

SEPTEMBER 24 – 26, 2025



LEADING ACCESS FORWARD



*HUMAN-CENTERED INNOVATION.
TECH WITH PURPOSE.*

CHICAGO, IL

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CCW CUSTOMER
CONTACT WEEK
EXECUTIVE EXCHANGE
HEALTHCARE™



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



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."

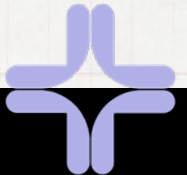
- Director of Patient Experience, **Mayo Clinic**



WHO WILL BE JOINING YOU?



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

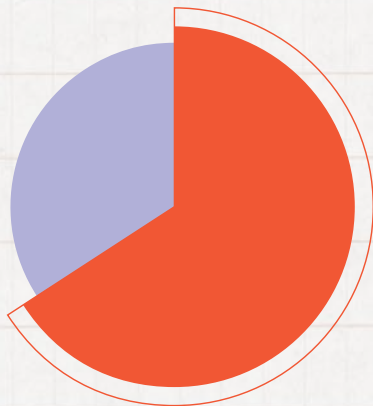


Directly controls or influences budgetary decisions



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

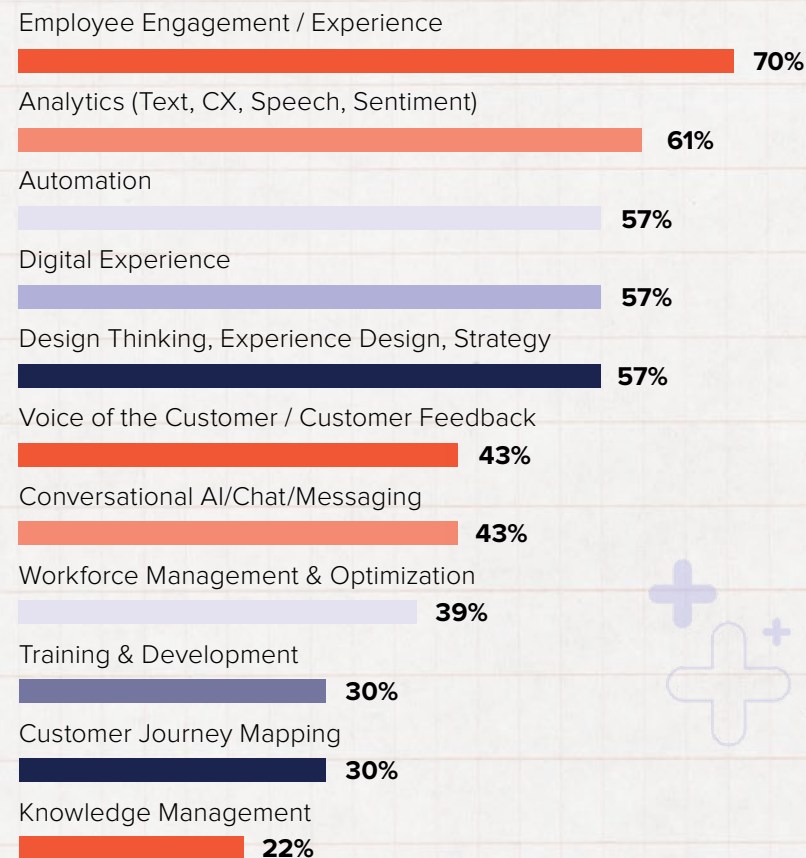
Member Engagement
Member Enrollment & Eligibility
Member Services
Operations
Patient & Family Partner
Patient Access
Patient Analytics & Insight
Patient Care Services
Patient Experience
Patient Relations
Payer Partnerships
Population Health
Provider Partnerships
Service Excellence
Technology Innovation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

WHO WILL BE JOINING YOU?

