SEPTEMBER 24 – 26, 2025

CCW CUSTOMER
CONTACT WEEK
EXECUTIVE EXCHANGE
HEALTHCARE™

LEADING ACCESS FORWARD

HUMAN-CENTERED INNOVATION.
TECH WITH PURPOSE.

CHICAGO, IL

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JOIN US IN CHICAGO!

Welcome to the CCW Healthcare Executive Exchange

Welcome to the CCW Healthcare Executive Exchange, where forward-thinking leaders come together to reimagine how individuals access care, coverage, and support in an era of unprecedented technological evolution and shifting consumer expectations.

This experience is designed to equip you with strategies and solutions to meet the moment and lead with clarity, compassion, and innovation.

- **Reimagine Access & Experience:** Discover how to break down access barriers, streamline patient journeys, and build more human-centered, equitable systems.

- **Empower People, Elevate Outcomes:** Learn how leading organizations are equipping frontline teams with the right tools, data, and support to deliver compassionate, consistent experiences at every touchpoint.

- **Lead with Insight & Innovation:** Explore how peers are leveraging AI, analytics, and operational transformation to personalize engagement, drive efficiency, and accelerate meaningful impact.

Join a curated community of fellow healthcare executives and patient access leaders for peer-led conversations, strategic case studies, curated 1:1 meetings with top solution providers, and collaborative problem-solving.

Felicity Martin
Research Analyst & Program Manager
Customer Management Practice

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WHY ATTEND?

Why Attend?

At the CCW Healthcare Executive Exchange, **every element is intentionally designed to drive meaningful impact through strategic networking, actionable insights, and access to forward-thinking solutions** that advance patient access and member experience. This exclusive forum connects the most influential minds shaping the future of healthcare engagement across payer and provider landscapes.

Focused Group Dialogues

Participate in a selection of **Think Tanks, benchmarking conversations, and dynamic panels** designed to address both the unique and shared challenges facing payers and providers, from streamlining patient access to enhancing personalization, ensuring compliance, and strengthening care coordination. Walk away with strategies you can put into action within your organization.

Exclusive Networking

The invitation-only format ensures **high-impact, peer-to-peer connections with senior leaders from across the healthcare vertical.** Engage in candid discussions, exchange cross-functional insights, and build partnerships that **drive measurable outcomes in patient access and member services.**

Tailored 1:1 Meetings

Benefit from a **personalized meeting itinerary based on your strategic priorities and business goals.** Skip the noise and connect directly with solution providers aligned to your needs.

"This is an exceptional event. It is small and intimate and gives so much opportunity for you to network with other people in Patient Experience – not only what they are doing from a caring and empathic, compassionate care point of view, but also all the technology opportunities that are coming this way to meet the needs of the future patient."

- Director of Patient Experience, **Mayo Clinic**

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WHO WILL BE JOINING YOU?

CCW CUSTOMER CONTACT WEEK EXECUTIVE EXCHANGE HEALTHCARE™

Our delegates are hand-picked for the unique advantage they bring to each Exchange, creating an unparalleled level of discussion and an ideal environment for idea generation. We qualify all attendees on job function, strategic responsibility, and budgeting authority to ensure you're guaranteed to network and engage with senior level executives within the customer contact industry.

KEY QUALIFICATIONS

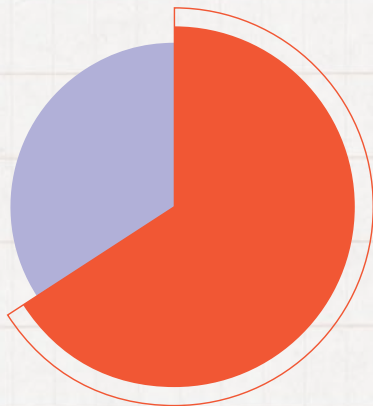Active project requirements with solution needs

Directly controls or influences budgetary decisions

Directly controls or influences CX, customer contact operations strategy

SENIORITY

- **66%** VP & Executive Level
- **34%** Director Level

JOB TITLES

Chief Administrative Officer
Chief Clinical Officer
Chief Customer Officer
Chief Digital Officer
Chief Experience Officer
Chief Innovation Officer
Chief Marketing Officer
Chief Operating Officer
Chief Patient Access Officer
Chief Patient Experience Officer
Chief Quality Officer
Chief Transformation Officer

VPs & Heads of:

