



VIRTUAL | JAN. 19-20, 2021  
**Cumulative Advantage**

# DAY 1 - JAN. 19

## KEY NOTE

- *Larry Benz (CEO / President, Confluent Health)*

## ROLE OF THE MARKETER 2021

- *Kim Mascaro (EVP, Business Development and Marketing, Confluent Health)*

## PHYSICIAN RELATIONS

Physician and Patient Insights

- *Nicole Wadell (Director of Marketing | Systems, Partner Insights & Analytics, Confluent Health)*

Programs and Development

- *Kelsey Magnine (Director of Marketing | Programs, Initiatives & Partner Strategy, Confluent Health)*

Digital Physician Relationships

- *Debe Wentworth (Marketing Director, TexPTS)*

- *Amy Lee (Marketing Director, PTC)*

## DIRECT-TO-CONSUMER UPDATE

- *Betsy Appleton (Director of Digital, PR & Communications, Confluent Health)*

# DAY 2 - JAN. 20

## MARKETING IS EVERYONE'S JOB

Best Practices for Collaborating with your CEO

- *Daphne Scott (Chief Culture Officer, Confluent Health)*

Clinic Director/PT Collaboration

- *Cindy Moody (Marketing Director, ProActive PTS)*

Patient Care Coordinators Training

- *Robert Mil (Marketing Director, TexPTS)*

## BREAKOUT SESSIONS

CEOs without Marketing Teams

- *Bridgit Finley (Vice President, Confluent Health)*

- *Kelsey Magnine (Director of Marketing | Programs, Initiatives & Partner Strategy, Confluent Health)*

New Partner Marketers

- *Kim Mascaro (EVP, Business Development and Marketing, Confluent Health)*

- *Nicole Wadell (Director of Marketing | Systems, Partner Insights & Analytics, Confluent Health)*

Legacy Partner Marketers

- *Debe Wentworth (Marketing Director, TexPTS)*

- *Betsy Appleton (Director of Digital, PR & Communications, Confluent Health)*

## WRAP UP AND NEXT STEPS