

# 2023 CHAPTER FAST FACTS

ACHE of South Florida  
An Independent Chapter of



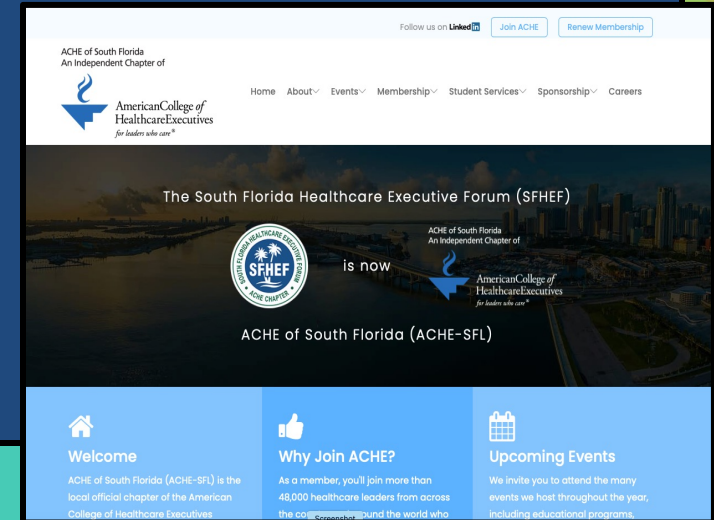
American College of  
Healthcare Executives  
*for leaders who care®*

2024 SPONSORSHIP COMMITTEE  
KENNETH C. WONG, FACHE, CHAIR  
ELIZABETH ROCHANE, FACHE, CHAIR-ELECT

UPDATED JANUARY 2024

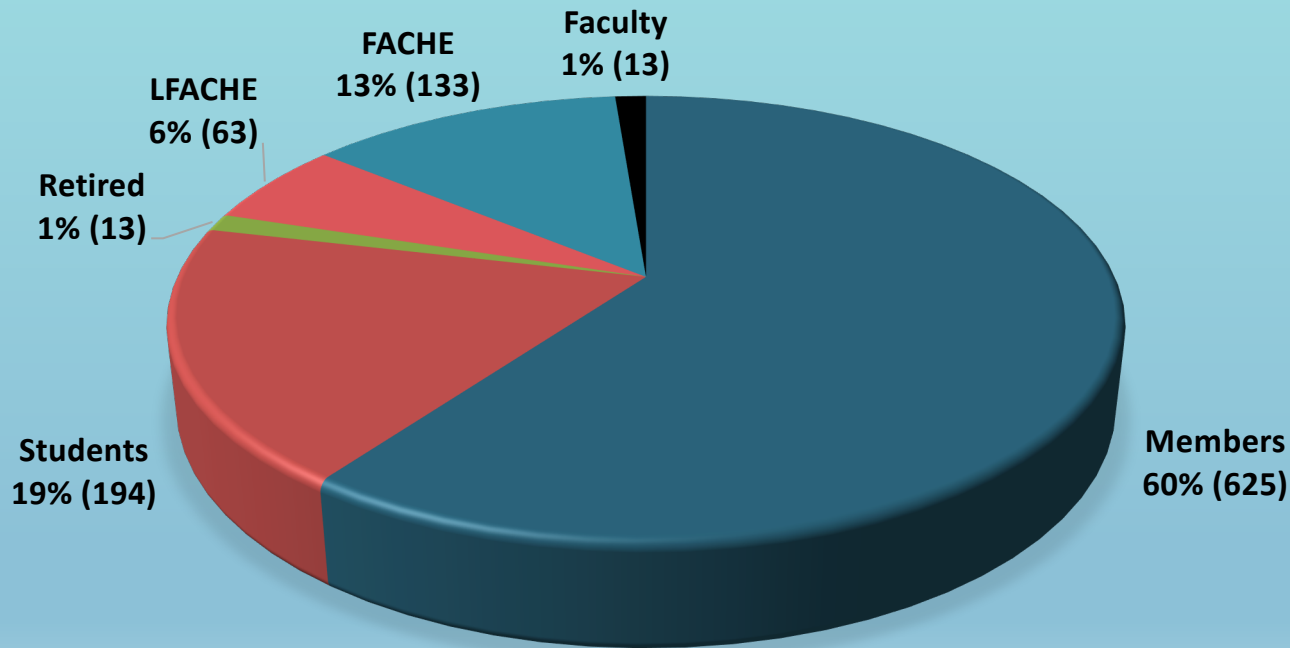
# CHAPTER HISTORY

- The South Florida Healthcare Executive Forum (SFHEF) was founded in 1972.
- SFHEF became an affiliate of the American College of Healthcare Executives (ACHE) in 2004.
- In 2017, Florida's Treasure Coast ACHE chapter became part of the SFHEF.
- In 2020, the SFHEF changed its name to the American College of Healthcare Executives of South Florida, or ACHE of South Florida.



