

2025 Multi-Chapter Healthcare Forum
Transforming Healthcare: Strategies for Internal and External Excellence

Speakers Bios



Allan Akinradewo is a strategic and results-driven Vice President of Talent Acquisition with a proven track record of transforming hiring processes, enhancing employer brand, and driving workforce innovation in the healthcare industry. With a deep understanding of talent market trends and a passion for building high-performing teams, Allan has successfully led large-scale recruitment initiatives that improve candidate experience, streamline hiring operations, and ensure the organization attracts top-tier professionals.

A champion of data-driven decision-making, Allan leverages cutting-edge technology, employer branding strategies, and workforce analytics to optimize talent pipelines. Through innovative sourcing techniques and strategic partnerships, Allan has positioned his organization as an employer of choice, reducing time-to-fill, increasing retention, and strengthening overall workforce engagement. With a commitment to continuous improvement, Allan collaborates closely with executive leadership to align talent acquisition strategies with business goals, ensuring long-term growth and organizational success in an evolving healthcare landscape.

San Banerjee, MBA, has an exemplary track record of over 20 years in digital transformation, product development driving digital business, information technology delivery, and management consulting, across regulated industries including healthcare and financial services.



San has a deep understanding of agile product development approach, marketing technology and data analytics capabilities and leveraging them to deliver digital products and services.

San is a seasoned, hands-on leader who drives transformation with the ability to scale, grow and inspire teams (direct & indirect staff of 100+ resources - Domestic & International) . Very comfortable working in a matrix organization with global teams delivering and exceeding organizational objectives

He also has a hands on & entrepreneurial skill set, experience partnering with FinTech Accelerator and have successfully driven all aspects of customer transformation initiatives .

San's specialties include: Health Insurance, Financial Services, Retail Banking, Wealth Management & Retirement Services, Mobile, Digital Strategy & Consumer experience.

Crystal Brown, a native of the Dallas-Fort Worth metropolitan area, serves as the Vice President and Chief Operating Officer at Methodist Mansfield Medical Center in Mansfield, TX. In this capacity, she spearheads service line growth & development, operational efficiency, and enhances patient experience. Committed to fostering the growth and development of women within Methodist Health System, Crystal is an active member of the W.O.M.E.N Women of Methodist Enrichment Network.



Beyond her professional endeavors, Crystal is deeply engaged in the Mansfield community, serving on the Mansfield ISD Education Foundation Board. With over two decades of experience in Human Resources, Supply Chain, and Hospital Operations, Crystal is a seasoned healthcare executive. She earned her Master's in Business Administration from Texas Woman's University and is a member of the American College of Healthcare Executives, where she serves on various committees and boards.

Recognized for her transformational leadership style, Crystal has been the recipient of numerous awards, including the Dr. Marion J. Brooks "Legend in the Making" award in June 2023 and the ACHENTX Executive Servant Leader Regent's Award in October 2023. Committed to the growth and development of girls, women, and healthcare leaders, Crystal frequently volunteers her time and expertise at local events, conferences, and colleges. Outside of work, she enjoys savoring life's pleasures with her family and friends, indulging in food, travel, and energizing sporting events.



Aaron Bujnowski is a Managing Director with Alvarez & Marsal's Healthcare Industry Group. With nearly two decades of dedicated experience in the healthcare industry, he is known as a transformative healthcare strategist, empowering health systems and their leaders to attain sustainable competitive advantage.

Mr. Bujnowski executes innovative approaches to enterprise strategy, value-based care (VBC), service lines, partnerships, corporate development and M&A.

Prior to joining A&M, Mr. Bujnowski spent more than four years as a Director and Integrated Delivery Network (IDN) Lead at Chartis, a U.S. healthcare consulting firm. He collaborated with integrated delivery networks to conceive and implement critical strategies and played a pivotal role in launching Chartis' Private Equity (PE) practice, which assists PE firms to make informed buy- or sell-side decisions and optimize value within their portfolio companies.

Previously, Mr. Bujnowski served as the System Chief Strategy Officer of Texas Health Resources, a ~\$5 billion integrated health system in Dallas-Fort Worth, developing and executing enterprise-wide strategies. His purview included acute, post-acute, ambulatory, physician, consumer and value-based approaches. Mr. Bujnowski began his career with the Boston Consulting Group (BCG), as a core member of its strategy and healthcare practices. He also played a pivotal role in founding BCG's private equity practice.

Mr. Bujnowski earned a bachelor's degree (honors) and a master's degree in chemical engineering with a biomedical emphasis from Brigham Young University in Provo, Utah. He earned an MBA (highest honors) from The University of Texas at Austin. Mr. Bujnowski is currently a candidate to receive a Doctor of Science in Healthcare Leadership from the University of Alabama at Birmingham. He is President of the North Texas Chapter of the American College of Healthcare Executives (FACHE) and was honored as Fellow.

Felixia Colón, a native of Jacksonville, FL, brings over 25 years of healthcare experience to her role as a Senior Vice President with SCP Health. Ms. Colón leads SCP Health's robust Telehealth Core Solutions for Emergency Medicine, Hospital Medicine, and Critical Care Medicine Practices. She maintains oversight and overall accountability for her clients' clinical performance, quality care, operational excellence, and financial stability.



Ms. Colón has served in various roles in the healthcare field. Her background includes development of a physician outreach program with a major health insurance carrier, managing multi-specialty and multi-site physician practices in emergency medicine, academic hospital medicine programs, private hospital medicine programs, transitional care medicine, eHealth/TeleNocturnist programs, and post-acute practices (SNFs/LTACs).

Ms. Colón formerly served as Senior Vice President for one of the largest independent physician practices in Texas. While there, she was responsible for the oversight of the company's operations, contracting, business development, marketing, recruiting, and healthcare payment reform programs, which included CMS' Bundled Payment Care Initiative (BPCI) Program.