Ambulatory Operations
Business Operations
Caregiver Experience
Claims Operations
Client Support Services
Consumer Insights & Analytics
Culture
Customer Experience
Customer Service
Digital Experience
Digital Health
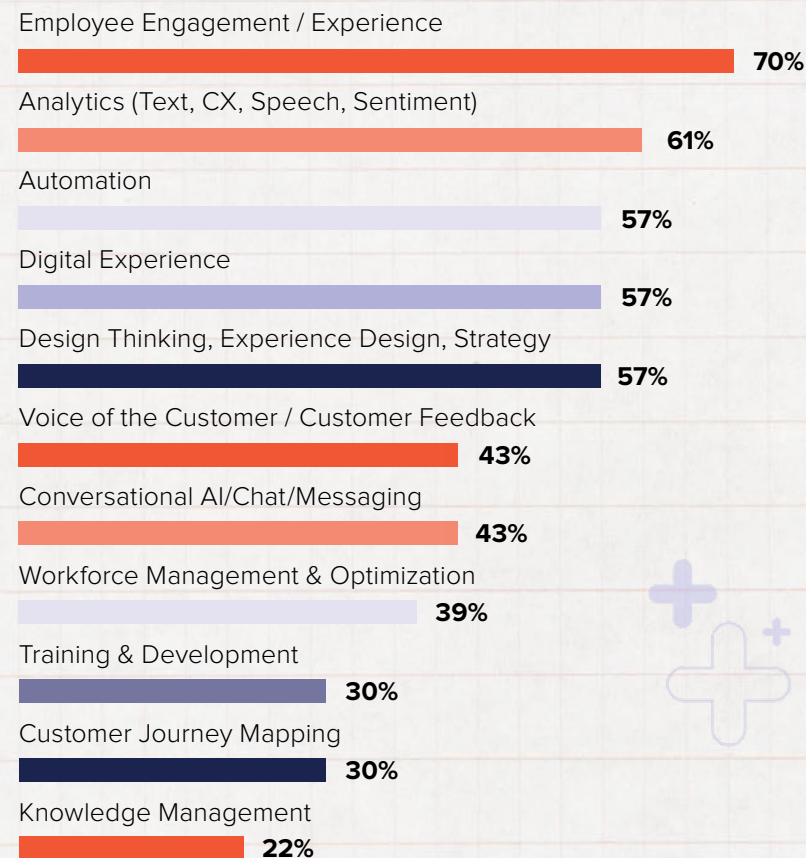Digital Strategy
Enterprise Access
Experience Strategy

Member Engagement
Member Enrollment & Eligibility
Member Services
Operations
Patient & Family Partner
Patient Access
Patient Analytics & Insight
Patient Care Services
Patient Experience
Patient Relations
Payer Partnerships
Population Health
Provider Partnerships
Service Excellence
Technology Innovation & Consumer Experience

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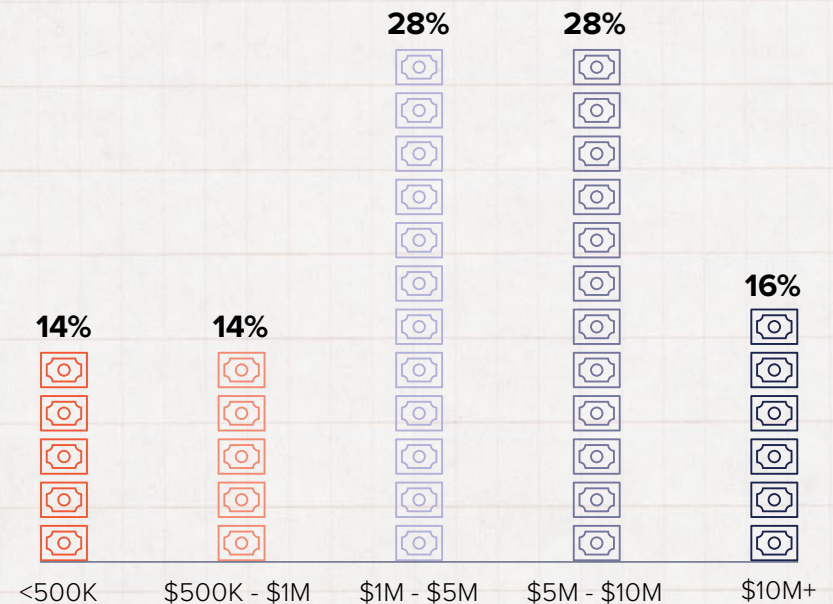VISIT WEBSITE

WHO WILL BE JOINING YOU?

Share insights, benchmark strategies, and uncover actionable solutions tailored to the complex demands of CX leadership.

TOP INVESTMENT PRIORITIES IN 2025

Employee Engagement / Experience — **70%**

Analytics (Text, CX, Speech, Sentiment) — **61%**

Automation — **57%**

Digital Experience — **57%**

Design Thinking, Experience Design, Strategy — **57%**

Voice of the Customer / Customer Feedback — **43%**

Conversational AI/Chat/Messaging — **43%**

Workforce Management & Optimization — **39%**

Training & Development — **30%**

Customer Journey Mapping — **30%**

Knowledge Management — **22%**

INVESTMENT BUDGETS

<500K	$500K - $1M	$1M - $5M	$5M - $10M	$10M+
14%	14%	28%	28%	16%

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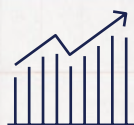BECOME A SOLUTION PROVIDER

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PROGRAM THEMES

Lead the Change. Shape the Future of Patient Access

Proactive Access & Navigation

Increase adoption, reduce effort. Streamline scheduling, referrals, eligibility checks, and intake with seamless self-service and smart support — so patients move forward faster and your team stays focused on impact.