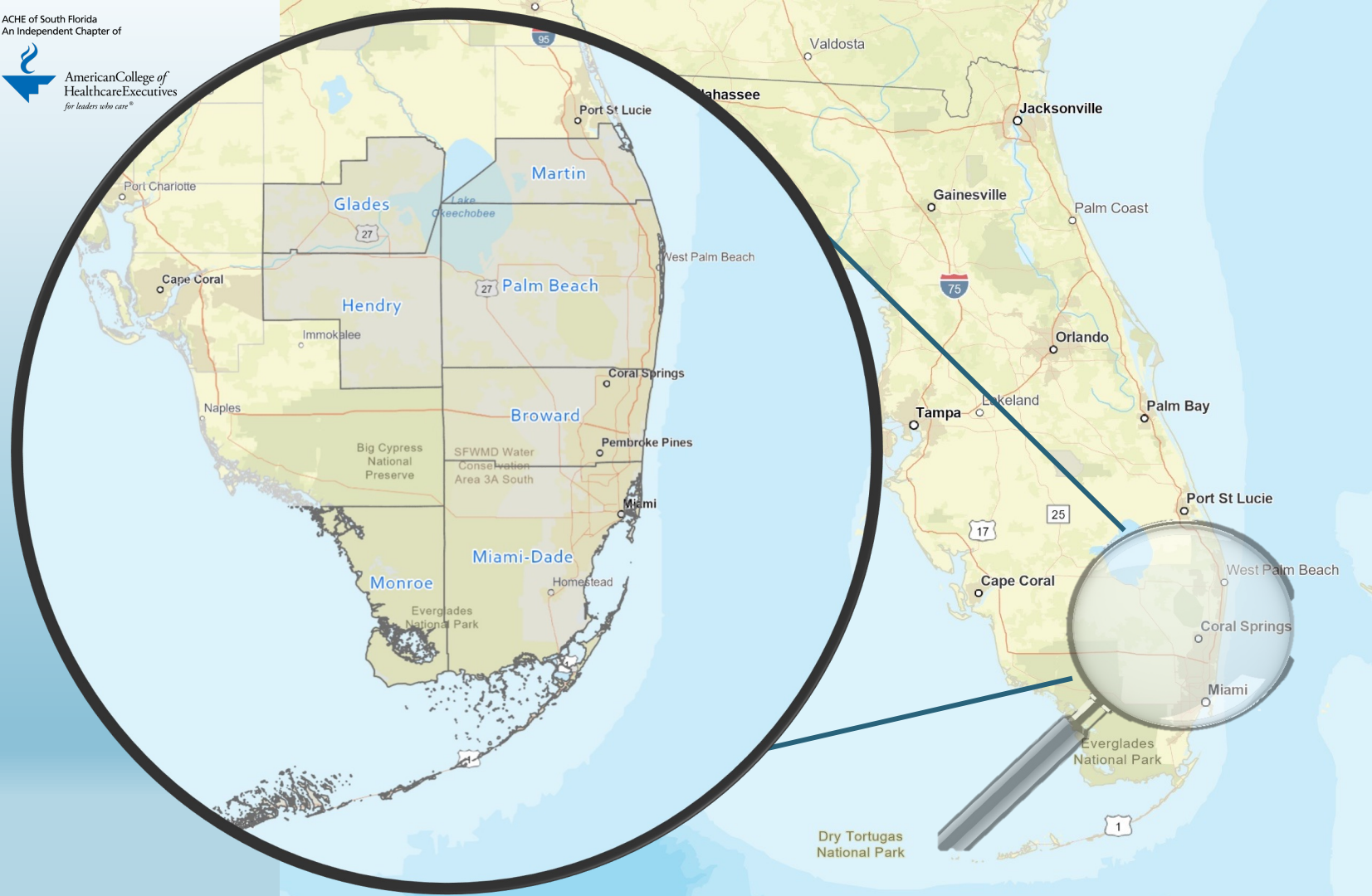
# ACHE of South Florida

**MEMBERSHIP TOTAL: 1,041**



*\*Membership data as of 08.17.23*

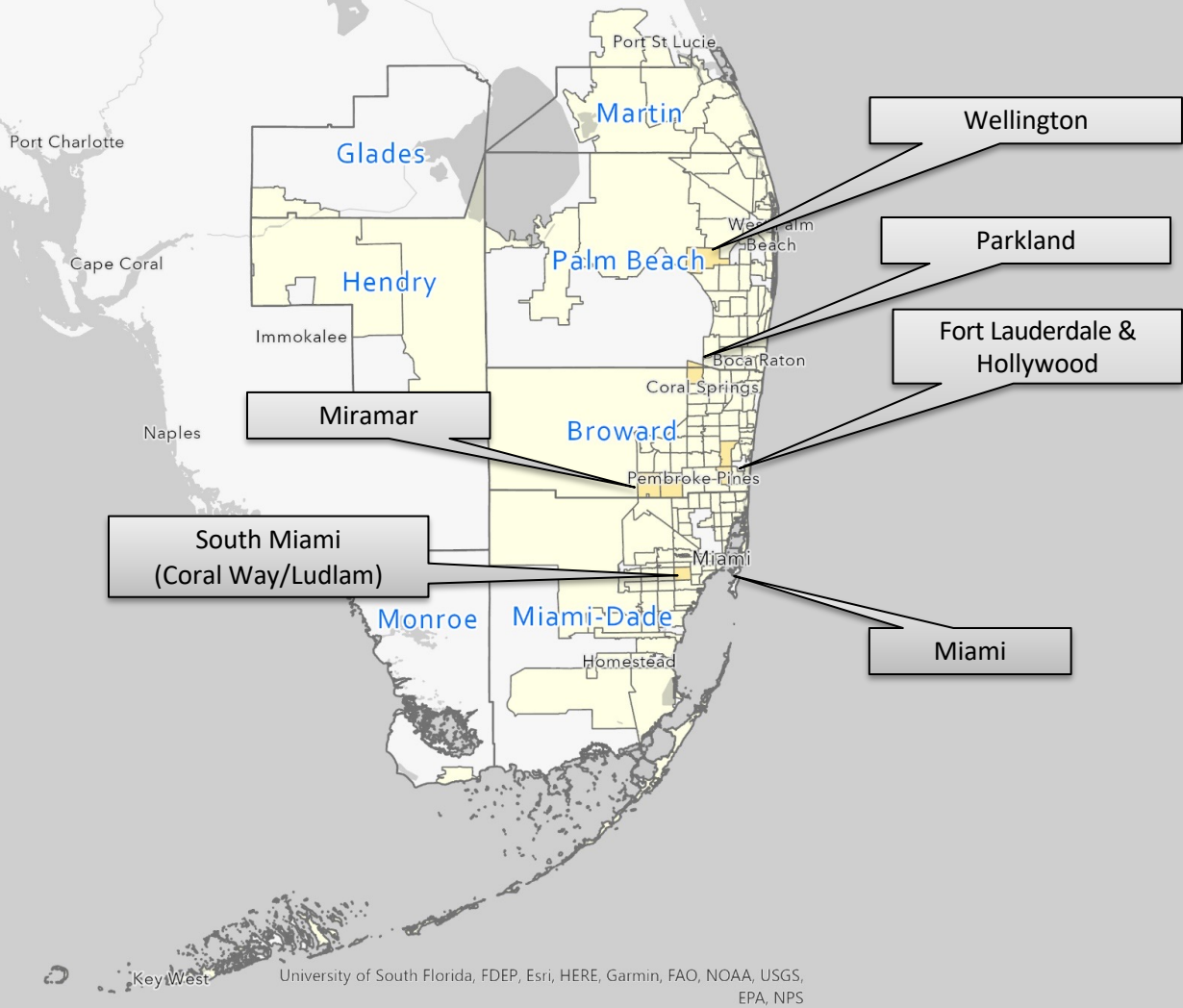
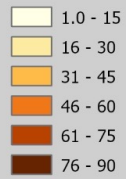
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**together**



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Amount of  
Members by Zip  
Code



# ACHE of South Florida

## Signature Events

- Annual Installation Dinner
- CEO Roundtable Event
- C-suite Retreat
- Member Appreciation and Recognition Event
- Fellows-only Networking Events
- Healthcare Leader Development Student Case Competition
- Educational Events (Monthly)
- Networking Events (Quarterly)

*\*Events may change each year and are not guaranteed to occur.*

Visit [www.ACHEofSouthFlorida.org](http://www.ACHEofSouthFlorida.org)

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# ACHE of South Florida

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## EXECUTIVE SPOTLIGHT



**Cory P. Price, FACHE**  
Executive Director (CEO)  
West Palm Beach VA  
Healthcare System

What is your current role and how long have you served in it?

Executive Director (CEO), West Palm Beach VA Healthcare System. I started in the Interim Director role in January, 2020, just before COVID-19, and was officially appointed in January, 2021.

What prompted you to pursue a career in healthcare and, more specifically, with the VA?

I served as a Medical Service Corp Officer in the United States Army, after leaving military service, it was a natural transition to continue serving from military to VA healthcare. I found myself utilizing many VA services after active duty and made a decision to enjoy the camaraderie within the military community that is sometimes lost after leaving military service.

How long have you been a member of ACHE and ACHE of South Florida?

For better or worse of ACHE for almost 10 years and it is a really interesting transition from ACHE of Central Florida with my career in South Florida. I have also been a member of the American College of Healthcare Executives (ACHE) for 10 years.