A graduate of Nova Southeastern University, Ms. Colón holds a Master of Business Administration, with a concentration in Management. She earned a Bachelor of Health Administration from the University of North Florida. She is also a Fellow and active member of the American College of Healthcare Executives (ACHE). Currently, she serves as Immediate President of for the North Texas Chapter of ACHE. She has also served as an elected Board position with ACHENTX and as ACHENTX's Vice-Chair for the Diversity, Equity, and Inclusion Committee.



As Chief Growth Officer for US Radiology, **Chris Core** has senior leadership accountability for sales, marketing, commercial analytics, business development, and corporate communications. He joined us in July 2018 after 20 years of experience in the healthcare industry. After graduating from pharmacy school at the University of Wisconsin-Madison with a B.S. Pharmacology and Toxicology, Chris embarked on a career in sales and sales leadership in the biopharmaceutical industry. After completing his MBA from The Kellogg School of Management at Northwestern University, Chris transitioned into a career in marketing with increasing levels of responsibility across multiple life science companies. He has experience with brands generating \$2B+ in annual revenue as well as ultra-orphan disease states with populations of less than 500 patients across the US, and his passion is focusing on how healthcare organizations can help patients have better outcomes and live their best lives.

Stacy Covitz is the Chief Marketing and Public Relations Officer for Methodist Health System. In more than ten years with Methodist, Covitz has held several roles in the organization, overseeing marketing and social media content strategies as well as community relations. Before working in healthcare marketing, Covitz spent nearly 15 years working as a TV news producer, finishing her journalism career at WFAA in Dallas. She has a Bachelor of Journalism from the University of Missouri and an MBA from the University of Kansas.

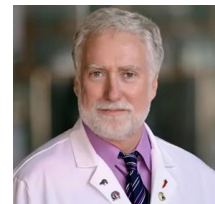


Covitz resides in Oak Cliff and is passionate about exercise, having completed several triathlons and half marathons. On weekends you can find her cheering for the Kansas City Chiefs or on Dallas walking trails and patios with her Shih Tzu, Maddie, and her Schnoodle mix, Posey.



Patrick Crocker is an Assistant General Counsel for Texas Health Resources, where he focuses on litigation and alternative dispute resolution management for commercial insurance underpayments and provides system-level legal support for finance and revenue cycle management, urgent care, and virtual telehealth services. Prior to THR, Patrick was an Associate Professor of Health Care Practice at TCU's Neeley School of Business, a Senior Director and Senior Corporate Counsel at U.S. Anesthesia Partners (USAP), a healthcare strategy consultant for PricewaterhouseCoopers (PwC), and spent over 10 years as an active duty Judge Advocate in the U.S. Army. Additionally, Patrick serves as an Associate Professor of Medical Education at TCU's Burnett School of Medicine. Patrick holds a BS from Texas Christian University, an MBA from the University of California, Berkeley, and a JD from the University of Richmond School of Law.

Dr. Steven Curley was Professor of Surgical Oncology and Chief of the Gastrointestinal Multidisciplinary Cancer Center at the University of Texas M.D. Anderson Cancer Center for 25 years. He then spent five years at Baylor College of Medicine as Chief of Surgical Oncology and Director of Clinical Programs at the Dan L Duncan NCI Comprehensive Cancer Center in Houston. In 2018 he was recruited to Christus Trinity Mother Frances in Tyler to develop surgical oncology and lead the planning, development, and initiation of a new cancer center, the Northeast Texas Cancer and Research Institute, which opened in November 2022. Throughout his career he has been very involved in developing new medical devices and treatments for cancer patients and designing new facilities and multidisciplinary care programs for cancer patients and clinicians. He retired from his surgical practice in late 2023. Since then, he has become an independent consultant advising biomedical start up companies and hospital systems worldwide regarding clinical trials, regulatory procedures, and design and implementation of new state-of-the-art cancer treatment centers. He recently accepted a position as Medical Director for Precision Oncology with Foundation Medicine, a premiere cancer genomics testing company.



Frances Dare is a Consulting Partner in Cognizant's Health Sciences consultancy where she leads the Provider consulting practice.

Frances began her career in strategy, marketing and operational leadership positions within a regional not-for-profit health system. That system provided a range of inpatient and outpatient services through their community hospitals, a freestanding rehabilitation hospital, a homecare agency, medical transport service and more.

As a consultant, Frances has worked with many of the largest U.S. health systems and leading academic hospitals. With those clients, Frances has worked to transform patient and provider experiences, improve access to care, create new care delivery models, and connect the care continuum. Her goal is to

help clients bridge operational uncertainty and strategic opportunities with digital transformation that delivers tangible cost, quality, access and equity impact.

Welcome to my profile. I'm **Brian Felty**, Chief Market, Payer Relations & Finance Officer with Southwestern Health Resources. My unique approach as a Value-Based Care has led to significant financial optimization and establishment of innovative delivery models. These achievements have enhanced market competitiveness and formed strategic alliances. I have a reputation for my adept negotiation skills with payers, brokers, and employers, which has dramatically improved market access and fostered impactful partnerships.



My role involves cultivating relationships with internal and external stakeholders to build a value-based, customer-first, clinically integrated network. I also deploy initiatives to grow market share, enhance products, and ensure long-term financial success. In addition, I deliver leadership in provider and payer strategy, finance, and business development within ACOs and clinically integrated networks.

If you are open to brainstorming best practices on:

- Building solid and lasting business relationships that ensure growth & profitability
- Inspiring action and team accountability through strategic leadership
- Cultivating a High-Performance Culture of Innovation & Collaboration



Fernand Fernandez serves as Executive Vice President, Chief Marketing and Communications Officer for Children's HealthSM. In this role, he is responsible for leading enterprise-wide strategic communications, marketing and branding initiatives for the system. He oversees the messaging to support the system's reputation and leads the implementation of communications and marketing efforts that reflect the mission and vision of Children's Health.

