

OCTOBER  
14 & 15

# ISHMMPR

DOUBLETREE  
BY HILTON HOTEL  
CHICAGO-ALSIP  
...

## FALL 2021 CONFERENCE

BARLOW / MCCARTHY • KLEIN & PARTNERS • WERREMEYER  
CREATIVE • CHARTWELL AGENCY • DOCTORPODCASTING  
SILVER CROSS • GEONETRIC • TAG COMMUNICATIONS INC

# GUEST SPEAKERS

BARLOW / MCCARTHY • KLEIN & PARTNERS • WERREMEYER  
CREATIVE • CHARTWELL AGENCY • DOCTORPODCASTING  
SILVER CROSS • GEONETRIC • TAG COMMUNICATIONS INC  
KANE COUNTY HEALTH DEPARTMENT • WELLTOK  
INC • GLC • LEGATO HEALTHCARE MARKETING  
ROCHELLE COMMUNITY HOSPITAL • MCDANIELS  
MARKETING • MICHAEL WALTERS ADVERTISING  
SILVER CROSS • HAILEY SAULT • CENTRAL STATES MEDIA



ILLINOIS SOCIETY *for* HEALTHCARE  
MARKETING *and* PUBLIC RELATIONS

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# Agenda

## Thursday, October 14

10:00 AM – Registration & Exhibits Open

11:00 AM – Welcome & Keynote

12:00 PM – Lunch

1:00 PM – Concurrent Sessions

2:15 PM – Concurrent Sessions

3:30 PM – Break with Exhibitors

4:00 PM – Concurrent Sessions

6:00 PM – Cocktail Hour

7:00 PM – Dinner & Pinnacle Awards

## Friday, October 15

7:30 AM – Exhibits Open & Breakfast

8:30 AM – Concurrent Sessions

9:30 AM – Concurrent Sessions

10:30 AM – Break with Exhibitors

11:00 AM – Concurrent Sessions

12:00 PM – Lunch & Keynote

# Rates

## Member Rates

Full Conference Early Bird – \$325

Full Conference – \$400

One-Day Only – \$225

Thursday Night Dinner – \$150

## Non-Member Rates

Full Conference Early Bird – \$575

Full Conference – \$650

One-Day Only – \$475

Thursday Night Dinner – \$150

## Deadlines

Early Bird Registration – 9/23

Final Registration – 10/13

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

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# THURSDAY

## 11:00 AM | Welcome and Keynote:

**Building Physician Loyalty:  
The Power of Hearing the Referring  
Physician Voice**

Creating consumer demand alone can't build and sustain a strong brand – physicians are critical to growing businesses. Learn how research can identify what referring physicians want and need and how gathering voice-of-physician intelligence can determine referral experience improvements that matter. Learn how to message learnings and insights to get the attention of internal stakeholders.

### Barlow/McCarthy

Susan Boydell, Partner

### Klein & Partners

Rob Klein, Founder & CEO

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## 1:00 PM | Break Out Session:

**Creating Curiosus Magazine: The Art and  
Science of Medical Storytelling**

Curiosus Magazine is a biannual publication from Barnes-Jewish Hospital and Washington University Physicians in St. Louis, Missouri. The vision of the publication is clear: "Don't be a marketing piece." Yeah, it's a marketing piece, but the approach is to inform, educate, and uphold the mission of the hospital, to "take exceptional care of people." During this session, Steve will explore the process of developing an issue of Curiosus from story ideation to content development to delivery.

### Werremeyer Creative

Steve Hartman, VP

Creative Director for Healthcare

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## 1:00 PM | Break Out Session:

**Developing Your Marketing Team –  
Considerations for Hiring or Working with  
an Agency to Deliver Results**

With the rapid pace of change in the demands of a healthcare practice's marketing, many organizations are evaluating the best way to manage communications. Should we hire more staff? Should we work with an agency? Can my office staff take on some of these responsibilities? We'll also detail what makes a successful client-agency relationship so that you can make the most of the extra hands.

