



Business of

# Healthcare SUMMIT

Friday, January 26, 2024

Augustus B. Turnbull Conference Center  
Florida State University • Tallahassee

PRELIMINARY PROGRAM

11/15/2023

Business of

# Healthcare SUMMIT

January 26, 2024 • Augustus B. Turnbull Conference Center • Florida State University

The Florida State University *Business of Healthcare Summit* is part of the FSU Health initiative – an ambitious effort to connect the often-disparate conversations surrounding healthcare practice and provision. Leveraging FSU’s extensive network of alumni and industry partners, the Summit will bring together a wealth of national, state and local expertise to discuss the most pressing issues facing the healthcare sector today.

The Summit is spearheaded by the Carl DeSantis Center for Executive Management Education at the FSU College of Business and will feature speakers and executive panelists representing hospitals, private practice, health systems, policy boards, professional organizations, and insurers. The Summit program will focus on four key themes:

- **Talent Management & Workforce Planning** •
  - **Data and Technology** •
- **Financial Perspectives, Performance, and Practices** •
- **Public Policy, Regulations, and Legislation** •



## Summit Planning Partners

COLLEGE OF BUSINESS

COLLEGE OF  
COMMUNICATION AND  
INFORMATION

COLLEGE OF CRIMINOLOGY  
AND CRIMINAL JUSTICE

DEDMAN COLLEGE OF  
HOSPITALITY

COLLEGE OF ENGINEERING

JIM MORAN COLLEGE OF  
ENTREPRENEURSHIP

COLLEGE OF LAW

COLLEGE OF MEDICINE

COLLEGE OF NURSING

COLLEGE OF SOCIAL SCIENCES  
AND PUBLIC POLICY

COLLEGE OF SOCIAL WORK

## SPONSORS

*The Business of Healthcare Summit is presented by*



*with the generous support of our Executive Panel Sponsors*





Business of

# Healthcare SUMMIT

## PRELIMINARY PROGRAM

The Summit will be held at the Augustus B. Turnbull Conference Center on the campus of Florida State University. Live web streaming will be available for those who are unable to attend in person. The preliminary program is provided below with enlisted panelists identified on the following pages. Specific times and speakers are subject to change.

**Friday, January 26, 2024**

**Augustus B. Turnbull Conference Center**

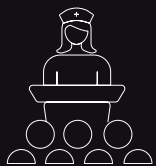
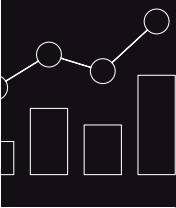
*See the following pages for a list of panelists.*

<b>8:00 am - 9:00 am</b>	<b>CHECK IN AND BREAKFAST</b>
<b>9:00 am - 9:30 am</b>	<b>WELCOME REMARKS</b> Richard McCullough, <i>President</i> , Florida State University Mike Hartline, <i>Dean</i> , Florida State University College of Business
<b>9:30 am - 10:00 am</b>	<b>PRESENTING SPONSOR KEYNOTE</b> Pat Geraghty, <i>Chief Executive Officer</i> , Florida Blue
<b>10:15 am - 11:15 am</b>	<b>THE HEALTHCARE TALENT DILEMMA</b> Historic changes in the labor force continue to have pronounced impacts across numerous industries. The first of our four sessions will explore the challenges, opportunities and future of work within the healthcare sector.
<b>11:15 am - 12:15 pm</b>	<b>THE HEALTHCARE FINANCIAL LANDSCAPE</b> Evaluating and contextualizing financial decisions and their short and long-term implications are vital skills for healthcare leaders. Panelists will discuss health equity, accessibility, affordability and financial incentives for delivering patient care in a variety of settings.
<b>12:15 pm - 1:45 pm</b>	<b>LUNCHEON</b> <b>PUBLIC POLICY, REGULATION, AND LEGISLATIVE INSIGHTS</b> Panelists will explore public policy and regulation initiatives impacting the health sector in Florida and beyond.
<b>1:45 pm - 2:15 pm</b>	<b>NETWORKING BREAK</b>
<b>2:15 pm - 3:15 pm</b>	<b>NAVIGATING UNCERTAINTY: DATA, EMERGING TECHNOLOGY, AND INFORMATION SECURITY</b> Technology and big data are dramatically transforming healthcare and adjacent industries. This session will explore the digital transformation of healthcare, examining artificial intelligence, interoperability, cybersecurity and optimized data management.
<b>3:15pm</b>	<b>CLOSING REMARKS</b>

To register and receive up-to-the-minute updates, please visit the Summit website at