Before joining Children's Health in 2023, Fernand most recently served as Vice President of Strategic Communications and Marketing for St. Jude Children's Research Hospital in Memphis, TN. Fernand has more nearly three decades of experience serving in executive leadership roles with notable nonprofit and hospitality brands including Accor Hotels and American Airlines. He's fluent in Spanish and French.

Dave Friederichs has a history in healthcare and healthcare IT dating to 2003, starting with a physician practice EMR company very early in the EMR adoption cycle. Since 2013, he and his teams at Cerner and Innovaccer have supported providers with data integration, analytics, and workflow solutions enabling them to share data, succeed in value-based care models, and attract and retain their patients. In his career, he has worked with a wide variety of providers, from the country's largest health systems to community and critical access hospitals, independent physician groups, and post-acute care organizations.





Tim Godfrey, FACHE, FACMPE, is a Vice President of Physician Practice Operations with CHRISTUS Trinity Clinic. He has served the healthcare community for 45 years in a variety of roles. He spent the first 25 years of his career as a Respiratory Therapist in both clinical and leadership roles with not-for-profit hospitals, for-profit hospitals, and the VA system. He considers this patient care work, with and for physicians, as fundamental to building a collaborative approach to physician relationships that would be crucial to success in the next phase of his career.

The last 20 years have been devoted to Physician Practice Operations. Starting as a Rural Health Clinic CEO in Sweetwater, Texas he moved to leading a multi-specialty clinic. He was then recruited to serve in successive corporate roles as a Director, Senior Director, and Vice President for Community Health Systems, LifePoint Health, Optum, and CHRISTUS Health. During that time, he has a demonstrated history of success working in the hospital and health care industry. He is skilled in acquisitions, physician relations, financial analysis, clinic operations, recruiting, and contract negotiations.

He holds a Master's in Healthcare Administration from Trinity University and an MBA from Hardin-Simmons University. He is the former President of the Texas Midwest Chapter of the ACHE.

When not working he and his wife of 44 years love working out, cooking, traveling, and spending as much time as possible with their children and four grandsons in Dallas and Pittsburgh.



David Gonzales is the Regional President of Hospital Medicine and Emergency Medicine Services for Sound Physicians' 68 sites in the South Region. Sound Physicians is a national multi-specialty group that partners with hospitals to provide clinical services in hospital medicine, emergency medicine, critical care, and anesthesia with a focus on quality and operational excellence.

He worked clinically for 14 years as a hospitalist across hospitals of many sizes in both the acute and post-acute setting. Initially in a large private practice based in Dallas/Ft. Worth, he transitioned to work with Sound in 2019 and has held various roles including site level Medical Director, regional roles, and now Regional President with primary responsibility for leading sites on both and financial targets. He has participated in numerous hospital medical staff committees including credentialing, peer review, medical executive, and as a department chair. Simply put, his goal is to run an effective organization that supports bedside clinicians as they provide high value care.

Dave received his BS in Biology from Trinity University; MD from the University of New Mexico; and MBA from the Jindal School of Management at UT Dallas. He is a Fellow of Hospital Medicine through the Society of Hospital Medicine.

Richard G. Greenhill, DHA, FACHE, serves as the Chief Transformation Officer (CTO) at Quality Insights. As CTO, he spearheads strategic initiatives focused on innovation, efficiency, productivity, and competitiveness. He is a sought-after international and national speaker on topics related to AI use in healthcare delivery, hospital resilience, quality and patient safety. He is the Editor-In-Chief of the International Journal for Quality in Healthcare, Communications (IJCOMS), an Oxford University Press and International Society for Quality in Healthcare (ISQua) peer-review publication. Rich's



career is extensive with deep experience across the continuum of care, quality, and performance improvement. He was elected by his international peers to the prestigious International Academy for Quality and Safety (IAQS), joining luminaries in the universe of quality improvement and patient safety. Membership in the Academy is lifelong and one of the highest honors that someone in healthcare quality can achieve. He is honorably retired from the United States Navy as a Chief Hospital Corpsman after 20 years of dedicated service. Rich is a well published researcher as well as author of various textbooks, editorials, and peer-reviewed publications. Rich is ACHE National Faculty, an executive mentor and coach for various ACHE offerings.

Benjamin Hagan, first and foremost, is a father of three children, Annie (age 12) and Everett (age 9), and Azalea (age 2) and a husband. He is also an avid runner and cyclist. Professionally, Ben is an Assistant Vice President, Benefits at AT&T and has worked there for 8+ years. His teams have responsibility for health and wellbeing benefit strategy, union benefits negotiations, benefits data analytics, leave and wellbeing policies, and HR supplier governance and oversight. Prior to AT&T, Ben was a consultant for almost 15 years always working with large employers around their employee benefits offerings. He has a masters in business administration and is an actuary by education, doing his undergraduate work at the University of Texas.



Sarah Hereford is a Director in Forvis Mazars Healthcare's national strategy and finance practice. Sarah focuses on strategic planning, value-based care and partnerships. She is experienced in enterprise and service line strategic planning; mandatory and voluntary alternative payment model preparation and strategy development; facilitating events tackling a broad range of topics; and project management for implementing and executing complex strategies. She has served across a wide variety of clients including community hospitals, large health systems, and academic medical centers. Sarah's expertise includes population health, value-based care programs, complex strategic planning, partnerships, and creative stakeholder engagement. Sarah is a graduate of the University of Virginia (BA) as well as the University of Alabama at Birmingham (MSHA/MSHI) and resides in Greenville, South Carolina.

Shannon Huggins embarked on her journey with Methodist in 2002, where she has played a pivotal role in managing non-governmental payor contracting and fostering relations on behalf of Methodist facilities, joint venture organizations, Accountable Care Organization / CIN, and physician groups. In addition to these responsibilities, Shannon oversees the operational aspects of population health services, ensuring Methodist's commitment to holistic and equitable healthcare.



