



MediaPost Marketing Health Conference | Untapped Opportunity or Third Rail? Mastering the Social Healthcare Experience

Gary Kibel, Davis+Gilbert Privacy + Data Security partner, and his co-presenters Katryn Geane, Director of Client Services at Situation, and Susan Waldman, Chief Marketing Officer at Meals on Wheels, will speak during a session titled "Untapped Opportunity or Third Rail? Mastering the Social Healthcare Experience" at the MediaPost Marketing Health Conference to be held in New York on September 27.

Session Overview

While some healthcare companies are leveraging the advertising capabilities of social platforms, most hospitals, insurers and pharma understand that this is a channel for deepening relationships and enriching patient experience. But ultimately how are these efforts being mapped against brand goals and ROI? How are healthcare brands organizing their efforts around social internally, managing content and feedback? And how are these brands navigating the social hazards of privacy, misinformation, anger?

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Related People

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