

30th YEAR ANNIVERSARY!



The Premier Conference for Healthcare Marketers and Digital Leaders

Inspiration | Innovation | Insights | Impact

OCTOBER 25-28, 2026

ORLANDO, FL

With support from:



The Premier Conference for Healthcare Marketers and Digital Leaders

99%

would
recommend
HCIC to a
colleague!

Greystone.Net
Healthcare Interactive
Conference

Register Now!
www.HCIC.net/register-now

A TON OF GREAT INFORMATION - I LEFT WITH A LONG LIST OF IDEAS TO FOLLOW UP ON AND APPLY TO MY ROLE AND OUR MARKETING STRATEGY.



Offering the **premier Fall forum** to **reconnect**, **re-energize** and **learn** from one another.

Your **HCIC experience** will help you refocus marketing and digital efforts while lifting up your team and organization.

HCIC Organizer



greystone.net

www.greystone.net

Why **You** Should **Attend HCIC**

- ✔ Healthcare's Most Forward-Thinking Healthcare Digital Marketing Conference
- ✔ Stay Ahead of the Curve on Digital Strategy and Development
- ✔ Access to 70+ Cutting Edge Exhibitors and Sponsors
- ✔ Network with Colleagues from Hospitals and Health Systems from Around the Country

2026 Keynote Speakers

HCIC is renowned for curating some of the biggest names and most inspired voices to deliver 3 dynamic keynotes and over 55 concurrent sessions to help you focus on the business and transformation of healthcare.

See all the details
and the speakers at
www.HCIC.net

Monday, October 26
1:00 - 1:45pm



Pamela Landis

Senior Vice President of Digital Experience,
Hackensack Meridian Health

Creating Your Own Moonshot: How Reaching for the Stars Creates the Right Patient Experience

What can healthcare digital leaders learn from a successful moon launch? More than you might think. Moonshots require clarity of mission, persistent alignment, and the courage to design for outcomes that once felt out of reach – all of which is exactly what's needed to transform today's patient digital experience.

In this opening keynote, Pamela Landis, Senior Vice President of Digital Engagement at Hackensack Meridian Health, uses the moonshot mindset to reframe how organizations should approach patient experience.

Drawing on years of digital leadership and real-world execution, she shares how to turn digital from a set of concepts and tools into a mission-driven strategy that resonates throughout our hallways, clinics, and boardrooms.

You'll hear how Pam brings stakeholders along (and together), lines up the right investments, and builds solutions that simplify access, strengthen engagement, and meet patients where they are. Most importantly, you'll leave with practical ideas to define your own "moonshot" and create the conditions for success and a more patient-centered digital experience.

Tuesday, October 27
8:15 - 9:30am



Rich Bracken

Founder & Executive Coach, Unstoppable Solutions

EQ + Music: Soundtrack for Success

Emotional intelligence is one of the strongest predictors of success in leadership, communication, and relationships – often more impactful than IQ or technical skills.

It influences how we manage stress, make decisions, and connect with others, yet many professionals are unaware of how their emotions affect performance.

This interactive keynote helps audiences develop greater emotional intelligence, self-awareness, and emotional regulation through practical strategies they can apply immediately at work and in life. What makes this experience unique is how the message is delivered.

Drawing on two decades as a national touring DJ, Rich uses live music as a complementary tool to create emotional awareness, engagement, and connection in real time – making the lessons memorable without distracting from the content.

The result is an energizing, high-impact keynote that raises emotional intelligence, strengthens communication, and sets a powerful emotional tone for lasting success.

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2026 Keynote Speakers Con't

Wednesday, October 28
8:15 - 9:05am



Jake Poore

President and Chief Experience Officer, Integrated Loyalty Systems, Inc.

The New AI: Authentic Interactions in an Artificial Intelligence World

Artificial intelligence is no longer the future of healthcare – it is the new operating system accelerating efficiency, sharpening insight, and transforming how organizations deliver care.

But technology alone will never build trust. Trust is built the way it always has been - through authentic human interactions that make patients feel seen, heard, and valued. Patients assume the clinical expertise, safety protocols, and technology are already in place. What they notice first – and remember most – is whether you made them feel like they truly mattered. Authentic Interactions are not a replacement for artificial intelligence; they are the foundation that gives it meaning.