Shannon's expertise extends to the realm of designing and executing innovative contracting and pricing strategies for Methodist, positioning the organization at the forefront of healthcare excellence. She serves as the driving force behind Methodist's engagement in value-based care arrangements, championing transformative healthcare models.

Notably, under Shannon's leadership, MPCACO has achieved remarkable Medicare savings for eleven consecutive years, a distinction shared by only 6 other ACOs nationwide. Shannon's wealth of experience

spans over three decades, encompassing contracting, payor relations, population health, financial analysis, and decision support.

Shannon received her undergraduate degree in Marketing/Finance from University of the Ozarks and her master's degree in healthcare administration from Texas Woman's University. She serves on several boards include the Board of Trustees for The University of the Ozarks.

William Scott Hurst, MBA, FACHE is currently the President & CEO of Patient Physician Network (PPN), one of the largest Independent Physician Association's (IPA) in North Texas with over 650 members encompassing multi-specialty physicians and advanced practice providers. In this role, he works with teams of dedicated physicians, staff, and caregivers to advance independent medicine and to prepare the market for changes that have to take place to ensure the future of independence.



Scott is known as an accomplished leader with over 24 years of experience in Physician Alignment, Payor Contracting, Quality Improvement, Operations, Provider Recruitment, Patient Experience and Value-Based Care Operations. At the end of 2024, Scott was honored to be nominated by D CEO and D Healthcare as one of five "Innovators of the Year" for his work around Libertatem.

Before being recruited to PPN in April 2020, Scott served as an Executive Director overseeing operations in Texas and Louisiana for naviHealth, an industry leader in value-based care operations for health systems and health plans servicing Medicare patients.

Over his career, Scott has been blessed to serve as a Project Leader at Methodist Health System; the Senior Director of Physician Networks at Children's Health in Dallas; a Director of Physician Alignment at CHRISTUS Spohn Health System in Corpus Christi, TX and as a consultant for over 10 years to hospitals in the Midwest, Pacific Northwest and Alaska. In addition, Scott had the honor of serving as the President of the North Texas chapter of the American College of Healthcare Executives in 2020.

Scott completed his Bachelor of Arts and a Master's Degree in Business Administration from Drury University (1995 / 1997) in Springfield, MO while working in the Athletic Department in Sports Information & Event Management. When he is not at work, Scott can be found hanging out with his wife Erica who is a research nurse at Texas Oncology and her daughters, getting updates from his soon to be graduating 21-year-old daughter who is finishing her degree in painting at the Savannah College of Art & Design (SCAD), assuming the role of "Grand Dude" for his new grandson, listening to live music around the Metroplex or refereeing high school basketball for the North Texas Basketball Officials Association.



Mark Kruzel, MD, MBA; serves as Medical Director in Oncology at Quest Advanced Diagnostics. Dr. Kruzel's role bridges the gap from assay development, validation to clinical utility and he provides guidance on the appropriate utilization of testing. Recently, Dr. Kruzel has developed clinical care pathways for oncology focusing on providing access to testing in an efficacious and guideline driven manner. Dr. Kruzel has extensive research and industry experience ranging from managing an FDA trial site to commercializing a pharmaceutical compound for a start-up company. He has published numerous peer

reviewed journal articles as well as presented abstracts at both local and national conferences. Through his role at Quest, Dr. Kruzel has developed key opinion leader strategies which help Quest advance in the field of precision medicine. Dr. Kruzel received his medical degree from The University of Texas at

Houston – McGovern School of Medicine; he received his Master of Business Administration from Cox Business School at Southern Methodist University. He is an active member of American Society of Clinical Oncology, Association for Molecular Pathology and American College of Healthcare Executives.

Joe Longo serves as the Senior Vice President/Chief Digital Information Officer for Parkland Health in Dallas, Texas, one of the largest public health systems in the country. He is a recognized progressive healthcare technology executive who has stewarded IT strategic plans and technology direction for major hospital systems and IT firms.



Joe prides himself on his service to public health, applying advanced healthcare IT capabilities to environments typically under-represented in the high-tech community. His executive tenure at Parkland began with managing the technology program for the new Parkland campus project, which was one of the world's most significant greenfield hospital construction endeavors.

Since joining Parkland's leadership team, he has propelled the organization to achieve significant milestones, including its first 9 Most Wired designations, HITRUST certification, Stage 7 on the HIMSS Analytics Maturity Model (AMAM), and two of the prestigious Davis Awards in 2017 and 2022. He was the Inspire Dallas/CIO 2022 CIO of the Year ORBIE award recipient. Joe is a Certified Healthcare CIO (CHCIO) and Certified Digital Health – Executive (CDH-E) through the College of Healthcare Information Management Executives (CHIME) organization and holds an MBA from Baylor University.



Mr. Steve Love is currently President and Chief Executive Officer of the Dallas-Fort Worth Hospital Council which promotes collaboration, cooperation, and advocacy on behalf of its 90 member hospitals. The Hospital Council also has approximately 100 Associate Members (business and industry), including prominent accounting, legal and consulting firms. The primary mission is to drive evidence-based improvement in patient care and health equity in North Texas. He was the United Nations Association Award Winner in 2018 for Global Goals. He served as 2015 Chair for the Conference of Metropolitan and Regional Hospitals Association in the United States. He received the 2020 D CEO's Lifetime Achievement Award. He also received the Dallas Medical Society's Millard J. and Robert L. Health Award for a non-physician providing outstanding leadership to the community. He previously served on the Children at Risk Board for North Texas, Southwest Region Board for the American Heart Association, Chair for the March of Dimes Walk for Babies Campaign and Mothers Against Drunk Driving Dallas. He serves on the Southwest Transplant Alliance for organ transplants; Cure Glaucoma Foundation Advisory Board; North Texas Eye Research Institute; formerly the Metropolitan YMCA Board of Directors and received the 2024 Theodore P. Beasley Distinguished Leadership Award in 2024; the Board of Directors of Prism Health North Texas and the Greater Irving-Las Colinas Chamber of Commerce Board of Directors. He is the Chair for the Irving-Las Colinas Chamber for 2024-2025. Mr. Love has worked in healthcare management for over 50 years. He has demonstrated leadership in tax exempt, investor-owned, specialty and private hospitals in operations, finance, and corporate governance. Prior to joining the Dallas-Fort Worth Hospital Council, Mr. Love was Senior Vice President and Chief Financial Officer of a Fortune 500 healthcare company that owned over 50 hospitals and managed approximately 200 facilities in the United States.

