



**LEADERSHIP
IN THE AGE OF
PERSONALIZATION®**



HEALTHCARE IN THE AGE OF PERSONALIZATION®

**2023 VIRTUAL THOUGHT LEADERSHIP
WEB SUMMIT - MAY 3 & MAY 4, 2023 11AM-4PM ET**

Topics for Discussion

Day 1

- Session 1: [Patient Roundtable Discussion](#)
WHAT WE WISH WE KNEW ABOUT OUR PATIENTS
- Session 2: [Transformation Session](#)
SEE CHANGE AS AN OPPORTUNITY, NOT A THREAT
- Session 3: [Nurse-Physician Roundtable](#)
WHY HAS HEALTHCARE DELIVERY GONE SIDEWAYS? A CLARION CALL TO START WITH THE PATIENT
- Session 4: [Physician Keynote](#)
PRIORITIZING THE INDIVIDUAL BEFORE THE DISEASE
- Session 5: [C-Suite Roundtable Discussion](#)
SUSTAINABLE LEADERSHIP: MOVING BEYOND OUR UNHEALTHY STATUS QUO

Day 2

- Session 1: [Inclusion Panel Discussion](#)
ASSESS, INTERRUPT AND PIVOT: LEADING INCLUSION AS A GROWTH STRATEGY
- Session 2: [Consumerism in Healthcare Roundtable](#)
OPERATIONALIZE CONSUMERISM WITH CLINICAL AND NON-CLINICAL ASPECTS IN MIND
- Session 3: [Human Capital Roundtable](#)
LEADING WORKFORCE TRANSFORMATION DURING TIMES OF DISRUPTION
- Session 4: [Healthcare Leadership Under 40 Roundtable](#)
MODERNIZING HEALTHCARE LEADERSHIP THROUGH THE EYES OF THE NEXT GENERATION
- Session 5: [Healthtech Roundtable](#)
ADVANCING PERSONALIZED PATIENT CARE EXPERIENCES THROUGH TECHNOLOGY



A panel discussion at the 2019 Leadership in the Age of Personalization Summit

We Can't Prepare for Uncertainty Without Changing Our Ways

Imagine getting a troubling health diagnosis. You're suddenly facing a life that looks nothing like you'd planned it. Your treatments will disrupt your routines. You won't feel as energetic as you used to. You might not even be able to continue doing the work you've done for years.

Some people in this situation will tackle the new challenge with gusto. They'll do the treatments, make the changes and adapt to their new realities. Other people will deny the diagnosis and won't be willing to fight the disease because they don't want to disrupt the life they've become comfortable with. They continue as-is, thinking they're maintaining a status quo that they find acceptable. But what they don't see is that the disease is already changing that status quo for them. Rather than taking the opportunity to shape their new reality themselves, they are surrendering influence over their future by not accepting, facing and adapting to what's really happening.

This is where we are today in healthcare. Society at large has received a diagnosis: **perpetual uncertainty.**

Unpredictability has always been the fabric of our world, but the pace of change is now so rapid that it is increasingly difficult for organizations to keep up. This accelerating volatility exposes us to new risks that can impact every aspect of our business. These risks are often impossible to anticipate, which makes them all the more damaging when they do occur.

To succeed in this rapidly changing environment, organizations need to be agile and adaptable, with the ability to quickly identify and respond to new risks as they emerge. Only then can they hope to stay one step ahead of the ever-changing world around them.

Much like an unhealthy lifestyle habit, we've been warned about this in the past, and our inaction has turned a manageable situation into an urgent crisis. If you deny it and try to maintain the status quo that you have become comfortable with, you will lose control over your own future.

But if you recognize the opportunity before you and accept these new realities, you can evolve your organization into one that can adapt. You don't have to be able to predict exactly what's coming. But you do need to be able to adapt and evolve.

One thing is certain: the balance of power is shifting away from traditional healthcare institutions into the hands of individuals (i.e., patients, consumers, employees, and communities). RBC Capital Markets calls this "[The Individual Revolution](#)" and says this will "create a new world order in every aspect of the global economy and will likely be the single biggest disruptive force to existing centers of power."

