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Susan M. Alcorn is the senior vice president at Nashville-based Jarrard Phillips Cate & Hancock, a healthcare communications firm that focuses on hospitals and health systems. Prior to joining the firm, Susan was chief communications officer at Geisinger Health System, where she helped position Geisinger as a nationally recognized model for how healthcare should be delivered and financed in the United States. Alcorn co-authored the book, “Healthcare Mergers, Acquisitions, and Partnerships: An Insider’s Guide to Communication,” which was published through HealthLeaders Media, and a Jarrard, Inc. whitepaper, “Healthcare Communications & Marketing: Perspectives from Top Health System Communicators.” A frequent speaker for various organizations and former president of the Society for Healthcare Strategy and Market Development, an AHA affiliate, Alcorn was the 2013 winner of the society’s Award for Individual Professional Excellence.

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Chris is responsible for leading Evariant’s Product Management organization, who’s primary focus is defining, planning, and championing Evariant’s product offerings though structured life cycle management activities to ensure they best serve the needs of the market, our clients, and the business. With nearly 20 years of experience in healthcare IT and technology product management, Chris has spearheaded numerous product development and launch initiatives across diverse areas of healthcare delivery, including clinical operations, patient flow, identity management, and revenue cycle management, driving differentiation and unique value propositions for the provider market.

Chris came to Evariant from Allscripts, a global provider of clinical, financial, connectivity and information solutions to the healthcare industry. Prior to Allscripts, Chris served in various leadership roles at Premise Corporation, an enterprise patient flow solutions company (acquired by Allscripts), QuadraMed Corporation, and Accenture. Chris is a graduate of Rensselaer Polytechnic Institute with a degree in Engineering, where he also earned a Master’s degree in Technology Management & Innovation.

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Heidi Aylsworth serves as Chief Strategy officer for Swedish Health Services and is the senior planning and business development executive for the Swedish system. She previously served two years as vice president for performance improvement and strategic development for Swedish. In this role she was responsible for the development and execution of the Operational Improvement Plan, as well as the
coordination of large scale business development initiatives for the organization.

Between 2008 and 2012, Aylsworth served as the administrative director for the Swedish Orthopedic Institute, a new facility for which she was also the project manager. She also had operational responsibility for rehabilitation services, the Swedish Pain & Headache Center, and support services (food service, housekeeping, parking, and security) for Swedish. In her first five years at Swedish, Aylsworth held the position of senior business development associate. In 2008, Heidi was recognized as one of Puget Sound Business Journal’s 40 executives under 40. She is registered dietitian and holds a master’s degree in business administration.

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Kriss’ passion is growth strategy and working with teams to enhance medical staff relationships. She has spent her entire professional career in healthcare. A nationally recognized consultant, she has used the knowledge gained from clinical and business development work in organizations to support clients in strategy, program development and implementation. She is able to create the vision, but most importantly, she takes a hands-on approach.

Kriss’s ability to script the message and bring sales training to life has earned her a reputation as a leader in physician relations. A highly regarded healthcare speaker, Kriss frequently presents at national conferences and leadership/strategy retreats. She is the author of The Complete Guide to Physician Relationships and A Marketer’s Guide to Physician Relations from HealthLeaders Media and is also co-author of Physician Relations Today: A Model for Growth. Kriss and her family live outside St. Paul, MN in Hudson, WI.

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David Beals is President and CEO of JLB + Partners, a global consultancy that helps marketers improve the value and productivity of their marketing agency relationships. David has provided counsel to a diverse group of clients including General Motors, U.S. Army, S.C. Johnson, Wal-Mart, Whirlpool, Merck, Kellogg’s, Cisco Systems, Johnson & Johnson, Michelin, Microsoft, Allstate, Nissan and Visa. He is author of the Association of National Advertisers’ triennial Trends in Agency Compensation surveys, and the latest ANA editions of Evaluating Agency Performance, and Agency Compensation: A Guidebook.

Prior to JLB + Partners, David was a Senior VP, Group Account Director at DDB. There, he worked with a variety of the country’s biggest and best-known advertisers, including Anheuser-Busch, McDonald’s, General Mills, and Campbell Soup Company. David received a B.A. in International Affairs from the University of Colorado and a Masters Degree in International Management from the American Graduate School of International Management.

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Marlana K. Beck has been employed at Mayo Clinic in Jacksonville, Florida for ten years. During her tenure she has worked in finance, medical education and the office of provider relations. She is currently the director of provider relations for the Southeast and has proven her department’s value by
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Ed Bennett is Director of Web & Communications Technology at the University of Maryland Medical System. Ed has over twenty years experience working on the Internet, and since 1999 he’s led the UMMS Web program building out large, content-rich websites designed to educate and attract new patients. Four years ago, he founded the Hospital Social Network List - a resource tracking social media activities of U.S. hospitals. An active member of the Health Care Social Media community, Ed sits on the external advisory board of the Mayo Clinic Center for Social Media. While at home on Twitter, his favorite networking tool is the telephone.

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Chris Bevolo is a frequent keynote speaker and featured presenter on the topics of healthcare marketing and branding. His 2011 book, “Joe Public Doesn’t Care About Your Hospital,” a manifesto for transforming healthcare marketing, has become the field guide for driving transformation in hospital marketing departments across the country. His most recent book, “Joe Public II: Embracing the New Paradigm” is a strategic guide to digital and content marketing. Chris founded Interval, a nationally recognized healthcare marketing firm, in 1995 and has worked with dozens of hospitals and health systems across the U.S. to develop successful marketing and branding initiatives. In 2014 Interval was acquired by ReviveHealth, and he is now executive vice president of consumer marketing and practice leader at ReviveHealth.

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Anissa Blanshan is the marketing manager for medical professionals at Mayo Clinic. Anissa is responsible for enhancing and maintaining medical professional relationships, driving referral demand and marketing continuous professional development offerings. She also manages customer relationship management, strategic planning, and market and product analysis for this audience. Prior to her current position, Anissa focused on creating online solutions for referring physicians. She received her bachelor’s degree from the University of Wisconsin – Eau Claire, and her master’s of healthcare administration and master’s of business administration from the Carlson School of Management - University of Minnesota.
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James Blazar is senior vice president and chief strategy officer of Hartford HealthCare (HHC), the premiere health care network in Connecticut with 15,000 employees and $2 billion in net revenue. The HHC system includes Hartford Hospital; The Hospital of Central Connecticut; MidState Medical Center; Windham Hospital; The Institute of Living psychiatric center; VNA HealthCare; Clinical Laboratory Partners with more than 80 locations statewide; Hartford Medical Group; the Doctors of Central Connecticut; MidState Medical Group; Central Connecticut Senior Health Services, which includes five assisted-living and skilled-nursing facilities; Eastern Rehabilitation Network; and two regional behavioral health centers, Rushford and Natchaug Hospital.

James oversees strategy and operations for five Hartford HealthCare organizations, not including the acute-care hospitals, located throughout the state, as well as the strategic planning and marketing efforts for Hartford HealthCare overall. Through the planning process, he is responsible for supporting the integration of strategic priorities across Hartford HealthCare's operating entities. James developed and implemented Hartford HealthCare's first system-wide strategic plan and completed the first system balanced scorecard outlining annual system goals and objectives. He also developed and implemented a new brand strategy with new logo and visual identity to further unify all Hartford HealthCare members and implemented a system-wide Web strategy, which included development of a Hartford HealthCare Web site connecting to all HHC member sites, further unifying the system.

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Brian P. Borchardt, MBA is Director of Physician Relations at Baylor Scott & White Health. In his 17-year career in healthcare, Brian has led a variety of functions; including business development, marketing, and fundraising as well as developing two different physician relations departments. He is past-president of the American Association of Physician Liaisons and has spoken nationally multiple times about Scott & White’s physician outreach program and its use of CRM/PRM. Under his leadership, Scott & White has experienced a referral increase averaging nearly 20% a year since the inception of its physician relations program.

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Stephanie Boreale is the director of marketing and network outreach for the University of Arizona Health Network. She is responsible for developing and implementing marketing and outreach plans to promote UAHN’s services to a variety of populations achieved through analysis of current markets, trends and opportunities as well as oversight of strategic objectives. After 10 years in the field of healthcare marketing and physician relations, she joined UAHN and has centered her marketing focus on the challenging and ever-changing healthcare industry of academic medicine. A graduate of Saint Mary’s College, Stephanie holds a bachelor’s degree in business administration and mass communications.
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Susan is a partner with Barlow/McCarthy where she brings practical volume building strategies to health care organizations across the country. Her 25 years health care experience has taught her that hospital-physician strategy is a process that starts with the right team. She is able to define the right mix products and services required to align expectations and earn measurable results. She helps organization grow through referral development strategies and new program development. Before join Barlow-McCarthy, Susan led the business growth strategy at Texas Health Resources and was the marketing and brand leader with BayCare Health System.

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Chris Boyer is the AVP of Digital Strategy for North Shore/LIJ Health System in New York. He is a nationally known speaker on how healthcare organization can utilize the power of digital communications and marketing - websites, mobile, social media, et. al. - to deliver results. He’s opinionated, passionate and can play the ukulele.

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Roger has won every major creative award many times over, including Best of Show at the CLIOs for an unprecedented two consecutive years. He was named Top Art Director in the country by Boards magazine and has been featured on VH1’s Greatest Commercials of All Time. He also has the honor of winning more British D&AD awards than any other American art director in the show’s 50-plus year history. Roger now sits on the One Club Board of Directors.

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Stephanie (Stevi) Cannon, MS is currently the Director of Interactive Marketing at Nationwide Children's Hospital in Columbus, OH. In her role she develops and executes system-wide digital and new technologies strategies. She steers innovative solutions and develops ROI metrics for key platforms including Internet, social media, physician and patient portals, SEO, SEM and mobile application efforts.

She has served as a national presenter on interactive healthcare marketing topics for more than 10 years throughout the U.S., as well as written numerous articles for a variety of industry publications. And some day would love to weave in the title of Chief Digital Technologist should that title ever “stick”!
Follow her on twitter @cannons.
Jeffrey Carr is the Corporate & Consumer Services Growth Officer at Inova. Mr. Carr has 20 years of entrepreneur experience specializing in healthcare, physician & employer sales, employer and producer partnerships, employee benefits, payor and provider partnerships, marketing, mobile growth, retail health, and ambulatory healthcare delivery.

At Inova, Mr. Carr is responsible for seeking new opportunities and revenue streams to deliver traditional and innovative healthcare services. He directs strategic business partnerships, sales, marketing, and contracting efforts. He also serves as the "Go to Market" leader, sales and marketing expert with Aetna to rollout a new business entity: Innovation Health Insurance Company. Mr. Carr is the Cofounder of Executive Health Services and VIP360, a consumer based concierge subscription program and developed multiple service lines directly serving more than 2,000 employers from across the country.

