



THE TOP 100

HEALTH & WELLNESS PROFESSIONALS

Featuring

JASON REID

CEO and Founder
Tell My Story

-Story on Page 8





Produced By:
Redwood Media LLC

Editor-in-Chief:
Heather Andrews

Graphic Design:
Soha Farrokhi

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& Wellness Professionals
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The team at The Top 100 Magazine was honored to collaborate with some of the most dedicated, skilled, and compassionate professionals in the health and wellness field.

Through the collective efforts of our account directors, writers, production staff, and artists—together with the remarkable professionals featured in this edition—we are proud to present a publication that celebrates innovation, healing, and the human spirit.

Our readers will no doubt be moved by these stories of resilience, empathy, and dedication to improving lives. Each feature highlights the unwavering commitment of those who devote their careers to advancing wellness and redefining what it means to live a healthy life.

It is my sincere hope that every one of these extraordinary individuals continues to flourish, and it is my privilege to introduce *The Top 100 Health & Wellness Professionals* of 2025.

Joseph Nunziato
CEO, Redwood Media

THE TOP 100

HEALTH & WELLNESS

PROFESSIONALS

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**THE TRAILBLAZERS. THE LEADERS.
THE CHANGE-MAKERS. THE DREAMERS.**

We bring the stories of extraordinary people to the world.

Paul Hakimata

SPECIALIST MOLECULAR GENOMICS

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Our perspective blends science and practicality. We begin with two guiding questions: *How does this help the patient?* and *How can we make it faster and better?*



PAUL HAKIMATA: REDEFINING PATIENT-CENTERED CANCER CARE

Paul Hakimata, MSc, MBA, is a specialist in molecular genomics at the Memorial Cancer Institute, part of the Memorial Healthcare System, and designated Florida Cancer Center of Excellence, whose groundbreaking work is transforming cancer treatment delivery. For more than 25 years, he has pursued answers in genetics, molecular biology, and biotechnology, pairing those disciplines with skills in computer coding and healthcare administration. His career began in research, but after the devastating loss of his wife to cancer a decade ago, Paul shifted into the clinical side of medicine. There, he saw firsthand how fragmented systems and slow turnaround times were costing patients precious weeks—time many of them did not have.

Today, his relentless drive to improve workflows and integrate precision medicine across departments has led to innovations that are saving lives and reshaping the standard of care. This is the story of a scientist whose personal tragedy became a catalyst for systemic change, a fearless surgeon willing to listen, and a healthcare system that embraced innovation to better serve its patients.

Memorial Healthcare System: A Mission to Heal

Based in Hollywood, Florida, Memorial Healthcare System is one of the largest public, not-for-profit health systems in the

U.S., employing over 17,000 staff across six hospitals with more than 2,260 beds. Founded in 1953, Memorial is known nationally for quality, safety, and patient satisfaction. Its mission—“Heal the body, mind, and spirit of those we touch”—is carried out through a vision of exceptional patient- and family-centered care, medical education, research, and innovation. It is within this environment that Paul’s strategies have flourished.

A Unique Approach to Genomics and Care

Paul’s perspective blends science and practicality. He begins with two guiding questions: *How does this help the patient?* and *How can we make it faster and better?* That philosophy led him to focus on precision medicine workflow improvements, breaking down silos that keep departments isolated. By integrating genetics, clinical practice, and technology, he reduces turnaround times, cuts costs, and improves outcomes.

While genetics is his trade, his MBA gave him a grasp of healthcare administration, helping him align scientific priorities with financial realities. His self-taught computer coding skills—developed out of necessity when IT support fell short—have allowed him to build tools that reduce errors, generate usable data, and together with optimizing and integrating the pre-analytical workflow move cancer patients into treatment about a month sooner than the old status quo.

Technology and Innovation

Paul's background in computer coding grew from necessity and a problem-solving mindset he developed early in his career. Mentored by demanding researchers, he learned to anticipate problems and create solutions on the fly—skills that now drive his clinical innovations. His philosophy is simple: jump in, solve the problem, and fine-tune along the way. This approach has sparked a “snowball effect” of tools and strategies that continually improve patient care.

A Journey of Science and Purpose

Born and raised in The Netherlands, Paul was an average student in subjects requiring memorization but excelled effortlessly in logic-based disciplines such as math, biology, and physics. Initially drawn to surgery, he pivoted toward laboratory science and microbiology, where he discovered the emerging field of genetics in the early 1990s.

Internships and research roles took him from the University of Pennsylvania to the University of Miami, Rockefeller University in New York, and Emory University in Atlanta, where he deepened his expertise in genetic engineering and laboratory management. Throughout his career, cancer research remained a constant interest, but the death of his wife from cancer shifted his focus toward the clinical arena. There, he resolved to confront the inefficiencies of healthcare systems and to use his knowledge to shorten the gap between diagnosis and treatment.

A Surgeon Who Listened

The turning point came during a tumor board at Memorial Cancer Institute. Discussing a lung cancer case, physicians noted that while they could recommend targeted therapies, they were always delayed by the wait for genetic data. For many patients, this waiting period was the difference between treatment and death.

Paul saw a simple solution: ask the surgeon to take an extra specimen during the procedure and send it immediately for genetic testing. The idea required no additional time nor cost, but it would cut weeks off the process. When he proposed it, one surgeon said yes.

That small act of listening launched a systemic shift. Today, Memorial averages genetic results within 8–9 days of surgery, delivered around the same time when the diagnosis is available, compared to an added 2- or 3-weeks industry norm. Patients can begin targeted therapies sooner, reducing ER visits and hospital stays while improving quality of life. What began as a five-minute conversation is now evolving into a standard of care, first for lung cancers and, soon, for other cancers as well.

Professional Accomplishments

Over the course of his career, Paul has developed Excel and Python coding tools that streamline workflows, reduce errors, and generate usable data from specimens once considered inadequate. These innovations have cut cancer treatment timelines by nearly a month, giving patients faster access to life-saving therapies. He has also secured grant funding that elevated Memorial Cancer Institute's research and innovation profile, while advancing



process improvement initiatives that showcase how precision medicine, technology, and cross-departmental collaboration can come together to redefine patient care.

The Road Ahead

Paul Hakimata's story is one of resilience, innovation, and patient-centered purpose. From his early days in microbiology labs to his current role at Memorial Healthcare System, his journey reflects a commitment to breaking barriers between science and care.

With Memorial's support and the collaboration of forward-thinking surgeons and physicians, his vision is becoming reality: precision medicine delivered faster, workflows aligned across departments, and patients receiving care that is not only advanced but compassionate. For Paul, the North Star remains clear—every innovation must lead back to the patient.



Email: paulhakimpour@gmail.com
LinkedIn: www.linkedin.com/in/phakimpour



LEE BURTON

PRESIDENT, CEO, AND CO-FOUNDER



Email: lee@functionalmovement.com

Website: www.functionalmovement.com

LinkedIn: www.linkedin.com/in/lee-burton-91956a120

Facebook: www.facebook.com/functionalmovement

Instagram: <https://instagram.com/functionalmvmt>

Lee Burton and Functional Movement Systems: Moving the World the Right Way

A Pioneer in Movement

When Lee Burton co-founded Functional Movement Systems (FMS) in 2001, he wasn't just launching a company—he was sparking a movement. With a Ph.D. and certifications as an athletic trainer (ATC) and strength and conditioning specialist (CSCS), Lee brought an extensive background in sports medicine and strength training to the table. During the establishment of FMS, he served as director of athletic training at Averett University, where he established himself as a forward-thinking leader and innovator in the science of movement.

Over the years, Lee has trained thousands of healthcare and fitness professionals worldwide and consulted for professional sports organizations, first responders, and military personnel. His work has been recognized with accolades such as *Can-Fit Pro International Speaker of the Year*, *Who's Who Among America's Teachers*, and the *Virginia High School League Award of Merit*. But his proudest accomplishment remains reshaping the way people everywhere think about movement and health.

From Athletes to Everyone

FMS started out as a tool for local high school and college athletes, helping them move better, prevent injuries, and boost performance. But the concept quickly caught fire, attracting the attention of the U.S. military, the NFL, Major League Baseball, and professional sports teams around the globe.

Today, FMS is headquartered in Chatham, Virginia, but its reach spans more than 25 countries and 25 languages. What began as a niche idea in sports training has become a worldwide philosophy: that better movement is the key to better living.

"Our motto is simple: Move well. Move often," says Lee. "It's not about doing more. It's about doing it right. Quality over quantity."

Why Movement Matters

We use fundamental movement every day of our lives—balancing on the stairs, reaching for groceries, bending to pick up keys, or twisting to chat with a coworker. It sounds simple, but most people are moving wrong without realizing it. Over time, poor movement patterns lead to stiff shoulders, aching backs, wobbly balance, and nagging injuries.

FMS brings this reality to light through a unique system of testing and assessing. These tools, designed for fitness, performance, and healthcare professionals, measure how people move and pinpoint areas of weakness. The goal isn't just to get people exercising—

it's to get them moving the right way, preventing pain before it starts and creating lifelong durability.

"Everybody wants to feel better, but nobody knows where to start," Lee explains. "That's what FMS does. It's like GPS. Before you can get to where you want to go, you need to know where you are."

The Self-Assessment: A Starting Point for All

The entry point for most consumers is the free FMS Self-Assessment. It's quick, fun, and can be done anywhere—your living room, your office, even at the park. Participants run through basic movements, answer a few lifestyle questions, and receive a score that reveals how well they're really moving.

"People are often surprised by their results," Lee notes. "They're not as flexible or balanced as they thought." But the fun really starts when friends compare scores, sparking playful challenges: a "Reach for the Post-Its" showdown at work, or a "Walking the Tape" contest in the living room. The kicker? To win, you have to move the right way.

Each assessment generates a personalized 30-day movement plan that targets individual needs—whether it's improving flexibility, fixing posture, or reducing pain. As users progress, the program adapts, encouraging retesting and continued improvement. For those who need extra help, the system connects them directly with a certified FMS professional.

Training the Trainers

While consumers benefit from the FMS Self-Assessment, the heart of the business is its network of fitness professionals. Trainers, coaches, physical therapists, and healthcare providers are taught to use FMS tools and philosophy in their practices, giving them a competitive edge and helping their clients achieve better results. To make this easier, Lee and his team recently launched a membership program exclusively for FMS instructors.

"We're always looking for ways to help our community stand out and grow," Lee says. "Now, our fitness professionals can connect with clients through customized self-assessment links that direct consumers straight to them. It's immediate engagement and an exciting way to market their services." This program empowers trainers to capture leads, build loyalty, and create interactive experiences with clients from day one. It's a win-win: trainers expand their reach, and consumers get expert guidance tailored to their needs.

Movement for All Generations

FMS isn't just for athletes or fitness enthusiasts—it's for everyone, from teenagers to grandparents. For older adults, the biggest risks are falls and loss



of independence. FMS addresses these issues with simple, practical techniques: walking on a strip of tape to improve balance, practicing rolling motions to regain confidence on the floor, or learning to rise safely using nearby furniture. "These small things can be life-changing," says Lee. "If you can balance, roll, and squat, you can keep living independently and vibrantly."

At the same time, professional athletes at the NFL Combine and MLB tryouts also use FMS to test and refine their movement. The same philosophy applies: before adding intensity, check the basics. Movement is a continuum that supports everyone—from first responders protecting communities to grandparents playing with grandchildren.