How has being a member and a Fellow contributed to your success and the care that you provide to our veterans?

The professional connections and mentorship I have received through ACHE have benefited me tremendously. I have been able to connect with other leaders in the VA system and have been able to learn from their experiences. I have also been able to contribute to the organization and have been able to help others in the VA system.



## EXECUTIVE SPOTLIGHT



**Cynthia A. O'Connell, MSW, MSW, FACHE**  
Medical Center Associate  
Director  
West Palm Beach VA  
Medical Center

What is your current role and how long have you served in it?

For nearly 3 years, I have been the Director/Chief Operating Officer of the West Palm Beach Veterans Medical Center (VAMC).

What prompted you to join healthcare and, more specifically, with the VA?

I wanted to be in healthcare in a leadership role, where there were a lot of challenges and a lot of opportunities. I found myself in a leadership role in the military and I found myself in a leadership role in the VA.

How long have you been a member of ACHE and ACHE of South Florida?

I have been a member of ACHE for about 10 years and I have been a member of ACHE of South Florida for about 5 years.

How has being a member and a Fellow contributed to your success and the care that you provide to our veterans?

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## EXECUTIVE SPOTLIGHT



**Ashley Vertuno, FACHE**  
Regent  
ACHE of South Florida

What is your current role and how long have you served in it?

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## Vedner Guerrier, MBA, LSSBB

**MEMORIAL HOSPITAL MIRAMAR**  
CHIEF EXECUTIVE OFFICER



**Vedner Guerrier, MBA, LSSBB**  
Chief Executive Officer  
Memorial Hospital Miramar

"My fundamental belief when working in teams is the art of synergy. Success, as a leader, my goal is to seek ways to get the collective group to work in synergy to produce outcomes beyond individual capabilities."



## PETER POWERS, FACHE

**CEO, MEMORIAL REGIONAL HOSPITAL**

"The Fellowship (FACHE) designation is important because it adds a level of credibility to your resume. When interviewing for this position, it was a very important credential for the Memorial Healthcare System—it is considered the gold standard for leaders."

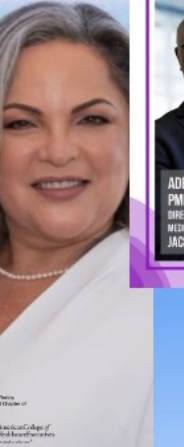
"The Fellowship (FACHE) designation is important because it adds a level of credibility to your resume. When interviewing for this position, it was a very important credential for the Memorial Healthcare System—it is considered the gold standard for leaders."



## KAREN ALBA

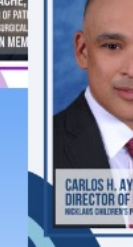
**JKARE**  
CO-OWNER

ACHE has helped me with managing the business, as well as implementing new tools to be ready for changes in the industry. This networking events have really helped us grow the company and become recognized in the community by healthcare professionals and federal sources. People who you want to know about your company attend those events, so from the standpoint of a business owner, there are a lot of advantages.



## ADENOLA AYINLA, PMP, FACHE

**DIRECTOR OF PROJECTS**  
MEDICAL SURGICAL  
JACKSON MEMORIAL



## KRISTEN PALANZA

**VICE PRESIDENT, DEVELOPMENT**  
PUBLIC SHORE DRUG INC.



## KARLOS H. AYLLON, FACHE

**DIRECTOR OF OPERATIONS**  
NICKLAUS CHILDREN'S HOSPITAL



## Hispanic Heritage



## Heritage



# ACHE of South Florida

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## April 2023 UPCOMING EVENTS

<https://www.acheofsouthflorida.org>

**APR 15**

**Student Case Competition**  
Broward College - SM Center  
8:30AM - Noon

**APR 20**

**Diversity in Healthcare**  
Boca Raton Regional Hospital  
Networking 5:30PM / Program 8:30PM

**APR 27**

**Career Development Event**  
Virtual Program - 2:00PM  
9PM - 7:30PM

**Educate | Engage | Inspire**

## 2023 BOARD OF DIRECTORS

## Volunteer of the Year

### About Sumaiya Khandaker

Sumaiya is an MBA Graduate of Florida International University's School of Business. She has experience with health policy and conducting research in the hospital and healthcare industry. Sumaiya is versatile and is able to conquer any task that comes her way. She plans to grow her career in healthcare and leave her mark on the industry through helping and supporting her community.

### Thank You

In special recognition of your dedication, commitment and volunteer service to the success of ACHE of South Florida. Thank you for your contribution to building membership through continuing education, professional development and networking opportunities.

**Let's Connect**  
Sumaiya Khandaker, MBA

## WOMEN'S HISTORY MONTH

THANK YOU!