Patrick H. Carroll, MD
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Chief Medical Officer Healthcare Clinics Walgreens oversees matters pertaining to provision of care, clinical outcomes, patient safety, healthcare information systems, strategic initiatives and programs that enhance the care model. Prior position CMO/VP at Integrated Care Partners at Hartford HealthCare. Hartford HealthCare is a fully integrated health system based in Hartford, Connecticut. The system consists of 5 acute care facilities with over 1800 beds and a combined medical staff of 3000 physicians with 600 employed providers. In addition the system has 2 inpatient psychiatric and 4 post-acute care facilities as well as an extensive clinical lab service, a state wide home health agency and the recently formed Hartford HealthCare Medical Group. As CMO/VP was responsible for value based plans for 1800 provider organization. Developed and lead care coordination team for Integrated Care Partners comprised of Care Coordinator RN’s, Health Coaches and MSW’s. Oversaw all quality programs for Integrated Care Partners.

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Chris Catallo possesses over 20 years of deep industry experience and domain expertise in digitizing the healthcare consumer, patient and physician experience utilizing Web technologies. Chris has held a variety of executive positions including co-founder and President of an Internet and software development firm that launched Medicom Central, an early integrator of Web-based communication tools for physicians. Chris was also Vice President of Web Products & Services at CareTech Solutions, where he was integral in product development and building a national presence for the company, overseeing the design, development, management, support and sales of web enabled solutions for healthcare. Prior to joining Healthgrades, Chris was a partner and Executive Vice President of Greystone.Net, where he led digital technology planning services. He is a regular speaker at industry conferences including the HCIC and HIMSS, highlights include keynoting HIMSS’ inaugural HIT X.0 and also the HIMSS AsiaPac 2011 Conference. Chris was honored as Oakland University’s 2001 Alumnus of the Year for his advancements in digital Web strategies.
Rebecca Climer is SVP, Chief Communications and Marketing Officer for Saint Thomas Health. In this capacity, she oversees the marketing, PR, internal communications, and interactive communications functions for the system. Rebecca received her Bachelor of Arts and Master of Arts Degrees from Oklahoma State University.

She began with Saint Thomas Health working at Saint Thomas Rutherford, in 1980, serving first as Director of Staff Development and eventually as VP for Public Affairs and Planning with responsibilities for customer satisfaction, community relations, volunteer services and physician relations/referral. In 2002, Rebecca became Vice President, Marketing for the newly formed Saint Thomas Health Services and, later, Chief Communications Officer. Restructuring the marketing function to support STH’s service line strategy, Rebecca has facilitated the creation of system-wide branding functions, introduced social media to STHS’ communications regimen, and increased internal communications efforts significantly.

Rebecca brings her involvement in numerous community and women’s organizations and issues to her STHS role by helping to position STHS as the healthcare organization that is uniquely concerned with women’s emotional, physical and spiritual health. Rebecca has chaired the Go Red Movement for the American Heart Association helping to create a national model for cause marketing and led STHS’ community relations efforts establishing strategic relationships with the AHA, Community Nashville, CABLE (women’s networking organization,) the Girl Scouts, and the YWCA. Rebecca serves on the Communications Advisory Board for Ascension Health.

Joel Cohen is a Client Solutions Manager at Facebook. In this role, he focuses on driving strategic marketing initiatives for clients in the government and healthcare space.

Prior to his current role, Joel was a digital advertising strategist on Barack Obama’s 2012 reelection campaign, where he managed voter outreach and fundraising on the Facebook platform. As part of the team that raised more than $690 million online – the most ever raised online in political history – he oversaw a Facebook program that drove $4.60 for every dollar spent on the platform. In the week leading up to Election Day, the campaign reached 72.7 million Americans on Facebook, which represented a majority of active Facebook users and overall voter turnout in the election.

Before working on the President’s reelection campaign, Joel managed clients’ national advertising campaigns at Arnold Worldwide and developed political direct mail campaigns during previous election cycles at MSHC Partners. Joel holds a bachelor’s degree in government and politics from the University of Maryland.

Karen Corrigan is founder and CEO of Corrigan Partners LLC, where she provides strategic planning, business development and marketing counsel. Over the course of her career, she has worked as a health system executive, chief strategy officer, chief marketing executive and entrepreneur. Today, her clients include health systems, physician organizations, start-up companies, technology partners and other health industry businesses.
Prior to launching her consulting career, Karen served as corporate vice president for Sentara Healthcare where she led health system development, market expansion, new business growth, public affairs and sales operations for the health system and its inpatient, ambulatory, post acute care, medical group and health plan lines of business. She previously held planning and marketing positions with two other Virginia-based health systems.

Karen is a graduate of Virginia Wesleyan College where she serves on the President’s Advisory Council, and is active in the Forum for Healthcare Strategists, Healthcare Executive Forum, and Society for Healthcare Strategy and Market Development. She is the publisher and lead blogger for Chief Marketing Officer, contributing blogger for Entrepreneur.MD and HealthWorks Collective, and has authored numerous articles, white papers and books, including The Complete Guide to Service Line Marketing (HealthLeaders Media 2010) and Impact Marketing (AHA 2004).

Karen is a recipient of the American Hospital Association’s Award for Individual Professional Excellence by the Society for Healthcare Strategy and Market Development (SHSMD), and the John A. Eudes Award for Vision and Excellence.

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Mark is a Partner at Capital Healthcare Planning. He has more than 25 years of experience advising hospitals and health systems, academic medical centers, physician groups, and payers on strategic, financial, capital and operational issues. Mr. Coughlin is an expert in developing creative, yet practical solutions that balance all of these factors in complex environments. He draws on his extensive consulting and provider experience to focus solutions that will result in sustainable change. Mark is a Fellow with the American College of Healthcare Executives and is a frequent speaker at national and regional conferences on a variety of strategic issues.

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Kathy Dean leads strategic communications and marketing for PeaceHealth, a $2.1 billion healthcare system caring for communities in Oregon, Washington and Alaska. She is responsible for external relations, brand management, internal communications and digital strategy. Kathy holds a bachelor’s degree in business economics, a master’s in strategic communications and leadership, and has more than 25 years experience in marketing and public relations. She is a former Board member of the Society for Healthcare Strategy and Marketing Development for the American Hospital Association, and a member of the editorial board of the American Marketing Association’s Marketing Health Services magazine.

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Joanne Detch is Vice President of Physician Relations and Network Development and is responsible for coordinating and standardizing physician network development activities across Advocate Health Care. She previously held the positions of Vice President Business Development and developed Advocate’s business to business strategy. Prior to Advocate, Joanne held positions in employer benefits and managed care sales leadership. Her 30+ years of experience in the healthcare industry
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Chad Dillard, MBA, is executive director of marketing, communications and wellness at Anne Arundel Medical Center, a regional health system headquartered in Annapolis, Md. In the role, he leads initiatives to implement a vision of “Living Healthier Together.” A native of Arkansas, Chad has held progressive positions over his 25-year career. He was vice president of MedStar Good Samaritan Hospital in Baltimore and chief communications officer of Southwest Washington Medical Center in Vancouver, Wash. Find him on twitter (@chadjr) where he describes himself as: “Advocate for health. Lover of technology. Yet still addicted to paper.”

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Ben is a co-owner of Geonetric and is an eHealth industry thought leader—he writes and speaks extensively about Web trends and the industry-leading efforts of Geonetric’s clients. Ben has more than 18 years of experience in healthcare I.T., working previously at University of Iowa Healthcare and Michigan Insurance Bureau. He holds a bachelor’s degree in computer engineering from The University of Michigan and a master’s degree in eBusiness and strategic management from The University of Iowa. Ben co-authored the “Emerging Media Handbook,” has been a judge at the eHealthcare Leadership Awards for the last 10 years, and is an inaugural judge of the Healthcare Internet Hall of Fame. He serves on the SHSMD Board of Directors, co-chairs the HIMSS e-Health SIG, and is a member of the HIMSS Personal Health I.T. Taskforce.

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Before Greystone, Kathy was the Director of Marketing for the Emory University System of Health Care and she has held similar positions at the University of Pennsylvania Medical Center in Philadelphia and the UAB Medical Center in Birmingham, Alabama. Greystone’s clients include an array of academic medical centers, health systems and hospitals nationwide. Kathy consults frequently on Web and digital strategies, call center development and re-engineering and other market-related activities. She is a frequent lecturer and author regarding healthcare digital strategies and call centers. Kathy holds a bachelor’s degree in marketing from the University of Nebraska-Omaha and an MBA from the University of Alabama at Birmingham.
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Sean is in his 12th year with Geisinger Health System, where he began his career as a physician liaison. In 2007, Sean was named manager of the physician liaison program and in 2011 was instrumental in the development of the new physician ramp up program. As a result, Sean was named Director of Physician Relations and New Physician Ramp Up. Prior to joining Geisinger, Sean was a regional sales manager for a 3M industrial graphics company. Sean also competed professionally as a golfer for 5 years, playing the mini tours and attempted to qualify for the PGA tour.

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Dan is a principal of Jennings, a leading healthcare marketing and audience engagement firm. He is a healthcare marketer, innovator, brand consultant, blogger, author, and sought-after speaker, regularly serving on the faculty of national and regional healthcare conferences.

Dan is extremely active as a thought leader in the field of healthcare marketing. Dan serves on the editorial boards of Healthcare Marketing Advisor and eHealthcare Strategy & Trends. He is a contributor to a number of healthcare marketing publications and news services including Ragan’s Health Care Communication News, SmartBrief for Health Care Marketers, Healthcare Strategy Alert, and Healthcare Marketing Report. He serves on the judging panels of the Web Health Awards and the National Health Information Awards. Dan is a board member of the New England Society for Healthcare Communications (NESHCo) and was appointed to SHSMD 2014 Digital Engagement Taskforce.

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Alex Ellsworth currently serves as the Director of Growth and Physician Relationship Management (PRM) at Universal Health Services in King of Prussia, PA. He oversees the company’s 20-FTE PRM program and is responsible for its growth, development, internal alignment, and ROI. Alex has spent the last 15 years on both the vendor and provider side of healthcare sales and business development, including GE, Philips, and Healogics. He received his MBA from The Fuqua School of Business at Duke University.

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Chris Ernst is vice president marketing and corporate communications for El Camino Hospital located in Silicon Valley. She has more than 25 years of healthcare marketing and communications experience, including marketing, branding, and corporate media communications, issues management for both start-ups and mature healthcare organizations. During her five year tenure at El Camino Hospital, Chris has led the implementation of social and mobile marketing strategies, including the
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Kelly Faley is vice president of Digital Marketing at Sharp HealthCare in San Diego, California. A healthcare marketing professional for more than 20 years, Kelly has been with Sharp since 1991. As vice president of Digital Marketing, she is responsible for the business strategy and content for Sharp’s patient- and customer-facing digital footprint including internal and external websites, patient portal, mobile applications and online presence. She is also responsible for Sharp’s consumer, physician referral and nursing triage call centers.

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David A. Feinberg brings over 30 years of consumer and healthcare marketing experience to his current position as Chief Marketing Officer for NewYork-Presbyterian Hospital. He is responsible for the development and implementation of marketing, advertising, physician referral, digital, social media, and visitor information strategies for one of the nation’s leading academic healthcare institutions.