Lance Lunsford is the Co-founder and Senior Partner at Groundswell Health, an Austin-based health care strategic marketing and communications firm. Prior to founding Groundswell Health, he served the Texas Hospital Association for seven years as the senior vice president of strategic communications and president and CEO of the association's shared services division. Lance began his career as a reporter for the Midland-Reporter Telegram, eventually rising to the position of city editor. The founder of Lancer Productions in Lubbock, Lance was an early innovator in digital communications, creating websites and compelling video content for a range of clients. Lance has also served as the director of marketing for UMC Health System in Lubbock, a large public teaching hospital where he grew patient volume for several key service lines. Lance is committed to working with hospitals and health systems to solve their most pressing marketing, business development and communications challenges and with companies that want to partner with hospitals to make them more efficient and effective. Lance has a master's degree in business administration from Texas Tech University and a bachelor's degree in journalism from Texas A&M University. In 2024, Lance released the book *Inside the Well*, a comprehensive account of the rescue of "Baby Jessica" McClure from an abandoned backyard water well in 1987. Published by Texas Tech University Press, the book details the media response, which initiated and validated the 24-hour cable news network model pioneered by CNN. Lance is the past president on the board of directors of the Central Texas chapter for the American College of Healthcare Executives currently serves as ACHE regent for the Central and South Texas chapters of ACHE.



The youngest child of Holocaust survivors, **Ed Marx** moved to the United States at age 10. At 16, he served as a medical clinic janitor where he discovered his healthcare calling. Ed took successive positions as combat medic, anesthesia tech, strategic planner and technology manager. He quickly learned how the convergence of clinical, business and digital saved lives. His passion ignited, he jumped feet first into technology and operations in the C-Suite of Cleveland Clinic, NYC Health & Hospitals, Texas Health Resources and University Hospitals.

Intermixed, Ed served the supplier side as well. He was CEO for consulting firm Divurgent, global CDO for Tech Mahindra Health & Life Sciences and CIO of the Advisory Board. Concurrently, he served 15 years as an Army combat engineer officer and combat medic. Today, Ed is focused on his own advisory practice.

Ed does a fair amount of speaking, writing and podcasting. He authored healthcare bestsellers including *"Voices of Innovation"* and *"Healthcare Digital Transformation"*. He is currently writing a book for Mayo Clinic on *"Patient Experience"* and *"Voices of Innovation - Payers"*. His podcast "DGTL Voices" is "Top 3%" globally. His Blog, *CEO Unplugged*, surpassed 1M views. Ed recently started a YouTube channel to expand his audience.

Most importantly, Ed is husband to Simran who holds a Doctor of Nursing (DNP). They love to dance and climb mountains. They have 5 grown children and 4 grandchildren. To stay fit, he is captain of TeamUSA Triathlon.



Lee Mathew is an experienced leader with a demonstrated history of working in the hospital & health care industry. Skilled in Nursing Management, organizational effectiveness, Nursing Education, Medical-Surgical, JCAHO, and Physician Relations. Strong healthcare services professional with a MSN focused in Leadership and Innovation from Baylor University

Alex Melton leads Invene's engineering teams to deliver secure, compliant, and deadline-driven healthcare solutions. Previously, he successfully exited his own consulting company, where he built innovative products integrating hardware and software. He's passionate about speaking and helping business leaders understand technology so they can make better, more informed decisions. He also mentors engineers and regularly explores white papers to stay ahead of the latest technological advancements.



Ajith Pai, PharmD, FACHE, has served as President of Texas Health Harris Methodist Hospital Southwest Fort Worth since July 2022. The hospital is a CMS 5-star rated facility, ranked #14 in Texas and #1 in Fort Worth on the 2024 Newsweek's America's Best-in-State Hospitals list.



As president, Ajith oversees operations, works to advance physician engagement, and promotes effective employee, governance, and community relations. He ensures the hospital meets goals for patient safety, clinical and non-clinical quality, operational performance and patient, physician, and employee engagement.

Ajith received his Doctor of Pharmacy from Texas Tech School of Pharmacy and a Master of Business Administration from the University of Texas at Dallas. Additionally, he is a Fellow of the American College of Healthcare Executives and serves as the president of ACHE of North Texas.

Ajith enjoys spending time with his family which includes his wife, Myriam, their three children, Elyse, Nikhil, and Yvette.



Niyati Patel is an innovative healthcare strategist dedicated to guiding health systems through the complexities of an evolving industry with future-focused, data-driven strategies. As Program Manager of Strategic Intelligence at MD Anderson Cancer Center, she leads the development of advanced analytic frameworks, leveraging market intelligence to inform high-impact strategic, clinical, financial, and operational decisions for executive leadership.

Before MD Anderson, Niyati was a healthcare strategy consultant at Sg2/Vizient, where she advised health systems nationwide on smart growth, service line expansion, care delivery redesign, and market positioning. Her expertise spans market assessments, ambulatory network strategies, physician alignment, and master facility planning. Niyati also brings a unique clinical perspective to her work, drawing inspiration from her years of direct patient care as a dental surgeon.

