

Healthcare Marketing Conferences in 2019

Healthcare marketers—do you want to expand your learning and get caught up on all of the latest strategies in healthcare marketing? If so, there are a number of healthcare marketing conferences held throughout the year that may be of interest to you.

We've compiled a list of the healthcare marketing conferences that are coming up through next year. If you're looking to learn more about healthcare marketing and connect with others in the industry, these conferences are worth checking out.

List updated as of May 2019—subject to change.

Health IT Marketing & PR Conference (HITMC)


 **APRIL 17-19, 2019 – BOSTON, MA**

This event focuses on marketing and PR in healthcare, including social media marketing, healthcare advertising, lead generation, event public relations, blogging, search engine optimization (SEO), and content marketing.

Learn More:

<http://www.healthitmarketingconference.com/>

8th Digital Marketing for Medical Devices West

 **APRIL 24-26, 2019 – SAN FRANCISCO, CA**

At this conference, professionals in the medical device industry will learn more about improving brand recognition and increasing sales among their target audiences.

Learn More:

<http://exlevents.com/digital-marketing-medical-devices-west/>

Healthcare Marketing and Physician Strategies Summit

 **MAY 21-23, 2019 – CHICAGO, IL**

This conference is hosted by the Forum for Healthcare Strategists and is designed for health executives in marketing, public relations, advertising, communication, and other executives involved in marketing strategy.

Learn More:

<https://www.healthcarestrategy.com/summit/>

North England Society for Healthcare Communications (NESHCo) Spring Conference

 **MAY 29-31, 2019 – PROVIDENCE, RI**

NESHCo is a professional society for those in healthcare communications, public relations, marketing, advertising, and public affairs. The organization's spring conference is one of the largest regional healthcare conferences.

Learn More:

<https://neshco.org/save-the-date-2019>

9th Digital Marketing for Medical Devices

 **AUGUST 5-7, 2019 – MINNEAPOLIS, MN**

At this sister conference to Digital Marketing for Medical Devices West, professionals in the medical device industry will learn more about digital marketing initiatives. Topics covered include changes in the medical device industry, engaging with potential customers, and overcoming challenges.

Learn More:

<http://exlevents.com/digital-marketing-medical-devices/>

National Conference on Health Communication, Marketing, and Media


 **AUGUST 13-15, 2019 – ATLANTA, GA**

This conference is hosted by the National Public Health Information Coalition (NPHIC). Topics may include social media, apps and digital tools, improving communication, mobile technology, research, and online strategy.

Learn More:

<https://www.cdc.gov/nchcmm/>

Society for Healthcare Strategy & Marketing Development (SHSMD) Connections

 **SEPTEMBER 8-11, 2019 – NASHVILLE, TN**

Topics discussed at this annual conference include marketing, digital engagement, analytics and research, public relations/communications, strategic planning, physician strategies, business development, customer experiences, and leadership development.

Learn More:

<http://www.shsmd.org/education/annualconference.shtml>

Medical Group Management Association (MGMA) Annual Conference


 **OCTOBER 13-16, 2019 – NEW ORLEANS, LA**

At the MGMA Annual Conference, medical practice management professionals can network, collaborate, and listen to expert speakers on topics ranging from patient engagement and satisfaction to technology and other concerns of running a practice.

Learn More:

<https://www.mgma.com/events/mgma19-annual-conference>

Illinois Society for Healthcare Marketing & Public Relations (ISHMPR) 2019 Fall Conference


 **OCTOBER 17-18, 2019 – GENEVA, IL**

This conference is open to members of the Illinois Society for Healthcare Marketing and Public Relations (ISHMPR). Speakers at this event will share their expertise, case studies, and industry best practices. This year's event is focused on Community Hospitals in Illinois.

Learn More:

<https://ishmpr.org/2019-fall-conference/>

Healthcare Internet Conference

 **NOVEMBER 4-6, 2019 – ORLANDO, FL**

This conference is for executives from hospitals, health systems, group practices, integrated networks, and health plans to learn about how other organizations are marketing themselves, discuss new technology, and get connected with marketing vendors.

Learn More:

<http://www.hcic.net/>

Modern Healthcare's Strategic Marketing Conference

 **NOVEMBER 5, 2019 – ST. LOUIS, MO**

This conference aims to bring together marketing and communications professionals, hospital executives, and thought leaders to share marketing and communications strategies. Topics include customer experience, data analytics, video and live streaming, content, and ROI.

Learn More:

<http://www.modernhealthcare.com/section/education-and-events>

Carolinas Healthcare Public Relations & Marketing Society (CHPRMS) Fall Conference

 **NOVEMBER 20-22, 2019 – ASHEVILLE, NC**

CHPRMS provides resources for members of healthcare organizations in North and South Carolina. At the fall conference, healthcare marketers can learn about the ever-changing world of healthcare marketing and get insights from leading experts.

Learn More:

<https://chprms.org/2019-fall-conference/>

The healthcare industry is constantly changing. In our Paradigm Shift of Healthcare podcast, we discuss how those changes are impacting health systems, insurance companies, technology companies, and patients.

You can find the Paradigm Shift of Healthcare on iTunes, Google Play, Spotify, and Alexa. We hope you'll tune in!



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