



2025 HOSPITAL COMMUNICATORS SUMMIT

Day One - Thursday, Jan. 30

Noon-12:30 p.m.

Check In, Lunch & Networking

12:30-12:45 p.m.

Welcome & Summit Kickoff

John Hawkins, President/CEO, Texas Hospital Association, & **Carrie Williams**, Chief Communications Officer, Texas Hospital Association

12:45-1:45 p.m.

Introductions & Communicators Round Table

Tracie Smith, Senior Director of Marketing, Titus Regional Medical Center, 2025 THA Communications Council Chair

1:45-1:55 p.m.

Break

1:55-2 p.m.

Summit Sponsor:
ClaraPrice

Jory Hatton, CEO, ClaraPrice, & **Sally Camacho**, Account Executive, ClaraPrice

2-2:30 p.m.

Texas Hospitals & the 2025 Legislative Session

Carrie Kroll, Senior Vice President, Advocacy, Public Policy, & Political Strategy, Texas Hospital Association

2:30-2:45 p.m.

Texas Coalition for Patients

Katherine McClane, CEO, Mach 1 Group, & **Talan Tyminski**, Senior Vice President & Client Service Director, Mach 1 Group

2:45-3 p.m.

Break

3-3:45 p.m.

Panel Discussion
Navigating a New (& Politicized) Public Health Landscape

Will Holleman, Vice President of Advocacy & Public Policy, Texas Hospital Association
Jen Samp, Program Manager, Public Information & Marketing, Austin Public Health
Clayton Travis, Director of Advocacy & Health Policy, Texas Pediatric Society
Moderated by Joey Berlin, Director of Advocacy Communications, Texas Hospital Association

4-4:45 p.m.

From the Capitol to the Community: How to Stay Engaged During Session

Benjamin Williams, Vice President of Advocacy & Public Policy, Texas Hospital Association, **Julia Mann**, Strategic Communications Manager, Texas Hospital Association, & **Theo Werner**, Multimedia Writer, Advocacy Communications, Texas Hospital Association

4:45-5 p.m.

Group Photo & Adourn

5:30-7:30 p.m.

Communications Cocktail Hour

Arriba Abajo | 506 San Jacinto Blvd.

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Texas Hospital Association

Day Two - Friday, Jan. 31

8:30-8:45 a.m.

Breakfast & Networking

8:45-9:45 a.m.

Panel Discussion

Mastering Hospital Communications in a Crisis

April Foran, Director, Marketing Corporate Comm & PIO, Parkland Health

John Henderson, CEO/President, Governmental/Advocacy, Texas Organization of Rural & Community Hospitals

Erin Ochoa, Assistant Vice President, Media Relations, St. David's Healthcare

Moderated by Carrie Williams, Chief Communications Officer, Texas Hospital Association

9:45-10:30 a.m.

Facilitated Discussion

The CEO Effect:
Driving Organizational
& Executive Reach on
LinkedIn

Amy Rios, Senior Director of Marketing Communications, Texas Hospital Association

10:30-10:40 a.m.

Break

10:40-10:45 a.m.

Summit Sponsor:
Sitecore

Amsal Alic, Sales Development Representative, Sitecore, & **Alex Kraus**, Enterprise Account Executive, Sitecore

10:45-11:30 a.m.

Panel Discussion

The Modern Journalist:
Tackling a New Age of
Media & PR

Emily Brindley, Health Reporter, The Dallas Morning News

Terri Langford, Health & Human Services Reporter, The Texas Tribune

Moderated by Carrie Williams, Chief Communications Officer, Texas Hospital Association

11:30 a.m.-12:30 p.m.

Breakout Discussions
Lunch

News Media (Room: 701)

Microvideo (Room: 720)

Social Media (Room: 721)

12:30-1:30 p.m.

Resilience Rising:
Gaming Life's Level-Up
Moments

Andre Bradford, S.C. Says Poetry

1:30 p.m.

Adjourn

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