Prior to joining NewYork-Presbyterian Hospital, Mr. Feinberg led the healthcare practice of The Seiden Group, an advertising and marketing firm, helping to develop strategies and programs for clients such as Norvartis and Bayer. His other previous experience includes Ciba-Geigy, where he helped establish their consumer division; Biocyte, an early-stage pioneer in the field of cord blood stem cells; Procter & Gamble and Clairol. Mr. Feinberg obtained his undergraduate degree in Economics from the Wharton School of the University of Pennsylvania and his Masters from Northwestern University’s Kellogg School of Management. A prolific speaker, Mr. Feinberg is also a member of the American Marketing Association’s Marketing Health Services magazine editorial board.

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An innovative marketing planner and strategic thinker with over 20 years of healthcare marketing experience, Danny has developed marketing strategies for a wide variety of healthcare organizations including Geisinger Health System, Massachusetts General Hospital, Kindred Healthcare, Siemens, J.D. Power and Associates and WebMD. A frequent speaker and author of several healthcare marketing publications including the Marketer’s Guide to Market Research, Danny also writes marketing and technology columns for Healthcare Marketing Report, Marketing Health Services, HealthLeaders and e-Healthcare Strategies and Trends. Danny is an active member of the American Marketing Association and the American College of Healthcare Executives and is also a past board member of the Society for Healthcare Strategy and Market Development and a past president of the Tennessee Society for Healthcare Marketing and Public Relations. And in 2012, Danny received the John A. Eudes Vision & Excellence Award for his work in online healthcare marketing.
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Kim Fox has spent the last 25 years helping hospitals and healthcare companies use the power of communications to accomplish their most important strategic goals. Kim Fox is a vice president with healthcare communications firm Jarrard Phillips Cate & Hancock, and has been with the firm since 2006. Before that, she was regional director of marketing for Iasis Healthcare, where she managed the marketing departments of its Texas and Florida hospitals. Before Iasis, Fox served as director of marketing and communications for Adventist Health System’s Tennessee Christian Medical Center for 13 years, where she directed the internal and external communications, marketing and public relations activities for a multi-campus, not-for-profit medical center.

Fox is president of the Tennessee Society for Healthcare Marketing & Public Relations. She is a noted speaker and author on marketing and communications issues and is frequently quoted as an expert source in trade publications. She has a bachelor’s degree in communications and a master’s degree in healthcare administration. She is also a licensed nursing home administrator.

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Megan Frankel is Senior Director of Marketing Account Services at Cleveland Clinic. Over her 13 years at Cleveland Clinic, Megan has led marketing efforts for nearly every service line, has managed the branding efforts for Cleveland Clinic’s affiliate and alliance program, and has implemented industry leading digital efforts for the organization. Megan received her BA in Communications from John Carroll University in Cleveland, OH.

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Ed Goodman An inventive thinker and creatively-oriented technical and management professional, Eds career has spanned the fields of marketing, strategic planning, engineering, land planning, television/media production, entertainment and non-profit think tank management. Drawing on more than 25 years of interdisciplinary problem-solving experience, Ed crafted new thinking models known as the Challenge-Solution Model, the Visioneer Process, Creative Dreamscaping, and is a co-creator with Dave Goodman of the Spiral Thinking Theory and a new ebook, Creating The New American Dream The Spiral renaissance Theory. Ed is focused on helping people and organizations realize their dreams through creative collaboration and transformation. Using the principles of experience design, spiral thinking, functional creativity and organizational development, he helps create new world cultures and first-to-the-world experiences for his clients. Ed has extensive experience with creative organizations including The Walt Disney Company, where he was an expert consultant, think tank member, strategic planning advisor, marketing strategist, education product producer and television producer. Ed is a futurist and visionary in developing new applications for health care facility design and cultural transformation centered around the principal of creating highly personal and memorable experiences.

His works includes the design and strategic transformation of dozens of facilities across the US. Ed received his degree from Colorado State University in Civil Engineering, and additional studies in Marketing and Music Performance. Among his most notable accomplishments is his vast music career that includes sharing the stage with artists such as Dizzy Gillespie, Sarah Vaughn, Maynard Ferguson,

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Terri Goren, Principal and Founder of Goren & Associates (G&A), is a nationally recognized strategic healthcare marketing and communications consultant. She has consulted with some of the country’s largest healthcare and medical organizations since launching Goren & Associates in 1998. Her clients include academic medical centers, health systems, community hospitals, physician practices, health plans and associations. In addition to healthcare consulting, Terri also consults in higher education and most recently served as Special Communications Consultant to the President of a Big Ten University.

Prior to forming G&A, Terri spent nearly 20 years on the client side, serving in senior level positions, including Director of Marketing, Cleveland Clinic Florida and Senior Managing Director, U.S. Health and Pharmaceutical Practice, Hill and Knowlton Atlanta.

**Matt Gove**  
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Matt Gove is Chief Consumer Officer for Piedmont Healthcare, where he oversees marketing, communications, patient experience, philanthropy, community benefit and government relations for the five-hospital system. As Piedmont’s Chief Consumer Officer, Matt shapes the system’s approach to healthcare consumerism, working closely with physician practices, hospitals and outpatient services to provide a better understanding of Piedmont’s customers, how to better meet the consumer’s needs around access and experience, and how the system can best use emerging technologies to engage consumers. Under Matt’s leadership, the Piedmont team has won more than 15 local and national marketing awards since 2013, and he has been individually recognized as AMA/Atlanta Corporate Marketer of the Year and American Business Awards’ Marketing Executive of the Year.

Prior to joining Piedmont, Matt was a core member of the executive team that engineered an $80 million operational turnaround and raised more than $300 million for capital improvements at Grady Health System, helping revive the critical safety net institution. As Grady’s Senior Vice President of Marketing and External Affairs, he helped reposition the Atlanta institution, establishing a new look and feel and reconnecting Grady to business, media and community stakeholders.

A commercial real estate refugee, Matt earlier served as Senior Vice President of Marketing and Communications with Atlanta’s Cousins Properties, a national publicly traded real estate developer. Matt holds a Bachelor’s degree in Psychology from Georgia State University and serves on the university’s Marketing Roundtable.

Matt’s civic commitments include serving on the Boards of Zoo Atlanta and Grant Park Conservancy. He is also active in Atlanta’s technology startup community, serving in advisory roles for Brightwhistle and Alii Healthcare.
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Kerry earned his BA degree in English and drama at Vanderbilt and was a professional actor for four years before launching an ad career that took him from Atlanta to Boston, New York and South Carolina – where he worked at several “Mad Men” ad agencies, like J. Walter Thompson and Hill Holliday.

In 1993, Kerry founded Campaign, Inc., which was named agency of record for the 1996 Summer Olympic Games in Atlanta. After selling his company in 1997, Kerry moved to Nashville, managed creative duties for the parent firm for 10 years, then joined BOHAN Advertising | Marketing in 2007 as president. After several years of record growth and the distinction of winning Ad Age’s “Southeast Agency of the Year” award, he was named CEO in 2014.

Today Kerry oversees a staff of nearly 100 and health care brands that include Saint Thomas Health, BlueCross BlueShield of Tennessee, Arnold Palmer Children's Hospital and the Neuro Associates of San Antonio practice at Methodist Stone Oak Hospital.

He is a member of the Board of Visitors at Wake Forest University’s School of Business and is a board member of Hands On Nashville, Ensworth School and the Community Foundation of Middle Tennessee. Kerry has taught and led branding and health care marketing seminars at Vanderbilt’s Owen School of Management, Boston College, University of Georgia and Belmont University’s Mini-MBA program.

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Lyle Green is the Executive Director for Physician Relations in the Global Business Development team at The University of Texas MD Anderson Cancer Center, where he is responsible for proposing and tracking strategies that advance MD Anderson’s relationships with community and referring physicians and that support referral development objectives of the organization. These strategies contribute to the overall goals of patient access within business development to include the introduction of new product offerings that support the growth of the MD Anderson Cancer Network.

Mr. Green is a Board Certified Healthcare Executive and Fellow in the American College of Healthcare Executives and also is a Certified Professional and Fellow in the Healthcare Information Management and Systems Society.

Lyle has published and regularly delivers presentations at national conferences such as the Forum for Healthcare Strategists, the Society for Healthcare Strategy and Market Development, and the American Association of Medical Colleges – Group on Institutional Advancement and is a past-President of the American Association of Physician Liaisons.

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Brian joined University Hospital in 1998 as a Marketing Associate and has served in a number of roles including, Marketing Manager, Brand Manager, Associate Director, and currently as the Senior Director of Interactive Marketing & Web for Health Sciences. Brian’s responsibilities include, managing a team
of web professionals and directing web and marketing resources to support the development and maintenance of all clinical and academic web sites as well as the Health Sciences Intranet portal. Brian has a Masters in Public Administration from the University of Utah and received his Bachelors in Political Science from Central Connecticut State University.

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Dalal Haldeman has been involved in science, education and health care marketing and communications for more than two decades. As senior vice president of marketing and communications for Johns Hopkins Medicine, the organizational umbrella for the Johns Hopkins School of Medicine and the Johns Hopkins Health System, she is responsible for overall brand extension, strategic marketing and communications, market research, marketing, media relations, communications, publications and Internet strategies in the regional and global market.

Before joining Johns Hopkins Medicine, she supported the nationally recognized outreach efforts of the Cleveland Clinic and served on the faculty at various academic institutions. Her long service record includes leadership roles in epilepsy advocacy and various community organizations. She is the recipient of several e-strategy and communications awards, has presented at numerous national and international meetings, and serves on various local and national boards.

Thomas Heatherington
Managing Director, Digital Health Strategy
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Tom Heatherington is a strategy executive leading innovation and large-scale business change across the health industry. He has a proven track record of leading strategies and implementing major change initiatives for large health enterprises including Integrated Delivery Systems, Payors and health institutions in the U.S., Germany, France and Russia. Tom’s specific areas of expertise include Innovation, Customer Relationship Management, and Health Management.

As Managing Director, Leadership Team, Health Sales and CRM for Accenture, Tom is responsible for leading strategies and deploying capabilities across Accenture’s Management and Technology Consulting lines of business, driving quantum improvements in business performance for Accenture’s largest health clients. He leads the Innovations offering within Accenture’s Health Operating Group, as well as leading and supporting CRM engagements across North American health clients.

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Suzanne Hendery serves as Vice President, Marketing & Public Affairs for Baystate Health, a Top 100 System of four hospitals. Baystate Health is the health care leader in Western MA and one of the largest employers with 400 employed physicians and providers and 11,500 employees. Suzanne has a Master’s Degree in Marketing Communications from The University of Connecticut and a Bachelor’s Degree in Media Systems and Management from Westfield State University.
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Ms. Hennum has more than 25 years of experience in health care, with progressive experience in health care operations, strategy, business development and marketing. She has a Master of Science Degree in Health Administration from Virginia Commonwealth University where she was an A.D. Williams Scholar. She received a Bachelor of Arts degree in Communications from Washington State University, where she completed her studies in the WSU Honors College.

