

**30<sup>th</sup> ANNUAL HEALTHCARE MARKETING & PHYSICIAN STRATEGIES SUMMIT**  
**April 29 - May 2, 2025**

<b>Schedule of Events – Tuesday, April 29</b>			
<b>2:00p – 5:00p</b>	<b>Registration</b>		<b>Osceola Ballroom Foyer</b>
<b>2:00p – 5:00p</b>	<b>Afternoon Coffee <i>Sponsored by Anderson</i></b>		<b>Osceola Ballroom Foyer</b>
<b>3:00p-5:00p</b>	<b>Special Strategy Session <i>Sponsored by Huron</i></b>	<b>From Policy to Strategy: Implications for Healthcare Organizations</b> <b>Paul H. Keckley, PhD</b> , Healthcare Research & Policy Expert <b>Hal Andrews</b> , President & CEO, Trilliant Health <b>Kristin Jimenez</b> , Chief Strategy Officer, AdventHealth Central Florida <b>Leah McCanna</b> (Moderator), Principal, Huron	<b>Grand Salon</b>

<b>Schedule of Events – Wednesday, April 30</b>			
<b>7:00a – 5:45p</b>	<b>Registration</b>		<b>Osceola Ballroom Foyer</b>
<b>8:00a-10:00a</b>	<b>Morning Coffee <i>Sponsored by Kontent.ai</i></b>		<b>Osceola Ballroom Foyer</b>
<b>Pre-Summit Strategy Workshops (for registered attendees only)</b>			
<b>***Note: A separate registration fee is required. Fee includes continental breakfast.***</b>			
<b>8:00a-10:00a</b>	<b>Strategy Session I</b>	<b>Data-Driven Marketing: Getting Results</b> <b>Anthony Cadieux</b> , VP, Performance Marketing, AdventHealth <b>Anne DiNapoli Block</b> , Managing Director, Data Solutions & Analytics, BPD <b>Joshua Donaghue</b> , Executive VP, Tradigital Media, BPD	<b>Poinciana</b>
<b>8:00a-10:00a</b>	<b>Strategy Session II</b>	<b>Build a Sustainable Content Marketing Strategy</b> <b>Ahava Leibtag</b> , President, Aha Media Group	<b>Allendale A</b>
<b>8:00a-10:00a</b>	<b>Strategy Session III</b>	<b>Harnessing the Power of AI in Healthcare</b> <b>Jeremy Rogers</b> , VP, Patient & Consumer Experience, Indiana University Health <b>Chris Boyer</b> , Digital Health & Experience Strategist / Podcaster, @chrisboyer LLC & Touch Point Media <b>Matt Cyr</b> , Founder & President, Loop Consulting	<b>Heritage Park</b>
<b>8:00a-10:00a</b>	<b>Strategy Session IV</b>	<b>Rebuild Your Referral Development Strategy</b> <b>Ashley Abbondandolo</b> , Sr. Director, Strategic Growth & Development, Memorial Healthcare System <b>Angie Puffer</b> , Operations Administrator, Mayo Clinic <b>Samar Shakoore</b> , Director, Physician Relations, Stanford Children's Health <b>Susan Boydell</b> , Principal, Barlow/McCarthy	<b>Seminole</b>
<b>10:15a</b>	<b>Summit Commences</b>		