If we ignore this truth, it's as if we've been diagnosed with lung cancer yet refuse to quit smoking.

Most see change as a threat.

Be the one who sees and seizes it as an opportunity.



Bill Hulseman at the 2021 Leadership in the Age of Personalization Summit

Before COVID-19, healthcare providers were already in crisis...

The pandemic has given us a front row seat to the real tensions that exist between the age of standardization and today's age of personalization. In other words, we've all learned that it's no longer about healthcare institutions defining the needs of the patients, employees and communities they serve, it's the other way around.

We're witnessing the end of an ideology that believed that transparency, authenticity and vulnerability were weaknesses while secrecy, playing the part and pretending to know the answers were strengths.



Glenn Llopis interviewing Nik Modi at the 2019 Leadership in the Age of Personalization Summit

Crisis has a way of revealing, course-correcting and recalibrating what leadership really means...

We've been witnessing how fragile our systems are in real time. Standards are too tight. We are breaking rather than bending.

Organizations that survive are the ones who can navigate chaos with resilience. But efficiency does not guarantee resilience. Resilience requires adaptability, and adaptability requires us to embrace agility, experimentation and empathy.

The luxury of time is over...

The recent crisis has made one thing clear: the age of personalization is in full force. At the moment, we're in a world of chaos, but it didn't start in 2020. It just accelerated the inevitable: the fall of outdated standards and leadership.

Standardization creates efficiency, and that was a fine goal in a world where things were predictable. Tomorrow will not bring more efficiency, but rather more chaos. But as we've learned since 2020, old, outdated standards have finally lost the battle because personalization has revealed its limitations. But we can't ditch "standards" – they are important but must be modernized by respecting the needs of the individual.



Gustavo Canton at the 2021 Leadership in the Age of Personalization Summit

Keeping people healthy...

As we shift from an age of standardization to personalization in our pursuit of finding the right balance between the two, keeping people healthy will depend on how well healthcare systems lead and serve patients, consumers and employees as individuals. Three massive shifts are happening in healthcare simultaneously: a shift to value – making us more accountable for individual health outcomes, a shift in demographics – a shift in the very populations of individuals whose health we're accountable for – and a shift to digital transformation – where telehealth, digital therapeutics, at-home care, etc., are challenging the traditional norms of care delivery.

Converting Dialogue into Action...

The 2023 Healthcare in the Age of Personalization Thought Leadership Web Summit is a two-day exploration of examining the most time-sensitive challenges and opportunities amongst healthcare providers. As the industry faces some of the most significant and disruptive forces of change in modern history, this web summit will focus on the most relevant and forward-thinking topics on the most relevant and forward-thinking topics that are certain to transform the ways healthcare providers think, learn, lead and conduct business.

This web summit will be hosted by various hospital systems and moderated by Glenn Llopis, GLLG President and Founder of the [Age of Personalization Movement](#), that will feature patients, doctors, caregivers, healthcare executives, technology leaders, supply chain strategists, academic research institutions, etc. The goal is to challenge traditional healthcare strategies that must be elevated from encounter-based thinking to systems thinking if transformational change is to be achieved with urgency.

This web summit will critically dissect healthcare's biggest challenges and uncover the industry's most transformative growth opportunities previously unseen. We will convert dialogue into actions that force us all to examine:

1. Our organizational responsibilities and readiness
2. The relevancy of our existing vision, mission, purpose and business models
3. In-depth analysis of our leadership capacity and capabilities across the enterprise
4. Our speed and focus to evolve from accepting incrementalism to demanding transformative leaps

As the web summit unfolds, our actions will gain clarity and build momentum towards defining the industry's priorities, urgencies and necessities for the future.

Kawana Williams and Kayla Redig at the 2021 Leadership in the Age of Personalization Summit



Day 1: Agenda & Topics for Discussion

Session 1: [Patient Roundtable Discussion](#)

WHAT WE WISH WE KNEW ABOUT OUR PATIENTS

What truly matters to patients? How do they want to define a successful outcome for themselves? The healthcare system is designed to reward a very narrow set of outcomes that may or may not be meaningful to the people we're serving. How can we see and treat patients as partners and co-designers of their own treatment?

