



PROUDLY PRESENTS

HEAD *in the* CLOUDS FEET ON THE GROUND



**MENTAL HEALTH
MARKETING CONFERENCE**

OCT 1-3, 2024 | FRANKLIN, TN



DAY 1: TUESDAY, OCTOBER 1, 2024

ESPECIALLY RELEVANT FOR:



ALL ATTENDEES



CLINICIANS



EXECUTIVES



MARKETERS



OUTREACH + BD



TECH TALKS

| | | |
|----------------|----------------------|---|
| 9:00 - 9:20A | Liberty Hall Main | WELCOME + OPENING REMARKS |
| 9:20 - 10:00A | Liberty Hall Main | OPENING KEYNOTE |
| 10:00 - 10:40A | Liberty Hall Main | AUTHENTIC STORYTELLING FOR SOCIAL IMPACT |
| | Harbor + Union Stage | PANEL: AI + MARKETING |
| 10:50 - 11:20A | Liberty Hall Main | WHY MARKETING & OPS SYNERGY IS VITAL FOR DATA-DRIVEN MARKETING |
| | Harbor + Union Stage | PRIVATE PRACTICES' IMPOSSIBLE CHOICE: MARKETING VERSUS OPERATIONS - WHO GETS YOUR LAST DOLLAR? |
| | Mezzanine Room | ADVANCED TARGETING FOR MENTAL HEALTH MARKETERS |
| 11:30 - 12:00P | Liberty Hall Main | THE MARKETING MIX OF THE FUTURE: RESHAPING THE 4P'S OF MENTAL HEALTH |
| | Mezzanine Room | NAVIGATING THE FUTURE: EMPOWERING BD PROFESSIONALS IN THE BEHAVIORAL HEALTH LANDSCAPE WITH THE WAYFINDER COURSE |
| | Harbor + Union Stage | BECOMING THE MAYO CLINIC OF BEHAVIORAL HEALTH IN YOUR COMMUNITY |
| 12:00 - 1:30P | | LUNCH BREAK |
| 1:30 - 2:00P | Liberty Hall Main | THE CURRENT STATE OF MENTAL HEALTH M&A AND HOW MARKETING CAN IMPACT |
| | Harbor + Union Stage | FROM SEARCH TO SUPPORT: CONTENT STRATEGIES FOR BEHAVIORAL HEALTH SERVICES |
| 2:10 - 2:40P | Liberty Hall Main | MENTAL HEALTH MARKETING INDUSTRY RESEARCH |
| | Harbor + Union Stage | ENGAGING YOUR CLINICAL STAFF: INTEGRATING EXPERTISE INTO YOUR MENTAL HEALTH CONTENT MARKETING STRATEGY |
| 2:50 - 3:20P | Liberty Hall Main | I AM NOT YOUR POSTER CHILD: AVOIDING "INSPIRATION PORN" IN MENTAL HEALTH MARKETING |
| | Harbor + Union Stage | INTERNAL COMMUNICATIONS + CULTURE |
| 3:20 - 4:20P | | AFTERNOON RECHARGE + EXHIBITOR HOUR |
| 4:20 - 5:00P | Liberty Hall Main | STATE OF BEHAVIORAL HEALTH MARKETING: CHALLENGES AND OPPORTUNITIES FOR SUCCESS |
| | Mezzanine Room | MARKETING CAN FIX IT |
| | Harbor + Union Stage | PANEL: SEO |
| 5:10 - 5:40P | Liberty Hall Main | PANEL: CONTENT MARKETING |
| | Harbor + Union Stage | FOUR VITAL OPTIMIZATIONS REQUIRED FOR DIGITAL MARKETING SUCCESS |
| 5:50 - 6:20P | Liberty Hall Main | NEURODIVERGENT ENTREPRENEURSHIP: EMBRACING OUR NEUROTYPES |
| | Harbor + Union Stage | THE INSTAGRAM ROADMAP: ELEVATE MENTAL WELLNESS & EXPAND YOUR PRACTICE |
| 6:20 - 7:40P | Exhibitor Hall | OPENING NIGHT RECEPTION: TACO NIGHT |



