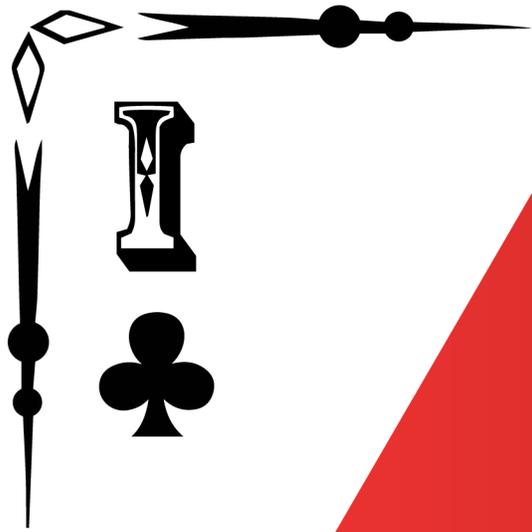




ILLINOIS SOCIETY *for* HEALTHCARE  
MARKETING *and* PUBLIC RELATIONS



— FALL 2022 CONFERENCE —

# ISHM&PR



THU. **13**  
OCT.

FRI. **14**  
OCT.

**PAR·A·DICE**  
HOTEL·CASINO  
EAST PEORIA

# Agenda

## Thursday, October 13

- 10:00 AM – Registration & Exhibits Open
- 11:00 AM – Welcome & Keynote
- 12:30 PM – Lunch
- 1:30 PM – Concurrent Sessions
- 2:30 PM – Break with Exhibitors
- 3:00 PM – Concurrent Sessions
- 4:15 PM – Concurrent Sessions
- 6:00 PM – Cocktail Hour
- 7:00 PM – Dinner & Pinnacle Awards

## Friday, October 14

- 7:30 AM – Exhibits Open & Breakfast
- 8:30 AM – Concurrent Sessions
- 9:45 AM – Concurrent Sessions
- 10:45 AM – Break with Exhibitors
- 11:15 AM – Concurrent Sessions
- 12:30 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 – 10/12

**To register, use your member login at [ISHMPR.org](http://ISHMPR.org). A PDF form will be available for non-members.**

## THURSDAY

### ◆ 11:00 AM | Welcome and Keynote: Collaborcate!™: How to Inspire Your Team and Roll with the Daily Challenges

In this lively and highly experiential keynote Maxine uses her Collaborcate!™ process, teaching us how to have quick, productive and fun collaborations through respectful and authentic communications to help us roll with the minute-to-minute challenges. You'll experience a new level of agility and connection, all of which you'll be excited to take back to your teams AND family. Be prepared to engage!

**Maxine Shapiro**  
Presents Collaborcate!™  
Keynote Speaker

### ◆ 1:30 PM | Break Out Session: Keeping It Local: Using Data to Measure and Reduce Patient Outmigration in Rural Markets

Learn how to leverage data to assess a rural community's current and future healthcare needs, uncover patient outmigration trends and identify key physicians who refer patients to other facilities. Discussion will focus on why patients leave for care, what services they leave for, the impact it has on the local economy and what you can do to change this behavior.

**IntelliMed**  
Adam Tiedt, Regional Vice President,  
Business Development

### ◆ 1:30 PM | Break Out Session: Building Your Bench: Hiring, Coaching and Inspiring Great Performers

Whether it's finding great talent or inspiring great performers, it's a challenge for most Marcom and physician relations leaders in today's environment. Learn innovative ways to approach a tight hiring market. Learn how to assess what attributes you need, spot great talent during the hiring process and how to retain them after they join your organization. Hear about those leadership skills needed to get the best out of your team including effective coaching techniques and methods for communicating value and impact to leadership.

**Barlow/McCarthy**  
Susan Boydell, Partner  
Allison McCarthy, Leadership Coach

### ◆ 3:00 PM | Break Out Session: Online Advertising Best Practices for Hospitals and Clinics

Most hospitals and clinics fail to take advantage of the powerful and cost-effective ways online advertising can be used to improve patient acquisition, as well as drive awareness of available procedures, service lines, doctors and the hospital brand. We will explore the best uses for the wide variety of platforms available (Google, Facebook, Instagram, TikTok, etc.) and what strategies can be deployed on them to reach your marketing and PR goals.

**Pilot Digital**  
Rod Holmes, Managing Partner

### ◆ 3:00 PM | Break Out Session: Increasing Employee Attraction and Retention with Company Culture

Marketing isn't just for new leads. These days, the competition for quality staff is fierce and we have seen many companies transfer their marketing efforts to employee attraction and retention. As the CEO of Systemax, a branding agency, Brett Jackson will walk you through how to build a desirable culture within your workforce, streamline an efficient onboarding process and keep your staff engaged and loyal. Because after all, you are nothing without your team.

**Systemax**  
Brett Jackson, CEO

### ◆ 4:15 PM | Break Out Session: Calling All Talent! The Role of Marketing in Recruitment and Retention

Whatever you call it — the Great Resignation or the Great Reshuffle — the need to recruit talent (whether care providers, administrative team or support staff) to our organizations is an increasingly painful point. So, how can marketing drive the right people to your team? In this session, we'll talk through ways to guarantee potential and current members are part of your messaging strategy, are center stage in your marketing planning and are included in communications tactics.

**Chartwell Agency**  
Emily Hartzog, VP

◆ **4:15 PM | Break Out Session:**  
**Search Engine Optimization: How to Become the Master of Your Domain**

The pandemic fueled healthcare-related searches at an unprecedented level. The power of Google and other search engines and directories control your destiny as a marketer now more than ever. In this workshop-style presentation, we will cover the simple and more complex SEO attributes and techniques and how they influence your organic search engine results.