This patient panel will address how we can begin to see and understand the evolution of the patient as a consumer and as an individual. It will also focus on the continuation of care and how patients are required to be more resilient on their own terms.

[Featured Video Clips from Prior Age of Personalization Summits](#)



**A Physician
Story**



**Addressing Systemic
Exclusion Healthcare**



**The Battle to be
Seen and Heard**

Session 2: Transformation Session

SEE CHANGE AS AN OPPORTUNITY, NOT A THREAT

Healthcare providers can't prepare for volatility without changing their ways. Change has made us feel uncomfortable and uncertain about the future. We are questioning our own relevancy and afraid about revealing our deepest vulnerabilities. Yet to flourish, we must see today's uncertainty as the most significant opportunity for growth. But this requires us to make different choices that are often not easy and can have long-term implications.

We need to decide what is truly important for our industry, our patients, our employees and the communities we serve if we want to achieve and prioritize the right opportunities. Managing the pace of change can be challenging. But if our goal is to seize previously unseen opportunities, we must adopt a mindset of continuous value creation that makes both our business and our people more resilient and strategic. This panel discussion will dissect the readiness requirements to see change as a growth opportunity and not a threat by identifying the sustainability in our mission, vision, patients, employees, care delivery and the communities we serve.



Healthcare panel discussion at the 2019 Leadership in the Age of Personalization Summit

Session 3: Nurse-Physician Roundtable

WHY HAS HEALTHCARE DELIVERY GONE SIDEWAYS? A CLARION CALL TO START WITH THE PATIENT

From its roots as a cottage industry, healthcare's sole purpose was to maintain and restore a person's health. Unfortunately, healthcare has moved well beyond its origin roots and has become a highly complex and structured system that cares more about being provider-centered, rather than patient centered. This often means that patients' needs take a back seat to the limitations of healthcare's big business mentality. This panel discussion will explore how healthcare systems can reclaim their human centered approach by creating healthier work environments where nurses and physicians can make their most optimal contributions.

Session 4: Physician Keynote

PRIORITIZING THE INDIVIDUAL BEFORE THE DISEASE

When it comes to our health, seeing patients as individuals always comes first. While the disease matters, we shouldn't prioritize the disease before the individual, much like we shouldn't define the individual by their job title or job description. With this in mind, every patient's treatment must be personalized and in the process their dignity must be honored. Remember that patients are more than just their diseases. They have families, friends, and loved ones who care about them, and this is a critical part of the continuation of care equation, too. This keynote will address how healthcare providers can begin the process of modernizing our personalized care delivery standards and the ways we can see patients as humans.

Featured Video Clips from Prior Age of Personalization Summits



What is Healthcare Transformation?



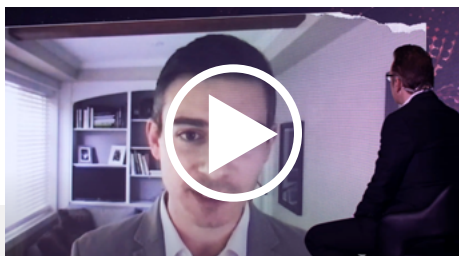
Standardization is Foundational



Humanizing Healthcare



Democratizing Care



Patient Experience While Dealing with Privacy and Security

Session 5: C-Suite Roundtable Discussion

SUSTAINABLE LEADERSHIP: MOVING BEYOND OUR UNHEALTHY STATUS QUO

Healthcare providers have been living in an unhealthy status quo. Unpredictable and volatile, it's a state of affairs that can no longer be tolerated. Healthcare leadership is in crisis. We need to evolve, and fast. Healthcare leaders must become more flexible and adaptable. We must open our minds to new ideas, new ways of doing things, and new ways of thinking. Healthcare leaders must become more inclusive and collaborative. We must be more interconnected and interdependent on each other regardless of hierarchy or rank. We can't go at leadership alone. We must redefine relationships that add-value, keep us honest and guide us to make better business decisions with the future in mind.

Healthcare leadership requires us to be more conscious about the impact we have on the world around us. We can't afford to be irresponsible about the way we lead our institutions; we must make decisions that are sustainable and responsible for our patients, our employees and the communities we serve. This C-Suite Roundtable discussion will explore what leadership really means during times of volatility in our quest to be more sustainable, mitigate risk and get out in front of change before circumstances force their hand.