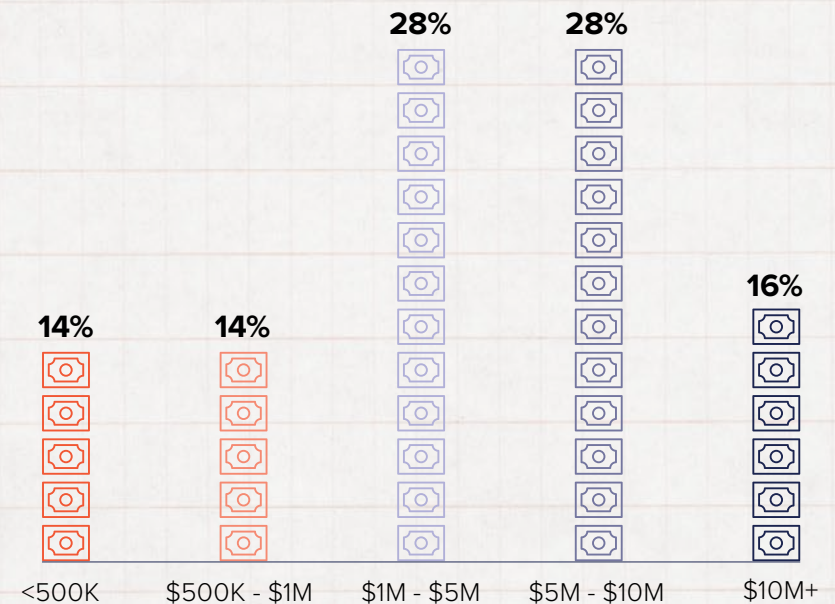


Share insights, benchmark strategies, and uncover actionable solutions tailored to the complex demands of CX leadership.

TOP INVESTMENT PRIORITIES IN 2025



INVESTMENT BUDGETS



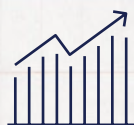
PROGRAM THEMES

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.



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

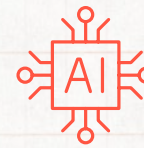


Customer analytics and real-time agent assist tools are critical for delivering personalized, predictive service at scale.



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.



MEET OUR INDUSTRY EXPERTS & INNOVATORS



Leaders moving the needle forward.



Taryn Risucci
Chief Sales & Distribution Officer,
Individual Markets
UnitedHealthcare



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



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



Maribeth Duggins
Director, Customer Insights and
Change Management
McKesson



Jasmine Garcia
Director of Quality Support
UCLA Health



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



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



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



Vivek Goel
Chief AI Strategist & CEO
Wellness Connection



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



MEET OUR INDUSTRY EXPERTS & INNOVATORS



Leaders moving the needle forward.



Jaysa Boyer
Head, Employer Engagement
Ultimate Medical Academy



Lisa DeFalco
CEO & Founder
TPG Inc.



Jay Arthur
Vice President of Sales
Liveops



Dr. Tiffany Cotterman PhD
Vice President of Customer
Experience
Clear Harbor



Paulina Kaminski
Value Creation Lead,
Strategy & Operations
Innovaccer



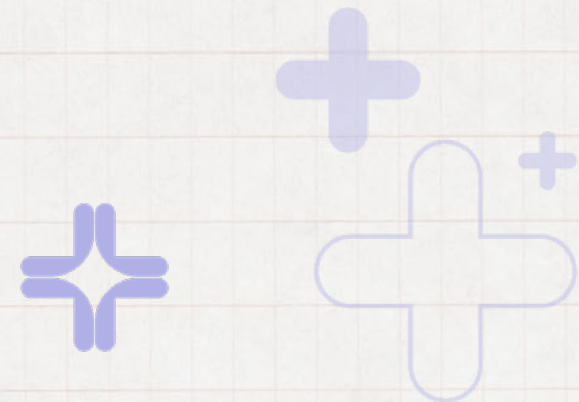
Roni Jamesmeyer
Senior Product Marketing Manager
Five9