Data-Driven Engagement & Cohesive Support

Today's patients expect support that goes beyond the appointment. Leverage AI, analytics, and automation to deliver timely, personalized touchpoints across the patient journey, from scheduling to billing to ongoing care coordination.

Payer-Provider Collaboration & Alignment

Break down silos with shared data, connected workflows, and aligned goals. Improve prior authorizations, expedite resolutions, and deliver better experiences through a true operational partnership.

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KEY PRIORITIES FOR 2025–2026

According to CMP Research's 2025–2026 Customer Contact Benchmarking Report, these priorities are shaping the future of customer operations and experience.

Automation & AI-Powered Efficiency

74% of leaders are investing in automation powered by AI to drive efficiency and reduce operational costs.

Over **50%** prioritize AI-driven self-service, including chatbots, intelligent IVRs, and knowledge systems to meet rising customer expectations.

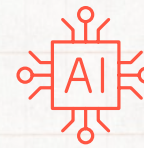## Data-Driven Personalization & Predictive CX

Customer analytics and real-time agent assist tools are critical for delivering personalized, predictive service at scale.

Data activation and GenAI integration are accelerating, but many organizations still face challenges in execution and scalability.

Empowered Teams, Elevated Experiences

Upskilling and employee engagement are essential as agent roles evolve in AI-augmented environments.

Leaders aim to boost self-service adoption while preserving trust and delivering seamless CX.

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MEET OUR INDUSTRY EXPERTS & INNOVATORS

Leaders moving the needle forward.

Joan Pendergast Cox
Chief Experience Officer
LifeBridge Health

Rachel Papka
Chief Innovation Officer
Steinberg Diagnostic Medical Imaging Centers

Todd Unger
CXO & SVP, Marketing & Member Experience
American Medical Association

Dr. Shikha Desai
Vice President of Operations, Student Resources
UnitedHealthcare

Brandon Darrington
Vice President of Internal Medicine, Executive Administrator for Clinical Affairs & Administration
Emory Healthcare

Rahul Goyal
Senior Director AI/ML Engineering
Optum

Arthur Price
Vice President, Access to Care
MetroHealth

Faithe Toomy
Director, Voice of the Customer & Insights
Insulet Corporation

Yasir Khalid
Director, People Centred Care and Health Justice
William Osler Health System

Connie Lee
Senior Director, Patient Access
UCLA Health

Carrie Koenig
Vice President, Patient Experience & Communication
MedStar Health

Maribeth Duggins
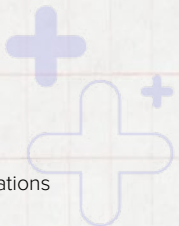Director, Customer Insights and Change Management
McKesson

Jessica McAllister
System Vice President, Strategy & Operations
Tufts University Medicine

Jeremy Stroud
Vice President, Patient Services & IT Delivery
Heartland Dental

Richa Diwan
Director, Strategy & Operations
Included Health

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MEET OUR INDUSTRY EXPERTS & INNOVATORS

Leaders moving the needle forward.

Stephen Framil
Corporate Global Head of Accessibility
Merck & Co., Inc.

Melba Ansah
Executive Director, Ambulatory Ops & Strategic Initiatives
UChicago Medicine

Mansi Mehta
Executive Director, Customer & Content Strategy
Rare Diseases, Novartis

Dorian Pierce
Director Clinical Services
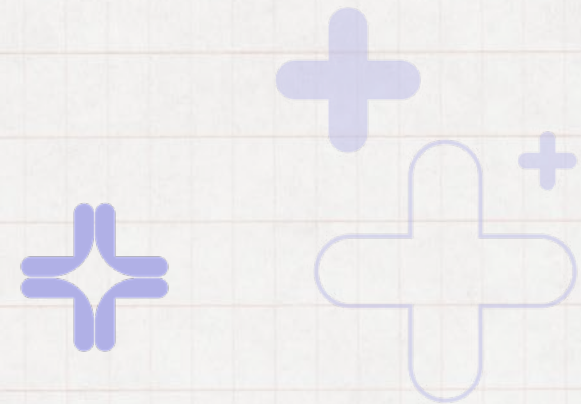**Washington University School of Medicine**

Jaysa Boyer
Head, Employer Engagement
Ultimate Medical Academy

Sandy Ko Fonseca
Founder & Principal
CCWomen

Brooke Lynch
Divisional Director of Digital
Customer Management Practice

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Robert Schoenfield
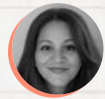EVP of Licensing & Partnerships
Krisp

DB Banerjee
VP, Strategic Segment
Observe.AI

Natalie Beckerman
Global Head, Customer Support
Operations
IHG Hotels and Resorts

