

Chief Marketing Officer Forum

A Network for Chief Marketing Officers
from the Nation's Leading Health Systems

Unique Experiences with True Peers

Develop Deep Connections

- Intimate programming focused on exchange and building relationships
- In-person and virtual interactions through whole- and small-group discussions
- Environment for candid conversations not shared beyond the group

Address The Issues Most Relevant to You

- 100% peer-generated and member led content
- Focus areas include:
 - » Re-engaging the Consumer Post-COVID
 - » The New Health System Competitive Landscape
 - » Virtual Health Transformation and Implications for Chief Marketing Officers
 - » Consumer Engagement in 2021 and Beyond

Access to Unfiltered Insights from the Market

- Precise capture of insights across programs rapidly delivered to members
- Weekly digests curated with most pertinent information to give visibility into peer and member institutions

Let Your Guest Be Our Guest

- Spouses and partners are welcomed to join complimentary activities designed to foster personal relationships

How We Engage

Virtually

Facilitated, small group discussions with select industry and health system members focused on strategic priorities.

In-Person

Five-star retreat-style events featuring keynote speakers, facilitated breakout discussions, and informal engagement moments.

Participation Benefits



Exclusive peer network



Retreat-style meetings, virtual and in-person



Member-owned, front-of-room moments



Weekly LHS market insight digests



Amplification of resources contributed by members