



Healthcare Marketing and Physician Strategies Summit April 30 – May 2, 2014 Faculty List

Susan Alcorn

Senior Vice President
Jarrard Phillips Cate & Hancock
219 Ward Circle; Suite 3
Brentwood, TN 37027
T: (615) 254-0575
F: (615) 843-8431

Susan 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. A former SHSMD president, Susan was the 2013 winner of the society's Award for Individual Professional Excellence.

Omar Alvi

Co-Founder and CEO
HealthPost
226 Pine Hollow Lane
Houston, TX 77056

Omar Alvi is co-founder and CEO of HealthPost and has over 15 years of experience delivering industry-leading innovation across multiple industries including healthcare, digital media and online travel. Omar is responsible for creating a team and culture that is focused on delivering industry-leading growth, care coordination and patient engagement solutions for some of the largest and most progressive healthcare systems in the country. Omar is also focused on creating collaborative partnerships with healthcare systems across the country, assisting them with strategic growth and patient experience transformation opportunities and partnering with them to improve access to a broad spectrum of health care services in communities across the country.

Tricia Anderson

Director of Business Development
Texas Health Resources
612 East Lamar Boulevard
Arlington, TX 76011
T: (817) 925-5522
F: (682) 236-6369

Tricia Anderson is the Director of Business Development for Texas Health Resources. She has responsibility for executing volume building strategies and increasing physician engagement through improved physician relations. She has more than 20 years of in-the-field experience building strong relationships with physicians with exceptional ROI results. Before joining Texas Health Resources, Tricia was Marketing Director for a 17-physician orthopedic practice in Arlington, Texas.

Kristin Baird

President/CEO
Baird Group
426 Mcmillen Street; Suite 2
Fort Atkinson, WI 53538
T: (920) 563-4684
F: (920) 563-3777

Kristin Baird is an author, consultant and industry thought leader in healthcare culture and the patient experience. Baird is president and CEO of the Baird Group and the author of 5 books and over 200 articles on healthcare leadership, employee engagement and patient experience. She has developed a mystery shopping method used in inpatient and ambulatory settings. Prior to forming the Baird Group she served as VP Marketing and Business Development for Watertown Area Health Services. Baird received a BS in nursing from the University of Wisconsin Madison and a Masters of Health Service Administration from Cardinal Stritch University.

Ted Balowski

Senior Sales Executive
CareTech Solutions
901 Wilshire; Suite 100
Troy, MI 48084
T: (248) 823-0506
F: (248) 823-0992

Ted Balowski is a Web Executive with CareTech Solutions, a healthcare IT and Web services company. In this position, Ted works closely with healthcare customers to develop & enhance their digital strategies. He has 13 years-experience in web/online marketing, social media management, SEO, and organic search.

Kriss Barlow, RN

Principal
Barlow/McCarthy Midwest
651 Old Highway 35 S
Hudson, WI 54016
T: (715) 381-1171
F: (715) 381-2708

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.

Marlana K. Beck

Director, Referring Physician Office
Mayo Clinic
4500 San Pablo Road
Jacksonville, FL 32224
T: (904) 953-6474
F: (904) 953-0575

Marlana Beck is the director of the Office of Provider Relations for Mayo Clinic in Jacksonville, Florida. She is responsible for building and maintaining relationships with referring providers in the southeast United States and manages a team of liaisons and support staff in both Jacksonville, Florida and at the Mayo Clinic Health System in Waycross, Georgia. Marlana has been employed at Mayo Clinic for 10 years and has held roles in the Education and Patient Financial Services Divisions. She received her Bachelor of Science degree in Communications and Master of Public Administration from the University of North Florida.

Edward Bennett

Director, Web Communication & Technology
University of Maryland Medical Center
22 South Greene Street
Baltimore, MD 21201
T: (410) 328-0771
F: (410) 328-3480

Ed Bennett is the Director of Web & Communications Technology at the University of Maryland Medical System and is responsible for all aspects of their Web program.. During his 12 years at UMMS, Ed has led the hospital industry with many Web "firsts," but his most important and enduring contribution is clearly understanding what patients and caregivers want from a hospital Web site. Ed also founded the Hospital Social Network List - a resource that tracks the 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 and Facebook, his favorite networking tool is the telephone.

Elizabeth A. Bergey, MD

President & CEO
Quantum Imaging and Therapeutic Associates
629-D Lowther Road
Lewisberry, PA 17339
T: (717) 870-0700
F: (717) 932-3095

Elizabeth Bergey, MD is the President and CEO of Quantum Imaging and Therapeutics, Ltd., and directs operations for the group. Dr. Bergey is widely respected by colleagues and executives for her energetic, clear leadership and calm, far-sighted management. Elizabeth has proven success with physician-hospital joint ventures, clinical informatics installations and workflow redesign.

Dr. Bergey completed her radiology residency at the Cleveland Clinic, followed by two fellowships at Children's Hospital in Philadelphia, the first in pediatric and interventional radiology and the second in pediatric and neuroradiology. Known as an outstanding pediatric radiologist, Dr. Bergey joined Quantum in 2001.

John Berndt

President/CEO
The Berndt Group
3618 Falls Road; Suite 300
Baltimore, MD 21211
T: (410) 889-5854

CEO John Berndt is a first generation internet entrepreneur who is a national expert in large healthcare web sites, Content Management Systems, Multi-Chanel marketing, and content personalization. When the web began in 1993, John was able to design some of the first large web sites—a professional momentum which has never slowed over hundreds of major web site projects. Since the late 90's, his focus has been strategic and increasingly focused on healthcare web sites, and John has been a valued resource and web advisor to large healthcare organizations like UPMC, Johns Hopkins, Penn Medicine, and Children's National Health System—as well other consumer brands like M&T Bank, Stanley Black and Decker, Valspar, and many others. His company, The Berndt Group is a leading (Platinum) Sitecore Partner. Today, John focuses on making his company, TBG, the best national web design firm of its size—and with his colleagues, on solving the many pressing practical and intellectual issues of web strategy, web operations, and content strategy.

Chris Bevolò

President
Interval
111 Washington Avenue North; Suite 250
Minneapolis, MN 55401
T: (612) 672-9842

Chris Bevolò is a healthcare marketing change agent whose mission is to inspire, persuade and support hospital and health system leaders to transform their approach to healthcare marketing. Chris is a frequent keynote speaker and featured presenter on the topics of marketing, branding, innovation, the patient experience, and consumer trends. He is the author of three books: "Joe Public Doesn't Care About Your Hospital" (2011), "A Marketer's Guide to Measuring Results" (2010) and "A Marketer's Guide to Brand Strategy" (2008), as well as a popular blog and numerous articles and papers. Chris is owner, founder and lead strategist of Interval, an award-winning national healthcare marketing firm, and also offers consulting for healthcare marketing and business leaders. He received a B.S. of Journalism/Mass Communications from Iowa State University and an MBA from the University of St. Thomas in Minneapolis.

Kellie Bliss

Chief Experience Officer/Director Client Services
HY Connect
142 East Ontario
Chicago, IL 60611
T: (312) 274-3540

With over 20 years of brand development experience, Kellie delivers an intimate understanding of today's healthcare consumer matched with actionable strategic insight. She led the highly-successful IU Health rebrand initiative at HY Connect and works closely with David Mangan on the evolving IU Health brand strategy - expected to perform with high achievement through reform. With a background that features a wide variety of national service industry brands, Kellie is an expert at bringing it all together for clients and leading high-performing teams. Her experience includes BCBS, Kohler, Kleenex, Indiana University Health and several financial services brands. Her achievements have been recognized with Clio, Addy, and RAC awards.

Brian Borchardt

Director of Physician Relations
Baylor Scott & White Health
2401 31st Street South; MS-26-A424
Temple, TX 76508
T: (254) 724-8559
F: (800) 342-5540

Brian P. Borchardt, MBA is Director of Physician Relations at Baylor Scott & White Healthcare. In his 16-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 currently serves as 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.

Susan Boydell

Partner
Barlow/McCarthy
6315 Llano Avenue
Dallas, TX 75214
T: (727) 580-7973
F: (469) 547-4701

An expert at discovering what both physicians and consumers want from health care, Susan blends customer needs with organization expectations through innovative and individually crafted strategies and approaches. Her 25 years at some of the nation's best known not-for-profit health systems offered her the opportunity to join Barlow/McCarthy, one of the nation's top healthcare consulting firms in the area of physician relationship strategies and solutions. Susan's previous health system experience includes Texas Health Resources (Arlington, TX), where she was the director of business growth strategy, and BayCare Health System (Clearwater, FL), where she was the regional director of marketing and brand development.

Christopher Boyer

AVP, Digital Marketing
North Shore-LIJ Health System
175 Community Drive; 2nd Floor - Corporate Digital Marketing
Great Neck, NY 11021
T: (516) 465-3266

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 organizations 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.

Alison Brown

Senior Vice President, Business Development, Marketing & System Strategy
University of Maryland Medical Center
22 S. Greene Street; Executive Office East
Baltimore, MD 21201
T: (410) 328-7772
F: (410) 328-8664

Alison Brown is the Senior Vice President, Business Development, Marketing and Strategy for the University of Maryland Medical Center and also the Medical System. She leads development of clinical program integration between the Medical Center with the UM School of Medicine clinical faculty and community providers across the state, including the eleven acute and specialty care hospitals within the University of Maryland Medical System. Alison leads the Medical System's current re-branding strategy and System-wide marketing integration. She is responsible for leading the Medical Center's consumer & physician marketing programs, Consultation & Referral Services, UMMC's inter-hospital

critical care transport service ("Maryland *ExpressCare*"), regional payer managed care contracting and the System's Post-Acute Referral Network. Alison also holds operational oversight of UMMC's cancer affiliate network and diabetes center affiliate network.

