

SPEAKER BIOS

NICHOLAS WEBB

Founder and CEO, LeaderLogic

Nicholas Webb is a world-renowned healthcare strategist, CEO and innovator. As an inventor, Nicholas invented one of the first wearable technologies nearly 20 years ago. His other technologies include one of the world's smallest medical implants. He has been awarded over 40 patents by the US Patent and Trademark Office for a wide range of cutting-edge technologies. Nicholas is the author of several bestselling books including, *The Innovation Playbook*, *The Digital Innovation Playbook* and *Invent Stuff*. His five-star rated book, *What Customers Crave* was listed as Mashable's top 25 marketing books for 2017 and LinkedIn's top summer read.

As a Management Consultant, he works with some of the top brands in the world to help them lead their market in Strategy, Patient Experience (PX), Technology and Innovation. Nicholas was awarded his Doctorate of Humane Letters (hon.) for his contributions in healthcare. Additionally, he serves as an Adjunct Professor and Director of the Center for Innovation at Western U, a Top Southern California Medical School.



MARTIN MAKARY, MD, MPH

New York Times Bestselling Author

Johns Hopkins Surgeon and Professor of Health Policy

Dr. Makary is a New York Times bestselling author and Johns Hopkins surgeon. His book, *The Price We Pay*, has been described as “A must-read for every American” by Steve Forbes and “a deep dive into the real issues driving up the price of health care” by Don Berwick. Makary is frequent medical expert on NBC and FOX News and is a leading voice for physicians, writing for *The Wall Street Journal* and *USA Today*.

Dr. Makary was the lead author of the first publications on The Surgical Checklist and later served in leadership with Atul Gawande on the World Health Organization Surgery Checklist project. Makary has published over 250 scientific articles, including articles on organizational culture, vulnerable populations, and opioid prescribing guidelines. As a gastrointestinal surgeon, he is also an advocate for healthy foods and lifestyle medicine.



Dr. Makary has been elected to the National Academy of Medicine and named one of America’s 20 most influential people in health care by *Health Leaders Magazine*. Dr. Makary speaks frequently on the future of health care and what it means for everyday Americans, business leaders, and health care professionals. His current research focuses on the appropriateness of medical care, health care costs, drug prices and low-income populations. His book, *Unaccountable*, was turned into the hit TV medical series *The Resident*, and his newest book, *The Price We Pay*, tells the stories of health care’s disruptive innovators and the new movement to restore medicine to its mission.

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CHRIS GIBBONS, MD, MPH

Founder and CEO

The Greystone Group, Inc.

Dr. Gibbons is the Founder and CEO of The Greystone Group, a digital health research, innovation and strategy consulting firm. Greystone has unparalleled strength in health sector ecosystem visioning & design, health innovation, diversity populations and emerging health sector revenue models. Greystone helps public and private sector clients uncover unrecognized insights that drive disruptive innovation, capture new digital health revenue opportunities and improve population health.

Dr. Gibbons is also the Chief Health Innovation Adviser at the Federal Communications Commission's Connect2Health Task Force, an Assistant professor at Johns Hopkins and a Visiting Professor at Duke University Schools of Medicine.

Previously Dr. Gibbons was an Associate Director of the Johns Hopkins Urban Health Institute, and an Assistant Professor of Medicine, Public Health and Health Informatics at Johns Hopkins University. Dr. Gibbons has authored over 75 research manuscripts, monographs, books, book chapters and technical reports. He obtained his medical degree from the University of Alabama and then completed a federal health policy fellowship at CMS as well as a residency in Preventive Medicine, a basic science research fellowship and a Master of Public Health degree all from Johns Hopkins.



JAMES E. ORLIKOFF
President
Orlikoff & Associates, Inc.

James E. Orlikoff is president of Orlikoff & Associates, Inc., a consulting firm specializing in health care governance and leadership, strategy, quality, patient safety, and organizational development. He is the National Advisor on Governance and Leadership to the American Hospital Association and Health Forum. He was named one of the 100 most powerful people in healthcare in the inaugural list by *Modern Healthcare* magazine.

Mr. Orlikoff has been involved in leadership, quality, and strategy issues for over forty years. He has consulted with hospitals and systems in twelve countries, and since 1985 has worked with hospital and system governing boards to strengthen their overall effectiveness and their oversight of strategy and quality. He has worked extensively on improving the relationships between boards, medical staffs, and management. He has written

fifteen books and over 100 articles and has served on hospital, college, and civic boards. He is currently a member of the St. Charles Health System board in Bend, OR; and was the Vice Chair of the Virginia Mason Health System Board in Seattle, WA, and chair of their Governance Committee.

He is an author of the book *Board Work: Governing Health Care Organizations*, which won the ACHE James A. Hamilton Book of the Year award for 2000. He is the primary author of *The Future of Health Care Governance: Redesigning Boards for a New Era*; the primary author of the best selling book *The Board's Role in Quality Care: A Practical Guide For Hospital Trustees*. He is the primary author of *Malpractice Prevention and Liability Control for Hospitals* Second edition. He is also the author of *Quality from the Top: Working with Hospital Governing Boards to Assure Quality Care*.

