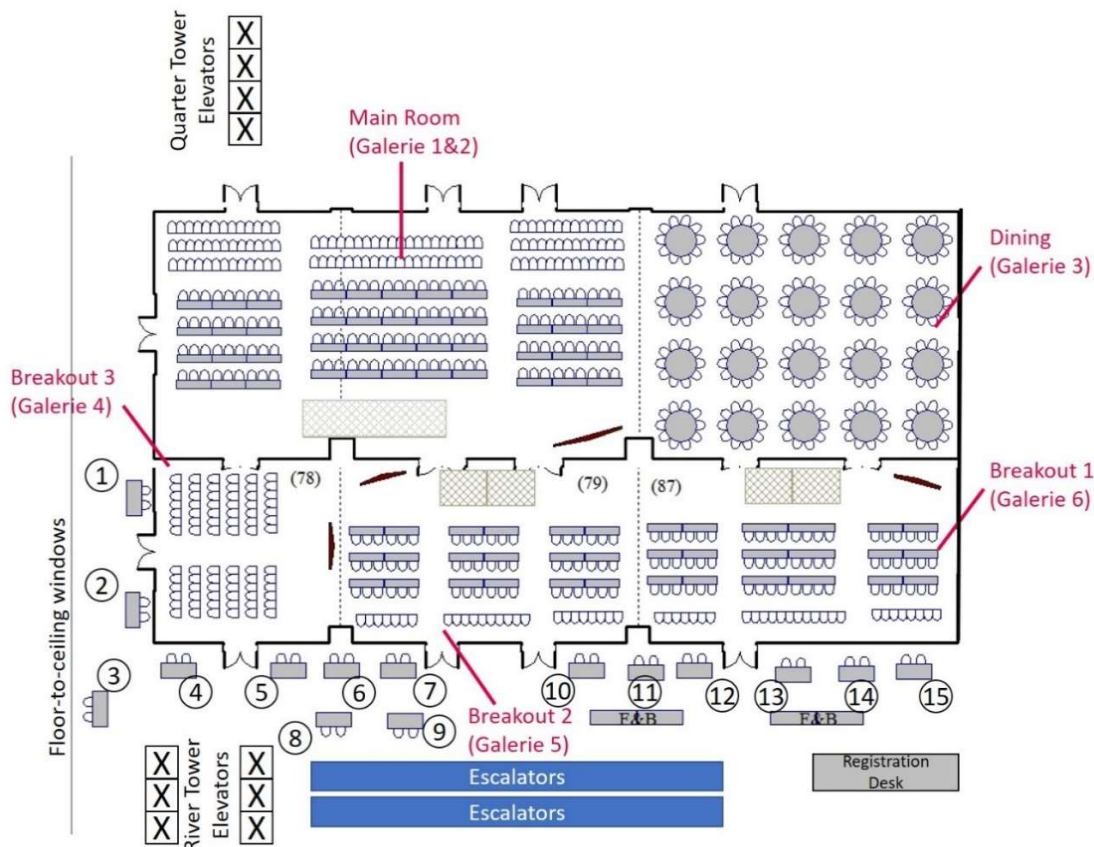


# Schedule-at-a-Glance



Thursday April 5 <sup>th</sup>		
8:00 – 9:00am	Galerie – 2 <sup>nd</sup> floor	Breakfast and Exhibits
9:00 – 9:30am	Main Room	Opening and Welcome
9:30 – 10:30am	Main Room	Keynote – State of HITMC
10:30 – 10:45am	Galerie Lobby	Networking Break and Exhibits
10:45 – 11:30am	Main Room	Making Dollars & Sense Of Conference Organizing: Rock Your Next Event Without Losing Sleep (Panel)
	Breakout 1	How To Build A Diverse Media Facing Thought Leadership Bench
	Breakout 2	Moving The Needle Through Research Driven Brand Marketing
	Breakout 3	Social Media Sucks
11:35 – 12:20pm	Main Room	Meet The Press (Panel)
	Breakout 1	What The Funnel? Optimizing Your Marketing Funnel To Drive Results
	Breakout 2	Keeping Up With The Consumerization Of Healthcare: Digital Engagement and Personas
	Breakout 3	Winning Over Customers, Even Through Pricing Changes
12:20 – 1:30pm	Dining	Lunch and Exhibits
1:30 – 2:15pm	Main Room	Maximizing Association Relationships (Panel)
	Breakout 1	How To Write A Winning Proposal For Top Tier Healthcare IT Events
	Breakout 2	Getting Executives Bought Into Your Content Strategy And On Camera Too!
	Breakout 3	Using Video To Effectively Support Sales Through Each Step Of The Process
2:20 – 3:05pm	All Rooms	Unconference Sessions
3:05 – 3:20pm	Galerie Lobby	Networking Break and Exhibits
3:20 – 4:05pm	Main Room	The Future Of B2B Healthcare Marketing (Panel)
	Breakout 1	Digitize, Harmonize, Monetize: 3 Steps To A Modern PR Strategy
	Breakout 2	Reputation Management Is More Than Crisis Control
	Breakout 3	Achieve The Magic Of Sales and Marketing Alignment With A Lead Lifecycle and Marketing Automation
4:15 – 4:45pm	Main Room	HITMC Awards
4:45 – 5:45pm	Galerie Lobby	Exhibitor Social Reception
7:00 – 9:00pm	The Swamp	Evening Social Event (Sponsored By SmartBrief)
Friday April 6 <sup>th</sup>		
8:00 – 9:00am	Galerie – 2 <sup>nd</sup> floor	Breakfast And Exhibits
9:00 – 9:45am	Main Room	Leveraging Social Media For Real Business Impact (Panel)
	Breakout 1	Optimizing Your PR Experience To Meet Your Goals
	Breakout 2	Making Brand The Center Of Any Healthcare Mergers And Acquisition Strategy