Prior to joining the University of Maryland Medical Center in 1992, Alison was a Senior Manager in KPMG's national management consulting health care strategy practice. Alison began her career in nursing at Thomas Jefferson University Hospital in Philadelphia and she also worked as a home health & hospice nurse in Middlebury, Vermont. Alison holds a B.S. degree in Nursing from the University of Vermont and a Master of Public Health degree from Johns Hopkins. She holds an adjunct faculty appointment at the Hopkins Bloomberg School of Public Health in the Department of Health Policy and Management and was elected to membership in the Hopkins Chapter of the Delta Omega Honor Society in 2003.

Chelle Bruining

AVP, Physician Integration & Business Development
Florida Hospital/Florida Division of Adventist Health System
900 Winderley Place; Suite 1200
Maitland, FL 32751
T: (407) 200-2623
F: (407) 200-4975

Chelle Bruining is the Assistant Vice President of Physician Integration and Business Development at Florida Hospital. Her purview includes that of Business Development strategies for eight campuses, a thirty-person Physician Relations team who market throughout the state, and traditional and online marketing for the four-hundred plus employed physicians. She has been with Florida Hospital for eighteen years, has spoken nationally, and is a graduate of Southern Adventist University in Tennessee. She lives in Orlando with her husband and three children.

Carla Bryant

Partner
Corrigan Partners
119 West York Street; Suite 100
Norfolk, VA 23510
T: (757) 477-1575
F: (757) 640-8517

As a founding partner and brand & digital marketing strategist at Corrigan Partners, Carla Bryant fuses her passions for marketing, brand, technology and innovation to help her clients improve competitive performance and create market differentiation. Carla works with clients to create actionable product, service, and digital/social marketing strategies that align with the brand and support the business, innovation and growth goals of an organization. Her clients rely on her to help bring ideas to life and to create the structures, processes, and culture that drive success in a dynamic industry.

Carla was most recently with Navvis & Company (St. Louis) as a VP of consulting. In the decade prior she was senior vice president with The Strategy Group (Norfolk, VA) where she also had responsibility for the Strategy Solutions products division and the Innovator's Studio, a collaborative incubator. Before launching her consulting career Carla served as senior vice president for product development and chief technology officer for HealthOnline, a B2B Internet company. She also spent 15 years with Sentara Healthcare where she held positions of director of emerging technology and director of strategic planning. She also was a project director and planning analyst at Harris Methodist Health System (now part of Texas Health Resources).

She is a graduate of Virginia Tech and a member of several industry associations. While past accomplishments have been profiled in a Bill Gates book, today you're more likely to find her on Twitter (@cjbryant) where she is active in the #hcs and other communities.

Chris Catalo

Senior Vice President
Healthgrades, Inc.
1700 West Big Beaver Rd; Suite 225
Troy, MI 48084
T: (248) 379-2568

Chris Catalo 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.

Lynda Christel

Director, Physician Relations
Phoenix Children's Hospital
1919 East Thomas Road
Phoenix, AZ 85016
T: (602) 721-9876
F: (602) 933-0827

Lynda Christel currently serves as director of Physician Relations at Phoenix Children's Hospital. She oversees the process of building market share for the hospital along with building membership to Arizona's only pediatric clinically integrated organization.

Christine Clay

Senior Director, Brand Strategy & System Marketing
Scripps Health
4275 Campus Point Court
San Diego, CA 92103
T: (619) 518-7194
F: (619) 678-6900

Christine Clay is the senior director of brand strategy and system marketing for Scripps Health, San Diego. She is responsible for system branding and marketing campaigns, the consumer call center, market outreach and events, creative services and research and analytics. She also leads marketing for the primary care service line. With more than 25 years of experience in health care marketing, Christine has worked for Scripps for 14 years. She earned a bachelor's degree in psychology at the University of Mary Washington, master's degree in education at Long Island University, and her post-graduate studies include public health at Temple University.

Patrice Kenney Clifford, MBA

Director
Cambridge Management Group
117 Pickering Street
Needham, MA 02492-3125
T: (781) 888-4440
F: (781) 400-4441

Patrice Kenney Clifford, a Director at Cambridge Management Group (CMG), helps clients with critical transitions and initiatives. Drawing on her management experience across diverse health-care services, she guides clients through complex project management, business development and strategic implementation in uncertain times.

Before becoming a consultant, Patrice was the administrator of the Joslin Clinic, executive director of the physician-hospital organization at a satellite hospital of Beth Israel Deaconess Medical Center in Boston, director of operations for Image America (a national diagnostic radiology company), and director of new-product development at Hillhaven Corp. She also held several executive positions within American Medical International (AMI), including hospital senior management. She is a graduate of Harvard College and the Yale School of Management.

Rebecca Climer

Senior Vice President, Chief Communications and Marketing Officer
Saint Thomas Health
Nashville, TN

Rebecca Climer oversees marketing, PR, internal communications, interactive communications, and community relations, as well as supervising the advocacy function for Saint Thomas Health, a five-hospital system in Nashville, Tennessee. She began her career with Middle Tennessee Medical Center (now a part of Saint Thomas Health) 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 and later, SVP, Chief Communications and Marketing Officer. Restructuring the communications staff and functions to align with system strategy, Rebecca has facilitated the creation of system-wide branding, introduced social media to Saint Thomas Health and increased internal communications efforts significantly.

Rebecca brings her involvement in numerous community and women's organizations and issues to her STH role by helping to position Saint Thomas Health as the healthcare organization that is uniquely concerned with women's emotional, physical and spiritual health. Over the past three years, Rebecca has chaired or co-chaired the Go Red effort of the Nashville chapter of the American Heart Association helping to create a national model for cause marketing, as well as helping to create the nation's highest earning Go Red effort. Through her efforts, Saint Thomas Health has established strategic relationships with the AHA, Community Nashville, CABLE (women's networking association), Greater Nashville Council on Aging, the Girl Scouts and the YWCA. Rebecca serves on the Communications Advisory Council for Ascension Health.

Karen Corrigan

CEO
Corrigan Partners
119 West York Street; Suite 100
Norfolk, VA 23510
T: (757) 288-2480

Karen Corrigan, founding partner of Corrigan Partners, is an award winning growth, brand and marketing strategist whose career spans more than three decades in reinventing healthcare. She is a leading proponent for market-driving strategies that create value, transform organizations and build economic prosperity. Her distinctive reputation in the healthcare community makes her the one the experts call when *they* need strategy advice. Today, her clients include a diverse group of health systems, start-up companies, technology partners and other businesses in private and public sectors.

Previously, Karen was founder and CEO of The Strategy Group (TSG), a management consultancy specializing in competitive market strategy in the health industry. In 2008, TSG merged with Navvis & Company (St. Louis) when Karen then served as chief strategy officer for the combined venture. Prior to TSG, she was corporate vice president for System Development at Sentara Healthcare (Norfolk, VA), where she led strategic planning, business development, brand building and marketing operations.

Jeff Cowart

Partner
Barlow McCarthy
T: (210) 857-3751

Jeff Cowart has more than a decade of experience in healthcare leadership and management, and more than 30 years of work in governmental and public affairs and communications strategy. His portfolio of work at Baptist Health System in San Antonio and at Inova Health System in Falls Church, Virginia, includes developing new and innovative models for physician relationship management, community engagement, and brand positioning. His healthcare speaking credits include the Forum for Healthcare Strategists, the Professional Research Consultants (PRC) annual conference, and the national Healthcare Internet Conference.

Joanne Detch

Vice President, Physician Relations & Network Development
Advocate Health Care
3075 Highland Parkway; Suite 600
Downers Grove, IL 60515
T: (630) 929-5606
F: (630) 929-9905

Joanne Detch is Vice President of Physician Relations and Network Development and is responsible for developing, overseeing, coordinating, standardizing and improving the physician referral and network development activities across the Advocate system. The position goals are focused on an increase in Advocate Health Care's market share across the State of Illinois. Joanne has more than 35 years experience in the healthcare industry and is a sought after expert in business development and clinical integration practices. She earned her Bachelor of Arts degree in business administration from De Paul University and Masters in Communications from Northwestern University.

Marian Dezelan

Chief Marketing Officer
North Shore-LIJ Health System
125 Community Drive
Great Neck, NY 11021
T: (516) 4653225

Marian Dezelan is Chief Marketing Officer for North Shore-LIJ Health System. She is responsible for marketing strategy and brand management, including promotion of clinical services and oversight of digital marketing. She also leads marketing for North Shore-LIJ's commercial division and participates in patient experience and customer service steering committees.

Previously, Marian served as Vice President of Marketing Communications at UPMC and held marketing leadership positions at FedEx and Straightline, a start-up company. She also spent a dozen years in financial services at PNC Financial Services Group and BNY Mellon.

Marian has a bachelor's degree in finance and a master's degree in marketing and finance, both from Duquesne University.

Ben Dillon

Vice President and eHealth Evangelist
Geonetric
4211 Glass Road NE; Suite A
Cedar Rapids, IA 52402
T: (319) 221-1667
F: (319) 221-1450

Ben is a co-owner of Geonetric and serves as the company's thought leader, writing and speaking extensively about the industry-leading efforts of its clients. He has more than 16 years of experience in healthcare IT, working previously at the University of Iowa Healthcare and the Michigan Insurance Bureau. He holds a BSE in computer engineering from The University of Michigan and an MBA in

eBusiness and strategic management from The University of Iowa. Ben is a member of numerous organizations including serving on the SHSMD Board of Directors and co-chairing the HIMSS e-Health SIG.

Luciano A. DiMarco, DO

Central Pennsylvania Surgical Associates, Ltd.
T: (717) 652-1107

Lou DiMarco, DO completed a fellowship in hepato-biliary surgery at the University of Pittsburgh (Presbyterian Hospital) in 1993 and returned to the Harrisburg area to begin his practice of general surgery, with concentration in laparoscopic technique. In 1998, he performed the first laparoscopic gastric bypass at Community General Hospital and began the Bariatric Surgery Program at PinnacleHealth.