**AGENDA SUBJECT TO CHANGE**  
**FOR THE LATEST SESSION DESCRIPTIONS & UPDATES, CHECK THE HMPS APP.**

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<b>Schedule of Events –Wednesday, April 30 (cont'd)</b>						
<b>Room</b>	<b>Poinciana</b>	<b>Allendale A</b>	<b>Heritage Park</b>	<b>Celebration</b>	<b>Allendale B</b>	<b>Seminole</b>
	<b>Strategic Marketing</b> Sponsored by BPD	<b>Communication Strategies</b> Sponsored by Jarrard	<b>Digital Strategies</b> Sponsored by Digital Health Strategies	<b>Strategic Issues</b> Sponsored by Playbook for Health	<b>Engagement Strategies</b> Sponsored by Doximity	<b>Physician Relations &amp; Sales</b> Sponsored by Wolters Kluwer
<b>10:15-11:15a</b>	<b>Create a Robust Marketing &amp; Consumer Insights Dashboard</b>  <b>Liza Levine</b> Sr. Director, Consumer Insights <i>and</i> <b>Karen Wish</b> VP, Chief Marketing Officer Mount Sinai Health System	<b>If We Only Had a Billboard</b>  <b>Gayle Sweitzer</b> , Chief Marketing Officer/SVP Univ of Kansas Health System <b>Alexa Warner</b> , VP, Marketing & Brand Strategy Bon Secours Mercy Health <b>Christine Woolsey</b> , SVP, Chief Marketing/Comm Officer Hospital Sisters Health System <b>Susan Alcorn</b> (Facilitator) Partner Alcorn + Dean Strategic Communications	<b>It's Not About the Web; It's About the Transaction</b>  <b>Pam Landis</b> , SVP, Digital Engagement Hackensack Meridian <i>Health</i> <b>Gerard Gober</b> , Head of Digital Patient Experience Universal Health Services <b>Lucky Rai</b> , VP, Digital Channel Experience Memorial Hermann Health System <b>Ben Texter</b> (Facilitator), Co-CEO & Co-Founder Digital Health Strategies	<b>Strategic Priorities in Healthcare: The Outlook</b>  <b>Andrew Taylor</b> VP, Strategic Transactions, Central Florida Division AdventHealth <b>John Fink</b> Partner <i>and</i> <b>David Willis</b> Principal, Strategy Practice ECG Management Consultants	<b>Reaching the Older Adult Market</b>  <b>Ellen Dalton</b> Chief Growth Officer <i>and</i> <b>Lisa Slama</b> SVP, Marketing Strategy & Operations VillageMD	<b>Let's Talk ROI: Results for Leaders, Direction for Teams</b>  <b>Dede McFarland</b> Manager, Health System Physician Outreach UT Southwestern Medical Center <b>Amy Spetla</b> Director of Physician Relations Stamford Health
<b>11:15a-12:15p Networking Lunch Sponsored by Enqbator – Celebration Pavilion</b>						
<b>12:15-1:15p</b>	<b>Aligning Service Lines with Consumer Expectations</b>  <b>Molly Luton</b> Chief Marketing & Communications Officer Ballad Health <b>Phillip Ritchey</b> Chief Growth Officer LIFT Healthcare	<b>Personalization vs. Privacy: Balancing Ethics &amp; Compliance</b>  <b>Christine Skiffington</b> , AVP, Marketing & Communications Inspira Health <b>Sujal Raju</b> , CEO, Enqbator <b>Celia E. Van Lenten, JD</b> Principal, Miles & Stockbridge <b>Jenny Bristow</b> (Facilitator) CEO & Owner, Hedy & Hopp	<b>Beyond Lead Generation: What It Takes to Actually Convert a Patient</b>  <b>Kelly Kimberland</b> Senior Director, Health Plan Marketing Geisinger <b>Nicole Kurz</b> VP, Precision Marketing Digital Health Strategies	<b>Driving Change with Digital Innovation</b>  <b>Crystal Broj</b> , Enterprise Chief Digital Transformation Officer, MUSC <b>Jen Magaziner</b> , VP, Digital Health Boston Children's Hospital <b>Daniel Fell</b> , SVP, Health, BVK <b>Chris Boyer</b> (Facilitator) Digital Health Strategist @chrisboyer LLC	<b>MarCom, Digital &amp; Patient Experience: Driving Results That Matter</b>  <b>Brian Carlson</b> VP, Patient Experience <i>and</i> <b>Megan Pruce</b> VP, Marketing & Engagement Vanderbilt Health	<b>Elevating Physician Relations Through Strategic Alignment</b>  <b>Jessica Clarke</b> Director, Strategy & Business Development <i>and</i> <b>David Stephens</b> SVP, Strategy & Business Development Hackensack Meridian <i>Health</i>
<b>1:15p-1:30p Coffee Break in the Foyer Sponsored by WebMD Ignite</b>						
<b>1:30-2:30p</b>	<b>Balancing Patient Privacy &amp; Digital Marketing</b>  <b>Susan Magrogan</b> Performance & Demand Generation Manager <i>and</i> <b>Sara Rodriguez</b> Marketing Strategist UNC Health <b>Ray Mina</b> VP of Marketing Freshpaint	<b>Turning Strategy into Action: The Role of Communications</b>  <b>Andy Lyons</b> , Executive Director of Corporate Communications & Content Strategy Roper St. Francis Healthcare	<b>Omnichannel Patient Engagement: AI-Driven Access &amp; Automation</b>  <b>Andrew Chang</b> Chief Marketing Officer UChicago Medicine <b>Ben Seyden</b> VP, Healthcare Strategy Salesforce	<b>Innovating for an Aging Population: Meeting the Challenge</b>  <b>Jeremy Rogers</b> VP, Patient & Consumer Experience <i>and</i> <b>Mike Yost</b> Chief Marketing Officer Indiana University Health <b>Kellie Bliss</b> EVP Provider, Health & Wellness MERGE	<b>The Art &amp; Science of Patient-Centered Digital Transformation</b>  <b>Suzanne Hendery</b> Chief Marketing & Customer Experience Officer <i>and</i> <b>Sierra Kelly Martinez</b> Director, Customer Engagement Centers Renown Health	<b>Physician Relations Leaders Speak Out</b>  <b>Leonora Darcel</b> Director, Provider Business Development Keck Medicine of USC <b>Jana King</b> National Director of Physician Sales Integrated Oncology Network <b>Angie Puffer</b> Operations Administrator Mayo Clinic
<b>2:30p-3:15p Networking Break in the Exhibit Hall Sponsored by BVK - Osceola Ballroom</b>						