Ms. Hennum has worked in a variety of health care settings including: not-for-profit health systems, for-profit health systems and academic medicine. Her career responsibilities include innovative partnership development, strategic planning, project management, physician integration, and new product/service introduction. She also has extensive experience in board governance, crisis management and business development. In 2012, Ms. Hennum received the Business Woman of the Year Award in Northern California and was a Story of Excellence Recipient that same year for Enloe Medical Center. During her time with Brim Healthcare – a national hospital management company – Ms. Hennum was selected as the Annual Leadership Award Winner/Employee of the Year.

She serves on the Board of Directors for Community Ambulance in Henderson, Nevada. Ms. Hennum is a member of the American College of Healthcare Executives. She enjoys running, hiking and cross-country skiing with her family.

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Donna Hill is the Marketing Strategist for the University of Arkansas for Medical Sciences (UAMS). With more than 20 years of experience in communications and marketing, her responsibilities include: Physician marketing; Serving as digital managing editor for UAMS’ award-winning clinical website, UAMShealth.com, and other projects; Overseeing social media and online reputation strategy; Producing videos, patient stories, web pages and other content; Developing and implementing web-based and other digital marketing strategies including search engine marketing and optimization; Providing strategic marketing plan and tactical support to achieve the goals and objectives of designated clinical service lines; Providing direction and creativity in determining appropriate strategies, distribution channels and communication vehicles to reach target markets. She received a bachelor of arts degree from the University of Arkansas.

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Jean Hitchcock is a marketing and communications executive with more than 25 years in healthcare. In 2014, she left her position as vice president of Public Affairs and Marketing for MedStar Health, where she led the marketing and communications for MedStar’s services across Maryland and the Washington, D.C., region. Ms. Hitchcock joined MedStar Health from Scripps Health in San Diego, where she served as corporate vice president of Marketing and Communications and has held leadership positions with a number of organizations throughout her career, including OhioHealth and Spectrum Health. Ms. Hitchcock holds undergraduate degrees in political science and sociology from Hunter College and a Master of Public Administration from Western Michigan University. She is accredited by the Public Relations Society of America and served on the board of the Society for Healthcare Strategy & Market Development. Ms. Hitchcock has been recognized with several
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Christine Holt is the chief experience officer for Holy Redeemer Health System, an integrated system providing HealthCare, HomeCare and LifeCare throughout southeastern Pennsylvania and 12 counties in New Jersey. Her main responsibility is to build the brand for the system and its services by helping the organization deliver distinct experiences that embody the brand promise and enhance the value provided to patients, physicians and employees. Prior to Holy Redeemer, Chris was director of marketing for the Rothman Institute and Nazareth Hospital, as well as a long-term care administrator. She received her BS in marketing and finance from St. Joseph’s University and her MBA in health care administration and MS in health care finance from Temple University.

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Andrew Ibbotson is a serial entrepreneur and technology innovator. Since starting his first software company in 1999, each of his startups has resulted in a successful acquisition. Andrew sold his most recent company, Digital Assent, to publicly traded National Research Corporation (NASDAQ: NRCI), where he now runs the company’s Atlanta office and Digital Assent business unit.

Andrew served as founder and CEO of Digital Assent from 2009 to 2014, helping doctors and hospitals improve patient satisfaction and grow their online reputation. Under his leadership, Digital Assent added world renowned hospitals like Cleveland Clinic as enterprise customers and was selected by Forbes as a finalist for its annual “List of America’s Most Promising Companies”. Prior to Digital Assent, Andrew served as founder and CEO of Synthis Corporation from 1999 to 2009, where he led the development of a digital marketing solution that grew to over $500 million per month in sales transactions before being acquired by a multi-billion dollar software company.

Personal career highlights include being named “Business Person of the Year” by the Metro Atlanta Chamber, “Entrepreneur of the Year” at TiECON Southeast, and “Mobile Marketer of the Year” at the third annual Tech Marketing Awards. Andrew was also named one of Atlanta’s “40 Under 40” business leaders by the Atlanta Business Chronicle.

Andrew enjoys mentoring first-time entrepreneurs and regularly speaks at events throughout the country to promote innovation and entrepreneurship. He sits on a number of boards, including Georgia Tech’s School of Industrial and Systems Engineering, where he graduated with high honors.

Away from the office, Andrew has a passion for adventure sports. He is an accomplished distance runner, mountain biker, adventure racer and Ironman triathlete. Andrew is a past winner of the Nissan Xterra Southeast Region Triathlon Series and a former scratch golfer. He lives in Atlanta with his wife Nicole and son Jack.
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Ross Joel is CEO and Co-founder of BroadcastMed, a digital broadcasting company and the leader in digital physician engagement. The Company helps the world’s leading hospitals, medical device and medical education companies create and distribute trusted educational content to maximize engagement with physicians, allied healthcare professionals, and medical students. The BroadcastMed Network includes affiliated broadcast channels featuring educational content from some of the world’s top hospitals and physician experts. Since co-founding the company in 1994, Ross has worked to instill a culture of continuous growth and innovation, and was instrumental in the transformation of a traditional broadcast production company into the medically-focused digital broadcasting company BroadcastMed is today.

Prior to BroadcastMed, Ross spent nine years as a television anchor/reporter for NBC-affiliated TV stations in Vermont and Hartford, Connecticut. His television work earned him an Emmy nomination. Ross has gained a national reputation in healthcare digital marketing through appearances on such national news programs as NBC “Today” and in print news outlets such as the New York Times, Boston Globe, Washington Post, Newsweek and many others. A member of the American Hospital Association’s Society for Healthcare Strategy and the Association of Medical Media, Ross has spoken at the national meetings of such groups as the American Hospital Association, the Healthcare Strategy Institute and the Association of Academic Medical Centers. Ross holds a B.A. in Political Science from Union College and a Master’s degree in Journalism from New York University. He is also a graduate of the Kursverksamheten School of Language at the University of Lund, Sweden.

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Dennis Jolley is the Vice President of Institutional Advancement and Chief Marketing & Communications Officer at Gillette Children’s Specialty Healthcare in Saint Paul, Minnesota. In this role, he directs the strategic communications, marketing, external relations and fundraising efforts for Gillette. Prior to Gillette he served in various leadership roles at University of Utah Hospitals and Clinics including strategic marketing/communications, crisis communications, communications planning, business development, advertising and fundraising. His previous experience includes marketing and communications positions at the office of the US Surgeon General and with an international agency working to improve child health in developing regions. He has taught various subjects from grades 6-graduate school, been the Head of School at an independent K-8 school, and served in leadership roles in multiple non-profits, professional associations and advocacy organizations.

Dennis holds a Bachelor of Arts degree in Political Science, a Master of Public Health with an emphasis in Social Medicine and Epidemiology, and a Master of Education in Teaching and Learning Theory as well as certificates in biomedical ethics, epidemiology, and international health. A popular speaker on topics including integrated marketing communications, strategy, branding and team development, Dennis describes himself as a misplaced cultural anthropologist who is fascinated with the role marketing and communications play in shaping both cultural attitudes and individual decisions. He believes that by crafting the right strategy and the right messages, we can change lives for the better.
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Emily Kagan Trenchard serves as the Director of Web Technology for the North Shore-LIJ Health System. In her nearly 10 years working in the field, Emily has been a part of several website redesign and infrastructure projects, including implementing online appointment scheduling systems, patient pre-registration, physician portals, and database and CMS conversions. She currently oversees the front end and back end development and design teams. She is also responsible for much of the technology contracting and implementation strategy. She has a BA in bio-behavioral science from UC Berkeley and hold a masters degree in science writing and communication from MIT.

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Mr. Kane joined CCHC in June, 2011. Previously, he served as Senior Vice President, Marketing Communications from 2005 for the Wellmont Health System in Northeast Tennessee, where he managed all branding, marketing and communications efforts and initiatives. Prior to that, Mr. Kane served as Director of Marketing Communications for the Conemaugh Health System in Western Pennsylvania since 1997, where he had similar responsibilities. Earlier in his career, he served as Vice President and Treasurer for Kane and Company Advertising, a full-service, family-owned advertising agency and political consulting firm. Mr. Kane has a proven record of strategic and tactical leadership in marketing communications, advertising and media, advancing the mission, vision and values of healthcare organizations. Mr. Kane has earned five regional Emmy® nominations and he and his team have won multiple healthcare advertising and communications awards. Mr. Kane earned his Master’s Degree in Business Administration from King College in Bristol, Tennessee, and his bachelor’s degree in communications and theater arts from Saint Joseph’s College in Rensselaer, Indiana.

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Dean C. Kaster, FACHE, is the Senior Vice President, Corporate Strategy and Business Development at the University of Maryland Upper Chesapeake Health System (UM UCH). Mr. Kaster joined UM Upper Chesapeake Health in August 2005. He is responsible for the System’s strategic planning, marketing, and business development efforts. In addition, he is also responsible for providing executive leadership over the clinical service lines and several ancillary/outpatient areas for UM Upper Chesapeake Health. Prior to his current role, he was the Vice President for Business Development with the Covenant Health Care System in Milwaukee, Wisconsin. Dean received his Bachelor of Science and Master of Arts in Health Services Administration from the University of Wisconsin—Madison.
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Richard has 35 years of experience in the healthcare industry including executive positions with Hospital Corporation of America, Children’s Hospital of Philadelphia, and Swedish Medical Center in Seattle, and experience in Canada, Mexico and Asia.

Richard is a Certified Executive Coach and formed The Third Way to help leaders “Improve performance through new thinking”. His column Leadership Rounds goes to 30,000 physicians through Med News Plus.

Richard has taught postgraduate classes at The George Washington University, Penn State, University of Washington and the Wharton Business School. He has a Masters Degree in Hospital and Health Care Management from The George Washington University.

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Ty Kennon currently serves as vice president of System Marketing for MedStar Health. In this role, Kennon develops all system-based marketing initiatives and oversees all regional and hospital-based marketing for the health system, across Maryland and the Washington, D.C. region. Before joining MedStar’s corporate team, Kennon was vice president of Public Affairs & Marketing at MedStar Washington Hospital Center, a 926-bed, major teaching and research hospital, where he oversaw the hospital’s marketing, public and media relations, communications and community outreach. Prior to that, Kennon served in leadership roles at Scripps Mercy Hospital, Cedars-Sinai Health System and California Hospital Medical Center.

Mitzi Kent
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Mitzi G. Kent currently oversees and leads the national physician liaison program for all LifePoint Hospitals in 68 campuses within 21 states. She is responsible for developing national volume growth strategies that are consistent with the hospital growth strategic plans and works closely with Group and hospital leadership to provide guidance in sharing insight and identifying growth opportunities. Past experience includes VP of Sales with HCA, Gentiva and America HomePatient. Mitzi, a native of Philadelphia PA, earned a bachelor of science in Nursing from the University of South Carolina and specialized in Pediatric BMT and High Tech Infusion.
Kirat Kharode has been the Vice President and COO for Jersey City Medical Center – Barnabas Health System since 2011. Since then he has been instrumental in driving the organization's physician network and ambulatory strategy, raising $250,000 for a new women's center initiative, and driving growth that has resulted in substantial improvements to the hospital’s bottom line.

