

Purpose

How Purpose-Led Marketing Drives Results

Session Description:

Northwell Health, the largest healthcare network in New York State, led by visionary CEO Michael Dowling, has not been shy about calling out the societal ills that drive so many of our healthcare issues. StrawberryFrog set to work to help Northwell raise the bar of healthcare nationwide, by co-creating the Raise Health Movement—a purpose-based platform to drive positive change.

At the beginning of this roundtable, Scott and Ramon will open the discussion by walking attendees through the latest campaign within the Raise Health Movement: “Doesn’t Kill to Ask,” which empowers people to tackle the stigma associated with protecting their families against gun violence, the leading cause of death for children in the US.

Walking attendees through a high level overview of this case breaks down the key tenets of Movement Thinking, the strategic framework that will be used during the course of this discussion. Scott and Ramon will ask attendees to lean into creative problem solving and go through the exercise of applying Movement Thinking as a group: by creating a Movement live at the summit.

By engaging attendees in this exercise, participants will be able to understand how aligning their brands with purpose can drive positive change and help differentiate an organization from its competitors, increase consumer awareness, engagement, and overall brand perception, as well as enhance employee engagement & retention.

Learning Objectives:

- Learn how to apply “Movement Thinking” as a strategic framework to connect with your audience through what matters to them.
- How to leverage original research to understand your audience and their pain points that your company can take a stand against.
- Recognize how aligning a brand with purpose can drive positive societal change, differentiate it from competitors and drive action among consumers.
- Discover an innovative approach to increasing consumer awareness, engagement, and overall brand perception.
- Gain insight on how activating purpose can also increase employee engagement and retention.

Roundtable Chairs



**Ramon Soto**  
Senior Vice President,  
Chief Marketing and  
Communications Officer,  
Northwell Health  
[LinkedIn](#)



**Scott Goodson**  
Founder & CEO,  
StrawberryFrog  
[LinkedIn](#)

Ramon Soto is the Senior Vice President and Chief Marketing and Communications Officer for Northwell Health, New York’s largest healthcare provider, responsible for the development and execution of Northwell’s brand strategy and all aspects of marketing and communications, as well as being a member of the executive leadership team.

Scott Goodson is the Founder & CEO of StrawberryFrog, a published author and a powerful thought leader. He is the inventor of Movement Thinking, a marketing and leadership approach that draws on the principles of societal movements, and has worked globally with renowned companies like Google, Coca-Cola, and Walmart over the last 25 years.