## 2023 ACHE OF SOUTH FLORIDA ANNUAL Board of Directors INSTALLATION DINNER

*At Boca Raton*  
TUESDAY, FEBRUARY 14TH, 2023 5:30-9:30PM

**KEYNOTE SPEAKERS**

**SPONSORSHIP INFORMATION**  
[sponsorship@acheofsouthflorida.org](mailto:sponsorship@acheofsouthflorida.org)

*Signature Panel*  
1400 W. STATE ROAD #4

## WOMEN'S HISTORY MONTH

THANK YOU!

## TOP 25 Emerging Leaders

Top 25 Emerging Leaders - 2023

The profiles of this year's honorees, all age 40 or under, highlight the flexibility, innovation and talent represented by this generation of healthcare leaders.

### changemakers transformers rising stars

Modern Healthcare  
TOP 25 Emerging Leaders

## WOMEN'S HISTORY MONTH

THANK YOU!

## Congress is the Conference for Healthcare Leaders Who Care

Seeking new, in-depth perspectives from across healthcare and beyond? Want to network with thousands of the best and brightest leaders? The 2023 Congress may just be the most important event of your year! When you attend, you will:

- Hear **candid perspectives** from leaders within and beyond healthcare on the most critical issues.
- Grow your network and **take the next step up** as a leader in healthcare.
- Join **objective, solutions-focused** sessions to help you make an impact.
- See and be seen** by some of the most esteemed leaders in the country.

Join us March 20-23 to chart a bolder, brighter future in healthcare. Together, we can make a difference.

## FOLLOW ACHE SFL

**BOLDER | BRIGHTER**

We're Attending

ACHE of South Florida  
An Independent Chapter of

American College of  
Healthcare Executives  
"for leaders who care"



# ACHE of South Florida

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The collage features several event flyers from the ACHE of South Florida, an independent chapter of the American College of Healthcare Executives. The flyers are for various events including:

- Evening of Networking** in Broward County at Brimstone Woodfire Grill (June 23, 2022) and in West Palm Beach at Spruzzo (June 22, 2022).
- Executive Special Guest** events featuring speakers like **Linette Morales** (CEO of Boca Raton Regional Hospital) and **Maria Sandra Severe, Ph.D., MPH** (CEO of Jackson North Medical Center).
- Digital Displays in Healthcare** event at DCOTA (August 25, 2022).
- End of Year Party** at chima (December 20, 2022).
- Inaugural Chapter Appreciation & Recognition Event** celebrating members, sponsors, and supporters (December 20, 2022).
- C-Suite Insights** event with an Honorary Speaker, **Stanish Pieren, FACHE** (Chief Operating Officer, Holy Cross Health), and a Moderator, **Rudy Malouet, RN, MPH, FACHE** (Chief Executive Officer, Arteria Synergies Consulting).

Each flyer includes the ACHE of South Florida logo, event details, speaker information, and a "REGISTER NOW" link.

# 2023 CORPORATE SPONSORS

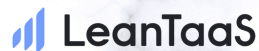
THANK YOU FOR YOUR SUPPORT!

ACHE of South Florida  
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*for leaders who care™*

