

Speaker



Anthony Shop
Chief Strategy Officer, **Social Driver**
Chairman, **National Digital Roundtable**



From Chief Executive to Chief Influencer:

How Patient Advocates Can Drive Impact Today

Anthony Shop Co-Founder & Chief Strategy Officer
anthony@socialdriver.com | @afshop

SOCIAL DRIVER

Washington, DC Bellingham, WA
Kansas City, MO Chicago, IL
Detroit, MI



 SOCIALDRIVER



BREAKING NEWS

YOUR LOGO CAN'T STAND IN FOR A PERSON

The CNN logo in red and white, with the time "8:35 PM PT" displayed below it.

DON LEMON







I want to promote a cause.

I'm looking to advance my career.

I want to see and be seen.

I need a few days off from my family

I want to learn best practices.

I want to stay informed about my industry.

I want to meet the reporters.

I'm looking to do business.

I want to see my conference friends

I have news to share.





90 million LinkedIn users are senior-level influencers.
65 million are in decision-making roles.





ROLODEX

23

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A










LinkedIn – the most trusted social network

1.	 LinkedIn
Security	1
Legitimacy	1
Community	1
Ad Relevance	3
Ad Experience	1

2021 DIGITAL TRUST SCORECARD

How does each social media platform rank on each pillar of trust this year?

Platforms appear in numerical order of their overall rank

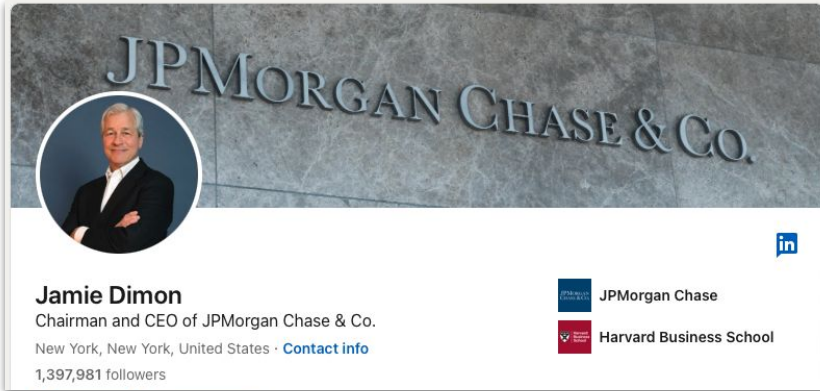
1.	 LinkedIn	2.	 Pinterest	3.	 Instagram
Security	1	Security	2	Security	5
Legitimacy	1	Legitimacy	2	Legitimacy	5
Community	1	Community	2	Community	3
Ad Relevance	3	Ad Relevance	2	Ad Relevance	1
Ad Experience	1	Ad Experience	2	Ad Experience	6
4.	 Reddit	5.	 Snapchat	6.	 TikTok
Security	4	Security	6	Security	7
Legitimacy	4	Legitimacy	3	Legitimacy	6
Community	5	Community	4	Community	7
Ad Relevance	7	Ad Relevance	9	Ad Relevance	8
Ad Experience	3	Ad Experience	4	Ad Experience	5
7.	 YouTube	8.	 Twitter	9.	 Facebook
Security	3	Security	8	Security	9
Legitimacy	7	Legitimacy	8	Legitimacy	9
Community	6	Community	8	Community	9
Ad Relevance	6	Ad Relevance	5	Ad Relevance	4
Ad Experience	9	Ad Experience	7	Ad Experience	8

Note: Facebook n=1,517, Instagram n=1,029, LinkedIn n=541, Pinterest n=685, Reddit n=422, Snapchat n=566, TikTok n=570, Twitter n=756, YouTube n=1,426

THE WALL STREET JOURNAL.



Executives' LinkedIn posts tend to get 8-20x the engagement of their company's accounts


Choose your digital business card

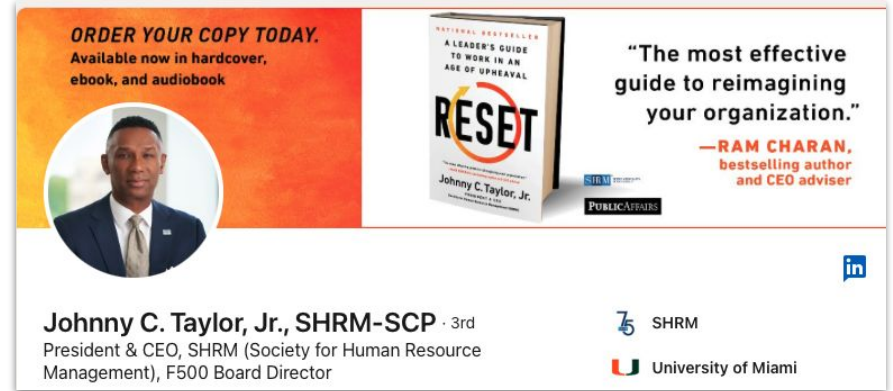


A digital business card for Jamie Dimon. The top half features a circular profile picture of Jamie Dimon on the left and a background image of the JPMorgan Chase & Co. building facade on the right. The bottom half is white with text and logos.

Jamie Dimon
Chairman and CEO of JPMorgan Chase & Co.
New York, New York, United States · [Contact info](#)
1,397,981 followers

 JPMorgan Chase
 Harvard Business School







A digital business card for Johnny C. Taylor, Jr. The top half features a circular profile picture of Johnny C. Taylor, Jr. on the left, a promotional banner for his book 'RESET' in the middle, and a quote from Ram Charan on the right. The bottom half is white with text and logos.


ORDER YOUR COPY TODAY.
Available now in hardcover,
ebook, and audiobook

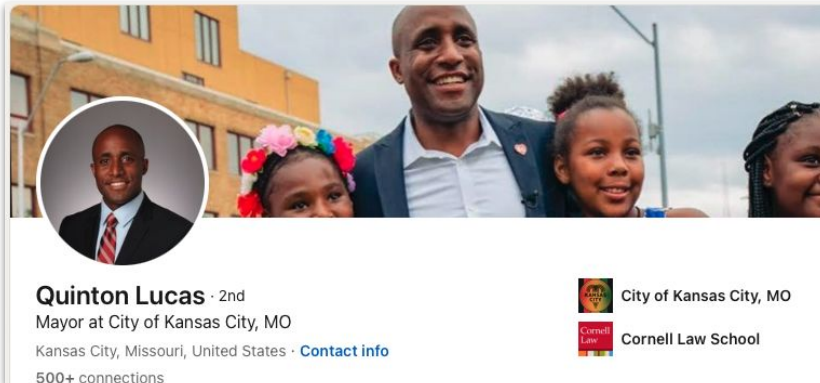
RESET
A LEADER'S GUIDE
TO WORK IN AN
AGE OF UPHEAVAL
Johnny C. Taylor, Jr.

