

**HEALTHCARE
IN THE AGE OF
PERSONALIZATION®**
Virtual Conference May 3-4

2023 HAOP Virtual Summit Overview

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May 3-4

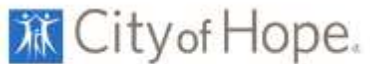
2023

GLIO®

HEALTHCARE
IN THE AGE OF
PERSONALIZATION®
Virtual Conference May 3-4



Host Sponsor



Supporting Sponsor



- **Type:** Virtual
- **2 Day Summit**
- **32 Speakers:** Healthcare Experts, Practitioners and Patients Advocates
- **56 Attendees:** C-Suite Executives, Directors, Managers, Medical Directors, Physicians, Patients and Healthcare Advocates
- **11 Hours of Recorded On-Demand Content**
- **Short Highlights:** 12 Sessions Highlights

May 3
2023

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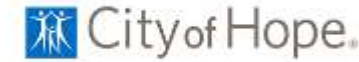
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Day 1 of the HAOP Summit was filled with valuable insights and thought-provoking discussions, showcasing the **power of personalized medicine** in transforming the industry. Day 1 of the summit was a remarkable success, featuring engaging discussions and insightful presentations:

The summit commenced with opening remarks, featuring an opening interview with Nik Modi. Attendees had the opportunity to delve into the intersection of **consumerism and healthcare**, exploring **how Wall Street is reacting to the changing landscape**.

1. The **PATIENT ROUNDTABLE DISCUSSION** provided a unique perspective, as cancer survivors and healthcare professionals shared what they wish they knew about patients and how to improve patient engagement and outcomes.
2. The **TRANSFORMATION SESSION** highlighted the importance of embracing change as an opportunity for growth.
3. The **NURSE-PHYSICIAN ROUNDTABLE** emphasized the need to prioritize patient-centric care and navigate the challenges within healthcare delivery.
4. A **PHYSICIAN KEYNOTE** address emphasized the significance of putting the individual before the disease.
5. The day concluded with a **FIRESIDE CHAT** with a Chief Nursing Officer, inspiring attendees to move beyond the status quo and drive positive change in healthcare.

Welcoming Speakers from:



May 4
2023



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Day 2 of the HAOP Summit was filled with visionary ideas, inspiring attendees to embrace the transformative power of personalized medicine. Day 2 continued the momentum with a focus on further exploring the frontiers of personalized healthcare:

The day kicked off with an enlightening interview with Dr. Greg Brannon, providing valuable perspectives on the future of healthcare and the role of personalization.

1. An **INCLUSION PANEL DISCUSSION** highlighted the importance of leading inclusion as a growth strategy in healthcare organizations.
2. The **ROUNDTABLE ON CONSUMERISM IN HEALTHCARE** explored strategies for operationalizing consumer-centric approaches to enhance patient experiences.
3. The **HUMAN CAPITAL ROUNDTABLE** offered valuable insights into leading workforce transformation during times of disruption, fostering resilience and adaptability.
4. The **HEALTHCARE LEADERSHIP UNDER 40 ROUNDTABLE** showcased the perspectives of the next generation of leaders, driving innovation and modernization in the industry.
5. Lastly, the **HEALTH TECH ROUNDTABLE** explored how technology is advancing personalized patient care experiences.

Welcoming Speakers from:



TuftsMedicine



Google



Concured.



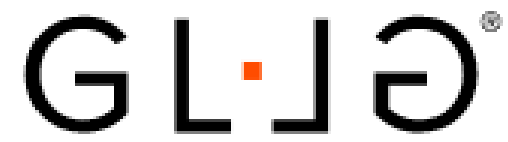
#HAOPSummit

Guest Speakers

Speaker	Title
Kayla Redig	Patient Advocate
Kawana Williams Speaker	MA, LPC, RMT, Mental Health Counselor at Colorado State University
Cindy Finch	LCSW, Heart/Lung Cancer Survivor, Clinical Therapist and Author
Lee Isley	President, Chief Executive Officer at NASH UNC Health Care
Gyasi Chisley	Managing Director & Head of Corporate Healthcare at PNC Healthcare
Marty Sargeant	Chief Executive Officer at Keck Medical Center at USC
Michael Wolf	MD, MS Assistant Professor at Mayo Clinic
Aluko A. Hope	MD, MSCE, Associate Professor, Department of Medicine Division of Pulmonary, Allergy and Critical Care Medicine Oregon Health and Science University (OHSU)
Rebekah Marsh	BSN, RN, CCRN at Harborview Medical Center, University of Washington (UW) Medicine
Mady Jansky	RN, BSN, Cardiovascular Thoracic Unit, St. Cloud Hospital
Andrew Benedict-Nelson	Healthcare Futurist and Social Change Specialist
Ed Kim	MD, Physician-in-Chief, Senior Vice President at City of Hope Orange County
Nancy Blake	Chief Nursing Officer at LAC+USC Medical Center
Greg Brannon	MD, FACOG, Medical Director, Optimal Bio