Dr. DiMarco is the medical director of bariatric surgery at PinnacleHealth in Harrisburg. He also serves as the Director of the Osteopathic General Surgery program at PinnacleHealth's Community Campus, where he is quite active in teaching surgical residents on a daily basis. Dr. DiMarco has taken a lead role in establishing and nurturing a one-year fellowship position at Community Campus for Laparoscopic Bariatric Surgery.

Dr. DiMarco is Board Certified by the American Osteopathic Board of Surgery and is an accredited Surgeon in the Bariatric Surgery Center of Excellence program at PinnacleHealth System/Community General Hospital. He is a national trainer for Lap Bands, gastric bypass surgery and anterior approaches to the spine. In addition to bariatric surgery, Dr. DiMarco also performs general surgery through Central Pennsylvania Surgical Associates, Ltd., the private practice he formed in 1996.

Monica S. Doyle

Vice President for Strategy and Market Development
Thomas Jefferson University Hospitals
111 South 11th Street; Suite 2210 Gibbon
Philadelphia, PA 19107
T: (215) 955-1523
F: (215) 955-4882

Monica Doyle has worked in the health care field for the last 20 years. During that time she has held a variety of positions including hospital administrator, consultant and most recently, the Director of Interactive Marketing for Thomas Jefferson University Hospital in Philadelphia, Pennsylvania. Her current responsibilities include using the internet and the hospital's website to leverage the hospital's marketing initiatives and to build relationships with patients, consumers and physicians. Over the last year, she has been involved with the successful planning and execution of three live webcasts.

Gary Druckenmiller, Jr.

Vice-President, Client Solutions
Evariant
308 Farmington Avenue
Farmington, CT 06032
T: (860) 658-4388

Gary Druckenmiller, Jr. is VP, Client Solutions at Evariant. He functions as lead strategist, digital marketing thought leader and C-level executive sponsor for all of Evariant's enterprise clients, primarily focused on advising health system leadership of opportunistic methods to improve their digital presence and evaluate interactive growth potential. Prior to Evariant, Gary served as Vice-President for both Mintz & Hoke and Harte-Hanks, responsible for all digital strategy and deliverables including multi-channel campaigns, paid media, social media, CRM and analytics. Gary has been with Evariant for 5 years and has a bachelor's degree in marketing from Bentley University.

Dan Dunlop

President & CEO
Jennings Health
104-A North Elliott Road
Chapel Hill, NC 27514
T: (919) 929-0225
F: (919) 968-8278

Dan is a principal of Jennings, a leading healthcare marketing and consumer engagement firm. He is a healthcare marketer, blogger, author, and sought-after speaker. Dan regularly serves on the faculty of national and regional healthcare conferences including the Society for Healthcare Strategy and Market Development (SHSMD), the Healthcare Marketing Strategies Summit, the AAMC Professional Development Conference, and the Physician Strategies Summit, to name a few.

In addition to speaking at conferences, Dan is extremely active as a thought leader in the field of healthcare marketing. He has been designated a top healthcare marketing contributor by OrganizedWisdom.com and a Top Health Blogger in Wellsphere's Healthcare Industry & Policy Community. Dan serves on the national advisory board of Healthcare Marketing Advisor and is a contributor to Ragan's Healthcare Marketing & Communication News. He is on the judging panels for the National Health Information Awards and the Web Health Awards, and was recently named to the editorial board for eHealthcare Strategy & Trends magazine. In 2011 he was appointed to SHSMD's Emerging Media Task Force. Dan has a Master's Degree from Appalachian State University.

Joseph Ebeling

Supervisor, e-Business & Marketing
Barnes-Jewish Hospital
4901 Forest Park Avenue; Mailstop 90-75-585; Suite 1221
St. Louis, MO 63108
T: (314) 286-0352

Joe Ebeling is Supervisor of e-Business and Marketing for Barnes-Jewish Hospital where he oversees neurology/neurosurgery marketing and is responsible for the organization's digital marketing efforts. Prior to joining Barnes-Jewish in 2006, Joe held positions at Davis Brand Capital, March of Dimes Foundation, Fleishman-Hillard and Ketchum where his work focused on brand strategy, national media relations, community outreach and strategic communications. Joe holds an M.B.A. from St. Louis University.

Joel English

Managing Director
BVK
250 West Coventry Court
Milwaukee, WI 53217
T: (414) 247-3856
F: (414) 228-7561

In his 23 years at BVK, Joel has worked with over 100 healthcare clients encompassing most aspects of the healthcare industry in the areas of brand strategy, marketing strategy, and communications. His thinking has been featured in numerous articles and speeches, and as one of the authors of the book, *Case Studies in Niche Marketing*. Joel has served as a board member and chair-elect of the Alliance for Healthcare Strategy & Marketing, and as a board member of the Society for Healthcare Strategy and Market Development (SHSMD). He is also the 2010 recipient of SHSMD's prestigious Award for Individual Professional Excellence.

David A. Feinberg

Vice President, Chief Marketing Officer
NewYork-Presbyterian Hospital
525 East 68th Street; Box 51
New York, NY 10065
T: (212) 585-6820
F: (212) 297-5569

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, David led the healthcare practice of The Seiden Group, an advertising and marketing firm, helping to develop strategies and programs for clients such as Novartis 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.

David 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. He is also a member of the American Marketing Association's *Marketing Health Services* magazine editorial board.

Daniel Fell

CEO
Neathawk Dubuque & Packett
417 Market Street; Suite 201
Chattanooga, TN 37402
T: (423) 752-4687
F: (423) 752-8697

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 Erlanger Health System, Geisinger Health System, HP Medical Supplies, J.D. Power and Associates, Advanced Cancer Technologies and WebMD Envoy. A frequent speaker and author of several healthcare marketing publications including the recently published *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 serves on the advisory board of the Georgia Southern University Center for Excellence in Sales and Sales Management. Danny 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.

Lynne Field

Strategy Director
Monigle Associates, Inc.
150 Adams Street
Denver, CO 80206
T: (303) 388-9358
F: (303) 321-7939

Lynne Field is strategy director for Monigle Associates, a leading branding firm. Lynne has more than 20 years' experience building top brands across a wide variety of industries including telecommunications, packaged goods, financial services, healthcare, and retail. She has held key roles with organizations including AT&T, JWT, and Publicis. At Monigle, she has directed branding assignments for clients including AutoNation, Catholic Health Initiatives, Mayo Clinic, MD Anderson Cancer Center and Scripps Health. Lynne received an MS degree from Northwestern and a BS degree

with distinction from the University of Kansas, and completed advanced coursework at the Columbia University Graduate School of Business.

Michael Fouratt

Director, eMarketing
CHRISTUS Health
919 Hidden Ridge
Irving, TX 75038
T: (469) 282-2570

Michael Fouratt is the Director of eMarketing for CHRISTUS Health. In his current role, Michael guides over 40 CHRISTUS organizations in the areas of digital marketing, portal development and mobile strategies. Michael began his career in publishing in New York City prior to making the switch to healthcare and CHRISTUS Health eight years ago. He received his bachelor's degree in Business Administration from the State University of New York in 1996.

Jack Fyock, PhD

Vice President, Healthcare Consulting
Market Strategies International
2277 Ballard Way
Ellicott City, MD 21042
T: (410) 303-8491
F: (734) 542-7020

Dr. Fyock is a vice president of Market Strategies International in the Healthcare research and consulting division. He has 20 years of research and communication experience in medical, social service, and public health settings. Dr. Fyock is responsible for directing research projects and supervising staff within the Market Strategies healthcare team, which is dedicated to assisting hospitals and healthcare systems meet the needs of its consumers as well as helping organizations investigate and meet the needs of hospitals. A social psychologist, Jack has directed many innovative projects in formative research, communications research, message development and program evaluations. He has extensive experience in Medicare communication research and has published work in the Health Care Financing Review, a peer-reviewed journal, related to beneficiary perceptions of the Medicare program as well as on beneficiary reactions toward healthcare delivery.

Prior to joining Market Strategies, Jack owned his own research company, was a senior manager with BearingPoint, and served as the principal research lead on Centers for Medicare & Medicaid Services (CMS) communications research and evaluation projects.

Jack received his bachelor's degree from Randolph-Macon College and his master's and doctorate degrees in social psychology from the University of Maryland at College Park.

Preston Gee

Vice President-Strategic Marketing
CHRISTUS Health
919 Hidden Ridge
Irving, TX 75038
T: (469) 282-0112
F: (469) 282-0112

Preston Gee is the Vice President of Strategic Marketing for CHRISTUS Health in Irving, TX, where he oversees the marketing function for the system. Gee is a recognized thought leader in the industry, the author of several books and numerous articles, and a frequent presenter at national conferences on a variety of consumer-oriented topics. He has worked for and consulted with some of the largest health systems in the nation. His most recent book, "The Service Line Solution: Consumer-Focused Strategies for the Accountable Care Era," was released this spring.

C. Josef Ghosn, EdD, FACHE

Senior Vice President, Strategic Planning
Florida Hospital/Florida Division of Adventist Health System
900 Winderley Place; Suite 1200
Maitland, FL 32751
T: (407) 200-2611
F: (407) 200-4994

Josef Ghosn is the Senior Vice President for Strategic Planning at Florida Hospital, one of America's largest hospitals. With more than 2,485 beds, the eight-hospital system admits more patients annually than any other hospital in the U.S. and is the largest provider of Medicare services. Dr. Ghosn has been with Florida Hospital since 2000. From 1989 to 2000, Dr. Ghosn was a Professor of Business and Education at Atlantic Union College and Southern Adventist University.