Prior to joining LibertyHealth, Kirat worked in senior leadership capacities at two Tenet Health Philadelphia hospitals, as well as at the University of Pennsylvania Health System. In 2012, Kirat was named to Becker's Hospital Reviews “Rising Stars under age 40.”

Barbara L'Amoreaux has led the adoption of a brand journalism model for Holy Redeemer, an integrated provider of hospital, homecare, hospice, long-term and life-care services in the Greater Philadelphia market. Barbara oversaw the development of HealthLink (HolyRedeemerHealth.com), a brand journalism hub site that uses digital media to effectively educate and inform the public about health issues and communicate the system’s key messages. As co-creator of the award-winning blogs Caring with Confidence and The Aging Well, Barbara effectively utilizes expertise from hospice clinicians and life-care professionals to foster confidence and enhance the hospice experience and to aid families through the maze of senior care. Barbara has led marketing and PR teams in behavioral health, and has consulted for hospitals, privately-held companies, nonprofits, and family-owned businesses. She holds a Master's of Science in Organizational Dynamics from the University of Pennsylvania.

Jason Lee is a member of the Healthcare – San Francisco practice at ECG. He has over a decade of consulting experience in strategic planning, hospital/physician alignment, and commercial contracting. Jason's current practice focuses on managed care contract analysis and negotiation, development of hospital/physician financial relationships, and assessment of physician productivity. He has worked with several clients to develop innovative care delivery and reimbursement models in the health reform era. He is an industry expert in health exchange provider strategy. Further, he has served as an interim System Director of Managed Care for a multibillion-dollar health system. Jason has a master of public health degree from San Diego State University and bachelor of arts degrees in both human biodynamics and molecular and cell biology from the University of California, Berkeley.
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Summer Lesic, serves as Group Director Provider Relations for the Mountain North Denver Operating Group (MNDOG) of Centura Health. Along with St. Anthony Hospital and OrthoColorado Hospital, this group encompasses Avista Adventist Hospital in Louisville, St. Anthony North Hospital in Westminster and St. Anthony Summit Medical Center in Frisco.  

With an extensive sales background primarily in the pharmaceutical industry, her focus at Centura is been championing the systems of care initiatives by developing and implementing the current growth and retention strategy for provider relations team. Summer earned her BS in Communication from Michigan State University in 2003. She and her husband are new parents, welcoming their first son in January.

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Katie Lestan has been with Walgreens for 10 years in Health Care Sales and Account Management leadership. In her present role, she serves as Divisional Vice President for the Health Systems segment for Walgreens Health and Wellness. In this capacity, she leads an organization that partners with Health Systems, Physician Groups and Community Health Centers to demonstrate the value and innovation of Walgreens pharmacy, health and wellness solutions as the Healthcare Industry continues to evolve.

Prior to her current role, Ms. Lestan served as Regional Vice President of Sales for the Midwest and Southeast Regions including Puerto Rico at Walgreens. She was responsible for Sales and Account Management teams partnering with Employers, Health Plans and Health Systems to provide programs and solutions that enhance member/employee health and well-being while improving clinical and financial outcomes.

From 2004-2009, Ms. Lestan was the Vice President of Sales for the Specialty Pharmacy Division of Walgreens. Before joining Walgreens, Ms. Lestan began her career and sales leadership roles with Apria Healthcare and Abbott Laboratories. Ms. Lestan earned her Bachelor of Science degree in Psychology from Central Michigan University.

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Darin Libby is a Principal in ECG’s General Healthcare practice and is based in San Diego. Since 2000, he has worked with ECG clients to solve complex problems in, strategy, finance and operations. He works with health system and medical group clients across the nation on a variety of consulting engagements. Darin has extensive experience working with the develop and ongoing management of various physician alignment structures to advance clinical service lines, including employment, PSAs, comanagement, bundled payment, and integration networks.

Darin received a master of health administration degree from Washington University School of Medicine in St. Louis, Missouri, and a bachelor of arts degree from Austin College in Sherman, Texas.
Darin frequently addresses audiences across the country on the topic of hospital planning and physician-related issues. He also has extensive leadership experience serving on the boards of several community and private organizations.

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Neal Linkon manages interactive marketing for Children’s Hospital of Wisconsin, including external websites, the intranet, email marketing, social media, mobile apps and strategies, and online advertising.

He has managed interactive marketing for Northwestern Mutual and Aurora Health Care, and has consulted on web and social media strategies for hospitals, health systems, consumer products companies and entertainment firms. He has held management positions for companies like Motorola, Lockheed Martin, Johnson Controls and International Paper, focusing on interactive marketing since 1995.

His Interactive Marketing team at Children’s Hospital won Greystone’s “Best in Class” top award for social media strategies, a silver award for mobile strategies and a bronze award for best use of performance metrics; from the eHealthcare Leadership Awards, his team won platinum awards for mobile communication and social networking, and a silver for web design.

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J.K. has over 10 years of experience helping hospitals implement online marketing strategies and campaigns that increase awareness, patient acquisition and contribution margins. Prior to co-founding Eruptr, J.K. was one of the first employees of RevolutionHealth.com (now Everyday Health), an online site envisioned by Steve Case, the co-founder of AOL. J.K. was instrumental in creating and spearheading a hospital advertising vertical and developing relationships across the country. The internet is the fastest growing medium for targeting patients and J.K. is committed to serving care providers to achieve marketing goals and increase ROI.

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Cynthia Floyd Manley leads content and social engagement strategies as a member of Vanderbilt University Medical Center’s strategic market engagement team. A one-time journalist, she has 20 years of experience in health care communications, public relations and marketing. She supported Vanderbilt-Ingram Cancer Center as its communications officer prior to moving into her current role in 2011.

Manley is a member of the external advisory board for the Mayo Clinic Center for Social Media and Health Social Media Network. She is a frequent speaker on health care social media and content marketing. A past chair of the National Cancer Institute Public Affairs & Marketing Network, Manley is active in the Association of American Medical Colleges’ Group on Institutional Advancement.
A graduate of Middle Tennessee State University, she is a member of its College of Communications “Wall of Fame.” She serves on the board of directors for Gilda’s Club Nashville, where she provides PR and social media counsel.

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David Marlowe is the Principal of Strategic Marketing Concepts, a health care marketing consulting firm based in Ellicott City, Maryland. In this capacity, Mr. Marlowe is responsible for directing engagements involving the development of strategic marketing plans, market research, marketing function assessments, medical staff marketing, new program development, pricing strategies and health care delivery system marketing issues. Prior to forming Strategic Marketing Concepts, Mr. Marlowe served as Vice President-Strategic Consulting for First Strategic Group (Whittier, CA), Vice President-Strategic Services for Market Strategies, Inc. (Richmond, VA), Vice President-Planning and Marketing for St. Agnes Hospital (Baltimore, MD) and Director of Marketing for Harbor Health System (Baltimore, MD).

Mr. Marlowe has over 34 years of health care marketing and planning experience as a consultant and a provider based executive. In addition, he has held adjunct faculty positions at Avila College (Kansas City), the University of Baltimore, Georgetown University and Virginia Commonwealth University. Mr. Marlowe is a frequent author and lecturer for national and local professional organizations such as the American College of Healthcare Executives, the Forum for Health Care Strategists, the Medical Group Management Association and the Society for Healthcare Strategy and Market Development. He is the co-author and editor of the book “Building a Foundation for Effective Health Care Market Research” and is the author of the books “Healthcare Marketing Plans That Work” and “A Marketer’s Guide to Measuring ROI”.

Mr. Marlowe holds a B.S. degree in accounting from Syracuse University and a Masters of Management degree in marketing from the J.L. Kellogg Graduate School of Management at Northwestern University.

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A serial “intrapreneur”, Carol Marshall specializing in internal startups, organizational & process redesign, and turnarounds. Most recently, she was asked to build a Referral Development program for the University of Chicago Medicine, which includes the medical center’s first-ever physician relations team. Carol has served as Executive Administrator for the Department of Pediatrics and the Institute for Molecular Pediatric Sciences, and Director of Business Development for the Medical Center. While at Yale University, she managed the startup of the Boyer Center for Molecular Medicine, served as project lead for Yale’s Oracle systems design and implementation, and built and directed a group dedicated to operational excellence at the Yale School of Medicine. She holds a Master’s degree in Music and has completed executive graduate studies in finance and management at both the Yale School of Management and the University of Chicago’s Booth School of Business.
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Anne Martino is Vice President of Consumer Insights & Innovation at Aurora Health Care in Milwaukee, Wisconsin. She leads a research team passionate about understanding the consumer journey and the insights that generate product innovation and enhanced brand experiences.

Anne is a classically trained marketer with a background that includes leadership at global advertising agencies (Leo Burnett, FCB, JWT), leading integrated brand-building efforts for Heinz, Kraft Foods and SC Johnson - including driving SC Johnson’s advertising activities for greater China (Mainland China, Hong Kong, Taiwan) while an expatriate based in Shanghai. She further developed her insight-based brand and product marketing skills as Vice President of Corporate Marketing leading global efforts for Nokia’s Location and Commerce division based in Chicago. Martino holds a master’s degree in Communications from the University of Wisconsin.

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John A. Marzano is the VP, chief marketing & communications officer for Orlando Health. He is responsible for all traditional and digital marketing communication activities for the health system including strategic marketing, brand and reputation management, media relations, consumer engagement, as well as physician sales. Prior to Orlando Health, John served for eight years as the VP of marketing and public affairs for MedStar Health. In that role, he directed the communications, marketing and public affairs programs for one of the top-25 largest health systems in the U.S. He is skilled in crisis communications and enterprise risk, and is a seasoned leader in integrated healthcare organizations, B2B and consumer marketing strategies, sports marketing and hospitality. John holds a bachelor’s degree from Bloomsburg University, Pennsylvania, and earned a certificate in Executive Leadership from the Center for Professional Development at Georgetown University in 2004.

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Paul Matsen joined Cleveland Clinic in 2006. He is responsible for all marketing and communications programs at Cleveland Clinic including global development of the brand; marketing of key clinical lines of service, regional and international locations and digital marketing. Mr. Matsen also leads Cleveland Clinic’s Corporate Communications department.

During Mr. Matsen’s tenure, the Cleveland Clinic has grown to be one of the most recognized and respected healthcare brands in the world. Under his leadership, Cleveland Clinic has been an innovator in digital and content marketing including the industry-leading ClevelandClinic.org website, social media, mobile apps and search engine marketing programs. Recently, the Clinic launched the groundbreaking Health Hub which provides daily health and wellness information from Cleveland Clinic experts. Prior to joining Cleveland Clinic, Mr. Matsen was most recently the Executive Vice President and Chief Marketing Officer at Delta Airlines. He began his career in New York, working at a number of leading advertising agencies Including Grey and Young & Rubicam. He is a graduate of Rutgers University, N.J. Paul is an active member of the Cleveland Community and serves as a member of the Board of Directors of the United Way of Greater Cleveland, Positively Cleveland, and Hathaway Brown School.
Sarah McLean
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Sarah McLean, a master meditation teacher, guide, is a go-to teacher for contemporary meditation and mindfulness practices. She is the best-selling author of Soul-Centered: Transform Your Life in 8 Weeks with Meditation (Hay House) and the upcoming book Love & the Power of Attention.