In this keynote, Jake Poore introduces practical tools and frameworks that help employees at every level keep humanity at the center of their work. Because in the age of artificial intelligence, the most powerful competitive advantage isn't technology – it's the trust that only authentic human connections can create.

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Enqbator

KEYNOTES SHARE THEIR EXPERTISE THROUGH ENTERTAINMENT AND PERTINENT STORIES THAT ARE MEANINGFUL TO HEALTHCARE MARKETERS



Powerful Mainstage Panel Discussions!

One of the highlights at HCIC is the captivating panel discussions that bring together industry experts, thought leaders, and visionaries. Gain unique insights as our esteemed panelists delve deep into pressing topics, emerging trends, and transformative ideas.

These sessions foster collaboration, facilitate diverse perspectives, and spark intellectual discourse that ignites innovation. Immerse yourself in the dynamic atmosphere of these panel discussions, where ideas converge and knowledge thrives. Expand your network, exchange ideas, and leave inspired by the collective wisdom shared on stage!

Monday, October 26 @ 4:45pm

Where Intelligence Meets Impact in Healthcare Marketing

Sponsored by:
BPD Healthcare

Moderator



Douglas Bell,
Founder, Global Prairie



Stuart Dill,
Senior Vice President
and Chief Marketing
Officer, Vanderbilt
Health



Brian Gresh,
Senior Vice President,
Chief Marketing and
Communications
Officer, Community
Health System



Nikki Moll,
Chief Marketing &
Communications
Officer, Baylor Scott &
White Health

Mainstage Panel Discussions, Con't

Tuesday, October 27 @ 3:35pm

Designing Your Healthcare Brand for AI Driven Search: *How to Win in a Zero Click World*

Sponsored by:
Freshpaint

Moderator



Stewart Gandolf,
Chief Executive Officer,
Healthcare Success



John Davey,
Vice President,
Marketing
Technology, Mount
Sinai Health System



Matthew Pinzur,
Chief Marketing
& Growth Officer,
Jackson Health
System



Julie Spencer Washington,
Chief Marketing &
Communications Officer &
Chief Customer Experience
Officer,
Trinity Health

Wednesday, October 28 @ 11:45am

Disruptor or Enabler? *Epic Patient Engagement Tools and the MarTech Stack*

Sponsored by:

Moderator



Kelly Faley,
Principal, Kelly Faley
Consulting, Former
Chief Marketing Officer,
Sharp HealthCare



Sarah Ferguson,
Vice President,
Digital Patient
Experience



Brian Gresh,
Vice President,
Chief Marketing &
Communications
Officer, Community
Health Network



Victor Reiss,
Chief Communications
and Marketing Officer,
UNC Health



Orla Seidel,
Director, CRM & Digital
Marketing, Atlantic
Health

Hear Case Studies and Practical Tips!



THE TOPICS COVERED WERE ON POINT AND THOROUGHLY ANSWERED QUESTIONS.



Full Schedule Available
at www.HCIC.net

Learn Marketing “Best-Practices” at the

55+ Exciting Sessions This Year!

Gain valuable insights from case studies and real-world examples that showcase innovation and success at health systems. Absorb these success stories to build upon and understand the mistakes that can cause setbacks in your organization. Or, share your own expertise and contribute to the healthcare industry’s collective digital knowledge, ultimately better equipping you to lead your organization’s digital strategy.

1 Branding & Social Media Strategies

Sponsored by:

2 Consumer Engagement

Sponsored by:

3 Content & Conversion Strategies

Sponsored by: Coffey Communications

4 Digital Marketing & Advertising

Sponsored by:

5 Digital Strategic Planning

Sponsored by:

6 Advanced Strategies & Emerging Technologies

Sponsored by:

7 Tools, Technology & Analytics

Sponsored by: PIANO





3 Days of Educational Sessions!

Branding & Social Media Strategies

Sponsored by:

Monday

- Social That Sticks: Designing Healthcare Content People Remember and Trust
- One Post from Chaos: Optimizing Social Media in a Healthcare Crisis
- Answers 2.0: Evolving an Iconic Brand Platform for the Future

Tuesday

- An Internal Influence: How Employee Ambassadors are Paving the Way for Brands
- Crave. Convert. Care. The Performance Branding Model for Measurable Growth
- Letting Go of Perfect: Building an Authentic Voice in Healthcare Social Media