**"The most effective
guide to reimagining
your organization."**
—RAM CHARAN,
bestselling author
and CEO adviser

 SHRM
 University of Miami



Johnny C. Taylor, Jr., SHRM-SCP · 3rd
President & CEO, SHRM (Society for Human Resource
Management), F500 Board Director

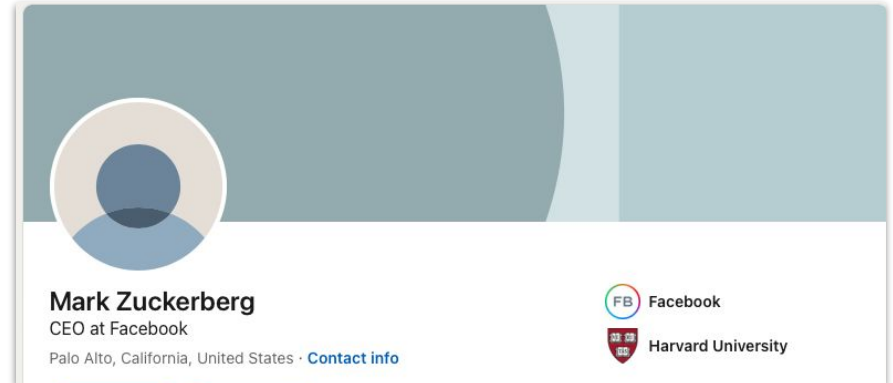




A digital business card for Quinton Lucas. The top half features a circular profile picture of Quinton Lucas on the left and a background image of him with children on the right. The bottom half is white with text and logos.



Quinton Lucas · 2nd
Mayor at City of Kansas City, MO
Kansas City, Missouri, United States · [Contact info](#)
500+ connections

 City of Kansas City, MO
 Cornell Law School



A digital business card for Mark Zuckerberg. The top half features a circular profile picture of Mark Zuckerberg on the left and a background image of a blue and white abstract design on the right. The bottom half is white with text and logos.

Mark Zuckerberg
CEO at Facebook
Palo Alto, California, United States · [Contact info](#)

 Facebook
 Harvard University



Jason Resendez · 2nd
Leveraging policy, advocacy, and research to build health, wealth, and equity for family caregivers.

Talks about #caregiving, #healthequity, #socialjustice, #economicjustice, and #brainhealthequity

Washington, District of Columbia, United States · [Contact info](#)

2,329 followers · 500+ connections

National Alliance for Caregiving

Michael Osso (He/Him) · 2nd
President & CEO at Crohn's & Colitis Foundation
New York City Metropolitan Area · [Contact info](#)
500+ connections

The Wharton School

9 mutual connections: Nate Andorsky, Joff Masukawa, and 7 others



Sue Peschin (She/Her) · 2nd
President & CEO at Alliance for Aging Research

Talks about #healthequity, #healthyaging, #medicarecoverage, and #clinicaldevelopment

Rockville, Maryland, United States · [Contact info](#)

5,392 followers · 500+ connections

Alliance for Aging Research



Donna Cryer (She/Her) · 2nd
Award-winning, Published Patient Advocate, Social Impact Entrepreneur, Moderator/Keynote Speaker on Patient-Engagement in Research, Digital Health, Diversity & Value

Talks about #publichealth and #healthequity

Washington, District of Columbia, United States · [Contact info](#)

6,049 followers · 500+ connections

Global Liver Institute
 Harvard University



Lynnett R. Glass, EMBA, MDiv · 2nd
Chief Operating Officer at Association of Black Cardiologists, Inc.

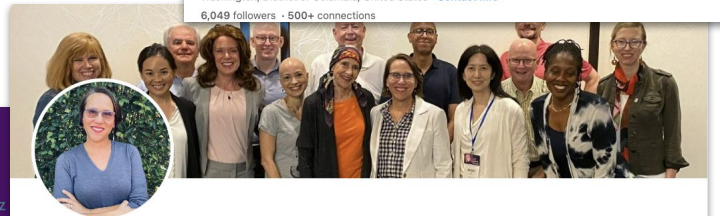
Louisville, Kentucky, United States · [Contact info](#)

500+ connections

Joanne Pike, DrPH · 2nd
President and CEO at Alzheimer's Association®
Austin, Texas, United States · [Contact info](#)
500+ connections

Alzheimer's Association®

University of North Carolina at Chapel Hill



Nicole Friedland · 2nd
Accomplished Nonprofit Leader

Novato, California, United States · [Contact info](#)

500+ connections

National Alopecia Areata Foundation

University of California, Santa Cruz

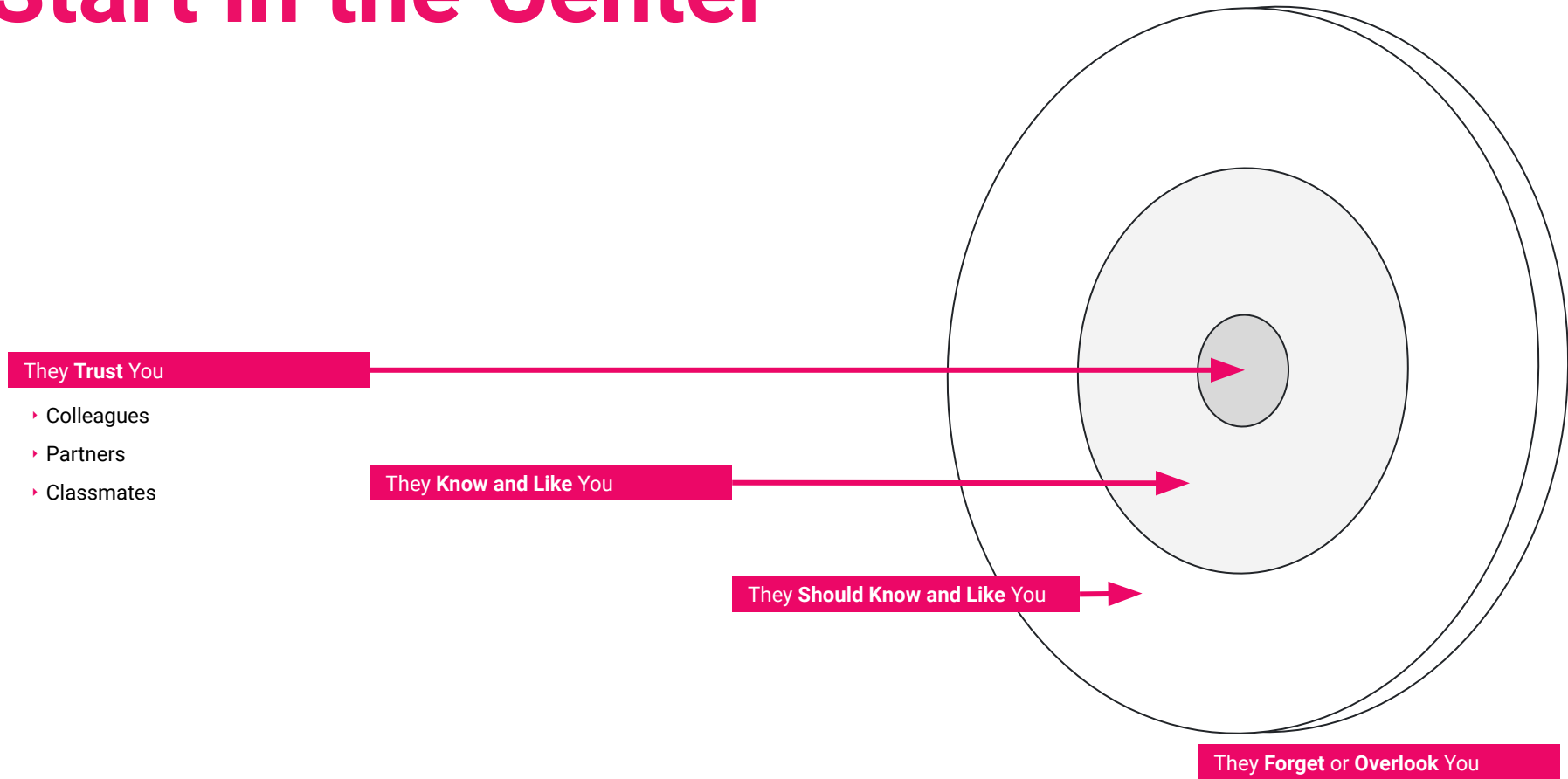


What Makes A Chief Influencer?