Speaker	Title
DeAnna Minus-Vincent	Managing Director, The Outcomes Architect
Lorna Rodriguez	MD, Ph.D, Professor, Division of Gynecologic Oncology, Vice Chair of Faculty Development, Department of Surgery at City of Hope
Shaden Marzouk	MD, President at GenesisCare
Christine Madigan	Chief Consumer Officer at Tufts Medicine
Stacy Bratcher	Vice President and General Counsel at Cottage Health
Katie Kaney	DrPH, MBA, FACHE, Author, Founder of Whole Person Index, Retired C-Suite Healthcare Executive
Kety Duron	Senior Vice President and Chief Human Resources Officer at Phoenix Children's Hospital
Tim Alba	Partner at Caldwell Butler & Associates
Bernadette Finken	Head of Talent Acquisition, US, Best Buy
Trevor Brand	Chief Operating Officer at City of Hope Atlanta
John Baldwin	Chief Operating Officer TriStar Southern Hills Medical Center, HCA Healthcare
Sam Boadi	Chief Operating Officer at HCA Florida Lake City Hospital
Vaughn Williams	Associate Administrator at Valley Health System
Sunnie Southern	Healthcare Insights Portfolio Outbound Product Management Lead at Google
Brent Walker	SVP Marketing at Upfront
Kerry Weinberg	VP Data at League Inc.
Tom Wilson	Ph.D, Chief Technology Officer, Concured





**HEALTHCARE
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Online Presence Metrics

As part of the Healthcare in the Age of Personalization (HAOP) Summit, GLLG has published a series of informative and thought-provoking articles on various healthcare topics. These articles offer valuable insights and perspectives from industry experts, covering a wide range of subjects related to personalized medicine and patient care. Some of the featured articles include:



Healthcare In The Age Of Personalization

Healthcare can no longer ignore trends toward personalization or the tendency of some individuals to avoid seeking treatment or prevention. People's lives are at stake. Welcome to the age of personalization.

[Read More...](#)



Identifying The Real Metrics Of Inclusion In Healthcare

While healthcare understands the age of personalization better than any industry, it must first overcome the foundation that was laid throughout the age of standardization to reap the full benefits of personalization for patients/consumers, employees and the communities the industry serves.

[Read More.](#)



How Healthcare Business Models Must Evolve

Healthcare systems must consider the age of personalization as their business models evolve. If the right changes are not made today, healthcare systems may not be relevant a few years from now. Could this mean a loss of millions of dollars and thousands of lives?

[Read More.](#)



Where Does Healthcare Fit With Population Health?

As medical innovations advance beyond what we ever could have imagined, if we're not getting those advancements to the people who need them—as more of our population needs them even more—we risk being the most medically innovative yet unhealthy nation in history.

[Read More.](#)



Clinical Implications of Personalization in Healthcare

Clinic advancements in healthcare are exciting but not universally available. They can only take us so far within a system that still isn't quite ready to handle personalization at scale.

[Read More.](#)



Reimagining The Role Of Human Resources in Healthcare

At a time when we are personalizing healthcare, HR should become one of the most sophisticated departments in the organization. Why? It's PEOPLE who will transform healthcare for this age of personalization.

[Read More.](#)

Forbes

HAOP Related Articles



Glenn Llopis

Contributor since Dec 2010

May 3-4

2023

**HEALTHCARE
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Virtual Conference May 3-4

Pageviews since Jan 2019

5,151,253

Following the conclusion of the Healthcare in the Age of Personalization (HAOP) Summit, GLLG has curated an engaging **Forbes article series** that showcases the **pivotal sessions and noteworthy quotes shared by our esteemed speakers**. Stay informed and inspired by exploring this thought-provoking article series that captures the essence of the HAOP Summit:

Post Summit Articles	Views	Publishing Date
Empowering Patients And Caregivers: A Solution To Healthcare's Looming Crisis	911	April 27, 2023
Building Resilience In Healthcare: The Power Of Organizational Culture	1,192	May 23, 2023
Unleashing Personalization In Healthcare: Beyond DNA, Embracing Individuality	413	June 13, 2023
From Threat To Opportunity: Embracing Change In Healthcare	772	June 20, 2023
A New Perspective For Healthcare: Center Individuals, Not Brand	409	June 27, 2023
One-Quarter Of Workers Plan To Leave: Keep Gen Z By Knowing Them	675	July 04, 2023
Transforming Healthcare: Challenging Traditional Systems With Tech Disruption And Innovative Thought	498	July 12, 2023
Total Views (on going)		4,870