DAY 2: WEDNESDAY, OCTOBER 2, 2024

ESPECIALLY RELEVANT FOR:



ALL ATTENDEES



CLINICIANS



EXECUTIVES



MARKETERS



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TECH TALKS

| | | |
|----------------|---------------------------|---|
| 6:45 - 8:45A | Parking Lot | HOT AIR BALLOON RIDES, WEATHER PERMITTING |
| 9:00 - 9:40A | Liberty Hall Main | PANEL: BUILDING THE BEST MENTAL HEALTH MARKETING PATIENT JOURNEY |
| | Mezzanine Room | ARTIST-IN-RESIDENCE PANEL |
| | Harbor + Union Stage | THE THOUGHT LEADER PLAYBOOK FOR LINKEDIN |
| 9:50 - 10:30A | Harbor + Union Conf. Room | PANEL: TO NICHE OR NOT TO NICHE YOUR PRACTICE |
| | Liberty Hall Main | PANEL: PR + EARNED MEDIA |
| | Mezzanine Room | BUILD YOUR MENTAL HEALTH COMMUNITY WITH MATCHED AUDIENCE ADVERTISING |
| | Harbor + Union Stage | INTERPERSONAL BRANDING: MARKETING FOR BETTER CLINICAL OUTCOMES |
| 10:50 - 11:30A | Harbor + Union Conf. Room | HOW STELLAR MULTI-BRAND WEBSITE INFRASTRUCTURE MAKES ALL THE OTHER MARKETING EASIER |
| | Liberty Hall Main | BRANDING FROM THE HEART: A CONVERSATION WITH LESC'S CEO, VALERIE WALTERS |
| | Mezzanine Room | PANEL: CAREER AND PERSONAL BURNOUT |
| | Harbor + Union Stage | THE SKILLSET OF SELF-LOVE: HOW TO LAUNCH YOUR CAREER FORWARD WITH CONFIDENCE |
| 11:40 - 12:20P | Harbor + Union Conf. Room | RELATIONAL MARKETING FOR MENTAL HEALTH |
| | Liberty Hall Main | EMAIL MARKETING IN MENTAL HEALTH THAT DOESN'T SUCK |
| | Mezzanine Room | CLINICIAN AND PATIENT STORIES TO ADVOCATE AND BUILD A BRAND WITH MEANING |
| 12:20 - 1:50P | Harbor + Union Stage | PANEL: SELLING YOUR PRACTICE |
| | Harbor + Union Conf. Room | PANEL: RECRUITMENT + RETENTION PANEL |
| | Mezzanine Room | LUNCH BREAK |
| 1:50 - 2:20P | Harbor + Union Conf. Room | MOVING FROM "HEAD IN THE CLOUDS" IDEAS TO "FEET ON THE GROUND" EXECUTION |
| | Harbor + Union Conf. Room | EXECUTIVE WORKSHOP IN CRISIS COMMUNICATIONS |
| 1:50 - 2:30P | Liberty Hall Main | ARE VIDEO PODCASTS THE NEXT BIG THING? |
| | Harbor + Union Stage | HOW DATA-SUPPORTED MARKETING HELPED PATIENT RECOVERY OUTCOMES |
| 2:40 - 3:20P | Liberty Hall Main | PANEL: HIPAA, COMPLIANCE & ETHICS |
| | Mezzanine Room | CREATING SUSTAINABLE CULTURES OF CARE: A TRAUMA-INFORMED APPROACH TO MENTAL HEALTH MARKETING |
| | Harbor + Union Stage | ARTFUL IMPACT: CREATING VIDEOS THAT RESONATE AND ELEVATE |
| | Harbor + Union Conf. Room | SMALL TOWN TO BIG CITY: MARKETING STRATEGIES TO SUPPORT DIVERSE COMMUNITIES |
| 3:20 - 4:10P | | EXHIBITOR HALL OPEN |
| 4:10 - 4:40P | Liberty Hall Main | INNOVATIVE PATIENT OUTREACH: HUBSPOT'S MARKETING SOLUTIONS FOR MENTAL HEALTH AWARENESS |
| | Harbor + Union Stage | ONLINE REVIEWS: ATTRACTING CLIENTS USING SOCIAL PROOF |
| | Harbor + Union Conf. Room | BEHAVIORAL HEALTH STRATEGIC GROWTH AND BUSINESS DEVELOPMENT: DEVELOPING AND NURTURING SUSTAINABLE ORGANIZATIONS |
| 4:50 - 5:30P | Liberty Hall Main | LITERALLY INCAPABLE OF SMALL TALK: LEVERAGING YOUR AUTHENTIC VOICE AS A LEADER AND CLINICIAN |
| | Harbor + Union Stage | STRATEGIC TEXTING: MAXIMIZING GROWTH OPPORTUNITIES FOR HEALTH ORGANIZATIONS WITH TWO-WAY COMMUNICATION |
| | Harbor + Union Conf. Room | GREENLIGHTS FOR GROWTH! |
| 5:40 - 6:20P | Liberty Hall Main | PANEL: REFERRALS + NETWORKING |
| | Harbor + Union Stage | LEVERAGING YOUR CLINICAL SKILLS (OR CLINICAL DIRECTOR) TO DEEPEN YOUR SALES FUNNEL AND CLOSE DEALS |
| | Harbor + Union Conf. Room | FIRESIDE CHAT: PSYCHEDELICS |