Chief Influencers

Start in the Center

Start in the Center





Eric Racine · 2nd
 Vice President & US Country Head, Public Affairs & Patient Advocacy at Sanofi
 New York City Metropolitan Area · [Contact info](#)
 500+ connections



Eric Racine · 2nd
 Vice President & US Country Head, Public Affairs & Pati...
 8mo · 🌐

+ Follow ...

Excited and privileged to join the Board of the National Health Council. NHC brings together more than 140 organizations and businesses across the US health ecosystem to work together on the needs and interests of patients. This approach exemplifies what it takes to make a difference in the lives of patients and caregivers, and I am honored to serve NHC and help advance its patient-centered priorities.



National Health Council
 1,383 followers
 8mo · 🌐

+ Follow

The NHC is pleased to announce the appointment of **Sanofi** Vice President & Head, US Public Affairs & Patient Advocacy **Eric Racine** to the NHC Board of Directors. We appreciate his past work with the NHC and look ...see more

Eric Racine Joins National Health Council Board of Directors - National Health Council

nationalhealthcouncil.org · 2 min read

At its annual membership meeting today, the National Health Council (NHC) electe...

👍👎❤️ 268

51 comments



Tom Lennox · 3rd+
 Executive Director, Market Access Strategic Accounts, Value Acces...
 Congrats Eric!
 Like | Reply



Linda Park, Pharm.D. BCPS (She/Her) · 3rd+
 Clinical Pharmacy Specialist at Detroit Medical Center
 Congratulations!
 Like | Reply



Madonna Amir Abdullah · 3rd+
 Immunology and Rare Disease PSJ Launch
 Congratulations 🎉
 Like | Reply



Kimberly Westrich (She/Her) · 2nd
 Xcenda Biopharmaceutical Value & Access Strategy | Public Speak...
 Congratulations!
 Like | Reply



Marc Yale · 2nd
 Advocacy & Research Coordinator at International Pemphigus Pem...
 Congratulations!
 Like | Reply



Mike Huckman (He/Him) · 2nd
 Real Chemistry, Global Practice Leader, Executive Communications
 Congrats Eric!
 Like | Reply



Andrew Revel · 3rd+
 US Lead, Medical Value & Outcomes
 Congrats Eric!
 Like | Reply



Niven Al-Khouri · 2nd
 GM General Medicines KSA & Gulf Countries | Thought Leader in re...
 Congrats Eric!
 Like | Reply



Shivani Marrero (She/Her) · 3rd+
 Senior Integration Consultant
 Congratulations!! 🎉
 Like | Reply




6 MILLION AMERICANS
are living with Alzheimer's.
SHARE THE FACTS AND JOIN THE FIGHT. #ENDALZ



ALZHEIMER'S ASSOCIATION

Joanne Pike, DrPH · 2nd
President and CEO at Alzheimer's Association®
Austin, Texas, United States · [Contact info](#)
500+ connections



 Alzheimer's Association®
 University of North Carolina at Chapel Hill






Joanne Pike, DrPH · 2nd
President and CEO at Alzheimer's Associati...
1mo · 🌐

[+ Follow](#) ...

Today is my first day as CEO of the Alzheimer's Association and the Alzheimer's Impact Movement. I am honored to take on this role and excited about all that we will accomplish together to ensure people and cor ...see more



   Sarah Clark and 1,661 others

180 comments · 54 reposts



Barb Collura · 2nd
 President/CEO at RESOLVE: The National Infertility Association
 McLean, Virginia, United States · [Contact info](#)
 500+ connections
 7 mutual connections: Michael Hoffman, Anthony LaFauce, and 5 others

[Connect](#) [Message](#) [More](#)

Barb Collura · 2nd
 President/CEO at RESOLVE: The National Infertility Ass...
 9mo · 🌐

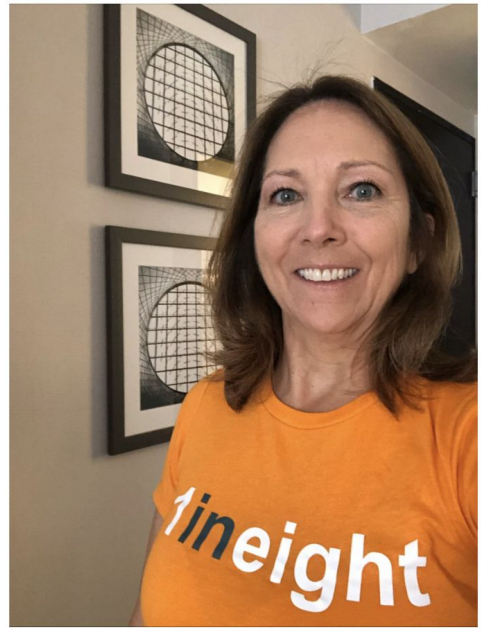
It's here!! Advocacy Day 2022! Sporting my **#Orange** and listening to an inspiring message from Senator Tammy Duckworth, wounded Veteran and IVF Mom to two daughters. We have an incredible group of hundreds of advocates sharing their story and making change happen. Message me if you want to get involved in our state or federal policy work. Thank you ASRM for the partnership on this event. **#WeCanAll #IFAdvocacy #ProFamily #Access2Care RESOLVE: The National Infertility Association American Society for Reproductive Medicine - ASRM Ryan C. Ferrante Lisa Rosenthal Jesse Fiest Joe Cody Sean Tipton**



133 11 comments

Barb Collura · 2nd
 President/CEO at RESOLVE: The National Infertility Ass...
 10mo · 🌐

Today in celebration of National Infertility Awareness Week its Wear Orange Day! Post your photo if you are wearing orange! Let's hear it for the **RESOLVE: The National Infertility Association** Board of Directors - share your orange photo in the Comments and let's all raise awareness together. **#NIAW2022 #WeCanAll** Kevin Hagan Jeff Travers **Elizabeth Grill Lissa Goldenstein Pam Schumann (she/her) Lee Collins Jody Madeira Nichelle P. Dwight Ryan Jason Griffith Eric Widra**



186 20 comments · 1 repost

CHECK IN ON YOUR MENTAL HEALTH.
MHASCREENING.ORG

MHAA

Take a
Mental
Health Test

Click on screening to see if the subject
and answer steps to determine whether
you are experiencing symptoms of a
mental health condition.



