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Building Trust at Scale Trust in healthcare is under threat. As rapid changes in artificial intelligence and social media, public health cuts, and health policy shifts further erode confidence in the system, we risk worse outcomes and higher costs. But the trust gap also presents healthcare executives with an opportunity to address these long-standing challenges in new ways, improving their organizations and patients' lives. In this talk, the globally recognized chief medical officer, technologist, and author of the bestselling book on trust and health misinformation, "Dead Wrong," Dr. Geeta Nayyar, MD, MBA, "Dr. G," shows how healthcare is approaching a reckoning. She reveals how healthcare organizations can come out on top through innovative strategies spanning clinical approaches, emerging technologies such as AI, and marketing. The state of healthcare trust today Distrust's effects on patient health, clinician well-being, and healthcare organizations' business objectives Innovative approaches to improve trust and create enterprise value Learning Objectives: Understand the evolving nature of trust in healthcare Recognize distrust's business implications across different types of healthcare organizations, including effects on key success measures Identify strategies and tools, from partnerships to emerging technologies, for enhancing trust to achieve well-established goals

Healthcare, Technology, and a New Tomorrow Healthcare is at a critical juncture. Down one road, misinformation, unchecked technology, and questionable leadership will worsen long-standing issues. Along the other path, smart partnerships, ethical AI, and sensible policies will strengthen patient engagement, drive business success, and improve outcomes. In this talk, the globally recognized chief medical officer, technologist, and bestselling author, Dr. Geeta Nayyar, MD, MBA, "Dr. G," reveals the route to unlocking the full potential of today's evolving healthcare landscape. She unpacks the state of the industry, spotlights success stories, separates fact from fiction, illustrates the modern consumer, and reveals how to scale trust. A survey of the state of healthcare, reviewing emerging trends A candid look at innovation, healthcare partnerships, and the health-conscious consumer — and what they mean for healthcare organizations in an era of burnout and misinformation A guide to scaling trust and building patient engagement to enhance care delivery and enterprise success Learning Objectives: Identify the challenges and opportunities in today's key healthcare trends Decipher AI hype vs. reality, as well as doomed vs. promising partnerships between healthcare and technology organizations Learn how to build and maintain consumer trust in a technology-forward healthcare world

Diagnosing and Treating Healthcare's Misinformation Illness A perfect storm of health misinformation is brewing. Rapid advances in artificial intelligence and social media, public health cuts, and health policy shifts risk worsening trust, outcomes, and costs. But misinformation's rise also

presents healthcare executives with an opportunity to address these long-standing challenges in new ways, improving their organizations and patients' lives. In this talk, the globally recognized chief medical officer, technologist, and author of the bestselling book on health misinformation, "Dead Wrong," Dr. Geeta Nayyar, MD, MBA, "Dr. G," shows how conspiracy theory and conjecture are pushing healthcare to a reckoning. She reveals how healthcare organizations can come out on top through innovative strategies spanning clinical approaches, emerging technologies such as AI, and marketing. The state of healthcare misinformation today Misinformation's effects on patient health, clinician well-being, and healthcare organizations' business objectives Innovative approaches to address misinformation and create enterprise value Learning Objectives: Understand the evolving nature of health misinformation Recognize misinformation's business implications across different types of healthcare organizations, including effects on key success measures Identify strategies and tools, from partnerships to emerging technologies, for addressing misinformation to achieve well-established goals