



Re-Writing The Playbook: Thriving in an Era of Disruption

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Janelle Ullrich, Adventist Health

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Healthcare's **perfect storm**

INTRODUCTION • Today's Panelists



Jason Brown
CEO



Sharon Line Clary
VP Strategic Marketing &
Communications



Janelle Ullrich
VP Marketing



Nicole Baxter
Chief Brand Officer



TODAY'S DISCUSSION

- ✓ Our biggest challenge
- ✓ Organizing the marketing function
- ✓ Budgeting
- ✓ Marketing tactics
- ✓ If I knew then what I know now...

CHALLENGES

Your greatest challenge

ORGANIZATION

Centralize *vs.* De-Centralize

ORGANIZATION

Organizational progress



ORGANIZATION

Growth opportunities

FINANCE

The battle For **budget**

The evolution of marketing

KEY LEARNINGS

20/20

JANELLE ULLRICH

“

If you want to go fast, go alone.
If you want to go far, go together.

-African Proverb

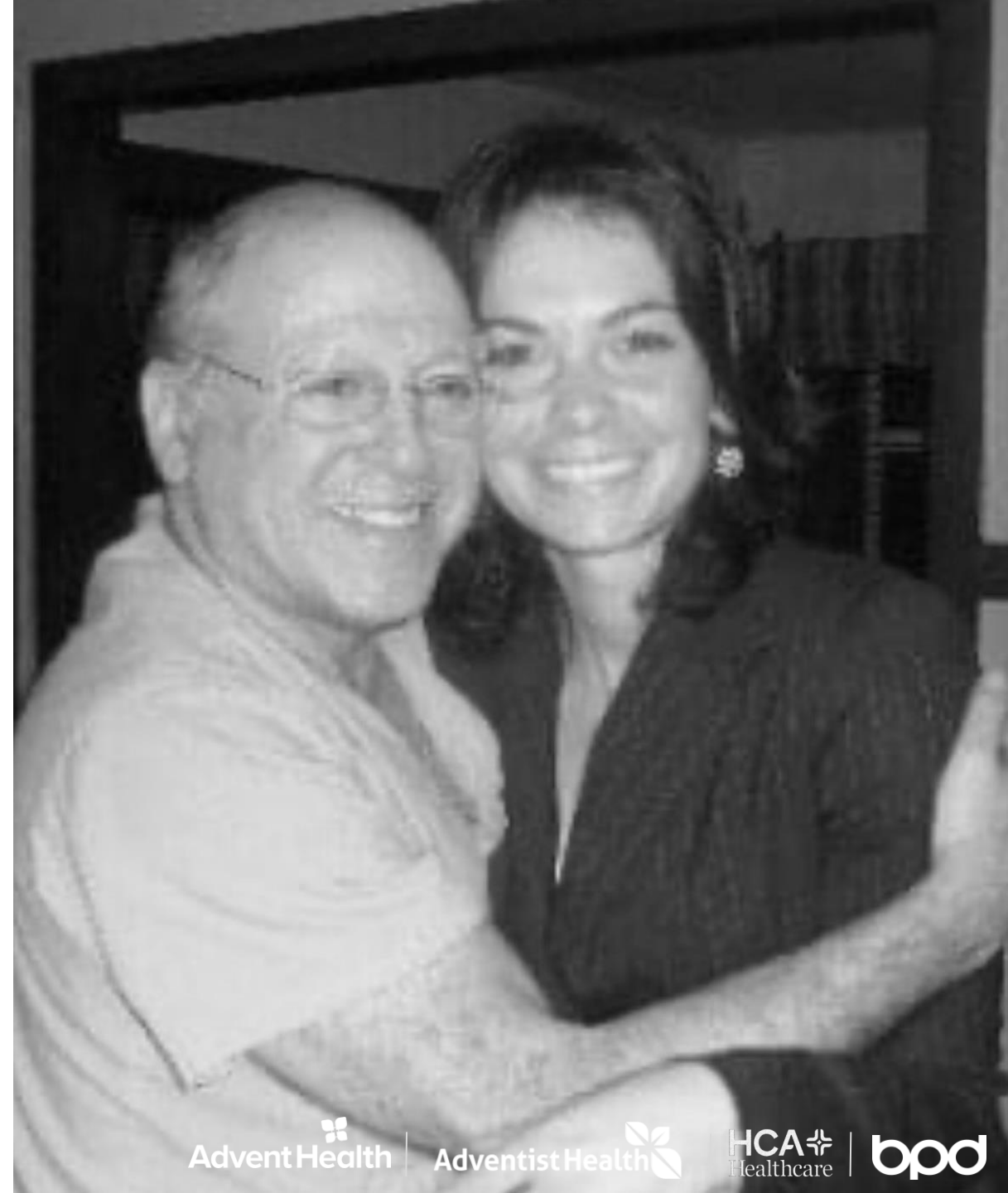


NICOLE BAXTER

“

**People will forget
what you said...
but people will
never forget how
you made them feel.**

-Maya Angelou

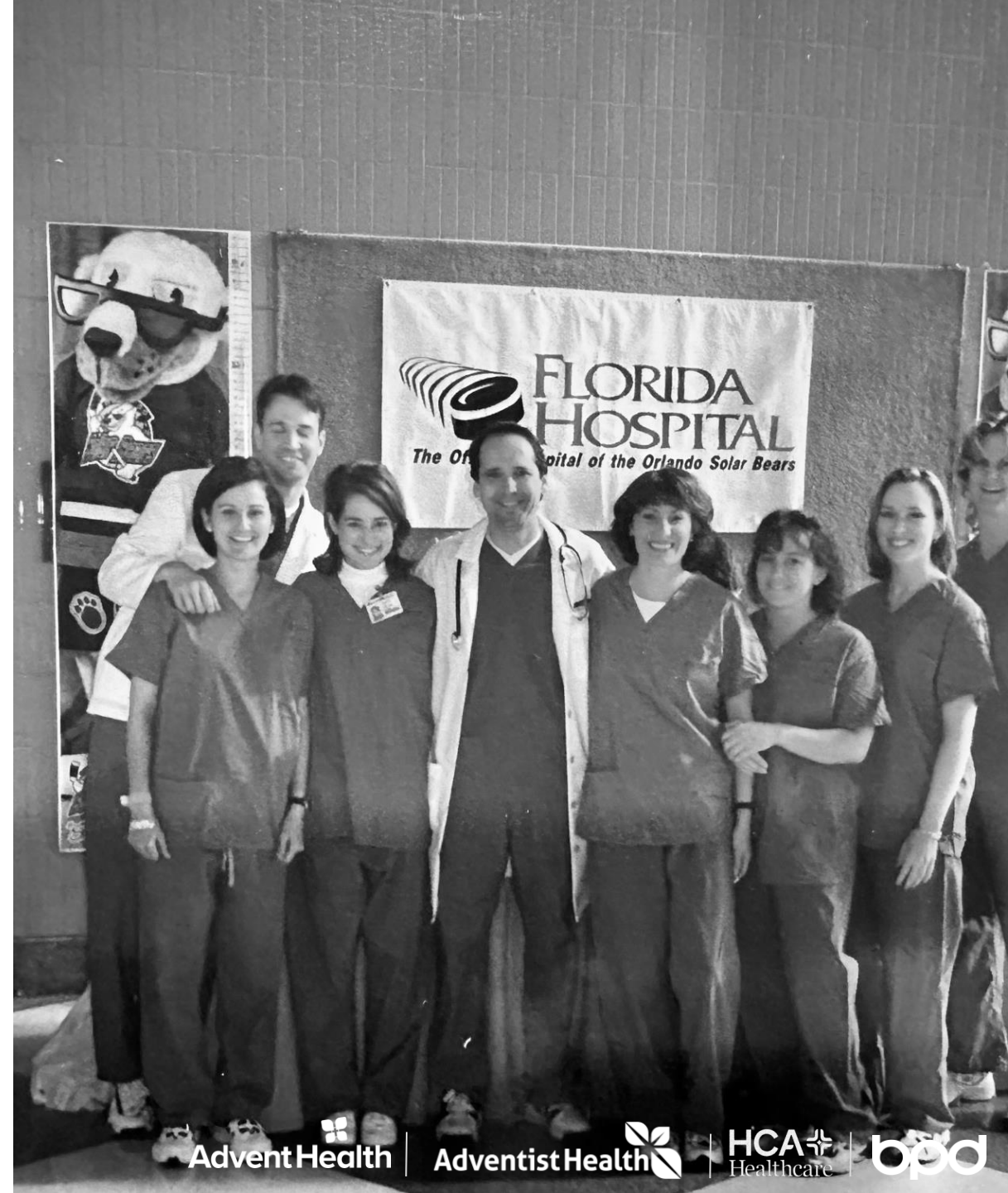


SHARON LINE CLARY

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There's a better way
to do it—find it.

-Thomas Edison





Questions?

Please be sure to complete the session evaluation!