A Global Movement

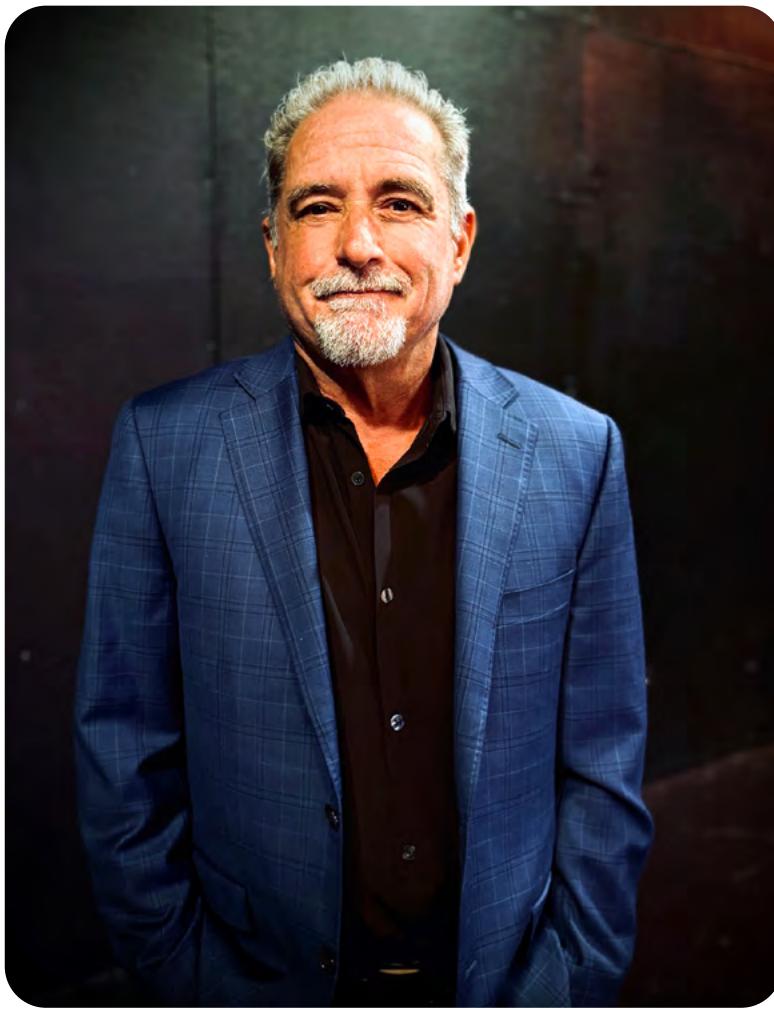
Since its founding, FMS has grown into one of the largest and most respected movement assessment systems in the world. With a presence across continents and translation into dozens of languages, the company has created a global community of professionals united by a common mission: helping people move well and move often.

This sense of community and excitement is what Lee calls the "FMS Movement." It's not just about assessments or exercises—it's about creating energy, momentum, and a shared belief that better movement equals better living. Whether you're a trainer looking to elevate your career or an individual who wants to feel and perform better, FMS offers a proven, fun, and accessible path forward.

Looking Ahead

Lee's passion for movement continues to fuel FMS's expansion. With new technology, assessments, and training programs on the horizon, the company is set to impact millions more lives. And for Lee, the mission remains clear: to spread the philosophy of quality movement across generations, professions, and cultures.

"Move well. Move often. That's the heart of it," he says. "Because when you move better, you live better. And everyone deserves that."



JASON REID

CEO AND FOUNDER

TELL MY
STORY

A Father's Loss That Became a National Mission

In 2018, Jason Reid's life changed in a moment that no parent imagines. While he and his wife were away, their phones vibrated with the same message from their 14-year-old son, Ryan: "I love you. Goodbye." By the time they reached him, it was too late. In Ryan's drawer, Jason found two notes. One listed his usernames and passwords. The other held a request that would become his life's purpose: "Tell my story."

Jason, a successful entrepreneur who had spent three decades building a nationwide construction company, walked out of the hospital after removing Ryan from life support and went home to start a foundation. His mission was, and remains, unforgivingly clear: eradicate teen suicide by 2030. Ryan's final words became not only a promise, but a legacy. "I couldn't save my son," Jason says, "but if telling his story saves someone else's child, then his story keeps helping the world."

From Business Leader to Relentless Mental Health Advocate

Though Jason had built a thriving company, he realized nothing had prepared him for this mission. "I thought, I'm a business guy. I solve big problems. How do we fix teen suicide?" But as he dove deeper, he discovered a heartbreakingly truth: extraordinary people were working tirelessly in youth mental health, yet the problem was too big, too fast-growing, and too misunderstood for any single solution. So, Jason shifted his approach. Instead of trying to solve the entire crisis, he focused on where he could have the greatest impact: parents.

Jason's message is simple, but profound: *Parents must own their children's mental health the same way they own their children's physical health.* To advance this mission, Jason hosts free documentary screenings and speaks at schools, conferences, churches, businesses, and community events—connecting with parents not as a clinician or academic, but as a father who has lived every parent's worst nightmare. "I missed the signs. I don't want you to," he says.

Founding Tell My Story: A Movement of Listening, Tools, and Connection

Based in Irvine, California and founded in 2018, Tell My Story brings youth mental health out of the shadows and into everyday conversations. Since then, the organization has collaborated with more than 50 community partners and national and international organizations, hosting over 200 events and screening its mental health documentaries more than 500 times.

Creating Tools That Help Families Connect

Jason oversees all Tell My Story initiatives, setting the nonprofit's vision, producing its films, interviewing the young participants, and ensuring the organization stays grounded in grassroots, human-centered support. "This isn't a billion-dollar problem requiring a billion-dollar solution," he says. "This is families, neighbors, and communities learning how to talk to each other."

Tell My Story offers resources parents can use immediately:

- The Tell My Story Card Deck, designed to help families break the silence and start meaningful conversations.
- Two mental-health-themed music albums produced with BMG Music, Songs for the Drive Home, created so parents and teens can open up together in the safety of a car ride.
- Films, events, and school programs that give both kids and parents the language to ask for help.

“My son asked me to tell his story. I’m going to keep telling it until we end teen suicide—or until I take my last breath trying.”



The Documentaries That Sparked a National Conversation

In 2020, Jason released *Tell My Story*, a feature-length documentary that premiered at the Santa Barbara International Film Festival. The film follows his journey across the Pacific Northwest, meeting parents, survivors, mental health leaders, psychiatrists, and teens. What he learned stunned him: kids who smile, laugh, and seem “fine” can be suffering deeply. “They hide it beautifully,” he says. “Ryan hid it. I had no idea.”

The follow-up film, *What I Wish My Parents Knew*, features raw, unfiltered interviews with 10 teens sharing the truths they struggle to tell the adults in their lives. The film has since been shared at over 300 schools, churches, corporate events, community gatherings, and organizations across the U.S. and internationally, each screening facilitated by a mental health professional to ensure a safe and supportive environment for discussion.

SHIFT — A New Film for a New Generation

Released in 2025, the newest documentary, *SHIFT: Do What Moves You*, flips the narrative from despair to possibility. It highlights young people leaning into art, music, sports, and passion-driven pursuits as pathways to mental wellness. The message is universal: even extraordinary kids—champion skateboarders, musicians, dancers—face self-doubt, bullying, and anxiety. What separates them is not perfection, but perseverance and purpose. “Kids need to see what it looks like to keep going,” Jason says.

The TEDx Talk: Understanding the World Our Kids Live In

Jason’s TEDx Talk, “The Hot Lava Game,” distills a core truth: the world today’s kids navigate is not the world their parents grew up in. They face 24/7 exposure to global conflict, online comparison, cyberbullying that follows them home, and unprecedented pressure amplified by social media and now AI. The takeaway is simple: Kids are overwhelmed, and parents must learn to listen without minimizing their struggles. “When they tell you their sky is full of clouds,” Jason says, “our job isn’t to convince them it’s sunny. It’s to ask about the clouds.”

A Message Parents Need and Kids Deserve

Jason’s work is not theoretical; it is deeply personal. The signs Ryan showed—more time alone, irritability—were subtle and easy to mistake for normal teenage behavior. “He was laughing and watching March Madness the week before,” Jason recalls. “They hide it because they don’t want to burden us.” That’s why his message to parents is unwavering: There aren’t enough therapists in the world to solve this crisis. Families must learn to talk, to listen, and to engage daily with their children’s emotional lives.

Carrying Ryan’s Legacy into the Future

Jason still signs every email, every message, and every keynote with the mission Ryan left behind: *Tell My Story*. He speaks for the parents who never knew. He advocates for the kids who don’t yet have words. And he fights for a future where every child feels seen, supported, and worth staying for.

“My son asked me to tell his story,” he says. “I’m going to keep telling it until we end teen suicide—or until I take my last breath trying.”



Dr.
CHRIS BAEK

FOUNDER AND CEO



<https://yubeck.com> | cbaek@yubeck.com
LinkedIn: www.linkedin.com/in/drchrisbaek

Dr. Chris Baek, founder and CEO of Yubeck, is a pharmacist, wellness innovator, and purpose-driven entrepreneur who blends science, spirituality, and a deep desire to help others improve their health. After nearly two decades in the pharmacy industry, including key roles at Johnson & Johnson and Takeda Pharmaceuticals, she developed a strong foundation in the sciences. Over time, her own healing journey inspired her to bring together modern science and natural wellness. She holds a Doctor of Pharmacy degree and uses her scientific background to create wellness solutions that provide simple, effective support for daily well-being.

At Yubeck, Dr. Baek leads vision, product development, and partnerships, pioneering wearable wellness solutions that blend natural ingredients with science-driven technology. Her mission is simple: to create practical tools that support everyday well-being without adding stress or complexity to people's lives.

Yubeck's signature innovation, a series of proprietary wellness socks, embodies this philosophy. The first product infuses calming, nature-based ingredients to help support relaxation. These products are more than a novelty; they represent a shift toward wellness that is simple, sustainable, and seamlessly integrated into daily routines.

The company's promise of impact is already being recognized. Dr. Baek was named a *Top 10 Finalist* in the 2025 SCORE Pitch Competition for her innovative approach to sustainable wellness and Yubeck was selected as one of the *Top 100 Health & Wellness Companies to Watch*.

Dr. Baek's personal journey is one of resilience. Born in Korea and raised in Chicago after immigrating at age three, she faced early challenges that shaped her strength. Undiagnosed vision issues, selective mutism, and language barriers made school difficult, and she nearly failed second grade. Through perseverance, she learned English, gained confidence, and graduated with honors. These experiences later shaped her studies in psychology, education, and eventually pharmacy.

After years in the pharmaceutical field, Dr. Baek faced her own health struggles, including Hashimoto's disease and fibromyalgia. She turned to meditation, prayer, nutrition, and holistic practices to heal. This experience awakened a deeper purpose and eventually led to her entrepreneurial journey. Stepping into pageantry at age 50 and being crowned Mrs. Illinois America helped her find her voice, confidence, and a renewed sense of visibility.

Beyond business, Dr. Baek's passion for service has taken her across the globe. She has supported underserved children in India for 13 years, sponsoring those in need and fundraising for essentials such as school supplies and daily living needs. These experiences reinforced her

belief in a greater mission: to build a life-skills curriculum that can empower millions of underserved children worldwide to reach their full potential in this lifetime.

In everything she does, Dr. Baek reflects Yubeck's values: healing, innovation, resilience, and service. Her journey brings together science, holistic healing, and heartfelt leadership.

In the following Q&A, Dr. Baek shares more about her background and vision.

Dr. Baek, can you tell us a little about your background.

I immigrated to the U.S. with my family when I was three years old. My father came first, not knowing English, and worked any jobs he could find. We settled in Chicago, and I remember he was so worried we'd get lost on our way to school that he taped a line on the sidewalk for us to follow. As a child, I was extremely shy and hardly spoke at school. I was diagnosed with selective mutism and struggled academically, almost failing second grade. But I pushed through, and eventually I graduated with honors. That experience planted the seed for wanting to make a difference in education.

I studied psychology at the University of Illinois and later completed a master's in education at Washington University in St. Louis. Teaching was rewarding, but I realized it wasn't what I wanted long term. I shifted to pharmacy, completing prerequisites and then earning my PharmD at the University of Illinois at Chicago. Even while raising a family, I stayed determined, graduating in the top 10% of my class after returning to school one week after giving birth to my son.

What inspired your idea for these revolutionary socks?

It really came from my own journey. Years ago, I faced serious health challenges and spent years studying holistic approaches and nutrition. I realized there had to be more convenient ways to integrate wellness into daily life. That inspired me to combine my pharmaceutical background with my passion for natural health. Wearable technology felt like the perfect answer - products people can use every day, infused with natural agents that support relaxation, sleep, immune health, and overall well-being.

Tell us briefly about your work with orphans in India, and your bigger mission on the horizon.