Dr. Ghosn received his Bachelor of Arts in Business Administration from Middle East College, his Master of Business Administration in Healthcare Administration from Andrews University, and his Doctorate of Education in Leadership from the University of Massachusetts Lowell. Dr. Ghosn is a fellow of the American College of Healthcare Executives. He is active in his community and serves on the Heart of Florida United Way's Developing Healthy Children Healthy Families Cabinet, and is a Junior Achievement Board member. Dr. Ghosn is a member of the Board and the Finance Committee at Forest Lake Seventh-Day Adventist Church.

Laurie Gianturco, MD

Chair, Department of Radiology
Baystate Medical Center
759 Chestnut Street; Room D3162
Springfield, MA 01199
T: (413) 794-4645
F: (413) 794-8499

Dr. Laurie Gianturco is the Chair of Radiology for Baystate Medical Center and the President of Radiology & Imaging. She serves on the Board of BayCare (PHO) and as President of joint-venture imaging centers for Baystate Radiology & Imaging. Dr. Gianturco is responsible for operations and business development for the joint ventures and physician practice. She attended medical school at the University of North Carolina, completed her residency in Diagnostic Radiology at Beth Israel Hospital, and completed fellowships in Interventional Radiology at Beth Israel Hospital and Abdominal Imaging at Massachusetts General Hospital. She remains a practicing radiologist.

Kriste Goad

Chief Marketing Officer
ReviveHealth

As CMO of ReviveHealth, Kriste's passion is how to use integrated online and offline strategies to drive brand awareness, thought leadership, and market share for the agency. She brings 20+ years of experience in research, trend spotting, storytelling, wordsmithing, relationship building, and networking, and is an official member of the digital and social media early adopters club. A self-taught marketer, Kriste received her Bachelor of Arts in Journalism from Auburn University and is a regular blogger and published author. She also is a member of the American Marketing Association, the Society for Healthcare Strategy and Market Development (SHSMD), The Advisory Board's Marketing and Planning Leadership Council, Nashville Health Care Council, Leadership Health Care, and she serves as an Advisory Board member for the NashvillePost's *Healthier* magazine.

Seth Godin

World's Foremost Marketing Provocateur

Named one of the top 21 speakers for the 21st century by *Successful Meetings* magazine, Seth Godin draws on his best-selling books and years of being a marketing pioneer to bring audiences of all kinds to their feet.

Seth is the author of 17 books that have been best-sellers around the world and have been translated into more than 35 languages. He writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. Seth's first book *Permission Marketing*, was a *New York Times* best-seller that revolutionized the way corporations approach consumers. *Fortune* Magazine named it one of their Best Business Books and *Promo* magazine called Godin "The Prime Minister of Permission Marketing." Among Seth's other books are *Linchpin*, *Tribes*, *The Dip* and *Purple Cow*.

In addition to his writing and speaking, Seth is founder of squidoo.com, a fast growing, easy to use website. His blog (which you can find by typing "seth" into Google) is one of the most popular in the world. Before his work as a writer and blogger, Godin was Vice President of Direct Marketing at Yahoo!, a job he got after selling them his pioneering 1990s online startup, Yoyodyne.

In 2013, Seth was inducted into the Direct Marketing Hall of Fame, one of three chosen for this honor.

Recently, Seth once again set the book publishing on its ear by launching a series of four books via Kickstarter. The campaign reached its goal after three hours and ended up becoming the most successful book project ever done this way. His latest, *The Icarus Deception*, argues that we've been brainwashed by industrial propaganda, and pushes us to stand out, not to fit in.

Bill Gombeski, Jr.

Director of Strategic Marketing
University of Kentucky HealthCare
2333 Alumni Park Plaza; Suite 300
Lexington, KY 40517
T: (859) 257-2296
F: (859) 257-4148

Bill Gombeski is Director of Strategic Marketing for UK HealthCare, at the University of Kentucky. Bill oversees communication and advertising, service line marketing, market research, and physician marketing. He has served in marketing roles at Yale New Haven Health System, Henry Ford Health, and the Cleveland Clinic. Bill speaks and writes regularly on marketing's role in helping consumers and physicians acquire the best care. He has an MPH and an MBA.

Terri Goren

Principal
Goren & Associates, Inc.
5376 Ashley Court
Atlanta, GA 30338
T: (770) 350-2381

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

Lyle Green

Associate Vice President
MD Anderson Cancer Center
1515 Holcombe Blvd; Unit 709
Houston, TX 77030
T: (713)792-2202
F: (713) 794-4685

Lyle Green is the Associate Vice President for Physician Relations at The University of Texas MD Anderson Cancer Center, where he is responsible for providing leadership in the design and implementation of physician relations, referral development, and physician access strategies.

Lyle has a Master of Science Degree in Business Administration earned at Indiana University, and is a Board Certified Healthcare Executive and Fellow in the American College of Healthcare Executives. Lyle is also a Certified Professional and Fellow in the Healthcare Information Management and Systems Society. His previous healthcare experience includes clinical, operations, and information technology responsibilities.

Lyle has published and has been interviewed for many articles related to physician relationship management in healthcare. He regularly delivers presentations at national conferences and is a past-President of the American Association of Physician Liaisons.

Brian Gresh

Senior Director, Interactive Marketing & Web
University of Utah Health Care
383 Colorow Drive
Salt Lake City, UT 84108
T: (801) 587-7242
F: (801) 585-5188

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.

Marie Gross

Vice President, Business Development
Signature Healthcare
680 Centre Street
Brockton, MA 2302
T: (508) 941-7995

Marie Gross is the VP of business development at Signature Healthcare. She oversees the marketing, public relations and corporate communications for the organization. Marie is a senior executive with track record of elevating organizations and groups to new levels through business development, merger/acquisition and innovative marketing. She is known for launching initiatives that drive increases in market share, fiscal performance and reputation. At Signature Healthcare, she has initiated the development of online communities to engage consumers and strengthen the organization's relationship with the community. Signature Healthcare has received a great deal of attention for its innovative use of social media and digital communication.

Dalal Haldeman, PhD, MBA

Senior Vice President, Marketing & Communications
Johns Hopkins Medicine
901 S Bond Street; Suite 550; Marketing and Communications
Baltimore, MD 21231
T: (410) 955-0071
F: (410) 955-0272

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 as an assistant professor at the University of Pittsburgh. 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.

Sean Hartzell

Senior Manager
ECG Management Consultants, Inc.
3030 Clarendon Boulevard; Suite 600
Arlington, VA 22201
T: (703) 522-8450
F: (703) 522-8470

Sean is the co-leader of ECG's transaction advisory service line, which focuses on developing and disseminating the firm's thought leadership in the areas of transaction planning, facilitation, and implementation. He has published thought leadership pieces and spoken nationally on these topics. He received a master of business administration degree from the Darden Graduate School of Business at the University of Virginia and a bachelor of science degree in operations research and industrial engineering from Cornell University.

Ken Haupt

Senior Vice President
Caperion
716 Adams Street; Suite C
Carmel, IN 46032
T: (317) 816-8810
F: (317) 816-8820

Ken Haupt is the Senior Vice President at Caperion, a strategic marketing firm located in Indianapolis, Indiana. He is responsible for working with clients to develop strategies and plans that do more than just look good on paper...they impact revenue growth and highlight the critical importance of using customer intelligence to drive results. Over the past 25 years, he's seen it all from both sides – client and consultant – serving many roles within the marketing department at St. Vincent Health and as Director of Marketing for OrthoIndy, one of the largest orthopedic practices in the Midwest.

Lori Strahm Helmkamp

Service Excellence Manager
Parkview Health
11109 Parkview Plaza Drive
Fort Wayne, IN 46845
T: (260) 266-1300

Lori Strahm Helmkamp has worked at Parkview Health since 1995 and has been focused on the patient experience since 2007. She has worked to connect core service concepts with real-world healthcare accountability. She has been instrumental in rolling out a number of initiatives, including the

Physician Champion program as well as Parkview's Patient Services Representative program of ambassadors.

Suzanne Hendery

Vice President, Marketing & Communications
Baystate Health
280 Chestnut Street; 5th Floor
Springfield, MA 01199
T: (413) 794-7652
F: (413) 794-4333

Suzanne Hendery serves as Vice President, Marketing and Communications for Baystate Health. Suzanne is responsible for building and maintaining the brand and its service lines and for championing the voice of the customer. Assisting her in that work are 23 professionals, providing market research, patient satisfaction/service, marketing and employee communications, social media and web services, photography, graphic design, special events and two affinity programs for the Western Massachusetts community.

Suzanne has a Bachelor's degree in Media Systems & Management from Westfield State University and a Master's degree in Marketing Communications from the University of Connecticut.

Martin Hickey, MD

CEO
New Mexico Health Connections
2440 Louisiana Boulevard NE; Suite 601
Albuquerque, NM 87110
T: (505) 633-8020
F: (505) 633-8021

Martin Hickey, MD, is Chief Executive Officer of New Mexico Health Connections. Before returning to New Mexico, he was a Managing Director of Navigant Consulting, where his practice focused on clinical integration, physician strategy, patient centered medical homes, ambulatory care management and accountable care organization development.

Prior to joining Navigant, Dr. Hickey was the first President and Chief Executive Officer of Alegent Health Clinic in Omaha, Nebraska. In this role, he built a large multi-specialty group practice for a nine-hospital health system in Nebraska and Iowa. Before joining Alegent, Dr. Hickey served as Senior Vice President of Health Care Affairs at Excellus Blue Cross in Upstate New York. However, his roots are in New Mexico, where he served as President and Chief Executive Officer of Lovelace Health Systems in Albuquerque from 1997-2002.

Dr. Hickey began his career on the Navajo Reservation in the Indian Health Service. He moved on to the VA in Albuquerque and then to the University of New Mexico. During that time, he set up pilot rural health programs, was an Associate Professor of Internal Medicine, developed an Office of Managed Care Contracting, and served as Medical Director of the University Physician Associates' faculty practice.

Martin is a graduate of the Rush Medical College in Chicago. He also earned his MS in Administrative Medicine from the University of Wisconsin and completed a residency in primary Care Internal Medicine at the University of Rochester.

