



SPONSORSHIP INFORMATION

2026 BUSINESS OF
**Healthcare
SUMMIT**

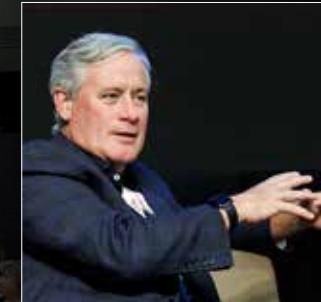
FLORIDA STATE UNIVERSITY
FEBRUARY 11 • TALLAHASSEE

presented by

FSU
Health



Nick Westfall, chairman and CEO of *VITAS Healthcare*, delivering the keynote address at the 2025 Business of Healthcare Summit.



The 2026 Business of Healthcare Summit is an initiative of the

FSU
HERBERT WERTHEIM
COLLEGE OF BUSINESS

and presented by

FSU
Health

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The Florida State University Herbert Wertheim College of Business is pleased to announce the 2026 Business of Healthcare Summit.

The Business of Healthcare Summit is a product of the FSU Health initiative -- an ambitious effort to study, reshape and deliver healthcare in Florida. FSU Health (fsuhealth.fsu.edu) and the summit leverage the university's extensive network of alumni and industry partners in identifying shared problems and, more importantly, shared solutions.

The 2026 summit will be held on February 11 and will build upon the success of our previous summits. Our primary goal is to engage industry leaders in critical discussions on the issues impacting healthcare in Florida and the nation. The summit attracts a diverse audience of industry executives, practitioners, public policy makers, economic development professionals and academic researchers. Another critical summit goal is introducing FSU students to widely varied careers in healthcare.

This document outlines the program and sponsorship options and benefits. For additional information about the summit including panelists, please visit businessofhealthcare.fsu.edu or contact:



Caroline Poole
Director of Strategic Initiatives
Herbert Wertheim College of Business
cpoole@business.fsu.edu



Jeff Horton
Managing Director
Carl DeSantis Executive
Education Center
Herbert Wertheim College of Business
jnhorton@business.fsu.edu

SUMMIT GOALS

- Identify common problems impacting healthcare operations, including workforce development, finance, public policy, data and technology
- Seek collaborative solutions to these problems by connecting healthcare providers with industry peers and FSU resources
- Facilitate insight into the business side of healthcare for FSU faculty, students and industry leaders

2025 by the numbers

Attendance

In-Person	256
Virtual	10

Attendance Profile (in-person)

FSU Faculty/Staff	46 (17.9%)
Students	32 (12.5%)
Non-FSU Attendees	178 (69.5%)
Non-FSU Organizations Represented	73

Non-FSU attendees and organizations comprised a broad range of healthcare interests including hospital administration, clinical practice, community advocacy, law and public policy.

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PROGRAM

Our program is the result of a comprehensive identification of the critical operational issues affecting healthcare provision in Florida and the nation. These issues are identified with the support, experience and input of our healthcare summit advisory committee. Topics have historically included customer choice, patient services, financial market impacts, human capital, public policy, and technology innovation and integration.

The summit is constructed around a panel format, facilitating open discussions from a variety of perspectives and, for even greater depth, Q&A involving audience members.



Pictured L-R: **Michael Hartline**, dean of the *Herbert Wertheim College of Business*; **Tal Land**, managing director of *Talbot and Associates Healthcare Consulting, LLC*, and **Wael Younan**, executive healthcare strategist for *CrowdStrike*.

2026 PRELIMINARY PROGRAM

(Times and topics are tentative and subject to change.)

February 10

6:00 pm - 7:30 pm

VIP & Sponsor Reception

Herbert Wertheim Center for Business Excellence

sponsored by



February 11

8:00 am - 9:00 am

**Check In
and Breakfast**

sponsored by



9:00 am - 9:30 am

Welcome Remarks

Michael Hartline, Dean, FSU Herbert Wertheim College of Business

9:30 am - 10:00 am

Keynote Address TBD

10:15 am - 11:45 am

PANEL 1: Operational Excellence in Healthcare

Moderator: Marsha Hartline, Associate Dean, FSU College of Nursing

What are some of the major challenges facing healthcare providers and patients? This session will take a deep dive into how organizations can optimize workflows while maintaining high-quality patient care, cost, and access, from the perspectives of professionals within insurance, finance, workforce development and general operations.

11:45 am - 1:00 pm

LUNCHEON

Speakers:

Stacey Patterson, VP for Research, FSU

Jeremy Slaga, VP and Chief Clinical Operations Officer, FSU

sponsored by



1:00 pm - 2:30 pm

PANEL 2: Public Policy Impacts on Healthcare Business Models

Moderator: Deanna Barath, Assistant Professor, College of Social Sciences and Public Policy, FSU

State and federal health policy are undergoing rapid, large-scale transformations that are reshaping the healthcare financial and operational landscape. This panel will explore how emerging legislation, regulatory reforms, and unprecedented funding realignments are driving fundamental changes in the business models of hospitals, public health systems, and the pharmaceutical sector. Discussion will also highlight major overhauls to Medicare and Medicaid financing structures.