In 2007, I met a priest from Assam, India, who was raising funds for an orphanage. I began sponsoring children through his program. We raised money for backpacks because that was what the children wanted most. It showed me how even simple things can mean the world to others.

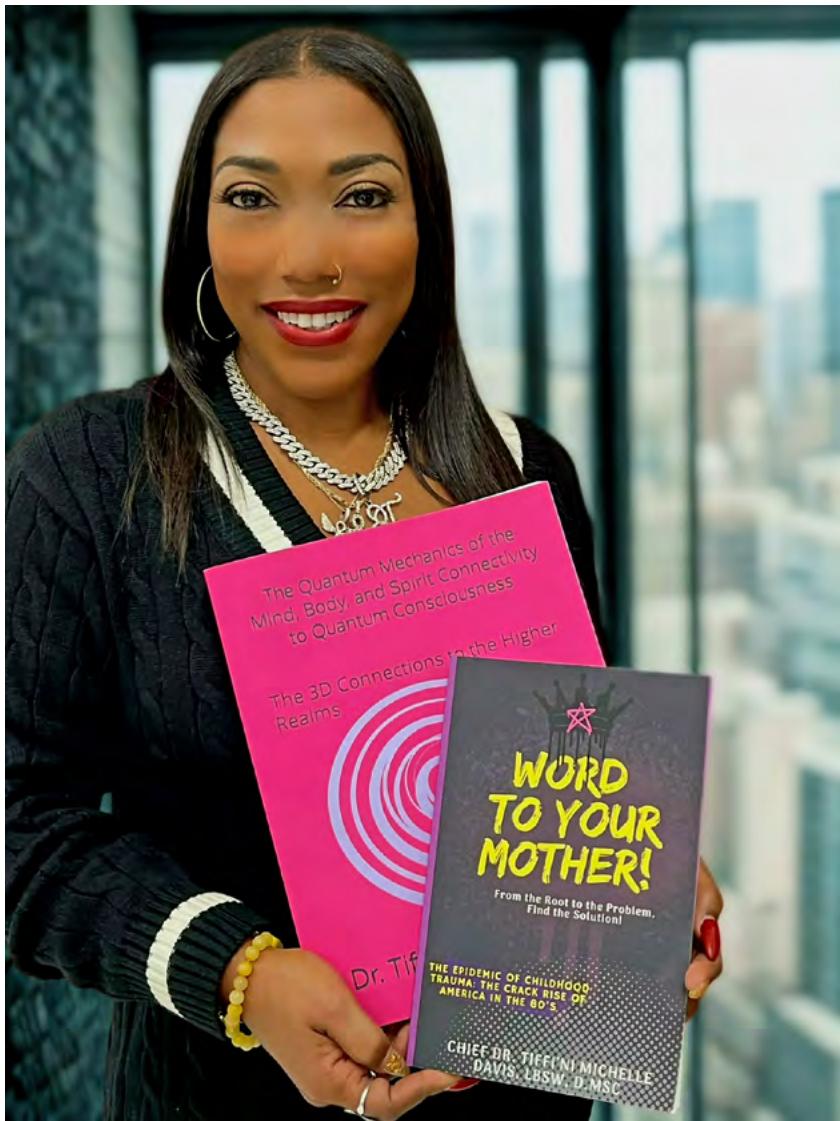
During a trip to Nicaragua, I took part in a small ceremony where I was symbolically named "The Mother of All Children" in recognition of my sponsorship of orphaned children. I didn't think much of it then, but it later aligned with my purpose to help children on a larger scale through a life-skills curriculum.



"I want to help people take control of their health by creating clean, sustainable wellness solutions that truly support them. At the heart of everything I do is a simple mission: to help people feel grounded, cared for, and ready to live fully each day."

What drives you as both a leader and a person?

I believe struggle creates strength. From nearly failing second grade to balancing pharmacy school with a newborn, my life has been shaped by moments that tested me but also taught me resilience. Today, through Yubeck, I want to help people take control of their health by creating clean, sustainable wellness solutions that truly support them. At the heart of everything I do is a simple mission: to help people feel grounded, cared for, and ready to live fully each day.



Tiffi'ni Michelle Davis

PRESIDENT

“

I've worked with people who are forgotten—addicts, survivors of violence, foster kids, re-entry and incarcerated. Society gives up on them, but I don't. My biggest accomplishment is helping them see they're still worthy of love, healing, and dignity. That's why I do this work.

A Life Forged in Fire

Tiffi'ni Michelle Davis is petite in stature—but please don't let her height fool you. Her presence is immense, her voice unwavering, and her mission clear: to heal, empower, and transform lives, especially for those the world has forgotten. Boston born and Baltimore raised, with a tough past and an even tougher resolve, Tiffi'ni has built a life defined by resilience and purpose.

By the age of 18, Tiffi'ni had faced unspeakable loss, including homicides of people close to her. Refusing to become another statistic of the system, she pushed forward, earning a collaborative degree in business e-commerce and social work science. With a foundation in music, dance, drama, and fashion design, her first jobs were as a dance and drama teacher and a treatment foster care worker. But it wasn't enough—not financially, and not spiritually.

Tiffi'ni's father's battle with addiction—and the devastation she saw in Baltimore—ignited her interest in addiction recovery. She received her social work license in 2008, with a focus on drug treatment and addiction. Her research led to the notion that mainstream education disregarded spiritual subjects. Raised within the Yuchi tribal tradition, where spirituality holds deep significance, Tiffi'ni became an ordained minister and certified holistic practitioner, ultimately earning a Ph.D. in metaphysical science to help manage and treat spiritual ailments as part of a more holistic approach to recovery.

From Grassroots to Groundbreaking

In 2014, Tiffi'ni and her husband founded Abundant Living Resources, a nonprofit that began with community education and supported employment, providing environmental services for a local urgent care center. That small start led to 13 locations with multiple employees—ultimately setting a bigger stage.

In 2018, they launched For Hope's Sake, LLC, a health and wellness organization with licensed treatment centers in Maryland. With no initial funding, they tapped into opioid recovery grants and earned their credentials as a licensed provider of inpatient and outpatient mental health and substance use disorder services.

What sets For Hope's Sake apart is its deep integration of holistic care—grief recovery, trauma support, and wellness education—based on the understanding that mental, emotional, physical, and financial wellness are inseparable. “Mental health isn't independent from addiction,” Tiffi'ni says. “It's all connected—and healing must start with the mind.”



Transition, Transformation, and Triumph

Tiffi'ni's work is both personal and spiritual. Known as Chief I'ni to her tribal community, a trained shaman and death doula, she has helped people cross over, offering peace and presence at life's most vulnerable moments. When her best friend was shot, she went to the hospital, blessed the body, and stayed to comfort her into her transition from the physical world. Her work with children in foster care, re-entry for incarcerated individuals, and survivors of sex trafficking all stem from that same compassion and courage.

Tiffi'ni and her husband have also launched a crisis call center for adults, in memory of a relative she lost to domestic violence. The hotline serves as an outlet for those in crisis, offering an alternative to suicide or violence. Certified volunteers receive free training and certification, forming a community of peer responders.

Their next endeavor is AuraZenAi, a mental health app that connects users to instant wellness tools and live hotline support. Alongside it, they're working to establish a physical Zen space for mental health—a sanctuary of peace and restoration.

Anchored by Purpose

Despite growing up in hardship, Tiffi'ni has not only supported her community—she's lifted it. She considers her children one of her greatest achievements, raising them with strength and intention. Her latest book, *Word to Your Mother*, explores the crack epidemic's devastating legacy through the lens of childhood neglect, continuing her mission to speak truth and spark healing.

Tiffi'ni's journey is one of transformation—of pain into power, of loss into love. Through every challenge, she has remained grounded in the belief that true wellness goes beyond the physical. It's about hope, spirit, and showing up for the people who need it most.

Q&A with Tiffi'ni Michelle

Your background is incredibly multifaceted—from performing arts to holistic wellness to social work. How did all of this shape your current work?

Each phase of my life was built upon the one before. Dance and theater taught me expression. Business gave me structure. But my real education came from my community. I needed to understand healing on an every level—spiritual, emotional, physical. That's what drove me to study social work and metaphysical science. It's all connected.

You often talk about working with people “others throw away.” What does that mean to you?

I've worked with people who are forgotten—addicts, survivors of violence, foster kids, re-entry and incarcerated. Society gives up on them, but I don't. My biggest accomplishment is helping them see they're still worthy of love, healing, and dignity. That's why I do this work.

What is your philosophy when it comes to addiction recovery and mental health?

Drugs don't stop drug use. Healing does. We teach people how to manage pain—mentally, spiritually, financially, physically. If someone's hurting, a pill might help for a time, but long-term healing takes a different path. It's about balance. Recovery is not just about being “clean and sober”—it's about being whole.

What inspired your new book, *Word to Your Mother*?

It's about the crack epidemic, but more so about what it left behind—neglected kids, broken homes, generational trauma. It's part memoir, part call to action. I want people to see the ripple effects and understand that what we ignore doesn't go away—it grows. We have to deal with the roots, not just the symptoms.



www.4hopessake.org | Crisis hotline: 877-839-3989

Email: Tdavis@4hopessake.org

Chief Tiffi'ni Michelle: www.IniMichelle.com

LinkedIn: www.linkedin.com/in/tiffinimdavis

Facebook: www.facebook.com/forhopessake

Instagram: [@4hopessake / @theartofini](https://www.instagram.com/@4hopessake)



JESSICA CONNELL, LCSW

OWNER AND LEAD THERAPIST



www.cmpcnyc.com | jessica@cmpcnyc.com
LI: [jessica-connell-lcsw/](https://www.linkedin.com/in/jessica-connell-lcsw/) | IG: [cmpcnyc/](https://www.instagram.com/cmpcnyc/)

Jessica Connell, LCSW, knows what it means to live under pressure—and how liberating it can be to rise above it. A former investment banking professional turned therapist and certified executive coach, she brings both lived experience and clinical wisdom to those navigating the often-invisible weight of anxiety, perfectionism, burnout, and relationship strain.

As the founder of Confident Minds Psychotherapy & Coaching, Jessica has created more than a therapy practice—she's built a haven for professionals, couples, and organizations seeking meaningful, lasting change. Her approach is deeply collaborative, rooted in trust, and designed to meet people exactly where they are.

In the Q&A that follows, Jessica opens up about the path that led her here—and the powerful transformations she helps others achieve.

Jessica, what inspired you to leave a successful career in investment banking and become a therapist and executive coach?

I've always loved psychology, especially organizational psychology. I earned my undergraduate degree in the field and planned to go into HR, even receiving a verbal offer from an investment bank right out of school. But the 2008 financial crisis hit that very weekend and that said offer in the HR department ended up turning into another infrastructure position that shifted the direction of my career.

Throughout my time in the corporate world, I found myself naturally stepping into mediator roles, helping people work better together and forming strong connections with colleagues. That's when I realized I wanted to focus more deeply on people and their experiences so I went back to school for clinical social work and became a licensed therapist.

Having worked closely with leaders and teams, I saw firsthand how stress and emotional strain affect not just performance, but every area of life. I knew therapy had a place in the corporate world—but it needed to be delivered in a specialized way. That's why I pursued formal training as a professional and executive coach, allowing me to blend clinical insight with leadership development for meaningful, measurable results.

What makes your approach unique from other therapists and professional coaches, especially in your work with corporate executives?

What sets me apart is that I come from the corporate world myself. I understand the pressures, politics, and dynamics executives face. That insight allows me to connect on a much deeper level and speak the language of both business and mental health. Many of my clients have seen multiple therapists before me and often say, "You actually get it."

Unlike therapists who've only worked in clinical settings, I bring a unique lens shaped by firsthand experience in fast-paced, high-demand environments. My work centers on interpersonal communication—whether in couples or corporate teams. I help clients better understand themselves and others, navigate conflict, and foster healthier relationships and workplace cultures.

I also help clients identify their emotional triggers and learn how to manage them productively—something traditional coaching alone can't provide. Coaches often lack the clinical training to dig into the deeper patterns that drive behavior. My approach bridges both worlds—therapy and coaching—so clients not only perform better but feel better, too.

You've helped many executives and leaders achieve self-confidence and overcome obstacles that have impaired their progress—often succeeding where others have failed. Can you give us a general overview of your approach, and how interpersonal communication and psychodynamics can help—or hinder—success?