 "Let's Talk" session

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<b>Schedule of Events –Wednesday, April 30 (cont'd)</b>						
<b>Room</b>	<b>Poinciana</b>	<b>Allendale A</b>	<b>Heritage Park</b>	<b>Celebration</b>	<b>Allendale B</b>	<b>Seminole</b>
	<b>Strategic Marketing</b> Sponsored by BPD	<b>Communication Strategies</b> Sponsored by Jarrard	<b>Digital Strategies</b> Sponsored by Digital Health Strategies	<b>Strategic Issues</b> Sponsored by Playbook for Health	<b>Engagement Strategies</b> Sponsored by Doximity	<b>Physician Relations &amp; Sales</b> Sponsored by Wolters Kluwer
<b>3:15-4:15p</b>	<b>A Talent Roadmap for Healthcare Marketing's Future</b>  <b>Mark Bohan</b> Chief Marketing & Communications Officer and <b>Julia Sorensen</b> VP, Market Research & Consumer Insights Mass General Brigham <b>Steve Ward (Facilitator)</b> VP The Ward Group	<b>Break the Brand Blur</b>  <b>William "Skip" Hidlay</b> VP, Chief Communications & Marketing Officer The Ohio State University Wexner Medical Center <b>Ryan Donohue</b> Strategic Advisor NRC Health	<b>From Search to Care: A Digital Blueprint for Growth &amp; Patient Satisfaction</b>  <b>Geoff Wester</b> Digital Health Strategy Director SSM Health <b>Jamie Gier</b> Chief Marketing Officer DexCare	<b>Payor Negotiations: Turning Challenges into Opportunities</b>  <b>Matthew Stacell</b> Chief Administrative Officer Naples Comprehensive Health <b>Kevin Thilborger</b> Chief Managed Care & Revenue Strategy Officer Unlock Health	<b>Maximizing Health Plan Marketing Through CRM Integration</b>  <b>Kelly Faley</b> SVP & Chief Marketing Officer Sharp HealthCare <b>Michelle Gray</b> Senior Account Director LionShare, Inc.	<b>From a Physician's Perspective: Let's Talk</b>  <b>Claudio Manubens, MD</b> Cardiovascular Disease & Primary Care AdventHealth <b>Mariam Naveed, MD</b> Gastroenterologist AdventHealth Medical Group <b>Kriss Barlow (Facilitator)</b> Advisor Barlow/McCarthy
<b>4:15p-4:30p</b>	<b>Coffee Break in the Foyer Sponsored by Invoca</b>					
<b>4:30p-5:45p</b>	<b>Keynote Session</b> Sponsored by <i>Unlock Health</i>	<b>Step Aside, Healthcare Status Quo: The Intelligent Health Revolution is Here</b> <b>Tom Lawry</b> , Global AI Transformation Leader, Bestselling Author, Managing Director, Second Century Tech				<b>Grand Salon</b>
<b>5:45p-7:15p</b>	<b>Opening Reception in the Exhibit Hall Sponsored by LIFT Healthcare - Osceola Ballroom</b>					