As part of our ongoing commitment to delivering valuable healthcare insights since 2013, GLLG has curated a series of compelling Forbes articles. These articles encapsulate key trends and thought-provoking perspectives in the healthcare landscape. Stay informed and inspired by exploring our diverse collection that reflects the evolving dynamics of the healthcare industry

Healthcare Articles (From 2019 to 2023)	Link	Date	Year	Views
2023 HAOP Summit Articles	Slide 10	#	2023	4,870
Individuality In Healthcare, Part 2 -- Does It Expose An Individual's Vulnerabilities?	Link	9-Jun	2022	541
'Inclusion Illusion' And The Realities That Leaders Are Not Seeing Are Disturbing (Healthcare)	Link	21-May	2022	1,565
Digital Therapeutics Are Accelerating Personalization In Healthcare	Link	21-Aug	2020	5,857
Healthcare Transformation Will Fail If Personalization Is Not Respected	Link	14-Jan	2020	1,868
Healthcare CEOs Address The Age Of Personalization With New Methods For Care Delivery	Link	29-Jan	2020	4,179
Healthcare Executive Shares Vision For More Empathic Company Cultures	Link	29-Jun	2020	1,245
Can Healthcare Leaders Help Us Reclaim Our Humanity?	Link	19-Sep	2020	541
As We Rethink Major Aspects Of Society – What Can We Learn From Healthcare?	Link	21-Sep	2020	740
Healthcare In The Age Of Personalization Part 3: How Business Models Must Evolve	Link	3-Apr	2019	5,006
Healthcare In The Age Of Personalization Part 4: Where Does It Fit With Population Health?	Link	11-Apr	2019	2,768
Healthcare In The Age Of Personalization Part 6: People Experts - We Need You	Link	13-Apr	2019	2,196
Healthcare In The Age Of Personalization Part 5: Clinical Implications	Link	14-Apr	2019	3,297
Healthcare In The Age Of Personalization	Link	17-Mar	2019	12,149
Healthcare In The Age Of Personalization Part 2: Identifying The Real Metrics Of Inclusion	Link	25-Mar	2019	3,903
Total				50,725