Colleen Beers
Former President, Global Head of
Trust & Safety
Alorica

Anastasia Bellos
SVP, Global Market Leader
Alorica

Jaysa Boyer
Head, Employer Engagement
Ultimate Medical Academy

Darnell Brooks
Director, Operations Process
and Strategy
The Home Depot

Geoff Burbridge
Managing Vice President, Customer
Channels Horizontal Services
CapitalOne

Tyler Carpenter
Customer Service Officer
**DC Department of Employment
Services**

Cheryl China
SVP, Director Retail Servicing
Citizens Bank

Lydia James
Former AVP, Contact Center
Operations and Center of Excellence
Cox Automotive

Brandon Darrington
VP for Internal Medicine, Executive
Administrator for Clinical Affairs and
Administration
Emory Healthcare

Shantanu Das
GM, Global Head of Post Order
Customer Experience
Wayfair

Michael DeJager
Managing Director, Events
Customer Management Practice

Shikha Desai
VP, Operations, Student Resources
UnitedHealthcare

Wes Dudley
VP, Customer Experience
Broad River Retail

Lance Gruner
Former EVP, Global Customer Care
Mastercard

Niki Hall
Chief Marketing Officer
Five9

Jennifer Harrington
VP Marketing, Demand Generation
Genesys

Shep Hyken
Chief Amazement Officer
Shepard Presentations, LLC

Mark Killick
SVP, Experiential Operations
Shipt

Mario Matulich
President
Customer Management Practice

Adam McCreery
Director, CX
DraftKings, Inc.

Sean Minter
Founder and CEO
AmplifAI

Sam Nader
Senior Director, Financial Products
Service Centers
Target

Thomas Nusspickel
Former Chief Operating Officer
American First Finance

Anne Palmerine
VP, Customer Engagement and
Enrollment Services
UPMC Health Plan

Ricardo Parodi
VP, Customer Experience
Marriott

Amy Payne
VP, Global Customer, Partner &
Events Marketing
Talkdesk

Deana Perrin
Former Senior Director, Customer
Experience
Blue Shield of California

Becky Ploeger
Global Head of Reservations &
Customer Care
Hilton

Troy Shaffer
VP, Contact Center Operations
SCAN Health Plan

Gadi Shamia
CEO
Replicant
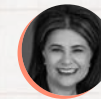
Mariano Tan
President & CEO
Prosodica

Vince Trotter
VP of Client Success
National Debt Relief

Monica Vasquez
SVP, Director, Truist Care Center
Truist

Karen Vaughn
Senior Director, Consumer Care
Nike

Einat Weiss
CMO
NICE

Ron Zanders
VP, Customer Success Operations
Verizon

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SNAPSHOT AGENDA

CCW
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HEALTHCARE™

Immerse yourself in three days of strategic learning,
peer exchange, and high-impact networking.

DAY 1
WEDNESDAY, SEPTEMBER 24

10:00 AM	CHECK-IN & COFFEE
10:30 AM	ORIENTATION & ICEBREAKER
10:45 AM	CMP RESEARCH SIGNATURE STUDY
11:15 AM	WELCOME BRUNCH
12:00 PM	LEAD WITH IMPACT KEYNOTE
12:30 PM	BUSINESS MEETINGS
2:00 PM	COMFORT BREAK
2:15 PM	MASTERCLASSES
2:45 PM	COMFORT BREAK
3:00 PM	MASTERCLASSES
3:30 PM	NETWORKING BREAK
4:00 PM	BUSINESS MEETINGS
5:30 PM	LEADERSHIP LABS
6:15 PM	MEET & GREET EVENING RECEPTION

DAY 2
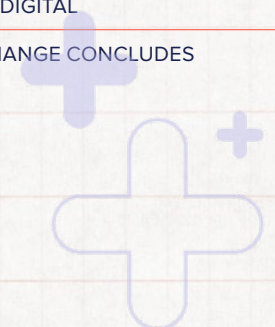**THURSDAY, SEPTEMBER 25**

8:00 AM	RISE & SHINE BREAKFAST
8:20 AM	CHAIRPERSON'S OPENING REMARKS
8:30 AM	PANEL & INTERACTIVE WORKSHOP
9:00 AM	KEYNOTE CASE STUDY
9:30 AM	BUSINESS MEETINGS
11:00 AM	NETWORKING BREAK
11:30 AM	MASTERCLASSES
12:00 PM	NETWORKING LUNCH & LEARN
1:00 PM	THINK TANKS
1:45 PM	BUSINESS MEETINGS
3:15 PM	NETWORKING BREAK
3:45 PM	PANEL
4:15 PM	PANEL
4:45 PM	FIRESIDE CHAT
5:30 PM	NETWORKING RECEPTION

DAY 3
FRIDAY, SEPTEMBER 26

7:30 AM	BREAKFAST
7:55 AM	CHAIRPERSON'S OPENING REMARKS
8:00 AM	CCWOMEN BREAKFAST WORKSHOP
8:45 AM	HEADLINER KEYNOTE
9:15 AM	NETWORKING BREAK + HEADLINER BOOK SIGNING
9:45 AM	BUSINESS MEETINGS
10:45 AM	COMFORT BREAK
11:00 AM	DEEP DIVE DISCUSSION WITH CCW DIGITAL
12:00 PM	EXCHANGE CONCLUDES

*Times are in CDT.