With a unique blend of clinical experience, business acumen, and healthcare strategy, she strives to bridge cultural and operational gaps, enabling health systems to implement value-driven, consumer-centric, and scalable solutions. Beyond her professional expertise, Niyati is committed to advancing global health and shaping strategies that drive sustainable, transformative impact across healthcare ecosystems globally.

Kris Sanders, FACHE currently serves as Senior Vice President, Northern Market Growth and Development at Children’s Health Plano. She is board certified in Healthcare Administration. She has a Bachelor of Healthcare Administration as well as her Master of Business Administration. Kris currently oversees the leadership and implementation of all Northern Market activity in DFW for Children’s Health. She previously worked at Envision Physician Services, which she worked as Vice President of Operations. Other previous roles include opportunities at Methodist Health System and The University of Texas MD Anderson Cancer Center in Houston.



Kris is a board-certified Fellow of the American College of Healthcare Executives (FACHE). She also serves as a board member and President Elect for ACHE North Texas. She is a proud member of National Association of Health Services Executives (NAHSE) where she currently serves as the President Elect for the DFW chapter. Kris also serves on the board of directors for Live Oak Surgery Center and Children’s Advocacy Center of Collin County. She is a proud Leadership Plano Class 39 graduate and was recently awarded Diversity Leaders “Rising Star” by Modern Healthcare magazine in 2024. In addition to the professional work, Kris is a proud member of Alpha Kappa Alpha Sorority, Incorporated Chi Zeta Omega chapter in Plano, TX.

James Schleck is a visionary growth strategist and healthcare innovator with over two decades of executive leadership experience across startups, SaaS platforms, and enterprise healthcare transformation. As Co-Founder of Growth Verticals, he helps organizations unlock scalable, sustainable impact through bold strategy, data fluency, and future-focused execution.



A founding partner of Tea Leaves Health, James was instrumental in building one of the industry's first strategic growth platforms—integrating predictive analytics, CRM, and cross-channel engagement to empower health systems, providers, and marketers with actionable intelligence. His work has helped redefine how healthcare organizations engage patients, align with physicians, and grow with purpose.

With a deep understanding of market dynamics, compliance, and care delivery ecosystems, James is a trusted advisor to boards, founders, and C-suite leaders looking to innovate at speed and scale. He brings clarity, energy, and a relentless focus on outcomes—shaping what growth looks like for the next generation of healthcare.

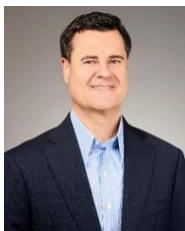


Audrienne Schneider, FACHE, is passionate about the positive impact marketing and communications brings to an organization, the communities it serves and key stakeholders. With more than 20 years of marketing leadership experience working with health care systems around the country, she has served on the front line and in regional and system roles. Audrienne holds a bachelor's degree in journalism and a master's degree in English from The University of Texas, Arlington, and serves on the ACHENTX Communications subcommittee. A life-long volunteer, she coordinates a local food program for teens in need and works with a local church to provide clothing and supplies to children and teens who are in foster care. She enjoys spending time with her family and cheering on her favorite hockey team – the Dallas Stars.

Jeffrey Stewart, FACHE, Vice President of Strategic Marketing at CHRISTUS Health, stands at the forefront of healthcare marketing, leading initiatives that have markedly improved the organization's market presence and ROI. Beyond his strategic acumen, Jeff is deeply committed to nurturing talent, overseeing a team that excels in innovation and efficiency. His leadership has centralized marketing operations, significantly reducing costs while fostering a culture of excellence. An acclaimed speaker, he brings to the panel a wealth of expertise in brand building, digital experience, and marketing strategy.



Jeff holds a bachelor's degree in mass communications from Otterbein University, an MBA from Xavier University, and a master's degree in management information systems from the University of Cincinnati. He is also an assistant professor at Good Samaritan College of Nursing and Health Science, teaching informatics and technology in health care for nursing students. Before joining CHRISTUS Health, Jeff served as AVP of digital communications for VITAS Healthcare and began his career in health care at TriHealth as manager of digital and social strategy.



Darin Szilagyi is an accomplished marketing executive with over twenty years of experience leading growth, marketing, strategy, and communications at integrated healthcare organizations, including Memorial Hermann, the Methodist Health System of Dallas, and Southwestern Health Resources, the clinically integrated network that comprises Texas Health Resources and The University of Texas Southwestern Medical Center. Before joining the healthcare sector, Darin held several product and marketing roles at AT&T and Halliburton.

Darin is a recognized industry expert in healthcare SAS-based customer relationship management (CRM), physician relationship management (PRM), and business intelligence (BI) platforms. Darin was the original development partner for *TeaLeaves Health*, now marketed as *Virgin Pulse/Welltok*, and *Trilliant Health*. He also incubated the *Market Advantage* platform, then partnered with the Advisory Board Company to commercial *Crimson Market Advantage*, now an Optum product.

Darin is active in the healthcare community, serving as adjunct faculty and board chair of graduate healthcare education at The M.J. Neeley School of Business at Texas Christian University. He is a Fellow of the American College of Healthcare Executives, a Fellow of the Healthcare Financial Management Association, a Leadership Fellow of the Texas Hospital Association, and a member of the American

Marketing Association's Council of Healthcare Chief Marketing Officers. In addition, he is Accredited in Public Relations by the Public Relations Society of America.

Darin holds a bachelor's degree in Economics and Government from The University of Texas at Austin, and he earned his Master's of Business Administration at Texas Christian University.

Darin and his wife Tracye make their home in Colleyville, along with their two youngest children, Audrey and Andrew.

Daphne Tam is a dynamic healthcare marketing and communications executive with more than 20 years of experience leading strategic initiatives across academic medical centers, private health systems, and physician organizations. A passionate storyteller and change agent, Daphne is known for driving growth, elevating brand equity, and improving patient engagement through human-centered marketing, digital innovation, and data-driven insights.