Mental Health America

The nation's leading nonprofit dedicated to helping all people live mentally healthier lives.
Non-profit Organizations · Alexandria, VA · 202,010 followers



Schroeder works here · 1,005 employees

1,213

Jennifer Bright reposted this



Mental Health America

201,860 followers

4mo · 🌐

+ Follow

We've just released our annual State of Mental Health in America report, which ranks all 50 states and D.C. based on 15 mental health access and prevalence measures. 🇺🇸

In this report using 2020 data, Wisconsin (1), Pennsylvania (2), and Massachusetts (3) were the top three ranking states, while Arizona (49), Oregon (50), and Kansas (51) ranked at the bottom.

Read the full report here: <https://bit.ly/2Qvdac3>

KEY FINDINGS

21%

of adults are experiencing a mental illness. Equivalent to over 50 million Americans.

15%

of adults had a substance use disorder in the past year.
93.5% did not receive treatment.

The percentage of adults reporting serious thoughts of suicide is

4.8%

– over 12.1 million adults.

11%

of adults who identified with two or more races reported serious thoughts of suicide.

16%

of youth report suffering from at least one major depressive episode in the past year.

More than 2.7 million youth are experiencing severe major depression.

55%

of adults with a mental illness receive no treatment – over 28 million individuals.

11%

(over 5.5 million) of adults with a mental illness are uninsured.

60%

of youth with major depression do not receive mental health treatment.

In the U.S., there are

350

individuals for every one mental health provider.

28%

of all adults with a mental illness reported that they were not able to receive the treatment they needed. Most reported they did not receive care because they could not afford it.

23%

of adults who report experiencing 14 or more mentally unhealthy days each month were not able to see a doctor due to costs.

1 in 10

youth with private insurance do not have coverage for mental or emotional difficulties – over 1.2 million youth.

1,213

79 comments · 682 reposts

79 comments · 682 reposts

Chief Influencers

Start in the Center

Embrace the Gray



Thasunda Brown Duckett (She/Her) · 2nd
President & CEO at TIAA

Talks about #nuveen, #retirement, #bethethechange, and #extraordinaryis
New York, New York, United States · [Contact info](#)
126,473 followers

TIAA
 Baylor University -
Hankamer School of
Business



thasunda • Tremendous thanks to Chiridita Majumdar, CEO of TIAA GBS India, and her entire team for hosting me and a few members of my executive leadership team this week. Over the course of several jam-packed days, we met with the leaders and many employees of our strategically vital operations in both Pune and Mumbai. I was incredibly impressed with the pride they have in the business, in supporting @TIAA's mission to design our clients and their dedication to building a culture of inclusion, diversity, equity and excellence. I was also honored to learn the extent to which they have embraced our enterprise-wide strategy. #ItsAWelcoming #BethetheChange #TIAA Proud



thasunda • This is Us! My three heartbeats are ready! Lord please cover them and all our children. Help them to be confidence focused joyful silly and ready to be the best version of themselves! #Smart #Kind #Brave
21w

chrysachin • ❤️❤️❤️
21w 1 like Reply

luvvie • The cuteness!!! 🥰
21w 1 like Reply

stevepamon • 🙌🙌🙌
21w 1 like Reply

kznoel • Amen!
21w 1 like Reply

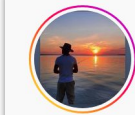
swalkerwil • Beautiful family! Blessings and love for a safe & successful school year! 🙏
21w 2 likes Reply

msroz7 • In Jesus name, Amen! 🙏❤️
21w Reply

wonthead85 • Wishing them a wonderful school year! 🙏🙏
21w 1 like Reply

n2wellnessdp • Amen
21w 1 like Reply

1,026 likes
SEPTEMBER 7, 2022



thasunda • Following ▾ Message ✉️ ...

Thasunda Brown Duckett her/she
Public figure
• President and CEO of @TIAA #retireinequality
• Daughter, Sister, Wife, Mother
• Founder of @extraordinaryis
[go.tiaa.org/barrons](#)
Followed by [billkapter](#), [candacechronicals](#), [bbarthur](#) + 5 more

peaches8558 • Congratulations T we are absolutely so proud of all that you have done and continue to lift us all up 🙌🙌🙌
46w Reply

chryssyannsway • Great interview on a very important topic. 🙌🙌
46w Reply

crssychanel • MAJOR!!! ❤️❤️❤️
46w Reply

astttt_ • I watched this. You were great! 🙌🔥
46w 1 like Reply

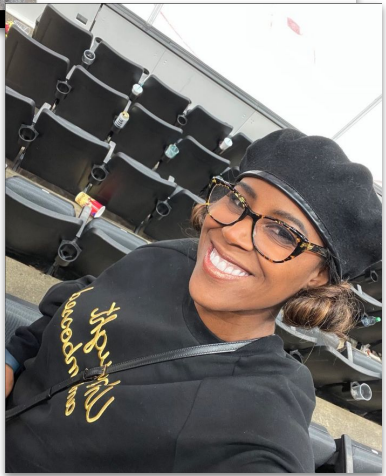
facesofvirtue • You were sooo good!!! 🙌🙌🙌
46w Reply

greerc22 • 🙌
46w 1 like Reply

abbelarge • 🙌🔥Amazing!!
46w Reply

1,918 likes
MARCH 14, 2022

Add a comment... Post





Quinton Lucas · 2nd
Mayor at City of Kansas City, MO

Kansas City, Missouri, United States · [Contact info](#)

500+ connections



City of Kansas City, MO



Cornell Law School



Quinton Lucas · 1st
Mayor at City of Kansas City, MO

1w · 🌐

What a time to be alive and from Kansas City.

Next stop: Super Bowl!



You and 9,739 others

166 comments · 227 reposts



Sue Peschin (She/Her) · 2nd
 President & CEO at Alliance for Aging Research
 Talks about #healthequity, #healthyaging, #patientvoice, #medicarecoverage, and #clinicaldevelopment
 Rockville, Maryland, United States · [Contact info](#)
 5,392 followers · 500+ connections



Sue Peschin · 2nd
 President & CEO at Alliance for Aging Research
 1mo · 🌐 + Follow ...

Happy New Year, and Good Evening! It's day 7 of our "12 Days of Misgivings" about the [Institute for Clinical and Economic Review \(ICER\)](#) and its draft report on the economic value of new therapies for the treatment of ...see more



👍 14

2 comments

Sue Peschin · 2nd
 President & CEO at Alliance for Aging Research
 3w · Edited · 🌐 + Follow ...



Dear Administrator Chiquita Brooks-LaSure,

It's encouraging to see your statement on the [FDA's Accelerated A](#) ...see more



👍 Caitlin Franz Ke and 34 others

1 comment






Jason Resendez · 2nd
Leveraging policy, advocacy, and research to build health, wealth, and equity for family caregivers.