2:45 pm - 4:15 pm

PANEL 3: Data Infrastructure, Interoperability, & AI

Moderator: Jonathan Fozard, Chief Information Officer, FSU

Managing patient data, and sharing it across different systems while ensuring privacy and building scalable tech infrastructure aptly describes a major challenge for healthcare providers and patients. This panel will explore these issues, emphasizing the impacts AI will have on healthcare policy and practice.

4:30 pm - 6:00 pm

Closing Networking Reception

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SPONSORSHIP PACKAGES

Sponsorships make the summit possible and provide an opportunity to heighten your company's brand visibility in front of a cross section of healthcare industry professionals.

Sponsorships also provide different levels of engagement depending on your needs, ability and desired levels of engagement. We are happy to discuss other sponsorship proposals, including customized packages.

Presenting Sponsor

The Presenting Sponsor is the premier sponsorship for the 2026 summit. We work closely with the presenting sponsor to ensure the highest visibility for their organization and collaborate on session topics and delivery whenever appropriate.

JPMorganChase akerman RAYMOND JAMES



VITAS Healthcare was the 2025 presenting sponsor. Pictured are **Nick Westfall**, chairman and CEO, and **Brandon Stock**, senior vice president of Innovation and Strategy and participant in the panel *Revolutionizing Healthcare Delivery: Patient-Centric Approaches for All!*

2026 PRESENTING SPONSOR

We are pleased to have FSU Health as the presenting sponsor for the 2026 Business of Healthcare Summit.

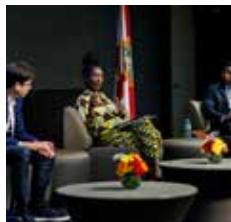
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Executive Panel Sponsor

Executive panel sponsorships are foundational to the value and success of the healthcare summit. In exchange for your sponsorship, your company is designated a seat on one of at least three executive panels, plus other benefits listed on the right.

Each panel is comprised of three to four individuals, plus an FSU moderator. The moderator works closely with each panelist to develop specific discussion topics and field audience questions. This sponsorship option provides companies with valuable exposure to a wide audience of healthcare professionals, policy makers and researchers in a conversational exchange. Executive panel sponsorships are limited.



2025 EXECUTIVE PANELS -- clockwise from top left:

Panel 1: Revolutionizing Healthcare Delivery: Patient-Centric Approaches for All! - Andrew Wong (Tallahassee Orthopedic Clinic), Travis Butchello (Healthcare Distribution Alliance), Brandon Stock (VITAS), Jim Boyman (Florida Blue/Guidewell Health). Not pictured: Moderator Michael Sweeney (FSU College of Medicine)

Panel 2: The Florida Healthcare Horizon: Shaping the Future of Care - Stacey Patterson (FSU Office of Research), Mark O'Bryant (Tallahassee Memorial Healthcare), Mary Mayhew (Florida Hospital Association), and Sabin Bass (Capital Health Plan)

Panel 3: Capital Markets and the Future of Healthcare Financing - Josh Zenilman (Ascend Partners), Erin James Coward (JPMorgan Chase), and Sibo Gama-Morales (Orlando Health Ventures). Not pictured Moderator Kelsey Syvrud (FSU Herbert Wertheim College of Business), John Ransom (Raymond James) and Tal Land (Talbot and Associates)

Panel 4: AI, Cybersecurity and Disruptive Technologies Transforming Healthcare - Moderator Jonathan Fozard (FSU), Jennifer Crews (Mayo Clinic), Bobby Garantia (KPMG), Murali Gandhi Rajan (Snowflake). Not pictured Wael Younan (Crowdstrike)

SPONSORSHIP PACKAGES (cont.)

2026 EXECUTIVE PANEL SPONSOR | \$10,000

- Company representation on one of the summit panels
- 7 Summit registrations*
- Reserved table for your organization (upon request)**
- 7 tickets to VIP reception on February 10*
- 1/2 page company ad in conference program
- Exhibit option in summit pre-auditorium lobby (approx. 10' x 10')
- Company logo placement:***
 - Rotating slide show during breakfast, lunch and breaks
 - Conference website with link to company website
 - Conference program with photo of company representative
 - Sponsor Boards

* For planning purposes, we request that all registrations and reception tickets be assigned no later than two weeks prior to the summit. Tickets may be assigned to any company designee or guest. You may also donate unused seats to students.

**If your company would like a designated table, please let us know. Otherwise, general seating is available.

*** Company logos should be submitted as soon as possible for incorporation into summit promotional materials and communications. We will work with your marketing team to accommodate any branding requests whenever possible.

2025 EXECUTIVE PANEL SPONSORS

- Akerman • Healthcare Distribution Alliance (HDA) • Florida Blue • JPMorgan •
- KPMG • Raymond James • Mayo Clinic • Raymond James •
- Crowdstrike • Snowflake

SPONSORSHIP OPPORTUNITIES (cont.)

(see footnotes on previous page)

PARTICIPATING SPONSOR | \$3,500

- 4 Summit registrations*
- Designated table for your organization (upon request)**
- 4 tickets to VIP reception on February 10
- Exhibit option in summit pre-auditorium lobby (approx. 10' x 10')
- Company logo placement:***
 - Rotating slide show during breakfast, lunch and breaks
 - Conference website with link to company website
 - Logo inclusion in conference program
 - Sponsor Boards

RECEPTION SPONSORS

The summit's opening reception
is being generously sponsored by

akerman

The summit's closing networking
reception is being generously sponsored by

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