

Annual Report



MINNESOTA HEALTH STRATEGY
and COMMUNICATIONS NETWORK

MHSCN pivoted to offering virtual education and networking events in 2021 to meet members' needs for education and connection. In October, the COVID-19 situation in Minnesota allowed us to host our first in-person conference in nearly two years, which incorporated stringent safety measures. The following is an overview of how we served members and guests this year.

VIRTUAL EDUCATION SERIES



Emerging from the Pandemic

Feb. 25 – 38 attendees

Presentations by Andrea Ahneman, assistant public information officer for COVID-19 response, Minnesota Department of Health, and Adam Strupp, director of RCM and digital solutions, Professional Office Services, Inc., on Minnesota's steps to combat COVID-19 and how to plan for emerging from the pandemic.

Prioritizing Inclusion and Diversity in Your Communications and Marketing Strategy

June 24 – 54 attendees

Presentation by Tammy Sinkfield-Morey, DNP, MAN, RN, PHN, CRRN, nursing supervisor and diversity advocate, Gillette Children's Specialty Healthcare, on how communicators and marketers must be aware of biases, overtly incorporate inclusion into communications and actively view messages through diverse lenses.

MEMBER CONNECT VIRTUAL MEET-UPS



Hitting the Wall: How to Navigate through COVID Burnout

April 22 – 26 attendees

Presentation by Tyler Arvig, PsyD, LP, R3 Continuum associate medical director, on strategies and solutions for COVID burnout, followed by networking and breakout sessions.

Sensitivity Review for Health Care Content

Aug. 26 – 22 attendees

Presentation by Lexington Writing Firm on how sensitivity review can support more inclusive and trust-inspiring content, followed by networking and breakout sessions.

2021 FALL CONFERENCE

EVOLUTION 2021

The Transformation of Healthcare Marketing and Communications

Oct. 29 – Over 70 in-person and virtual attendees

Over the last two years, the health care sector has experienced immense change and disruption. MHSCN's 2021 fall conference explored the evolution and transformation of health care marketing and communications with presentations including:

- **The End of the Runway: Consumerism, COVID-19 and the Coming Decade**
Chris Bevolo, executive vice president, chief brand officer, ReviveHealth
- **Covering COVID-19 from the Front Lines**
Jeremy Olson, healthcare reporter, Star Tribune
- **The State of Mental Health of Healthcare Systems and National Trends**
Liz Ferron, MSW, LICSW, physician practice lead, VITAL WorkLife
- **Dismantling Systems of Harm: Racial Trauma in Healthcare**
Dr. Asfia Qadir, clinical director, PrairieCare Maplewood
- **Holistic Digital: A New Approach to Driving Results**
Cory Docken, vice president, digital strategy, O8
- **Maximizing Media Interviews in Good Times and Bad**
Liz Miklya, senior vice president, corporate issues, Weber Shandwick

Many thanks to our sponsors:

- Conference sponsors: [Bellmont Partners](#), [Curious](#), [Hailey Sault](#), [O8](#)
- Preconference social host: [Gamut One Studios](#)
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MHSCN AWARDS OF EXCELLENCE



Presented Oct. 29 – 25 nominees in 5 categories

Best in Communications

1. M Health Fairview, "COVID-19 Operations Update"
2. Gillette Children's Specialty Healthcare, "Delivering Fun to Gillette Children's Pediatric Patients Virtually During COVID-19"
3. M Health Fairview, "Single EHR: The Path to Epic Consolidation"

Best in Public Relations

1. M Health Fairview, "Bethesda: 100 History-Making Days at Minnesota's First and Only Dedicated COVID-19 Hospital"
2. Minnesota Council of Health Plans, "What it Means to Be a Nonprofit Health Plan (Putting Health & Communities First)"
3. (tie) M Health Fairview, "PR Strategy for Minnesota's First EmPATH Unit," and Blue Cross and Blue Shield of Minnesota, MDH, Metro Transit and Metropolitan Council, "COVID-19 Mobile Vaccination Bus Initiative"

Best in Marketing

1. Gillette Children's Specialty Healthcare and Attane, "Is the Shape of My Baby's Head Okay?"
2. VITAL WorkLife, "Peer Coaching"
3. Hennepin Healthcare, "Pediatric Trauma Campaign"

MHSCN Professional of the Year

- Aimee Jordan, M Health Fairview

MHSCN Rising Star

Jill Fischer, M Health Fairview