DAY 3: THURSDAY, OCTOBER 3, 2024

ESPECIALLY RELEVANT FOR:



ALL ATTENDEES



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OUTREACH + BD



TECH TALKS

6:45 - 8:45A

Parking Lot

HOT AIR BALLOON RIDES, WEATHER PERMITTING

9:00 - 9:40A

Liberty Hall Main

OPENING SESSION: THURSDAY IS THE NEW FRIDAY

9:50 - 10:30A

Liberty Hall Main

USING TECHNOLOGY TO IMPROVE PATIENT-CENTRICITY IN BEHAVIORAL HEALTHCARE

Mezzanine Room

PRODUCTIZE OR PERISH: THE PROFITABILITY MANDATE FOR BEHAVIORAL HEALTH MANAGED SERVICE PROVIDERS

10:40 - 11:20A

Liberty Hall Main

CARE VALUES VS. REVENUE DEMANDS: 4 STEPS TO DELIVER ON BOTH

11:30 - 12:00P

Liberty Hall Main

CLOSING REMARKS



For more information about the agenda, scan the QR Code.

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Founder & Visionary

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MENTAL HEALTH MARKETING CONFERENCE

OCT. 7-9, 2025 | FRANKLIN, TN | #MHM2025

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MEET THE SPEAKERS



GRAYSON ALLEN
Lead Strategist, Account Manager
Carenetic Digital



MICHAEL WAYNE ALLISON
Founder & CEO
The Adversity Academy



STEPHANIE ANNESLEY
Founder/CEO
Social Therapist



ELLE BENSON
Founder/CEO
Nonprofit Leadership LLC



SHEILA BIGGS
Vice President
Jarrard, Inc.



SHATLEA BLOUNT
CEO
Eye In Me, LLC



DEXTER BRAFF
President
The BRAFF Group



JOSHUA BRUMMEL
Co-Founder
Therapy Flow



CLARK BUCKNER
Co-founder and Partner
Relational Marketing



ADAM CARBONNEAU
Managing Director
Take the Stairs



DR. ELIZABETH CARR
Founding Owner/CEO
Kentlands Psychotherapy



CARRIE ANN CARR
CEO and Licensed Clinical Prof
Counselor Supervisor
Hope Enrichment Center