September 24 – 26, 2025 | Chicago, IL | #CCWExchangeHealthcare

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FULL PROGRAM

DAY 1 | WEDNESDAY, SEPTEMBER 24, 2025

10:00 AM | **Check-In & Coffee**

10:30 AM | **Exchange Orientation & Icebreaker**

10:45 AM | CMP RESEARCH BRIEFING | **The Chatbot Reboot: Smarter Self-Service Starts Here**

Customer demand for digital and self-service is growing—but customer satisfaction in these channels continues to lag, limiting adoption. Generative and agentic chatbots offer new promise for improving automated chat experiences, but with a crowded vendor landscape, how do you choose the right solution?

In this session, CMP Research will reveal the results of its latest Prism Analysis—a fit-for-purpose technology assessment framework designed for CX and customer contact leaders. You'll walk away with key takeaways from market trends, analyst evaluations, and user feedback—giving you a clear view of how leading chatbot and virtual agent providers compare.

Brooke Lynch
Divisional Director of Digital
Customer Management Practice

11:15 AM | **Windy City Welcome Lunch**

12:00 PM | LEAD WITH IMPACT | **From the Boardroom to the Frontlines: Rebuilding Patient Access with Purpose & Culture**

Patient access and experience challenges go far beyond restrictive schedules and inefficient self-service – they often reflect a deeper disconnect between executive priorities and frontline realities. It is paramount to foster a people-first approach to patient access that transforms both patient experience and workforce culture and engagement. Drawing from system-wide initiatives that reconnected frontline staff to their "why," we'll learn how cultural alignment, data analysis, and operational design must work hand-in-hand to deliver care that centers the patient and staff.

- Align patient access strategy with the purpose and engagement of frontline staff.
- Meaningful data interpretation – beyond dashboards and reports.
- Bridge the gap between executive priorities and day-to-day challenges and needs for frontline workers.
- Shifting from provider-centered design to models that reflect real patient lives.

Joan Pendergast Cox
Chief Experience Officer
LifeBridge Health

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FULL PROGRAM

DAY 1 | WEDNESDAY, SEPTEMBER 24, 2025

12:30 PM | **Business Meetings**

2:00 PM | **Comfort Break**

2:15 PM | QUICKFIRE SPOTLIGHT | **3 Stories, 30 Minutes, Real Results**

In this fast-paced, TED-style session, three solution providers each take the stage for a focused 8–10 minute talk.

Each spotlight highlights a real customer experience challenge - and the solution that made a measurable impact. Clear, concise, and results-driven.

2:45 PM | **Comfort Break**

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FULL PROGRAM

DAY 1 | WEDNESDAY, SEPTEMBER 24, 2025

3:00 PM

MASTERCLASSES Ⓐ Ⓑ

Ⓐ Heard, Seen, Understood: The New Language of Patient Feedback

Surveys are just the start. From pre-care logistics to post-visit feedback, leading organizations are turning real-time sentiment and feedback data into fuel for better outcomes and measurable ROI.

Key Takeaways:

- Connect surveys, sentiment analysis, and behavioral data across the care journey.
- Uncover friction points before they impact experience or outcomes.
- Turn unstructured feedback into actionable insights and strategies.
- Design VoP strategies that drive personalization, performance, and improve outcomes.

Whether you're just getting started or looking to level up your strategy, you'll leave with actionable takeaways for leveraging data to put your patients at the center of every decision.

Ⓑ Revolutionizing Self-Service with AI-Powered Intelligent Virtual Agents (IVAs)

Join our interactive workshop to learn how AI powered Intelligent Virtual Agents (IVAs) can deliver better CX with cutting-edge self-service capabilities. Dive into the latest trends in IVAs, get hands on with IVA configurations, and see how IVAs operate with the latest and best practices available in the market today. Hear from contact center operators that are using IVAs to empower their business and deliver better business outcomes.

By the end of this workshop, you'll have:

- Explored the latest research on self-service trends.
- Exchanged impactful self-service success stories.
- Seen IVAs in action.
- Discussed actionable recommendations for how you can use IVAs in your contact center.

Don't miss this opportunity to elevate your self-service game and meet customer demands with AI!