Ed Kim at the 2021 Leadership in the Age of Personalization Summit



Day 2: Agenda & Topics for Discussion

Session 1: [Inclusion Panel Discussion](#)

ASSESS, INTERRUPT AND PIVOT: LEADING INCLUSION AS A GROWTH STRATEGY

Healthcare leaders are faced with two massive, yet interconnected, challenges: A workforce filled with people who have likely just been through the most challenging, dehumanizing years of their working lives and patients who are increasingly frustrated with a system that is not designed to see them as unique individuals. Most leaders treat each of these challenges as separate, but they share the same roots and must be tackled together. Within every organization, there are deeply embedded barriers that make it hard to create a culture that honors individuality and is welcoming to all. This mini-keynote and panel discussion will introduce the “operational inclusion roadmap,” a proven model for assessing and rooting out those barriers, interrupting outdated habits and pivoting toward an environment that embraces inclusion and individuality.

[Featured Video Clips from Prior Age of Personalization Summits](#)



Changing the Definition of Health



Inclusion Starts and Ends with the Culture you Create



Genetic Code and Clinical Trials Make Us More Inclusive

Session 2: [Consumerism in Healthcare Roundtable](#)

OPERATIONALIZE CONSUMERISM WITH CLINICAL AND NON-CLINICAL ASPECTS IN MIND

It is no secret that consumerism is on the rise in healthcare. Patients are becoming more educated and empowered, and they are demanding a more personalized experience from their providers. In order to effectively meet this demand, healthcare organizations must operationalize personalization throughout all aspects of their business. This will require a shift in thinking, as well as changes to processes and procedures. But with careful planning and execution, it is definitely achievable. This panel discussion will explore how healthcare providers can seize some of the most significant opportunities that consumerism can bring to the patient quality, outcomes and reimbursement equation. The panel will also examine how boards need to govern healthcare organizations with the consumer in mind.

[Featured Video Clip from Prior Age of Personalization Summits](#)



Lessons Learned From Healthcare Providers Who Are Adopting Personalized Care In Today's Digital World

Session 3: [Human Capital Roundtable](#)

LEADING WORKFORCE TRANSFORMATION DURING TIMES OF DISRUPTION

It's no longer about healthcare institutions defining individuals in the workplace, and much more about individuals defining the process towards a shared mission. The consequences of this shift have revealed the limitations of traditional leadership practices that have exposed the inefficiencies and lack of impact of our organization's workplace culture strategies; employee engagement and well-being programs; DEI initiatives; decision-making methods; and lack of readiness to tackle the environmental, social and governance imperatives that boards are being challenged to address. These time-sensitive issues have significant cost, trust, teamwork, reputation management, and talent acquisition and retention implications that ultimately affect care delivery and patient satisfaction.

[Featured Video Clip from Prior Age of Personalization Summits](#)



Augmenting Individual Ability



New Mindset, Skills and Strategies Necessary for Navigating Change

Session 4: [Healthcare Leadership Under 40 Roundtable](#)

MODERNIZING HEALTHCARE LEADERSHIP THROUGH THE EYES OF THE NEXT GENERATION

Healthcare Leadership is at a critical juncture as its lack of readiness for the future is on alert. As the industry prepares itself for the next generation of healthcare leaders, they must be equipped to be more forward-thinking, adaptable, and willing to embrace the speed of change than their predecessors. This panel discussion of leaders under the age of 40, will address the importance of modernizing old-outdated leadership standards that have limited healthcare providers to innovate with speed, created barriers to be truly patient-centered, lacked the authentic connections with the communities they serve and most concerning, the required big-business competencies to drive sustainable growth where partnerships are at a premium and new technologies are adding non-negotiable dimensions to the ways we market, manage talent and care for patients at the hospital and home.