PATRICK CASALE
CEO, Therapist
All Things Private Practice



MICHAEL CASTANON
Founder & CEO
Alter Behavioral Health



CYNDIE (CJ) CASTROMAN
Chief Operating Officer
4Cast Agency



JAMES CHILDRESS
Founder/Senior Advisor
CAC Advisors



MEET THE SPEAKERS



JENNIFER CHRISTENSEN
Co-Founder + CMO
Beacon Media + Marketing



ANGELA CLACK, PSYD, LPC, ACS
CEO
Clack Associates, LLC



TREVOR COLHOUN
CEO
TPN.health



MARI CONSIDINE
Chief Marketing & Development Officer
Acenda Integrated Health



TOM CONTI
Founder & CEO
SweetScience Marketing



JANE CROSBY
EVP, Strategy and Business
Development
True North Custom



JOHNNY CROWDER
Founder & CEO
Cope Notes



NATASHA D'ARCANGELO
Director of Clinical Services
Lakewood Residential Treatment
Center



**KRISTIAN DAMBRINO, MSN, APRN,
PMHNP-BC**
Founder & Psychiatric Nurse
Practitioner
Dambrino Consulting & Wellness LLC



BRANDON DANIELL
Co-Founder
Dialog Health, Inc.



GREG DAVIS
Founder, Executive Creative Director
Azola Creative



GINA DE PERALTA THORNE
Founder/Co-Creator
Wayfinder Course



DR. BRIAN DIXON
Owner, Psychiatrist
Simply Psych, PLLC



TODD DIXON
President/CEO
TTF Healthcare Search and Staffing



KEVIN DOHERTY
Senior Manager, Content Marketing
Alma



STEVE DONAI
Founder & Principal
Growth Sherpa



MEET THE SPEAKERS



SHADILLE ESTEPAN
Senior Communications Manager
Nonprofit Organization: Born This
Way Foundation



LINDSAY EVANS
VP of Marketing
Nashville Collaborative Counseling
Center



KELLY FARRELL
CEO & Founder
designRoom



KRISTIN FAULDER
Principal
Heurisay



GRACE FILISS
Co-Creator
Wayfinder Course



CHRISTOPHER FOUST
Senior Director of Marketing
Growth Sherpa Consulting



MICHAEL FULWILER
Director of Brand
Heard



MEGHAN FUREY
Vice President of Growth &
Operations
Knucklepuck



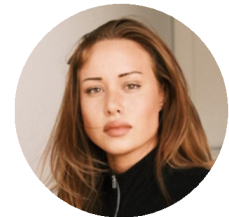
KATHY GAUGHRAN
Senior Marketing Strategist
Healthcare Success Strategies



DAN GEMP
Managing Director; Strategic
Markets
Unlock Health



AMY GREEN
Founder and CEO
Nashville Collaborative Counseling
Center (NCCC)



MISHA GUNDERSEN
Multimedia Artist + Owner
The Good Company



DR. NIDHI GUPTA
Founder and CEO
Phreedom Foundation



GLENN HADLEY
Senior Vice President of Strategy
Unlock Health



CHRIS HASSAN
Vice President, Substance & Opioid
Use Disorder
UHS



DAVID HENDERSON
Director of Marketing
Mend



MEET THE SPEAKERS



KRISTINE HOESTERMANN

RARE. [Founder and CEO] Cabana [Head of mental wellness] KHConsulting [Owner, Therapist, LICSW] RARE. | Cabana | KH Consulting



ANDIE HOLLOWELL

Chief Growth Officer
Lightfully Behavioral Health



MONCHIERÉ HOLMES-JONES

CEO | Chief Brand Curator
MOJO Marketing + PR



BOB HUTCHINS

Founder
Human Voice Media



BETH ENGLISH

Founder
Nashville Creative Group



NICK JAWORSKI

CEO
Circle Social Inc.