Sandy Ko Fonseca
Founder & Principal
CCWomen



Brooke Lynch
Divisional Director
of Digital
Customer Management Practice



2025 CCW ADVISORY BOARD



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



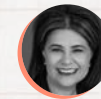
Gadi Shamia
CEO
Replicant



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

SNAPSHOT AGENDA

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	EXPERT INSIGHTS PANEL
3:30 PM	NETWORKING BREAK
4:00 PM	BUSINESS MEETINGS
5:30 PM	THINK TANKS
6:15 PM	MEET & GREET EVENING RECEPTION

DAY 2

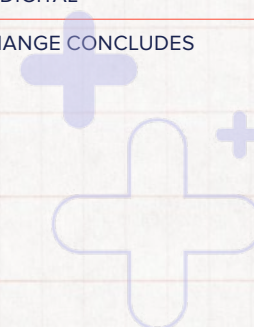
THURSDAY, SEPTEMBER 25

7:30 AM	RISE & SHINE BREAKFAST
7:50 AM	CHAIRPERSON'S OPENING REMARKS
8:00 AM	FIRESIDE CHAT
8:30 AM	PANEL
9:00 AM	KEYNOTE CASE STUDY
9:30 AM	BUSINESS MEETINGS
11:00 AM	NETWORKING BREAK
11:30 AM	MAINSTAGE
12:00 PM	NETWORKING LUNCH & LEARN
1:00 PM	THINK TANKS
1:45 PM	BUSINESS MEETINGS
3:15 PM	NETWORKING BREAK
3:45 PM	KEYNOTE CASE STUDY
4:15 PM	QUICKFIRE SPOTLIGHT
4:45 PM	WORKSHOP
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.

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



FULL PROGRAM

DAY 1 | WEDNESDAY, SEPTEMBER 24, 2025



12:30 PM **Business Meetings**

2:00 PM **Comfort Break**

2:15 PM **MASTERCLASSES A B**

A 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.

B The AI Inflection Point: Turning Innovation into Impact

In this session, we'll cut through the AI noise and focus on what's really happening today: what analysts are predicting, where companies are seeing results, and how AI is reshaping key performance metrics. You'll hear how industries from healthcare to retail are using AI to automate routine interactions, reduce operational costs, and free up staff for higher-value work. We'll take a look at the call center KPIs of tomorrow and share practical insights on what it takes to drive measurable outcomes in your organization.



Roni Jamesmeyer
Senior Product Marketing Manager
Five9

FULL PROGRAM

DAY 1 | WEDNESDAY, SEPTEMBER 24, 2025



2:45 PM EXPERT INSIGHTS PANEL | **Transforming Patient Access Through CCaaS: Insights Across the Journey**

Implementing a cloud contact center (CCaaS) in healthcare is about more than technology—it's a strategic opportunity to redefine how patients access care. In this session, leaders at different stages of the CCaaS journey will share their experiences, from shaping early-stage adoption to measuring the impact of fully implemented systems.

Key Focus Areas:

- Defining a patient-access vision and aligning it with organizational goals
- Sourcing & partnering effectively with technology vendors and service providers
- Overcoming operational and cultural challenges during adoption
- Leveraging data to drive measurable improvements in patient experience and contact center performance

Whether you're exploring CCaaS, implementing it, or optimizing a live system, this session offers actionable guidance for delivering better access, outcomes, and experiences.



Rachel Papka
Chief Innovation Officer
Steinberg Diagnostic Medical Imaging (SDMI)



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



Jasmine Garcia
Director of Quality
UCLA Health



MODERATOR: Brooke Lynch
Divisional Director of Digital
Customer Management Practice

3:30 PM **Networking Break**

4:00 PM **Business Meetings**

FULL PROGRAM

DAY 1 | WEDNESDAY, SEPTEMBER 24, 2025



5:30 PM

THINK TANKS **A** **B**

A How to Leverage AI to Achieve the Quintuple Goal in Healthcare

The Quintuple Goal in Healthcare is often used as a high level north star by healthcare organizations. How can patient engagement technologies such as Amazon Connect be used to achieve those goals? This session will provide an opportunity to learn from Amazon, who strives to be the world's most customer obsessed company. There will also be an opportunity for attendees to discuss the patient engagement challenges and how it trickles down to each of these north star quintuple goals.



