooms at the group rate held for Friday and Saturday if you would like to extend your stay.

Thank You to our Sponsors & Exhibitors



Conference Materials Designed By McDaniels Healthcare Marketing.

ISHMPR

fall 2019

Conference

Thursday, October 17 – Friday, October 18

Herrington Inn & Spa, Geneva



ILLINOIS SOCIETY for HEALTHCARE
MARKETING and PUBLIC RELATIONS

Agenda

Thursday, October 17

10:00 a.m. Registration and Exhibits Open

11:00 a.m. Welcome and Keynote

12:00 p.m. Lunch

1:00 p.m. Concurrent Sessions

2:15 p.m. Concurrent Sessions

3:30 p.m. Break with Exhibitors

4:00 p.m. Concurrent Sessions

6:00 p.m. Cocktail Hour

7:00 p.m. Dinner and Pinnacle Awards

9:30 p.m. After Party

Friday, October 18

7:30 a.m. Exhibits Open & Breakfast

8:30 a.m. Concurrent Sessions

9:30 a.m. Concurrent Sessions

10:30 a.m. Break with Exhibitors

11:00 a.m. Concurrent Sessions

12:00 p.m. Lunch and Keynote



ILLINOIS SOCIETY for
HEALTHCARE MARKETING
and PUBLIC RELATIONS

Thursday

11:00 am

Welcome and Keynote:

“Living the Brand Promise – Every Time”

In this fast-paced and informative keynote, Kristin challenges marketing and communication professionals to take a look at the patient experience through the patient’s eyes. She discusses the importance of a patient’s experience matching the promises made in your ad campaigns. If the two are not aligned, your credibility in the market is lost. Kristin will give you the tools to re-examine how well your messages match reality and what can be done to create better alignment and ultimately, brand consistency.

Baird Group:

Kristin Baird, RN, BSN, MHA, President/CEO

1:00 pm

Break Out Session:

“Beyond the Buy: What are you Doing Before, During and After”

Take a deep look into the integration of traditional and digital media campaigns through the lens of the patient journey, while examining the importance of adjusting tactics, spending and creative throughout a campaign. This session will explore two case studies of a large Illinois healthcare system campaign detailing the campaign strategy, adaptation and attribution.

OSF HealthCare:

Angela Kasel, MS MHA, FACHE, Director of Strategic Marketing

Central States Media:

Brynne Behringer, Partner & Project Manager

1:00 pm

Break Out Session:

“Patient Experiences that Activate your Brand”

Creating exceptional experiences begins with identifying who you are as an organization and who you want to be to those you serve. An organization’s identity, personality and values should be expressed through every action, interaction and touchpoint. Explore how the Transformation Wheel can help people in your organization embrace the culture, activate your vision and live your brand promise.

**Holy Redeemer Health System
& Spark Transformation Center:**

Christine Holt, MBA, MS Chief Experience Officer

2:15 pm

Break Out Session:

“SEO and the Path to Content Marketing Success”

Of the hundreds of billions of webpages in the Google Search Index, more than 90% get no organic traffic. At the same time, search is the #1 source of traffic for hospitals websites. Find out how to develop digital content that’s accessible to both algorithms and your audience in this presentation on creating an effective web content strategy. Jason will share case studies from his work with leading healthcare brands and review the steps for conducting a keyword analysis, optimizing content, and other critical elements required to create an effective web content strategy.

True North Custom:

Jason Skinner, Chief Marketing Officer

2:15 pm

Break Out Session:

“Creating Converged Media Content Marketing”

Content is advertising and advertising is content – that’s the new marketing paradigm. The web, social media and mobile technologies have transformed – and fragmented – our media ecosystem. Learn how one healthcare brand, the University of Chicago Medicine, is competing in this ecosystem by approaching content marketing in a fundamentally different way, creating a branded media enterprise.

UChicago Medicine:

William “Skip” Hidlay, SVP Chief Communications & Marketing Officer

4:00 pm

Break Out Session:

“Employee Engagement through Targeted Branded Strategy: Expanding Perspectives: A Case Review of Integrated Marketing and the Application of Promotional Items”

Northwestern Medicine and O’Brien Corporation deployed impactful employee engagement projects throughout 2018. In this presentation, Stephanie and Keri will review three case studies with unique approaches to utilizing promotional products in employee-centric applications. Key outcomes will be discussed within the context of internal marketing, brand cultivation, and employee engagement.