[Featured Video Clips from Prior Age of Personalization Summits](#)



**Redefining
Patient-Centered Care**



**Paradigms
of Care**



**We Must Change the Ways We
Think About Patient Experience**

Session 5: Healthtech Roundtable

ADVANCING PERSONALIZED PATIENT CARE EXPERIENCES THROUGH TECHNOLOGY

Healthcare providers practicing patient-centered care must become active and engaged patient partners. Technology in healthcare advances and transforms this experience and makes it a reality. This panel of Healthtech experts will not only reveal the innovative paths for making tech work for patient's wellbeing, but will also broaden the opportunities for caregivers to elevate quality and speed when they can treat patients as humans. From new methods in segmentation to entire personalization foundries to building trustworthy near real-time longitudinal patient record platforms.

Tom Jackiewicz at the 2021 Leadership in the Age of Personalization Summit



Why this Thought Leadership Web Summit is Timely and Relevant

Healthcare providers and their leaders are staring into the unknown. The only certainty is there will be more uncertainty to come. The ones who thrive will be the ones who know how to navigate it. They have to make decisions about the future without knowing what the future holds. That's always been the case, but it feels especially precarious today because it's all happening faster than ever.

Uncertainty makes us nervous, and when we're nervous we tend to grasp for control. Healthcare institutions have the tendency to seek control and take actions that sometimes make things worse. We end up with new rules, new standards, and new policies that are supposed to give us a sense of progress or control, but instead create new pressures, new insecurities, and new resentments. We've all learned the hard way that you can't manage uncertainty with measures of control.

But we can navigate these unknowns by changing the way we think about our patients, our consumers, our employees, and the communities we serve and what matters to them. **We can learn a new way of seeing people as individuals and adapting our systems to honor their dignity and unleash their individuality.**

A panel discussion at the 2019 Leadership in the Age of Personalization Summit



Join The Movement: Become A Sponsor

When you sponsor the Healthcare in the Age of Personalization Thought Leadership Web Summit you are aligning your brand with the Age of Personalization Movement: a grassroots movement representing healthcare, corporate and higher education sectors that include C-suite executives, physicians, patients, employees, students, deans and presidents. Since 2019, GLLG has hosted annual summits featuring sponsors and speakers from the following organizations: **City of Hope, Cardinal Health, Cancer Treatment Centers of America, Cleveland Clinic, University of Chicago Medicine, Keck Medicine, USF Health, Woman's Hospital, RBC Capital Markets, Starbucks, Target, AON, Principal, Banfield Pet Hospital, Schneider Electric, CVS Health, Los Angeles Rams, Google, Fairfield University, Clemson University, University of Southern California (USC), University of South Florida** and many more.

Our goal is to help your organization amplify its thought leadership not only at the event, but also through a variety of activities – before, during and after the summit. Connect with influential leaders, share insights and learn from each other in this cross-industry, executive-level, invitation-only summit.

Features/Benefits:

- **Branding:** Logo placement on all promotional materials associated with the web summit to include summit website, invitations, videos and social media (note: GLLG will also provide social media kits for sponsors that include images, content, video snippets, etc.). Logo placement will also be featured on all post-summit OnDemand highlight videos featured in the summit portal and at ageofpersonalization.com.
- **Editorial:** Exclusive post-summit articles that feature your organization's thought leadership in support of the web summit objectives. These articles will be published on the summit website and will be distributed to all attendees/registrants.
- **Executive Summary:** Featured brand logo placement on the web summit executive summary that will be distributed to all speakers, attendees/registrants:
 - [Click here](#) to read the 2019 Summit Executive Summary
 - [Click here](#) to read the 2020 Summit Executive Summary
 - [Click here](#) to read the 2021 Summit Executive Summary
 - [Click here](#) for 2022 Summit website. Executive Summary will be available in Jan 2023.
- **Speaking Opportunities:** Engage audiences and share stories on where your organization and its leaders are on the journey of assessing, interrupting and pivoting from outdated standards to innovation and progress.
- **AOP Consortium:** One member of your organization can become part of the invite-only Age of Personalization Consortium. Strengthen your professional network and develop partnerships through participation in consortium sessions & activities (learn more [here](#)).

For sponsorship details, please contact Sandy at sandy@glennllopgroup.com.

About Us

About **GLLG**®

GLLG is a nationally recognized workforce development and business strategy consulting firm that develops high performance leaders, teams and cultures focused on inclusion and the power of individuality.