COLIN JEFFRIES

Vice President of Marketing
BrightView



DR. TIFFANY JENKINS

CEO/Executive Director
Awakening Change Counseling Services LLC



LINEA JOHNSON

Founder and CEO
The Thrive Shift



AMANDA JORDAN

CEO
Director of Digital Strategy
RicketyRoo



GABRIELLE JULIANO-VILLANI

LCSW, Consultant, Coach, Retreat Leader
GJV Consulting and Training LLC



JONATHAN KAGAN

Director, Search & Media Strategy
Amsive



KAREN KELLY

Founder and CEO
Purposely Social



DAN KING

Founder
Fireside Strategic



KATIE KURTZ

Subject Matter Expert, Trainer & Advisor
Katie Kurtz LLC



ROBERT LAMBERT

Director, Corporate Communication
Centerstone



MEET THE SPEAKERS



DOMINIC LAWSON
Director of Podcasts
Owls Education Company



AHAVA LEIBTAG
Founder and President
Aha Media Group



TERA LISICKY
Nashville Director
AI Tinkers



JIMMY LYONS
VP of Growth
FURTHER



AZIZI MARSHALL
Founder and CEO
Center for Creative Arts Therapy



AARÓN MCCALL
Outrageous Outreach
Addiction Recovery



RACHEL MCCRICKARD
CEO / Co-Founder
Motivo



ALEX MEMBRILLO
CEO
Cardinal Digital Marketing



JAKE METH
Founder
Opinioned



LINDSEY MILLER
Founder and Lead Guide
Content Journey



SENTARI MINOR
Chief of Staff + Head of Investor
Relations
EvolvedMD



FRANCISCA MIX
CEO/Founder
Francisca Consulting And
Counseling



NATHAN MORGAN
Founder & Chief Storyteller
Morgan Visual Productions



ANNA O'BRIEN
CEO, Co-Founder, Therapist
Consult List



MAEVE O'NEILL
National Compliance Director
Circa Behavioral Healthcare
Solutions



RILEY OSBORNE, CPRS
Chief Growth Officer
Recovery Unplugged



MEET THE SPEAKERS



DAX PARKER
Vice President of Market Development
Oceans Healthcare



ANDY POLLOCK



ANDY PONDILLO
Sr. Content Solutions Consultant
LinkedIn



ADAM PUTTERMAN
Co-Founder
Ours Privacy, Ours Wellness



JANICE PYRCE
Founder and Principal
Pyrcce Healthcare Group



KATIE RADEL
Founder
Ripple Consulting Group



KAREN ROBINSON
Trauma Recovery Expert
Heal Thrive Dream, LLC



JARED ROE
CEO
Ascension St. Thomas Behavioral
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OMAR RUIZ
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ROBERT SALTAFORMAGGIO
Senior Counsel
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JOE SANOK
Founder + Podcaster
Practice of the Practice



RYAN SCANLON
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LAUREL SCHWARTZ
Vice President, Advocacy
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ANNA SCIARILLO
Vice President of Intake & Marketing
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EMILY SHIRDEN
Senior Vice President, National
Health Systems Practice Lead,
Interim Health Services Lead
Jarrard, Inc.



BEN SWISHER
Owner & Recruiter
Psych Alliance



MEET THE SPEAKERS



MELISSA TALIAFERRO
Senior Director of Behavioral Healthcare
Solutions
Coastal Cloud



ERICA TROCINO
CEO / Owner
Two Arrows Counseling and
Consulting PLLC



STEVE TURNEY
Owner + Executive Director
Mental Health Marketing Conference



BRIDGETTE UGARTE
Self-Empowerment Public Speaker
(TEDx)



DANIELLE VAETH
Sr. Market Manager
Qbtech



ALANA VAN DER SLUYS
Founder and CEO
Freedom with Food and Fitness



MELVIN VARGHESE
Founder/Psychologist
Selling the Couch



MICHAEL VASSAR
Healthcare Account Executive
LeadSquared



KATHRYN WALKER
CEO
Revitalist Lifestyle and Wellness



TJ WALSH
Owner, President, Clini-Coach®, LPC
TJ Walsh Coaching & Consulting LLC
/ TJ Walsh Therapy LLC