healthcaresummit.ageofpersonalization.com

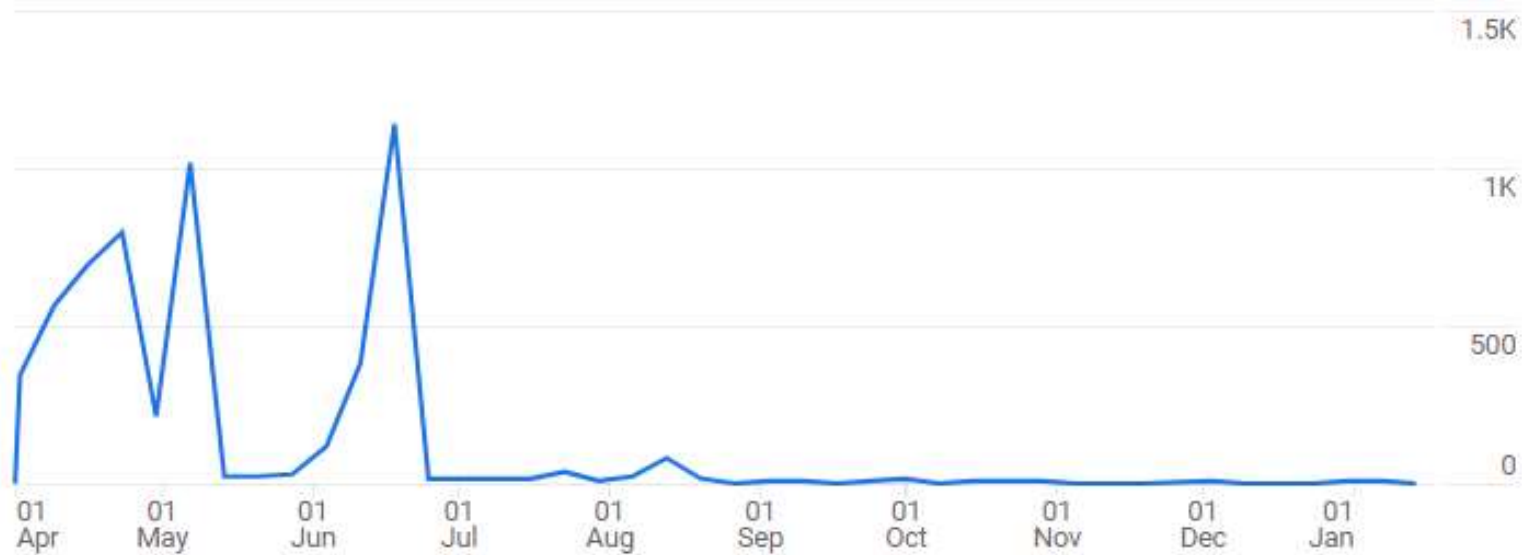
Traffic Overview

Users

5.5K

New users

5.3K



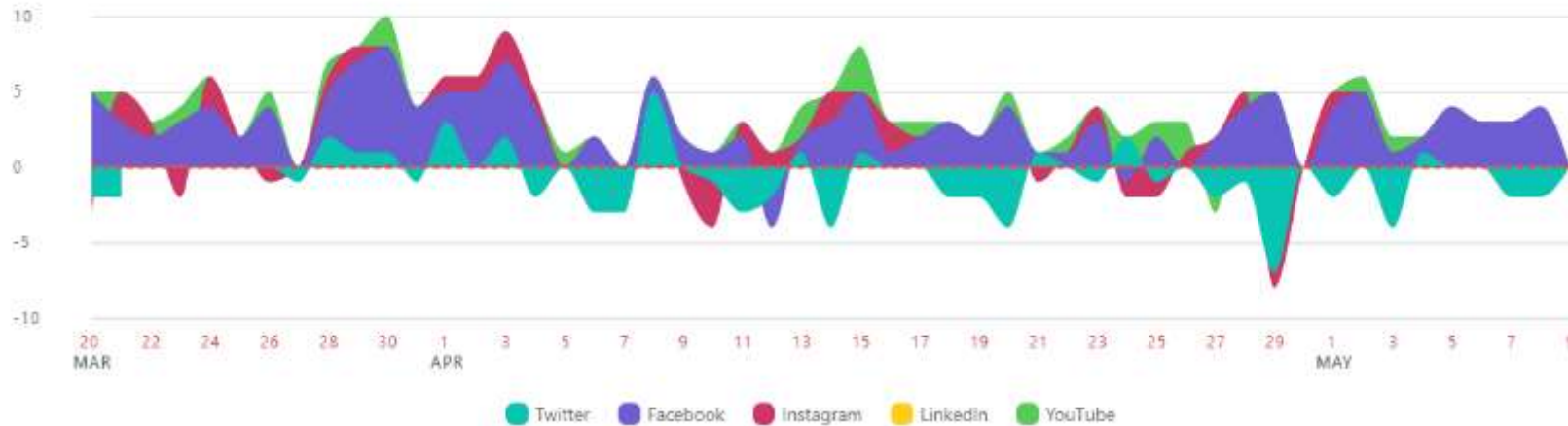
#HAOPSummit

Social Media Impact

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day



Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

84,754 ↗28.2%

Engagements

2,431 ↗59.3%

Total Audience

23,986

Engagement Rate (per Impression)

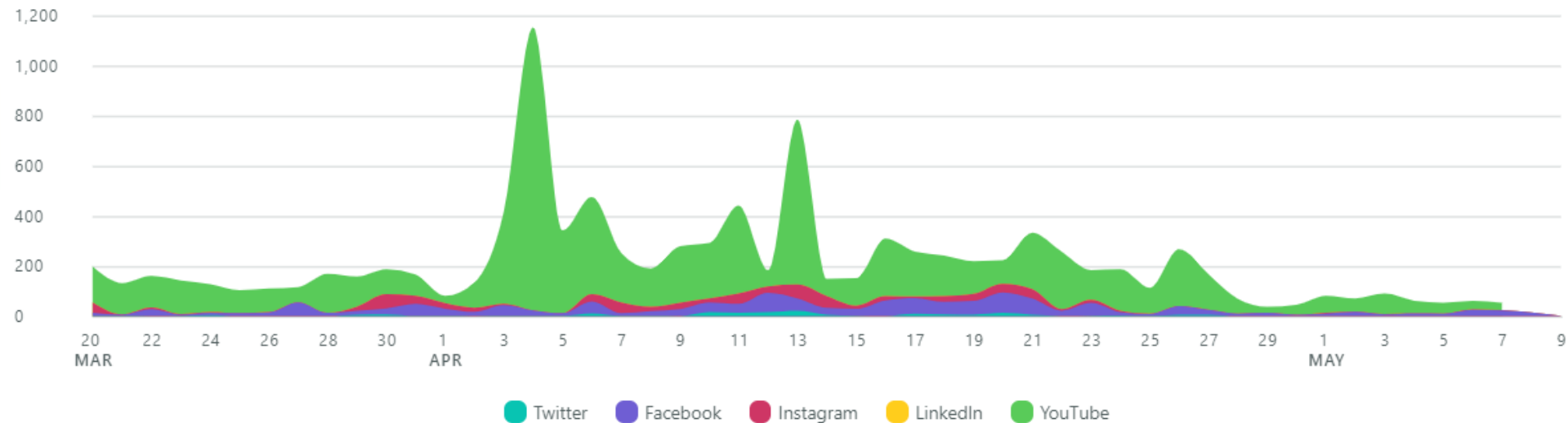
2.7% ↗28%

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Pre-Summit Video Impressions