She has held senior leadership roles at top healthcare institutions including UC Irvine Health and Southwestern Health Resources, where she led marketing strategy, communications, public relations and brand development. Daphne is also the founder and principal of DT Communications, a consultancy dedicated to helping healthcare organizations evolve through strategic marketing and communications. Her expertise spans integrated marketing strategy and planning, consumer engagement, digital transformation, and brand building—from complex academic health systems to nimble healthcare startups.

Don Taylor is Professor of Practice, Healthcare Leadership & Management at the Jindal School of Management and Director of the Alliance for Physician Leadership, a program that offers a nationally recognized leadership and MBA for executive physicians. He is also an Adjunct Assistant Professor at UT Southwestern Medical Center. Don is a retired US Air Force Colonel who has served for over 40 years in various roles in healthcare operations, strategy, and leadership. He has been the CEO of hospitals and served as the COO of USAF Academic Medical Center (6000+ staff) in San Antonio. He also led the largest trauma hospital in Iraq in 2006 as the only non-physician commander (CEO). He has served as the Associate and Acting Director at various VA Medical Centers in Illinois, Texas and Arizona. Recently, he served as the VP of Healthcare Administration for the HHS Emergency Intake Site mission in Dallas. He also teaches emerging and senior leaders at UT Southwestern on leadership, strategy, health transformation and value-based care. His speaking and workshop interests are physician well-being, leadership development, public health revisioning, and strategic analysis of our US Healthcare System.



As a volunteer, he founded the Air Force Association's Wounded Airman Program and served on their National Board of Directors supporting 100,000 members. He is also past Chairman of their Veteran and Retiree Council. He has also published the book, "The Quiet Heroes: Timeless Reflections of American Airman" which shares the experience of a WWII veteran. He also serves as Chairman of the Board for the Health Standards Institute Foundation, an organization developing ANSI standards for healthcare management.

Don has a BS in Architecture from UT Arlington and a Master of Health Administration from Penn State. He is also a certified executive coach. He lives in Southlake, Texas with his wife Judy Hoberman who is an author, speaker and coach in the areas of sales, personal development, and leadership.



Becky Tucker currently serves as the system senior vice president of Channel Integration for Texas Health Resources (THR). In her current role she oversees key strategic and operational initiatives for the health system including business growth, business continuity, patient family experience, transformational management, design and deployment, joint venture partnerships, the THR call center, patient navigation, the central staffing office, patient logistics center, police, security, and system emergency management.

Becky most recently served as the president of Texas Health Harris Methodist Hospital Southwest Fort Worth and Clearfork. As president, Becky led the overall management and strategic programming of Texas Health Southwest and Clearfork hospital operations which consists of 263 combined critical, medical, surgical, and emergency beds, 1,400 employees, 650 active medical professionals and almost 100 volunteers.

Becky served as vice president of Integrated Health Campuses (IHCs) at Texas Health Resources. As vice president of IHCs, Becky led the overall management of Texas Health Resources' Integrated Health Campuses (IHC) operations and oversaw the alignment and evolution of all IHC care integration across the continuum. Centers included site-specific combinations of ambulatory surgical services, outpatient diagnostic imaging, emergency care and/or urgent care, rehabilitation/therapy services including cardiac rehabilitation, outpatient behavioral care services, chronic disease management, health behavior education and well-being services.

Becky served as administrator of Texas Health Neighborhood Care & Wellness Burleson, oversaw Texas Health Harris Methodist physician timeshares in Saginaw, Keller and Burleson and managed the development of Texas Health's second IHC, Texas Health Neighborhood Care & Wellness Willow Park in Parker County, which opened in January of 2015.

Becky has been a part of the Texas Health family for 23 years. She first worked as an administrative assistant in the Medical Staff Affairs office of Texas Health Presbyterian Hospital Plano. While working at Texas Health Plano full-time, Becky completed graduate work in business and healthcare administration. She transitioned into a healthcare administrative residency position at Texas Health Fort Worth where she continued her fellowship.

In 2006, Becky transitioned to director of ambulatory clinics and physician services where she was responsible for the Assisted Reproductive Technology Service, Executive Health program and physician referral development.

In 2007, Becky began development of Texas Health Burleson. As administrator of Texas Health Burleson, she and her team signed more than 2,000 members to its fitness center, achieved patient satisfaction scores for Likelihood to Recommend in the top 5 percent of the nation, and secured Joint Commission accreditation for all new services, College of American Pathologists Commission on Laboratory accreditation, American College of Radiologists accreditation for MRI and CT, and chest pain accreditation from the Society of Cardiovascular Patient Care.

Becky earned a bachelor's degree in kinesiology with a minor in biological science from The University of Texas at Austin. She also holds master's degrees in health care administration and business administration from Texas Woman's University.

Becky is a member of the American College of Healthcare Executives, a board member for the Fort Worth Leukemia and Lymphoma Society where she also serves on the executive leadership committee for the Visionary of the Year campaign. Becky was the 2023 Tarrant County American Heart Association Go Red co-chair. She is a past board member of the United Way of Tarrant County, former chair of United Way of Tarrant County Young Leaders Society, past board member and vice chair for the Alzheimer's Association of North Central Texas. Plus, Becky served as the president of her local early childhood PTA for three years.

In addition, Becky is a Fellow with the Texas Hospital Association (THA) and the past chair for THA's Leadership Development Council. In 2012, *Modern Healthcare* named Becky as one of its Up and Comers in Healthcare. In 2014 she was selected as one of Fort Worth Business Press' 40 Under 40 and was awarded the Dallas-Fort Worth Hospital Council's Young Healthcare Executive of the Year award. Lastly, in 2019 Tucker was awarded the Leukemia and Lymphoma Society Fort Worth Woman of the Year and was recognized as a Fort Worth Business Press Healthcare Hero in 2020.

