

Schedule-at-a-Glance

Tuesday May 7 th , 2024				
Time	Location	Session	Format	Audience
8:00am - 8:45am	Breakout C	First Time Attendee Meetup		All
8:00am - 9:00am	Dining Area & Foyer	Munchies, Coffee, Networking & Sponsor Exhibits		
9:00am - 9:30am	Great Room	Opening and Welcome	Keynote	All
9:30am - 10:00am	Great Room	Patient Keynote with Kristy Dickinson	Keynote	All
10:00am -10:30am	Great Room	Swaay.Health Awards	Keynote	All
10:30am -10:45am	Foyer	Networking Break & Sponsor Exhibits		
10:45am -11:30am	Breakout A	Rising From the Ashes: Signature Healthcare Response to the Unimaginable Lorraine McGrath (Signature Healthcare), Dan Dunlop (Jennings Health)	Lecture	Providers
10:45am -11:30am	Breakout B	Ask Me Anything about Branding Carey George & Sue McCluskey (G&S Branding)	Ask Me Anything	Health IT
10:45am -11:30am	Breakout C	The Clear Path to Yes: Using Plain Language to Drive Action Ahava Leibtag (Aha Media Group)	Lecture	All
11:40am -12:25pm	Breakout A	It's Time to Include Patients in Patient Engagement: Early Insights from the KLAS Patient Voice Collaborative Adam Cherrington (KLAS), Jeremy Rogers (Indiana University Health), Sara Meinke (Baptist Health), Angella Herrman (The University of Kansas Health System)	Panel	Providers
11:40am -12:25pm	Breakout B	The Why Informs the Buy: Getting Your Customer to Say Yes Shereese Maynard (AskShereese.tech), Julia Goebel, (Komodo Health) Ali Zaman (Innovaccer)	Fireside Chat	Health IT
11:40am -12:25pm	Breakout C	Media Training Spokespeople – Why & How Kristin Faulder (Heurisay), Elizabeth Yekhtikian (Earned Media Consultants)	Workshop	All
12:25pm - 1:25pm	Dining Area & Foyer	Lunch, Networking & Sponsor Exhibits		
1:25pm - 2:10pm	Breakout A	Creativity in Compliance: How Healthcare Marketers Can Embrace Privacy to Unlock Great Advertising Ray Mina (Freshpaint), Richard Briddock (Cardinal Digital Marketing)	Live Podcast	Providers
1:25pm - 2:10pm	Breakout B	The Lion King Holds the Key to Unlocking the Secrets to a Successful Rebrand Beth Friedman (FINN Partners) Nicole Hoy & Stephanie Kindlick (MRO), Lauren Barca & Dan McDonald (86Borders)	Panel	Health IT
1:25pm - 2:10pm	Breakout C	Next-Level PPC Strategies: Driving Healthcare Marketing Success with Audience Science Jon Kagan (Amsive), Kris Patel (SCAN Health Plan)	Lecture	All
2:20pm - 3:05pm	Breakout A	Three Outlooks on Maximizing Patient Experience: From Concept to Execution Gavin Baker (Baker Marketing Laboratory), Jeremy Floyd, Chief (Covenant Health), Kim Quigley (Onrise), Glenn Sumner (The OrthoForum)	Panel	Providers
2:20pm - 3:05pm	Breakout B	Should Generative AI be Used for Content Creation by Healthcare Vendors? Marnie Hayutin (Writing.Health), Matt DiVenere (Optimum Healthcare IT), Beth Cooper (KNB Communication), Justin Campbell (Galen Healthcare Solutions/RLDatix)	Debate	Health IT
2:20pm - 3:05pm	Breakout C	Competing as an Under-dog: Evaluating Areas to Strengthen Your Competitive Edge Carlton Wood & Samantha Linkous (Lewis)	Workshop	All
3:05pm - 3:25pm	Foyer	Networking Break & Sponsor Exhibits		
3:05pm - 4:10pm		Reverse Expo (invite only)		Invite only
3:25pm - 4:10pm	Breakout B	Is Social Media Engagement Still Worthwhile for Healthcare Vendors? Ashley Dauwer (Kyrus Health), Carol Bird (MEDITECH), Larry Kaiser (Optimum Healthcare IT), Brittany Williams (iRhythm))	Debate	Health IT
3:25pm - 4:10pm	Breakout C	Paging Doctor AI: Navigating Digital Solutions for Modern Healthcare Morgan Reed (Connected Health Initiative)	Lecture	Health IT
4:20pm - 5:15pm	Great Room	Healthcare Marketing Games		All
7:00pm - 9:00pm	Offsite	Evening Social Event at Wicked Wolf 1080 Peachtree St NE, Ste 7 Shuttle provided to & from venue. Shuttle located on Ted Turner Avenue		All

