

2023 MHSCN FALL CONFERENCE

MISSION:CONNECT



Minnesota Health Strategy and
Communications Network

Fall Conference
October 30, 2023

Embassy Suites-Minneapolis
Airport

STRENGTHENING CONNECTIONS,
COMMUNICATION, and CULTURE.

- 7:00 - 8:30 a.m.** Registration, Breakfast, Connect with Exhibitors
- 8:30 a.m.** Welcome from MHSCN - *Nick Hanson, MHSCN Board President*
- 8:45 a.m.** **How to make ChatGPT work for you: *Lessons learned at Mayo Clinic.***
As an early adopter of ChatGPT and other generative AI tools, the Mayo Clinic Communications Department has taken an approach that empowers staff to experiment with generative AI within clear rules for engagement. This session will explore how the department navigated challenges and the steps it took to build a culture in which generative AI is used on a daily basis, with safe and responsible experimentation growing. Use cases will also be discussed that illustrate how ChatGPT and similar tools can make your life easier, elevate the quality of your work, and strengthen your role as a strategic advisor.
Presenter: Matt Russell, Senior Director, Communications, Mayo Clinic
- 9:45 a.m.** Break & Connect with Exhibitors
- 10:00 a.m.** **Beyond the memo: Next-gen tactics for internal communications.**
From SnapComms to Facebook, marketing and communications teams are increasingly looking to digital tools beyond email to engage with internal audiences. In this internal communications-focused discussion, panelists from large and small health systems will share their experiences and suggest new approaches to connecting with employees.
Panelists: Allie Hafner, Senior Communications Director, M Health Fairview; Stephanie Holden, Chief Experience Officer, River's Edge Hospital; and Blake Long, Vice President, Brand and Marketing, Allina Health
- 11:00 a.m.** **Policy and perceptions: The interplay of PR and government relations.**
In this insightful session, we'll explore what's possible when government relations and communications/PR teams collaborate to advance a common goal. Discover strategies to seamlessly merge policy advocacy with compelling narratives, ensuring impactful messaging that resonates with both policymakers and the public.
Panelists: Dan Endreson, Senior Director of Policy and Government Affairs, Minnesota Council of Health Plans; Jay McLaren, Vice President, Public Policy and Government Relations, Medica; Peter Glessing, Senior Director of Policy and Advocacy, Medical Alley; and James McClean, Director, Care Delivery Government Relations, HealthPartners

12:00 p.m.

MHSCN Awards of Excellence Presentation.

The MHSCN Awards of Excellence honor exceptional efforts in health care strategic planning, marketing, public relations and communications from the past year.

12:15 p.m.

Lunch & Connect with Exhibitors

1:15 p.m.

Diversity, equity and inclusion: From the newsroom to the front page.

This year’s esteemed media panel will delve into the topic of fostering diversity, equity and inclusion within newsrooms, emphasizing the critical role of representation and varied perspectives in shaping an accurate and inclusive media landscape.

Panelists: Samantha HoangLong, Audience Growth Manager; Sahan Journal and Sarah Thamer, Senior Reporter on Race, Class and Communities, MPR News; Heidi Wigdahl, Reporter, KARE 11

2:00 p.m.

Creating and sustaining high-performing cultures in a hybrid work environment.

Dr. Patrick Kneeland is VP of Medical Affairs at DispatchHealth where he leads AdvancedCare and Extended Care – service lines dedicated to bringing hospital and SNF-level care to patients’ homes. In addition to being a practicing hospital medicine physician, he is an experienced leadership coach, speaker, facilitator, system-designer and a zealous destroyer of all of those silos everyone always talks about. This session will explore ways to develop your team’s culture so it remains strong in our ever-changing remote environment.

Presenter: Patrick Kneeland, MD, VP of Medical Affairs for DispatchHealth

2:45 p.m.

Break & Connect with Exhibitors

3:00 p.m.

Unlocking the power of video: A strategic approach.

Do you feel pressure to create videos for the sake of creating videos? Are you wasting time and resources on videos that don’t ladder up to your brand strategy? Is your content team stretched too thin to take on “just one more thing”? It’s time to stop the madness and get smart about your video strategy.



In this session, you will learn how to:

- 1) Use video to create connections and build trust with an audience.
- 2) Build a holistic, omnichannel marcom plan around a single video story.
- 3) Maximize your video production budget and not let good video content go to waste.

Presenter: Lynn Melling, Co-owner of 515 Productions

3:45 p.m.