Video Views Metrics	Totals
Video Views	10,492
Twitter Video Views	171
Facebook Video Views	1,398
Instagram Post Video Views	696
LinkedIn Video Views	0
YouTube Video Views	8,227

Video Views, by Day



#HAOPSummit

Post-Summit Videos

The Age of Personalization (HAOP) Summit Series is an engaging collection of weekly episodes available on our YouTube channel. These meticulously edited videos offer a wealth of valuable insights and highlights from each session of the 2023 Healthcare in the Age of Personalization Summit. Explore groundbreaking ideas, thought-provoking discussions, and the latest advancements in personalized healthcare.

Check out the first two episodes:



Revolutionizing Healthcare: Nik Modi on Consumer Expectations and Engagement!



HAOP Summit: D1S1 - Empowering Caregivers & Patients!

#HAOPSummit Media Coverage

US1 NATIONAL NEWSLINE Comprehensive Reach. Targeted Delivery.

CISION
PR Newswire



TRADITIONAL NEWSROOMS

Reach relevant traditional media points in all 50 states

NEWS AGENCIES

AP Bloomberg
D REUTERS

NEWSPAPERS

Chicago Tribune Los Angeles Times
The New York Times THE WALL STREET JOURNAL

TELEVISION

ABC NEWS CBS NEWS
FOX NEWS NBC NEWS

MAGAZINES

Inc. FORTUNE
TIME USNews

RADIO

Bloomberg RADIO
npr iHeartRadio

INDUSTRY INFLUENCERS

Access our exclusive media community with 20k+ daily users covering nearly 200 beats and verticals

- Automotive
- Consumer
- Corporate Social Responsibility
- Education
- Energy
- Entertainment
- Environment
- Fashion
- Financial Services
- Food & Beverage
- Health & Biotech
- Homeland Security
- Legal
- Metals
- Public Interest
- Sports
- Technology
- Travel

WEBSITES & BLOGS

Syndicate your news to an online distribution network of 4,000 websites

AUTOMOTIVE

autoblog edmunds
KBB.com

ENERGY

ENERGY1 POWER
S&P Global Platts

HEALTH

Drugs.com MEDLINE
WebMD

FINANCE

CRAIN'S MarketWatch
TheStreet YAHOO!

TECHNOLOGY

cnet COMPUTERWORLD
engadget TechCrunch

SEARCH ENGINES

Archive your news and reach new audiences with PR Newswire's industry leading search visibility

Google

YAHOO!

Bing

DuckDuckGo

#HAOPSummit Press Release

GLLG Presents the Healthcare in the Age of Personalization Summit on May 3-4, Featuring Top Industry Thought Leaders and Premier Sponsor City of Hope

HOLLY SPRINGS, N.C., April 18, 2023 /[PRNewswire](#)/

Overview

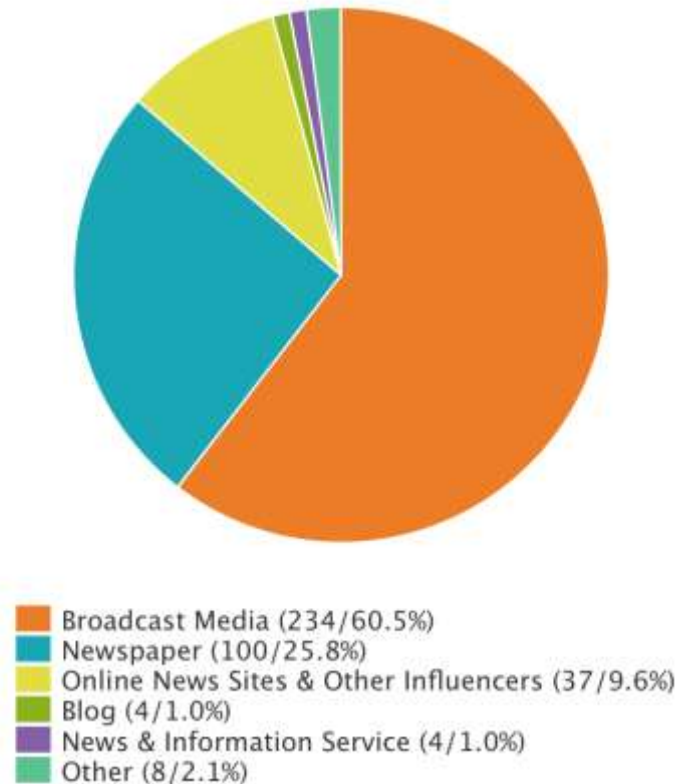
RELEASE VIEWS & HITS **2.1K**

Release Views	1.9K
Media Views	103
Public Views	1.8K
Partner Sites	663
PR Newswire Properties	1.1K
Release Web Crawler Hits	229