B Scaling Smarter: Flexible Customer Service Strategies in Healthcare

Healthcare organizations face unique challenges when it comes to patient and member support—fluctuating demand during open enrollment, seasonal surges, and unpredictable call spikes tied to regulatory changes or public health events. Balancing cost efficiency, compliance, and high-touch care is no small task. This session explores how flexible staffing, precision scheduling, and innovative sourcing models can help healthcare leaders maintain patient trust, improve outcomes, and manage variability without sacrificing quality.

Takeaways:

- How leading healthcare organizations are addressing spikes in patient/member support demand
- Ways to leverage flexible, on-demand staffing models while safeguarding compliance and quality
- The role of technology in aligning coverage with real-time patient needs
- Strategies to improve patient satisfaction and reduce operational costs simultaneously



Jay Arthur
Vice President of Sales

Liveops



6:15 PM

Meet & Greet Evening Reception

FULL PROGRAM

DAY 2 | THURSDAY, SEPTEMBER 25, 2025



7:30 AM **Rise & Shine Breakfast**

7:50 AM **Chairperson's Opening Remarks**

8:00 AM **OPTUM 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

8:30 AM **EXPERT PANEL | From Data to Design: Transforming Patient Insights into Experience Design**

Surveys, interviews, and advisory councils capture valuable perspectives from patients, families, staff, and providers. But collecting feedback is only the first step—real impact comes from translating insights into strategies that improve care, equity, and retention. This session brings together leaders who apply both quantitative and qualitative data to reimagine the patient journey and balance organizational goals with the needs of people at every level.

Key Focus Areas:

- Leverage surveys, interviews, and advisory councils to uncover what drives patient, staff, and provider decision-making, loyalty, and trust
- Translate insights into education, equity, and operational strategies that enhance access to care
- Balance experience priorities with resource and financial constraints
- Build tools and frameworks that turn diverse perspectives into consistent, measurable outcomes

Whether your organization is refining feedback programs or developing new strategies, this session will offer practical approaches for leveraging the full spectrum of voice to drive improved care outcomes, strengthen trust, and optimize retention.



Maribeth Duggins
Director, Customer Insights and Change Management
McKesson



Vivek Goel
Chief AI Strategist & CEO
Wellness Connection



MODERATOR: Brooke Lynch
Divisional Director of Digital
Customer Management Practice

FULL PROGRAM

DAY 2 | THURSDAY, SEPTEMBER 25, 2025



9:00 AM

Effortless Learning, Effortless Care: Raising the Bar on Healthcare Service Delivery

In healthcare, every frontline interaction directly impacts the patient experience. Clear Harbor has redefined what it means to partner with a service provider by embedding a proven, brain-based learning framework into the way we train and develop our agents. This approach, grounded in the science of learning, ensures that agents consistently deliver patient-centered care that enhances outcomes and strengthens brand trust.

In this engaging session, Dr. Tiffany Cotterman, Vice President of Customer Experience at Clear Harbor, will share how this science-driven training model builds capable, confident agents who provide seamless, high-quality service for healthcare organizations. Attendees will see how effortless learning leads to consistent performance, making it possible to deliver an effortless patient experience at scale.

Key takeaways:

- Why effortless patient care begins with effortless agent learning
- How brain-based strategies maximize learning, retention, and consistent performance
- How Clear Harbor's training approach raises the bar on healthcare service delivery



Dr. Tiffany Cotterman
Vice President of Customer Experience
Clear Harbor

9:30 AM

Business Meetings

11:00 AM

Networking Break

11:30 AM

From Conversations to Clarity: Transforming Healthcare Customer Experience Through Intelligent Conversational Analytics

Lisa DeFalco, Founder and CEO of TPG Inc., and Taryn Risucci, Chief Sales & Distribution Officer, Individual Markets at UnitedHealthcare, will be diving into how Anna® is helping healthcare organizations raise CSAT, NPS, and revenue by listening to 100% of interactions and turning insights into action.