**McDaniels Healthcare Marketing**  
 Randy McDaniels, President  
 Jim Hover, Website Project Manager

## FRIDAY

◆ **8:30 AM | Break Out Session:**  
**Translational Branding: A New Way to Think About Extending Brand Messages**

Translational branding sheds the myth that brands must be conformed and consistent at every step. The bigger and less homogenous health systems and their audiences become, the more their messaging requires translation. While the McDonald's approach offers comfort and familiarity for many brands in different industries, healthcare brands still benefit from engaging their audiences with "local flavor."

The translational branding model is adapted from translational research, a discipline that examines new ways to apply clinical delivery to different settings and populations. Similarly, translational branding acts as a bridge to connect findings to populations, helping healthcare brands connect with disparate audiences more effectively and efficiently.

**Springboard Brand & Creative Strategy**  
 Mike Chapman,  
 Senior VP, Account Services

◆ **8:30 AM | Break Out Session:**  
**How to Make Your Brand a Competitive Advantage: Inside and Out**

How can you effectively leverage your brand as a competitive advantage, internally AND externally? Join us for a discussion on how to apply a proven planning process to put your brand at the center to address many of the challenges facing healthcare systems today, from

recruitment, retention and engagement to delivering on the brand promise operationally to external communications that resonate with consumers.

**Core Health**  
 Laila Waggoner, Sr. Healthcare Strategist  
 Beth Crivello-Wagner, VP, Brand Services

◆ **9:45 AM | Break Out Session:**  
**Controlling Your Image: Reputation Management for Your Healthcare Organization**

Your organization's online reputation is paramount to its success. Most patients seek online reviews before choosing a provider. Knowing how to manage your listings and increase positive reviews across multiple platforms is a daunting but vital task. With hands-on experience juggling multiple healthcare organizations' hospitals, providers and location listings, Sue Webb, Director of Strategy at Cork Tree Creative, will provide insight into this ever-changing but essential part of your marketing efforts.

**Cork Tree Creative**  
 Sue Webb, Director of Strategy

◆ **9:45 AM | Break Out Session:**  
**Optimized for Success: The 4 Pillars of Campaign Optimization**

You hustled and worked overtime to launch the new campaign. Mission accomplished? Not so fast. In today's digital world, launching a campaign is just the beginning of performance success. In this fast-paced and fun session, learn multiple best practices to optimize your campaigns for maximum ROI. Take back to the office optimization best practices along with insights to set expectations with stakeholders about how to evaluate performance.

**Hailey Sault**  
 Stephen Moegling, Chief Strategy Officer

◆ **11:15 AM | Break Out Session:**  
**Navigating the New Media Landscape**

At a time when healthcare coverage has never been more crucial, newsrooms across Illinois are shrinking. Whether it's newspapers or broadcast outlets, staffs are smaller and turnover is more pronounced. As changes occur in journalism, it can be harder to attract earned media coverage for your hospital or health system. This session will discuss trends in local journalism and how those changes affect how journalists work. Learn strategies and tips for cultivating and maintaining strong relationships with local media. Increase the likelihood of

getting coverage by understanding media needs and how to make your releases and pitches stand out. Learn effective strategies for coaching healthcare providers in navigating interviews with reporters who may not have background in covering healthcare issues.

**Memorial Health**  
 Angie Muhs, Communications Manager

◆ **11:15 PM | Break Out Session:**  
**Improve Your Referring Physician Content "House": 8 Strategies to Get More Referrals from Your Physician Content Program**

Hospitals and health systems focused their content marketing on consumers for the last two years — for good reason. As service line and program capacities rebound, now is the perfect time to re-evaluate your content plans with an eye toward referring physicians. Referring physician relationships are a prime source of patient acquisition and revenue growth. It's imperative that your content strategy and communications drive their referrals to specialty programs and services. In this session, you'll learn how to develop a practical content strategy and tactics to evaluate what's important for physician audiences. Starting with a content audit, Shannon will take you through a six-step process for success.

**GLC**  
 Shannon Cummins,  
 VP, Business Development

◆ **12:30 PM | Lunch and Keynote:**  
**The Future of Healthcare in 2030**

What does the next decade of healthcare hold? Based on the book *Joe Public 2030*, there are five potent predictions reshaping how consumers engage healthcare. From AI and personal monitoring to new competition, from the politicization of healthcare to growing health disparities, hear how the future might emerge and how you can prepare for — or even shape — that future.

**Revive**  
 Stephanie Wierwille,  
 SVP, Integrated Marketing



## 2022 PINNACLE AWARDS

The Pinnacle Awards Presentation will be 7:00 PM Oct. 13, 2022. 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.

## Hotel Reservations

Guests can make their reservation by calling 309-699-7711 by Sept. 21, 2022. After this date, reservations will be taken on a space available basis only. Par-A-Dice Hotel & Casino is offering a \$99 room rate for a king or double standard room. If you would like to reserve a one-bedroom executive or luxury suite for \$129, you must call the hotel directly to book.

Guests can also book online by going to this exact web address — [paradicecasino.com/groups](http://paradicecasino.com/groups) — and enter code **HEAJ22C**. Guests will need to adjust their check-in and check-out dates. All guests are responsible for making their reservations by the cutoff date of Sept. 21, 2022. After this date, any unsold rooms will be released.



## PAR-A-DICE HOTEL & CASINO

Conveniently located off I-74, the Par-A-Dice Hotel & Casino is 20 minutes from Peoria International Airport. The hotel offers complimentary parking and local shuttle service (pre-scheduled). Stay on-site and roll the dice at the casino, grab some food at the Tin Lizard, Boyd's Steakhouse or Nelson's Deli, or take in the majestic beauty of the riverfront.

**PAR-A-DICE**  
HOTEL · CASINO  
EAST PEORIA

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