Jean Hitchcock

Vice President, Public Affairs & Marketing
MedStar Health
5565 Sterrett Pl; Suite 500
Columbia, MD 21044
T: (410) 772-6557
F: (410) 772-6949

Jean Hitchcock is vice president of Public Affairs and Marketing for MedStar. In her role, Jean oversees the development, implementation and measurement of marketing and communications programs that include awareness of MedStar Health as a system and the services it provides to Maryland and the Washington D.C. region. In addition, she oversees Public and Media Relations, as well as Marketing functions across the system.

Jean received a dual Bachelor of Arts degree in political science and sociology from Hunter College of New York and a Masters of Public Administration from Western Michigan University. She also is accredited in public relations with the Public Relations Society of America.

Christine Holt

Vice President, Marketing/Public Affairs & CXO
Holy Redeemer Health System
1602 Huntington Pike; 1st Floor
Meadowbrook, PA 19046
T: (267) 272-2902
F: (215) 938-3232

Christine Holt is the chief experience officer and vice president, marketing and public affairs 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, and help 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.

Laura Lee Jones

Founder & CEO
LionShare
7830 Barton Street
Lenexa, KS 66214
T: (913) 631-8400
F: (913) 631-8402

Laura Lee Jones, CEO & President, founded LionShare® in 1995. She is a graduate of the University of Wisconsin-Madison and has dedicated her 28-year career to healthcare analytics and marketing. Together with her "Best Places to Work" award-winning team, LionShare has achieved national recognition as a leading healthcare firm. LionShare has guided hundreds of hospitals in their quest to link data analytics to decision insights, better outcomes and marketing execution with the use of DIATA®- their Business Intelligence and CRM platform. When not in work mode, Laura Lee and her husband enjoy watching their daughter play soccer, motorcycling or training Dobermans.

Gregory Kile

Senior Vice President, Insurance and Payer Strategies
Lehigh Valley Health Network
1605 North Cedar Crest Boulevard; Suite 411
Allentown, PA 18104
T: (610) 969-0446
F: (610) 969-0439

Gregory Kile is the Senior Vice President for Insurance and Payer Strategies at LVHN. Greg is responsible for leading the development of LVHN's insurance-related competencies, accelerating efforts related to payment innovation, and improving analytical sophistication in population health management. Greg is the former Executive Director of the Lehigh Valley Physician Hospital Organization and served the Lehigh Valley Health Network for 19 years. Greg left LVHN in 2010 to become the Chief Innovation Officer at Blue Cross of Northeastern Pennsylvania (BCNEPA). BCNEPA is the largest health plan in northeastern and north central Pennsylvania with a customer base of more than 540,000 members in both managed care (commercial and Medicare) and traditional products.

In his executive role at BCNEPA, Greg was responsible for the functional areas of provider reimbursement and contracting, provider relations, analytical services, and clinical operations. He provided oversight for BCNEPA's provider integration strategy and was responsible for managing the care cost trends for all products. Finally, Greg was responsible for supporting AllOne Health Management Solutions, Inc., a subsidiary company providing population health and productivity management informatics support to business clients and provider systems.

Al King

Principal
King Valuation Services
11102 Fawn Lake Parkway
Spotsylvania, VA 22551
T: (540) 972-4704
F: (540) 809-3497

Alfred King is a graduate of Harvard College and Harvard Business School. He has had more than 45 years' experience in valuation. He is Vice Chairman of the national valuation firm Marshall & Stevens and Principal of King Valuation Services. Al has conducted six brand valuation studies for Academic Medical Centers and literally hundreds of brand studies for corporate clients. His valuation experience includes assignments for Fortune 500 clients like Colgate and Pepsi, as well as many others for both smaller public firms and numerous private companies. He has testified in some 40 litigation cases as an expert in valuation.

Ahava Leibtag

President
Aha Media Group
11714 Kemp Mill Road
Silver Spring, MD 20902
T: (301) 452-5331
F: (240) 559-0945

Ahava is a content strategist and writer. She is the President of Aha Media Group and has more than 17 years of experience in writing, messaging and marketing. She is a well-recognized content expert and writes thought leadership about content strategy and content marketing, including the new book on content, *The Digital Crown: Winning at Content on the Web*.

Ahava has worked in advertising, public relations and as a journalist. Her most recent role was working for the federal government, where she was responsible for constituent communications in both print and digital. Ahava has an MA from Georgetown University and a BA from Stern College.

Summer M. Lesic

MNDOG Group Director, Provider Relations
Centura Health / St. Anthony Hospital
11600 West 2nd Place
Lakewood, CO 80228
T: (989) 714-9355
F: (720) 321-0011

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 championing the systems of care initiatives by developing and implementing the current growth and retention strategy for the 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.

Scott Linabarger

Senior Director, Multichannel Content Marketing
Cleveland Clinic
3050 Science Park Drive; AC311
Beachwood, OH 44122
T: (216) 312-4435

Scott Linabarger is Senior Director of Multichannel Content Marketing at Cleveland Clinic. He is responsible for Digital Marketing and Creative Services. Digital Marketing includes website management, search engine marketing, mobile marketing, social media marketing and email newsletter strategy. Creative Services includes producing content for offline marketing communications, including newsletters, posters, flyers, brochures, etc., as well as digital asset management and web-to-print self-serve functionality. This is a fairly new position at Cleveland Clinic. It is reflective of Cleveland Clinic's recognition that healthcare consumers -- and all consumers, really -- shape-shift their way across multiple channels to engage with brands and each other. The line between digital and offline has blurred to the point that it basically no longer exists. Scott's team is effectively delivering Cleveland Clinic content and engaging with audiences within this multi-channel world to grow its brand and attract new patients. Scott has more than 15 years experience in Digital Marketing and has been in his current position since February 2013.

Daniel Listi, FACHE

Chief Business Development Officer
Tenet Healthcare

Daniel Listi is currently the Chief Business Development Officer (CBDO) of Valley Baptist Health System in Harlingen, TX. Valley Baptist Health System is the leading healthcare provider in the Lower Rio Grande Valley based along the Texas/Mexico border. In September 2011 Valley Baptist was acquired by Vanguard Health System and later Tenet Healthcare Corporation (THC).

During Daniel's tenure, Valley Baptist has experienced tremendous growth in surgeries, discharges and catheterization lab procedures. He is responsible for managing the sales team of the health system along with the strategic initiatives and marketing department. In addition, he launched a Physician Relationship Management (PRM) platform and a Consumer Relationship Platform (CRM) to drive growth.

Prior to joining Valley Baptist Daniel worked as the Growth Officer for Baptist Medical Center in downtown San Antonio, TX. Before that, he had worked in a physician owned health system, a rural community hospital and at the Veteran's Health Administration. He received his Masters in Healthcare Administration from the Texas A&M School of Rural Public Health and a BS in Community Health with a Minor in Business from Texas A&M University.

J.K. Lloyd

President
Eruptr
15115 Red Ridge Drive;
Bowie, MD 20715
T: (703) 201-1444
F: (888) 275-7871

J.K. Lloyd is President and Co-Founder of Eruptr. He has over 15 years of experience in developing strategic client relationships, team management, and growth strategy for clients. Prior to co-founding Eruptr, J.K. was one of the first employees of RevolutionHealth.com, the faster growing online Health Company created by Steve Case, co-founder of AOL.

Linda MacCracken

Vice President, Advisory Services
Truven Health Analytics
1 North Dearborn
Chicago, IL 60602
T: (312) 533-3418
F: (800) 366-7526

Linda MacCracken has over 20 years of experience in healthcare industry. Her work on innovative applications has resulted in launching outpatient solutions, business development applications and consumer engagement strategies. She currently holds an appointment in management at the Masters of Management Program for physician and dental executives at the Harvard School of Public Health. She has co-authored white papers with Truven Health Analytics colleagues, most recently Caring for the Uninsured, Matching the Markets: Generational Insights and The Quality Driven Consumer, and authored *Market Driven Strategy*, American Hospital Association Press (1998).

Previously, Linda worked with and in healthcare provider organizations to shape and execute targeted growth results and oversee marketing, business development and physician-engaged service line development. She is a frequent speaker at national conferences, including Society for Healthcare Strategy & Market Development, Customer Based Marketing, Call Center Conference, Healthcare Marketing Strategies Summit, Physician Hospital Executive Summit and Professional Research Corporation.

Linda holds an MBA in healthcare management from Boston University and a BS in psychology with a core in political science from Macalester College. She presently serves on the SHSMD Task Force, has served as an awards judge for the Professional Research Corporation and was a board member for the Society for Healthcare Planning and Marketing.

Larry Margolis

Managing Partner
SPM Marketing & Communications
15 West Harris Avenue; Suite 300
La Grange, IL 60525
T: (708) 246-7700

Larry Margolis is a Managing Partner of SPM, a marketing communications firm specializing in healthcare. From academic medical centers, to community hospitals, to regional health systems, he has advised hospitals and health systems on branding strategies, image campaigns, product line advertising, physician referral planning, and internal communications.

Larry is a frequent speaker at national and state conferences in areas such as branding, advertising ethics, and service line marketing. Before joining SPM, Larry was a principal with a healthcare consulting firm and also an administrator with Lake Hospital System in the Cleveland area. Larry has a Master's degree in Hospital and Health Services Administration from Ohio State University.

David Marlowe

Principal
Strategic Marketing Concepts
9210 Spring Valley Road
Ellicott City, MD 21043
T: (410) 997-8033
F: (410) 964-5585

As Principal of Strategic Marketing Concepts, David Marlowe directs 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, David 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).

David 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. David 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 (SHSMD). His books include *Building a Foundation for Effective Health Care Market Research*, *Healthcare Marketing Plans That Work*, and *A Marketer's Guide to Measuring ROI*. David is also on the Editorial Review board of *Strategic Healthcare Marketing*. He is a past President of SHSMD, and in 2005 received SHSMD's Award for Individual Professional Excellence.