KRISTA WALSH
Owner
Krista Walsh SEO Copywriter



VALERIE WALTERS, MBA
President and CEO
LESC



JULIE WEBER UGARTE
CEO
EnticEdge



ROBERT WHITLEY
CEO and Founder
Healthy Coin



CARRIE WIITA
Founder & Creator
Interpersonal Branding



JAMES WILEY, MD
Founder and CEO
Focus-MD



MEET THE SPEAKERS



ADRIENNE WILKERSON
Co-Founder and CEO
Beacon Media + Marketing



LARRY WILLIAMS
Director, Growth Solutions
Unlock Health



MALLORY YODER
Assistant Director, Member
Engagement (Population Health)
Vanderbilt University Medical Center



JORDAN YOUNG
CEO
Jordan and Associates Consulting,
LLC

Award-winning, producing
exceptional results for mental healthcare
providers across America



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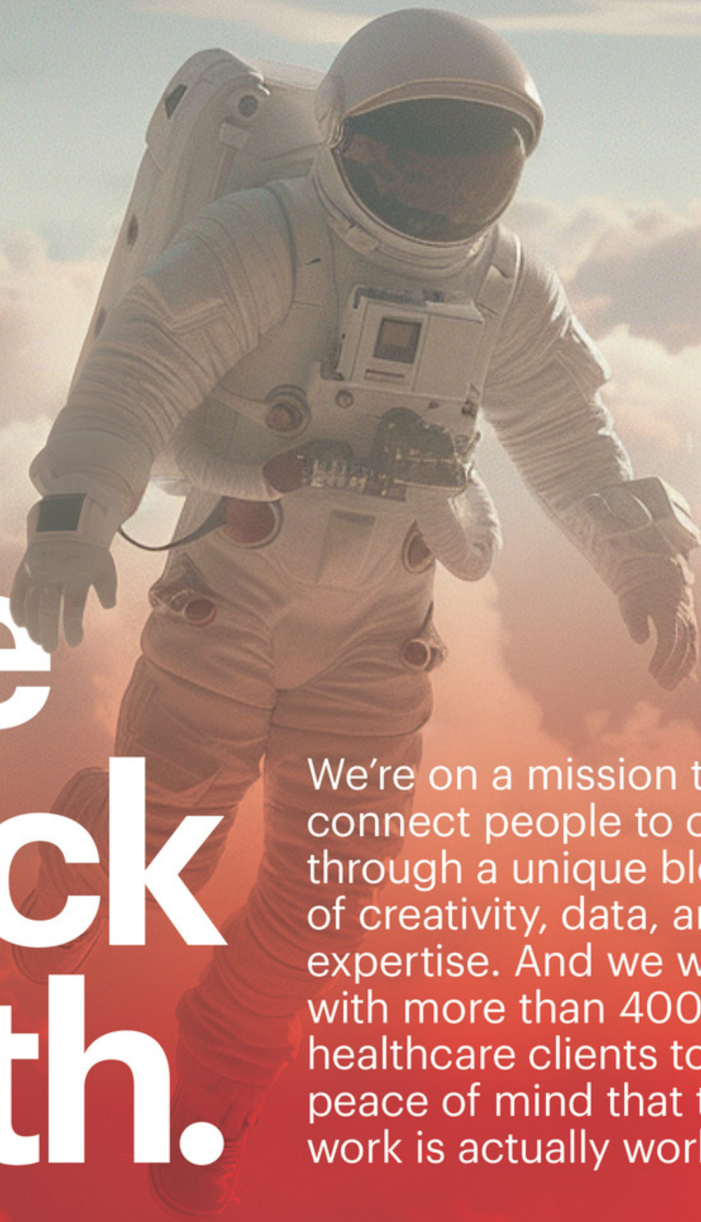
STATE OF MENTAL HEALTH MARKETING REPORT FOR 2024



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Booth 1



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