[businessofhealthcare.fsu.edu](https://businessofhealthcare.fsu.edu)

PROGRAM





Business of

# Healthcare SUMMIT

## PANELISTS BY SESSION

WELCOME SESSION - 9:00 am - 9:30 am



**Dr. Richard McCullough**

*President*  
Florida State University



**Dr. Mike Hartline**

*Dean*  
Florida State University  
College of Business

PRESENTING SPONSOR KEYNOTE - 9:30 am - 10:00 am



**Pat Geraghty**  
*Chief Executive Officer*

**Florida Blue**

THE HEALTH CARE TALENT DILEMMA - 10:15 am - 11:15 am  
*(Additional Panelists Pending)*



**Dr. Bob Roncska**

*Senior Vice President*  
Florida Chamber of  
Commerce



**Dr. Andrea Friall**

*Chief Medical Officer*  
Tallahassee Memorial  
Healthcare



**Kevin Little**

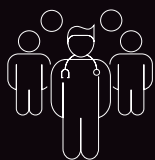
*Chief Executive Officer*  
Health Advocates  
Network



**Amy Ruth**

*Senior Vice President,  
Human Services Group  
and Chief Human  
Resource Officer*  
Florida Blue

PANELISTS



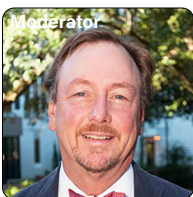


Business of

# Healthcare SUMMIT

## PANELISTS BY SESSION (CONT.)

**THE HEALTH CARE FINANCIAL LANDSCAPE** - 11:15 am - 12:15 pm  
*(Additional Panelists Pending)*



**Doug Tatum**  
*Entrepreneur in Residence*  
Jim Moran College of  
Entrepreneurship  
Florida State University



**Alex Fernandez**  
*Chief Financial Officer*  
VITAS Healthcare



**Chuck Divita**  
*Executive Vice President*  
Commercial Markets  
Florida Blue

**POLICY, REGULATION & LEGISLATIVE INSIGHTS** - 12:15 pm - 1:45 pm



**Lisa Rawlins**  
*Senior Vice President*  
The Garner Group



**Shannon Gravitte**  
*Vice President,*  
Government Advocacy  
Advent Health



**Simone Marsteller**  
*Former Secretary*  
Florida Agency for Health  
