

INNOVATION

SPRING CONFERENCE



Thu & Fri
April 25 – 26



Cyrus Hotel
920 S Kansas Ave
Topeka, KS



1:00pm – 1:00pm
A full day of
learning together



Usable Tools



Tested Strategies



Peer Connections

Join us at the KAHCC Spring Innovation Conference, where health care communicators and marketers gather to share cutting-edge strategies and insights to elevate your game. Whether you're a one-person show or part of a team, you'll learn from a series of interactive workshops and keynote sessions. Network with like-minded professionals as you unlock secrets to success in the ever-evolving world of health care marketing!

CYRUS HOTEL - RESERVE YOUR ROOM

Group Rates available April 24-26
\$149+tax/night | [Click here](#) or use group code HCCHCCC (1 king room) or HCCHCCE (2 queens room) to save when booking at cyrushotel.com.
To guarantee room & rate, [book by Wednesday, April 3](#)

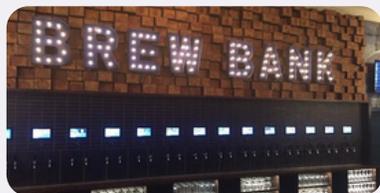


[Reserve Your Room](#)

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Thursday, April 25

- 9:30am – 11:30am KAHCC Board Meeting
(optional for KAHCC members)
- 12:30pm – 1:00pm Registration
- 1:00pm – 1:15pm Welcome
- 1:15pm – 2:15pm Small Shop. Big Results: Short Form Videos with Impact – Ed Pilolla, KU Rural Health Education & Services
- 2:15pm – 3:00pm Member Panel – Real Experiences: Using Data to Get Results
- 3:00pm – 3:15pm Travel to Capitol
- 3:15pm – 4:30pm Kansas Capitol & Dome Tour
- 4:30pm – 6:00pm Break & Travel to Dinner
- 6:00pm – 8:00pm KAHCC General Meeting & Dinner



Brew Bank
822 S Kansas Ave
[See the menu](#)

Friday, April 26

- 8:30am – 9:30am Breakfast Buffet
Grassroots Advocacy – Chad Austin, KHA President & CEO
- 9:30am – 10:30am Member Panel – Real Experiences: Marketing New Providers and Service Lines
- 10:30am – 10:45am Break
- 10:45am – 11:45am What to Say and How to Say It: Behavioral Economics & Health Communication – Dr Siyu Wang, Wichita State University
- 11:45am – 12:50pm Emerald Awards Presentation & Luncheon
Submit entries by 5:00pm, March 15
- 1:00pm Adjournment



the Emerald

Emerald Award Sponsor



Gold Sponsors



REGISTER

KAHCC Spring Conference Registration - 2024

Name _____ Title _____

Address _____ City _____ St _____ Zip _____

Organization _____ Email _____

Phone _____ Dietary Restrictions? Vegetarian Gluten Free Other _____

MARK YOUR PARTICIPATION: Capitol Dome Tour? Yes No Dinner at the Brew Bank? Yes No

FULL CONFERENCE: \$150 KAHCC Members _____ \$190 non-members _____ (includes KAHCC Membership)

SINGLE DAY: \$80 KAHCC Members _____ \$120 non-members _____ (includes KAHCC Membership)

Please mail this form and check payable to KAHCC to: Jan Fenwick, Kansas Hospital Association, 215 SE 8th Ave., Topeka, KS 66603.
Cancellation Policy: Registrations may be transferred to another individual at any time. No refunds will be made for cancellations received after April 15.





Ed Pilolla

KUMC, Rural Health Education and Services

Ed Pilolla is an enthusiastic professional with comprehensive experience executing robust marketing strategies and generating top-notch/engaging content to maximize brand awareness across a wide range of marketing channels. He has led successful advertising campaigns using effective search engine optimization (SEO) techniques and strong communication skills to captivate large-scale customers to accomplish short- and long-term corporate goals. He has a passion for using research, market trends, and digital marketing platforms to deliver dynamic, innovative, and lucrative product promotions.



Chad Austin

CEO, Kansas Hospital Association

Chad Austin has a heart committed to advocating for hospitals at both state and national levels. Throughout his 25 years with KHA, he has held responsibilities for managing the association's data-related activities, rural health and Critical Access Hospital issues, and the oversight of the Kansas Rural Health Options Project. Prior to becoming president and CEO in 2020, he was the primary government relations representative overseeing all state and federal advocacy initiatives for the association. He is also a member of the American College of Healthcare Executives and the Kansas Association of Health Care Executives.



Dr. Siyu Wang, Wichita State University

Associate Professor, Economics

Dr. Siyu Wang is a behavioral economist who strives to bridge the gap between academic theories and real-world challenges. Inspired by the groundbreaking work of Nobel laureate Vernon Smith in experimental economics, her research spans diverse areas such as business decision-making, information economics, managerial strategies, public policies, and environmental and energy economics. In addition to teaching and directing the Department of Economics graduate program, she serves as a research fellow at the Institute for the Study of Economic Growth, furthering her contribution to the field.



Member Panels

Learning from One Another

Some of the greatest inspirations come when communicators have the opportunity to do what they do best – talk to one another. Based on your recommendations, this year's conference offers audience-participation panel discussions on hot topics. Bring your ideas as we spend time together discovering what is and isn't working on the frontline. Want to be part of the panel? Contact Shelby Stacy at [sstacy@kha-net.org](mailto:ssstacy@kha-net.org) by Friday, March 8.