



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.



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Meet the Speakers



Jay Pryor

Nothing is more powerful than leading by example, and Jay Pryor is a living example of the power of possibility in transforming your life. Born female, Jay transitioned to male after 35 years of living life as a woman. Living as a gender non-conforming person grants them truly unique insight into how differently women experience the world versus men, the challenges that the LGBTQ+ community face daily and how those challenges translate to the workforce.

Jay is a speaker, executive coach and facilitator of corporate trainings and workshops around the world. They are a transgender and gender non-conforming advocate and educator for inclusivity and gender consciousness. They also served as the co-host of Doing the Work with Jay and Becca, a weekly podcast devoted to awakening people to their own power to transform their lives. Jay is the author of the acclaimed book, “Lean Inside: 7 Steps to Personal Power: A Practical Guide to Transformation for Women.” Jay lives with their wife Jessica and their two children in Lawrence, Kansas.



Jennifer Krippner

Jennifer Krippner is passionate about transforming culture in the workplace, positively impacting the human experience, and advocating for connecting things, concepts and people—seen and unseen. She holds a B.A. in Communications and Liberal Studies and has over 27 years of healthcare experience as a leader working with organizations such as M Health Fairview and Maple Grove Hospital. She is the Chief Experience Officer at the Institute for Healthcare Excellence where she has transformed healthcare systems at organizations like Parkview Health, Rady Children’s Hospital, University of Colorado Health, Navy Medicine, WakeMed Health & Hospitals and many more.

Jennifer partners to create a culture of excellence promoting optimal clinical outcomes, safety, efficiency, teamwork, and experience for patients/families and restoring joy while achieving peak performance for physicians, nurses, and the entire caregiver team.



Sunni Hemingsen

Sunni Hemingsen is a communications manager at Mayo Clinic, responsible for reputation management and crisis communications. In this role, Sunni partners with internal leaders in legal, risk management, security and other areas to develop and implement strategies that protect the institution's reputation and minimize disruptions to business operations. Ms. Hemingsen joined Mayo Clinic and the Public Affairs team in November 2015, having gained experience in health care communications through her leadership on marketing/communications teams at a non-profit health-care system serving the southwest metro region of the Twin Cities and a physician-owned practice in Utah's Salt Lake City area. She holds a Master of Science in Health Care Communication from the University of St. Thomas, and a Bachelor of Arts degree in Speech Communication and Creative Writing from Southwest Minnesota State University in Marshall, Minn.



Ginger Plumbo

Ginger Plumbo is a communications manager at Mayo Clinic, a top-ranked nonprofit organization committed to clinical practice, education and research, with locations in Rochester, Minnesota; Jacksonville, Florida; and Scottsdale/Phoenix, Arizona. She leads communications and media relations efforts for Mayo Clinic's transplant practice, and manages the team responsible for media relations in Minnesota. Her role also involves issues management and crisis communications efforts, as well as documentary projects at Mayo Clinic.

Ginger holds a Master of Arts in mass communications from North Dakota State University, with an emphasis on issues management and crisis communications, and a Bachelor of Arts in public relations from the University of North Dakota. She has nearly 30 years of experience in communications and public relations, mostly for non-profit and healthcare organizations. Ginger lives in Rochester, Minnesota with her two school-aged daughters, Lexi the goldendoodle, and Sadie the yellow lab.



Kent Erdahl

Kent joined KARE 11 in August of 2016. He is a Minnesota native who spent 11 years reporting across the country for KSFY in Sioux Falls, WXIN in Indianapolis and KDVR in Denver. He is thrilled to return home to continue an award-winning career that includes multiple Emmys and a regional Edward R Murrow award for feature reporting.

Kent frequently reports on health care topics of the day – from the latest with COVID to the impact of the nurse's strike across the state – but he thrives on sharing the many ways that Minnesotans navigate notable health situations, and how they are impacted by the care they receive.



Theresa Sladek

Theresa Sladek, MA, is the Strategic Partnerships and Northstar Business Manager at Literacy Minnesota and works with organizations, cities, and statewide systems to ascertain and implement their digital literacy assessment and instructional needs. She is the point person for Northstar's digital health literacy arm as well, and speaks at conferences, in podcasts, and contributes to blogs about this important work. Theresa is also involved in training organizations around best practices in digital navigation, and works with Literacy Minnesota's national Open Door Collective program on poverty reduction through literacy and is on Literacy Minnesota's DEI Governance Committee. Prior to this work, she developed statewide training on Navigation related to helping adult educational persistence and taught ESL and GED classes. Theresa has a BS in Biology from Lewis and Clark College and a MA in Counseling Psychology from the University of St. Thomas. She worked as a counselor, project manager and corporate trainer before joining the field of education.



Katy Sullivan

Katy Sullivan is principal and founder at Substance & Sums Communications and an active volunteer with Literacy Minnesota. She has more than two decades of diverse functional and industry experience with demonstrated success in developing communications, thought leadership, and change management plans; community outreach strategies, employee communications, content management, media relations, issues management and crisis management. An appreciation for the combined power of words and numbers to tell high impact stories about organizations and individuals led to the creation of Substance & Sums. Katy has a degree in finance from the University of Wisconsin-Madison and an MBA from the Carlson School of Management at the University of Minnesota. She is also the vice president of professional development for IABC (International Association of Business Communicators) Minnesota chapter.



Kristi Piehl

Kristi launched Media Minefield in 2010 following a 12-year career as an Emmy Award-winning television news reporter. Media Minefield is a one-of-a-kind, full-service public relations agency with a Storycentric Marketing approach specializing in earned media, social media, digital advertising and crisis communication. Kristi has been named one of Minnesota's 500 Most Powerful Business Leaders three years in a row. Under Kristi's leadership, Media Minefield was named a Best Place to Work by the Minneapolis-St. Paul Business Journal, one of the fastest-growing private companies in Minneapolis and became Great Place to Work Certified™. Additionally, for the third time in four years, Media Minefield landed on the 2021 Inc. 5000 list of America's fastest-growing private companies.



Chris Boyer

Chris Boyer is a digital strategist and digital patient experience expert. For more than a decade, he has worked with numerous health systems, academic medical centers and physician practices developing digital teams and strategies to support marketing, communications and operational efforts.

Chris has direct experience working within major health systems/AMC's, including Inova Health (Washington, DC), Northwell Health (New York, NY) and University of Minnesota Health (Minneapolis, MN), leading digital teams as part of larger, integrated branding, marketing and communication departments. He also has provided outside consulting support for numerous health systems across the country.

In addition to his work within health systems, Chris is a platinum and founding member of the Mayo Clinic Social Media Network, an international consortium developing social media best-practices for the healthcare industry. He is co-host of the touch point podcast, a weekly program dedicated to sharing the latest news and advancements in digital healthcare strategies. In 2018, Chris was inducted to the Healthcare Internet Hall of Fame as Most Innovative Individual.