One of the biggest challenges professionals face is misinterpreting interactions due to their own internal triggers. We all have different personalities and sensitivities that can cause us to personalize or distort what others say—often without realizing it. For high performers, this can quietly erode confidence and impair leadership, communication, and job performance. For instance, something as simple as a colleague asking, "Are we still on track with the deadline?" can feel like criticism to someone in a low-confidence state, sparking a spiral of self-doubt. My work focuses on helping clients break that cycle.

Understanding others is crucial—but knowing yourself is even more important. That's where I start: deep, individualized work to uncover emotional patterns, triggers, and communication styles. I help clients see the full picture—their role, the personalities they're engaging with, and the dynamics at play—so they can respond more effectively, regain confidence, and ultimately thrive both personally and professionally.

You're widely recognized for your innovative approach to interpersonal communication, particularly your groundbreaking, intricate focus on the widespread and growing problem of message misinterpretation in today's corporate environments. How critical is this issue, and what strategies are you using to help executives and leaders address it?

This is one of the most pressing issues in corporate culture today, and it's something I'm deeply passionate about. Communication has always mattered—but now, with the rise of remote work and reliance on digital tools like Slack, email, and text, we're missing essential human cues like tone, facial expressions, and body



"I help clients better understand themselves and others, navigate conflict, and foster healthier relationships and workplace cultures."

language. The result? A massive spike in misinterpretation, tension, and disconnection across teams and leadership.

Executives come to me all the time feeling stuck in these dynamics—frustrated, misunderstood, or unsure how to respond. I dive deep into their specific situations, often down to the exact words they're planning to use in a message. We explore how their phrasing might be perceived, what unintended tone it could carry, and how to reshape it for clarity, empathy, and effectiveness. Equally important, we look at how they're interpreting others' words—what emotional triggers might be distorting the message and what's actually being communicated.

Ultimately, mastering communication isn't just about choosing the right words—it's about understanding yourself and others more deeply. It's this level of insight that leads to stronger leadership, healthier relationships, and more cohesive workplaces.



ANDREW BERNETT

OWNER AND FOUNDER

"Our goal is simple—we want to help as many people as possible find relief and healing. That's what drives us forward."



andrew@beewelltherapeutics.com | LI: www.linkedin.com/in/andrew-bernett-4b970846 | IG: @beewelltherapeutics

Some of the greatest innovations are born not in boardrooms, but in the quiet struggles of everyday life. For Andrew Bennett, solving problems under pressure was second nature. As a chemist and CBRN commissioned officer in the U.S. Army, he spent nine years in various positions, tasked with protecting military forces from chemical, biological, radiological, and nuclear threats—or treating them in the aftermath of exposure. His role demanded precision, innovation, and a relentless drive to safeguard lives. When he transitioned to the civilian world in 2020, he carried that same mindset into the corporate sector, working at General Electric, where he honed his expertise in business operations, supply chain management, and customer service.

Yet, Andrew's biggest challenge—and most personal mission—came from within his own home. His wife, a board-certified dermatologist, struggled with severe eczema. Despite her medical expertise and access to the best treatments available, she faced a frustrating reality—there simply wasn't a product that could keep healing creams in place long enough to work effectively. Nights were spent tossing and turning, hands wrapped in cotton gloves that absorbed every bit of the soothing ointments she applied—leaving her skin just as dry and irritated as before.

Andrew saw an opportunity to apply his chemistry background and problem-solving skills in a new way. He began experimenting and, in 2023, launched Bee Well Therapeutics, introducing a revolutionary beeswax-treated fabric that forms a breathable yet minimally absorptive barrier. Unlike cotton, this innovation ensures that creams, ointments, and prescriptions stay on the skin, maximizing their effectiveness. Just one year later, Bee Well Therapeutics, based in Ormond Beach, Florida, is making waves in medicine. The FDA-registered, dermatologist-recommended topical delivery systems help thousands manage eczema, psoriasis, and other skin conditions. Designed for both adults and infants, Bee Well's products provide targeted relief for dry, cracked skin anywhere on the body. Consumer response has been overwhelming. Grateful customers share stories of finally finding relief after years of failed treatments. Healthcare providers—including dermatologists, podiatrists, and other medical professionals—are taking notice, integrating Bee Well's innovative materials into their patient care plans.

Undoubtedly, Andrew Bennett turned a personal challenge into a groundbreaking solution with Bee Well Therapeutics, but what inspired the use of beeswax? What sets Bee Well's products apart? And what's next for the company? In this Q&A, Andrew shares the story behind his innovation, the science that makes his products unique, and the exciting developments on the horizon.

Andrew, what inspired you to use beeswax in your products?

It all started with my experience working with jet engines. We used wax at the tips of our tools to hold bolts in place so they wouldn't fall into an open engine. Because of that, I always had wax in my garage. One night, my wife was burning a candle, and as I played with the wax, I noticed how soft it made my skin. That got me thinking—if I applied wax to gloves, could it help keep moisture on the skin? I decided to experiment, and it worked.

Over the next eight months, I developed the Bee Well Therapeutics material using cosmetic-grade beeswax, which is purified to remove allergens, pollen, and impurities while retaining all the beneficial fats the skin craves. The result is a breathable, reusable fabric that nourishes the skin while forming a protective barrier to keep creams and ointments in place. That's what makes it so effective—it's not just a barrier; it's part of the healing process.

You started with gloves, but now Bee Well Therapeutics offers a full range of products. Can you tell us about some of them?

Absolutely. We've expanded our product line to include a variety of sizes for both adults and children, from baby mittens to extra-large men's gloves. We also offer socks and sleeves, which are perfect for arms and legs, providing targeted moisture and protection. For infants with eczema, which often affects the entire body, we developed fully occlusive onesies to help keep their skin hydrated and protected. Additionally, we have hats designed to moisturize and treat chronic skin conditions or dryness on the scalp. And this is just the beginning—I'm constantly working on new innovations to help more people find relief.

Your beeswax-based solution is a major innovation, but what else sets your products apart from others on the market?

The beeswax solution is a key factor, but the real game-changer is the breathability of our materials. Until now, the only options available for keeping moisture on the skin were plastic wraps or wet wraps, where you soak cotton in water, apply it to the skin, and then layer a dry garment over it. The problem with those methods is that they can trap heat, prevent proper air circulation, and lead to potential side effects. What makes our products so unique is that they allow the skin to breathe while still creating an effective barrier. This lets the body naturally exchange gases, reducing the risk of irritation or other side effects that can come from suffocating the skin with plastic or non-breathable wraps. Another major benefit is reusability. Our materials can be used about 90 times before needing to be replaced, which is unheard of in the market. They're also washable, making them both practical and sustainable. While we recommend wearing them at night to prevent excess soiling, they can be worn throughout the day with no limitations on activities.

You've received incredible feedback from consumers. Can you share some of the most memorable stories?

The response has been amazing. One woman with multiple autoimmune conditions, including scleroderma, reached out after trying our gloves. She told me, "You helped my cuticles be soft with my scleroderma. Thank you so much!" That was huge. Then there was a mother who messaged me saying, "Oh my God, my baby's hands are amazing now! Before, she was up all night from dry skin. Thank you!" And then there's my grandma. She was visiting and mentioned how dry her elbows were. I told her, "I've got you,



Grandma." I applied her moisturizer, put my sleeves on her arms, and the next morning, she said, "My crepey skin is almost gone!" I hadn't even heard the term "crepey skin" before, but that's when I realized my products go far beyond just eczema or psoriasis—they work for nearly any skin condition by deeply hydrating and enhancing the absorption of treatments. That realization has been one of the coolest parts of this journey. Knowing that I've been able to help people who have struggled for years is incredibly rewarding.

You're always developing new products for consumers and healthcare providers. What exciting innovations are on the horizon?

We have several exciting developments in the works. One of the biggest projects is a bra system designed for women undergoing radiation treatment for breast cancer, providing gentle, breathable coverage that helps protect and hydrate the skin. We're also developing a neck gaiter for individuals receiving radiation treatment for thyroid cancer. Another innovation we're working on is an adhesive patch designed for areas that can't easily be wrapped, like the back, allowing targeted treatment without the need for bulky coverings. Beyond new products, we're continuing to expand our reach in the medical community. We're in discussions with more dermatologists, podiatrists, and other healthcare professionals to integrate our products into their patient care plans. Our goal is simple—we want to help as many people as possible find relief and healing. That's what drives us forward.



Meet **JULIE TURNER, RDH** FOUNDER AND CEO OF FLOSS

Julie Turner, RDH, is far more than your average dental hygienist; she's the founder and CEO of Floss in Banff, Alberta, where she provides comprehensive, evidence-backed care, and is disseminating knowledge and understanding about how oral care profoundly affects overall health. After working with a not-for-profit and in business for years, Julie went back to school for dental hygiene, where her passion for the practice blossomed.

Since opening its doors in June 2021, Floss continues to grow exponentially, with another hygienist recently joining the team. The full-service dental hygienist clinic offers exams, diagnoses, X-rays, scaling, polish, stain removal, and fluoride treatments, all in an environment of personalized care and attention to detail that attracts those who want a setting that puts their health and comfort first.

For Julie, providing comprehensive care is a true passion, and she brings it beyond the walls of the Floss office. With her mobile equipment, Julie can be found throughout the Bow Valley in full-term care facilities, bringing the same quality care and personal attention to even more people. "This is about giving back to the community," she says.

Julie met with us to discuss the important role of dental hygienists and dental hygiene clinics, the services they provide, and why good oral hygiene is so crucial to everyone's overall health.

What do dental hygienists do, and what are the benefits of seeing a dental hygienist?

Dental hygienists primarily perform cleaning procedures, but they also contribute to overall health. Our role involves significant preventive measures, and we collaborate with other health professionals to identify early signs and symptoms. When you visit a dental hygienist, you typically receive longer appointments, which allow for more personalized care. You also receive an impartial assessment. There's no dentist on site, which potentially reduces costs as well. Many individuals appreciate their experiences with dental hygienists, as these professionals are often driven by their passion for their work.

How are dental hygiene clinics different from dental practices? What types of services do your clinics offer?

In Alberta, dental hygiene clinics operate without dentists, while in many other regions, patients may encounter both dentists and dental hygienists. Although these two types of clinics share similarities, dental hygiene clinics typically prioritize preventive measures, hygiene, and overall health risk management. In contrast, dental clinics often concentrate on addressing existing oral issues. Hygiene clinics unequivocally emphasize prevention and the enhancement of oral and general health.

Why is good oral hygiene—and regular visits to dental hygienists—critical to one's overall health?

It is essential to recognize the interconnection between oral and systemic health. Research indicates a causal relationship with heart disease and a correlation with conditions such as diabetes, which can exacerbate other health issues. Improving oral health often leads to better overall health, and ongoing studies continue to provide insights into this connection. Regular dental visits can have a beneficial influence, unlike some conditions where intervention may come too late.

The dental hygienist industry is a very collaborative community. Tell us a little bit about this.

We are fortunate to have strong collaborative relationships with various health care professionals. Our close partnership with medical doctors enables us to share relevant information and refer patients who may require medical attention. However, our connections extend beyond medical doctors; we also make referrals to physiotherapists, naturopaths, oral surgeons, and dentists, working in cooperation with a wide range of practitioners within our community. As a unified team, our goal is to ensure that individuals receive the necessary care to achieve their optimal



As a unified team, our goal is to ensure that individuals receive the necessary care to achieve their optimal overall health.

overall health. In our specific clinic, we provide services to all long-term care facilities in our region, reaching patients who might otherwise lack access to health care services. Typically, but not universally, it is often the hygienist, rather than the dentist, who provides care in such settings.

What do you enjoy most about work?

The profession of dental hygiene is focused on assisting individuals and generating positive outcomes. It offers a sense of fulfillment. While the core cleaning tasks may be repetitive, delving into the full scope of practice allows us to genuinely aid people and create a meaningful influence on their lives.

