CALL FOR SPEAKERS
14TH ANNUAL HEALTHCARE INTERNET CONFERENCE
NOVEMBER 15-17, 2010 --- LAS VEGAS, NV

The **14th Annual Healthcare Internet Conference: The Performance Edge** has become the single, pre-eminent healthcare Internet conference for executives in hospitals, health systems, physician practices and managed care, including: Marketing and Communications Directors, Strategic Planners, Public Relations Directors, Business Development Executives, IT and Webmasters, and Physician Relations Directors.

Contribute to our healthcare industry's "collective knowledge" about the Internet and its influence on the American public by presenting your experiences…share your "school of hard knocks" understanding of implementation issues, as well as your success stories.

CASE STUDIES ARE GIVEN SPECIAL CONSIDERATION - THEY ARE PREFERRED

In today's intensely competitive environment, healthcare executives share many similar marketing challenges: driving business to their organizations; proving value and return; developing solid customer and physician relations; differentiating themselves from their competitors; positioning their organizations to attract talent; demonstrating and communicating quality and performance; and becoming more customer-driven.

The key to success for many healthcare leaders will be in embracing new technologies that will propel their organization into the next evolution of digital communications. To be sure, a variety of strategies and solutions exist today that claim to create relationships, engage consumers, enhance physician relationships, track ROI…and improve customer loyalty. So, what is real, and what is just smoke and mirrors?

The 14th Annual Healthcare Internet Conference will have the answers!

❖ **TOPICS OF INTEREST INCLUDE:**

- Customer/Physician Online Communication
- Interactive Media Tools and Applications
- Outsourcing: When to Outsource
- Effective Use of Interactive Widgets and Avatars
- Developing a Web Organizational Culture
- Preferred Path Development and Analysis
- Persuasive Architecture and its Impact
- Using Quality Indicators as a Marketing Strategy
- The EMR and the Public Web Site
- Web Analytics and Web ROI
- Patient Portals and Marketing
- Intranets and Their Marketing Impact

- Referring Physician Portal Development
- Physician Relations and the Impact of the Web
- Personal Health Records
- Evaluating Content Management Systems
- Effective Use of Multimedia on the Web
- Mobile Strategies for the Hospital Web Site
- Mobile Strategies for the Hospital Intranet
- Selecting the Right Tools and Applications for the Your Web Site
- Other Internet Marketing ideas welcomed

❖ **QUESTIONS?**

Please call 312-440-9080 x 24.

❖ **DEADLINE FOR SUBMISSION OF PROPOSALS**

All proposals must be received by **5:00pm** on **Friday, May 21, 2010**. Accepted presenters will be notified via e-mail by late July, 2010.

❖ **CONFERENCE HOTEL**
The official hotel for the conference is Caesars Palace in Las Vegas. To make reservations, call Caesars directly at 866-227-5944. *Speakers are required to stay at Caesars Palace.* Be sure to make your reservations by Friday, October 8, 2010 and identify the meeting as the "14th Annual Healthcare Internet Conference" to get the special rate of $149-$249 single/double. You will be required to guarantee the reservation with a major credit card. Call early to ensure availability! After the deadline date, rooms will be available on a room and rate available basis only.

APPLICATION TO PRESENT

14th Annual Healthcare Internet Conference: The Performance Edge ❖ November 15-17, 2010

PRIMARY CONTACT INFORMATION (ALL CORRESPONDENCE WILL BE SENT TO THE PRIMARY CONTACT)

Name
_____

Title
_____

Organization
_____

Address
_____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email
_____

CO-PRESENTER (IF APPLICABLE)

_____

Name   Title   Organization   City, ST

Presentation Length

All sessions are 60 minutes in length.

Presentation Categories

Please check the most applicable category.

- O Marketing the Web Site
- O Web Organization/Culture Strategies
- O Patient, Physician and Intranet Portals
- O PHRs, EMRs, and the Public Web Site
- O Web Site Performance and ROI
- O Content and Application Management
- O Effective Use of Interactive Media
- O Customer/Physician Online Communication
- O Relationship Development Strategies
- O Strategic Issues

Enclosure Check List

To be considered, you must attach the following:

- O Proposal Title Page with session title and contact information for primary presenter and co-presenter (name, title, organization, address, phone, fax, email)
- O 50-75 word abstract of presentation
- O 3-5 learning objectives
- O Description of your employer organization(s)
- O Biographical brief for each presenter

Handouts

All presenters are <u>required</u> to provide electronic handouts (PPTs). PPTs MUST be received by October 1, 2010 in order to be included on the flash drive that will be distributed to all attendees.

AFFIRMATION OF COMMITMENT (SIGNATURE OF PRIMARY CONTACT REQUIRED)

If the proposal is accepted, I agree on behalf of myself and any co-presenter to meet all deadlines established by the conference sponsors. I agree not to change content or presenters without the express written consent of the sponsors. I understand that I am responsible for all costs of the presentation, including travel, hotel and per diem. I agree to stay at Caesars Palace and I grant the conference sponsor the right to audiotape, distribute, and/or post online the presentation and handouts, for profit or otherwise.

_____

Signature of Primary Contact   Date

Please send the application with all required enclosures to:
Forum for Healthcare Strategists
980 N. Michigan Avenue, Suite 1260
Chicago, IL 60611   OR fax to 312-440-9089   OR email <u>contact@healthcarestrategy.com</u>.

If you have questions, please call 312-440-9080, ext. 24.

IMPORTANT: Have you given, or will you be giving, this presentation at another educational conference?
❑ Yes ❑ No   If yes, where and when?_____