Wednesday

- Rebranding in Practice: Lessons in Brand Strategy, Messaging and Managing Change
- Branding and Launching A Genetic Testing Program

Consumer Engagement

Sponsored by:

Monday

- Beyond Brand: How Healthcare Marketing Teams Can Become the Connector of Patient Experience, Trust, and Safety
- From Click to Call to Care: How Marketing + Patient Acquisition Teams Use Pre-Call Signals and Quality Management to Improve Access to Care (Together)
- From Transactions to Transformation: Building the Proactive Digital Patient Experience

Tuesday

- Really Changing Your Loyal Patient Base: What Healthcare Can Learn from Airlines, CPG, and Retail
- From Podcast to Platform: How Kaiser Permanente Uses Physician-Led Video Podcasts to Drive Trust, Reach, and Measurable Digital Impact
- Integrated MarTech: Using EMR and CRM to Improve Population Health

Wednesday

- Trust, Transparency, and Patient Flow: The New CMO Imperative
- Shifting the Narrative: Building Provider Trust Through Comment Transparency



Reconciling meds

Content & Conversion Strategies

Digital Marketing & Advertising

Sponsored by: **COFFEY**
COMMUNICATIONS

Sponsored by:

Monday

- 200 Clinical Pages. One Custom GPT. Zero Compromise on Trust
- How Hyper-Local Content Turns Search into Patient Leads
- The Patient Journey in a ChatGPT Health World: Balancing Content Discovery with Trusted Validation

Tuesday

- Tiny Mics, Huge Impact: Novel Use of Video to Drive Internal Culture and Engagement
- The Role of Media Partnerships in an AI World: When Planning is Automated, What Still Wins in Healthcare Marketing?
- Designing Short-Form Campaigns That Actually Scale

Wednesday

- From Platform to Performance: Building BILH's Foundational Local SEO Engine
- Building Power Patients at Tampa General by Converting Access Chaos into Scheduled Care

Monday

- Bridging the Gap: Meaningful Patient Engagement for Annual Wellness Visits
- From ICD-10 to Action: How CRM-Driven Segmentation Fueled an End-of-Year Orthopedic Surge
- From Interest to Conversion: Turning 25% of Searches to High-Value Procedures with Epic-Integrated Ads

Tuesday

- The Backbone of Scalable Healthcare Marketing: Building the Operating Model That Makes Strategy and MarTech Work
- Influence Has No Age Limit: Reframing Influencer Marketing in Healthcare
- From Campaign Optimization to Litigation Exposure: How the Marketing Stack Became a Legal System

Wednesday

- The Future of Healthcare Discovery: SEO, GEO, and CRO in the Age of AI
- Beyond Direct Mail: Creating Seamless Patient Journeys Across Digital and Print Channels

See all the details and the speakers
at www.HCIC.net



Digital Strategic Planning

Sponsored by:

Monday

- Future-Proofing Cancer Care: UX, IA, and Content Strategy at Siteman Cancer Center
- 13 Regions, One Reputation: How Trinity Health is Scaling Governance, Insights, and AI Across a 92-Hospital System
- From Tension to Teamwork: Aligning Marketing, IT, and Technology Partners in Healthcare

Tuesday

- Designing What Happens Next: Solving the Hand-off Problem in Digital Healthcare
- From Metrics to Meaning: How Sutter Health Creates Decision-Ready Marketing Clarity for Executives and Boards
- Modern Search for Modern Healthcare: Improving Findability, Access, and Trust Across Digital Properties

Wednesday

- Rethinking the Digital Front Door in the Age of Generative AI
- 5 Keys to Building a Strong Partnership (or Trust) Across Marketing & Technology

Advanced Strategies & Emerging Technology

Sponsored by:

Monday

- The Myth of the Quick Win: How UNC Harnessed Innovation to Modernize Marketing
- From AI Anxiety to Brand Authority: Building a Trusted Foundation for Healthcare Visibility
- From Data Chaos to Patient Growth: The Connected Engine Behind Modern Healthcare Marketing

Tuesday

- From Access to Action: Turning Epic Into a Growth Engine for Healthcare Marketing
- When Directories Become Strategy: Building an AI-Driven Source of Truth for National Reputation
- Transforming Non-Clinical Workflows into Measurable Results

Wednesday

- Preparing Your CMS for AI: Architecture, Agents, and Search Intelligence
- The Patient Acquisition Problem Hiding in Your Search Bar

See all the details and the speakers at www.HCIC.net

Hear Case Studies and Practical Tips!