Talks about #caregiving, #healthequity, #socialjustice, #economicjustice, and #brainhealthequity
Washington, District of Columbia, United States · [Contact info](#)

2,329 followers · 500+ connections

42 mutual connections: Amanda Lee Keammerer, Jezzika Lee Perez, MPA, and 40 others

 National Alliance for Caregiving
 Georgetown University



Jason Resendez · 2nd [+ Follow](#) 
Leveraging policy, advocacy, and research to build health...
5d · Edited · 

Did you know the Family and Medical Leave Act turns 30 this week? FMLA has made caregiving easier for working families and it paved the way for the paid time off my husband and I needed to bond with our son (thanks District of Columbia!). The [National Alliance for Caregiving](#) is dedicated to building on FMLA by advocating for a national paid family and medical leave program that can help family caregivers balance care and work! [#FMLA30](#) [#Caregiving](#) [#Work](#) [#EconomicJustice](#) [#GenderEquity](#) [#RacialEquity](#) [#PaidLeaveforAll](#)



**PASS
PAID
LEAVE
FOR ALL**


National Alliance for Caregiving

 Dr. Nii-Quartelai Quartey and 56 others 4 comments



Charles "Chuck" Henderson (He/Him) · 2nd

Chief Executive Officer American Diabetes Association | Transformative Executive & Servant Leader | Board & Advisory Member | | Diversity, Equity & Inclusion Champion | Culture Expert | LinkedIn Top Voice | Investor

Talks about #diabetes, #healthcare, #technology, #privateequity, and #changemanagement

Frisco, Texas, United States · [Contact info](#)

www.diabetes.org

4,899 followers · 500+ connections



StartUp Health



Texas A&M University



Charles "Chuck" Henderson · 2nd
Chief Executive Officer American Diabetes Association I...
1yr · Edited ·

+ Follow · · ·

Happy Sunday morning everyone. Kicking off Tour De Cure Season.

Wishing our American Diabetes Association staff, volunteers, and sponsors a very successful in person Arizona Tour De Cure event today.

On behalf of the 37.3M people living with diabetes we support, thank you so much.

American Diabetes Association

[Sabrena Pringle, MA](#)

[Aaron Dunn](#)

[Vickie McWatters](#)

[American Diabetes Association](#)

[#connected4life](#)

[#RedRiders!!!](#) [#ConnectedForLife](#) [#TourDeCure](#) Doris Del Valle [Charles "Chuck" Henderson](#) "Chuck" Henderson [Robert Gabbay MD, PhD](#) Gabbay MD, PhD [Aaron Dunn](#) American Diabetes Association [Discount Tire](#) [Tire Major League Baseball](#) League Baseball [#ProjectPower](#)



234

17 comments · 8 reposts

Chief Influencers

Start in the Center

Embrace the Gray

Elevate Others



Randall Rutta · 1st
 Chief Executive Officer at National Health Council
 Washington, District of Columbia, United States · [Contact info](#)
 500+ connections

Randall Rutta commented on this

Matt Eyles · 2nd
 President and Chief Executive Officer at America's Health Insu...
 2w · [+ Follow](#)

Ten years ago, Medicare Advantage enrollees totaled 13 million. Today, that number has exploded to 30 million, representing nearly 50% of the eligible population of seniors and people with disabilities who now rely on i ...see more



The Next Big Thing in Health

2w ...

Randall Rutta · 1st
 Chief Executive Officer at National Health Council

Congratulations on achieving this milestone growth in innovative service to Medicare beneficiaries. Thank you for your leadership at AHIP and on the NHC Board. You, your colleagues and member plans are making a positive difference in the lives of millions of beneficiaries and their families. Bravo and more to come!

Like · [1](#) | Reply

30 Million Strong: Why Medicare Advantage Is Exploding in Popularity and Size by **The Next Big Thing in Health**

soundcloud.com · 1 min read

Sam Myers, Jr. and 70 others

2 comments · 13 reposts



Randall Rutta commented on this



Arthritis Foundation

14,678 followers
 1mo · [+ Follow](#)

Happy Holidays from Steven Taylor and everyone at the Arthritis Foundation. Wishing you all the joys of the season and happiness throughout the coming year. <https://bit.ly/3hHVJTI>



Randall Rutta · 1st
 Chief Executive Officer at National Health Council

1mo ...

Happy holidays and thank you for your advocacy, service and leadership. Looking forward to collaborating in 2023 to advance patient health and well-being.

Like · [1](#) | Reply · 1 Reply



Arthritis Foundation **Author**

1mo ...

Same to you, Randall! We're excited to keep making progress in 2023!

Like | Reply



Devin Jopp · 2nd

Chief Executive Officer at Association for Professionals in Infection Control and Epidemiology (APIC)

Talks about #covid19, #healthcare, #infectioncontrol, #healthcaaredelivery, and #infectionprevention

Vienna, Virginia, United States · [Contact info](#)

4,238 followers · 500+ connections



Devin Jopp · 2nd

Chief Executive Officer at Association for Professionals ...

6d · 🌐

+ Follow ...

I wanted to take a moment to express my sincerest gratitude and admiration to the **APIC** volunteers and staff that took the concept of creating the new **CBIC (Certification Board of Infection Control and Epidemiology, Inc.)** Care Certification in Infection Prevention (LTC-CIP) program and the LTC-CIP prep- and completed both in less than 18 months! The incredible work done here and the amazing speed by which it was done is truly remarkable! We cannot thank our wonderful infection preventionists and staff enough for your dedication and hard work in getting this desperately needed certification and prep course launched!

I'd like to encourage all long-term care facilities to please support your efforts in pursuing their LTC-CIP. It's critical that we have dedicated and well-trained staff in every long-term care facility.

[#infectionprevention](#) [#infectioncontrol](#) [#covid19](#) [#longtermcare](#)

https://lnkd.in/g5Y-nj_c

LTC-CIP Certification

learnipc.apic.org · 1 min read

The LTC-CIP Certification provides a standardized measure of the basic knowledge, skill...

Jean Hitchcock and 78 others

4 comments · 3 reposts



David Carson · 3rd+

Critical Environments design, engineering, construction and service

6d ...

Perfect timing...

Like | Reply



Lisa Hannah, RN, CIC · 3rd+

Infection Prevention Team Supervisor at Washington State Depart...

4d ...

So excited to see this and am honored to have been involved in the development of this study tool!

Like · 🗨️ 2 | Reply



Christine Bingman, DNP, RN, CIC · 3rd+

Infection Prevention

21h ...

It was a great experience and it was nice to meet you in person.

Like · 🗨️ 1 | Reply



Myrna Harb · 3rd+

Infection Control Registered Nurse

3d ...

Love this 😊

Like · 🗨️ 1 | Reply



Bassel Molaeb, MPH, CIC, FAPIC · 3rd+

Healthcare Advisor, Trainer & Infection Prevention and Control Con...

4d ...

great work

Like · 🗨️ 1 | Reply



Lynnett R. Glass, EMBA, MDiv · 2nd
 Chief Operating Officer at Association of Black Cardiologists, Inc.
 Louisville, Kentucky, United States · [Contact info](#)
 500+ connections



Association of Black Cardiologists, Inc.



Kennesaw State University - Michael J. Coles College of Business



Lynnett R. Glass, EMBA, MDiv · 2nd
 Chief Operating Officer at Association of Black Cardiolo...
 4mo · Edited ·

[+ Follow](#) ...

What an incredible week of meetings in DC! **Association of Black Cardiologists, Inc.** Members blew us away at every turn discussing **#healthequity**.

