

Schedule-at-a-Glance



*Session for both Provider Organizations and Health IT Companies

***Session specifically for Provider Organizations

Wednesday April 17 th		
10:00 – 4:00pm	Pacific Foyer	Registration
10:30 – 12:00pm	Main Room	Exclusive HITMC Research to Drive Better Content
12:00 – 1:00pm		Open
1:00 – 1:45pm	Main Room	First Time Attendee Meetup
2:00 – 2:45pm	Main Room	The New Webinar: Fresh Ideas, Creative Funnels and Top Performer Secrets for HIT Webinar Marketing
	Breakout 1	Scratching a Niche: Digital Marketing When the Audience is Small
	Breakout 2	Success CAN happen when Sales picks the targets for Marketing
	Breakout 3	From Skepticism to Evangelism: Building a Powerful Brand from the Inside Out***
2:50 – 3:35	Main Room	The Anatomy of a Website Redesign: Considerations, Costs, and Recommendations*
	Breakout 1	Every company has a story. OWN yours!
	Breakout 2	Stop turning away leads from your booth. Trained, savvy booth staffers can double your results.
	Breakout 3	Mapping Marketing to Moments - Using Content and CRM to Convert (at Northwell Health)***
3:40 – 4:25pm	Main Room	Making the Most of Marketing Automation: Tested Tips and Techniques*
	Breakout 1	Know What Happens to Your Leads
	Breakout 2	Breaking Down Silos: What's the Right Strategic Mix of Earned, Paid, SEO, and Social?*
	Breakout 3	It's a digital-first world***
7:00 – 9:00pm		Evening Social Event (Sponsored by Matter Health)
Thursday April 18 th		
8:00 – 9:00am	Pacific Foyer	Breakfast and Exhibits
9:00 – 9:40am	Main Room	Opening and Welcome*
9:45 – 10:30am	Main Room	Health IT Press Panel
	Breakout 1	The Seven Layer Dip Approach to More Engaging and Converting Facebook Ads
	Breakout 2	Beyond the Content Pillar: How to Convert Killer Content into Quality Leads
	Breakout 3	The Missing Piece of a MarTech Stack: A Voice of the Digital Customer Solution***
10:30 – 10:45am	Pacific Foyer	Networking Break and Exhibits
10:45 – 11:30am	Main Room	Health IT Customer Panel
	Breakout 1	How Design Thinking Will Amp Up Face2Face Marketing Results*
	Breakout 2	Curate and Leverage Data to Highlight Market Leadership via an Integrated Communications Strategy
	Breakout 3	Content Marketing and Collaboration Strategies to Support Population Health Initiatives***
11:35 – 12:20	Main Room	Get Your Piece of the Pie: Winning the PR Game When You're One Slice of a Big Company
	Breakout 1	Account Based Marketing and Demand Unit Waterfall to Strategically Approach the Provider Market
	Breakout 2	How to Engage Patients Who Dislike Your Brand: An MIT Success Story
	Breakout 3	Does Anyone Speak Healthcare?***
12:20 – 1:30pm	Pacific Foyer	Lunch and Exhibits
1:30 – 2:15pm	All Rooms	Unconference Sessions*
2:20 – 3:05pm	Main Room	The Value of the Patient Voice (Patient Panel)*
	Breakout 1	Two Fireside Chats: Leveraging Health Data Research
	Breakout 2	Stickiness, Strategy and Spaghetti: What You Need in Your Marketing Go Bag
	Breakout 3	Launching a New Treatment? How to Build your PR Strategy & Secure Top Media Placements***
3:05 – 3:20pm	Pacific Foyer	Networking Break and Exhibits

3:20 – 4:30pm	Main Room	<p>Keynote – Dan Heath Brought to you in partnership with Studio North</p> <p>New York Times best-selling author. He co-wrote four of the most-loved business books of the past decade: <i>Made to Stick</i>, <i>Switch</i>, and <i>Decisive</i>, and his latest book, <i>The Power of Moments</i>, which explores why certain brief experiences can jolt, elevate and change us – and how we can learn to create these extraordinary moments in our life and work.</p>
4:30 – 5:30pm	Pacific Foyer	Exhibitor Social Reception + Book Signing
7:00 – 9:00pm		Evening Social Event (Sponsored by SmartBrief)
Friday April 19th		
8:00 – 9:00am	Pacific Foyer	Breakfast And Exhibits
9:00 – 9:45	Main Room	HITMC Awards*
9:45 – 10:10am	Pacific Foyer	Networking Break and Exhibits
10:10 – 10:55am	Main Room	Healthcare Advocacy + Marketing***
	Breakout 1	Social Media Law*
	Breakout 2	Why Savvy Marketers are Embracing Podcasting to Drive Thought Leadership and Engage Audiences
	Breakout 3	From Vendor to Partner: Strategies to Build Strong, Successful Client/Agency Relationships
11:00 – 11:45am	All Rooms	Unconference Sessions*
11:45 – 1:00pm	Pacific Foyer	Lunch and Exhibits
1:00 – 1:45pm	Main Room	Is Patient Experience + Marketing more like eggs and bacon, or oil and water?***
	Breakout 1	Magic Sauce! The Secret to Crafting Meaningful Marketing Moments*
	Breakout 2	Translating Your Technical Experts into English
1:50 – 2:40	Main Room	Building Brands and Customer Communities: Digital Marketing from the Trenches
	Breakout 1	The ABC's of ABM
	Breakout 2	The Lexie Transformation: How a Regional Medical Center Created a World-Class Intranet***
2:40 – 3:00pm	Main Room	Wrap-up
3:00 – 5:00pm		Fun Boston Activity (optional)