



PLACE FOR PRIMARY CARE: WHAT DOES THE FUTURE HOLD?



Society for Marketing
Professional Services
Central Florida





Wayne Jenkins, M.D., MPH serves as President of Orlando Health Physician Partners and Senior Vice President of Orlando Health. As President of Orlando Health Physician Partners Dr. Jenkins has oversight of the Orlando Health Physician Group, the 500+ employed physicians and residents of Orlando Health, and he leads the executive team that is responsible for directing clinical integration and creating an Orlando Health Accountable Care Organization.

Dr. Jenkins is a member of the board strategy and quality committees of Orlando Health and is a board member of MD Anderson Cancer Center-Orlando.



Scott Brady, MD is the founder and Director of the Brady Institute for Health at Florida Hospital in Celebration, Florida. A graduate of the Bowman Gray School of Medicine at Wake Forest University, with Board certification in Internal Medicine - Dr. Brady has spent the last decade developing his holistic, non-invasive, mind-body-spirit treatments for chronic or recurrent pain. Dr. Brady has practiced Emergency Medicine and Urgent Care Medicine throughout Central Florida for over fifteen years. He is the Administrator and Senior Medical Director of Florida Hospital's sixteen Centra Care urgent care clinics.

MEET YOUR SPEAKERS



Dennis Buhring, Chief Executive Officer, joined Physician Associates in 1994. Dennis provides administrative functions, including finance / accounting and contracting for the 320,000 member multi-specialty medical group with a network of 94 physicians and 24 medical offices. Dennis also works closely with Orlando's local hospital systems to improve relationships. In addition, Dennis previously was with Aetna Health Plans, responsible for the operations of both HMO and PPO plans in several different states.

Dennis is a Certified Public Accountant, a Certified Medical Practice Executive and holds a Master's Degree in Business Administration.



Marlin Hutchens is a market vice president overseeing central Florida store operations for Walgreens, the nation's largest drugstore chain based in Deerfield, Ill. Marlin started his career with Walgreens in 1972 as a service clerk. He became store manager in 1978 and was promoted to district manager in 1989 and operations vice president in 2003. Hutchens was named to his current position as market vice president in Orlando, FL in 2009.

Hutchens serves on the board of directors of several organizations, including the Florida Retail Federation; the David Miller Center for Retailing at the University of Florida; Junior Achievement of Orlando; and the Orlando Heart Association.

Jan Moysey is the Director of Strategic Venture Group at Florida Hospital, responsible for alliance relationships and managing joint collaborations, business ventures and strategic partnerships with industry, agencies, associations and other organizations for Florida Hospital Division of 23 hospitals across the state of Florida. She has 25 years of sales and corporate alliance management experience including partner management, alliance “go to market” initiatives, sales programs, channel, and internal/external communications. Prior to joining Florida Hospital in 2009, Jan held corporate and field positions with Beacon Partners, Siemens, Sprint and Motorola within in the Healthcare, Commercial Enterprise and Public Sectors focusing on solutions and strategies that include: alignment of hospital, physician, patient with financial objectives, operational performance, healthcare reform imperatives, innovation initiatives and enabling technologies. Jan is currently President of the Central Florida Chapter of the American College of Healthcare Executives (ACHE).

MEET YOUR MODERATOR

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The purpose of the Orlando Chapter of the AIA/AAH Committee is to support the AIA Academy of Architecture for Health on a local level.

The Academy of Architecture for Health improves the quality of healthcare through design by developing, documenting, and disseminating knowledge; educating healthcare architects and other related constituencies; advancing the practice of healthcare architecture; improving the design of healthcare environments; affiliating and advocating with others that share our vision and promoting research. (http://www.aia.org/aah_default)

Mission Statement:

Our mission is to improve the quality of the healthcare environment by promoting, through our members, excellence in healthcare architecture.

Our goals are to:

- Identify resources to advance, maintain and disseminate knowledge, and to promote research.
- Create links between all those involved in the building delivery system to achieve quality healthcare architecture.

We believe that:

- The quality of the built environment plays a major role in the quality of healthcare.
- We, as architects and allied professionals, are essential to the development of quality healthcare environments.

AIA ORLANDO CHAPTER

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3. Marketing Resource Center
4. Certified Professional Services Marketer Program
5. Programs and Conferences
6. Leadership Opportunities
7. Career and Recruitment Resources
8. National and Regional Contacts
9. Professional Development Opportunities
10. A Community for Emerging Leaders

HOW TO JOIN

Membership applications are processed by SMPS National. Annual membership dues are \$355 for professionals plus a one time \$50.00 origination fee. Applications are available at www.smeps.org.

Our chapter will receive your information from SMPS National as soon as they have processed your paperwork. You can look forward to receiving a membership packet filled with valuable information, your membership card, and the SMPS National Membership Directory approximately two weeks after you submit your application.

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