



*Delaware Chapter*

**Membership Meeting  
March 27, 2019  
9:00 am**

Duncan Center  
500 Lookerman Street  
Dover, DE

**AGENDA**

1. Introductions from Ann Marie Townshend, President
2. Breakfast
3. Guest Speaker: Health Care Strategy Executive, Diane Hopkins (see bio attached)
4. Business Meeting
  - a. Approval of Previous Minutes (01/23/19)
  - b. Treasurer's Report
  - c. Updates from Committees
    - i. Communications – Brandy Nauman (Survey Monkey responses)
    - ii. Legislative Advocacy – Karen McGloughlin
    - iii. Meetings – Devan Hardin
  - d. Career Movements
  - e. Correspondence
5. Next Meeting – May 22, 2019 @ 9:00 am
6. Adjourn



## Diane Hopkins

Diane Stover-Hopkins is a nationally known health care strategy executive, author of *Unleashing the Chief Moment Officers* and co-author of the book, *Wake Up and Smell the Innovation*. She has been described as a pioneer in reinventing the role a Marketer can play in the executive suite based on her work in applying Innovation Strategy and Experience Design science within the health care industry. Diane was one of the industry's first Chief Experience Officers and her unique approach centers around implementing co-creation strategies with front-line staff to build a sustainable exceptional experience culture.

Diane is a Certified Experience Economy Expert and Wow Project Guru and served as Chief Marketing, Experience and Innovation Officer for Beacon Health System, Vice President of Marketing and Innovation at Memorial Health System both in South Bend, Indiana. Other past roles include: Vice President of Innovation for Lancaster General Health System in Pennsylvania, Director of Marketing for AMI Brookwood Medical Center in Birmingham, AL and Director of Communications for the Medical College of Pennsylvania. Diane also served as the Principal Consultant for DuPont Sustainable Solutions-Healthcare integrating patient safety culture with patient experience and Executive Advisor to Freedom Healthworks physician office management company. She also serves as Executive Director of the Patient Experience Institute for Medline Industries in Chicago. Her consulting company ExPeers works with healthcare and non-healthcare companies to refine customer experience and innovation culture strategies.

Diane is the recipient of the 2012 Customer Experience Innovation Award from the Customer Experience Professionals Association, the 2013 Experience Management Achievement Award from Strategic Horizons, the 2011 Professional Excellence Award from the Society for Health Care Strategy and Market Development. She is a frequent consultant and content expert speaker at national health care meetings including the Cleveland Clinic Empathy and Innovation Symposium, Front End of Innovation Conference and many others. She is a founding faculty member at the Certified Innovation Mentor program at the University of Notre Dame.