Care Administration



**Mary Mayhew**  
*President*  
Florida Hospital  
Association

**NAVIGATING UNCERTAINTY: DATA, EMERGING TECHNOLOGY &  
INFORMATION SECURITY** - 2:15 pm - 3:15 pm



**Eddie Gonzalez  
Loumiet**  
*Chief Executive Officer*  
Ruvos



**Patrick Hale**  
*Executive Vice President &  
Chief Information Officer*  
VITAS Healthcare

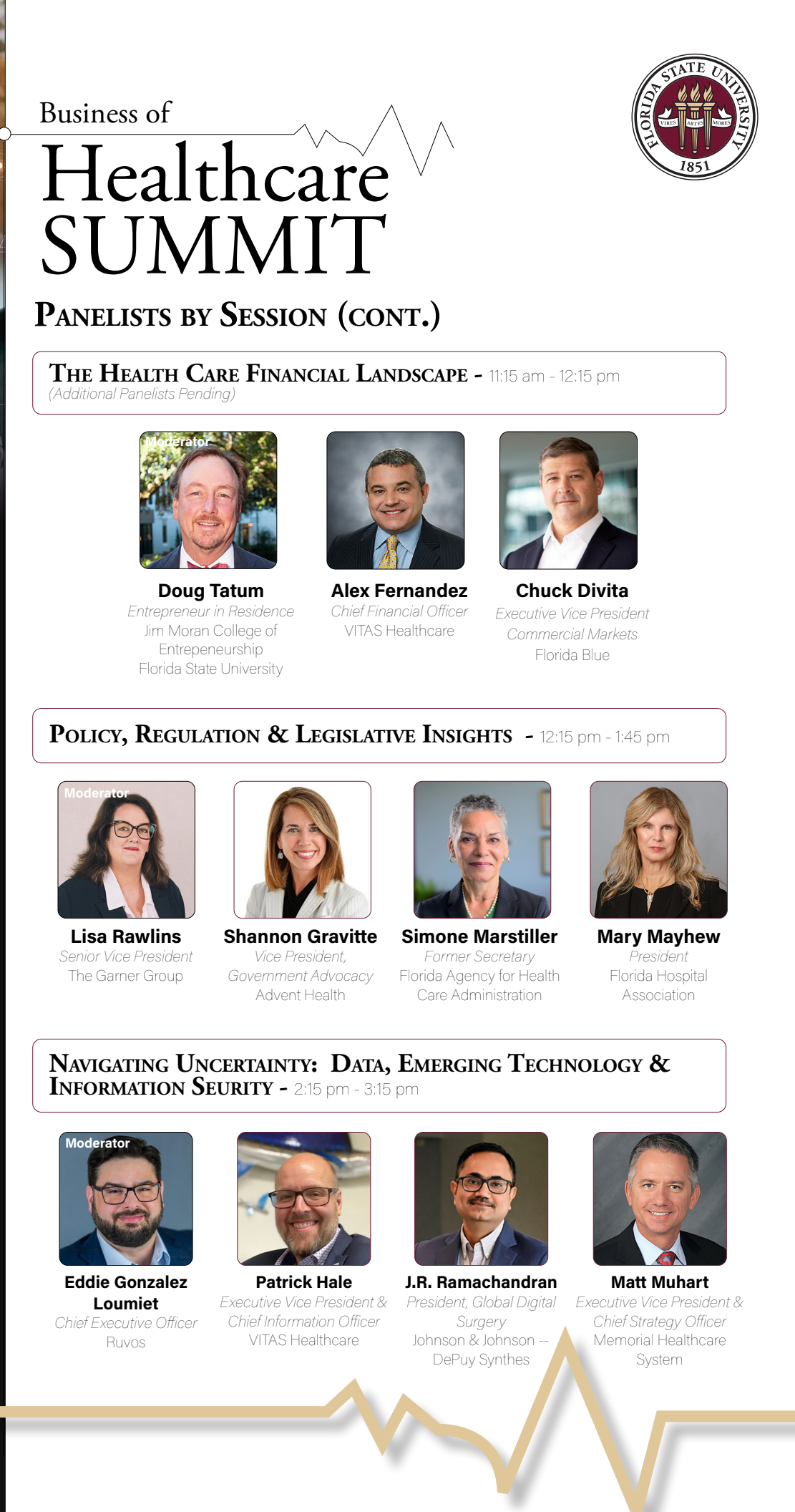
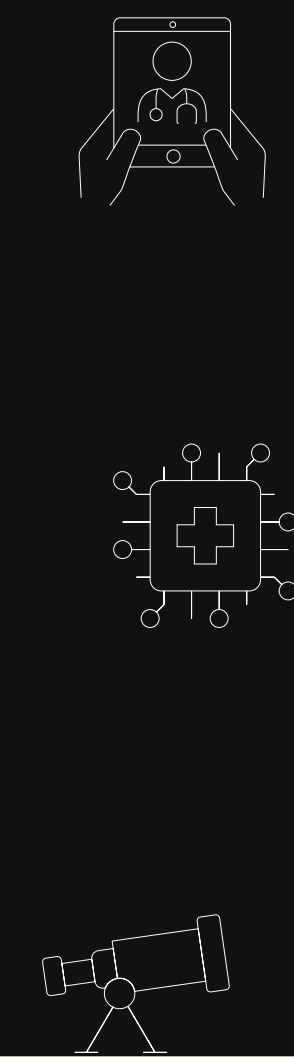


**J.R. Ramachandran**  
*President, Global Digital  
Surgery*  
Johnson & Johnson --  
DePuy Synthes



**Matt Muhart**  
*Executive Vice President &  
Chief Strategy Officer*  
Memorial Healthcare  
System

PANELISTS (cont)





Business of

# Healthcare SUMMIT

## REGISTRATION

The Summit offers the two following registration options.

### In-Person (Individual) \$125

Your in-person registration includes admission to the Summit as well as breakfast, lunch, and refreshments.

### Live Stream \$75

The Summit will be live-streamed for individuals who wish to attend virtually. If you choose this option, a secure link will be sent to you a few days prior to the Summit.

The registration deadline is January 12, 2024. Please visit [businessofhealthcare.fsu.edu](https://businessofhealthcare.fsu.edu) today to register.

If you are a company and would like to secure a reserved table for you and your employees, please contact Blake Renfro below.

## CONTACTS & SUPPORT

If you have any questions or require any assistance, please do not hesitate to contact either



**BLAKE RENFRO**  
Director of Business Development  
[brenfro@business.fsu.edu](mailto:brenfro@business.fsu.edu)



**JEFF HORTON**  
Managing Director  
[jnhorton@business.fsu.edu](mailto:jnhorton@business.fsu.edu)

CONTACT US