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**Schedule of Events – Thursday, May 1**

<b>6:45a-4:45p</b>	<b>Registration</b>	<b>Osceola Ballroom Foyer</b>
<b>7:00a-7:50a</b>	<b>Sunrise Keynote &amp; Breakfast</b> <i>Sponsored by Monigle</i>	<b>Shattering Norms: The Healthcare Experience Overhaul</b> <b>Christine Kotler</b> , Chief Marketing & Communications Officer, <b>Adriene McCoy</b> , SVP & Chief People Officer, <i>and</i> <b>Jean Putnam</b> , System Chief Nursing Executive, Baptist Health; <b>Justin Wartell</b> (Moderator), Managing Principal, Monigle
<b>8:00a-9:15a</b>	<b>Keynote Session</b> <i>Sponsored by MERGE</i>	<b>Meet the Engaged Consumer: Navigating the New Digital Landscape</b> <b>Amber Mac</b> , Relentless Adaptation & Digital Innovation Speaker: Co-Host of the <i>AI Effect</i>
<b>9:15a-10:15a</b>	<b>Networking Break in the Exhibit Hall</b> <i>Sponsored by Healthgrades - Osceola Ballroom</i>	

Room	Poinciana	Allendale A	Heritage Park	Celebration	Allendale B	Seminole
	Strategic Marketing <i>Sponsored by BPD</i>	Communication Strategies <i>Sponsored by Jarrard</i>	Digital Strategies <i>Sponsored by Digital Health Strategies</i>	Strategic Issues <i>Sponsored by Playbook for Health</i>	Engagement Strategies <i>Sponsored by Doximity</i>	Physician Relations & Sales <i>Sponsored by Wolters Kluwer</i>
<b>10:15 - 11:15a</b>	<b>Defending Marketing ROI: What Works</b>  <b>Tanya Andreadis</b> Chief Marketing Officer & VP, Patient Engagement Penn Medicine <b>David A. Feinberg</b> SVP, Chief Marketing & Communications Officer Mount Sinai Health System <b>Paul Matsen</b> SVP, Chief Marketing & Communications Officer Cleveland Clinic <b>Chris Bevolo</b> (Facilitator) Chief Transformation Officer BPD	<b>The Power of Blending Research &amp; Gut Instinct to Underpin Strategy</b> <b>Beth Toal</b> SVP, Chief Communications Officer Penn Medicine St. Luke's Health System <b>Kim Fox</b> Partner, The Advisor Group Lead Jarrard, Inc.	<b>Digital Accessibility: Serving All in Healthcare</b> <b>Dean Browell</b> Chief Behavioral Officer Feedback <b>Kristy Dickinson</b> Principal Kristy Dickinson Consulting <b>Nathan Ziegler</b> System VP, Diversity & Performance CommonSpirit Health <b>Lauren Reyes-Grange</b> (Facilitator) Sr. Product Manager & Strategy Lead Reason One	<b>Aligning Consumer Demand with Clinical Capacity</b> <b>Brock Bassetti</b> Sr. Director, Customer Experience Design & Technology <i>and</i> <b>Chris Pace</b> Sr. Director, Digital Marketing Banner Health <b>Rachel Beachy</b> Sr. Director, Digital Provider Consulting Huron	<b>Harness Patient Feedback to Boost Service Line Growth &amp; Reputation</b> <b>Brian Harder</b> Director, Strategic Web Development Johns Hopkins Medicine <b>Megan Yezak</b> Marketing Manager MyMichigan Health <b>Andy Ibbotson</b> CEO RatingsMD	<b>Enhance Field Strategy with Data</b> <b>Abby Elowsky</b> Director, Physician Relationship Management Technology <i>and</i> <b>Ziad Omar</b> Principal Engineer Henry Ford Health System <b>Emilio Ruocco</b> VP, Provider & Market Solutions Definitive Healthcare

