

Thursday, 4/6/2017

Time	Main Room	Breakout 1	Breakout 2	Breakout 3
7:30 - 8:00	Registration and Breakfast			
9:00 - 9:30	Welcome			
9:30 - 10:30	Creating Customer and Employee Engagement			
10:35 - 11:05	Genius Bar Unconference Introductions			
11:10 - 11:40	How to Create Synergistic Relationships with Associations	Super Laws of Entrepreneurial Marketing	The 5 R's of Branding	Epic Failure. The Disconnect Between Social and Sales.
11:45 - 12:15			Healthcare isn't Funny – Saying Screw You to the Status Quo	Building Brand Differentiation Using Facebook Live Video
12:15 - 1:30	Lunch			
1:30 - 2:00	The Best Ways to Interact with the Health IT Press	Value-Based Marketing: How to Rev up Lead Generation and Customer Loyalty	The Physician Entrepreneur: How to help physicians bring their great software ideas to market	How Cape Cod Healthcare became New England's first digital publisher of health news and information
2:05 - 2:35		Become a Master	10 Step Guide to Create a Balanced Engagement Platform on a Budget	Words Matter - How ASCO (American Society of Clinical Oncology) Quality Checks Written Content for Clarity
2:35 - 2:40	Transition			
2:40 - 3:10	The Future of Health IT	The Science of Healthcare Audience Journey Mapping	Get Speedy: Shortening Health IT Sales Cycles with Personalization	Finally Answering: Who Owns the Website?
3:15 - 3:45		Building a Solid Brand When the Clock is Ticking	Using Provider Data to Bring Intimacy to Your Healthcare Marketing	Hospitals, Surgeons, and Centers, Oh my! Successful strategies for selling to this niche group
3:45 - 3:50	Transition			
3:50 - 4:20	Creating an Effective Content Marketing Creation and Distribution Strategy	Content Marketing: Repurpose and Reuse - How to Reach a Wider Market Without Creating More Content	Creative Experiential Marketing: What, Where, Why & How	
4:25 - 4:55		Marketing Automation: Picking the Software that is Right For You	Connecting the Dots: How to leverage customer events for better results	
4:55 - 5:30	HITMC Awards			
7:00 - 9:00	Evening Social			

Friday, 4/7/17

Time	Main Room	Breakout 1	Breakout 2	Breakout 3
7:30 - 8:00	Loving Kindness (Compassion) Meditation			
8:00 - 9:00	Registration and Breakfast			
9:00 - 10:00	The No BS Guide to Innovation in Healthcare and when it should matter to Marketers			
10:00 - 10:05	Transition			
10:05 - 10:35	Content Marketing in Focus: How to Break Through Fake News with Real Insights	The Pros and Cons of Outsourcing Marketing & PR: A Client's Perspective.	Agency Reviews: The Good, the Bad, and the Ugly	Content Marketing? Let's Talk Content Strategy, First
10:35 - 10:45	Transition			
10:45 - 11:30	Genius Bar Unconference			
11:30 - 12:15	Genius Bar Unconference			
12:15 - 1:30	Lunch			
1:30 - 2:00	The Healthcare IT Decision Making	Burwood & Axiom88 Redesign Case Study	Anatomy of a Rebrand	
2:05 - 2:35	Process: What Influences Health IT Customers?	How to Create Killer Customer References	It's a Pay to Play World: Finding Real Value in Social Media	
2:35 - 2:45	Transition			
2:45 - 3:15	Segmentation Domination: How to Play Against the Big Boys and Own Your Niche in a Competitive Market	Building a Marketing Program from the Ground Up (and on a Shoestring Budget)	The Age of Content Marketing: Omni-Channel Marketing and Distributing the Right Information to the Right Person at the Right Time	
3:20 - 3:50	Navigating the Online Marketing Universe	Er, Uh, Um: How to help executives be sought after speakers	Customer Love	
3:50 - 4:00	Transition			
4:00 - 5:00	Wrapup!			
5:30 - 7:00	HITMC Foundation Dinner (By Invitation)			