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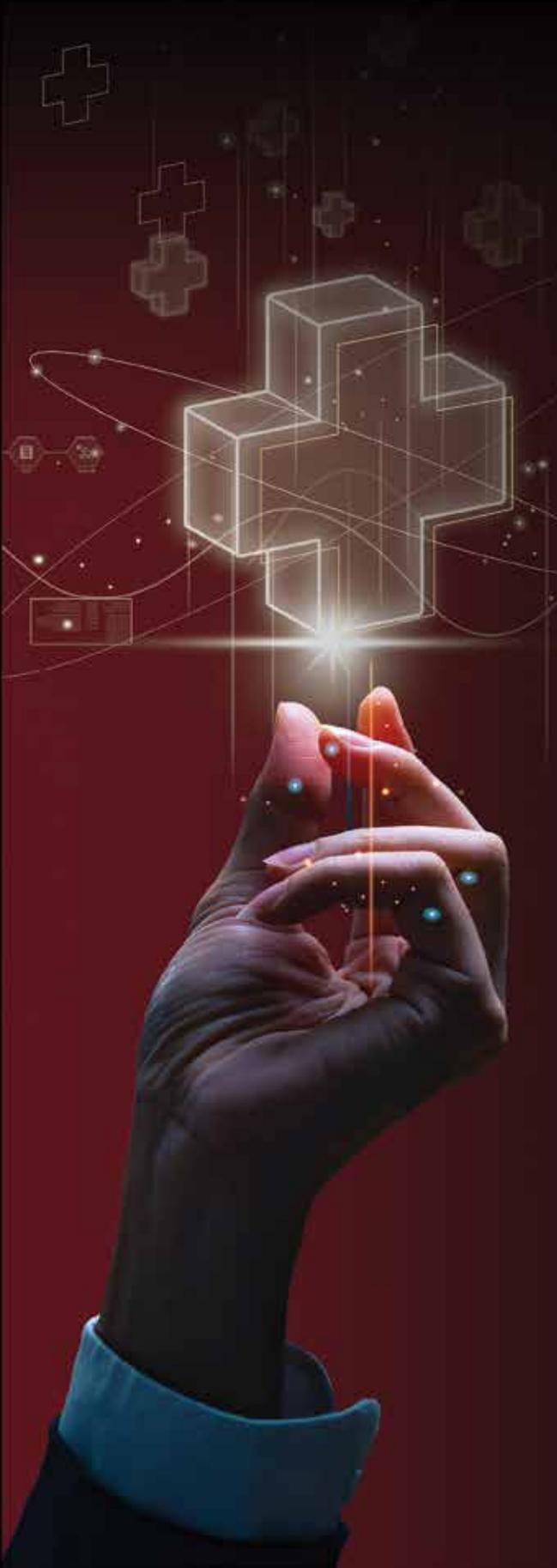
2026 BUSINESS OF

Healthcare SUMMIT

FLORIDA STATE UNIVERSITY
FEBRUARY 11 • TALLAHASSEE

presented by

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WELCOME

Welcome to Florida State University's 2026 Business of Healthcare Summit - an ambitious and highly interdisciplinary effort to connect the different conversations surrounding healthcare practice and provision. The summit leverages the university's experts in healthcare, research and technology and its extensive network of alumni and industry partners to identify shared problems and, more importantly, shared solutions.

This year's summit focuses on the operational excellence and the practices and people who are transforming the healthcare industry. This includes both clinical and administrative functions, public policy responsiveness, and technology. Our summit explores these topics through panels composed of the healthcare industry's leading experts whose insights are augmented by your questions and input.

We would like to extend a special thanks to our sponsors and a special note of thanks to our presenting sponsor FSU Health, whose generous support makes this event possible.

If you would like to learn more about the Herbert Wertheim College of Business and our work in the healthcare space, please visit wertheim.fsu.edu. If you would like to discuss partnerships, please contact me at the email below or Caroline Poole, director of strategic initiatives, at cpoole@business.fsu.edu.

Sincerely,



A handwritten signature in dark ink that reads "Michael".