CONTACT JULIE:

Email: julie.turner.m@gmail.com | Website: <https://www.flossbanff.com>



Dr. James Grant, Founder and Chief Dental Officer

www.quadricbiomed.com | www.proximerge.com | j.grant@quadricbiomed.com | LI: [jimgrantdds](https://www.linkedin.com/in/jimgrantdds)

The Latest Paradigm Shift in Dental Implants

Redesigning the Standard of Care: Dr. James Grant and the Proximerge Solution “Treating the Cause to eliminate the Effect.”

For decades, the dental industry has accepted a flawed implant design as the norm. But Dr. James Grant, a Colorado-based clinical dentist and recognized thought leader in dentistry, decided that wasn't good enough—for his patients or the future of oral systemic healthcare. With over 37 years of clinical practice, Dr. Grant has heard the same complaint again and again: food getting constantly trapped around dental implants. In 2007, he stopped accepting excuses and started creating a solution. Today, that solution is Proximerge—an FDA-cleared implant poised to disrupt and improve dentistry worldwide.

A Breakthrough Implant Born from Patient Frustration

Dr. Grant's mission began after, yet another patient returned with the all-too-familiar frustration of food impaction around their implant. Determined to solve the problem of implant design, he threw out the decades-old playbook and took a fresh approach. That bold move ultimately led to the formation of Quadric BioMed Inc., headquartered in Colorado Springs, Colorado.

While partnering with Dr. Brad Renehan, an oral-maxillofacial surgeon trained at The Mayo Clinic as well as Aaron Bass (CEO), a seasoned executive with a strong background in compliance and team leadership, a clinical solution emerged—Proximerge, the world's first and only

rectangular dental implant. (*Figure 1*) Unlike traditional round implants that leave problematic gaps, Proximerge mimics the natural anatomy of the tooth being replaced, dramatically improving form, function, and improved oral hygiene.

Solving the 50-Year Implant Problem

For over five decades, the same issue has plagued implant dentistry: food impaction. Traditional round implants—designed in the 1980s—fail to fill the rectangular spaces left by a missing tooth. The gaps they leave behind not only trap food, but also create breeding grounds for bacteria, leading to inflammation, damaged adjacent teeth (*Figure 2*) and toxins entering the blood system associated with diabetes, heart disease, Alzheimer's, rheumatoid arthritis and many other oral systemic diseases. It's the number one complaint among patients, and a recurring headache for dentists, hygienists, and dental labs alike.

"Every implant on the market—regardless of brand—is a variation of the same flawed design, replacing a multirooted molar with a single implant screw" says Dr. Grant. "Our solution is simple; we redesigned the shape to match that of the molar tooth being replaced."

With a rectangular form that mirrors the extracted tooth, Proximerge eliminates gaps, food traps and reduced bacteria. Patients get natural outcomes, not a "toadstool" crown. (*Figure 3*.) Dentists reduce costly follow-ups. Labs avoid remakes. Hygienists effectively clean bacteria away from the tissue. And the entire care team benefits from greater patient satisfaction and increased referrals.

From Proof of Concept to Global Demand

The Proximerge implant is more than theory—it's clinically proven. Over 100 patients already have Proximerge implants in place, with tremendous success. According to Dr. Grant, the protocol is nearly identical to traditional methods, using a proprietary set of patented instruments and techniques. The process is easily adopted and cost-equivalent with increased patient satisfaction and oral health.

"Patients have asked us to remove their old implants just to replace them with Proximerge," says Dr. Grant. "That's how profound the difference is."

Dentists are just as excited. During a lecture with a major dental lab group, Dr. Grant recalls the chairman standing up just ten minutes in and saying, "Dr. Grant, you don't have to go any further. We needed this yesterday. We have only one question: How soon can we get it?"

Quadric BioMed: Innovation at Every Level

Founded in 2010, Quadric BioMed Inc. was built with one goal: to solve dentistry's toughest challenges through innovation. Today, the company is a fully integrated operation, leveraging U.S.-based manufacturing to ensure quality and scalability. The facility in Scottsdale, Arizona, serves as a production lab, and soon will utilize two new state-of-the-art training centers recently launched in Colorado.

Led by a team of clinical and business veterans, the company holds eight issued U.S. patents, with more filings underway. Quadric BioMed has also achieved FDA clearance for Proximerge and secured key regulatory certifications, including ISO and CE marks. Sterilization, packaging, and production pipelines are already active, with capacity ready to expand.

Dr. Grant shares. "Dr. Renehan and I have dedicated years to improve the oral/systemic health of all. Now everything is in place—it's time to scale."

Positioned for a Market Ready to Erupt

The timing couldn't be better. The global dental implant market is valued at \$5.1 billion in 2025 and projected to hit \$8.17 billion by 2032. With a 6.9% CAGR, the industry is being driven by an aging population, increasing oral health awareness, and rising rates of tooth loss from gum disease and decay. Implants remain the gold standard for tooth replacement—but they've needed innovation. Proximerge delivers that innovation. It represents a disruptive solution—one that patients, providers, and labs have been waiting for and is poised to offer a market solution on one else can.

A Call to Partners and Investors

"We're thrilled by the enthusiasm for Proximerge from consumers and the dental community here and across the globe. We share their excitement and anticipation for our full, market-wide rollout. We're looking forward to joining with investors or partners who share our vision to provide the opportunity to ramp-up production."

FIGURE 1



FIGURE 2

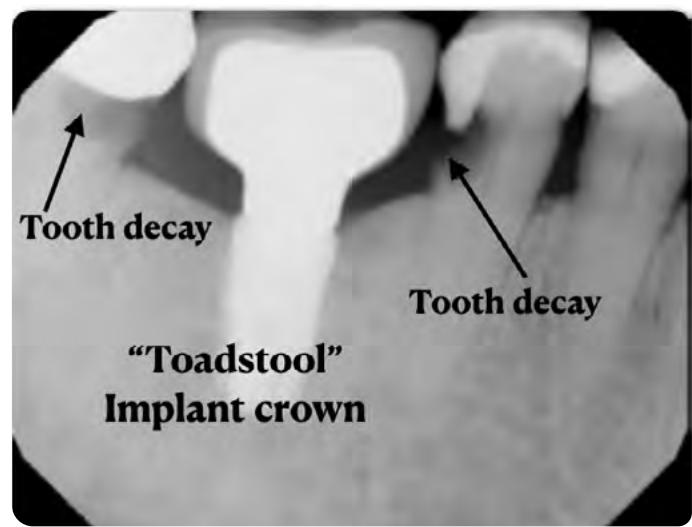
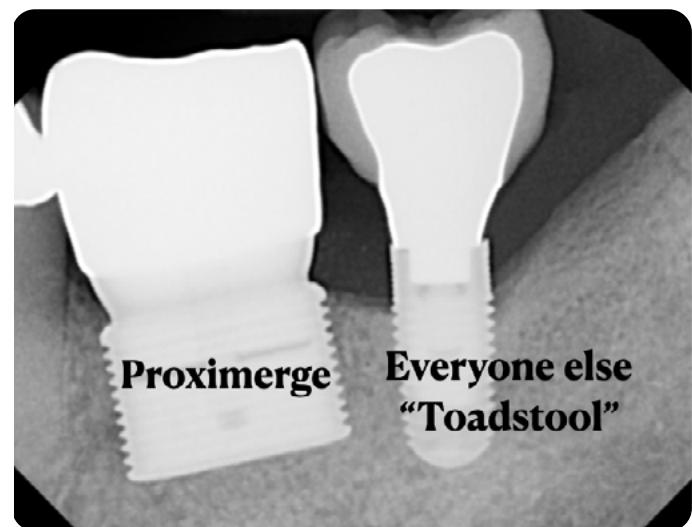


FIGURE 3



With the technology validated, regulatory paths cleared, and infrastructure in place, Quadric BioMed is ready for its next chapter—and the right strategic partner for this disruptive technology in a robust dental market.

Connect with Quadric BioMed

Investors, dental professionals, and industry leaders who want to be part of the next major advancement in implantology are encouraged to reach out. For more information or partnership opportunities, contact Dr. James Grant or CEO Aaron Bass directly.



DARCY ELLIS

TRANSFORMING FITNESS, ONE PUNCH AT A TIME

Darcy Ellis, founder and CEO of Hitfit, is redefining what it means to step into the ring. A former professional boxer and the son of five-time Australian World Champion, Lester Ellis, Darcy grew up immersed in the sport's discipline, resilience, and transformative power. But he had a vision far beyond the traditional confines of boxing: to make its life-changing benefits accessible to everyone.

Founded in 2019, Hitfit proudly bears the tagline “The Boxing Gym for Everyone.” With three thriving locations across Victoria, Australia, including the record-breaking Hitfit Melton—crowned one of the biggest boutique gyms in Australia and recognized with a *Business Excellence Award*—Darcy is on a mission to shatter stereotypes. Boxing, he believes, isn’t just for seasoned athletes or gym enthusiasts; it’s for everyday people of all ages, skills, and fitness levels.

Darcy’s innovative approach has garnered national attention, with Hitfit featured on TV and endorsed by world-class ambassadors. The success of his second location, one of the fastest-growing in the country, is a testament to his ability to connect with individuals seeking more than just exercise—they’re seeking empowerment.

Under Darcy’s leadership, Hitfit is punching its way into uncharted territory through strategic franchising. This initiative not only broadens the reach of Hitfit’s welcoming ethos, but also provides aspiring entrepreneurs with the tools and support to build their dream businesses. By expanding the brand, Darcy ensures that more people across Australia can

channel their inner fighter, break through personal barriers, and thrive.

We spoke with Darcy to learn more about his inspiration, unique business model, and the incredible franchise opportunities he offers.

Darcy, what inspired you to start Hitfit?

I was inspired by my dad, a five-time world champion, whose journey from humble beginnings to becoming a champion shaped my appreciation for boxing’s transformative power. Growing up surrounded by the sport, I saw firsthand how it could change lives—not just physically but mentally and emotionally. That experience sparked my lifelong passion for boxing. When it came to creating Hitfit, I realized that many gym owners focus on things like having the best equipment or the most stylish facilities. While those things matter, I believe the true value of a gym lies in the relationships it fosters. People don’t stick with gyms because of fancy equipment—they stick around because of the connections they build with coaches and fellow members. That’s why we’ve designed Hitfit



www.hitfit.com | darcy.ellis@hitfit.com | LI: [hitfit-official](#) | FB: [Hitfit](#) | IG: [ilovehitfit](#)

to prioritize people over everything else. We invest in our coaches and ensure they're building meaningful relationships with our members. When people feel cared for, when they know they're part of a supportive community, they're more likely to stay consistent. And consistency leads to results. At Hitfit, we're not just about workouts; we're about creating a space where people feel accountable, supported, and empowered. That's the real heart of our model—helping people transform their lives through connection and boxing.

What makes Hitfit unique?

What truly sets Hitfit apart is our ability to cater to everyone in the family, from young children to older adults. We're one of the few gyms offering services for all ages—our youngest member is just 3 years old, and our oldest is an inspiring 91-year-old who was even featured on national TV. Not many gyms can boast that kind of inclusivity, and it's something we're incredibly proud of. Another key aspect that makes Hitfit unique is our team of coaches. Many of them have competitive boxing experience, but what's even more special is that most started as members of the Hitfit community. They've experienced firsthand the transformative impact of our programs and now dedicate themselves to helping others achieve their goals—whether that's improving fitness through boxing-inspired workouts or training to step into the ring as a boxer.

This deep connection between our staff and members creates an unparalleled sense of authenticity and community. Our coaches are living proof of how Hitfit can positively transform lives. They're not just instructors; they're walking testimonials of what's possible within our supportive environment. That combination of inclusivity, experienced coaching, and a genuine sense of belonging is what makes Hitfit truly one-of-a-kind.

Your franchise model is also unique—and true to your mission to be a positive change in the community. How is it different from other franchises?

Our franchise model stands out in several key ways. First, we've designed it to have a low startup cost and a simple setup. Essentially, all you need is an open floor space and boxing bags, which keeps the build-out and initial investment very lean. This streamlined approach makes it easier for franchisees to get up and running. Second, our focus is exclusively on boxing. Unlike other gyms that offer a wide variety of classes—like boxing, Pilates, or boot camps—we stay true to what we do best. This singular focus simplifies operations while delivering exceptional value to our members.