### Chartwell Agency

Emily Hartzog, VP

### Valley Blood Center

Lisa Entrikin, CEO, Rock River

## 2:15 PM | Break Out Session:

**Using Content Marketing to Connect  
and Engage**

If content marketing wasn't a crucial part of your digital strategy before COVID-19, it probably is now. Attend this session and learn how to build on enhanced community trust post-pandemic and develop an online content marketing hub that delivers value. You'll hear how Silver Cross Hospital (New Lenox, Illinois), an organization with a 125-year history in their community and a top-rated hospital for quality, safety and outcomes, is finding success with their new content marketing hub, Helping You Stay Well. In a highly competitive suburban Chicago market with many choices for care, the hub showcases the organization's dedication to wellness and population health while also supporting search engine optimization and social media efforts.

### Geonetric

John Whaley, Senior Account Strategist

### Silver Cross Hospital

Debra Robbins, Director of Marketing  
and Communications

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## 2:15 PM | Break Out Session:

**The Kane County COVID-19 Story:  
Using Aggressive Communications to  
Vaccinate 70% of the Residents**

Key members of the TAG and Kane County Public Health COVID-19 Vaccination team will present an active case on how aggressive and integrated communication strategies have and are "gaining herd immunity" in this Chicago Collar County. The mandate from the county leadership was for TAG to drive communications into all population segments of the county to facilitate easy and convenient access to the vaccine. The team will share elements of the initial plan and its evolution. Examples will be shown of leveraging earned media including network broadcast coverage, daily print, social media recipient videos, and website news sources to enhance paid campaigns as well as street or field level tactics.

### TAG Communications, Inc.

Randy Jacobs, President

### Kane County Health Department

Michael Isaacson, Assistant Director  
of Community Health

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## 4:00 PM | Break Out Session:

**So, You Have a Podcast .... Now What?**

As podcasts have become a ubiquitous marketing tool, the question now is how to maximize their impact. This session will provide strategies for utilizing and repurposing your audio content across various marketing communications platforms such as your website, blog, social media, newsletters, publications, physician relations initiatives, and



more. Plus, we'll uncover a smart SEO tactic and provide a brief overview of analytics and how to measure engagement.

#### **DoctorPodcasting**

Bill Klapproth, Director of Marketing  
**Riverside Healthcare**

Carl Maronich, Director of Marketing and Public Relations

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#### **4:00 PM | Break Out Session:**

**Insider Tips: 5 Fast Ways Your Peers Are Ramping Up Revenue**

It's a whole new world out there, but your peers are finding effective ways to reach out and engage patients and prospects to help their health systems recover from COVID-19. Join this interactive discussion to get insider tips from a healthcare strategist on what's working so you can adjust your plans and drive revenue fast.

#### **Welltok Inc.**

Jaci Haack, VP Strategic Accounts

## **FRIDAY**

#### **8:30 AM | Break Out Session:**

**Digital Marketing: Do You Know Who Is Coming Through Your Other Front Door?**

With 81% of consumers getting their health information online, it is imperative to know who is coming to your organization through that online front door. This session will cover the digital marketing planning process and evaluation of successful campaigns on a budget.

#### **Legato Healthcare Marketing**

Amy Yaeger, VP Strategic Services

#### **Rochelle Community Hospital**

Michelle LaPage, Foundation, Marketing & Organizational Development Manager

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#### **8:30 AM | Break Out Session:**

**The New Rules of Consumer Engagement**

COVID-19 made health top-of-mind for consumers in 2020. Like never before, consumers want to engage with hospitals and health systems. But are healthcare brands leveraging this moment to connect with highly engaged consumers? In our session, we'll share why "engagement is the new branding" for hospitals and health systems, and present four strategies to engage consumers and other key healthcare stakeholders. We'll also provide tangible "do this tomorrow" tactics for attendees to gain traction

with engagement strategies to increase loyalty, advocacy, and service line utilization.

#### **Hailey Sault**

Stephen Moegling, SVP, Growth  
Marsha Hystead, Partner,  
Chief Creative Officer

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#### **9:30 AM | Break Out Session:**

**How to Effectively Manage Your Online Reputation**

Hospitals and healthcare systems are no stranger to the value their public image can provide. In today's world, the patients are online more than ever and that isn't going away. The shift in demographic of your patients means that those people have grown up using the internet and they will always go there for answers. Learn why hospitals and healthcare systems must proactively manage their online reputations to succeed in today's healthcare marketplace.

