

# HITMC 2016 Healthcare IT Marketing Community Health IT Marketing and PR Conference 2016 Schedule

Thursday, 4/7/16

Rooms:	Salon IH	Salon G	Ravinia	Chastain
8:00-9:00	<b>REGISTRATION AND BREAKFAST</b>			
9:00-9:30	Welcome			
9:30-10:15	Live Your Life Like the Best Story Ever			
10:15-10:45	Demo Tables - Genius Bar - Unconference			
10:45-11:15		Learn How to Harness "Whole Brain" Marketing	Rebranding on a Shoestring Budget—Tie your laces and GO!	Patient Engagement: It's The Message That Matters
11:15-11:45	How to Increase Your KLAS Score	Innovation in Social Media Content Creation	Sales & Marketing Alignment: Collaborate or Die Trying	Direct Primary Care: Leveraging Technology to Measure the Moments that Counts
11:45-1:15	<b>LUNCH</b>			
1:15-1:45	Storytelling Workshop: How to Write Killer Case Studies	Search Engine Optimization (SEO): What's Real and What's Myth	Time to Double Down: How to Beat the Odds in a New Era of Health IT Marketing	Building Brand Evangelists Using Facebook
1:45-2:15			Back to the Basics- Account Based Marketing	Success in Media Coverage for Health IT
2:15-2:30	Break - Demo Tables - Genius Bar			
2:30-3:00	The Do's and Don'ts of Sponsored Media	Health-Consumer Segmentation for Precision-Messaging (Cancelled)	Simplify & Optimize: Making your Website Work for Multiple Audiences	Does Your Brand Have a Conscience?
3:00-3:30		Three Easy Steps to Make the Most of Your User Meeting	Monetizing the Value Proposition for the C-Suite: Innovative Uses of Content and Funnel Conversion Tools	Selling to Hospitals: Using Data to Your Advantage
3:30-3:45	Break - Demo Tables - Genius Bar			
3:45-4:15	Public Relations Panel – PR is Much More than Press Releases	Podcasters, Rock On!	Winning Company Support for Better HIT Marketing	15 Conference Hacks that Will Make You a Marketing and Exhibiting Hero
4:15-4:45		Best Practices in Marketing Measurement	Why Healthcare Brands Need Digital Marketing Strategies Now More Than Ever	
4:45-5:30	<b>HITMC Awards</b>			
7:00-9:00	<b>Evening Social</b>			

# HITMC 2016 Healthcare IT Marketing Community Health IT Marketing and PR Conference 2016 Schedule

Friday, 4/8/16

Rooms:	Salon IH	Salon G	Ravinia	Chastain
8:00-9:00	<b>REGISTRATION AND BREAKFAST</b>			
9:00-10:00	Re-Imagine Digital Marketing through Authentic Storytelling			
10:00-10:30	HIMSS Fireside Chat - How an Integrated Approach to Healthcare IT Marketing Creates More Successful Campaigns	Failure to launch? Tips for Overcoming Common Marketing Automation Pain Points	Rebranding. It's Not About the Logo	Advocate Health Care Patients Find Doctors in Their Moments of Need
10:30-10:45	Break - Demo Tables - Genius Bar			
10:45-11:15	Unconference	Unconference	Unconference	Unconference
11:15-11:45				
11:45-1:15	<b>LUNCH</b>			
1:15-1:45	How Journalists Pick the Stories They Write	Internal Experts: The Dirty Truth	How To Talk To Your Developers ( For Best Results )	
1:45-2:15		The Real Story About Marketing Automation Solutions	The Secret Sauce of Successful Go-to-Market Strategies	
2:15-3:00	Wrapup!			
5.30-7:00	HITMC Foundation Dinner (Invite Only)			