## PLATINUM



H. Wayne Huizenga College of  
Business and Entrepreneurship  
NOVA SOUTHEASTERN UNIVERSITY



## GOLD



## SILVER



## BRONZE



## MEDIA PARTNERS & SUPPORTERS



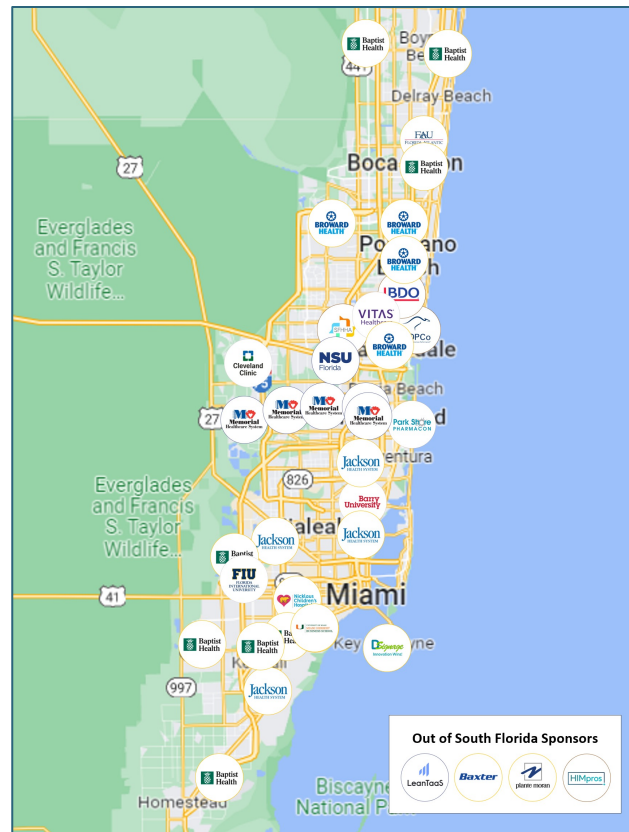
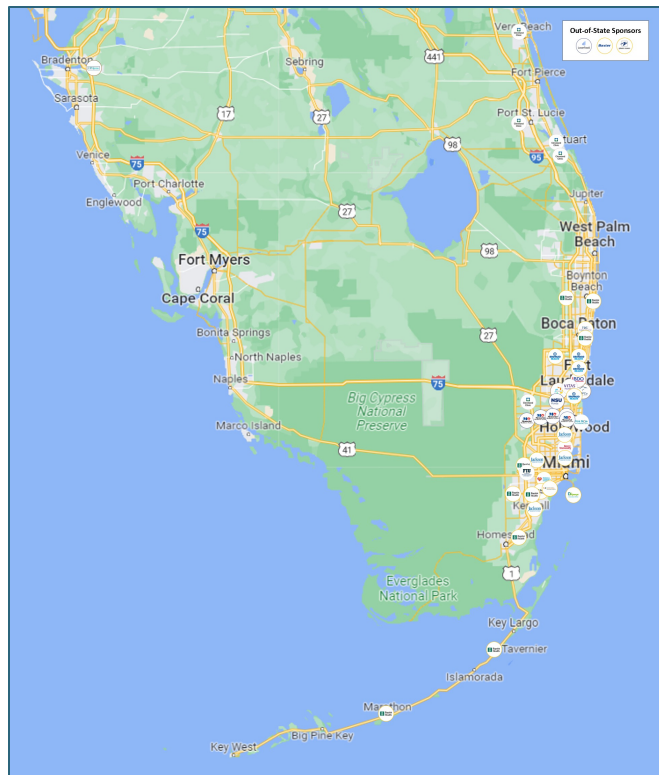
info@ACHEofSouthFlorida.org

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[www.ACHEofSouthFlorida.org](http://www.ACHEofSouthFlorida.org)

# ACHE of South Florida Sponsor Representation



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# ACHE of South Florida



*"After following ACHE of South Florida for some time and seeing the level of programs, content, energy and engagement by its members, I recommended that we test local chapter sponsorship to see if there was additional value and better engagement compared to just our national level sponsorship.*

*For me personally, being able to participate in a smaller, more intimate setting of local chapter events has helped foster better relationships and provides a more regional perspective on specific challenges or goals that are top of mind for these health system members.*

*Although I have limited experience with many local chapters, the South Florida chapter has been a great resource for networking, introductions and a partner for bringing relevant content to its members."*

Robert Schoy  
Senior Account Executive  
iQueue for Operating Rooms



# ACHE of South Florida



*“Memorial Healthcare System proudly supports the American College of Healthcare Executives as it aligns with our commitment to fostering excellence in healthcare leadership. By collaborating with ACHE, we ensure our healthcare executives have access to invaluable resources, networking opportunities, and ongoing education that elevate the quality of care we provide to our community.”*

K. Scott Wester, FACHE  
President and CEO  
Memorial Healthcare System



# ACHE of South Florida

H. Wayne Huizenga College of  
Business and Entrepreneurship  
NOVA SOUTHEASTERN UNIVERSITY

**NSU**  
Florida



*"It has been a privilege for NSU to support ACHE of South Florida as its first exclusive platinum sponsor since 2021. This has provided the Complex Health Systems Program at the Huizenga College of Business and Entrepreneurship tremendous exposure to the healthcare community in South Florida and enhanced collaboration with healthcare providers. In addition, the opportunities offered by ACHE of South Florida to our students have been remarkable, ranging from networking, education, advanced training, scholarships, internships, case competition, and job search."*

**François Sainfort, PhD, FACHE**

Chair, Department of Management  
Professor & Director, Complex Health Systems Program  
*H. Wayne Huizenga College of Business and Entrepreneurship*  
Professor, Department of Population Health Sciences  
*Dr. Kiran C. Patel College of Allopathic Medicine (NSU MD)*  
Nova Southeastern University

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**NSU**  
Florida

**NSUFlorida**

Giving Alumni Quick Links - Request Info Apply Now

H. Wayne Huizenga  
College of Business and Entrepreneurship

> Business Degrees > Master's > M.B.A.

Connect, Learn and Succeed with NSU and ACHE

Students who enroll in NSU's MBA in Complex Health Systems program will receive **complimentary membership** to the American College of Healthcare Executives (ACHE) and ACHE of South Florida!

ACHE is the professional home to more than 48,000 healthcare executives who are committed to integrity, lifelong learning, leadership and diversity and inclusion.