#### **McDaniels Marketing**

Randy McDaniels, President  
Shelly Masters, Account Manager

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#### **9:30 AM | Break Out Session:**

**Home Haircuts and Hoarding Toilet Paper: An Unexpected Approach to Delayed Cancer Screenings**

With a pandemic raging, how do you convince people to face the risk of venturing out to get vital preventive screenings? You take a risk yourself! Learn what led OSF HealthCare to tackle two distinctly unfunny topics — cancer and COVID — with humor. Follow along from concept to conversion and see how this unconventional approach exceeded targets by 330% while adapting production processes to keep the in-house creative team safe and healthy. Most importantly, hear about the dozens of people who found their cancers at an earlier, more treatable stage because they were motivated to get a cancer screening.

#### **OSF HealthCare**

Angela Kasel, MS, MHA, FACHE,  
Director of Marketing and Communications  
Joel Matzenbacher, Video  
Production Coordinator

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#### **11:00 AM | Break Out Session:**

**You Are Brave: How to Differentiate Your Hospital Through Community Outreach Programs (like Anti-Bullying)**

73% of consumers today expect institutions to give back to the community. Differentiating your hospital doesn't only come from your service lines, level of care, and service, but also from

your ability to communicate how you are giving back to the community above and beyond expectations. The story highlighted in this session is an example of an anti-bullying initiative called, "You Are Brave", and a case study on how to harness the power of social media to create a movement.

#### **Michael Walters Advertising**

Jim Lake, VP/Managing Partner  
Nick Jones, Director of Outreach

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#### **11:00 AM | Break Out Session:**

**Refresh, Repurpose, Repackage—Relax: A Content Toolkit to Give Your Content Legs for Miles**

Now more than ever, hospital marketers are challenged to engage audiences with authentic, compelling and actionable content. Content is the holistic term for communications delivered in a variety of formats — long form stories, info graphics, quizzes, tweets, email and video. But content without purpose or clarity creates a missed strategic opportunity. A well-thought-out content plan and distribution strategy doesn't need to be overwhelming, especially when you are equipped with a content toolkit at-the-ready. GLC will lead you through our tried and true process on how to evaluate, audit, plan, re-imagine, and track existing content and give it the legs you need to go the distance for your audience.

#### **GLC**

Shannon Cummins, VP Business Development

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#### **12:30 PM | Lunch and Keynote:**

**Marketing to People with Intimate Healthcare Needs**

Our population continues to age and in doing so is staying active physically and emotionally. With this aging comes the deterioration of certain systems and functions, including urological incontinence, erectile dysfunction, and the need for reconstructive cosmetic procedures. This presentation will discuss strategies and tactics in addressing personal/intimate healthcare issues through sub-specialty marketing. Participants will learn of the patient journey from recognizing symptoms to treatment. Discussion will enhance participants understanding of the approaches to different ethnicities and cultures targeted in these regional, national, and international campaigns.

#### **Central States Media**

Ann Johnson, President  
Ali Hogan, Project Manager



# 2021 PINNACLE AWARDS

The Pinnacle Awards Presentation will be October 14, 2021 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-event-no-shows. Substitutions accepted.

We are looking forward to an IN-PERSON event for this year's fall conference! We will plan to follow all CDC guidelines at the time of the event.

## Hotel Reservations

Call (708) 371-7300 or go to [ishmpr.org/2021-fall-conference](http://ishmpr.org/2021-fall-conference) by September 23, 2021. After this date, reservations will be taken on a space available basis only. The DoubleTree by Hilton is offering a \$129 room rate for a King or Double Standard Room. If you would like to reserve a 1 Bedroom King Suite for \$279, you must call the hotel directly to book.

Please use the group code IPR via telephone at (800) 222-8733 or on the otel website and input the code into the "Group Code" area under the "Add Special Rate" section. All guests are responsible for making their reservations by the cut-off date of September 23, 2021. After this date, any unsold rooms will be released.



## DOUBLETREE BY HILTON HOTEL CHICAGO-ALSIP

Off I-294, the DoubleTree by Hilton hotel is 20 minutes from Chicago Midway International Airport via free shuttle. The hotel is within 10 miles of Lake Katherine Nature Center and SeatGeek Stadium, home of the Chicago Fire soccer club. Downtown Chicago is 22 miles away. Perks include free parking, an indoor pool, and a warm DoubleTree cookie on arrival.

## Thank You to our Sponsors & Exhibitors

