

# TRANSVISIONAL FORUM

## SCHEDULE



Sept. 16<sup>th</sup>

**8:00-9:00 AM** **Continental Breakfast & Networking**

**9:00 AM** **Welcoming Remarks**

**9:15 AM** **Transforming Information into Wisdom to Drive Continuous Engagement**

This session will provide you with background on how to use analytics in three ways within the healthcare setting: community and market based, clinical and financial. You will understand how viewing the information at various levels will help you address challenges related to revenue identification, identify cross selling opportunities, mitigate risk, avoid penalty, benchmark and guide the management of the consumer outside of acute care settings.

**10:00 AM** **The 3 D's of Smarter Hospital Marketing: Data, Digital & Demand**

We're seeing a radical integration of the consumer experience across physical and virtual environments, reshaping product and service delivery powered by data consolidation and digital platforms. Big data is becoming smart data — opening the door for new engagement models which take a 360 degree view of the market. This session will focus on best practices for how hospitals to engage with their markets and grow profitable brands.

**11:00 AM** **Break**

**11:15 AM** **Outside/In: Building a Community-Centric Strategic Plan**

This course will review the benefits of conducting a deep dive into the health and wellness needs of your community and identifying gaps. Leverage insights from this research to:

- Drive community wellness
- Shape business strategy by leveraging data-driven insights
- Facilitate collaboration within your service area
- Cultivate a loyal consumer base

**12:00 PM** **Lunch**

**1:00-5:00 PM** **The State of Healthcare**

The State of Healthcare includes keynotes and presentations from healthcare's most influential thought leaders including Nicholas Webb, Dr. Farzad Mostashari, Steve Blumenthal and Jitin Asnaani.

**5:00 PM** **Country Music Hall of Fame**

Self-guided tour of the Country Music Hall of Fame.

**6:00-7:30 PM** **Networking Reception & Meet Chip Esten**

Chip Esten Musician, Actor from ABC's Nashville will be available for photos and autographs.

**6:00-9:00 PM** **Taste of Nashville Gala**

Experience some of the best tastes, flavors and dishes from the city's vibrant restaurant scene.

**7:30-9:00 PM** **Songwriter's Circle with Chip Esten**

Chip Esten, star of Nashville, takes the stage.

Sept. 17<sup>th</sup>

**8:00-9:00 AM** **Continental Breakfast & Networking**

**9:00 AM** **Building Loyalty and Trust Through Continuous Engagement**

In the contemporary healthcare market, consumers are constantly evaluating their purchase decisions. The key to thriving in the age of increased competition and consolidation is to cultivate consumer loyalty by offering value over an extended period of time. This session will explore ways hospitals can drive engagement with their community by providing robust content and health and wellness tools to increase brand affinity.

**10:00 AM** **Making Sure You are Heard: The Importance of Consumer Communication Segmentation**

Ninety-percent of the data available has been created in the past two years. Consumers have access to more information than ever before and multiple ways to access it. In order to break through the noise, facilities must communicate with consumers in the way they feel most comfortable. This session will highlight the importance of segmenting your population base and the basics of getting started.

**11:00 AM** **Break**

**11:15 AM** **Decoding Patient Portal Behaviors for Action**

Do you know the sites your patients are visiting before and after they log-into your portal? Your patient portal has a wealth of information and mining this data will expose insights that will help you shape an effective marketing strategy. This session will explore the types of information available through your portal, how to derive patterns from that data and impactful ways to act upon it.

**12:00 PM** **Lunch**

**1:00 PM** **Using Big Smart Data to Risk Stratify Your Communities**

Effective population health management has never been more important. This session will focus on the benefits of creating algorithms that utilize population data and data from your hospital to provide visibility into areas of exposure, define consumer profiles and segment your population base.

**2:00 PM** **Patient Flow Beyond the Care Center**

Some estimate by 2019 two out of three patients will self-schedule medical appointments. This session will discuss the benefits of a robust patient communication strategy as it pertains to managing the patient outside your hospital's walls.

**3:00 PM** **The Inner Loop: Drive Volume by Keeping Patients within Your Network and Physicians Satisfied**

Once you have the patient in your ecosystem it is imperative they have a positive experience. Traditional methods of transfer and referral are difficult on the patient and also result in leakage for the hospital. This session will focus how to improve the patient experience by providing physicians and care team members with a cloud-based transfer and referral tool to refer a patient to another healthcare provider.

**4:00 PM** **Closing Remarks**



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