Michael D. Hartline, Dean
Herbert Wertheim College of Business
Florida State University
mhartline@business.fsu.edu



2026 BUSINESS OF
**Healthcare
SUMMIT**
FLORIDA STATE UNIVERSITY

The Business of Healthcare Summit is presented by



with the generous support of our Executive Panel Sponsors



and additional support provided by



Opening Reception



Breakfast



Lunch



Closing Reception



PROGRAM AT A GLANCE

8:30 am - 9:30 am

CHECK-IN & BREAKFAST - sponsored by Health Advocates Network

9:30 am - 9:45 am

WELCOME REMARKS

Michael Hartline, *Dean*, FSU Herbert Wertheim College of Business

9:45 am - 11:15 am

PANEL 1 -- Operational Excellence in Healthcare

MODERATOR:

Marsha Hartline

Associate Dean, Student Affairs
FSU College of Nursing

PANELISTS:

Sabin Bass, *President & CEO*, Capital Health Plan

Matt Feeney, *Executive Director - Healthcare Industry Specialist*, JPMorgan Chase

Ross Nelson, *Healthcare Deal Advisory & Strategy (DAS) Sector Leader*, KPMG

Bryan Wysong, *Executive VP of Operations*, VITAS

11:30 am - 1:00 pm

LUNCH - sponsored by Florida Blue

FSU HEALTH – The Past, Present & Future of Healthcare Education and Research at FSU

(discussion begins at 12:00 pm)

PANELISTS

Stacey Patterson, *Vice President for Research*, Florida State University

Jeremy Slaga, *Vice President & Chief Clinical Officer*, Florida State University

Introduction provided by **Hong Potomski**, *Market Leader*, Florida Blue.

BREAK

1:15 pm - 2:45 pm

PANEL 2: Public Policy Impacts on Healthcare Business Models

MODERATOR:

Deanna Barath

Assistant Teaching Professor
FSU College of Social
Sciences & Public Policy

PANELISTS:

Shevaun Harris, *Secretary*, Florida Agency for Health Care Administration

Mary Mayhew, *President*, Florida Hospital Association

Lisa Rawlins, *President*, VTC Enterprise, Inc.

Emmett Reed, *Chief Executive Officer*, Florida Health Care Association

Kala Shankle, *Pharmacy Law & Healthcare Policy Leader*, HDA

BREAK

3:00 pm - 4:30 pm

PANEL 3: Data Infrastructure, Interoperability, & AI

MODERATOR:

Jonathan Fozard

Chief Information Officer
Florida State University

PANELISTS:

Chris Belmont, *Chief Information Officer*, Tallahassee Memorial Healthcare

Jeff Couch, *Co-Founder and Chairman*, Ruvos

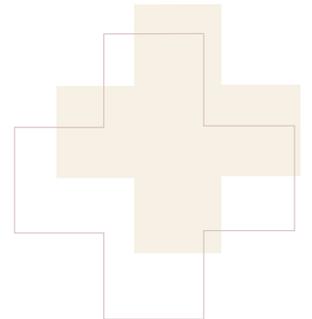
Eyal Darmon, *Managing Director/Data, AI & Agentic AI*, Accenture

Jeremy Slaga, *Vice President & Chief Clinical Officer*, Florida State University

Michael van Meurer, *Senior Solutions Engineer*, Snowflake

4:30 pm - 6:00 pm

CLOSING NETWORKING RECEPTION - sponsored by Tallahassee Memorial Healthcare



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PROGRAM & PANELISTS

CHECK-IN & BREAKFAST

8:30 am - 9:30 am

Breakfast is sponsored by



WELCOME REMARKS

9:30 am - 9:45 am



Michael Hartline

Dean

FSU Herbert Wertheim College of Business

PANEL 1: Operational Excellence in Healthcare

9:45 am - 11:15 am

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.