Another unique aspect is our ability to serve both adults and kids, which allows us to build a much larger membership base than typical boutique gyms. While standard gyms often struggle to surpass 500 or 600 members, our Hitfit location in Melton has 1,100 members—and it's still growing. This dual focus not only fosters a more inclusive community but also creates a significant revenue advantage for franchisees. Ultimately, our model is both affordable to start and highly profitable to operate. Franchisees can often achieve three to four times the income of a standard boutique gym, making Hitfit not just a fitness business, but a truly rewarding opportunity for those passionate about boxing and community impact.

What do you enjoy most about your work? What drives you?

For us, it's not about being the biggest—it's about being the most impactful. We're team boxing before we're team business. What drives me is the potential to inspire people to embrace boxing and transform their lives, whether they join a Hitfit gym or another boxing community. In the next 5–10 years, we'll measure success not by the size of our company, but by the difference we've made. How many lives did we change? How much did we contribute to boxing's rise as a go-to exercise for all ages and abilities? If someone discovers the transformative power of boxing because of our efforts, that's a win in my book.



DR. KYLE HOEDEBECKE

CO-FOUNDER AND CHIEF MEDICAL OFFICER

"Aiding other entrepreneurs aligns with my mission to create a healthier world. Through technological innovation and improved healthcare systems, I can influence positive outcomes on a grander scale."

In the rapidly evolving world of health and technology, companies and clients alike require guidance from those who not only understand these industries, but are deeply entrenched in their development. Enter Dr. Kyle Hoedebecke.

With his rich tapestry of experiences, Kyle's reputation is one of excellence, commitment, and innovation in the health and tech arenas. As the cofounder and chief medical officer of Juna Health and founding partner of 1836 Ventures, he is strategically positioned at the intersection of modern medicine and cutting-edge technology.

This board-certified family physician isn't just about theoretical knowledge. He's about actionable results, leading in metrics such as quality, safety, patient satisfaction, and more. His expertise doesn't halt there; in the startup environment, Kyle has advised and mentored more than 45 startups, and personally invested in several.

Juna Health, founded in 2021, stands as a testament to Kyle's vision. This novel clinic swiftly addresses high-demand medical areas, while being inclusive and prioritizing accessibility for patients.

From its initial offerings of sexual health services to its recent expansion into weight loss, insomnia, and behavioral health, Juna has displayed a keen ability to anticipate and meet the evolving needs of the community. Their approach to healthcare isn't just effective; it's engaging, as evidenced by their viral presence on platforms like TikTok and Instagram.

Concurrently, as a founding partner at 1836 Ventures, Kyle's role pivots to the financial and strategic, evaluating promising healthcare investments and mentoring the next generation of startups.

Just as with Juna Health, innovation is at the core of 1836 Ventures, with a deep-rooted commitment to transforming technology-forward portfolio companies and guiding them to their zenith.

With the support of its experienced co-founders, who leverage their entrepreneurial, go-to-market, and stage expertise, 1836 Ventures not only provides a roadmap for success, they accompany their clients throughout the entire startup journey.

For potential clients, partnering with either Juna Health or 1836 Ventures isn't just about tapping into the current pulse of healthcare technology; it's about aligning with a vision for the future. It's about realizing that in the vast field of health technology, having someone like Kyle, with his multifaceted expertise and unwavering commitment, can make all the difference.

We spoke with Kyle to learn more about his dual roles and how he became involved with Juna Health and 1836 Ventures.

Why are you driven to help others and volunteer? Why medicine?

From a young age, I've been fascinated by the intricacies of the human body and driven by a desire to positively impact my community. My family has a strong tradition of volunteerism; my parents were avid volunteers, and like my father and brother, I earned the Eagle Scout rank. This commitment to service extends to a military legacy tracing back to World War II, with my own contribution spanning 17 years in the U.S. Army.

After my military service ended in 2019, I transitioned to Oscar Health. While my role as a doctor allows me to make a difference one patient at a time, my entrepreneurial endeavors have the potential to benefit countless individuals.

What inspired you to start Juna Health?

During my final years in the military, I observed a concerning rise in sexually transmitted infections. Recognizing that this surge among military personnel mirrored national trends, my co-founder and I discerned a pressing need for a solution. This insight led to the establishment of Juna. We identified that the societal taboo and associated embarrassment surrounding STIs deterred many from seeking timely medical intervention.

At Juna, we promote proactive testing for all sexually active individuals. While preventive screenings like those for chlamydia are available for heterosexual women, there's a significant gap in services for heterosexual men, the LGBTQ+ community, and other marginalized groups. Juna aims to bridge this disparity.

What makes Juna so unique? What services do you offer?

Juna provides swift concierge medical services, distinguished by 24/7 access to our physician team, ready to address a broad spectrum of medical concerns at a single, convenient location. We foster a genuine connection with our patients and their communities through transparent content on social media platforms, including TikTok, Instagram, and Facebook. Moreover, our ever-expanding array of tests and treatments is delivered right to the patient's doorstep.

While you're leading Juna, you also serve as an angel investor and advisor for other healthcare technology startups. Why are you so passionate about helping other entrepreneurs succeed?

Aiding other entrepreneurs aligns with my mission to create a healthier world. Through technological innovation



and improved healthcare systems, I can influence positive outcomes on a grander scale. I love seeing other entrepreneurs succeed and helping them wherever possible in their journey.

This brings us to 1836 Ventures. Tell us about your role, and why you decided to become involved.

At 1836 Ventures, my medical background lends a unique perspective, allowing me to evaluate investment prospects from both clinical and payor viewpoints. This partnership amplifies my influence on healthcare's future while offering Americans promising, secure investment avenues.

Physicians usually see patients; however, you're making a difference outside the traditional clinic setting. Why did you choose this route?

To achieve my goal of maximal positive healthcare impact, I've recognized the potency of influencing medical systems on broader national and international scales. By channeling my expertise outside the traditional clinic, I can touch countless lives annually, magnifying my impact.

Kyle's robust educational background includes an MD, an MBA, a Master Public Administration, an MS in leadership, and a Master of Telemedicine and E-Health. He is a fellow of the American Academy of Family Physicians, a fellow of the American Balint Society, and a Certified Physician Executive. In addition, Kyle's devotion to public service garnered him the *President's Lifetime Achievement Award* from the White House; presented to him by President Joe Biden. Notably, Kyle was also selected as the *Army Physician of the Year* by the Surgeon General.

Dr. Heather Domingues

INVENTOR AND CEO

Redefining Mobility, Dignity, and Independence

For Dr. Heather Domingues, mobility has always been more than movement—it's freedom, confidence, and quality of life. As a physical therapist with years of experience working in hospitals, rehab centers, clinics, and home settings, she witnessed firsthand how immobility affects every aspect of a person's wellbeing. Those experiences inspired her life's mission: to help individuals of all ages reclaim independence and live more vibrant lives.

Today, as the inventor and CEO of FeedUp™ Solution, a New Jersey-based medical device company, Dr. Domingues is transforming the world of enteral nutrition. What began as a therapist's frustration with clunky feeding setups has evolved into a patented, FDA-registered device that is revolutionizing how tube-fed patients live, move, and heal.

The Moment That Sparked Innovation

The idea for FeedUp™ was born in the therapy gym at Children's Specialized Hospital in New Jersey, where Dr. Heather Domingues worked with patients recovering from brain injuries. While collaborating with the dedicated team there, she encountered a challenge faced across hospitals everywhere: therapists and nurses trying to help patients move while managing the only equipment available—traditional tubes, pumps, and IV poles not designed for mobility. "We were all trying to walk with patients and support their recovery, but the equipment made it incredibly difficult," she recalls. "The pumps would beep, the tubes would pull, and the focus shifted from the patient to managing all the gear."

After searching for a solution and finding none, Dr. Domingues made a bold decision: if the right device didn't exist, she would create it. Of the nine years that followed, three were spent in intensive research and development before the FeedUp™ Feeding Solution became a reality.

When the device officially launched in May 2025, it quickly found its first customers—including the very place where its story began. Dr. Domingues, who has since partnered with Children's Specialized Hospital, was able to bring FeedUp™ back to the clinicians who inspired its creation. One staff member exclaimed, "We're so excited to be able to work with you again!" Now the team is helping Heather share FeedUp™ with the patients who need it most.

How FeedUp™ Works

FeedUp™ is an FDA-registered, Class I medical device designed to keep feeding tubes upright, reducing bubbles, kinks, and interruptions. Compact, lightweight, and fully

portable, it fits neatly into a custom backpack—eliminating the need for IV poles or cumbersome setups. Available in three models (Infinity Moog, Kangaroo Joey, and Kangaroo Omni), FeedUp™ ensures consistent feeding and easy mobility wherever life takes the user.

By integrating thoughtful design with functional simplicity, the device supports the comfort and independence of millions who rely on enteral nutrition. Whether at home, on vacation, or in clinical care, FeedUp™ gives patients—and their caregivers—the freedom to move safely and confidently.

A Win for Patients, Caregivers, and Clinicians

Dr. Domingues's creation doesn't just simplify feeding—it reimagines care delivery for everyone involved. "With the old setups, transferring or walking a patient meant stopping everything, untangling tubes, or dragging an IV pole," she explains. "Now, all you do is attach the FeedUp™ device to a wheelchair or walker, and it goes wherever the patient goes." This portability improves efficiency for caregivers and clinicians, who can now focus on recovery rather than logistics. The benefits extend to patient outcomes as well. Continuous, uninterrupted feeding ensures better nutrition—essential for healing—while the ability to mobilize sooner accelerates physical recovery. "We're hitting on three critical areas," says Dr. Domingues. "Nutrition, mobility, and safety. The quicker someone gets moving, the quicker their body heals."

Toward a New Standard of Care

Dr. Domingues envisions a future where every enteral nutrition prescription automatically includes a FeedUp™ device. "When a patient is prescribed a feeding pump, the next step should be, 'Here's your FeedUp™ device and backpack—this is how you'll stay mobile,'" she says. "You'll be able to go out, socialize, travel, and live your life without renting an IV pole or taping bags to walls."

Her conviction is clear: "This isn't 1912. You don't need to send patients home with IV poles anymore. Keep those in the warehouse and give them something versatile, safe, and modern." For Dr. Domingues, redefining "normal" for feeding-tube users means giving them tools that foster independence and dignity—the same considerations given to patients who need crutches or wheelchairs.

Beyond Functionality: Design for Life

FeedUp™ devices are housed in durable, full-size backpacks designed in partnership with Feeldom, a company known for adaptive gear. These backpacks fit the entire device while leaving room for personal items, blending practicality with discretion. "Right now, our backpacks come in black, but we're expanding

"All you do is attach the FeedUp™ device to a wheelchair or walker, and it goes wherever the patient goes. This portability improves efficiency for caregivers and clinicians, who can now focus on recovery rather than logistics."

to colors and prints, even custom designs with cartoon characters for kids," says Dr. Domingues. "It's about personalizing the experience—making medical care feel less clinical and more empowering. Each feature is intentional. The goal is to make feeding on the go feel effortless and natural, not restrictive or stigmatizing."

Compassion in Action

While FeedUp™ continues gaining traction in hospitals and clinics nationwide, Dr. Domingues's vision extends far beyond commercialization. Aware that not all patients can afford medical devices out-of-pocket, she launched a donation fund to expand access. "We're working through the process to get insurance coverage," she explains, "but in the meantime, we started a PayPal fund so anyone can donate toward providing devices to those in need."

Thanks to early donations, several units have already been shipped free of charge to patients across the country. Supporters can contribute any amount or purchase and donate a full device directly through this link: <https://lnkd.in/gHefy9dN>.