TOTAL POTENTIAL AUDIENCE **278.2M**

Exact Match	278.2M visitors
Pick Up	389 postings

Total Pickup by Source Type



#HAOPSummit

Media Outreach

Release Date	Subject Line	Potential Audience	Views & Hits (Open Rate)	Total Engagement (Click Rate)
Apr 26, 2023, 1:00 PM ET	Media Pass: Last Chance to Attend the Healthcare in the Age of Personalization Summit on May 3-4	6,313	480	200
Apr 04, 2023, 1:00 PM ET	Media Pass Opportunity: Join Healthcare Experts and Leaders at the HAOP Live Summit on May 3-4		1,904	385
	Total	6,313	2,384 (38%)	585 (25%)

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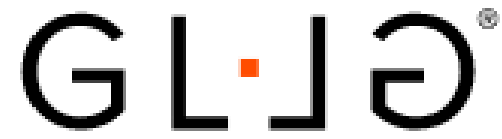
Online Presence Overview

	Summit	Online Attendees	Summit Website Engagement	HAOP Video Impressions	GLLG and ACHE Newsletter Reach	Media Reach (PR)
2022	HEALTHCARE IN THE AGE OF PERSONALIZATION® Virtual Conference May 3-4	122*	4,500	10,492	+ 30,000**	13,015

***Note:** Considering live registrants and the registrants with OnDemand access.

****Note:** Considering the total reach of our internal newsletter and the ACHE newsletter promoting the Summit





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2024 HAOP Summit Projections

2024 HAOP Summit Social Media Projections

Year	Social Media Followers	Social Media Impact (Impressions)	Summit Video Views	Summit Website Users (Organic)	Summit Website Pageviews
2024	+ 35,000 (projected)	+ 150,000 (projected)	+ 16,000 (projected)	+ 5,000 (projected)	+ 60,000 (projected)

Projected growth compared to 2023

↑ 25 %

↑ 78%

↑ 100%

↑ 90 %

↑ 50 %

GLLG + Glenn Llopis Fans & Followers

● Twitter
10K -> 12K
fans & followers

↑ 20 %

● Facebook Page
8.9K -> 10K
fans & followers

↑ 13 %

● LinkedIn Page
5.2K -> 6.5K
fans & followers

↑ 25 %

● Instagram Business
4.7K -> 5.5K
fans & followers

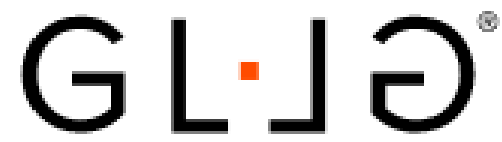
↑ 17 %

2024 Forbes Projections Healthcare Articles

Forbes Views Projection: Healthcare Articles					
Year	Number of Articles	Average Views per Article	Total Readers	Pageviews	Reach
2024	15 (approx).	3,400 (projected)	+ 55,000 (projected)	+ 1,500,000 (projected)	+ 2,000,000 (projected)

Since 2023, **GLLG and HAOP Summit Speakers** committed to a new approach, leveraging each other's brands through shared websites, articles, videos, and posts to amplify **Summit reach and engage a broader audience**. This partnership has played a pivotal role in boosting our marketing efforts, **leading to an average 30% increase in Summit exposure**.

Year	# Speakers	Speakers' Followers and Fans	% Active Followers	Engagement Rate (Summit Posts)
2023 HAOP Summit	32	+ 35,000	40%	30%
2024 HAOP Summit	+ 35	+ 40,000 (projected)	+ 45% (projected)	+ 35% (projected)



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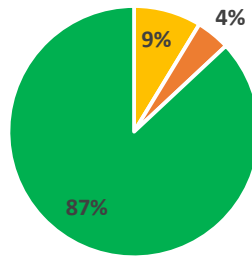
Virtual Conference May 3-4

2023 HAOP Summit Feedback

#2023HAOPSummit

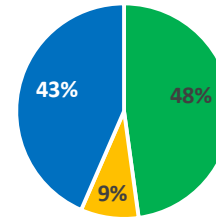
Feedback

Overall, how satisfied were you with the virtual summit on Healthcare in the Age of Personalization?