Marsha Hartline

Associate Dean, Student Affairs
FSU College of Nursing



Sabin Bass

President & CEO
Capital Health Plan



Matt Feeney

Executive Director - Healthcare
Industry Specialist
JPMorgan Chase



Ross Nelson, MD

Principal & Healthcare Deal
Advisory & Strategy (DAS) Sector
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KPMG



Bryan Wysong

Executive VP of Operations
VITAS Healthcare



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LUNCH
 11:30 am - 1:00 pm

FSU HEALTH – The Past, Present & Future of Healthcare Education and Research at FSU

Hear from FSU's VP for Research Stacey Patterson and newly appointed VP and Chief Clinical Operations Officer Jeremy Slaga as they discuss the university's role and plans for healthcare on a local, state, and national level. Introductions by Florida Blue's Hong Potomski.



Stacey Patterson
Vice President for Research
 Florida State University



Jeremy Slaga
Vice President & Chief Clinical Officer
 Florida State University



Hong Potomski
Market Leader
 Florida Blue

PANEL 2: Public Policy Impacts on Healthcare Business Models
 1:15 pm - 2:45 pm

State and federal health policy are undergoing rapid, large-scale transformations. These changes are reshaping the financial and operational landscape for healthcare organizations of every kind. This panel will explore how emerging legislation, regulatory reforms and funding realignments are driving fundamental changes in the business models of hospitals, public health systems and the pharmaceutical sector.



Deanna Barath
Assistant Teaching Professor
 FSU College of Social Sciences & Public Policy



Shevaun Harris
Secretary
 Florida Agency for Health Care Administration



Mary Mayhew
President & CEO
 Florida Hospital Association



Lisa Rawlins
President
 VTC Enterprise, Inc.



Emmett Reed
Chief Executive Officer
 Florida Health Care Association



Kala Shankle
Pharmacy Law & Healthcare Policy Leader
 Healthcare Distribution Alliance (HDA)



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PROGRAM & PANELISTS (cont.)

PANEL 3: Data Infrastructure, Interoperability & AI

3:00 pm - 4:30 pm

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, including the inevitable impacts of AI on operational policy and practice.



Moderator

Jonathan Fozard
Chief Information Officer
Florida State University



Chris Belmont
Chief Information Officer
Tallahassee Memorial Healthcare



Jeff Couch
Co-Founder and Chairman
Ruvos



Eyal Darmon
Managing Director/Data, AI & Agentic AI
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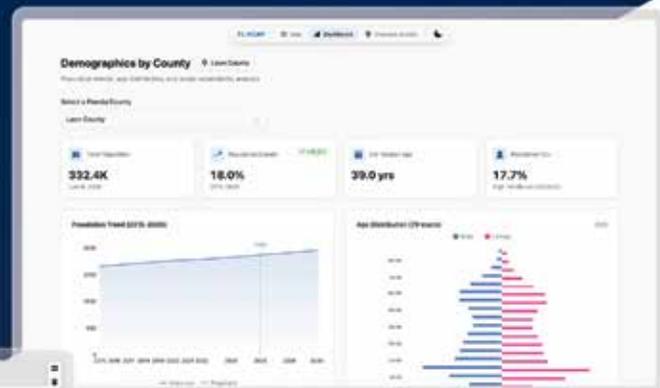
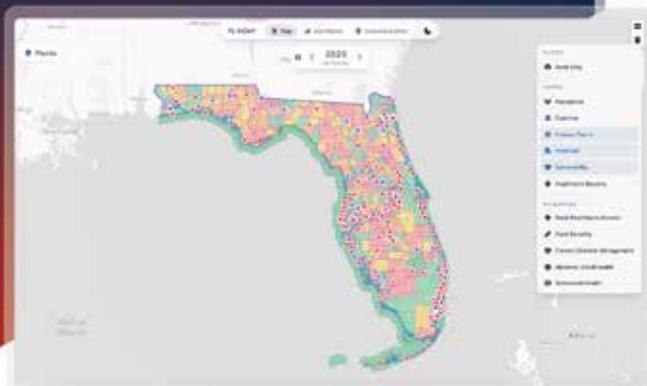
Jeremy Slaga
Vice President & Chief Clinical Officer
Florida State University



Michael van Meurer
Senior Solutions Engineer
Snowflake

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