

# 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