Northwestern Medicine:

Stephanie Gregory, Manager, HR Programs

O’Brien Corporation:

Keri O’Brien Soukup, Partner

4:00 pm

Break Out Session:

“Creating an Engaging Content Strategy for Social Media”

Puppies and babies and... healthcare?! Oh, my! There’s so much clutter out there in the social-verse. How do you cut through the noise and truly engage an audience whose attention spans are getting shorter by the minute? In this session, Caitlin will discuss how to identify what types of content will work best for your channels, and how to tell your brand’s story in an authentic and engaging way.

Advocate Aurora Health:

Caitlin Ruiz, Manager of Social Media

Friday

8:30 am – 10:30 am

Workshop:

“2020 Vision – Building your 2020 Marketing Plan”

2020 is just around the corner. Do you have a comprehensive marketing plan of what you need to do in 2020 and how you will accomplish it? During this session, you will learn an innovative approach that will help you define your purpose, establish your goals for 2020 and determine the key strategies and tactics that will get you where you are going. Participants will receive a digital download for a 2020 Healthcare Marketing Planner to help them stay focused on achieving their goals throughout the year. Attendance is limited. Attendees can choose to either attend this workshop or the two following break out sessions.

Ten Adams:

Jennifer Horton, VP of Strategy

8:30 am

Break Out Session:

“Your Content Strategy is your Digital Strategy”

Fifty percent of hospital marketing budgets now go toward digital initiatives. Are you boosting online engagement and consumer experience? Learn best practices for creating a holistic content strategy: a goal-oriented process that focuses on the planning, creation, governance, distribution and measurement of your content efforts across all channels.

GLC:

Shannon Cummins, Vice President, Business Development

9:30 am

Break Out Session:

“Modern Marketing in a Digital World: Data-Driven Decisions and Customer-Centric Strategies”

The purpose of this presentation is to demonstrate the importance of using data in every aspect of your marketing strategy—from consumer research and market analysis, to campaign development and implementation, through measuring success and informing future decisions.

Legato Healthcare Marketing:

Mike Milligan, President & Erin Minsart, Digital and Marketing Manager

11:00 am

Break Out Session:

“Fighting the Opioid Crisis: How your Hospital Can Lead the Conversation and Impact Change”

Like in many states, Montana’s citizens were suffering from the opioid epidemic due to access to heroin, dangerously addictive prescription drugs, and the rise of synthetic opioids (fentanyl). The impact was felt in families all over the state, but it also affected the hospitals and healthcare organizations who treated or covered these addicted patients. At the end of this session, the participant will be able to 1) understand how to address a healthcare issue in their community 2) develop a communication strategy to impact real change 3) use traditional and digital media together to communicate a valuable message.

Michael Walters Advertising:

Jim Lake, Vice President/Managing Partner
Nick Jones, Director of Outreach

11:00 am

Break Out Session:

“Utilizing Google to Drive Patient Volumes”
Grow your healthcare practice through the use of strategic Google campaigns and data. TAG has worked with Medical Associates for the past three years on developing Google Ads strategies for key service lines including, OBGYN, CoolSculpting (General Surgery) and Acute/Urgent Care to increase patient volumes over competitors in the market. TAG will share meaningful results from the campaign (case study) as well as give attendees

best practices for utilizing Google and data to drive growth.

TAG:

Anne Spoden Kiss, Vice President of Digital Services

12:30 pm

Lunch and Keynote:

“Win the C-suite: Marketing as the Investment Required to Achieve Growth Goals”

There’s a disconnect between what most hospital and health system marketers are providing and what their C-suite wants. Smart marketers must shift their focus from campaigns and tactics to aligning the value they bring with the organization’s strategic vision and growth goals. To be successful, marketers need to focus on three things, the big picture, the numbers and the language of business. This session will help marketers support their own cause and take the offense and their seat at the leadership table.

Springboard Brand & Creative Strategy:

Mike Chapman, Vice President/
Account Director



Rates:

ISHMPR MEMBER RATES:

Full Conference Early-Bird – \$295

Full Conference – \$350

One-Day Only – \$195

Thursday Night Dinner – \$125

NON-MEMBER RATES:

Full Conference Early-Bird – \$359

Full Conference – \$420

One-Day Only – \$235

Thursday Night Dinner – \$150

Deadlines:

**EARLY-BIRD
REGISTRATION DEADLINE:**

September 17

FINAL REGISTRATION DEADLINE:

October 15



To register, use your member login at ishmpr.org. A PDF form will be available for non-members.