**11:15a-11:30a Coffee Break in the Foyer**

<b>11:30a - 12:30p</b>	<b>CMO Playbook: Successfully Transitioning to a New Role</b>  <b>Andrew Chang</b> Chief Marketing Officer UChicago Medicine <b>Kathy Smith</b> VP, Chief Marketing & Digital Officer Roper St. Francis Healthcare <b>Don Stanziano</b> SVP, Chief Marketing Officer Banner Health <b>Camille Strickland</b> (Facilitator), SVP, BVK	<b>Beyond the Brand Police: From Governance to Enablement</b> <b>Jennifer Follis</b> AVP, Brand Enablement Strategy HCA Healthcare <b>Melissa Kinsley</b> Senior Director, Brand Marketing S&P Global <b>Gabriel Cohen</b> Chief Marketing Officer Monigle	<b>Click for Care: Retail Appointment Scheduling</b> <b>Matthew Sluzinski</b> Senior Director, Digital & Web Strategy Rush University System for Health <b>Chris Riegger</b> Chief Operating Officer Modea	<b>From Vendors to Sponsors: Unlocking Brand Partnerships in Healthcare</b> <b>Thomas Kruse</b> SVP, Chief Strategy Officer CommonSpirit NW Region & Virginia Mason Franciscan Health <b>Jeff Sofka</b> CEO Playbook for Health	<b>Harnessing Behavioral Data for Physician Engagement</b> <b>Kathleen Allenbaugh</b> Director of Marketing <i>and</i> <b>Azmina Rahemanji</b> Assistant Director of Marketing Johns Hopkins Medicine <b>Stacy Compy</b> Director, Client Success IQVIA	<b>Synergy in Growth: Uniting Marketing &amp; Physician Relations</b> <b>Veronica Campbell</b> Network Director, Physician Relations & Market Development <i>and</i> <b>Kevin Wyne</b> Manager, Marketing Account Services HonorHealth
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<b>12:30p-1:45p</b>	<b>Luncheon Keynote</b> <i>Sponsored by DexCare</i>	<b>The Power of Connections: Delivering on Your Brand Promise</b> <b>Jake Poore</b> , President & Chief Experience Officer, Integrated Loyalty Systems	<b>Grand Salon</b>
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<b>Room</b>	<b>Poinciana</b>	<b>Allendale A</b>	<b>Heritage Park</b>	<b>Celebration</b>	<b>Allendale B</b>	<b>Seminole</b>
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<b>2:00-3:00p</b>	<b>Proving Digital Marketing Success in Healthcare</b>  <b>Jeff Duncan</b> Digital Marketing Manager <i>and</i> <b>Jackie Effenson</b> Director, Digital Marketing Houston Methodist <b>Jeremy Mathis</b> VP, Client Success Fathom, an IQVIA Business	<b>MarCom &amp; HR: Partnering for Workforce Success</b>  <b>Tanya Content</b> , System VP, Talent <i>and</i> <b>Elizabeth Hite</b> , Executive Director, Brand & Growth Marketing UNC Health <b>Colleen Harper</b> , AVP, Workforce Strategy, Recruitment & Retention <i>and</i> <b>Rod James</b> , Senior Director, Brand Marketing & Creative Management Orlando Health <b>Kathy Dean</b> (Facilitator), Partner Alcorn + Dean Strategic Communications	<b>Unlock Predictive Analytics for Service Line Growth</b>  <b>Adrienne Woods</b> Director, Digital Engagement Hackensack Meridian <i>Health</i> <b>Paul Matsui</b> Chief Data Officer, VP Strategy <i>and</i> <b>John Simpson</b> Co-CEO & Co-Founder Digital Health Strategies	<b>Payviders: A Growing Force in Healthcare</b>  <b>Don Stanziano</b> , SVP, Chief Marketing Officer Banner Health <b>Colleen Sullivan</b> , VP, Care Continuum Integration Hartford HealthCare <b>Mike Sweeney</b> , SVP, Network Strategy & Performance UPMC Health <b>John Tarcson</b> (Facilitator) Managing Director Huron	<b>Reimagining the Best Team: Blending Internal Development &amp; External Partnerships</b>  <b>Chrisie Scott</b> SVP & Chief Marketing Officer <i>and</i> <b>Ryan Younger</b> VP, Marketing Virtua Health	<b>Innovative Strategies to Drive Referral Growth</b>  <b>Christy Shoemake</b> Corporate Senior Director of Provider Relations Community Health Systems <b>Kristi Zenon</b> Director, Network Management Texas Health Physicians Group Texas Health Resources <b>Tricia Anderson</b> (Facilitator) Senior Consultant Barlow/McCarthy
<b>3:00p-3:45p Networking Break in the Exhibit Hall Sponsored by The Solutions Group - Osceola Ballroom</b>						
<b>3:45 – 4:45p</b>	<b>From Overwhelmed to On It: AI Agents in Your Marketing Workflow</b>  <b>Matt Cyr</b> Founder & President Loop Consulting <b>Mary McPheat</b> Founder & CEO Grounded Logic	<b>How to Activate Influencers to Support Your Strategies</b>  <b>Mandy Bolter</b> Director, Government Relations <i>and</i> <b>Mary Masson</b> Senior Director of PR Michigan Medicine <b>Courtney Kelsey</b> VP, Jarrard Inc. <b>Rose Glenn</b> (Facilitator) Immediate Past Chief Communications & Marketing Officer Michigan Medicine	<b>Future Proof Your Organization for AI &amp; Search</b>  <b>Carolina Anthony</b> Executive Director, Digital Brand & Content Strategy AdventHealth <b>Martha van Berkel</b> CEO & Co-Founder Schema App	<b>Urgent Care as the Front Door</b>  <b>Patrick Knauer</b> Marketing Director Banner Health <b>Lisa Slama</b> SVP, Marketing Strategy & Operations VillageMD <b>Eric Steinberger</b> Chief Marketing Officer Atlantic Health System <b>Sondra Brown</b> (Facilitator) President MDRG	<b>Build Momentum for Digital Experience</b>  <b>Crystal Broj</b> Enterprise Chief Digital Transformation Officer MUSC <b>Craig Kartchner</b> Chief Marketing & Customer Engagement Officer HonorHealth <b>Reed Smith</b> , SVP & Chief Consumer Officer Ardent Health <b>Jeremy Harrison</b> (Facilitator) AVP, Consumer Engagement & Experience MultiCare Health System	<b>Find Your Niche &amp; Amplify Impact</b>  <b>Lindsay Carrillo</b> Director, Business Development UCI Health <b>Daniel Goldberg</b> SVP, Sales & Growth United Musculoskeletal Partners (UMP)
<b>4:45p– 6:00p Reception in the Exhibit Hall - Sponsored by Definitive Healthcare - Osceola Ballroom</b>						