	Breakout 3	I Can Say That?: Aligning Marketing & Legal
9:45 – 10:10am	Galerie Lobby	Networking Break and Exhibits
10:10 – 10:55am	Main Room	Six (Health IT) Chicks: Career Profiles In HealthIT and Marketing (Panel)
	Breakout 1	Auditing Your Marketing Department: A No BS Framework For Business Improvement
	Breakout 2	Igniting The Match: Driving Primary Care Volume Through An Online Matching Site
	Breakout 3	Enabling Sales Through A Community
11:00 – 11:45am	All Rooms	Unconference Sessions
11:45 – 1:00pm	Dining	Lunch and Exhibits

1:00 – 1:45pm	Main Room	Fueling Growth In Healthcare With CRM (Panel)
	Breakout 1	Leveraging Best Practices For Digital Assets & Marketing Collateral Management
	Breakout 2	Lurking In The Shadows: Dark Social Media
	Breakout 3	Writer's Ed: Secrets For Stellar Click-Through Rates
1:50 – 2:40	Main Room	The Future Of B2C Healthcare Marketing (Unconference)
	Breakout 1	Lessons In Live Video
	Breakout 2	Looking Past Generational Labels – Diving Into The Value Of Patient Data In Service Line Marketing
	Breakout 3	Unlocking The Black Box Of Provider Data
2:40 – 3:00pm	Galerie Lobby	Networking Break and Exhibits
3:00 – 3:45pm	Main Room	Thought Leadership Dominance: How Integrated Idea-Marketing Turned A Small Firm Into A Big Success
	Breakout 1	Are You Worthy? Find Out How To Track And Analyze Content Marketing Success
	Breakout 2	They Said WHAT?!! A Guide To Compliant Online Patient Engagement For Today's Healthcare Leader.
	Breakout 3	Making Quality And Safety Data Meaningful To Healthcare Consumers
3:50 – 5:00pm	Main Room	Wrap-up



## Exhibitors

- |                       |                          |                         |
|-----------------------|--------------------------|-------------------------|
| 1. KNB Communications | 6. Matter Communications | 11. Answers Media       |
| 2. 4Med Approved      | 7. MERGE Atlanta         | 12. dotHealth           |
| 3. Studio North       | 8. L&R                   | 13. SmartBrief          |
| 4. Clarity Quest      | 9. Lionshare             | 14. Aria Marketing      |
| 5. MG                 | 10. Agency Ten22         | 15. unconference signup |