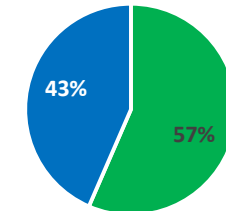
■ Somewhat satisfied ■ Very dissatisfied ■ Very satisfied

How informative were the presentations and discussions at the summit?



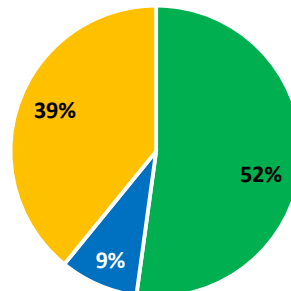
■ Extremely informative ■ Moderately informative
■ Very informative

How knowledgeable were the speakers about the topic of Healthcare in the Age of Personalization?



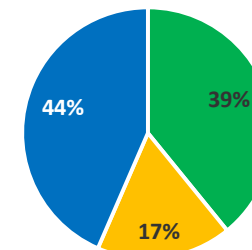
■ Extremely knowledgeable ■ Very knowledgeable

How would you rate the quality of the video and audio broadcast?



■ Excellent ■ Good ■ Very good

How relevant was the summit content to your interests and/or job function?

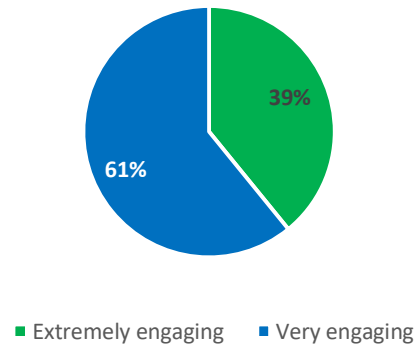


■ Extremely relevant ■ Moderately relevant ■ Very relevant

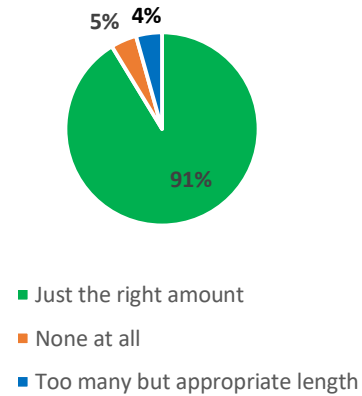
#2023HAOPSummit

Feedback

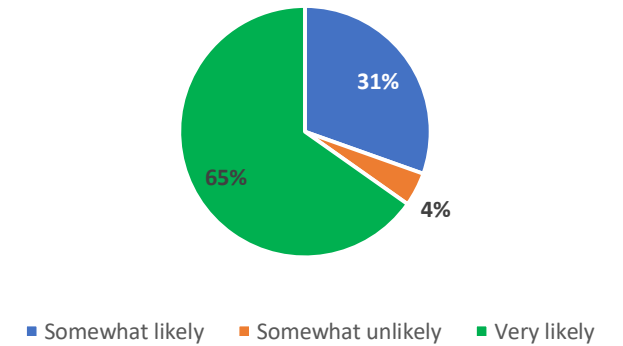
How engaging were the speakers in presenting their ideas and perspectives?



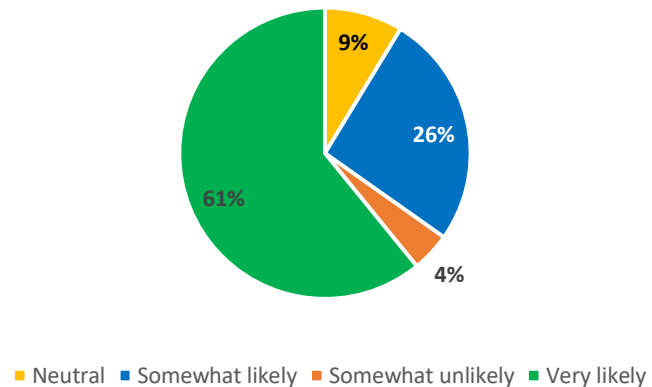
How did you feel about the number and length of vignettes and commercials during the virtual summit?



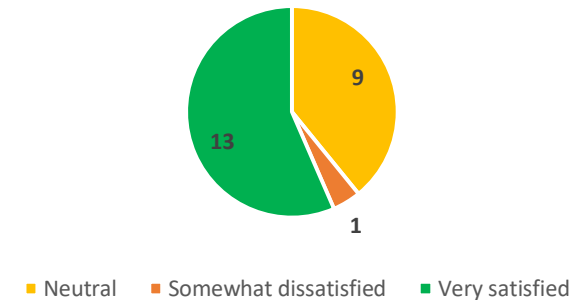
How likely are you to recommend the virtual summit to others in your professional network?



How likely are you to attend a future summit on a similar topic?



How satisfied were you with the price of the virtual summit ticket compared to the benefits you received?