[...see more](#)



16

3 comments



Kenneth Mendez (He/Him) · 2nd

President and Chief Executive Officer at The Asthma and Allergy Foundation of America

Arlington, Virginia, United States · [Contact info](#)

500+ connections



Asthma and Allergy Foundation of America



Harvard T.H. Chan School of Public Health



Kenneth Mendez · 2nd

[+ Follow](#)



President and Chief Executive Officer at The...

Reshared from Asthma and Allergy Foundation of America · 4d ·

The asthma and allergy community is lucky to have such a talented, committed, and engaged board at the Asthma and Allergy Foundation of America advocating for our community!



46

1 comment

Chief Influencers

Start in the Center

Embrace the Gray

Elevate Others


Learn the Lingo




Nicole Friedland · 2nd
Accomplished Nonprofit Leader

Novato, California, United States · [Contact info](#)

500+ connections

 National Alopecia Areata
Foundation

 University of California,
Santa Cruz



Nicole Friedland · 2nd
Accomplished Nonprofit Leader
7mo · 

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I'm in Washington DC for the [National Alopecia Areata Foundation](#) 37th Annual Patient Conference. So thrilled to be live and in person with our amazing community talking research, treatment, support, advocacy and engagement. I got in a morning walk to the Lincoln Memorial which always fills my cup with his inspirational words and leadership in the hardest of times. [#gratitude](#) [#leadership](#) [#community](#)



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Michael Osso · 2nd
President & CEO at Crohn's & Colitis Foundation
2w · 🌐

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I wrote to the New York Times to reiterate that restroom access is not an issue of convenience, but a necessity for millions of chronic disease patients with urgent restroom needs, in response to this article about the need for improved public restroom infrastructure: <https://lnkd.in/gQzpiEgs>

T Letter to the Editor

To the Editor:

Theodora Siegel is indeed correct in describing New York City's persistent shortage of public restrooms as a public health crisis. For many people, toilet access is no mere convenience; 30 percent of the 1,500 people we polled nationwide in a [2022 Crohn's & Colitis Foundation survey](#) said they have had a chronic gastrointestinal or digestive issue.

For those dealing with gastrointestinal conditions, including inflammatory bowel disease, prompt bathroom access is an urgent medical necessity.

We strongly believe that New York City's businesses should be encouraged to open their restrooms to the public, allowing paying customers to use them.

New York City has a reputation for its walkability, but its public restrooms seriously claim. New York already has the restroom infrastructure necessary to solve this problem. Our legislators and businesses now must come together to make it happen.

Michael Osso
New York
The writer is president and C.E.O. of the Crohn's & Colitis Foundation.



Learn more: crohnscolitisfoundation.org/openrestrooms

🌐 302

22 comments · 15 reposts



Michael Osso · 2nd
President & CEO at Crohn's & Colitis Foundation
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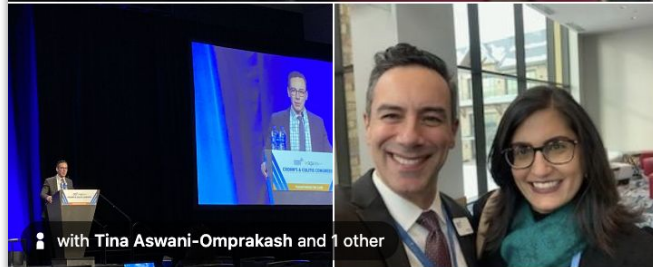
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The [American Gastroenterological Association \(AGA\)](#) and [Crohn's & Colitis Foundation](#) were joined by 1,300 IBD professionals from across the country in Denver for the past 3 days at the [#ccccongress23](#) - with one purpose in mind: advancing the right care for the millions of Americans battling Crohn's and colitis. So proud to count these amazing healthcare professionals as my partners in this fight! [#healthcare](#) [#crohnsdisease](#) [#colitis](#)

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👤 with Tina Aswani-Omprakash and 1 other

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Barb Collura · 2nd
 President/CEO at RESOLVE: The National Infertility Association
 McLean, Virginia, United States · [Contact info](#)
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RESOLVE: The National Infertility Association
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Barb Collura · 2nd
 President/CEO at RESOLVE: The National Infertility Ass...
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I know how concerned our community has been for months about threats to IVF with the overturning of Roe v Wade. I am proud to share that Congress has heard our concerns and has offered our best hope to protect IVF for years to come.

Last week Senator Tammy Duckworth and Senator Patty Murray, along with Rep. Susan Wild, introduced the Right to Build Families Act of 2022. This bill will protect IVF care, the healthcare providers that offer that care, and will protect everyone's rights to their gametes and embryos. When passed, no state law can negatively impact ART/IVF. Let's get this done!

Read my Opinion piece published in [The Hill](#), share this post, and spread the word. You can contact your Members of Congress to share your support for this bill on the [RESOLVE: The National Infertility Association](#) website here: <https://lnkd.in/gJcQzNxr>. So proud to work on this bill for the past several months with Sarah B. at [American Society for Reproductive Medicine - ASRM](#). [American Society for Reproductive Medicine - ASRM](#) and [RESOLVE: The National Infertility Association](#) will continue to advocate for this bill in the new Congress and gain more co-sponsors, push for a hearing, and get this passed.

Now is the time to advocate. Now is the time to raise your voice. Now is NOT the time to be silent. [#Accesstocare](#) [#Access2IVF](#) [#FamilyBuilding](#) [#healthcare](#)



The future of IVF is in jeopardy
 thehill.com · 2 min read

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Jennifer Bright (She/Her) · 2nd
President, Momentum Health Strategies LLC

Washington DC-Baltimore Area · [Contact info](#)

500+ connections

The Innovation and Value Initiative (IVI)

The George Washington University

23 mutual connections: Gayle Kansagor Hope, Stig Albinus, and 21 others

Claire Sachs (She/Her) · 2nd
Healthcare Experience Consultant | Senior Policy Analyst | Communications Expert | Relationship Builder ...

Congratulations, Jennifer! I knew in the first few minutes of our first meeting that we were aligned on [#patientcentricity](#) issues. Working with you has borne that out. Thanks for including us patients in all you do! Looking forward to the next opportunity.

Like · 2 | Reply

Kristi Mitchell · 2nd
CEO and Founder Health Equity Outcomes

Congratulations! Thank you for leading the way. Your commitment to patients has been and continues to be inspiring. I feel so blessed to have had a front row seat in seeing the fruits of your labor come into fruition and grow. Here's to 10 more years!

Like · 1 | Reply

Margaret Rehayem · 2nd
Vice President at National Alliance of Healthcare Purchaser Coalitions

Congrats Jennifer! I appreciate our partnership, and friendship, over the years. Look forward to more conversations and musings over the next 10!

Like | Reply

Suzanne Schrandt · 2nd
Ask not what you can do for patients; ask what you can do with them.

Congratulations to you and THANK YOU for leading the way! It has been and still is a privilege to know and work with you. Authentic [#patientengagement](#) requires authentic people who care deeply about doing things the right way--like you!