Five9

3:30 PM **Networking Break**

4:00 PM **Business Meetings**

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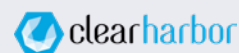
5:30 PM

THINK TANKS Ⓐ Ⓑ

Ⓐ Maximize Your CX Investment: Prove Value with AI and Data

In today's challenging business landscape, customer experience leaders face mounting pressure to demonstrate clear returns on their investments while meeting rising customer expectations. This session provides practical strategies to help you break through the CX slump and deliver measurable business value. Learn how to align your CX initiatives with business goals, leverage AI capabilities responsibly, and create personalized customer experiences that drive loyalty. We explore effective approaches to consolidate data silos and build compelling ROI narratives that resonate with C-suite stakeholders. You'll gain insights into capability planning, measuring success metrics, and balancing innovation with customer trust. This session equips you with actionable frameworks to transform your CX strategy and demonstrate tangible business impact in an era of tightening budgets and increasing demands.

aws

Ⓑ Lowering Cost Without Costing Your Brand in 2025 & Beyond: Challenges with AI, AR, CX and Traditional BPO

As AI, AR remote assistance and other initiatives to reduce costs are introduced, there are substantial risks to customer loyalty. Traditional CX and BPO related models need to change, in order to protect your brand, avoid costly pitfalls and develop profitable revenue. This session will cover the implications, challenges and strategies to address the perfect storm of these technologies colliding with existing CX, traditional BPO models and agent development methodologies for customer service in 2025 and beyond.

clearharbor

6:15 PM **Meet & Greet Evening Reception**

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DAY 2 | **THURSDAY, SEPTEMBER 25, 2025**

8:00 AM | **Rise & Shine Breakfast**

8:20 AM | **Chairperson's Opening Remarks**

8:30 AM | EXPERT INSIGHTS | **Align for Impact: Operational Collaboration Across the Healthcare Ecosystem**

Behind every missed appointment or billing error, there is often a deeper issue: siloed systems and misaligned priorities between payers, providers, and partners. As patients move between several points of contact from their health plans, providers, and support systems, misalignment behind the scenes can lead to delays, frustration, and eroded trust.

- How do we improve the exchange of real-time data to support more coordinated decisions?
- What does effective collaboration between payer, provider, and partner teams really look like?
- Where are opportunities to reduce duplication, expedite prior authorizations, and solve for shared pain points?

Whether you're advancing an enterprise-wide collaboration model or just starting to connect the dots, come ready to share what's working, what isn't, and collaborate with your peers across the healthcare ecosystem.

9:00 AM | **From Scheduling to Scalability: Inside MetroHealth's Operational Overhaul**

Access to care starts with operational excellence, and Arthur Price, VP of Access at MetroHealth, is leading the charge. In this case study, he'll unpack his approach to advancing access across a complex health system through optimizing ambulatory scheduling workflows, aligning contact center operations through ACD improvements, and building governance models that bring consistency to a decentralized system.

Gain insights into:

- Streamline ambulatory scheduling with decision trees and provider template optimization.
- ACD optimization for decentralized contact centers.
- Build governance models to ensure scalable, consistent access.
- CFTE mapping and analysis across clinical specialties.

Arthur Price
Vice President of Access
MetroHealth

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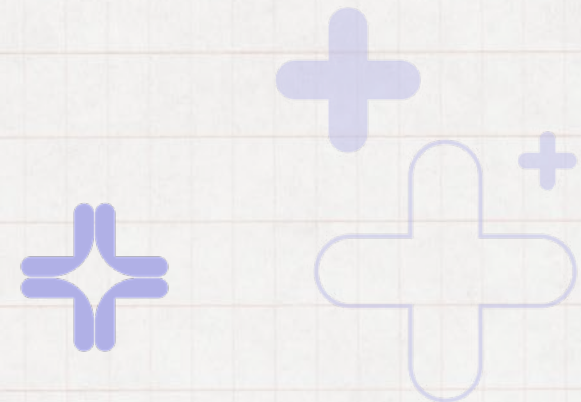
FULL PROGRAM

DAY 2 | THURSDAY, SEPTEMBER 25, 2025

9:30 AM — **Business Meetings**

11:00 AM — **Networking Break**

11:30 AM — **MASTERCLASSES** Ⓐ Ⓑ

Ⓐ Knock, Knock. Who's There? Opening Your Digital Front Door

The term "digital front door" has become a fixture in healthcare conversations, but the move from ideation to implementation isn't quite as snappy as the phrase itself. In this expert-led session, we'll explore how to design digital pathways that reduce friction, meet patients where they are, and support scalable, omnichannel strategies.

From unifying fragmented systems to streamlining access workflows and driving personalized engagement, get the inside scoop from a technology partner who's been in the trenches. Packed with practical insights, real-world results, and a dynamic discussion, this session will give you a roadmap for building a front door that patients want to walk through.

Ⓑ Bridging the Gap: Tech-Enabled Payer-Provider Partnerships

The disconnect between payers and providers has long slowed care decisions, added friction, and frustrated patients. But what if smarter tech could finally bridge the gap?

This session explores the potential of advanced platforms to transform payer-provider collaboration through aligning teams, automating decision-making, and creating shared knowledge bases. Learn how organizations are leveraging data-driven tools to accelerate authorizations, reduce administrative back-and-forth, and unlock a more intelligent, cohesive, and impactful system of care.