#2023HAOPSummit

Feedback – Day 1

How can we improve future summits on Healthcare in the Age of Personalization to better meet your needs and expectations? Please provide any additional feedback or suggestions for improving the summit.

The first panel appeared to be initially set on bashing healthcare providers, which was hard to watch. (one panelist was unprofessional in her presentation) Their issues were valid but approach was initially toxic. **Glenn did a good job re-directing to a more positive tone.**

I would prefer it to be more substantive, **data driven**, and business focused. Perhaps shorter and limited to executive leadership. Too much of it felt like "soft subjects" but I liked it nonetheless.

I think it would be great if there was more **cohesion**, some parts seemed rather muddled or never talked about prior to the summit.

#2023HAOPSummit

Feedback – Day 2

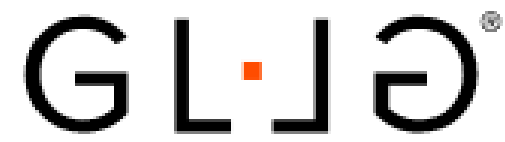
How can we improve future summits on Healthcare in the Age of Personalization to better meet your needs and expectations? Please provide any additional feedback or suggestions for improving the summit.

I'd love to hear more discussion about transforming healthcare as **Dr. Greg Brannon** suggested. I manage our Wellness Services line and would love to hear industry leaders talk about transforming healthcare to "prepare to be healthy, then push disease away" vs sick care. Thank you for offering this.

If we were working together, I would have a summit put together which brought in C-Suite leaders serious about making the transition and gaining courage from others wanting to do the same thing. Just like Aristotle said - conditions for courage will keep CEOs alive unlike Socrates who was all alone.

Any way to create a brainstorming session for the virtual attendees...?

Provide real examples of best practice so others can use and scale



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2024 HAOP Summit Topics

June 5-6
2024

2024 Healthcare in the Age of Personalization® Summit

“Chasing Leadership Reinvention”

Day 1 Topics: “Employees as Consumers”

Session 1: Adopting the Personalization Mindset

Shift healthcare leadership thinking towards personalization. Explore how leaders can view patients and employees as strategic assets rather than cost centers, fostering disruptive growth and value-based care.

Session 2: Personalization Requires a Transformed Organizational Culture

Understand the impact of personalization on healthcare and organizational culture. Learn how to operationalize a culture that prioritizes individuals, leveraging technology and data for a transformative effect.

Session 3: Personalization Requires New Leadership Skills

Address the urgency of updating healthcare leadership competencies. Gain insights into essential skills like team building, resilience, inclusivity, and adaptability needed for navigating disruptive changes.

Session 4: Personalization Must be Operationalized

Prioritize personalized experiences for employees and patients. Overcome cultural barriers with a case study, exploring five foundational questions that foster a culture of belonging and innovation.

Session 5: Personalization Must be Evident in Your Employer Brand

Go beyond traditional recruitment with a focus on employer branding. Explore actionable strategies for attracting top talent through consistency, transparency, and a commitment to a meaningful employee experience.

Targeted Speakers will range from:

- Chief Executive Officer
- President
- Chief Nursing Officers
- Chief Human Resource Officers
- Chief Communications Officers
- Chief Operating Officers
- Chief Medical Officer

And Much more...

June 5-6
2024

2024 Healthcare in the Age of Personalization® Summit

“Chasing Leadership Reinvention”

Day 2 Topics: “Patients as Consumers”

Session 1: Navigating Healthcare’s Operational Unknowns

Explore how healthcare leaders tackle challenges like financial constraints, workforce shortages, and technology implementation, transforming operational functions to adapt to the dynamic healthcare landscape.

Session 2: Leadership Insights from Nursing for Physicians and CEOs

Discover leadership lessons from nurses, including empathy, team-centric decision-making, and adaptability. Learn how nursing wisdom can break down hierarchical barriers and enhance communication in healthcare leadership.

Session 3: Patient Experience in the Age of Personalization

Examine the interconnected aspects of patient experience, safety, quality, and equity in personalized healthcare. Address challenges such as data privacy while tailoring treatments to individual needs.

Session 4: Digital Era Patient Experience: Pros and Cons

Evaluate the impact of technology on patient experience. Discuss the benefits and drawbacks of digital tools, emphasizing the importance of user-friendly, accessible solutions while preserving personalized care.

Session 5: Healthcare System Branding for Patient Trust

Explore strategies for healthcare systems to earn patient trust through authenticity, inclusivity, and empathy. Emphasize an intimate approach that focuses on asking questions, reflecting a commitment to genuine relationships.

Targeted Speakers will range from:

- Chief Executive Officer
- President
- Chief Nursing Officers
- Chief Human Resource Officers
- Chief Communications Officers
- Chief Operating Officers
- Chief Medical Officer

And Much more...