



Minnesota Health Strategy and
Communications Network

Fall Conference

October 10, 2022

Hilton Rochester Mayo Clinic

AGENDA

- 7:30 a.m. - 8:15 a.m. Registration, Breakfast, Connect with Exhibitors
- 8:15 a.m. Welcome & Announcements
Cory Docken, MHSCN Board President
- 8:30 a.m. **Opening Keynote - Trans Forming Healthcare**
Jay Pryor, Jay Pryor Consulting

LGBTQ advocacy group GLAAD recently completed their annual Accelerating Acceptance report and found that 25% of respondents ages 18-34 identify as LGBTQ+. This is a notable increase from past generations. Gen Z and Millennials also reported that 13% identify as gender-nonconforming which is twice the number reported by Gen X. These numbers tell us that now more than ever it is important for health care organizations to commit to creating inclusive environments where all people are safe and respected.

In this keynote, Jay Pryor will share their journey of moving from being a butch lesbian to a transgender man to the non-binary human they identify as today. Jay's own journey as well as their 35+ years of LGBTQIA+ activism and advocacy have given them a unique insight into the world of healthcare and how that current system fails many humans, especially those who identify as queer in the world.

Jay will share their lived experience and give examples of other lived experiences of transgender and non-binary people in healthcare. Jay will also acknowledge technical best practices and give practical steps to create adaptive solutions that help transform the historically negative experiences of gender variant individuals that create barriers to healthcare access.



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9:30 a.m.

Bringing Humanity Back to Healthcare: Hear insights for providing physicians and nurses with the skills to bring joy and humanity back into their work, therefore elevating patient experience.

Presenter: Jennifer Krippner, Chief Experience Officer,
The Institute for Healthcare Excellence

9:55 a.m.

Break & Connect with Exhibitors

10:15 a.m.

Mayo Clinic's Approach to Social Unrest and Issues Management: Mayo Clinic Public Affairs uses quantitative tools for assessment of social unrest and reputational risk. For both, these tools to help staff remain focused on our mission, values and strategic priorities, and enhance our qualitative decision-making processes. In this presentation, learn first about Mayo Clinic's social unrest scorecard and how it continues to evolve to meet changing external dynamics and our organization's internal needs. Then, hear about other processes and templates Mayo Clinic uses for a consistent approach to issues management across all its sites and areas of expertise. The presentation will include examples of our responses to recent unrest and how we've managed issues that are applicable to others in the health care industry.

Presenters: Sunni Hemingsen and Ginger Plumbo, Mayo Clinic

11:00 a.m.

Working with Television Reporters: The Good, the Bad and the Ugly Deadlines:

In this presentation, Kent will take us behind the curtain of working in TV news, and share what PR professionals can do to enrich his storytelling.

Presenter: Kent Erdahl, Reporter, KARE11 News



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11:40 a.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.

12:00 p.m.

Lunch & Connect with Exhibitors

1:00 p.m.

Equity in Healthcare - Providing Patients with the Digital Skills Necessary to Access Healthcare:

Theresa and Katy will share their experience in advocating for digital skills to increase patient engagement and experience, as well as how health care institutions can partner with outside agencies to teach these skills to patients who need them. Digital literacy and digital equity are social determinants of health. Making sure we reach and teach those who do not know how to turn on a computer, search the internet, or use email, much less navigate a patient portal is essential to help insure parity in healthcare for all.

Presenters: Theresa Sladik and Katy Sullivan, Literacy Minnesota

1:45 p.m.

Storycentric Marketing - How to Unlock the Power of Your Story:

Those who work in the healthcare industry are saving lives every day, and each encounter that happens in healthcare organizations has a unique story. The human brain is wired for stories, however, most traditional marketing efforts focus on information and data - not storytelling.

If you want your organization to stand out as the trusted authority and industry thought leader, you need a strategic and unique PR and marketing approach.

Presenter: Kristi Piehl, CEO, Media Minefield



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2:30 p.m.

Break & Connect with Exhibitors

2:45 p.m.

Closing Keynote - The Death of Social Media:

Chris Boyer, Beth Israel Lahey Health

In this presentation Chris will share how the rise of the recommendation engines in social media is potentially hastening the end of social media as we know it - and drives the overwhelming need for hospitals and health systems to engage in social media advertising to stay relevant in the sea of social media content and change the way we do things permanently.

3:45 p.m.

Closing Remarks

Nick Hanson, MHSCN Board Vice-President

4:00 p.m.

Mayo Clinic Tour:

Join us for a tour of some of Mayo Clinic's downtown campus. We will go through the main atrium of the Gonda and Mayo buildings, stop at Heritage Hall for a brief history overview, and then head to the adjacent Plummer building for a peek at Mayo's TV studio, and possibly see some clinical areas along the way. Wear comfortable shoes and please plan on wearing a mask while on Mayo's campus.