The Future of Feeding

Dr. Heather Domingues's story embodies what happens when empathy meets innovation. What began as a simple desire to help her patients move more freely has become a global step forward in patient care. FeedUp™ isn't just a device—it's a symbol of possibility for millions of people who rely on enteral feeding.



www.feedupsolution.com

heather@feedupsolution.com

LI: www.linkedin.com/in/heather-domingues-3694747a/

Instagram: https://www.instagram.com/feedup_solution





DANIEL KAUFMANN

Director of Gaming Services & Program Development:

Kindbridge Behavioral Health

Owner: Area of Effect Counseling, PLLC



<https://drgameology.com>

daniel.kaufmann@drgameology.com

LinkedIn: www.linkedin.com/in/drgameology

Instagram: @drgameology

Threads: [@drgameology](https://www.threads.com/@drgameology)



A Career Built in an Unexpected Place

Daniel Kaufmann has built his career in a place most people never thought to look for mental health insight: video games. A licensed counselor, researcher, award-winning author, and associate professor at Grand Canyon University, he has spent years asking a radical question: *Who do we become when we play?* Today, as director of gaming services and program development at Kindbridge Behavioral Health, Daniel stands at the forefront of how clinicians understand gaming, gambling, and digital play. He designs training programs for universities, treatment centers, gambling operators, and Fortune 500 companies, shaping national conversations about behavioral addictions and digital wellness.

A Philosophy Shaped by Early Resistance

Daniel's approach is rooted in neutrality: games and gambling are not heroes or villains. They can build resilience and community, or lead to isolation and harm. His goal is to understand how and why people play, and to help them move forward with clarity and compassion. Fifteen years ago, when Daniel first suggested that video games could become therapeutic tools, he was treated as an outlier, but his mentors encouraged him to keep going, and that reinforcement forged his motto: *Continue the Journey*.

A Lifelong Gamer Turned Innovator

A gamer since age four, Daniel noticed early on that the strategy, decision-making, and literacy involved in gaming often surpassed what he was doing in school. That insight became the foundation of his advocacy—gamers are not checked out. Rather, they are often practicing advanced cognitive, emotional, and social skills.

Research, Scholarship, and Industry Leadership

Daniel's research on player psychology has earned him international recognition. He has contributed to *Psychology of Elden Ring*, *Psychology of Pokémon*, *Psychology of The Witcher*, and *Psychology of The Last of Us*. His own book, *The Gamers Journey*, analyzing more than 200 games as modern mythology, won the *International Impact Book Award* in psychology. Daniel also leads the international research task force for the DSM-5-TR, helping shape criteria for video game disorder.

Building Programs That Change the Field

At Kindbridge Behavioral Health, Daniel's work extends far beyond direct care. He is a key architect of the organization's emerging national model for gaming and gambling treatment, building pathways that didn't exist a decade ago. His role includes designing clinical curricula, developing continuing education modules, and creating specialized training for behavioral health teams across the country. These programs give clinicians practical tools to treat gaming disorders, gambling disorders, and co-occurring mental health conditions, areas where most graduate programs offer little to no training. Daniel also works closely with Kindbridge Research Institute, helping translate complex data into real-world guidance for counselors, policymakers, and industry partners. By integrating

research, clinical practice, and digital engagement, he helps Kindbridge pioneer a more modern, responsive approach to behavioral health.

Leading Florida's PlayWise Project

When Kindbridge secured the state contract for Florida's gambling help resources, Daniel stepped into a pivotal role as director of PlayWise, the state's new gambling helpline and support platform. Beyond managing daily operations, he helped design the system's clinical workflows, triage protocols, and staff training requirements, ensuring Florida's residents would receive timely, informed, and compassionate support.

His leadership extends to the creation of "Kai," the AI support persona built to help individuals recognize gambling or gaming problems. Daniel wrote roughly 70% of the clinical content that guides Kai's interactions, making PlayWise one of the most technologically advanced behavioral health resources in the country. Through this work, he is helping push the field toward accessible, tech-enabled mental health care that meets people where they already are.

Strengthening Clinicians Through Supervision

Daniel's impact also scales through the people he trains. He provides supervision groups to the entire Kindbridge clinical team; therapists across multiple states who turn his frameworks into everyday practice. His supervision blends clinical theory, digital literacy, and real-world case application, giving clinicians a structured way to understand gaming and gambling behaviors. Many describe his guidance as a turning point of their confidence in treating these emerging disorders. In addition, Daniel oversees a dedicated team for crisis response, serving gambling populations in partnership with FanDuel, DraftKings, and BetMGM, an unprecedented collaboration between mental health providers and the gaming industry. Under his leadership, counselors provide rapid, specialized support during moments of acute vulnerability, often preventing crises from escalating.

Transforming Therapy Through Digital Play

Inside the therapy room, Daniel uses video games the way traditional clinicians use toys or storybooks. Whether the client is exploring the vast landscapes of Elden Ring, building relationships in Persona, or leveling-up in MMO games like *Star Wars: The Old Republic* or *Final Fantasy XIV*, he focuses on connecting their life goals with how they play. Their choices—aggressive or defensive builds, trusted companions, preferred safe zones—reveal coping patterns, fears, strengths, and emotional themes. This approach helps clients, especially teens and young adults, feel understood in a way traditional methods rarely achieve.

Influence Beyond the Clinic

Daniel continues to shape the field through multiple leadership roles. He serves on the board of the International Problem Gambling & Gaming Certification Board, contributes



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Your passion has value, your story
matters, you are the hero of your own
story, and you are capable of more
than you've been told.

to national standards through the American Society of Addiction Medicine, and reaches global audiences through his Twitch and YouTube channels as Dr. Gameology. He also owns Area of Effect Counseling, providing services in Florida and Arizona, and continues to teach and mentor graduate students as an associate professor.

Changing the Story About Gaming

Across his work, Daniel challenges stigma, especially the gender biases that lead boys to be labeled "addicted" for the same behaviors praised in girls. He advocates for families to replace fear with informed conversation and for professionals to understand the cultural language of the people they serve.

A Vision for the Future

Whether he is building state-level programs, shaping the next generation of counselors, or streaming to an online community that finally feels seen, Daniel communicates the same message: *Your passion has value, your story matters, you are the hero of your own story, and you are capable of more than you've been told.*



DR. LUISA VEGA

DNP, PMHNP, AGPCNP, APRN

CHIEF EXECUTIVE OFFICER

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At the end of the day, I am a nurse. To be a nurse and lead in a field traditionally dominated by physicians, and to watch other nurse practitioners thrive alongside me, is what keeps me going.

Early Life and Path to Nursing

Dr. Luisa Vega, DNP, PMHNP, AGPCNP, APRN, has built her career on resilience and a drive to serve. Born in the Dominican Republic and raised in Puerto Rico, she joined the U.S. Army Reserves at 18, serving eight years before beginning a career as a telecommunications engineer with Verizon in New York. When the events of September 11, 2001 unfolded, Dr. Vega spent six months at Ground Zero, an experience that left her with health conditions, but also a renewed sense of purpose.

That life-changing chapter prompted her transition to nursing. Relocating to Florida, she earned her nursing degree and began her career at Bay Pines VA in Saint Petersburg, where she worked in the cardiac step-down unit. Her time there sparked an interest in heart failure readmissions, leading her to pursue a doctorate in adult gerontology primary care nurse practice at Duke University.

Later, she became a geriatric nurse practitioner specializing in cardiology, providing care in post-acute facilities. It was there she witnessed the unmet need for high-quality psychiatric services, especially for long-term care residents. Determined to address that gap, she earned a post-master's certificate in psychiatric mental health from Eastern Kentucky University, expanding her expertise into behavioral health and addiction medicine.

Building Psych Health Associates

In 2019, Dr. Vega launched Psych Health Associates (PHA), and by 2020, she partnered with Spectrum Medical Partners, whose financial and operational support helped accelerate growth. Today, PHA is one of Florida's leading behavioral health practices, delivering psychiatric and psychology services to residents of skilled nursing facilities and assisted living communities. Powered by Spectrum, the organization now serves over 180 post-acute facilities across 36 counties, in addition to offering telepsychiatry services for community patients.

What sets PHA apart is its combination of clinical excellence and a service-minded approach. Dr. Vega's background in customer service—dating back to her time with Verizon—has shaped the company's culture. She emphasizes responsiveness, hands-on leadership, and an unwavering commitment to both patients and facilities. Unlike competitors who often struggle with accessibility and responsiveness, Dr. Vega remains actively involved, continuing to see patients herself and maintaining a direct connection to operations.

A Unique Model of Care

PHA's model is designed to improve not only patient outcomes but also facility performance. By providing proactive screenings, timely evaluations, and proper medication management, the organization helps facilities boost their Centers for Medicare & Medicaid Services (CMS) star ratings—a critical measure that affects both reputation and reimbursement.

The team at PHA includes adult and geriatric psychiatrists, psychiatric mental health nurse practitioners, advanced practice registered nurses, medical assistants, and psychological staff. Each is carefully chosen for clinical expertise and empathy, ensuring that patients receive individualized care. Dr. Vega highlights the importance of training her staff & facility care givers in behavioral management, documentation, and non-pharmacological interventions. This collaborative approach not only ensures compliance with regulations but also enhances patient well-being by reducing unnecessary reliance on medication.

The results speak for themselves. Facilities supported by PHA consistently see improved star ratings and reimbursement levels. For families choosing a nursing home for a loved one, these ratings can mean the difference between a two-star and a five-star facility—impacting both quality of care and trust in the institution.

Growth Through Quality and Reputation

Remarkably, PHA has grown without a formal business development team. Instead, its expansion has been driven by word of mouth within the close-knit nursing home industry. Leaders who experienced Dr. Vega's dedication and quality care have carried those relationships into new roles across organizations, bringing PHA along with them. Dr. Vega attributes this growth to consistency and trust. From her earliest days as an independent provider to now leading a more than 100-person team, she has maintained the same standards of accessibility and excellence. Whether handling emergencies, guiding facilities through regulatory challenges, or working directly with patients, her presence reinforces PHA's reputation for reliability and compassion.

A Commitment to Education and Mentorship

Beyond her role as CEO, Dr. Vega is passionate about giving back through education. She serves as a preceptor for more than 15 universities, including Duke University, the University of Central Florida, the University of South Florida, Florida Atlantic University, and the University of Alabama. Her commitment stems from her own experiences as a student, when finding supportive mentors was a challenge.

Determined to ensure others would not face the same barriers, she has mentored countless psychiatric nurse practitioner students—many of whom now work at PHA. In fact, 80 percent of her employees began as her students. She refuses to charge students for clinical placements,

believing strongly in accessibility and in the responsibility of giving back. This philosophy not only supports the next generation of providers but also creates a reliable pipeline of committed professionals for PHA.

Addressing Industry Challenges

Staffing shortages and high turnover are ongoing challenges in long-term care. Dr. Vega and her team address these issues by training facility staff, ensuring continuity of care, and fostering collaboration between providers and nurses. By providing ongoing behavioral health training, encouraging non-medication interventions, PHA strengthens the capabilities of the entire facility. This approach not only improves patient care, but also helps facilities remain compliant with CMS regulations. By partnering closely with nursing staff, and patient's families PHA ensures that care decisions are well-documented, justified, and patient-centered.

Looking Ahead

As demand for quality behavioral health services grows, PHA is preparing for expansion beyond Florida. Partnerships with nationwide (remove electronic health record) health care providers are opening doors to new opportunities in multiple states. With a proven model and a reputation for excellence, Dr. Vega envisions PHA extending its impact to communities across the country.

Continuing the Mission

At the heart of Dr. Vega's journey is her identity as a nurse. Even as a CEO leading one of Florida's largest behavioral health teams, she continues to see patients and remain connected to the daily realities of care. Her background in cardiology, geriatrics, and psychiatry, combined with her military service and personal resilience, has shaped a leader deeply committed to both people and systems.

For Dr. Vega, the motivation is simple: "At the end of the day, I am a nurse. To be a nurse and lead in a field traditionally dominated by physicians, and to watch other nurse practitioners thrive alongside me, is what keeps me going."

Her story is one of perseverance, growth, and purpose—transforming personal hardship into a mission to elevate behavioral health care for some of the most vulnerable populations. Through Psych Health Associates, Dr. Luisa Dr. Vega continues to redefine what compassionate, quality-focused psychiatric care can look like in long-term care settings.





WESTLEY BERNHARDT

MANAGING PARTNER & CO-FOUNDER

A Vision Rooted in Legacy

For Westley Bernhardt, managing partner and co-founder of OnePath Diagnostics, laboratory medicine isn't just a profession—it's a family legacy. The son of a doctor and a medical technologist who met during an autopsy, Westley was immersed in healthcare from an early age. Yet his own path began elsewhere, in the world of insurance and financial services, where he spent a decade advising corporations on health benefits and investments. His journey into laboratory medicine began when his father, a respected pathologist and polio survivor, called on him to help manage the business side of his growing lab.