Becky is enjoying parenthood with her husband, Toby. Her son Tavin is 11 and daughter Landon is 6. Becky, Toby, Tavin, and Landon spend as much time as possible outside with their dog Whiskey.

David G. Vequist IV, Ph.D. the founder and Director of the Center for Medical Tourism Research (www.medicaltourismresearch.org) - the premier academic Medical Tourism research institute. Dr. Vequist IV is also a Full Professor and tenured faculty of Management in the H-E-B School of Business & Administration at the University of the Incarnate Word (3rd largest private university in state of Texas, USA). In his previous career, Dr. Vequist was an executive at the Methodist Healthcare System, a multi-billion-dollar healthcare provider (also a joint venture with HCA- the largest hospital system in the U.S.). Before that, Dr. Vequist was a consultant for Ernst & Young, LLP working with Fortune 500 companies. He is also an entrepreneur that sold a training business to Bloomberg. Professor Vequist has been a featured keynote at many conferences, worked with companies/governments/NGOs (such as the UN), and been featured in the media (e.g., the New York Times, Reuters, CNN, Washington Post, Forbes, NPR, and many more). He received his Ph.D. and Masters from the University of Tulsa and his B.S. from Northern Arizona University. Dr. Vequist is a well-known speaker, presenter, and futurist on subjects such as medical tourism, training, and human resources and the author of many articles, books and chapters.



Tammy Walsh is an executive finance and operations leader with 20+ years' experience in the healthcare space providing cross-industry expertise in strategy, operations, and financial consulting with strong leadership, problem-solving, planning, team building and project management skills. Her background as a CFO for Physician Groups and Critical Access Hospitals has led her to be a proven leader to revitalize and restructure problem organizations ensuring organizational excellence.

Tammy is CEO/Founder of a consulting services firm providing strategy and optimization to provider groups and health care organizations across the nation. The services range from physician compensation methodologies, revenue cycle optimization, hospital-physician alignment, clinic operational process improvement, compliance and overall leadership insight. Her services also offer interim-CFO and COO capabilities for these organizations.

Tammy is a member of the Healthcare Financial Management Association (HFMA) and is currently the immediate past president of Lone Star Chapter. She is also active in the American College of Healthcare Executives (ACHE) and Medical Group Management Association (MGMA). Tammy is a frequent speaker and writer on physician-related revenue cycle, compensation, finance and strategic topics for these organizations and many others across the nation.

Tammy is an adjunct professor teaching courses in Leadership and Healthcare Finance to the Master of Business Administration - Healthcare Program at Texas Christian University and at University of Texas at Dallas. She is also a member of the Advisory Board at the University of Texas at Arlington – MBA Healthcare program.

She is a Certified Healthcare Financial Professional (CHFP) and Certified Revenue Cycle Representative (CRCR) under the HFMA designations and has earned her fellowship title (FHFMA).

In addition, Tammy spends her free time in the not-for-profit setting helping raise funds for many charitable organizations with organized events such as golf tournaments as well as direct donation reach outs. In her personal time, she enjoys golfing, running and traveling.

She is a graduate of University of Houston, Texas, with a B.S. degree in Finance.

Corey Wilson, FACHE, chief operating officer at Texas Health Harris Methodist Hospital Fort Worth, is responsible for the day to day ancillary and support operations of the hospital. Prior to returning to the Texas Health family he served as vice president of Ancillary and Support Services at UCSF Benioff Children’s Hospital in Oakland, California. While there he implemented a 340B drug discount program resulting in \$5 million in annual savings and restructured the Support Services division to improve regulatory compliance and fiscal stability.



He began his career at Texas Health in 2007 as an administrative resident at Texas Health Fort Worth and then went on to serve as both the director of Planning and Business Development and support services officer at Texas Health Arlington Memorial Hospital. Together with his team, he managed key components of the Texas Health Heart & Vascular Hospital Arlington including construction, licensure, accreditation and operations, and improving patient satisfaction scores.

In 2015, Corey returned to Texas Health Fort Worth as vice president and professional services officer. He served as project lead for the System Integration and Innovation Office where he was responsible for aligning Texas Health Physicians Group operations and improving cost. In addition, he led the coordination of a comprehensive neuroscience strategy, enhanced inpatient imaging procedures and chaired the team responsible for the development and implementation of tele-stroke services.

Corey received a bachelor's degree in music education from the University of Oklahoma and a master's degree in health administration from the University of Oklahoma Health Sciences Center. He is a Fellow of the American College of Healthcare Executives and also serves on the boards of United Way of Tarrant County, North Central Texas Trauma Regional Advisory Council, and Texas Health Park Hill Surgery Center.



Bert Witherspoon is a seasoned healthcare executive with over 20 years of leadership experience, beginning with a distinguished career as a firefighter and paramedic with the Denton Fire Department. Over nearly two decades in emergency services, he honed his expertise in crisis response, operational leadership, and patient care. His passion for healthcare administration led him to serve as President and COO of Sacred Cross EMS, where he spent nine years leading business development, financial management, and strategic growth for a private transfer and contracted Emergency ambulance service.

Building on this foundation, Bert transitioned into broader healthcare management, holding executive roles in business development, physician relations, and operations across multi-site health systems. As the Chief Operating Officer of Texas Vision & Laser Center, he oversees all financial, operational, and strategic management functions, driving growth, efficiency, and profitability. A Fellow of the American College of Healthcare Executives (ACHE), he is dedicated to leveraging innovation, business development, and provider relations to enhance patient care and organizational success.

In addition to his leadership role, Bert serves as the 2025 Chair of the Communications Committee for ACHE of North Texas, where he focuses on advancing strategic communication efforts. With deep expertise in business development, social media engagement, and digital strategy, he is committed to enhancing healthcare outreach and community engagement.