



Business of

Healthcare SUMMIT

Friday, January 26, 2024

Augustus B. Turnbull Conference Center
Florida State University • Tallahassee

PRELIMINARY PROGRAM

v.12/04/2023

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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

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The Business of Healthcare Summit is presented by

Florida Blue 

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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.

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Augustus B. Turnbull Conference Center

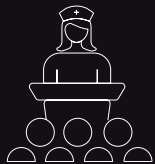
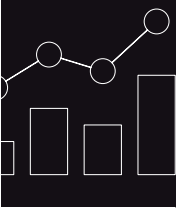
See the following pages for a list of panelists.

8:00 am - 9:00 am	CHECK IN AND BREAKFAST
9:00 am - 9:30 am	WELCOME REMARKS Richard McCullough, <i>President</i> , Florida State University Mike Hartline, <i>Dean</i> , Florida State University College of Business
9:30 am - 10:00 am	PRESENTING SPONSOR KEYNOTE Pat Geraghty, <i>President & Chief Executive Officer</i> , Florida Blue
10:15 am - 11:15 am	THE HEALTHCARE TALENT DILEMMA 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.
11:15 am - 12:15 pm	THE HEALTHCARE FINANCIAL LANDSCAPE 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.
12:15 pm - 1:45 pm	LUNCHEON PUBLIC POLICY, REGULATION, AND LEGISLATIVE INSIGHTS Panelists will explore public policy and regulation initiatives impacting the health sector in Florida and beyond.
1:45 pm - 2:15 pm	NETWORKING BREAK
2:15 pm - 3:15 pm	NAVIGATING UNCERTAINTY: DATA, EMERGING TECHNOLOGY, AND INFORMATION SECURITY 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.
3:15pm	CLOSING REMARKS

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

businessofhealthcare.fsu.edu

PROGRAM





Business of

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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



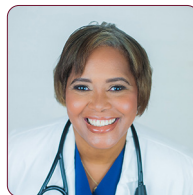
Pat Geraghty
President & Chief Executive Officer

Florida Blue
Your Health Solutions Partner

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

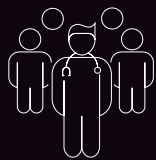


Kevin Little
Chief Executive Officer
Health Advocates
Network



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

PANELISTS



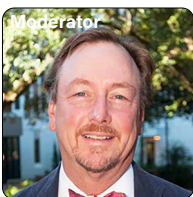


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PANELISTS BY SESSION (CONT.)

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

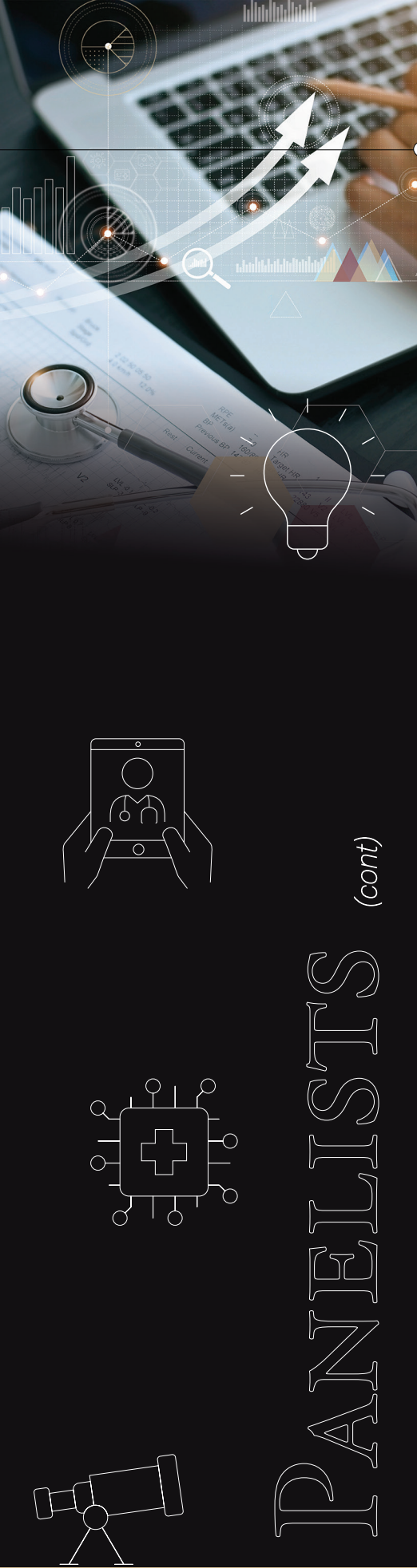


J.R. Ramachandran
*President, Global Digital
Surgery*
Johnson & Johnson --
DePuy Synthes



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

PANELISTS (cont)





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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 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
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CONTACT US