All times listed are Eastern Standard Time

10:00 - 10:30  
Registration and Breakfast

10:30 - 10:45  
Welcome, Alison Mattingly, KSHPRM President

10:45 - 11:15  
USPS Informed Delivery -  
What it is and how to leverage it  
Paul Sowders, USPS

Informed Delivery is new free technology that offers business mailers the opportunity to engage users through an integrated marketing campaign that generates additional consumer impressions. Paul will also discuss Informed Visibility, which provides near real-time mail visibility, enabling you to better plan your mailing campaigns and resources.

11:15 - 11:30  
Break

11:30-12:00  
Swim or Sink?  
Mike Chapman, Springboard

SWIM or Sink, we’ve given to a number of state hospital associations:

- Consumers want a relationship with brands
- To accomplish this, brands must engage with a “Heartbeat” message, instead of pounding people with a “Chest Beat” message
- Define SWIM as it relates to creating this relationship
  - Search – benefits, best practices, targeting, new tactics etc.
  - Web – optimization, hub for messaging and tracking, success factors for inbound marketing, content, etc.
  - Interact – on social media, best practices, calendars, targeting, posts and ads, channels, uses, etc.
  - Measure – analytics, refinement, testing, etc.
- Case study samples of a digital/social campaign planning, implementation, tracking and optimizing will be included throughout

REGISTER TODAY:

**Registration Deadline:**  
November 6, 2018

**Registration Fee:** FREE*  
(with preregistration)

*A $25 no-show fee will be invoiced for anyone who preregisters but does not attend. For those who do not preregister, there will be a $25 fee at the door.

Register by emailing your name, title, organization, e-mail & phone number to Pam Kirchem.  
pkirchem@kyha.com.
12:15 - 12:45

**Millions of Views and Counting, How one Kentucky system found success with video**

St. Elizabeth Healthcare, located in Northern Kentucky, has found its voice. Whether you are looking for a healthy recipe or want to learn which of the seven dwarfs our providers most resemble, we are creating video content that pushes the envelope. Behind any successful campaign, there is a strategy. Come and learn why video is the future and how we already have millions of views on our content.

12:45 - 1:30   Lunch

1:30 - 2:00

**Trending Now: 3 Ways Online Marketing is Evolving**

**Kristy Lowery / Digital Tulip**

We will discuss three ways digital marketing is evolving including voice search, Facebook’s targeting capabilities and OTT (connected TV or streaming device advertising). Learn about our strategic approach to stay current for successful healthcare marketing campaigns.

2:00 - 2:15   Break

2:15 - 3:45

**Thoroughbred Awards Presentation**

3:45 - 4:00   Announcements
Paul Sowders  
**Business Alliances Specialist**  
**United States Postal Service**

Paul Sowders is a USPS Headquarters Business Alliance Specialist. He has worked for the Postal Service for more than 31 years, including at least 11 years in various positions in USPS Sales.

Mike Chapman  
**Vice President / Account Director**  
**Springboard Brand & Creative Strategy**

Mike Chapman has more than 25 years of marketing and advertising agency experience. Mike is Vice President/Account Director at Springboard Brand & Creative Strategy, a leading healthcare branding and marketing firm located outside of Chicago. He oversees brand strategy and planning for integrated campaigns at hospitals and health systems nationwide, winning numerous healthcare marketing awards. Mike received a BS in marketing/advertising from Indiana University and has presented at many state and national healthcare conferences, including SHSMD and Hospital Marketing National.

Kristy Lowery  
**Founder / Chief Strategist**  
**Digital Tulip**

Kristy Lowery, founder and chief strategist at Digital Tulip, utilizes digital marketing strategies to elevate hundreds of businesses and medical practices with increased profit margins, better payer mix and new patient volume. Kristy’s career began with print media sales and grew to a digital sales directorship where she won multiple awards, leading her television stations’ sales teams to outperform many others. During her 15 years of media sales, management and strategic partnerships, Kristy laid the foundation for Digital Tulip, a full service digital marketing agency specializing in healthcare marketing and business consulting. Kristy’s expertise spans all aspects of digital marketing including social media marketing, search engine marketing, website development and branding. Digital Tulip has worked with over 30 medical specialties, 10+ hospitals nationally, numerous clinics and private practices, quickly building a reputation for results. Digital Tulip experiences consistent growth due to volume of referrals from successful clients. A hospital CEO recently referred to her as their “secret weapon.”
Nathan Engels
Manager of Digital Communications
St. Elizabeth Healthcare

Nathan Engels is the manager of digital communications at St. Elizabeth Healthcare. His experiences are not like most. From a reality show on TLC (Google him) to a popular blog that reaches millions every week, Nathan lives and breathes digital. He joined St. Elizabeth in May of 2017 and is already driving results. Innovation is uncomfortable, and he is unafraid to push boundaries to ensure that St. Elizabeth leads the way in digital.

Diane Bielo
Video Storyteller
St. Elizabeth Healthcare

Diane Bielo joined the St. Elizabeth Healthcare team in 2011. She leads several video projects for the system, including the highly successful “Physician Storytelling” video project, which gives patients the opportunity to get know their physician on both a professional and personal level before they even make an appointment. She’s also a proud Cincinnati Red’s fan who has sung the National Anthem at Great American Ball Park on two separate occasions.
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