12:00 PM — **Networking Lunch & Learn**

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DAY 2 | **THURSDAY, SEPTEMBER 25, 2025**

1:00 PM | **THINK TANKS** Ⓐ Ⓑ

Ⓐ Access, Accountability & Operational Alignment

Expanding access takes more than opening up schedules — it requires intentional alignment across people, processes, and performance metrics. In this strategic discussion, Melba Ansah, Executive Director of Ambulatory Ops & Strategic Initiatives at UChicago Medicine, will walk through her organization's TARGET (Template, Access, Realignment, Growth, Efficiency, Transparency) initiative, designed to drive enterprise-wide improvements in provider availability, operational efficiency, and access to care.

- What makes for strong scheduling template hygiene — and how do you define and enforce it?
- How can organizations better track and act on no-shows, cancellations, and unbooked slots?
- What benchmarks are most useful for ensuring new patients are seen within competitive timeframes?
- What operational blind spots — like unbooked appointment slots or poor exam room utilization — might limit access without us realizing it?

Melba Ansah
Executive Director, Ambulatory Ops & Strategic Initiatives
UChicago Medicine

Ⓑ Optimize Support Delivery: BPOs, Outsourcing & Evolving CX Models in Healthcare

As customer expectations grow and talent models shift, organizations are rethinking how they deliver support to scale. In this peer-driven conversation, Jeremy Stroud, Vice President of Patient Services & IT Delivery, will kick things off with insights from Heartland Dental's recent BPO expansion and explore unexpected outcomes around CX quality, team performance, and global agent engagement.

We'll explore:

- Balancing in-house and outsourced teams for long-term impact.
- The role of global talent in delivering consistent, branded experiences.
- What to look for in and how to maximize a BPO partnership.
- Outcomes - both expected and unexpected - and lessons learned so far.

Walk away with new perspectives, peer insights, and practical strategies to evolve your own service model.

Jeremy Stroud
Vice President, Patient Services & IT Delivery
Heartland Dental

1:45 PM | **Business Meetings**

3:15 PM | **Windy City Wellness Networking Break**

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DAY 2 | THURSDAY, SEPTEMBER 25, 2025

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3:45 PM

PANEL DISCUSSION | Experience, Meet Access

As patient expectations change and operational complexity increases, healthcare organizations are redefining leadership roles. Patient Access is evolving from a transactional function to a strategic driver of experience, equity, and efficiency, earning its place in the C-suite.

In a dynamic panel, hear from a Chief Patient Access Officer and a Chief Patient Experience Officer who will share insights on reshaping systems, strategies, and cultures. Dive into the reality of operational workflows, differing priorities and functions, and collaboration aimed at improving outcomes for patients, staff, and the bottom line.

4:15 PM

KEYNOTE | Beyond the Build: Establishing Sustainable Governance Frameworks for Digital Tools

Digital tools are transforming access and engagement, but without the right governance, even the most promising platforms can fall flat. Too often, organizations race to implement solutions without first establishing the oversight, evaluation, and cross-functional alignment needed to sustain them.

In this session, Brandon Darrington, VP of Internal Medicine, explores how to lay the groundwork for long-term digital success. From establishing shared evaluation frameworks to navigating stakeholder alignment, he'll outline the governance pathways healthcare systems must build before hitting "go."

Key Takeaways:

- Understand the common gaps between digital implementation and sustainable success
- Explore governance models that align stakeholders and clarify accountability
- Learn how to build evaluation frameworks that ensure tools evolve with patient and organizational needs
- See how operational leaders can act as stewards—not just adopters—of digital transformation

Brandon Darrington
Vice President of Internal Medicine & Executive Administrator
Emory Healthcare

4:45 PM

FIRESIDE CHAT | Beyond Automation: Unleashing Agentic AI at Optum

The rise of agentic AI in 2025 marks a fundamental mindset shift. AI has proven itself to be a powerful tool, but now leaders at the forefront are looking at what's next: AI as a teammate.

Join Rahul Goyal, Senior Director of AI/ML Engineering, as he shares how Optum is deploying agentic AI to transform back-office and customer-facing operations. Explore real-world use cases with powerful results and learn what it really takes to go beyond the bots and into intelligent orchestration.

Rahul Goyal
Senior Director AI/ML Engineering
Optum

Moderator:
Brooke Lynch
Divisional Director of Digital
Customer Management Practice

5:45 PM

Sunset Over the Skyline Reception

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DAY 3 | FRIDAY, SEPTEMBER 26, 2025

CCW CUSTOMER CONTACT WEEK EXECUTIVE EXCHANGE HEALTHCARE™

7:30 AM | **Bright Start Breakfast**

7:55 AM | **Chairperson's Opening Remarks**

8:00 AM | CCWOMEN BREAKFAST | **Women Leading Healthcare: Lessons in Influence, Equity, & Growth**

This isn't just a conversation about women in healthcare leadership—it's a reflection on purpose, resilience, and the power of redefining what leadership truly looks like.