Mr. Orlikoff received his M.A. in social and organizational psychology from the University of Chicago, and his B.A. from Pitzer College in Claremont, CA.



ROBERT LASZEWSKI

President

Health Policy and Strategy Associates

Bob had twenty years of experience in the insurance industry, serving as a chief operating officer for nine of those years, before beginning his Washington DC policy and market consulting business in 1992. He has participated extensively in the nation's health care debate and has been a regular contributor on the issue for a number of the national television and radio networks as well as major newspapers and trade journals.

Bob is quoted regularly in major newspapers and websites including *The Wall Street Journal*, *Washington Post*, *New York Times*, *USA Today*, *Huffington Post*, and *The Los Angeles Times* as well as in numerous Associated Press and Reuter's articles. He appears regularly on The CBS Evening News, The NBC Evening News, PBS NewsHour, Fox News, CNN, CNBC, MSNBC, CBS Radio, and National Public Radio. His expertise continues to be sought by the national media as the nation's health care debate continues and the market evolves.



His Blog, *Health Care Policy and Marketplace Review* (<http://healthpolicyandmarket.blogspot.com/>), is also quoted widely in the national media and has had readers in the millions as well as referred to as a “must read” source of information for health policy and marketplace developments.

He has also participated globally having chaired two international meetings in Washington, DC on the issue of international prescription drug pricing and the use of medical technology in Europe compared to the U.S. His marketplace practice concentrates on how health insurance companies, HMOs, Blue Cross plans, pharmaceutical companies, and provider organizations come to grips with market and policy change.

Bob combines a unique blend of 20 years of “inside the Beltway” experience with 20 years of operational experience having run a health insurance business.





NATHAN S. KAUFMAN
Managing Director
Kaufman Strategic Advisors, LLC

Nathan Kaufman is Managing Director and founder of Kaufman Strategic Advisors, LLC, an established San Diego-based consulting company. With over 40 years of experience as a strategist, executive and negotiator, Nate is considered one of the nation's healthcare industry experts. He is a strategic advisor to healthcare executives, boards, physician groups and other healthcare companies. He is known for his practical advice focusing on succeeding in the new post-ACA, MACRA, value-based-risk environment.

In addition he is a seasoned negotiator and has successfully completed hundreds of transactions involving payer contracts, physician compensation, service line development, acquisition/sale of surgicenters and imaging centers, restructuring employed physician groups, and developing clinically integrated networks. This provides Nate with a unique viewpoint since he not only studies industry trends but operates in the 'trenches' which provides him with a deep understanding of the physicians' perspective.

Throughout his career, he has held executive positions in a wide range of healthcare companies, including President and Chief Operating Officer of an imaging center company. He was listed in Modern Healthcare's inaugural 'Class of '87' Up & Comers Yearbook, and "20 years of Rising Young Healthcare Management Talent Class of 87-06," published Sept. 17, 2007. He currently serves on various advisory and editorial boards; was Executive in Residence and HSI Advisory Board member at Georgia Tech Health Systems Institute. His educational credentials include an M.S. in Health Systems from the Georgia Institute of Technology and a B.Sc. in Psychology from Emory University in Atlanta, Georgia.

MATT TRAUB
Founder & CEO
Traub Hospitality

Matt Traub is the Founder and CEO of Traub Hospitality, a premier consulting and training firm. Matt's expertise in luxury hospitality led him to create an organization where he can help companies become the preeminent service culture leaders in their respected industries.

Matt has extensive experience in the luxury hospitality industry, having worked for the some of the most respected and prestigious companies in the world over a span of 20 years. Much of his early career was spent in upper management with Four Seasons Hotels and Resorts, where he led operations and sales teams in multiple Five Star properties such as Four Seasons Resort and Club Dallas, Four Seasons Resort Jackson Hole, Four Seasons Hotel Chicago and the Ritz-Carlton Hotel Chicago.



He played a significant role among his peers to be rewarded accolades such as AAA Five Diamond Resort, Forbes Five Star Hotel and Resort, *Travel + Leisure* "Top Business Hotel", *Travel + Leisure* "World's Best Hotels" and "World's Best Service", *Conde Nast Traveler* "Gold List, World's Best Hotels and Resorts", and countless other services awards. Additional experience with luxury hospitality companies includes Starwood Hotels & Resorts, Norwegian Cruise Lines, and Club Mediterranee.

Matt learned very early on that businesses would thrive if there was a customer-centric business model, as well as an employee-centric company culture. If either of these two were not strong, the adverse effects would ultimately be seen in the bottom line.

Traub Hospitality, LLC is a consulting firm uniquely equipped to provide luxury hospitality and company culture training to a wide variety of participants and industries. The company has successfully created and delivered strategies, learning and development programs and business solutions to a multitude of clients around the United States - partnering with Ford Motor Company, Lincoln Motor Company, Cardinal Health, Neiman Marcus Group, Southern Methodist University, Keller Williams Realty, American Honda, Acura and others. Trainers and Consultants bring real world expertise and experience from some of the most prestigious and customer-centric companies in the world including Four Seasons Hotels and Resorts, Nordstrom, Ritz Carlton and others.

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