Sarah has been mediating for decades and teaching meditation for over 20 years. She's has explored the spiritual heart alive in all parts of the globe. She was a behavioral specialist and medic in the U.S. Army, served as education director for the Chopra Center for Wellbeing in California, and

Sarah is the founding director of the McLean Meditation Institute in Sedona Arizona, where she directs programs that make meditation so easy that anyone can practice it to immediately increase their inner peace, happiness, and fulfillment. Sarah has been featured in the New York Times, Prevention Magazine, Organic Spa, The Chicago Tribune, Huffington Post, Unity Magazine, Daily Word, and on Fox Health News. She brings meditation to educational facilities and corporations such as the Thunderbird School of Global Management, Young Presidents Organizations, Clayton Homes, Proctor & Gamble, and develops programs for the Chopra Center, Miraval, the Sanctuary Spa, and Enchantment’s Mii amo Spa. Sarah says she’s committed to promoting a peaceful, sustainable way of life. Visit www.McLeanMeditation.com for more information and access to free meditations.

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Lori McLelland, MSN, RN is a seasoned administrator and registered nurse, with 30 years of experience in complex health care environments. In her role as Corporate Director of Market Development for Emory Healthcare, she is responsible for expanding the Emory provider network and leading the Emory Healthcare liaison team which builds and strengthens relationships with referring physicians and other referral sources. Lori’s additional responsibilities include Emory HealthConnectionSM - the Emory physician and consumer consult and referral call center staffed by register nurses.

Prior to joining Market Services, Lori’s roles included Director of Critical Care Nursing and Nurse Educator at other academic and private institutions. She received her Bachelor of Science in Nursing degree from Marquette University in Milwaukee, Wisconsin. Her Master of Science in Nursing degree is from Emory University in Atlanta, Georgia.

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Terri McNorton serves as Vice President of Marketing for Ochsner Health System in New Orleans, responsible for overall brand strategy and market positioning for the system. Prior to joining Ochsner, Terri served as VP of Marketing for a Louisiana-based health system, responsible for marketing, communications, business development and government affairs. Terri began her marketing and public relations career in consumer products, serving as Global Director of Communications for Tropicana Products, Inc. in Florida. She has an undergraduate degree in Political Science from Michigan State University and a Master’s degree in Business Administration from Southeastern Louisiana University. She is serving her second term as a member of the SHSMD Board of Directors.
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Susan Milford is the Senior Vice President of Marketing and Communications for OSF HealthCare System; a catholic health system founded by the Sisters of the Third Order of St. Francis in Peoria, IL in 1877. OSF has 11 hospitals, 1000 employed providers, 17,000 employees, multiple health services, the Jump Trading Simulation Center and is a pioneer ACO. Susan joined OSF in January of this year after serving as the SVP for Strategy and Development at Centegra Health System in the Chicago suburbs for 8½ years. Prior to Centegra, she was Director of Marketing & Physician Services at Barnes-Jewish Hospital in St. Louis. Susan has over 29 years of health care industry experience and holds an Executive MBA from the University of Illinois. She is active in her church and the community.

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Stephen Moegling is a partner at Franklin Street. He works with the firm’s clients on brand positioning, service line marketing, and digital patient acquisition strategies. Stephen is also the editor of Franklin Street’s blog, The Next Idea, one of the highest read health care marketing blogs in the country. He is a past speaker at SHSMD, The National Council for Behavioral Health, The Healthcare Marketing Summit, and regional healthcare marketing conferences. Stephen has also written for Healthcare Marketing Report and has provided trends analysis for Modern Healthcare.

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Ann Mond Johnson is passionate about helping consumers make better decisions about their health. As Chairman at ConnectedHealth, she works with the senior management team on strategy and business development as well as educating people about the retailization of healthcare and the impact of private marketplaces (also known as exchanges). Ann promotes marketplaces as the latest expression of consumerism in healthcare. She has a proven track record of growing innovative and highly profitable health data information companies. Prior to joining ConnectedHealth, Ann was CEO and co-founder of Subimo, which licensed online interactive tools to employers and health plans to improve the health of their constituents and reduce their healthcare outlay. Subimos clients included over 30 Blue Cross and Blue Shield plans as well as Fortune 100 corporations. Ann led the management team at Subimo, raised start-up funds and positioned the company as a market leader in the field of consumerism in healthcare.

After Subimo was acquired by WebMD in 2006, Johnson served as Senior Vice President at WebMD Health Services through 2008. Previously, she was Senior Vice President at Sachs Group (now part of Truven Health), the leading provider of healthcare information for health systems and providers. Johnson has also served on the advisory boards of several businesses, non-profit organizations and start-ups. Ann maintains an active professional network and affiliations, including membership in the Healthcare Executive Leadership Network, and as a presenter at a range of professional meetings and corporations, such as Health 2.0, American Health Insurance Plans (AHIP), eHealth Initiative, American College of Physician Executives, the Forum for Healthcare Strategy, the Society for Healthcare Planning and Marketing, Society for Human Resource Management (SHRM) and the Employee Benefits Forum.
Cindy Moon-Mogush  
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With more than 20 years of leadership experience in the marketing and communications fields, Ms. Moon-Mogush has served as a senior executive responsible for marketing, public relations, digital and online communications for large companies in the financial services and health care industries.

Currently she leads all brand, marketing, digital experience, consumer insights, public relations and social media communication programs for Aurora Health Care. Aurora is Wisconsin’s largest integrated health care provider with 15 hospitals, 220 clinics, 80 retail pharmacies and a large lab and home health business. In her role she also oversees all aspects of internal communications for an employee base of 32,000+.

Prior to joining Aurora Health Care, Ms. Moon-Mogush held the position of Senior Vice President and Chief Marketing Officer for Associated Banc-Corp, Wisconsin’s largest banking organization. Prior to Associated she held senior marketing positions at National City (now PNC Financial), First of America Financial Services and the Ramada Corporation. Ms. Moon-Mogush holds a master’s degree in organizational communication from Central Michigan University, where she also received a Bachelor of Science degree in communications and journalism.

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Jim Munz is the Regional Director of Physician Relations at Advocate Christ, South Suburban, and Trinity Hospitals in the Chicago southland market. His responsibilities including growing market share through physician recruitment, retention, and outreach to enhance satisfaction and loyalty. Prior to Advocate, Munz was the Manager of Physician Services at Northwestern Memorial Hospital in Chicago, where he developed a physician relations program of national notoriety. Jim received his bachelor’s degree in health science and his master’s degree in health administration at Governors State University, and is in the dissertation phase of his doctorate in health administration at Northcentral University.

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John O’Hara has been the President of Hallmark Health Medical Associates and a SVP of Hallmark Health System since 2010. John’s HHMA leadership efforts have concentrated on the development and implementation of a strategic plan targeted on growth, organizational transformation, and the continued improvement of operations and finances, with an unwavering commitment to quality, service and patient access. As a SVP of Hallmark Health System, John leads its physician and network development efforts which include building and aligning GI, Orthopedic, OB/GYN, and surgery services. During John’s tenure, HHMA has become one of the fastest growing multi-specialty group practices north of Boston. Prior to joining HHMA, John successfully led other physician organizations, practiced healthcare law, and led a local community hospital as its Executive Vice President. He received his undergraduate degree from Boston College, a Masters in Healthcare Administration from George Washington University, and a JD from Suffolk University. John is a member of the Massachusetts and D.C. Bar.
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David Ping joined Health Quest in September of 2005 and serves as the Senior Vice President of Strategic Planning and Business Development. David is responsible for the development of the strategic plans for the organizations as well as business development. He is also responsible for the marketing activities of Health Quest and Community Education. David has a BA from Indiana University and a Master’s in Healthcare Administration from the University of Minnesota. David was the Chair of the Dutchess/Ulster American Heart Association Heart Walks and is current Chair of the Dutchess/Ulster American Heart Association Board of Directors.

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Dennis W. Pullin has been president of MedStar Harbor Hospital, and senior vice president MedStar Health, since July 2009. Pullin came to MedStar Harbor from MedStar Washington Hospital Center in Washington, D.C, where he spent three years as senior vice president and chief operating officer. Prior to that, he held positions as vice president of Operations and Business Development at St. Luke’s Episcopal Health System in Houston, TX; vice president of Acquisitions and Development at Symbion Healthcare, Inc.; executive director of the Baylor Sports Medicine Institute at Baylor College of Medicine; and chief operating officer at Hopestar Medical Management Group.

Pullin, a San Antonio native, received his bachelor’s degree at Texas Lutheran University and earned a Master of Science degree at Texas A&M University. In addition, Pullin is a licensed securities agent registered with the National Association of Securities Dealers.

Pullin sits on a number of community boards and advisory committees, and participates in a variety of professional organizations, including the American Heart Association and Healthcare for the Homeless. He is a member of the Maryland Hospital Association’s Council on Legislative and Regulatory Policy, as well as MHA’s Prime Group Purchasing Organization. Pullin, also recently was appointed to the American Hospital Association’s Governance Council for Metropolitan Hospitals, and was elected a Regent to the American College of Healthcare Executives. He has served as an adjunct professor at Texas Lutheran University and Towson University, and has presented and published a wide variety of papers and articles. Pullin is a Fellow in the American College of Healthcare Executives and a past Fellow in the American College of Sports Medicine.

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Lori Rice is an Operations Administrator for both the Affiliated Practice Network and the Florida Referring Physician Office. Lori has been employed at Mayo Clinic for eighteen years. Prior to joining the Affiliated Practice Network in 2010, Lori served in senior roles within Mayo Clinic in Supply Chain Management, in Campus Planning and Operations as an Equipment Planning Project Manager, and in Finance. Lori held a position outside of Mayo Clinic for 5 ½ years where she was the Executive Vice President of a physician practice in the Midwest that served rural communities health care needs.

Lori earned a Bachelor of Arts degree in Accounting from Mt. Vernon Nazarene University and her Master’s in Health Administration from the University of North Florida.
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Nate Rogers is a high-energy marketing executive with a passion for driving results by knowing the customer. He has made his mark by bringing fresh, outside perspectives to the organizations he serves. Nate’s experience is firmly rooted in retail and digital, with a solid foundation in brand strategy. He ran an e-commerce startup right out of college, has worked on the agency and client side of marketing, spent 9 years at Victoria’s Secret, and now works in Marketing at OhioHealth, a nationally recognized healthcare organization with 11 member hospitals and over 50 outpatient locations.

Nate has his undergraduate degree and MBA from THE Ohio State University. He serves on the board of Clintonville Go Public, coaches youth soccer, and actively volunteers at his kids’ elementary school. He currently serves as Vice President of Marketing & Communications at OhioHealth with responsibility over Digital Marketing, Customer Relationship Marketing, Customer Research, Marketing Planning, and Neighborhood Care.