Inspiration | Innovation | Insights | Impact

Tools, Technology & Analytics

Sponsored by: **piano**

Monday

- A Beautiful Website Isn't Enough: How Riverview Health Built a Martech-Enabled Digital Front Door
- The Unglamorous Work Behind Easy Access
- One Strategy. Zero CRM. \$2.9M in Results: Turning Integrated Engagements into 1,600+ New Patients

Tuesday

- Authenticated User Analytics in Healthcare: A Case Study in Complaint Personalization Tracking
- From Siloed Metrics to Strategic Outcomes: How Health Systems Can Unlock Unified, HIPAA-Compliant Analytics Beyond Legacy Systems
- Change Isn't Coming ... It's Here! Creating Tomorrow's Website Today

Wednesday

- After the Merger: How Advocate Health Unifies Patient Access
- Building an AI-Enabled Marketing Department: The Ohio State Blueprint



Digital Marketing Webinars

Backstage Pass

Participate in the Backstage Pass Webinar Series

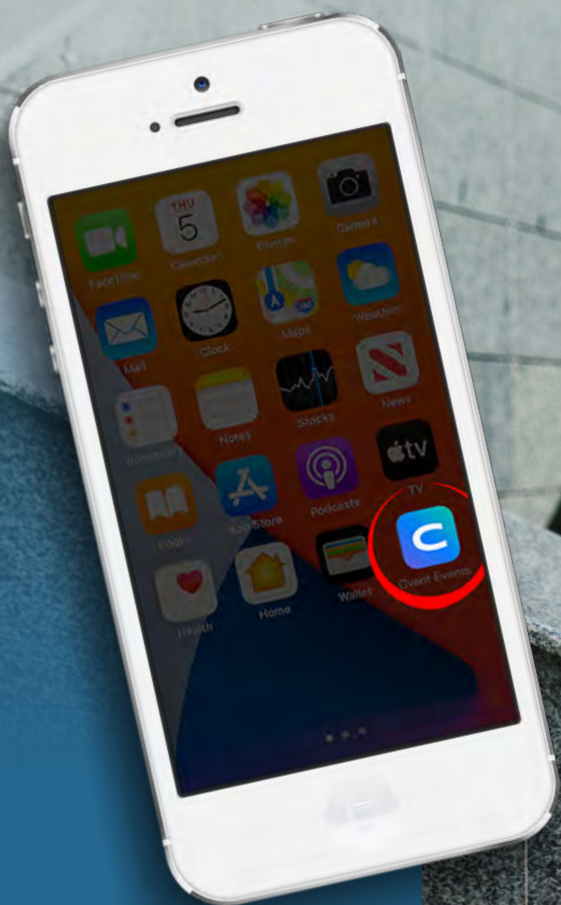
Backstage Pass is a webinar series that extends the education from the annual Healthcare Interactive Conference (HCIC) throughout the year.

Registrations are free and sponsorships are available. We are now scheduling webinars for 2026 and beyond.

For more information about attending or presenting, please visit www.hcic.net/backstage-pass



Stay Up-to-Date with the HCIC Mobile App



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With the **Cvent Attendee Hub Event App**, onsite and digital attendees can easily manage their schedules, access event content, stay updated, network, and engage with sessions and exhibitors before, during, and after HCIC.

Available for both
iOS and Android:



Cvent Instructions

Download Cvent Events from the Google Play Store or from the Apple App Store.

Search for the event. Search for **Healthcare Interactive Conference** and click on the download icon to download the event.

Enter your info. Enter your first name, last name, and email used for registration.

Verify your account. You will receive a six-digit code via email or text that you need to enter for authentication.

Desktop

For desktop or laptop access, go to <https://cvent.me/IAO2MB> and sign in with your first name, last name and email address you used for registration. You will receive a six-digit code via email or text that you need to enter for authentication.

NOTE:

You will be unable to participate in the community, view your personal schedule, access your profile for messages, etc. if you do not log in.