Closing Remarks – Christina Palladino, MHSCN President-Elect

<p>THANK YOU</p> <p><i>to our sponsors!</i></p>	<p>Platinum Exhibiting Sponsor</p> 	<p>Platinum Swag Sponsor</p> 	<p>Gold Conference Sponsor</p> 
	<p>Conference In-kind Sponsor</p> 	<p>Conference Sponsor</p> 	<p>Conference Sponsor</p> 

MISSION:CONNECT

STRENGTHENING CONNECTIONS,
COMMUNICATION, and CULTURE.



Minnesota Health Strategy and
Communications Network

Fall Conference
October 30, 2023

Embassy Suites-Minneapolis
Airport

Meet the Speakers



Matt Russell, Senior Director, Communications, Mayo Clinic

Matt Russell is a Senior Director in the Mayo Clinic Communications Department, advising senior leaders and overseeing a team dedicated to enterprise clinical practice communications. He is passionate about the possibilities of generative artificial intelligence for elevating the work of professional communicators. This year, he co-led a department work group that established guidelines, use cases, and training processes for ChatGPT and other generative AI tools.

A former senior reporter for the Rochester Post-Bulletin, Matt joined Mayo Clinic in 2012. His work has included serving as the communications lead for the \$3.76 billion Campaign for Mayo Clinic and leading Mayo Clinic's engagement with PBS for the premiere tour supporting the Ken Burns documentary "The Mayo Clinic."

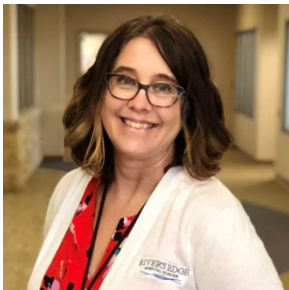
Matt holds a bachelor's degree in English from St. John's University in Collegeville, Minnesota. He is on track to complete his Master of Business Administration degree at Saint Mary's University of Minnesota in the spring of 2024.

Allie Hafner, Senior Communications Director, M Health Fairview



Allie Hafner is a Senior Communications Director at Fairview Health Services with over 10 years of experience in helping health care employees connect more authentically with their organization through communications. Specializing in strategic storytelling and change management, Allie uses these skills to cultivate organizational culture and guide employee experience. When she's not at work, Allie is doing homework for her Master's or raising two rambunctious boys (and an equally rambunctious dog) with her husband. You can catch her daydreaming about a full night's sleep, free time, vacations, and eating out.

Stephanie Holden, Chief Experience Officer, River's Edge Hospital



Stephanie Holden has been in the health care industry for 9 years working in marketing and communications. She also leads the patient experience program and strategic planning process for River's Edge Hospital. She began her marketing and communications career in 1998 after earning a Bachelor of Science Degree in English and Mass Communications from Mankato State University. Stephanie worked as a reporter, photographer, outside sales representative, and publisher of three local community newspapers prior to joining the leadership team at River's Edge Hospital.

In 2018 Stephanie earned a Master of Arts in Health and Human Services Administration from St. Mary's University of Minnesota, Twin Cities campus, and recently completed her Customer Experience Certificate studies from Minnesota State University, Mankato.

Stephanie lives in Mankato, MN with her husband, Derek and her children, Andrew, Kayla, and Nathan who are employed in their dream jobs and Erin who is a sophomore at the University of Wisconsin, Madison. In her free time, Stephanie enjoys the outdoors, biking, kayaking, and camping.



Blake Long, Vice President, Brand and Marketing, Allina Health

Blake Long is an innovative health care marketing and communications executive with deep experience in brand and service line marketing, digital marketing, CRM, analytics, crisis communications and proactive media strategies. Special interest in designing precision marketing programs to drive volume and high-margin services. Empathic, relationship-driven leader with deep commitment to building sophisticated teams with high emotional intelligence. A builder at heart with passion for building divisions from the ground up and developing leading edge marketing capabilities.



Dan Endreson, Senior Director of Policy and Government Affairs, Minnesota Council of Health Plans

Dan Endreson has led the policy and government affairs for the Minnesota Council of Health Plans since 2019. The Council represents the nonprofit health insurers in Minnesota – Blue Cross Blue Shield of Minnesota, HealthPartners, Medica, Sanford Health Plan, and UCare – whose mission is to get Minnesotans the affordable, equitable and quality-based care they need. Dan has experience working policy issues regarding insurance, pharmaceuticals, chronic disease, and human services and has worked in government affairs in Minnesota for 17 years. Dan has a policy degree from the Humphrey School of Public Affairs at the University of Minnesota and science degrees from Michigan Technological University and Creighton University.



Jay McLaren, Vice President, Public Policy and Government Relations, Medica

Jay McLaren has 23 years of experience in health care policy and federal and state government relations in Minnesota. For the last 15 years, McLaren has lobbied on behalf of Medica and he currently leads Medica’s regulatory and legislative affairs team. Prior to Medica, McLaren was a Government Affairs Manager at Schering-Plough Pharmaceutical and worked on health policy at the State of Minnesota in a variety of capacities. McLaren is a native of Iowa, and received his Bachelor of Science degree in Agricultural Business from Iowa State University. He lives in Shoreview, Minnesota with his wife and three sons.