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Rob Rosenberg is President and Brand Strategy Director of Springboard Brand & Creative Strategy, a “life-care” focused branding and communications firm located in the northwest suburbs of Chicago. Springboard works with leading healthcare systems, hospitals, associations, and other services related to a consumers’ lifecycle. Over his 30-year plus career in marketing and advertising, Rob has worked with hospitals and health related organizations in all corners of the U.S. He also has an award-winning blog on hospital branding. Rob has a B.A. degree in Communications from the University of Kentucky and is a graduate of Northwestern University’s Institute of Advanced Advertising Studies.

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Ken Runkel is a Partner at Vivaldi Partners Group. Ken brings over thirty years of marketing communication, brand strategy identity experience to clients, helping them find insightful and actionable solutions to corporate branding problems and brand strengthening opportunities across a wide range of categories.

Prior to joining Vivaldi, Ken was an Executive Director at Landor Associates in New York for 17 years, where he led major client engagements for Landor’s corporate branding practice for clients, including CIGNA, E-Trade, Cleveland Clinic, North Shore-LIJ, Tufts Medical Center, Hartford HeathCare, GE, Eastman Chemical, LG Electronics, Morgan Stanley, TD Ameritrade, the National Football League, UFC, NBC Universal, U.S. Department of the Treasury and numerous others.

Previously, Ken honed his skills at Siegel & Gale, Interbrand and BBDO New York. Major clients over the years have included IBM, AT&T, PepsiCo, Kodak, DuPont, Texas Instruments, Lever Brothers, and Bell Atlantic. Ken lives with his wife and daughter in Westport, CT. He is a graduate of Arizona State University.
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Holli Salls is principal of SallsGroup, LLC a strategic marketing and communications consultancy she founded in 2014 and is an adjunct faculty in the Quinlan School of Business at Loyola University teaching healthcare marketing.

From 2000-2012, Holli was vice president of Public Relations, Marketing and Physicians Services for Northwestern Memorial Hospital in Chicago, Illinois. There she developed an integrated approach to the hospital’s internal and external communications and strengthened its public relations and marketing programs. In addition, she oversaw Northwestern Memorial’s corporate identity standards, reputation management, consumer website, physician referral program, retail services and the organization’s call centers.

During her career, Ms. Salls has held marketing and public relations positions in healthcare, urban development and academia. Prior to joining Northwestern Memorial Hospital, she was the Director of Public and Media Relations for The Cleveland Clinic in Cleveland, Ohio. In that capacity, she developed programs to expand awareness and preference for the Cleveland Clinic on a local, regional and national level. Prior to the Cleveland Clinic, she was vice president of Public Relations for Tower City Center, one of the nation’s largest mixed-use development projects of its kind in the heart of downtown Cleveland. During her career, she has won numerous awards for her work, including an Emmy, two Tellys, and other top marketing and public relations honors. Ms. Salls is a graduate of Ursuline College in Pepper Pike, Ohio and is accredited by the Public Relations Society of America and a former president of the Society for Healthcare Strategy and Market Development.

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Leslie Sauter serves as the Manager of Physician Outreach for University of Maryland Upper Chesapeake Health. She is responsible for directing the liaison team at two hospital locations. Leslie is responsible for building and maintaining relationships with over 600 providers, developing Outreach business plans, promoting and selling programs and services and onboarding new providers. She is responsible for developing the PCP to Specialist Survey and the Provider Customer Service Issue Tracking system. Leslie also teaches community college students Customer Service and Mastering Professional Skills. She has 30 years of experience in the medical field including Practice Consulting and Management, Marketing, Communications and Education.

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Suzanne has worked in marketing, strategic planning, and business development for academic medical centers for 20 years. She joined the University of Pennsylvania Health System in 2007 where she is responsible for strategic marketing for Penn Medicine’s $4 billion clinical enterprise.

She previously served as CMO with the University of Rochester Medical Center, and with Penn State’s Hershey Medical Center, and the Penn State Geisinger Health System. Suzanne also worked for the US Congress, National Wildlife Federation, and The American Enterprise Institute – a public policy think tank.
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Stewart Schaffer is a senior strategy and market development advisor to the health care industry. He most recently was the Chief Marketing and Strategy Officer for BayCare Health System and has held executive management and business development positions at American Express, International Paper Company and ClubCorp International. BayCare Health System is located in Tampa Bay, Florida and has 12 hospitals, 24,000 employees, an outpatient division, physician division and insurance services.

He successfully consolidated and re-launched BayCare’s brand with coordinated mass-media, digital media and social marketing strategies. He also implemented BayCare’s marketing data warehouse, integrated ROI dashboard and award-winning, in-house creative agency. He currently advises the senior leadership of large health care organizations and suppliers with the establishment and implementation of business and market development strategies as these organizations transform themselves in response to competition, increasing cost pressures, and government health care reform.

Schaffer has a 30-year track record in multiple industries for creating stakeholder value, implementing innovative market development and sales strategies as well as developing household brands. He has both a Bachelor of Science in Economics and a Master of Business Administration from the Wharton School at the University of Pennsylvania.

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Eveline Schaffer Shekhman currently serves as the director of marketing at Hartford HealthCare Medical Group, one of Connecticut’s largest physician employed medical groups with over 250 providers. Eveline is responsible for the strategic marketing, communications, and the patient experience for the group. Prior to Hartford HealthCare, Eveline worked at Motorola and at an experiential marketing agency. She received her bachelor’s degree with honors from the University of Toronto and her master of healthcare business administration degree from George Washington University.

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Elizabeth R. Schnell, Vice President in Marketing and Public Relations for Henry Ford Health System, has a 29-year career in health care marketing, advertising and public relations. Liz has been with Henry Ford since 1987, and is responsible for launching the comprehensive Henry Ford Medical Group branding initiative. Liz is also the executive producer of Henry Ford’s television program, Minds of Medicine. The show has won 9 Emmys from the Michigan Chapter of the National Association of Television Arts and Sciences since 2000. Henry Ford Health System TV commercials have been awarded 4 Emmys. Liz is currently responsible for the brand strategy and marketing for the hospitals, physicians and the system.
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Michael now directs the product design and software development for the Influence Health Digital Marketing solution set. Previously his work at BrightWhistle has produced the latest generation of healthcare digital marketing technology. Michael serves as Influence Health’s chief liaison to Facebook and Twitter while also working closely with the Georgia Tech College of Computing on topics such as healthcare privacy, HIPAA compliant system design and social media ethics.

Michael has held speaking engagements on social media and healthcare at HIMSS, HMPSS, HCIC, SHSMD, Health 2.0, Metro Atlanta Chamber of Commerce and Georgia Tech.

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Dr. Brian Silverstein is a national healthcare thought leader with extensive consulting and operational expertise in the business of health care including a focus on population health management. Dr. Silverstein has dedicated his 20 years of health care experience on creating a positive impact on patient care and provider satisfaction thought business strategy and operations. In recognition of his contributions to the industry, Dr. Silverstein was named one of the 10 people to know in the World of ACOs in 2010. Currently Dr. Silverstein is focused on assisting select organizations throughout the country on their value based care delivery strategy and operations. Recent engagements include a range of provider systems from large prominent academic medical centers to community based health care systems. Dr. Silverstein is also a system board member for OSF Healthcare, a Midwestern healthcare system that is active in advancing population health with their Pioneer Medicare ACO and other commercial ACO contracts. Dr. Silverstein has population health operational experience as a former senior vice president at CareFirst BlueCross Blue Shield where he ran one of the countrys largest primary care ACO/PCMH program with over 1,000,000 patients and 3,500 providers. Dr. Silversteins consulting career included roles as a Managing Director of the Geisinger Consulting Group (and as a Executive Product Strategist for xG Health Solutions), a senior vice president and The Chicago Office leader for the Camden Group (a division of HealthCare Partners), a vice president and national thought leader for Sg2 Health Care Intelligence and as a consultant for ZS Associates.

Dr. Silverstein holds appointments as a faculty member for The American College of Physician Executives, The Governance Institute and the Thomas Jefferson School of Public Health QSLS. In addition, he frequently has delivered invited presentations for National organizations such as the American College of Health Care Executives, the Society of Healthcare Strategy and Market Development, The American Academy of Orthopedic Surgeons, The Radiological Society of North America and The National Association of ACOs (NAACOS). Dr. Silverstein is also a prolific author that
has articles published in the American Bar Association The Health Lawyer, BoardRoom Press, H&HN Magazine, Strategy Alert by The Forum for Healthcare Strategist, The Governance Institute White Paper and many others. In addition to the published articles, Dr. Silverstein is frequently quoted in publications including Medscape, Forbes and Healthcare Executive. Dr. Silverstein received his M.D. from the University Of Chicago Pritzker School Of Medicine. He completed his internship in internal medicine with McGaw Medical Center of Northwestern University. His undergraduate bachelor of business administration degree as valedictorian with highest distinction came from the Goizueta School of Business at Emory University, where he also completed a second major in biology, Magna Cum Laude.

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Laurie has held leadership roles within healthcare for over 15 years. Her expertise is business development strategies with an emphasis on sales and marketing for ambulatory settings. Her professional background includes operations of outreach and retail centers, building and leading sales functions from the ground up, business/sales planning, CRM implementation, physician cultivation and referral development. She has a proven track record with ROI for sales force functions, through territory management, competitive data analysis and brand positioning. Laurie has continually built programs where growth exceeds that of the national standards. Teaching others how to grow their business is her passion. Laurie brings real-life experience to her consulting engagements offering practical guidance to problem solving. Laurie is a Certified Corporate Trainer and a national speaker serving as faculty and presenter for many organizations. Laurie holds her Bachelor’s Degree in Psychology from Emory University and a Master’s Degree in Business Administration from the University of Sarasota.

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Mike Slusarz is the Vice President of Marketing & Corporate Communications for Barnabas Health, New Jersey’s largest health care system. He has over 25 years of hospital and healthcare system marketing experience, with an extensive background in marketing research, brand strategy, corporate communications, digital marketing and advertising.

Over his tenure in healthcare he has been recognized on a regional as well as national platform for innovative programs in crisis management, digital marketing, corporate communications, advertising and brand management. Mike is frequent speaker presenting on a variety of communication topics including: brand management, internal communication, social media, interactive marketing, advertising and crisis communications.

He is an adjunct professor at Burlington County Community College teaching several courses in entertainment law, communications and media relations. Mike received his bachelor’s degree in political science, magna cum laude from Siena College in Albany, New York and attended Syracuse University’s Graduate School of Business Administration.
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Don Stanziano is Corporate Vice President, Marketing Communications for Scripps Health in San Diego, CA. In his role, he is responsible for system and service line marketing, branding and advertising, public and community relations, employee and physician communications, market outreach events, consumer call center, and web and digital strategies for the $2.6 billion nonprofit health system. Don has worked for Scripps for more 14 years, the last five in his current role.