David 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.

Paul G. Matsen

Chief Marketing & Communications Officer
Cleveland Clinic
9500 Euclid Avenue
Cleveland, OH 44195

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. Paul also leads Cleveland Clinic's Corporate Communications department.

During his 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 ground breaking *Health Hub* which provides daily health and wellness information from Cleveland Clinic experts.

Prior to joining Cleveland Clinic, Paul 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.

Michael W. Matthews

Vice President
Holland Hospital Medical Groups
602 Michigan Avenue
Holland, MI 49423
T: (616) 394-3606

Michael W. Matthews, JD, currently serves as the Vice President of Medical Groups for Holland Hospital and is responsible for the employed physician enterprise, including all group practice operations, quality initiatives, physician recruitment, revenue cycle, strategic planning, and other related responsibilities. Prior to joining Holland Hospital in 2012, Michael was in private practice, focusing exclusively on healthcare law and serving a number of hospitals, health systems, and physician groups throughout Michigan. He received a juris doctor degree from the Thomas M. Cooley Law School in Lansing, MI, and a bachelor of arts degree in healthcare administration from Concordia College in Moorhead, MN.

Beverly Miller

Director, Physician Relations
The Valley Hospital
15 Essex Road; Suite 501
Paramus, NJ 07652
T: (201) 291-6053
F: (201) 291-6194

Bev Miller is the Director of Physician Relations and Business Development at The Valley Hospital in Ridgewood, NJ, the second busiest hospital in New Jersey based on admissions. She has managed the hospital's Sales Team since 2001 and is responsible for system-wide coordination of all outreach efforts to physician offices and for supporting outpatient growth objectives. Previously Bev served as the Manager of Valley's Transfusion Service and was also responsible for starting the Laboratory Outreach Program which now performs phlebotomy and laboratory testing for over 100 physician offices, nursing homes, and assisted living facilities. Additionally, Bev has developed and marketed medical software products, and has served as an instructor for Rockland Community College in Suffern, NY. Bev earned her Bachelor's Degree at Calvin College in Grand Rapids, Michigan and her Master's of Business Administration at Iona College in New Rochelle, NY.

Stephen Moegling

Partner, Account Planning
Franklin Street
9700 Farrar Court
Richmond, VA 23236
T: (800) 644-8555
F: (804) 320-1999

Stephen Moegling is a partner at Franklin Street, a healthcare brand consultancy that works with patient-centered brands. Stephen works with the firm's health care clients on brand positioning, service line marketing and digital patient acquisition strategies. Stephen is also the editor of Junto, a blog on healthcare marketing trends. He is a past presenter at SHSMD, The National Council for Behavioral Health, and the Healthcare Marketing Strategies Summit. In addition, Stephen has authored articles for Spectrum, Healthcare Marketing Report, and has been featured in Modern Healthcare on the topic of trends impacting healthcare brands.

Janell Moerer

MNDOG Group Vice President, Strategy & Business Development
Centura Health / St. Anthony Hospital
11600 W 2nd Place
Lakewood, CO 80228
T: (720) 3210015
F: (720) 3210011

Janell Moerer, MBA, serves as Group Vice President, Strategy and Business Development for the Mountains 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.

Janell has brought to Centura Health a wealth of business development and strategy experience gained in the ambulatory care, hospital, post acute care, rehabilitation and insurance sectors. For the 12 years prior to joining Centura, she served as Vice President of Business Development, Innovation and Transformation for Via Christi Health, Kansas' largest provider of health services with 14 hospitals and over 500 employed physicians.

She earned her BS in Business Administration from the University of Nebraska at Kearney and her MBA from Washburn University in Topeka, Kansas. She is active with the American College of Healthcare Executives and a board member of Innovation Leader Network. Moerer and her husband Brent are the parents of two children.

William Moschella

Co-founder and CEO
Evariant
308 Farmington Avenue
Farmington, CT 06032
T: (860) 658-4388

Bill Moschella is the CEO of Evariant, a leader in SaaS-based CRM/PRM and marketing automation solutions. Evariant helps healthcare systems increase profitable patient volume and improve physician referral patterns by connecting real-time data with tactical business decisions and marketing strategies. Prior to starting Evariant, Bill spent 15 years as a consultant to companies ranging from start-ups to Fortune 50 companies, including several healthcare organizations. One aspect of Bill's consulting work in healthcare has been to examine patient and billing code processes and other types of data that are unique to the industry. Working with a team of developers, Bill has designed software programs specifically for healthcare organizations. He has been a featured speaker at national conferences and is a contributing author for health-related industry publications.

Deborah Myers

Senior Vice President
PadillaCRT
2200 Colonial Avenue
Norfolk, VA 23517
T: (757) 793-4181
F: (804) 675-8183

Debbie Myers is a senior vice president at PadillaCRT, one of the nation's top 10 independent public relations and communications firms. With 28 years of healthcare PR experience, Debbie co-leads the agency's Health Practice and counsels clients in the fields of hospitals, health systems, physicians and insurance; medical technology; health services; and wellness and health issue education. Prior to joining PadillaCRT, Debbie was director of corporate communications for Sentara Healthcare in Norfolk, VA, and worked in broadcasting as a newscaster, assignment editor and talk show host. Debbie received a bachelor's degree in mass communications from Marietta College and a master's in business administration from Averett University.

Maureen O'Brien Pott, PhD

Manager, Market Insights
Mayo Clinic
200 First Street SW
Rochester, MN 55902
T: (507) 538-3244
F: (507) 538-1116

Maureen O'Brien Pott started with Mayo Clinic in the Division of Marketing in March of 2008. She is responsible for patient satisfaction and market research. Maureen has 15 years of market research experience prior to coming to Mayo, working both as a market research supplier and in the Market Research Department at Gateway computer. Maureen holds a Ph.D. in Applied Social Psychology from Loyola University-Chicago and an MHA from the University of Minnesota.

John Odom

Webmaster
St. Louis Children's Hospital
4901 Forest Park Avenue; Suite 1022
St. Louis, MO 63108
T: (314) 956-1787
F: (314) 747-8644

John Odom is the Webmaster for St. Louis Children's Hospital where he is responsible for the hospital's public website, interactive marketing, and social media presence as well as several hospital microsites. Prior to joining St. Louis Children's Hospital in 2008, he managed websites for the United Hockey League, Gettysburg College, and B2 Networks and has a diverse background in traditional marketing, digital strategy, media relations, market research and business development.

Ruth M. Padilla

Principal
Healthcare Strategy Partners, Inc.
PO Box 2084
Brentwood, TN 37024
T: (615) 301-1678

Ruth essentially grew up in healthcare, having worked in hospitals and with physicians for more than 25 years leading the strategy, marketing and physician relations development for not for-profit, public and for-profit hospitals and health systems around the country.

Based in Nashville, TN, Ruth served as a senior director of strategy for Community Health Systems, the nation's largest healthcare system, with specific responsibility for the growth and business development of 30 affiliated hospitals. In 2013, she started her own consulting company, Healthcare Strategy Partners, and collaborated with other prominent consultants to bring her experience to a wide range of national healthcare clients.

She holds a bachelor's degree in mass communication from the University of Texas at El Paso and a master's degree in communication from New Mexico State University. Ruth serves on the board of the American Hospital Association Society for Healthcare Strategy and Market Development and is a past board member of the Texas Hospital Association Strategic Communications Constituency Council.

Dan Prince

President
Catalyst Healthcare Research
200 31st Avenue North; Suite 200
Nashville, TN 37203
T: (615) 297-6535

Dan Prince is the founder and president of Catalyst Healthcare Research. His firm is an HCAHPS-certified survey vendor that offers customized patient satisfaction survey programs using both mail and online methods. CHR is also widely respected for its industry trending studies and for its brand

reputation research. Dan has over 30 years' experience in healthcare, research, and marketing. He holds a B.S. in Industrial Engineering from the University of North Dakota and an MBA from Vanderbilt University. He is active in the American Marketing Association, the Market Research Association, and the Nashville Health Care Council.

Tadd M. Pullin, FACHE

SVP, Marketing & Planning and Interim Human Capital Officer, Clinical Enterprise
The Nebraska Medical Center
978400 Nebraska Medical Center
Omaha, NE 69198
T: (402) 552-3438
F: (402) 552-3484

Tadd began his career in hospital administration 22 years ago. His area of focus include strategic planning, marketing, branding and integrated delivery networks. He serves as Nebraska Medical Center's Senior Vice President for Marketing, Planning and Interim Human Capital Officer. Prior to joining the Nebraska Medical Center in 2002, he served in leadership roles at The Methodist Hospital System in Houston and Barnes-Jewish Hospital in St. Louis.

Tadd's academic background includes undergraduate degrees in psychology and business administration and two master's degrees - one in health administration and the other in human resources, both from Washington University in St. Louis. He is a fellow of ACHE and serves on a number of charitable organizations' boards of directors.

Tadd has co-authored books, written journal articles and has been featured in blogs on scenario planning, branding and social media. He has also presented numerous lectures at universities and national conferences.

Shana Robinson

Chief Growth Officer
Baptist Health System
San Antonio, TX
T: (210) 483-0838
F: (210) 297-0018

Since joining Baptist Health System in 2007, Shana Robinson has led integral roles within the system, serving as VP of Business Development prior to her current role as Chief Growth Officer.

Shana is responsible for mapping the strategic sales and growth direction for the system that support the system's business goals. Shana and her team have created a culture of growth that combines physician relations, in partnership with the marketing and communications team and service line initiatives in ways that are strategic, and that include measurable tactics that assure that the hospital system is growing in service to its patients, affiliated physicians and other stakeholders.

Shana oversees her professional sales team equipping them with effective reporting tools that enable the entire system to elevate and resolve physician concerns. In addition, she supervises the employer healthcare initiative and team members of Baptist Healthy Solutions, a program that provides employers with the tools to ensure wellness in the workforce, including on-site mobile screening access, fitness challenges and wellbeing education.