PLAN TO ATTEND MASTER CLASSES AND LEARNING LABS AT #HCIC26

For more information
please visit:
www.hcic.net/schedule

Master Classes
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Master Class Events

Sign up for a Monday morning Master Class. Each class offers an in-depth focus on current topics of interest. To include a Master Class in your HCIC experience, select one that you're interested in when you register at www.hcic.net. A fee of \$155 per class (\$125 if you register early) gets you access.

Monday, October 26, 2026

8:15 - 9:45am

- **Beyond Basic Schema: How JSON-LD Knowledge Graphs Are Winning the AI Search Revolution in Healthcare**
- **Move Fast and Break Nothing: The Operational Playbook for AI-Empowered Marketing**
- **Clarity Converts: Using Behavioral Targeting to Remove Barriers to Conversion**
- **Transforming Your Content as a Data Layer: Using GEO, Schema, and Editorial Content to Win the Search Game**
- **What It Really Takes: Building a Best-in-Class Health System Digital Experience**
- **Using AI to Enhance Lean Teams**

Learning Labs

Follow the Master Classes on Monday morning with hands-on, practical sessions designed to help you get real value, fast. Led by industry vendors, these 75 minute labs go beyond presentations and offer actionable insights, expert guidance, and interactive walkthroughs of tools and technologies shaping healthcare marketing. Learning Labs are a focused, high-impact way to start your conference experience.



Recorded Sessions This Year!

NEW!



AI Think Tank 2026

A HEALTHCARE INTENSIVE

Access Exclusive Content Anytime, Anywhere!

Greystone.Net is proud to offer recordings of the concurrent sessions to attendees at no additional cost and to non-attendees for a fee.

The HCIC Recorded Track is an invaluable resource tailored exclusively for HCIC attendees like you. Delve into a wealth of knowledge and expertise presented by industry leaders, accessible online throughout and after the conference.

One of the greatest advantages of the HCIC Recorded Track is its flexibility. Whether you want to revisit a captivating session or catch up on presentations you missed at HCIC, the power is in your hands. Access the content whenever it suits you, allowing for personalized learning and exploration.

All attendees will receive an email after the conference with access instructions. Non-attendees may secure access for a fee.

The AI Think Tank: A Healthcare Intensive is a post-conference experience designed for healthcare leaders looking to understand what's next in artificial intelligence.

Focused on helping healthcare marketers work smarter, these sessions explore how AI blends strategy with intelligence, automation with governance, and turns insight into innovation. Attendees will dive into real-world applications and best practices shaping the practical adoption of AI, especially generative AI, across healthcare organizations.

Schedule

Grab a box lunch and a seat	12:45pm
Introduction and Welcome	1:00-1:10pm
AI Overview and Trends	1:10-1:30pm
Session 1	1:30-1:55pm
Session 2	2:00-2:25pm
Break	2:30-2:45pm
Session 3	2:45-3:10pm
Session 4	3:15-3:40pm
Break	3:45-3:55pm
Speaker Panel Q&A	3:55-4:15pm
Audience Q&A	4:15-4:45pm
Wrap up and plan for Feb 2027	4:45-5:00pm

Check back in June for more details on the AI Think Tank's sessions.



80%

of provider attendees last year found the roundtable discussions valuable!

Roundtable Discussions and Luncheon

Tuesday October 27th • 12:20am - 1:30pm

During this Tuesday lunch, you will be able to choose a table with a topic of interest to you and have robust conversation about it with your colleagues.

More information on the topics will available in HCIC mobile app.

Dedicated time in the Exhibit Hall allows you to interact with leading consultants and vendors.

Exhibit Hall Sessions:

- Opening reception, Monday at 5:40pm
- Tuesday morning at 9:15am
- Tuesday afternoon at 2:30pm
- Reception Tuesday at 4:40pm
- Wednesday, Brunch at 9:05am



HCIC Schedule

Sunday, October 25

Registration Open	3:30pm
Cocktail Party & Awards Program	5:30 - 8:15pm

Monday, October 26

Registration Open	7:00am - 5:30pm
Master Classes (5)	8:15am
Learning Labs	10:00am
New Attendee Welcome Reception	11:30am
Welcome and Introduction by Greystone.Net	12:45pm
General Session with Pamela Landis	1:00pm
Concurrent Sessions	2:00pm
Concurrent Sessions	3:00pm
Concurrent Sessions	3:55pm
Mainstage Panel Discussion	4:45pm
Opening Reception in the Exhibit Hall	5:40pm