Becoming a Student Associate of ACHE is a great way to demonstrate your professional commitment, and membership includes access to a wide range of services that can help you launch your career in healthcare management, including:

- Postgraduate Administrative Fellowships
- Healthcare Executive Career Resource Center
- ACHE Employment Service
- Industry Publications and Newsletters
- Networking Opportunities

Learn More

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**NSU NEWSROOM**

HOME NEWS RELEASES IN THE NEWS GUEST EDITORIALS

**NSU MBA Complex Health Majors Win 3rd Place in ACHE Competition**  
Posted on September 19, 2022

From left, research fellow past President of ACHE of South Florida and the winning team: Tania Perez, Samanta Gomez, and Abby Stout, with Francine Sanford, Ph.D., **ACHE** Chair of Management, Director of Complex Health Systems Program, and Professor, second from right. Not shown are Timothy Page, Ph.D. (Professor of Management and Director of Academic Affairs) and Eleanor Lawrence, Ph.D. (Associate Professor of Management), who provided invaluable mentorship to the NSU team.

MBA, in Complex Health Systems majors, Samanta Gomez, Tania Perez, and Abby Stout, teamed up to compete in the American College of Healthcare Executives (ACHE) Graduate Case Competition. The first year an NSU team as entered the competition, they were awarded an impressive 3rd Place!

Their Case Study, "Effects of COVID-19" addressed issues in health care brought to the forefront during the pandemic, such as working from home, virtual leadership and management, and health and wellbeing.

The American College of Healthcare Executives (ACHE) is an international professional society of 48,000+ healthcare executives who lead hospitals, healthcare systems, and other healthcare organizations. ACHE is known for its prestigious credentialing and educational programs and its annual Congress on Healthcare Leadership, which draws more than 4,000 participants each year.

The ACHE competition is based on a case study topic that reflects the latest issues or challenges in the healthcare industry and under the guidance of healthcare professionals has been tested as best practice by both ACHE and the Association of University Public Health Administration (AUPHA). Throughout the competition, the teams work with their mentors plus a liaison from a local healthcare organization. On the case competition day, the student teams present their work to a panel of judges of C-Suite healthcare leaders.

**Congratulations, Samanta Gomez, Tania Perez, and Abby Stout!**

NOVA SOUTHEASTERN UNIVERSITY **NSU** Florida

Search

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Division of Public Relations and Marketing Communications  
Nova Southeastern University  
200 South Andrews Ave., Floor 10  
Fort Lauderdale, Florida 33301  
[View Media Contacts](#)

**ATHLETICS**  
Nova Southeastern Beestates Women's Bowling Program  
Nova Southeastern Announces Addition of Men's and Women's Lacrosse  
Volleyball Schedule Update

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SharkMytes  
SharkFINS newsletter  
The Current student newspaper  
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Shark United TV  
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**IMPORTANT LINKS**  
NSU Fast Facts  
First Look  
Subject Matter Experts  
Public Relations Team

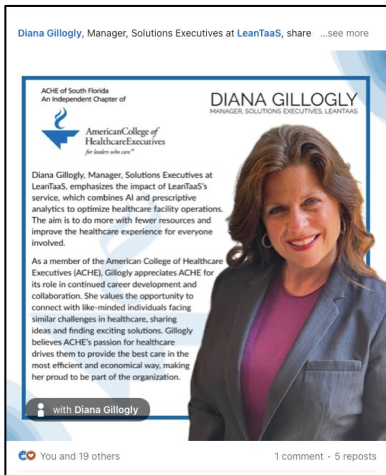
**THE NEW NSU NEWS**  
Welcome to the new NSU News.  
[Access previous News articles here.](#)

Visit [www.ACHEofSouthFlorida.org](http://www.ACHEofSouthFlorida.org)

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# ACHE of South Florida

1. ACHEofSouthFlorida Sponsor [Pages](#)
2. Chapter [LinkedIn](#) Posts
3. Annual Sponsor E-Newsletter
4. Email inclusion in all chapter communications



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## Email Statistics

175+

Emails Sent

62%

Email Open Rate

500+

New Organic Email  
Subscriptions

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4,000+

Followers

150+

Unique Posts

210k

Organic Impressions

40%

YOY Follower Growth

62%

Tri-County Followers

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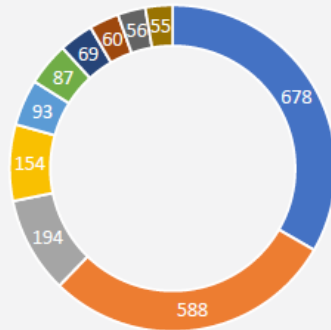
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# LinkedIn Followers Breakdown by Industry and Company Size

