

HURON

What's Right in Health Care®

From Pressure to Progress

Growth, Access & Physician Enterprise Leadership Track Agenda

Designed for executives leading ambulatory, physician enterprise, and growth initiatives, this track explores access, service line optimization, physician alignment, and data-driven strategies to accelerate growth and performance.

Day 1, August 4, 2026

7 - 8:30 a.m.	Breakfast and Badge Pick-Up
8:30 - 9:45 a.m.	General Session Conference Kickoff: Welcome and Opening Remarks Keynote: Transforming Lives: The Heart and Soul of Health CareSM <i>Allison Massari, Top Healthcare Keynote Speaker, Executive Coach, Celebrated Artist, Burn Survivor</i>
9:45 - 10 a.m.	15-Minute Break (Transition to Focused Tracks)
10 a.m. - Noon	Welcome and Introductions Using AI and Data to Transform Access and Unlock Growth Potential <i>This session explores how data, digital capabilities, and AI are reshaping growth strategies and helping organizations better understand consumers, markets, and access opportunities.</i> Roundtable Discussion: AI in Action <i>Participants will explore practical applications of AI to improve access, reduce friction, and support growth.</i> Peer Benchmarking: AI Today and Tomorrow <i>An interactive discussion designed to surface emerging trends, lessons learned, and executive perspectives on where AI is creating value today and where future opportunities may emerge.</i>
Noon - 1 p.m.	Lunch
1 - 2:15 p.m.	Access and Patient Engagement Managed Services <i>This session explores how managed services can help organizations scale access, improve patient engagement, and create operational flexibility while supporting long-term growth objectives.</i> Roundtable Discussion: Rethinking the Access Operating Model <i>Participants will discuss how organizations are balancing internal capabilities, external partnerships, automation, and AI to build sustainable and scalable access operations.</i>
2:15 - 2:30 p.m.	15-Minute Break
2:30 - 4 p.m.	Building a Foundation for Transformational Change <i>This session explores the foundational capabilities, leadership approaches, and organizational conditions required to successfully translate strategy into sustainable transformation through both a presentation and a health system executive panel.</i> Roundtable Discussion: Turning Strategy into Action <i>Participants will reflect on their own transformation priorities, identify barriers to progress, and explore practical actions to advance access and growth initiatives.</i> Commitments and Close
4 - 6 p.m.	Networking Reception in the Foyer