She earned a BA in Philosophy from The University of Texas at San Antonio.

Rob Rosenberg

President
Springboard Brand & Creative Strategy
111 West Campbell Street; Suite 401
Arlington Heights, IL 60005
T: (847) 398-4920
F: (847) 398-4921

Rob Rosenberg is President and Brand Strategy Director of Springboard Brand & Creative Strategy, a “lifecare” focused branding and communications firm located in the northwest suburbs of Chicago. Rob has worked with over 150 health related organizations throughout his 30-year career in marketing and advertising. Rob is a frequent speaker at national marketing conferences and has contributed numerous articles for marketing publications and business books. Rob’s blog on hospital branding is read in over 25 countries and has won awards in social media.

Prior to founding Springboard in 2002, Rob held a key role in two ad agencies specializing in healthcare. Rob has a B.A. in Communications from the University of Kentucky and is a graduate of Northwestern University’s Institute of Advanced Advertising Studies.

Holli Salls

Principal
SallsGroup, LLC
505 North McClurg Court; #2603
Chicago, IL 60611
T: (312) 636-0490

As Principal of SallsGroup, Holli provides clients with creative and targeted solutions in the areas of marketing, communication, public relations, audience engagement, brand enhancements and special events. She also has extensive experience in issues management and crisis communication.

Prior to starting her own company, Holli held marketing and public relations positions in healthcare, urban development and academia. From 2000-2012, she was vice president of public relations, marketing and physician services for Northwestern Memorial Hospital, a nationally recognized 895-bed hospital. There, she developed an integrated and consistent approach for the hospital’s marketing, public relations and communications programs.

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.

Holli is a graduate of Ursuline College in Pepper Pike, Ohio, and is accredited by the Public Relations Society of America. She is currently a board member of the Society for Healthcare Strategy and Market Development and a member of the Public Relations Society of America and the International Association of Business Communicators.

Scott Samples

Marketing Communications Manager
Martin Health System
PO Box 9010
Stuart, FL 34995
T: (772) 708-3319
F: (772) 286-4099

Scott Samples is marketing communications manager for Martin Health System, a regional not-for-profit health system based in Stuart, FL, that features 3,600-plus associates, three acute care hospitals and a dozen ambulatory care sites. As marketing communications manager, Scott and his team develop, facilitate and implement internal and external marketing communication strategies and

initiatives for Martin Health. A reformed journalist, Scott has worked in a variety of roles since joining the organization in 2004, including public relations writer, public information officer and social media manager. He graduated from Boise State University, renowned for its blue football field.

Suzanne H. Sawyer

Chief Marketing Officer
Penn Medicine
3600 Market Street; Suite 240
Philadelphia, PA 19104
T: (215) 429-5915
F: (215) 614-0048

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 as Chief Marketing Officer where she is responsible for strategic marketing, brand development, and business building for Penn Medicine's \$4 billion clinical enterprise.

She previously served as chief marketing officer with the University of Rochester Medical Center, and in marketing leadership positions with Penn State's Hershey Medical Center and the Penn State Geisinger Health System. Suzanne also worked for the US Congress, the National Wildlife Federation, and The American Enterprise Institute – a public policy think tank.

Stewart Schaffer

Vice President, Marketing & Communications
BayCare Health System
2985 Drew Street
Clearwater, FL 33759
T: (727) 519-1253
F: (727) 820-8014

Stewart Schaffer is BayCare's chief marketing and strategy officer, responsible for all corporate marketing, public relations and communications activities for the largest, community-based health system in the Tampa Bay area. BayCare is one of the region's largest employers with 12 hospitals, 300 access points and more than 23,000 employees.

Since arriving at BayCare in 2009, Schaffer implemented the health system's first organization-wide, integrated marketing strategy and successfully re-launched BayCare's brand with a targeted, multi-media campaign creating increased awareness for the health system's leading market position. He also developed BayCare's industry-leading, market data warehouse and ROI dashboard, and launched an award-winning, in-house creative agency. He currently plays a key senior leadership role guiding new business development and strategic marketing as BayCare prepares for the future of health care under government reform.

Schaffer has a 30-year track record for creating shareholder value, developing membership and customer loyalty programs and implementing innovative, results-driven marketing and sales strategies for nationally-recognized companies, such as American Express, International Paper Company and ClubCorp International. He has a Bachelor of Science in Economics and a Master of Business Administration from the Wharton School at the University of Pennsylvania.

Michael Schneider

Executive Vice President & Principal
Greystone.Net
2872 Woodcock Boulevard; Suite 200
Atlanta, GA 30341
T: (770) 407-7675
F: (770) 407-7690

Michael (Mike) Schneider is Executive Vice President and a Co-Founder of Greystone.Net, an Atlanta-based company that provides strategic Internet products and services exclusively for the healthcare industry. At Greystone, Mike has worked with over 100 healthcare clients to develop thoughtful

strategic approaches to the evolutionary development of their Web sites. Mike is also a frequent speaker at healthcare conferences. Prior to Greystone, Mike held administrative healthcare positions at Emory Healthcare in Atlanta, at St. Vincent Mercy Medical Center in Toledo, Ohio, and at The American Cancer Society National Office in Atlanta.

Christine A. Scott

Vice President, Corporate Communications & Marketing
Meridian Health
1350 Campus Parkway
Neptune, NJ 07753
T: (732) 751-7530
F: (732) 751-7546

Chrisie Scott is the vice president of marketing and corporate communications for Meridian Health, the third largest health system in New Jersey with an academic tertiary medical center, a children's hospital, four community hospitals, and a full continuum of services including long-term care, home care, acute rehabilitation, occupational health, and physician practices. Prior to her role as vice president, she served as the director of marketing and communications for Meridian Health since its inception in 1998. Earlier, she was the director of communication and marketing for Jersey Shore University Medical Center, also in New Jersey.

In her current role, she serves as a member of the system's senior executive team and oversees marketing, public and media relations, corporate communications, the call center, community outreach, and concierge services. She was recently assigned to oversee strategic planning. Chrisie holds an MBA in marketing from Fairleigh Dickinson University and a bachelor's degree in public relations from Rowan University.

David Meerman Scott

Marketing Strategist and Best Selling Author
Freshspot Marketing, LLC
32 Turning Mill Road; #200
Lexington, MA 02420
T: (781) 860-7993
F: (815) 717-7309

David Meerman Scott is a marketing strategist, best-selling author of eight books including three international bestsellers, advisor to emerging companies, and a professional speaker on topics including marketing, leadership, and social media. He's an internationalist, having delivered presentations in 36 countries on six continents.

David's book *The New Rules of Marketing & PR* opened people's eyes to the new realities of marketing and public relations on the Web. An international bestseller published in 26 languages from Bulgarian to Vietnamese, *New Rules*, now in its third edition, is a modern business classic. His newest book *Newsjacking* is getting tremendous buzz around the world.

He is a recovering marketing VP for two U.S. publicly traded companies and was Asia marketing director for Knight-Ridder, at the time one of the world's largest information companies. David serves as an advisor to emerging companies including HubSpot, Eloqua, VisibleGains, Speakerfile, GutCheck, and Newstex, as well as nonprofits including the Grateful Dead Archive at UC Santa Cruz and HeadCount.

Check out David's blog at www.WebInkNow.com and download his book "World Wide Rave: Creating Triggers that Get Millions of People to Spread Your Ideas and Share Your Stories," now completely free as a PDF (with no registration required) and on Kindle, iPad, Nook, and Kobo eBook readers. www.WorldWideRave.com

Robert Seehausen

SVP, Business Development & Sales
Novant Health
2085 Frontis Plaza Boulevard
Winston-Salem, NC 27103
T: (336) 277-1105

Bob Seehausen is the senior vice president of Business Development and Sales for Novant Health's hospitals and physician groups and has been with Novant for more than fourteen years. In that role, he is responsible for system-wide payer relationships, strategic planning, pricing strategy and a 1,100 member independent physician network, called ChoiceHealth.

Prior to coming to work with Novant, Bob worked in a variety of capacities including neonatal disease management with Paidos Health Management, physician practice management with Health Partners, Inc., and was one of the founders of Tiber Group, a healthcare strategic consulting firm. Additional corporate experience includes work with Price Waterhouse, Lutheran General Health System (Advocate) and Accenture.

Bob earned a Masters in Management degree from the Kellogg Graduate School of Management, Northwestern University and a BA in Economics from Carleton College. Bob was appointed to the board of the North Carolina Health Insurance Risk Pool, dba.Inclusive Health, and is the Treasurer as well as chairing the finance committee. He is a member of the provider advisory board of an international commercial and Medicare Advantage insurer, and past president of the NC Healthcare Information and Communication Alliance (NCHICA). Bob also completed Leadership North Carolina as a member of Class VIII.

Mark Shelley

Vice President, Marketing & Communications
Lexington Medical Center
107 West Hospital Drive
West Columbia, SC 29169
T: (803) 791-2191

Mark S. Shelley currently serves as the Director of Marketing & Public Relations for Lexington Medical Center, a 384-bed hospital in Lexington, South Carolina. Under Mark's leadership the hospital has earned a reputation for producing highly effective, award winning advertising campaigns. In addition to garnering a number of both regional and national awards, the hospital's most recent patient safety campaign was featured in Healthcare Advertising Review. Mark is also a very active in the autism community producing and directing DVDs to teach social skills to individuals with autism.

