



Society for Health Care
Strategy & Market
DevelopmentSM

2024 SHSMD Call for Proposals

Topics of Interest

Submission Deadline 1/17/24

SHSMD is seeking workshop and concurrent session proposals for the 2024 SHSMD “Connections” Conference being held October 13-15, 2024, in Denver, CO. Proposals will be considered for the in-person event as well as a small virtual component during the week of November 11. All submissions must be submitted through this online portal to be considered.

SHSMD is also seeking virtual session proposals for online education programs throughout 2024, including our annual social media certificate course in September.

SHSMD is especially interested in proposals focused on hot topics that cut across marketing and business strategy disciplines, address forces affecting our field, new innovations, and sessions for health systems of a variety of shapes and sizes, including rural. SHSMD is seeking content for all levels, including advanced level content for our senior level executives.

Proposals should be flexibly written so that presentations can be readily updated for potential use later in the year. We are particularly interested in interactive, engaging formats that help members solve problems across disciplines or within one discipline.

SHSMD is especially interested in the following themes that cut across each conference track:

- Diversity, equity, inclusion and belonging
- Population health/Social determinants
- Behavioral health
- Analytics and data privacy and tracking guidelines
- Small or rural hospital strategies/perspectives
- Emerging technologies (AI, ChatGPT, Virtual Reality, other)
- Physician relations/strategies
- Managing financial pressures
- Innovative ideas to prepare for the future
- Workforce recruitment, retention and engagement

Conference Tracks/Topic Areas

Marketing and Digital Engagement:

- AI, ChatGPT, machine learning, innovation, successful pilots, governance structure
 - Managing disinformation
- Paid and Unpaid Media:
 - SEO/SEM
 - Social Media: TikTok, Facebook, Instagram, LinkedIn, other influencer platforms



- Platforms for managing and scheduling social media
 - Privacy, HIPAA, data compliance, website tracking and working with Legal to comply
- CRM and automation
- Content Strategy (websites, patient portals, apps, media)
- Budgeting, measuring ROI, key metrics, dashboards
 - Reporting the value of marketing and report templates
- Data analytics (data sources, data storytelling, reporting to C-suite and justifying campaigns)
- Physician and nurse marketing/recruitment
- Population health strategies (behavioral marketing, diversity/equity/inclusion)
 - Bilingual community outreach/communication
- Consumerism (retail strategies, human-centered design, customer engagement, understanding the patient/customer journey)
- Service line marketing
- Podcasting-developing and marketing
- Market research
- Brand and reputation strategies
- Getting a seat at the table and getting leadership support for new ideas
- Industry best practices for connecting to consumer insights
- Marketing workforce - new roles, team structure, turnover, managing remote teams, outsourcing, recruitment
 - When do you use an agency versus keep in-house?

Communications and Public Relations:

- Crisis/disaster communications
- Internal communications, employee engagement & burnout strategies
 - Physician retention and recruitment
 - Staff communication apps and tools
- Communications during times of great change/being change agent
- Communications strategies for: Diversity, Equity and Inclusion, population health, community partnerships
- Media relations
- Reputation management and building trust
- Political challenges - public reporting of price transparency, quality and patient satisfaction metrics
- Storytelling
- Fundraising
- Culture building
- Broadcasting (podcasts, FB Live, newsrooms, newsletters)

Strategic Planning & Business Development:

- Workforce and access related to strategic growth
- Strategic planning innovations (best practices that reflect our current market)
- Access for specialty care
- Innovative partnerships and competing with disruptors
- Business planning (rapid cycle prototyping and scenario planning)



- New models of care & revenue strategies (e.g. value-based care, virtual health/telemedicine, population health, ACOs, CINs, health & wellness, payor partnerships, at home hospital, concierge medicine, direct-to-employer and direct primary care, etc.)
- Integrating capital and financial planning (Value based care models)
- Service line growth and planning (service reorganization across facilities/service line rationalization)
- Growth & development strategies across the continuum of care (e.g. ambulatory, acute & traditional service line, post-acute, physician network, digital, real estate)
- Site-of-care shifts- future facility planning
- Strategic analytics, data sources (public and private) and data visualization
- COVID-19 recovery strategies and market opportunities
- Incorporating Diversity, Equity and Inclusion goals into mission and planning
- Financial planning

Innovation & *Cross-Disciplinary Solutions (*addresses more than one topic area/track):

- Diversity, equity & inclusion strategy - social determinants of health, health equity and access
- Emerging health care trends, new care delivery methods (hospitals at home, next gen telehealth), disruptors & innovation
- Health care policy, advocacy, regulations
- Innovation & transformation (e.g. innovation centers, diversified revenue opportunities & investments, out-of-industry applications, private equity investment)
- Consumerism, patient engagement, and personalized care
- Technology-enabled innovation for digital access, seamless patient navigation, human design, , use of Artificial Intelligence
- AI, ChatGPT, machine learning, innovation, successful pilots, governance structure
- Strategic partnerships & stakeholder alignment
- Planning for the future of health care-What's next?
- Out-of-industry best practices

Career & Leadership Development:

- Career growth & development, i(e.g. executive presence, emotional intelligence, change acceleration)
- Budget and Financial management– staffing, prioritization, budget cuts, challenges for small organizations
- Workforce:
 - Workforce planning - turnover challenges and retention strategies
 - Mental health and emotional well-being; burnout & resiliency
 - Employee Engagement strategies
 - Diversity, equity and inclusion
 - Managing remote-based workers and hybrid work environments
- Mentorship
- Enhancing staff roles, processes, re-organization of teams