

# WEBINAR

TUESDAY, OCTOBER 3  
11:30AM-12:30PM CDT



**forum** FOR HEALTHCARE STRATEGISTS

presents

## MORE THAN A BILLBOARD

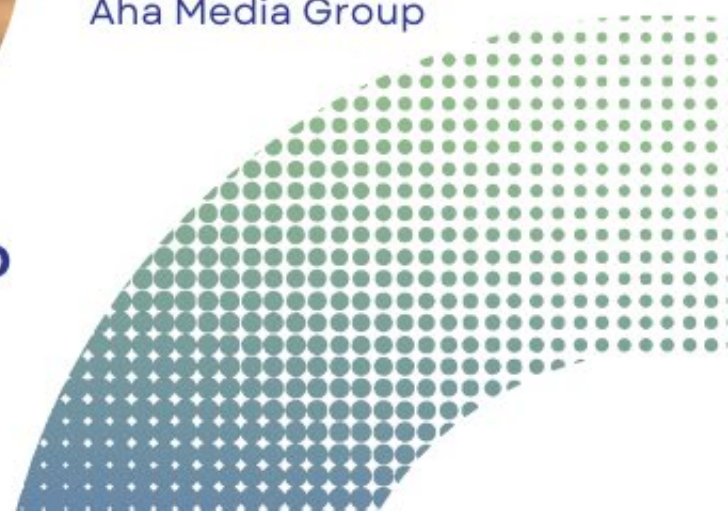
What You Need to Know About  
Today's Patient Experience



**Dean Browell, PhD**  
Feedback



**Ahava Leibtag**  
Aha Media Group





**Ahava Leibtag**, a 2020 inductee into the [Healthcare Internet Hall of Fame as an Innovative Individual](#), has 20+ years of experience in content. She has consulted with some of the world's largest firms to attract and grow their audiences.

Ahava is the president and owner of [Aha Media Group, LLC](#), a copywriting, content strategy and content marketing consultancy. She is also the author of *The Digital Crown: Winning at Content on the Web* and loves a great logic puzzle, a long game of *Apples to Apples* and anything that has chocolate.





**Dean Browell** leads Feedback's research as resident PhD with a passion for how generations interact online. His work can be seen across many industries including tourism, automotive, retail, healthcare, and education.

Dean served for six years as a Board Member of the Society for Healthcare Strategy & Market Development (SHSMD) and is the President of the Board of Directors for The Poe Museum.

A co-author of the book *Don't You Forget About Gen X*, Dean teaches Social Media Research at Virginia Commonwealth University's School of Business and is a co-founder of the cultural education project Hidden In Plain Site.











**Ahava Leibtag**

[ahava@ahameddiagroup.com](mailto:ahava@ahameddiagroup.com)



**Dean Browell, PhD**

[dean@discoverfeedback.com](mailto:dean@discoverfeedback.com)