His professional experience includes working as a print and broadcast journalist, public relations consultant, and communications director/press secretary for a member of Congress. Don earned a BS in journalism from Bowling Green State University and a Master’s in Healthcare Administration (MHA) from Ohio University. He is Accredited in Public Relations (APR) by the Public Relations Society of America and currently serves on the editorial board of *Marketing Health Services* magazine, published by the American Marketing Association.

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Chantal Stephens is the Director of Marketing and Sales at Orlando Health. Chantal is responsible for leading Orlando’s current marketing transformation which includes communicating a new vision, inspiring buy-in from senior executives, building a new department, strongly emphasizing service line digital marketing and launching a new marketing technology platform. Prior to Orlando Health, Chantal was Director, Brand Communications at The Ritz Carlton where she led strategic branding, marketing, and social media planning for some The Ritz’ most profitable business units. Chantal has a bachelor of arts in marketing from the University of Quebec at Montreal.

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Swan manages communication functions including internal communications, media relations, social media, and audio/visual technology services. She is editor for AAMC Magazine and oversees publication management for the Together communications network (inclusive of staff, nursing, and medical staff written materials). She also writes for the office of President/CEO and coordinates employee forums. Previously, she worked as communications manager at MedStar Health and MedStar Good Samaritan Hospital.
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Becky Swanson has been in the marketing business for 34 years, the past seven as Division Director, Marketing Communications, for Hospital Sister Health System’s sister hospitals: Sacred Heart Hospital in Eau Claire, Wisconsin and St. Joseph’s Hospital in Chippewa Falls, Wisconsin.

Since Becky joined HSHS, she has increased awareness and utilization of hospital services by aligning internal departments and external marketing partners with the hospital’s strategic initiative. She has introduced the hospital to evidence-based marketing concepts that provide measurable goals and track results. Becky also launched a public relations effort that netted some 100 news stories and 28.5 million impressions.

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Marketing and communications executive Paul Szablowski joined Texas Health Resources as senior vice president of Communications & Image in November 2013. He previously served as vice president of Marketing, Communications and Public Relations of the Arizona service area for Phoenix-based Dignity Health.

In his role at Texas Health, Szablowski is responsible for leading public relations, physician and employee communications, branding and advertising for the health system. He reports to Barclay Berdan, FACHE, chief operating officer and senior executive vice president.

Szablowski received a bachelor’s degree in business administration from Southern Illinois University. He is a member of the Society for Healthcare Strategy and Market Development of the American Hospital Association, a board member of HealthLeaders Media and a past board member of KAET Phoenix, Public Broadcasting System.

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Jeremy Tarr is an accomplished healthcare manager with ten years’ experience in health care and management consulting. Jeremy currently serves as the Care Coordination Manager for Beth Israel Deaconess Healthcare (BIDHC) in Boston where he develops strategies and implements tactics to coordinate care for patients at over 40 community based primary care practices affiliated with a major academic medical center. In his current role, Jeremy works closely with leadership at four hospitals, a specialist provider group and over 100 primary care physicians.

Prior to Mr. Tarr’s role at BIDHC he worked for Steward Health Care Network where he assisted executive leadership at three Boston area hospitals with strategy, network development and analytics. Earlier in his career, he provided management consulting services to academic medical centers and physician groups in order to mitigate business risks and enhance revenue cycle operations. Mr. Tarr also has extensive medical research regulations and higher education operations experience. Mr. Tarr has an MBA, with a health sector management focus, from Boston University and a BA in Corporate Finance and Accounting from Bentley College.
Donna Teach
Chief Marketing & Communications Officer
Nationwide Children’s Hospital
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Donna Teach is Chief Marketing and Communications Officer for Nationwide Children’s Hospital in Columbus, Ohio. Nationwide Children’s is currently the nation’s 3rd largest pediatric hospital and research institute and is recognized by US New and World Report’s Honor Roll as one of America’s Top 10 pediatric hospitals.

Donna’s current role includes oversight of all marketing and corporate communication activities. Nationwide Children’s 52-member Marketing and PR team supports all aspects of the institution and includes brand strategy, consumer and referral source marketing, call center, market research, web, social media and interactive marketing, media relations and corporate communications.

During her 28-year career in health care marketing and public relations, Donna has gained real-life experience in all areas of the discipline. She is a two-time alumnus from the Ohio State University with degrees in Medical Communication and Allied Health Administration. She is Accredited by the Public Relations Society of America and serves on the National Board of the Society for Healthcare Strategy and Market Development.

Arlinda Warren
Executive Director, Marketing, Communications, and Physician Services
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Arlinda is a seasoned healthcare marketer with over 25 years of experience in all facets of the industry including academic medicine, community hospitals, public health, managed care, home health care, long term care and hospice. She has been recognized nationally for her innovative approach to effective marketing, sales and business development in the healthcare industry.

Arlinda is currently the Executive Director of Marketing, Communications and Physician Services for the Siteman Cancer Center at Barnes-Jewish Hospital and Washington University School of Medicine in St. Louis. She is responsible for the development, implementation and measurement of Siteman’s strategic marketing, business development, communications, public relations and physician outreach program, representing key focus areas of the enterprise including clinical practice, research, community education, minority outreach, legislative and patient education. Arlinda is also responsible for the management of the Siteman Cancer Center brand within the context of its two sponsoring institutions and its network affiliates and satellite facilities. She is a 25 year employee of BJC HealthCare and Washington University School of Medicine.

Arlinda is past Chair of the National Cancer Institute Public Affairs and Marketing Network Board. She is also a local and national speaker on health care marketing and sales and serves on several boards for her marketing, communications, and sales expertise.

Aaron Watkins
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Aaron Watkins is the Senior Director of Internet Strategy and Digital Content Marketing at Johns Hopkins Medicine. He leads the health system in re-envisioning our web properties to create a cohesive experience that connects the people of the world to the people of Johns Hopkins Medicine. Aaron has led enterprise-wide web and application development projects for several medical non-profits, CareFirst BlueCross BlueShield and the National Aquarium in Baltimore, where his team’s work
won a 2005 Webby Award. Additionally, Aaron is a Human Factors certified web usability analyst and co-creator of Baltimore Parlay, a local networking group for user experience professionals.

Angela Wayne  
Chief Operating Officer  
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Angela Wayne is an accomplished healthcare executive with over 20 years’ experience in physician practice management, finance and Information Systems. Angela currently serves as the Chief Operating Officer for Beth Israel Deaconess HealthCare (BIDHC) in Boston where she oversees 40 community based primary care practices affiliated with a major academic medical center. In her current role, Angela oversees all practice operations to support over 400,000 outpatient visits per year.

Prior to Ms. Wayne’s role at BIDHC she worked for Harvard Medical Faculty Physicians at Beth Israel Deaconess Medical Center where she led revenue cycle enhancement initiatives. Earlier in her career, she worked closely with health plans and physicians to develop web based software for administrative and managed care functions in physician offices. Ms. Wayne also has extensive healthcare IT and EMR implementation experience.

Ms. Wayne has an MBA from Boston University and a BA in Business Management from Boston College. She is a member of The American College of Healthcare Executives (ACHE), Medical Group Management Association (MGMA), and Healthcare Financial Management Association (HFMA).

F. Brian Whitman  
Partner  
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As a partner-owner, Brian provides account oversight, project leadership and implementation assistance to healthcare clients across the country. Skilled at brand and product development, marketing operations and implementation, clients benefit from his experience in leading marketing and community outreach functions at regional and large health systems.

Prior to joining Corrigan Partners, Brian served as the Vice President of Marketing and Community Relations for Indiana University Health Bloomington – a recognized, regional referral center in southern Indiana. In that capacity, he served as the organization’s regional branding officer to oversee all brand implementation including internal and external communications and advertising activities, market assessments, coordinated outreach, and service delivery assessments and improvement activities. Brian worked to build the brand, drive volume and revenue producing marketing activities, focus internal communications, build a service culture and develop staff to support in-house marketing and communication resources.

Brian is holds a Master of Business Administration in Healthcare Management from Western Governors University. Previously, he received a Bachelor of Arts degree from the University of Indianapolis, where he majored in communications.

Susan Whitten  
Senior Consultant  
The Wilson Ellis Company

Susan Whitten is currently a consultant in healthcare for The Wilson Ellis Company. She served most recently as Vice President of Corporate Marketing and Sales for Dignity Health based in Pasadena. In this position, she was responsible for management of Dignity Health’s marketing and sales efforts including the sales management structure, CRM, PRM, Physician Referral and Call Center. She focused efforts for Service line marketing and the management of the Salesforce account management
data base and reporting of results to support the current growth strategies. She implemented the claims data base that helped inform and develop the goal setting process and physician portfolio identification including tracking and reporting of result metrics achieved to the targets. She developed and managed the International Healthcare Ministry for Dignity Health leading primary care groups to Guatemala.

Prior to her current position she was the Vice President of Business and Operational Development for Catholic Healthcare West based in Southern California. In this position, she was responsible for strategic planning, product line development, marketing implementation, capital allocation, mergers, acquisitions and joint ventures for 17 of the 38 Dignity Health hospitals.

Ms. Whitten came to CHW from Columbia Healthcare Corporation where she served as Vice President of Sales, Marketing and Communications for the California Division which generated $2 billion in revenue. She also spent six years as a national consultant working with health care systems to develop Physician Hospital Organizations, Management Services Organizations and Integrated Delivery Systems including development of web-based solutions in Asia.

Ms. Whitten was Vice President of Marketing for the St. Joseph Health System of Orange, a Director of Product Development for American Medical International and a Director of Marketing, Regional Sales Manager and Sales Representative for two healthcare product companies before working in the provider arena.

She received her Bachelor of Arts degree from the University of Toledo, Master of Business Administration from Pepperdine University, Master of Healthcare Administration Certificate from Chapman University. Ms. Whitten is an adjunct professor of Marketing and Communications at the University of Phoenix.

Keith Whitworth
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Keith Whitworth is the Director of Marketing for the University of Arkansas for Medical Sciences (UAMS). He is responsible for developing and directing marketing activities to support strategic initiatives across the three mission areas: education, research and clinical.

Prior to joining UAMS in 2013, Keith was marketing manager for SoutheastHEALTH, a health system headquartered in Cape Girardeau, Missouri, where he managed marketing, advertising and creative and services. He has over has 18 years of healthcare marketing experience with a bachelor’s degree in mass communications from Southeast Missouri State University and a master’s degree in health care management from William Woods University. Keith has a wide range of marketing and advertising experience, including video and television commercial production, media buying and implementing marketing projects for strategic initiatives.

Marilyn Wilker
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Marilyn Wilker is principal at Mint Chip Communications, a strategic communications consultancy. In a career spanning more than 30 years she has served as senior director of marketing communications at Cleveland Clinic; vice president of healthcare strategy at Cows In Trees, a Chicago brand strategy and advertising agency; and interim senior vice president of external relations and strategic communications at City of Hope. Throughout her career she has helped healthcare organizations enhance their reputation, build their business and increase philanthropic support. She has a bachelors degree from Mount Holyoke College and a Masters Degree from the University of Illinois.