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Ten Years of Authentic Change




Jennifer Bright
President, Momentum Health Strategies LLC



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January 31, 2023


It's been a decade since I started [Momentum Health Strategies](#) and I marvel at how the time has passed so quickly. I'm particularly proud of the [impact](#) I've helped such a variety of organizations achieve. A few of the highlights include:

- The [National Council for Mental Wellbeing](#) expanded legislative and budgetary support for its Mental Health First Aid program and launched its Center of Excellence for Integrated Behavioral Health with our research and organizational strategy and support.
- The [National Quality Forum \(NQF\)](#) published a playbook we created on antibiotic stewardship in long-term care (BEFORE the pandemic once again emphasized why this is important).
- The [Alliance for Health Policy](#) and several patient organizations built or retooled their strategic plans with our support to sharpen their purpose and emphasize forward-looking change.
- The [National Health Council](#) built multi-stakeholder consensus with our strategy and facilitation support to articulate change on the role of patient involvement and leadership in evidence development, patient-focused drug development, and value.




 **Donna Cryer** commented on this ⋮


 **Jennifer Bright** · 2nd
President, Momentum Health Strategies LLC + Follow
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Ten Years of Authentic Change
Jennifer Bright on LinkedIn · 3 min read
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   27 10 comments


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 **Donna Cryer** · 2nd 6d ⋮
Award-winning, Published Patient Advocate, Social Impact Entrepr...

Congratulations! Thank you for giving us the opportunity to celebrate a small fraction of what you have contributed to the field.


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Mentions Matter


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 Anthony Shop ▾ 🌐 Anyone ▾

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Bruce Mehlman @bpmehlman · Dec 8, 2021


2022 will bring neither Glory Days nor the End of Days... we'll be Living in Limbo.

NEW deck assessing 2022's Top Political & Policy Risks: bit.ly/2022-Risks-Meh...

CONTENTS: LIVING IN LIMBO

Anticipating the Top 2022 Risks in Politics & Policy

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3. Consumers: Inflation		13. Democrats: Wave Election Likely
4. MNCs: U.S.-China Decoupling		14. Senate GOP: Primary Failures
5. Infrastructure: Cyber Insecurity		15. House GOP: An "Off-Year, Off-Year"
6. Markets: Irrational Exuberance		16. Business: Bureaucracy Rising
7. Manufacturers (short-term): Shortages		17. CEOs: Political Homelessness
8. Manufacturers (long-term): Supply Chain Headwinds Rising		18. Brands: Employee Pressure to Act
9. Multilateralism: Wars, Refugees, Nationalism		19. Voters: One Zillion Election Ads Coming
10. Insurers: Extreme Weather Events		20. Moderates: Swing Seats Disappearing
11. Satellites: Accidents or Attacks		21. Incumbents: Restless Electorate

MEHLMAN CARROZZINI
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3

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Quarterly report: Lobbyist's slide decks take off

BY ALEX GANGITANO - 09/15/20 06:00 AM EDT

5 COMMENTS



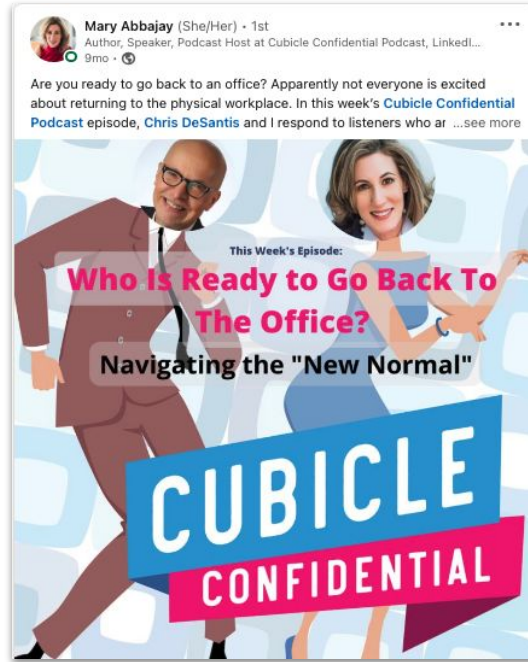
Speaker, Author, Podcast Host, & LinkedIn Learning Instructor

President & Co-Founder of Careerstone Group

Mary Abbajay (She/Her) · 1st
Author, Speaker, Podcast Host at Cubicle Confidential Podcast, LinkedIn Learning Instructor

Talks about #management, #managingup, #workplaceculture, #leadershipdevelopment, and #professionaldevelopment
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Mary Abbajay (She/Her) · 1st
Author, Speaker, Podcast Host at Cubicle Confidential Podcast, LinkedIn Learning Instructor · 9mo · 🌐

Are you ready to go back to an office? Apparently not everyone is excited about returning to the physical workplace. In this week's **Cubicle Confidential Podcast** episode, **Chris DeSantis** and I respond to listeners who ar ...see more

This Week's Episode:
Who Is Ready to Go Back To The Office?
Navigating the "New Normal"

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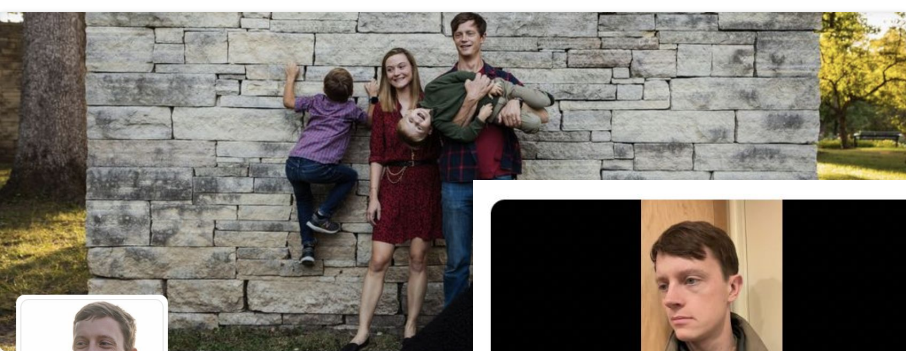


John Walker Jr · 3rd+
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Enjoying the **Cubicle Confidential Podcast** at the **Windstorm Insurance Network, Inc.® - Property/Windstorm Insurance Claims Industry Member Association!**

#WIND2023 #MASmeanMORE

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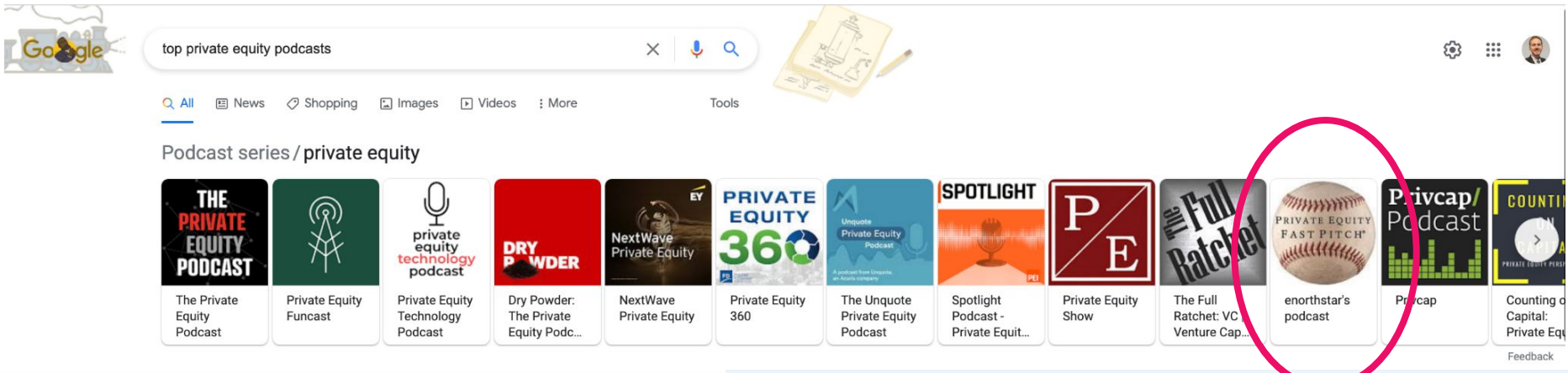
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[10 Best Private Equity Podcasts to Listen in 2022 \[With Links\]](#)
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Here's a quick overview of the best private equity podcasts