LinkedIn Followers by **Industry**

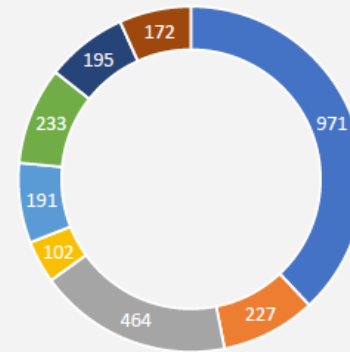
Data as of 1/2023  
2034 Responses



- Hospitals & Healthcare
- Hospitals
- Medical Practices
- Higher Education
- Medical Equipment Mfg
- Outpatient Care Centers
- IT Services/Consulting
- Pharmaceuticals
- Business Consulting
- Insurance

LinkedIn Followers by **Company Size**

Data as of 1/2023  
2055 Responses

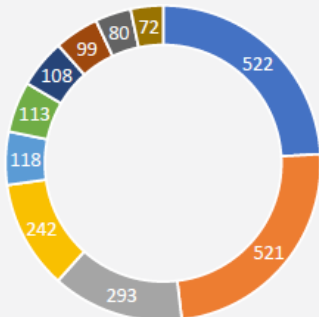


- 10,000+
- 5001-10,000
- 1001-5000
- 501-1000
- 51-200
- 11-50
- 1-10

## LinkedIn Followers Breakdown by Job Function and Seniority

### LinkedIn Followers by **Job Function**

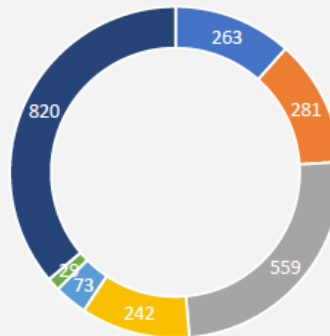
Data as of 1/2023  
2168 Responses



- Healthcare Services
- Business Development
- Operations
- Sales
- Human Resources
- Education
- Finance
- Information Technology
- Administrative
- Community/Social Svcs

### LinkedIn Followers by **Seniority**

Data as of 1/2023  
2267 Responses



- CXO
- VP
- Director
- Manager
- Owner
- Partner
- Senior

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## 2024 SPONSORSHIP PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
<b>BENEFITS</b>	<b>\$5,000</b>	<b>\$3,500</b>	<b>\$2,500</b>	<b>\$2,000</b>
Individual company recognition as the EXCLUSIVE PLATINUM or GOLD SPONSOR at all events throughout the year.	☞	☞		
Complimentary admission to events throughout the year. (Number of events and employees vary according to package. #Events/#Employees)	ALL/6	6/4	4/2	
Individual company recognition at the exclusive members-only CEO Roundtable event.	☞			
Opportunity to moderate or serve as a panelist at one educational program during the year.	☞			
One table at an in-person chapter-wide signature event. (Installation dinner, Member Appreciation, C-Suite, etc.)	☞	☞	☞	4 SEATS AT 1 EVENT
Five-minute company introduction provided by sponsor representative at an in-person chapter-wide signature event.	☞			
Logo inclusion in all chapter communications and on ACHE of South Florida website with click-thru to sponsor website.	☞	☞	☞	LOGO ONLY ON CHAPTER SITE
Company description (100 words) posted to a dedicated page on ACHE of South Florida website.	☞	☞		
Opportunity to send a custom "100-word message" to members through a special edition, sponsors-focused newsletter.	☞	☞		
"100-word Message" to be promoted on social media platform(s) and other advertising channels.	☞	☞		
Sponsor Spotlight: Company interview and 500-word write-up with customized spotlight to be featured on chapter's LinkedIn page and website.	☞			

**ANNUAL HEALTHCARE LEADER DEVELOPMENT STUDENT CASE COMPETITION - \$1,500**  
*(limited to 1 company per case competition. Academic institutions are not eligible for this package.)*

- EXCLUSIVE sponsor of the Annual Healthcare Leader Development Student Case Competition.
- Sponsor logo included on all Case Competition collateral, including ACHE of South Florida website.
- FOUR seats at the Case Competition, in addition to a 5-minute company introduction at the Case Competition.
- Opportunity for 4 company representatives to attend the Case Competition Awards Ceremony.
- FOUR seats at an in-person chapter-wide signature event.

**NETWORKING - \$1,000**  
*(One available for each networking event.)*

- Company recognition at event, along with presentation opportunity for up to 5 minutes, conducted by company designee.
- Company name featured as event sponsor on all digital promotions for the sponsored event.
- Table display area for company's marketing material at sponsored event.
- Optional raffle basket for item provided by company.
- Complimentary admission for UP TO FOUR sponsor employees.

[www.ACHEofSouthFlorida.org](http://www.ACHEofSouthFlorida.org)
[Sponsorship@ACHEofSouthFlorida.org](mailto:Sponsorship@ACHEofSouthFlorida.org)

Click the links below for more information.

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