Join a powerful exchange with women who are not only shaping the future of healthcare operations, experience, and access, but doing so with heart, clarity, and an unwavering commitment to equity. From transforming patient journeys to mentoring the next generation, these leaders are showing us what it means to lead from both the head and the heart.

Together, we'll explore how they navigate complex systems, challenge the status quo, and stay grounded in purpose amidst pressure. Expect a candid dialogue about identity, influence, and how we build more human-centered systems.

If you've ever asked yourself how to lead with more intention, how to find your voice in the room, or how to open the door for others once you're there—this conversation is for you.

Rachel Papka
Chief Innovation Officer
Steinberg Diagnostic Medical Imaging Centers

Sandy Ko Fonseca
Founder and Principal
CCWomen

Faithe Toomy
Director, Voice of the Customer & Insights
Insulet Corporation

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8:45 AM

KEYNOTE | Lessons from the CXO Seat: Accelerate Growth Through Experience, Brand & Bold Decisions

In this candid and energizing keynote, Todd Unger, Chief Experience Officer at the American Medical Association, pulls back the curtain on what it really takes to lead experience at scale. Drawing from his latest book and over a decade at the intersection of marketing, CX, and digital transformation, Todd will share the 10 biggest lessons learned in building an award-winning CX practice that drives results.

From eliminating friction and aligning CX with marketing, to harnessing AI to accelerate the "10-second customer journey," this session will leave leaders rethinking how they show up—for their customers, teams, and organizations.

Key Takeaways:

- Redefining the CXO role as a growth architect
- Creating alignment across CX, marketing, product, and tech
- Using AI to cut friction, not connection
- Building a culture of customer-centric decision-making

Bonus: Stick around for a special book signing with Todd immediately following the session!

Todd Unger
CXO & SVP, Marketing & Member Experience
American Medical Association

BONUS:
Stick around for a special book signing with Todd immediately following the session!
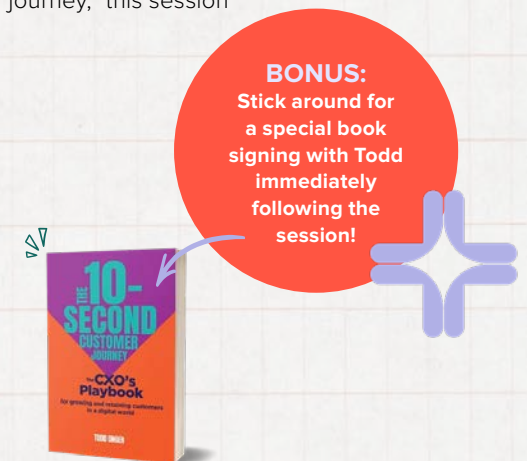
9:15 AM

Networking Break + Book Signing | Twists & Treats

One last sweet (and salty) send-off! Fuel up with fun snacks and final conversations before heading into the home stretch—plus, stick around for a special book signing with Todd Unger, Chief Experience Officer at the American Medical Association.

Todd will be signing copies of The 10-Second Customer Journey - The CXO's Playbook immediately following his keynote. Don't miss this chance to connect, grab a signed copy, and keep the inspiration going!

9:45 AM

Business Meetings

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DAY 3 | **FRIDAY, SEPTEMBER 26, 2025**

10:45 AM | **Comfort Break**

11:00 AM | DEEP DIVE DISCUSSION WITH CCW DIGITAL | **The AI Transformation: Are We Ignoring The Customer?**

Conversation about the AI transformation is unavoidable, and it is not just empty rhetoric. Nearly 99% of CX leaders say they are maintaining or increasing investment levels in 2025.

But as our community relentlessly discusses the promise of AI, is it neglecting the most important voice – that of the customer? New research says yes, with a large number of customers expressing significant concern about what AI means for the future of brand interactions.

What are these concerns? More importantly, how can we successfully mitigate those issues and pursue AI in a way that will improve efficiency and customer centricity? As we conclude the CXO Exchange, join this interactive, research-driven session that will provide the answers.

Topics include:

- What customers want: the surprising (and not-so-surprising) findings from our consumer preferences survey
- AI scorecard: what is and is not working about customer-facing AI
- Bot vs. agent: how can you balance the two in a customer-centric way
- Risk revision: the concerns that truly matter as you design your CX AI strategy
- AI fails: examples of AI that went wrong (and what brands could have done instead)

Brooke Lynch
Divisional Director of Digital
Customer Management Practice

12:00 PM | **Exchange Concludes**

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REGAL	SecureLogix	sinch	talkdesk	TPG powered by anna
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"It was a great opportunity to connect with colleagues and vendors. I spent some time chatting with some exceptional vendors where I think we can create some alignment around their product and what PM Pediatrics is trying to do to improve the Patient Experience for our patients and families across our sites."

- Patient Experience Officer & Director of Employee Learning and Development, **PM Pediatrics**

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