Eric Siegel, PhD

Founder, Predictive Analytics World
Author, *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die*

Eric Siegel, Ph.D., founder of Predictive Analytics World and Text Analytics World, and Executive Editor of the *Predictive Analytics Times*, makes the how and why of predictive analytics understandable and captivating. In addition to being the author of *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die*, Eric is a former Columbia University professor who used to sing to his students, and a renowned speaker, educator, and leader in the field. He has appeared on Bloomberg TV and Radio, Fox News, BNN (Canada), Israel National Radio, Radio National (Australia), The Street, Newsmax TV, and NPR affiliates. Eric and his book have been featured in *Businessweek*, CBS *MoneyWatch*, *The Financial Times*, *Forbes*, *Forrester*, *Fortune*, *The Huffington Post*, *The New York Times*, *The Seattle Post-Intelligencer*, *The Wall Street Journal*, *The Washington Post*, and *WSJ MarketWatch*.

Jennifer Silverio

Manager, Web and Social Media
Broward Health
303 SE 17th Street
Fort Lauderdale, FL 33316
T: (954) 355-4986
F: (954) 759-7410

Jennifer Silverio is the manager of Web and social media at Broward health where she has been for six years. She coordinates content and technical aspects of all Broward Health's consumer websites and social media efforts and ensures that the websites support the marketing and communication goals of Broward Health and its regions. She has her bachelor's and master's degrees in science in information studies from Florida State University.

Laurie Slater, MBA

Partner
Corporate Health Group
4018 Windcrest Drive; Suite B
Wesley Chapel, FL 33544
T: (813) 428-5107
F: (813) 425-1009

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.

Joseph R. Snipp

Director of Research Analytics
Professional Research Consultants
11326 P Street
Omaha, NE 68137
T: (800) 428-1455
F: (800) 553-4500

Joseph Snipp started with PRC about seventeen years ago as a Statistical Analyst and is now their Director of Research Analytics. His main objective is to use PRC's vast amount of collected data to help organizations focus on the right targets to improve the perceptions patients, employees and physicians have of their health care environment. He graduated from Creighton University in 1988 with a triple major: political science, computer science and philosophy. He earned his Masters from University of California, Riverside in political science with an emphasis in statistics. He has a number of publications, including in the prestigious American Political Quarterly and Journal of Politics. Joe's current interests include identifying a link between patient perceptions and long-term loyalty to a hospital as well as exploring the quality improvement movement and its impacts on patients' perceptions of care. In his spare time, he speaks to a number of civic organizations about both math and politics, often at the same time.

Andrew J. Snyder

Vice President, Marketing
Alexian Brothers Health System
3040 Salt Creek Lane
Arlington Heights, IL 60005
T: (847) 385-7175
F: (847) 483-7038

Andrew J. Snyder is the Vice President of Marketing for Alexian Brothers Health System, a five hospital system serving the northwest suburban Chicago market. He is responsible for all marketing, branding, social media, web and mobile strategies and initiatives for Alexian Brothers. Andrew has been in healthcare marketing for nearly 20 years. Prior to joining Alexian Brothers, he was the Vice President of Marketing and Community Development for Saint Joseph Regional Medical Center in South Bend, Indiana. He has a bachelor's degree from Wabash College.

Don Stanziano

Vice President, Marketing Communications
Scripps Health
4275 Campus Point Drive
San Diego, CA 92121
T: 858336-1082
F: 858675-6900

Don Stanziano is Corporate Vice President, Marketing Communications/Chief Marketing Officer for Scripps Health where he leads a 72-member team and is responsible for system 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. Scripps operates five hospital campuses, 24 outpatient clinics, hospice and home health services throughout the San Diego region. It has 14,000 employees and 2,600 affiliated physicians.

Don has worked for Scripps for 12 years and became CMO in 2010. In addition to health care marketing communications, he has worked 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. He has served on the boards of the Public Relations Society of America (PRSA) San Diego Chapter, and Health Care Communicators of San Diego, including two years as president.

In 2006, Don was named Communicator of the Year by Health Care Communicators of San Diego. He has earned numerous professional awards for his work and in 2003 was recognized by *San Diego Metropolitan Magazine's* 40 Under 40 young professionals.

Chantal Stephens

Director of Marketing & Sales
Orlando Health
1414 Kuhl Avenue; MP-56
Orlando, FL 32806
T: 407432-4870

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 of The Ritz' most profitable business units. Chantal has a bachelor of arts in marketing from the University of Quebec at Montreal.

Ron Stiver

Senior Vice President, Engagement and Public Affairs
Indiana University Health
Fairbanks Hall; 340 W 10th Street
Indianapolis, IN 46202
T: (317) 962-4577

Ron Stiver joined Indiana University Health in January 2009. As Senior Vice President, he oversees marketing, customer experience, government affairs, strategy and market development, and many of the ambulatory service teams for IU Health, Indiana's largest health system. Ron led the successful and acclaimed rebrand for Indiana University Health three-years ago and is a driving force behind IU Health marketing and operational transformation.

Prior to joining IU Health, Ron served in the administration of Indiana Governor Mitch Daniels, first as Commissioner of the Department of Workforce Development, before being appointed as Commissioner of the Bureau of Motor Vehicles (BMV) in October 2006. During his tenure as Commissioner, the agency earned a national award for customer service, customer satisfaction improved from 70 percent to over 96 percent. While at the Department of Workforce Development, chronic operating budget deficits were turned into surpluses and service levels were vastly improved. Before his roles with IU Health and in public service, Ron held several positions of leadership at Eli Lilly and Co. in the finance, sales and marketing organizations.

Ron is a graduate with honors from DePauw University and Duke University's Fuqua School of Business.

Paul Szablowski

Senior Vice President, Communications & Image
Texas Health Resources
612 East Lamar Boulevard; Suite 1000
Arlington, TX 76011
T: (682) 236-6976
F: (682) 236-6999

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, Paul is responsible for leading public relations, physician and employee communications, branding and advertising for the health system.

Paul 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.

Ann Tesmer OTR, MBA

Director, Access Services
Froedtert & The Medical College of Wisconsin
9200 W Wisconsin Avenue
Milwaukee, WI 53226
T: (414) 777-3551
F: (414) 777-3555

Ann began her career at Froedtert & the Medical College of Wisconsin in 1997 and initially held clinical roles within the hand surgery practice. Transitioning from direct patient care, she has spent the last 10 years focusing on access and relationship management. Ann is currently the director of Access

Services which includes oversight of the call center, community education, and the physician liaison program. Ann received a bachelor and masters of science degree in Occupational Therapy from Mount Mary College. She also earned a masters of business administration from the Lubar School of Business at the University of Wisconsin-Milwaukee.

Kara Tomazin

Web Development Coordinator
CentraCare Health
1900 CentraCare Circle
St. Cloud, MN 56303
T: (320) 229-5199
F: (320) 229-4979

Kara Tomazin is the Web Development Coordinator for CentraCare Health, based in St. Cloud, MN. She oversees CentraCare's web properties, which include the public web site, centracare.com, and the corporate intranet. Kara has worked in web development and service line marketing at CentraCare since 1997. Prior to joining CentraCare, she worked in advertising agencies in northern Minnesota in copywriting, creative services and client special events management. She has a Bachelor of Science degree in Mass Communications from Bemidji State University in Minnesota and a Master of Arts degree in Communicating Arts from the University of Wisconsin-Superior.

Lori Fox Ward

SVP, Strategic Initiatives
Valence Health
600 West Jackson Boulevard; Suite 800
Chicago, IL 60661
T: (312) 277-6304
F: (312) 277-0330

Lori Fox Ward is Senior Vice President of Clinical Integration Services for Valence Health. For the past ten years, her primary role has included development, execution, marketing, and sales of clinical integration solutions, and she has led the implementation of Clinical Integration programs for provider organizations across the country. Lori joined Valence in 1996 and is one of the founding members of the company. She has over 20 years of experience in the managed care industry working with providers, health plans and employers. During her time at Valence, she has been involved in all aspects of the company including consulting, health plan operations, and medical management program development. Prior to joining Valence Health, she was a health care consultant with PricewaterhouseCoopers focused on program development for newly formed IPAs and PHOs. Lori received a bachelor of science in nursing from the University of Iowa and has clinical experience in the fields of orthopedics, neurology and geriatrics.

Margo Whisler

Manager, Web Content Strategy
Seattle Children's Hospital
4800 Sand Point Way NE
Seattle, WA 98105
T: (206) 987-4984

Margo Whisler is the manager of web content strategy at Seattle Children's Hospital. She has 15 years of experience as a digital marketing professional focusing on enterprise-scale web/digital ecosystem management, including content strategy, business strategy, user experience, design direction and content management.

Ryan Younger

Director of Marketing
Meridian Health
1350 Campus Parkway
Neptune, NJ 07753

Ryan Younger is director of marketing for Meridian Health a leading health care system in New Jersey. He has strategic marketing responsibility for system-wide service lines, a children's hospital and an academic medical center. Prior to his work at Meridian, Ryan was the senior manager for market research and planning at Partners HealthCare System in Boston. Partners is a Harvard affiliated teaching hospital and integrated delivery system founded by Massachusetts General Hospital and Brigham and Women's Hospital. He received a Master's Degree from Boston College and his undergraduate degree at Johns Hopkins University.

James Zache

Vice President, Physician Relations & Recruiting
Wheaton Franciscan Healthcare
5000 West Chambers Street
Milwaukee, WI 53210
T: (414) 447-2282
F: (414) 874-4393

Jim Zache is the Vice President of Physician Recruiting and Physician Relations for Wheaton Franciscan Healthcare in Milwaukee Wisconsin. Jim and his team are responsible for recruiting, onboarding and orienting physicians and advanced level practitioners. The team recently took on "retention" as one strategic tactic to address the primary care physician shortages.

Jim started in radio, which was his passion for the first 15 years of his career. Taking a left turn he formed his own marketing firm and like everyone else worked for an ad agency. Prior to coming to Wheaton he was a national healthcare marketing consultant.

For the past 13 years, Jim has been with the Wheaton's, starting in the hospital lab developing a Sales and Customer Service Team, then moving into Business Development and Acquisitions. Then he was asked to form an in-house Physician Recruiting Department. Four years ago, he added a Physician Relations Team to his responsibilities.