

# Acquia Webinar – Event Details

**Time and Date:**

Monday, March 21, 2016 @ 1:30pm ET (12:30pm CT)

**Duration:**

60 minutes

**Webinar Title:**

**Northwell Health: How Digital Technology Laid the Foundation for a Brand Overhaul**

**Description:**

https://t.yesware.com/t/1929296bb389fd417460c0e02c4a09d7ba1ac1c1/9b2a4876e53a28d46dd64e20aa0f836d/spacer.gifhttp://t.yesware.com/t/1929296bb389fd417460c0e02c4a09d7ba1ac1c1/9b2a4876e53a28d46dd64e20aa0f836d/spacer.gifIn this webinar, you will learn how Northwell Health:

* Revamped their digital strategy to create a more cohesive brand presence, and enhance the online patient experience
* Enabled their development and design teams to spend less time being “repairmen” and more time focusing on creative projects and user experience design.
* Reduced year-over-year cost by 85%
* Realized a 400% increase in appointment bookings via their new main website and call center, and a 30% increase in website traffic.
* Facilitated employee to employee communication during the Hurricane Sandy disaster through open source community alerts, and employee alerts and support via PHPBB forums

**Speaker Names, Titles & Biographies:**

**Emily Kagan Trenchard, Associate Vice President of Digital Marketing Strategy, Northwell Health**

Emily Kagan Trenchard is the Associate Vice President of Digital Marketing Strategy for Northwell Health. For 10 years she has lead teams in designing and implementing the large-scale web applications necessary to connect patients to care, and to keep businesses competitive in a time of radical change. Adept at serving as the point of translation between doctors, developers and designers, Emily leads key areas of the business including user experience, mobile strategy, and social media. She hold a master’s degree in science writing and communication from MIT.

**Moderator Name & Title:**

**Lindsey Dunn**

Managing Editor, Custom Publications, Health Forum

**Fields of Information to be collected from registrants:**

*\*Required*

* First Name\*
* Last Name\*
* Title\*
* Organization\*
* Phone Number\*
* State\*
* E-mail\*
* Please select your industry:\*
  + Healthcare
  + Life Sciences
  + Pharmaceuticals
  + Other

**Logos to be featured on the registration page:**

* AcquiaLogo (1)\_thumb.jpg (top/header)
* Health Forum (near the “submit” button at the bottom)

**Name for Confirmation & Reminder Emails:**

Health Forum, [webinars@healthforum.com](mailto:webinars@healthforum.com)

**Information for About Us area of Webcast player:**

* Emily Kagan Trenchard: name, title & company
* Lindsey Dunn: name, title & company

**Polling Questions/Survey Questions:**

TBD

**Date/Time for Rehearsal:**

Friday, March 18, 2016 @ 10:30am ET (60-minute session)

**Custom Log-Ins for Control Room - Training Session & Live Event:**

* Lindsey Dunn [ldunn@healthforum.com](mailto:ldunn@healthforum.com)
* Emily Kagan [ekagan2@northwell.edu](mailto:ekagan2@northwell.edu)
* Briana Murphy [briana.murphy@acquia.com](mailto:briana.murphy@acquia.com)
* Amanda McCreary [amanda.mccreary@acquia.com](mailto:amanda.mccreary@acquia.com)
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