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<b>Schedule of Events – Friday, May 2</b>						
<b>7:00a-11:45a</b>	<b>Registration</b>					<b>Osceola Ballroom Foyer</b>
<b>7:30a-8:00a</b>	<b>Sunrise Breakfast</b>					<b>Grand Salon</b>
<b>8:00a-9:15a</b>	<b>Keynote Session</b> <i>Sponsored by NRC Health</i> <b>Leading Through Uncertainty: A Conversation with Dennis W. Pullin</b> <b>Dennis W. Pullin, President &amp; CEO, Virtua Health</b> <b>Ryan Donohue, Strategic Advisor, NRC Health</b>					<b>Grand Salon</b>
<b>9:15a-9:30a</b>	<b>Coffee Break in the Foyer</b>					
<b>Room</b>	<b>Poinciana</b>	<b>Allendale A</b>	<b>Heritage Park</b>	<b>Celebration</b>	<b>Allendale B</b>	<b>Seminole</b>
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<b>9:30 – 10:30a</b>	<b>Drive Change with a Bold Brand Vision</b>  <b>Sarah Sanders</b> Chief Marketing & Communications Officer UCSF Health <b>Lawrence James</b> CEO & Co-Founder Tilt	<b>Leverage Data to Build a Connected Healthcare Ecosystem</b>  <b>Melanie Tuazon</b> Director of Marketing, Commercial & Partnerships OURA <b>Alex Hunter</b> SVP, Health Services & Technology Practice Lead Jarrard, Inc	<b>Gen-AI Unplugged: 10 Real-World Healthcare Marketing Trials</b>  <b>Jen Jenkins</b> Associate Director, Digital Experience University of Utah Health <b>Lacey Reichwald</b> Director of Marketing Aha Media Group	<b>Maximizing Return on Ambulatory Investments</b>  <b>Brett Waress</b> VP, Oncology & Network Operations Tampa General Provider Network <b>Sarah Weatherman</b> Senior Manager ECG Management Consultants	<b>Reimagining the Marketing Funnel: Leveraging Patient Journey Mapping</b>  <b>Jim McMahon</b> VP, Marketing & Communications University of Maryland Medical Center <b>Steve Koch</b> Managing Partner Cast & Hue	<b>Expanding Skills &amp; Scope in Physician Relations</b>  <b>Brad Jones</b> Executive Director of Physician Relations and <b>Garth Reimann</b> Manager of Physician Relations AdventHealth
<b>10:45 – 11:45a</b>	<b>Digital Innovation: Barriers vs. Opportunities</b>  <b>Jeff Stewart</b> VP, Strategic Marketing CHRISTUS Health <b>John Berndt</b> SVP Health for the Americas Valtech Health	<b>Standing Out in a Saturated Market</b>  <b>Hillery Shay</b> Chief Marketing & Experience Officer; SVP of Communications Children’s Minnesota	<b>Navigating Healthcare Analytics: Selecting the Right Tools for Unified Insights</b>  <b>Gabe Watson</b> Executive Director, Digital Strategy & Analytics WashU Medicine <b>Cameron Houser</b> Analytics Leader Modea	<b>Data-Driven Workforce Optimization</b>  <b>Derek Theodor</b> Executive Director, Dayton Children’s Specialty Physicians Dayton Children’s Hospital <b>Jaclyn Zurawski</b> Principal SullivanCotter	<b>Harnessing Gratitude to Enhance Value in Your Health System</b>  <b>Blake Bard</b> SVP & Executive Director Orlando Health Foundation <b>Anthony Schuster, MD</b> Physician Executive; Former VP & Chief Medical Officer BayCare Health System <b>Bruce Bartoo</b> President & Chief Gratitude Officer Gratitude Health Group	<b>Turning Ideas into Action: Takeaways That Drive Results!</b>  <b>Kriss Barlow</b> Advisor Barlow/McCarthy <b>Rob Klein</b> Founder & CEO Klein & Partners
<b>11:45a</b>	<b>Summit Adjourns</b>					

 "Let's Talk" session

**Continue the Conversation!**  
**31<sup>st</sup> Healthcare Marketing & Physician Strategies Summit**  
**May 4-6, 2026**  
**The Grand America Hotel, Salt Lake City, UT**