

CEO HEALTHCARE ROUNDTABLE - WEBINAR

“AI is Disrupting Healthcare: Do You Have an Effective Strategy?”

The unprecedented disruptions being created by Artificial/Augmented Intelligence (AI) are the hottest topics currently driving discussions in nearly all major industries, most importantly our healthcare organizations. Please join us for a timely presentation and discussion highlighting:

- AI's potential impact as a “disrupter” in your organization with some practical solutions for utilizing this powerful new technology
- Hearing from three experts on AI
- Seeing examples of a clinical application of AI that is being used to support caregivers in accessing more detailed, meaningful information from patients to improve diagnosis and treatment
- Discussing how we can use AI to tackle the ever-growing problem of recruitment and engagement of our staff

Steven Charlap, MD, MBA, a serial medical entrepreneur, Dr. Charlap's latest endeavor, SOAP Health, was born out of tragedy as he lost a brother to a misdiagnosed cancer. His mission is to reduce the incidence and burdens of misdiagnosis, arguably the number one cause of death in the US. SOAP Health has developed, patented, and clinically validated a conversational and generative AI powered SaaS application that improves the collection of more accurate, truthful, and comprehensive subjective patient data, performs a market leading risk and symptom assessment, and creates an easy to read, edit and integrate medical note. Dr. Charlap is a noted speaker, author, and mentor. He received his MD from New York University of Medicine, trained as a surgeon, received his MBA from Harvard Business School, and was a Stanford Fellow, Researcher, and Publisher. Click [in](#) for more info.

Recognizing the importance and impact of this presentation, please feel free to invite other members of your executive team to join you for this timely presentation and discussion.

FEBRUARY 14, 2024

3:00 – 4:30PM EST

Presenters



Ron Rerko - Moderator
Managing Partner, ONIX
Director of Healthcare & Life Sciences



Steven Charlap, MD, MBA
Founder & CEO
SOAP



Tom Hileman
Managing Partner
Global Prairie



CEO Healthcare
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Tom Hileman, Managing Partner for Global Prairie, a purpose driven marketing and strategy firm with expertise in the creative, marketing, management and healthcare fields. Previously, Tom was the CEO and founder of Hileman Group, an award-winning healthcare marketing technology agency delivering high tech and data driven marketing solutions for leading organizations nationwide. The Hileman Group merged with Global Prairie in January of 2023. Tom brings more than 25 years of experience as a multi-industry expert in leveraging strategic insights for measurable engagement, business growth and success. Tom has spoken at Healthcare Marketing & Physician Strategies Summit (HMPSS), Society for Healthcare Strategy & Market Development (SHSMD), HealthCare Internet Conference (HCIC), Adobe, and other healthcare and technology events. Click [in](#) for more info.

Ron Rerko, Director of Healthcare & Life Sciences at Onix, who presented at the recent CEO Healthcare Roundtable in October, will be sharing his observations and insights based on Tom Hileman's and Dr. Charlap's presentations, as well as from his experience working with Google Cloud (GCP) and Amazon Web Services (AWS). Ron's responsibilities at ONIX include working to provide hospitals, healthcare companies, biotech and payers with innovative cloud-based solutions such as Generative AI to solve their business and/or clinical care challenges. Ron has 35+ years of healthcare experience providing leadership to teams at Onix, the Cleveland Clinic, Recuro Health, VA Medical Center and Howard Hughes Medical Institute. Ron has also served as a frequent subject matter expert consultant for national and international initiatives covering Healthcare Strategy & Business Development, Clinical Operations, Digital Health and Emerging new models in Healthcare. Click [in](#) for more info.

We are pleased to be offering this program to existing CEO Healthcare Roundtable Members as well as individuals and organizations considering becoming a member of the CEO Healthcare Roundtable.

Please contact Alexis Matic today at alexis@healthcareroundtable.com to reserve your spot and to receive your Zoom invitation. If you have any questions, please contact Alexis at the above email.



CEO Healthcare ROUNDTABLE



**Next Scheduled
In-Person Meeting**

March 20 – 22, 2024

Resort at McCormick Ranch

7700 East McCormick Pkwy
Scottsdale, AZ 85258

There is still time to register for the meeting and to reserve your discounted hotel room. Please contact Alexis at:
alexis@healthcareroundtable.com
for more information.

Marty Hauser

Director & Facilitator
CEO Healthcare Roundtable

Alexis Matic

President
The Healthcare Roundtable

www.CEOHealthcareRoundtable.com

We hope you will be able to join us on!