This session will showcase real-world implementations and the measurable business impact of comprehensive interaction monitoring in healthcare organizations.



Taryn Risucci
Chief Sales & Distribution Officer, Individual Markets
UnitedHealthcare



Lisa DeFalco
Founder and CEO
TPG Inc.

12:00 PM

Networking Lunch & Learn

FULL PROGRAM

DAY 2 | THURSDAY, SEPTEMBER 25, 2025



1:00 PM

THINK TANKS **A** **B**

A Solid Foundations: Laying the Groundwork for Access Transformation

When it comes to redesigning access, the first step can be one of the hardest. Jessica McAllister has led turnaround work across multiple health systems, improving scheduling, call center performance, and digital access. The secret isn't a massive overhaul all at once, but a disciplined approach to prioritization, scaling, and hands-on improvement that builds momentum.

Take away a practical framework for evaluating, prioritizing, and sequencing access initiatives, along with actionable insights to kickstart transformation and scale success.

Session Focuses:

- A framework for identifying which access initiatives to tackle first.
- Practical insights into what early-stage, ground-level transformation really looks like.
- Guidance on how to balance quick wins with long-term scalability.
- An open discussion space to compare challenges across different system sizes and maturity levels.



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

B 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

FULL PROGRAM

DAY 2 | THURSDAY, SEPTEMBER 25, 2025



3:45 PM

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.

Strategies:

- 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

4:15 PM

QUICKFIRE SPOTLIGHT | 2 Stories, 20 Minutes, Real Result

In this fast-paced, TED-style session, two solution providers each take the stage for a sharp, 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.



Paulina Kaminski
Value Creation Lead, Strategy & Operations
Innovaccer



4:45 PM

LEADERSHIP LAB | Empowering the Future: Strategies for Employee Engagement, Career Workforce Development, and Generational Learning

Join us to explore innovative strategies to drive employee engagement, foster workforce development and enhance learning within organizations. The goal is to gain practical insights into creating a culture of continuous improvement, developing effective training programs, building a career architecture plan, and implementing engagement initiatives that both inspire and retain talent.



Jaysa Boyer
Head of Employer Engagement
Ultimate Medical Academy



Dorian Pierce
Director Clinical Services
Washington University School of Medicine

5:30 PM

Encore! House of Blues Reception

Keep it easy, breezy, and bluesy with smooth connections, apps + drinks, and some Chicago soul in one of the city's most iconic venues.

FULL PROGRAM

DAY 3 | FRIDAY, SEPTEMBER 26, 2025



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



FULL PROGRAM

DAY 3 | FRIDAY, SEPTEMBER 26, 2025



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.

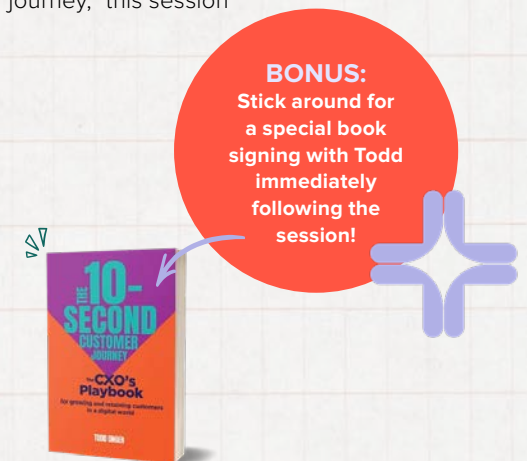
Key Takeaways:

- 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



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



FULL PROGRAM

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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 CCW Healthcare 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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"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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