Wednesday May 8 th , 2024				
Time	Location	Session	Format	Audience
8:00am – 9:00am	Dining Area & Foyer	Breakfast, Networking & Sponsor Exhibits		
9:00am - 9:45am	Great Room	Swaay.Health By the Numbers	Keynote	All
9:45am - 10:15am	Great Room	Swaay.Health Awards	Keynote	All
10:15am - 10:30am	Foyer	Networking Break & Sponsor Exhibits		
10:30am -11:15am	Breakout A	Your Patients are Lost! How Piedmont Leveraged Expedia to Ensure a Patient-First-Approach to Finding Care Keir Bradshaw (MERGE), Jessica West (Piedmont)	Lecture	Providers
10:30am -11:15am	Breakout B	Should Account Based Marketing be a Top 5 Marketing Priority? Mark Erwich (CMO In Transition), Adam Turinas (healthlaunchpad), Scott Collins (Aria Marketing), Sara Strom (twenty30 health)	Debate	Health IT
10:30am -11:15am	Breakout C	Leadership Magic: A Modern Approach to Managing Multi-Generational, Remote-Ready Teams Tim Busche (Envision Health), Kaycee Kalpin (Premier Inc.), Naila Maroon (DrFirst), Dawn Van Dyke (The Sequoia Project)	Panel	All
11:25am -12:10pm	Breakout A	Design Systems for Health Systems Rex Rainey (BizStream)	Case Study	Providers
11:25am -12:10pm	Breakout B	Are Conferences Worth the Squeeze? Amanda Lomas (Xsolis), Jen Carter (J2 Interactive), Cynthia Church (Xealth) Lorraine McMeekin (StudioNorth)	Debate	Health IT
11:25am -12:10pm	Breakout C	Winning Healthcare SEO Strategies You Can't Learn From YouTube Daniel Gemp (Unlock Health), Michael Melen (SmartSites), Ashley McFadden (MERGE)	Panel	All
12:10pm - 1:25pm	Dining Area & Foyer	Lunch, Networking & Sponsor Exhibits		
1:25pm - 2:10pm	Breakout A	Should Generative AI be Used for Content Creation by Healthcare Providers? Diane Hammons (WG Content), Erin Moriarty Wade (Childhood Arthritis and Rheumatology Research Alliance), Maalek Marshall (Emory Healthcare), Alan Shoebridge (Providence)	Debate	Providers
1:25pm - 2:10pm	Breakout B	What's Hot and What's Not in B2B Healthcare Marketing? Gerhard Golden (B2B Marketing Expert), Jaime Lira (Clinical Architecture), Lea Chatham (Gozio Health), Ryan Lilly (MWW Health)	Panel	Health IT
1:25pm - 2:10pm	Breakout C	HIMSS, VIVE, HLTH...oh my!	Unconference	All
2:20pm - 3:05pm	Breakout A	Patient Experience Unconference	Unconference	All
2:20pm - 3:05pm	Breakout B	Content Strategy - Unconference	Unconference	All
2:20pm - 3:05pm	Breakout C	Managing Up/Executive Engagement - Unconference	Unconference	All
3:05pm - 3:20pm	Foyer	Networking Break & Sponsor Exhibits		
3:20pm - 4:05pm	Breakout A	Despite the Closing of Walmart Health, Healthcare Websites Still Need to Offer Patients Convenience & Ease of Use Scott Schuster (Abundant Health Acquisition (aha!)), Colin Hung (Swaay.Health)	Fireside Chat	Providers
3:20pm - 4:05pm	Breakout B	How to Impress Healthcare Press John Lynn (Healthcare IT Today), Gabe Perna (Modern Healthcare), Chris Mazzolini (Medical Economics), Joy Rios (HIT Like a Girl), Kate Gamble (healthsystemCIO)	Panel	Health IT
3:20pm - 4:05pm	Breakout C	Revitalizing Your Healthcare Marketing: Strategies from “Stop Starvation Marketing” Christine Slocumb (Clarity Quest, Part of Supreme Group)	Workshop	Health IT
4:15pm - 5:00pm	Breakout A	PR Strategy - Unconference	Unconference	All
4:15pm - 5:00pm	Breakout B	Video & Podcasting - Unconference	Unconference	All
4:15pm - 5:00pm	Breakout C	Influencer Marketing - Unconference	Unconference	All
5:00pm onward		Open Evening - Sponsor Events		

Thursday May 9 th , 2024				
Time	Location	Session	Format	Audience
8:00am – 9:00 am	Dining Area & Foyer	Breakfast, Networking & Sponsor Exhibits		
9:00am - 9:45am	Great Room	Swaay.Health Awards	Keynote	All
9:45am - 10:00am	Foyer	Networking Break & Sponsor Exhibits		
10:00am - 10:45am	Breakout B	Healthcare Customer Panel Christopher Kunney (IOTECH Consulting), Michael Koriwchak, MD (ENT of Georgia North), Patricia Kelly Marsh, MD (Ask Me Your MD), Mike Mosquito (Northeast Georgia Health System)	Panel	Health IT
10:00am - 10:45am	Breakout C	The Retention Advantage: Uncovering the Financial Performance of Acquiring versus Retaining Patients Ben Seals (Thomas Eye Group), Daniel McCarthy (Emory University, Goizueta Business School)	Lecture	Providers
10:55am - 11:40am	Breakout B	Crafting A Martech Symphony: Unveiling the Alchemy of the Ultimate Marketing Technology Stack Kathryn Ayers Wickenhauser (DirectTrust), Amy Oliver (Panda Health), Cristina Stahr (ProviderTrust), Amy Hamilton (Ina WomansBody)	Panel	All
10:55am - 11:40am	Breakout C	10 Ways to Win in the Second Half of 2024 Dan Dinsmore (Smith & Jones/Overit), Deanna Meservey (Matter), Cortney Williams (Alloy)	Panel	All
12:00pm	Olympic Park Walk	Meet in the Lobby		All