As markets began to shift faster and faster, it was evident that the traditional approaches to leadership and business growth simply did not work as effectively as they once did. One seismic shift became clear: it was becoming less about the business defining the individual and much more about the individual defining the business.

Based on the need for a new way of doing business both from a human capital and business strategy perspective, GLLG first began consulting with corporations in 2007 and today is responsible for the [Leadership in the Age of Personalization Movement](http://www.ageofpersonalization.com).

Learn more at: www.ageofpersonalization.com
www.glennllopis.com



About **Glenn Llopis**

Glenn Llopis (pronounced 'yo-pes) is a Cuban-American executive, entrepreneur, senior advisor and speaker to Fortune 500 companies and organizations in retail, consumer packaged goods, healthcare and beyond. He is also the bestselling author of the books Earning Serendipity, The Innovation Mentality, and Leadership in the Age of Personalization. In 2022, Glenn launched his fourth book, Unleashing Individuality. He has been a leadership strategy contributor to Forbes since 2010, and contributes to Harvard Business Review, and Entrepreneur Magazine.



Books

Unleashing Individuality in Practice

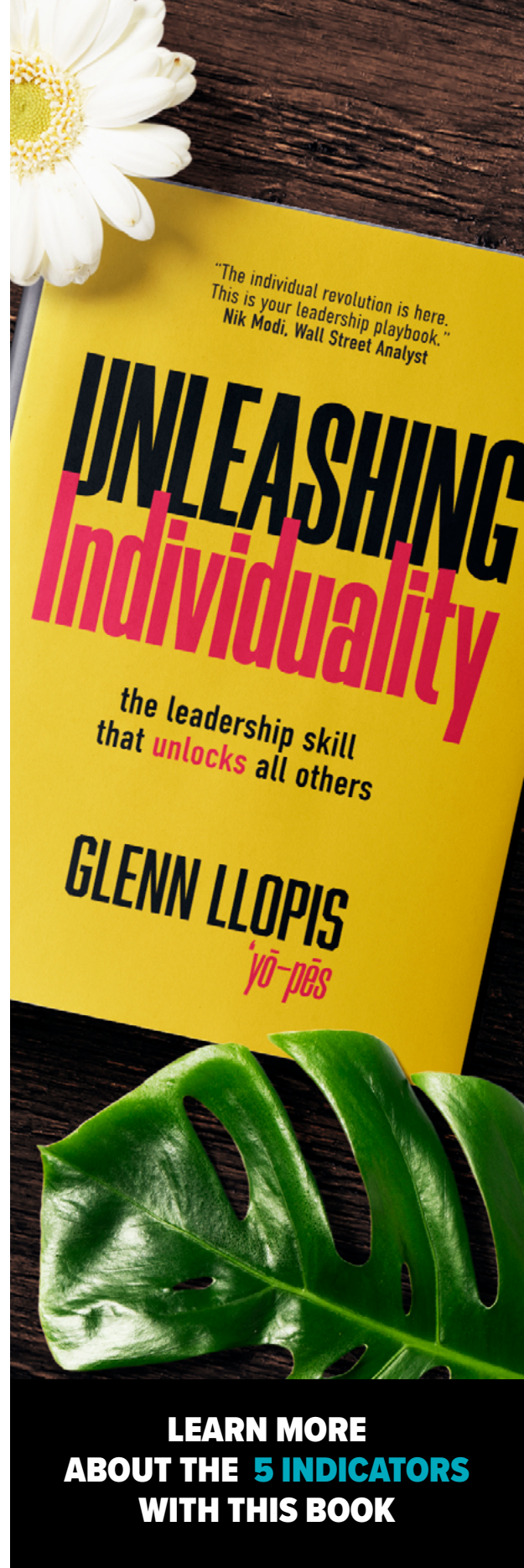
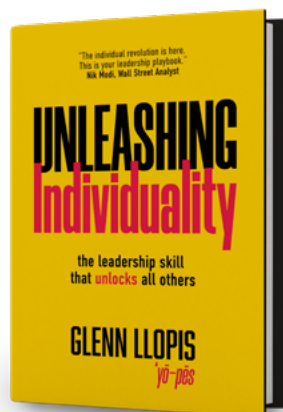
Through his books, Glenn Llopis has helped countless leaders and individual contributors unleash their individuality, master opportunity management, develop an innovation mentality and learn how to lead in a way that honors our age of personalization.