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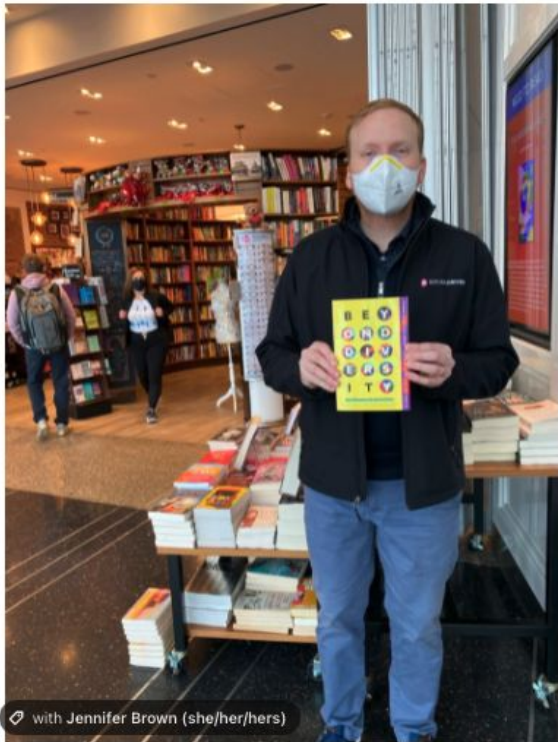


Anthony Shop (He/Him)
Chief Strategy Officer & Co-Founder at Social Driver
1w · 🌐



I was perusing the airport bookstore and came across my friend [Jennifer Brown \(she/her/hers\)](#) - or more accurately, her new book, [#BeyondDiversity!](#) Can't wait to read it!

Way to go, Jennifer! "I knew you when..." and am grateful for your contributions to the [National LGBT Chamber of Commerce \(NGLCC\)](#) community over the years!



📷 with [Jennifer Brown \(she/her/hers\)](#)

👍👍 Chelsea Olsen (Marketing Matchmaker) and 115 others

8 comments



Jonathan Lovitz · 1st
Candidate for PA House 182nd District; Public Policy and Advocac...



That is SO great, [Anthony](#) It's a fantastic book! Bravo, [Jennifer](#)



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Anthony Shop (He/Him) **Author**
Chief Strategy Officer & Co-Founder at Social Driver



Love it! Great campaign brand placement too :)

Like · 🌐 2 | Reply



Jennifer Brown (she/her/hers) · 1st
Award-Winning Entrepreneur, Diversity & Inclusion Consult...



[Anthony Shop](#) [Jonathan Lovitz](#) I love and cherish how far back we all go!! So many special memories created through [National LGBT Chamber of Commerce \(NGLCC\)](#) and beyond 💕💕

Like · 🌐 2 | Reply



Nick DeSarno (He/Him) · 1st
Director, Digital and Policy Communications at Public Affairs Council



I will pick up a copy this week! Does Jennifer do public speaking/training?

Like · 🌐 1 | Reply · 1 Reply



Anthony Shop (He/Him) **Author**
Chief Strategy Officer & Co-Founder at Social Driver



yes and [Jennifer Brown \(she/her/hers\)](#) is a great speaker!

Like · 🌐 2 | Reply



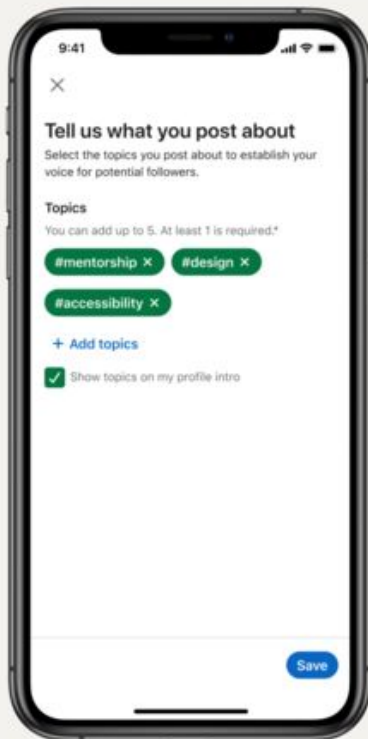
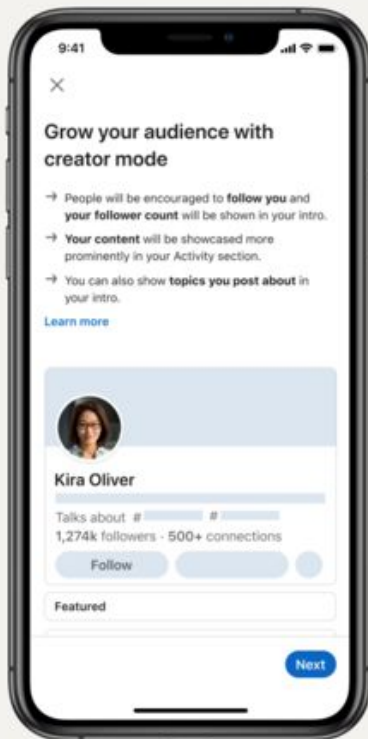
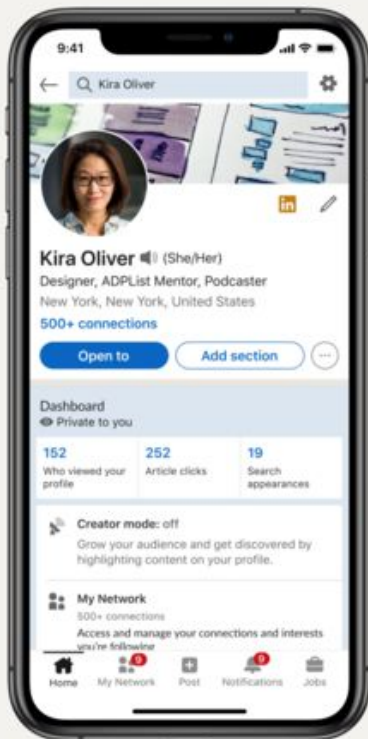
Dalena McGrew (She/Her/Hers) (She/Her) · 1st
Vice President Finance at Military Family Advisory Network



Let me know how it is, I've been on the search for good ones!

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Start in the Center

Embrace the Gray

Elevate Others

Learn the Lingo

Go for Growth



Thank You/Questions?



Anthony Shop
Chief Strategy Officer, **Social Driver**
Chairman, **National Digital Roundtable**
anthony@socialdriver.com