Peter Glessing, Senior Director of Policy and Advocacy, Medical Alley

Peter Glessing is the Senior Director of Policy and Advocacy for Medical Alley. Peter started with Medical Alley in March of 2023. Prior to that, he worked as an associate at Lockridge Grindal Nauen (LGN), leading communication and legislative advocacy efforts for firm clients. Before joining LGN, Peter served in a variety of roles in the Minnesota House of Representatives, including as deputy communications director for the majority caucus. In this leadership role, he oversaw the communication department’s implementation of caucus media strategy on a diverse legislative agenda, served as a communications advisor for more than 70 state representatives, and was the communications director for the House majority leader. He is a graduate of the University of St. Thomas School of Law and The George Washington University.



James McClean, Director, Care Delivery Government Relations, HealthPartners

As director of government relations for care delivery at HealthPartners, James McClean serves as a strong and effective advocate for the health care provider and its patients at the Minnesota Capitol. He has helped ensure that Regions Hospital has the licensed beds it needs for its trauma center to handle widespread emergencies like flu pandemics and natural disasters. He led efforts to win government and community approval for HealthPartners to open a residential treatment services center in Maplewood for people with mental illnesses. Before joining HealthPartners in 2014, McClean was director of public affairs for the Saint Paul Area Chamber of Commerce for three years, after graduating from University of Minnesota Law School. In each of his professional tracks, he’s brought a passion for community and dignity for all Minnesotans.



Samantha HoangLong, Audience Growth Manager, Sahan Journal

Samantha HoangLong leads innovative digital strategies to expand the nonprofit newsroom’s reach to Minnesota’s diverse communities. Her work is dedicated to telling under-told stories in creative and accessible ways. A lifelong Minnesotan, she got her start as a news content editor at FOX 9 KMSP-TV after graduating from the University of St. Thomas in St. Paul in fall of 2020.



Sarah Thamer, Senior Reporter on Race, Class and Communities, MPR News

As a Palestinian-American journalist, Sarah is passionate about telling stories in underrepresented communities and using her platform to help inform the public and share new perspectives. Before joining MPR, she worked as a reporter and anchor at WKBT in La Crosse, Wis., then made her way to ABC-affiliate WISN in Milwaukee, where she worked as a reporter. She has covered a wide array of topics from the Milwaukee Bucks championship win, to uncovering illegal practices in Wisconsin’s foster care system. Sarah grew up in Richfield, Minn., and graduated from the University of Minnesota with a degree in broadcast journalism.



Heidi Wigdahl, Reporter, KARE 11

Heidi Wigdahl joined KARE 11 as a multimedia journalist in 2015. She started her career at KTTC in Rochester, Minnesota, before heading south to work at WBIR in Knoxville, Tennessee. Heidi has always been a solo video journalist and she enjoys every part of crafting a story. She has received four regional Emmys for Best Video Journalist. Her work has also been recognized by the Edward R. Murrow Awards, the National Press Photographers Association, the Midwest Broadcast Journalists Association’s Eric Severeid Awards and the East Tennessee Society of Professional Journalists. Heidi graduated from DePaul University where the College of Communication named her “Journalism Student of the Year.”



Patrick Kneeland, MD, VP of Medical Affairs for DispatchHealth

Dr. Patrick Kneeland is VP of Medical Affairs at DispatchHealth where he leads AdvancedCare and Extended Care – service lines dedicated to bringing hospital and SNF-level care to patients’ homes. In addition to being a practicing hospital medicine physician, he is an experienced leadership coach, speaker, facilitator, system-designer and a zealous destroyer of all of those silos everyone always talks about.



Lynn Melling, Co-owner of 515 Productions

Lynn Melling is an Emmy award-winning storyteller with diverse career experience as a broadcast journalist, a corporate communications manager, an account supervisor at a PR agency, and co-founder of an award-winning video production business, 515 Productions. In her role at 515, she is uniquely positioned to create compelling stories that promote business goals and has a proven track record of connecting dots across owned, earned, paid and social media to maximize content impact and investment. She is also the co-director of the Lake Superior documentary film, Freshwater, which was broadcast on Twin Cities Public Television in April. She lives in Golden Valley with her husband and business partner, Ian Planchon, and their two children.

THANK YOU
to our sponsors!

Platinum Exhibiting Sponsor



Conference In-kind Sponsor



Platinum Swag Sponsor



Conference Sponsor



Gold Conference Sponsor



Conference Sponsor

