

## Meeting Agenda

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9:00 a.m. – 9:30 a.m.	<b>Welcome and Introductions</b> <i>Kathy L. Hutchens, Director of Marketing and Patient Contact Center, Sharp Rees-Stealy Medical Group, Inc., Marketing and Public Relations Council Chair</i>
9:30 a.m. – 10:15 a.m.	<b>“Accountable Care Organization”</b> What does it mean and how can it help me market my group – session leader <i>Erika Smith, BS, Director, Marketing &amp; Planning, Billings Clinic</i>
10:15 a.m. – 11:00 a.m.	<b>“Physician Recruitment &amp; Marketing to Employers”</b> Demonstrating value, reaching employees during open enrollment or selling occupational health or wellness services – session leader <i>Laurie Wilshusen, Director of Marketing, Mayo Clinic - Scottsdale</i>
11:00 a.m. – 11:15 a.m.	<b>Break</b>
11:15 a.m. – 12:00 p.m.	<b>“Service”</b> – Transforming experiences of your physicians, staff, and patients – session leader <i>Jill Fix, Marketing Director/Public Relations, Rockwood Clinic</i>
12:00 p.m. – 1:00 p.m.	<b>Lunch with the Preconference attendees (Acadia room)</b>
1:00 p.m. – 1:45 p.m.	<b>“Online Offerings, Interactive Portals, &amp; Social Media”</b> – session leader <i>Kathy L. Hutchens, Director of Marketing and Patient Contact Center, Sharp Rees-Stealy Medical Group, Inc.</i>
1:45 p.m. – 2:30 p.m.	<b>“Urgent Care/Quick Clinics”</b> – Changing care delivery to meet consumer demands – session leader <i>Kristine Olson, Vice President of Marketing, Quality &amp; Physician Services, Innovis Health</i>
2:30 p.m. – 3:00 p.m.	<b>Other hot topics and wrap-up</b>