Unleashing Individuality

2022 The Leadership Skill That Unlocks All Others

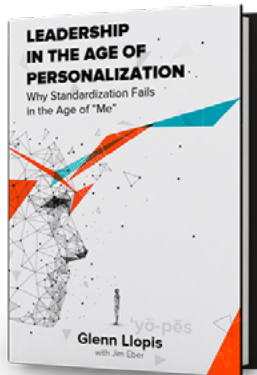
We suppress individuality without even knowing it. We inadvertently keep people functioning far below their full capacity. We fail to see and support each other's full humanity. As a result, people hold themselves back. We can't afford to have people feeling stifled as we tackle our most urgent challenges, to thrive in perpetual uncertainty, lead or advance within hybrid remote teams, elevate our commitment to health and wellbeing, and achieve true diversity and inclusion. The temptation is to try to solve for each separately. But all are linked and can be addressed when we recognize they all share the same major obstacle: suppressed individuality. Glenn Llopis breaks individuality down into its component parts and offers a practical method to help you continuously assess, interrupt and pivot from suppressing to unleashing. Whatever you're trying to accomplish, you need people at their fullest capacities connecting with and elevating each other as they contribute to a shared mission, individually and collectively.



**LEARN MORE
ABOUT THE 5 INDICATORS
WITH THIS BOOK**

Books

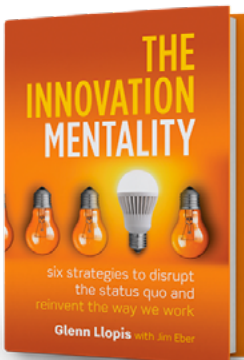
Personalization in Practice: Glenn's Trilogy



2019

Leadership in the Age of Personalization **Why Standardization Fails in the Age of “Me”**

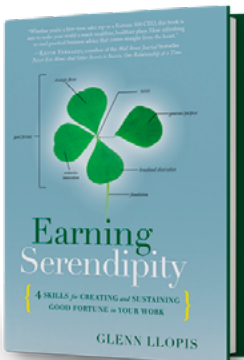
This is a clarion call to leaders: escape the traps of standardization, start leading with personalization—or fall to competitive threats on multiple fronts. Glenn Llopis uses research-based scenarios, data-driven proof and storytelling to show why outdated standards are failing in today’s age of personalization. In a simple, relatable manuscript, Llopis explains why and how organizations must examine systems, protocols and procedures to see where they are keeping people functioning far below their full capacity, or where they fail to see and support each other’s full humanity. He shows leaders how to make five transformative shifts to break free from entrenched habits, escape the traps, and lead with personalization



2017

The Innovation Mentality **Six Strategies to Disrupt the Status Quo and Reinvent the Way We Work**

In this insightful yet practical book, Glenn Llopis delivers an in-depth look at the alarming leadership identity crisis plaguing today’s businesses and what it really means to be a leader in any company and industry today. To break free of this crisis, leaders must take ownership of a new mindset – The Innovation Mentality – and implement six essential strategies designed to disrupt the status quo, reinvent the way they work, and leverage the full potential of their workplace cultures, employees, teams, partnerships, and client and consumer relationships.



2009

Earning Serendipity **4 Skills for Creating and Sustaining Good Fortune in Your Work**

For some people, success seems fated or shrouded in mystery. But in Earning Serendipity, Glenn Llopis shows that most positive changes in fortune – in careers or in corporate ventures – are no mystery at all. Opportunity can be multiplied when you cultivate the right opportunities in the right way, using these four skills: See. Sow. Grow. Share. You see a seed of opportunity – but you don’t know if it’s going to grow. You sow it. With proper watering and focus, it grows. You share it – and multiply the results. We all have control over the path to prosperity. Progression along that path is the result of a rare combination of skills that readers can develop and apply in their careers, businesses, and lives.