Tuesday, October 27

Registration Open	7:00am - 5:30pm
Sunrise Breakfast	7:45am
Welcome and Opening Comments	8:00am
General Session with Rich Braken	8:15am
Break in the Exhibit Hall	9:30am
Concurrent Sessions	10:30am
Concurrent Sessions	11:30pm
Roundtable Networking Luncheon	12:20pm
Concurrent Sessions	1:45pm
Break in the Exhibit Hall	2:30pm
Mainstage Panel Discussion	3:35pm
Reception in the Exhibit Hall	4:00pm

Wednesday, October 28

Registration Open	7:00am - 11:45am
Welcome and Opening Comments	8:00am
General Session with Jake Poore	8:15am
Brunch & Final Break in the Exhibit Hall	9:05am
Concurrent Sessions	10:00am
Concurrent Sessions	10:55am
Mainstage Panel Discussion	11:45am
Conference Adjourns	12:30pm
AI ThinkTank: A Healthcare Interactive	12:45 - 5:00pm



30th YEAR ANNIVERSARY

Celebration!

To celebrate 30 years of HCIC, we're turning the entire conference into a series of unforgettable moments.

Throughout the week, attendees will discover little nuggets of fun – from surprise giveaways and spontaneous celebrations to music-filled receptions and interactive games to keep the energy high. Expect the unexpected, with surprises in general sessions, celebratory toasts, and raffles designed to keep the excitement going and give you even more to smile about.

Awards Ceremony & Cocktails

Sunday October 25th

Be present for the announcement and recognition of the 2026 eHealthcare Leadership Awards winners, see the induction of the 2026 class into the Healthcare Internet Hall of Fame and learn the recipient of the 2026 John A. Eudes Vision & Leadership Award.

It will be a fun and entertaining way to ease into the conference, connect with old friends and make new ones all while seeing who is transforming healthcare marketing and who are setting the benchmarks for excellence.

Enjoy drinks and a light dinner on us as we kick off HCIC 2026 with our friends and colleagues in a relaxed fun way!

This pre-awards cocktail party on Sunday night promises to be a blend of networking and celebration, creating an environment where accomplishments are acknowledged, and collaborative opportunities abound,

Be a part of this exclusive gathering and elevate your evening with both meaningful connections and the recognition of industry excellence.

Enjoy curated refreshments and anticipate the unveiling of excellence as we pave the way for a memorable Awards Ceremony.



A special event showcasing the following award ceremonies:

eHealthcare
LEADERSHIP AWARDS



 HEALTHCARE INTERNET
HALL OF FAME
Honoring Innovation
Preserving history.



Thanks to all our 2026 sponsors!

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OMNI ORLANDO CHAMPIONSGATE RESORT HOTEL

Omni Orlando Resort at ChampionsGate offers a luxurious retreat just minutes from Central Florida's top attractions. Nestled amid rolling fairways and lush, tropical landscaping, the resort features a sophisticated blend of modern elegance and Southern charm. Guests enjoy spacious, beautifully appointed guest rooms and suites, many with private balconies overlooking the championship golf courses. Amenities include multiple resort-style pools with lazy rivers, splash zones for kids and adults, and a world-class spa and fitness center—all designed to provide both relaxation and recreation on the property.

Beyond the resort's comforts, Omni Orlando is perfectly positioned to enjoy Orlando's entertainment scene: a short drive to Walt Disney World, Universal Studios, and other attractions. ChampionsGate—known for its two Greg Norman—designed golf courses—adds a touch of sporting excellence for guests and families alike. Whether unwinding by candlelight in one of the resort's signature restaurants, celebrating an event in its expansive meeting and event spaces, or teeing off at dawn, Omni Orlando Resort strikes the perfect balance between upscale indulgence and boundless adventure.

**Reservations by phone: 1-800-THE-OMNI (800-843-6664)
or book online at: www.hcic.net/venue**

Please note: To receive discounted room rates, mention either the Healthcare Internet Conference or Healthcare Interactive Conference when booking, as we've recently updated our name. Discounted rooms are available until 9/28/26 or until the room block sells out. Don't delay. Book your room today!



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Don't Miss the Premier Conference
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