



# Beyond HIPAA: Consumer Privacy, PHI and Inventory Integrity in Healthcare Marketing

**Erin Killion**, Director, Client Strategy, Goodway Group (Panelist)

**Jeff Stewart**, VP, Strategic Marketing, CHRISTUS Health (Panelist)

**Erin Echelmeyer**, EVP, Marketing & Communications, Quadrant Biosciences (Panelist)

**David Kertesz**, Director, Business Development & Strategy, Goodway Group (Moderator)





# Questions?

Please be sure to complete the session evaluation!



## Moderator Biography: David Kertesz, Goodway Group



David is a Director of Business Development & Strategy at Goodway Group. He has 20+ years' experience in traditional, digital and programmatic media, mobile, research, SEM/SEO and account management. David is a strategic thinker who brings innovative marketing knowledge to the table to effectively guide his clients in today's competitive and challenging online marketing industry.

Prior to joining the Goodway Group in 2008, he worked at award-winning agencies in Boston and New York. David has in-depth experience and knowledge of across all marketing disciplines, with the skills to tailor a campaign to meet and exceed client objectives.

## Panelist Biography: Erin Killion, Goodway Group



Erin is a Director of Client Strategy at Goodway Group. She brings over two decades of marketing expertise specializing in healthcare marketing. With a strong background in digital marketing and brand development, she drives impressive growth across multiple platforms.

Erin excels in integrating brand messages, developing omnichannel campaigns and aligning client technology stacks. Her expertise delivers integrated strategies, measurable ROI and impactful community initiatives addressing food insecurity and supporting individuals with disabilities. Erin is a powerhouse in client strategy and digital marketing, significantly impacting the industry.

## Panelist Biography: Jeff Stewart, CHRISTUS Health



Jeff is the Vice President of Strategic Marketing at CHRISTUS Health. Jeff has a deep understanding of marketing strategy, corporate communications and the best ways to use technology to create a return on business strategies.

He also has an established reputation as an excellent communicator with the demonstrated ability to work directly with operational and financial leaders, as well as a proven record of relationship management to build partnerships and meet strategic goals. Jeff is an experienced speaker and presenter who is known for championing brand development and transforming digital experiences.

## Panelist Biography: Erin Echelmeyer, Quadrant Biosciences



As the EVP of Marketing for Quadrant Biosciences, Erin leads the strategic marketing planning and execution for launching life-changing diagnostic and virtual care solutions to communities nationwide. With 15+ years of marketing and communications experience, she has a proven track record of enhancing the brand recognition and reputation of various healthcare organizations through data-driven, innovative marketing campaigns, reputation management, media relations and storytelling.

She enjoys building and mentoring a team of talented, driven marketing professionals, managing a multi-million annual marketing budget, and collaborating with cross-functional stakeholders to ensure the alignment of marketing objectives and outcomes with organizational goals and values.