Together, they transformed a small Jacksonville-based lab into a thriving regional operation. After his father's passing in 2007, Westley led the company through a sale to Aurora Diagnostics in 2010, staying on as vice president of operations for the Southeast. Over the next decade, he oversaw nearly \$100 million in laboratory operations spanning from Greensboro to Miami, honing his expertise in laboratory management and large-scale operational systems.

From Transformation to Innovation

Westley's time at Aurora, and later, Sonic Healthcare, solidified his reputation as a leader in laboratory operations and integrations.

But it also sparked a vision for the future. Alongside longtime colleague and partner Gary Davis, Westley co-founded OnePath Diagnostics in 2020, officially launching operations in February 2022. Their mission: to redefine pathology through full-scale digital transformation.

Based in Jacksonville, Florida, OnePath Diagnostics is a highly automated digital pathology laboratory with integrated AI systems. The lab specializes in dermatology, gastrointestinal, breast, urology, and hospital-based pathology—fields where timely, accurate diagnoses are critical.

Redefining the Future of Pathology

At OnePath, the microscope has become a relic of the past. Every slide is digitally scanned and transmitted to physicians, allowing pathologists to review images remotely from any location. "Our doctors don't use microscopes—they use iPads," Westley explains. "They can diagnose from anywhere, giving us access to the most highly subspecialized pathologists in the business."

This digital model not only bridges geographic gaps, but also accelerates treatment timelines. With 80% of medical decisions starting with pathology, Westley knows that time is a decisive factor. "If you wait on cancer, cancer is going to win," he says.

Leading Through Automation and Access

Today, OnePath Diagnostics digitizes more than 2,500 slides daily, a testament to its advanced automation and seamless integration with LIS, EMR, EHR, and IMS systems. The result is greater speed, accuracy, and capacity for physicians who might review hundreds of cases a day.

Through Westley's leadership, OnePath stands as a model for what's possible when innovation meets purpose—a company where cutting-edge technology and human expertise converge to deliver faster answers, better care, and renewed hope.



OnePath Diagnostics, LLC

<https://onepathdigital.com>

wbernhardt@onepathdigital.com

Li: www.linkedin.com/in/wes-bernhardt

Dr. RITA ROY

CEO

From Physician to Advocate: The Journey of Dr. Rita Roy

In 1995, Dr. Rita Roy was on a clear path toward becoming a surgeon when she recognized a deeper calling. While training as a physician, she saw systemic issues in healthcare communication and education that she believed needed to be fixed. Choosing a path less traveled, she stepped away from clinical practice to become an entrepreneur, determined to change the system from the outside. Just one year later, in 1996, she and her husband, Jon—whom she had met in medical school—launched one of the first healthcare website on the Internet, blending medicine with emerging technology. That early step marked the beginning of a career dedicated to bridging gaps in healthcare through innovation.

Over the next two decades, Dr. Roy built and grew two healthcare companies, successfully leading them through exit. Along the way, she became a national voice in patient advocacy, combining her clinical background with expertise in medical education and technology. Her work consistently focused on empowering patients with the knowledge they need to make informed choices, while also supporting the healthcare professionals tasked with guiding them.

In 2019, Dr. Roy became CEO of the National Spine Health Foundation (NSHF), headquartered in Reston, Virginia. Founded originally in 2002, NSHF is the only patient advocacy organization dedicated to spinal health in the United States. Its mission is threefold: to provide trusted patient education, conduct clinical outcomes research, and champion advocacy initiatives that improve access to spine care. The foundation also advances strategic initiatives in bone health and osteoporosis, opioids and pain management, motion preservation and disc replacement, and military and veteran spine health.

Dr. Roy's leadership is shaped by her thirty years of experience in medical and patient education using technology to connect providers and patients. She



has a keen understanding of today's shared decision-making model in healthcare, where patients are expected to evaluate complex treatment options without always having the tools to do so. She believes that providing authoritative, unbiased information is essential—not just to empower patients, but to support the physicians and surgeons who lack time to explain every option in detail.

At NSHF, Dr. Roy and her team have built a trusted platform where patients can access resources, join communities, and learn about treatments ranging from minimally invasive procedures to regenerative medicine. By helping patients understand their choices, NSHF strengthens the dialogue between patients and providers, leading to better outcomes and more confidence in care decisions.

As a public charity, NSHF also advocates for change at the policy level. Dr. Roy frequently takes the foundation's message to Capitol Hill, urging lawmakers to support coverage and policies that improve access to spine care. By giving patients a voice in Washington and across the healthcare system, Dr. Roy continues to drive progress that ensures better outcomes for patients and providers alike.



<https://spinehealth.org> | rroy@spinehealth.org
LinkedIn: www.linkedin.com/company/national-spine-health-foundation
Facebook: www.facebook.com/spinehealthfoundation
Instagram: www.instagram.com/spinehealthfoundation/?hl=en



FELIPE WANCE

Owner



clubpilates.com/location/southftlauderdale
felipewance@gmail.com
LI: Felipe Wance | IG: @felipewance

From Soccer Fields to Boardrooms

Felipe Wance's story begins on the soccer fields of Brazil, where he played professionally from the time he was eight years old. Discipline, grit, and determination defined his early years. At just 17, he left everything behind when his parents sent him to Washington State as an exchange student. It was the first of many bold leaps that would shape his life. After high school in America, he returned home to pursue a degree in economics and then climbed the ranks of global banking for 15 years, working at powerhouse institutions including BTG Pactual, UBS, and Citibank.

Trading Finance for Fitness

Although he thrived in banking, Felipe never lost his passion for health and wellness—an interest rooted in a family of doctors and dentists. In 2017, he chose courage over comfort, moving back to the U.S. with his 2 kids and launched his first Club Pilates studio in Fort Lauderdale. What began as a single location quickly grew into a fitness empire. Today, Felipe owns multiple thriving studios across South Florida, with more in development. His success has been recognized repeatedly, as his studios have been voted *Best Pilates in Fort Lauderdale* five years running.

A Hands-On Visionary

Unlike many owners, Felipe doesn't lead from a distance. He's in the trenches—coaching managers, supporting instructors, fixing equipment, and even taking classes alongside members. By being present, he creates a culture of excellence and connection. His studios aren't just places to exercise; they are

sanctuaries where people rebuild strength, confidence, and community.

Beyond Business

Felipe has never been content with the ordinary. After selling his first company—a successful travel agency in Brazil—he invested everything into his biggest project yet: bringing Club Pilates to Florida. And he isn't stopping there. With plans to expand further and launch a disruptive art gallery, he's on a mission to fuse physical health, mental wellness, and creativity into something larger than business: a movement for better living.

Changing Lives, One Story at a Time

For Felipe, the greatest reward isn't revenue—it's transformation. He recalls a woman who came into one of his studios using a walker, convinced exercise was impossible. With his encouragement, she began Pilates twice a week. Within six months, she no longer needed the walker, removed the grab bars from her home, and went on to complete more than 1,000 classes. Stories like hers fuel Felipe's drive and affirm his belief that Pilates is not just fitness—it's life-changing medicine for body and mind.

A Legacy of Passion and Purpose

For Felipe, Pilates represents the future of fitness. Unlike traditional gyms focused solely on building muscle, Pilates engages the entire body while sharpening the mind. It's a discipline that helps people age better, feel stronger, and live with greater vitality.

Mayya YUKILEVICH

CHIEF BUSINESS DEVELOPMENT OFFICER

Few leaders in healthcare bring the depth of perspective and drive for disruption that Mayya Yukilevich does. With 17 years of experience in the healthcare industry—most of it spent navigating the complex world of dialysis—she has built a reputation as both a strategist and a visionary. Her expertise stretches across every stage of the patient journey, from the first nephrologist visit to the life-altering transition to dialysis, giving her an unmatched understanding of where patients often fall through the cracks. It's this clarity that fuels her work at CloudCath, where she is helping to revolutionize the way catheter-based treatments are monitored.

Mayya's career is a study in leadership through impact. At Fresenius Medical Care, she spent a decade mastering the operational intricacies of dialysis. Later, at U.S. Renal Care, she spearheaded growth through joint ventures and M&A, proving her ability to not only scale businesses, but also reshape markets. With a master's degree in economics and specialties ranging from market access to value-based care, she stands at the crossroads of patient advocacy and business innovation—a place where she thrives.

CloudCath, founded in 2017 in San Francisco, is far from a conventional MedTech company. Its remote monitoring platform is the first of its kind to detect signs of infections in peritoneal dialysis patients before symptoms even appear. The company's flagship device, cleared by the FDA in 2022 and now in use nationwide, analyzes drainage fluid in real time with proprietary algorithms. If early warning signs emerge, the system instantly alerts healthcare teams—giving physicians a critical three-day window to intervene before patients feel ill. In an arena where peritonitis is one of the leading causes of hospitalization and treatment dropout, those three days can mean the difference between preserved quality of life and a devastating decline.

But CloudCath is not just about cutting-edge technology—it's about people. Alongside its smart sensor, the company deploys success managers who work directly



with patients and physicians, ensuring seamless communication and faster action when complications arise. This blend of digital health innovation and human support makes CloudCath a lifeline for patients and a game-changer for clinicians.

For Mayya, this is not just business—it's personal. "What we're doing is revolutionary for the industry," she says, "and it's finally solving challenges that have existed in dialysis for decades." Her conviction is backed by results: peritoneal dialysis, long touted as the patient-friendly and cost-effective alternative to hemodialysis, has struggled with high attrition rates due to infection. CloudCath offers a solution that could finally shift the balance, helping more patients stay on the treatment that preserves their independence, their health, and their lives.

With Mayya Yukilevich driving business development, CloudCath is more than a company—it's a movement to redefine renal care. Under her leadership, innovation meets execution, and the result is nothing short of transformative for patients, providers, and the future of healthcare.





Dr. Marie Holowaychuk

DVM, DACVECC, cyt

FOUNDER AND CEO

A Life Devoted to Veterinary Medicine

Dr. Marie Holowaychuk grew up immersed in the world of veterinary medicine. With two veterinarian parents, she witnessed firsthand the compassion, long hours, and relentless dedication the profession demands. From an early age, she understood that being a veterinarian was more than a career—it was an identity. Over the years, Dr. Holowaychuk became a board-certified emergency and critical care specialist and gained more than two decades of experience in academic, private, and corporate practice. But alongside the rewards of her work came personal challenges. Struggling with perfectionism, workaholism, and burnout, she recognized the toll that veterinary medicine can take on mental health and wellbeing. Her journey of overcoming these obstacles inspired her to help others do the same.

www.revivingvetmed.com | info@marieholowaychuk.com | LI: www.linkedin.com/in/drmarieholowaychuk
FB: www.facebook.com/DrMarieHolowaychuk | IG: www.instagram.com/marieholowaychuk

The Birth of Reviving Veterinary Medicine

In 2020, Dr. Holowaychuk founded Reviving Veterinary Medicine, based in Calgary, with a clear mission: to make veterinary careers sustainable, joyful, and fulfilling. The company offers free resources such as podcasts, blogs, and downloads, along with personalized support including one-on-one coaching, critical incident debriefings, online programs, and workshops. These evidence-based and practical tools are designed not only to improve the wellbeing of veterinary professionals, but to transform the way they live and work.

Transformations That Go Beyond the Clinic

The outcomes of Dr. Holowaychuk's work are profound. Many veterinarians who have taken her programs report life-changing results—some even crediting her guidance with saving their marriages. By teaching coping strategies and communication skills, Dr. Holowaychuk helps professionals find balance between demanding careers and meaningful personal lives. These skills extend far beyond the exam room, strengthening relationships with partners, children, and friends. Participants often describe feeling reconnected with their full identities—not just as veterinarians, but as whole people. For many, this reconnection brings newfound confidence: the confidence to set boundaries, to say “I deserve time off,” and to advocate for their own wellbeing.

A Voice for Mental Health

Dr. Holowaychuk is also a tireless advocate for reducing stigma and normalizing mental health care. She shares her own experiences with depression and anxiety to remind others that struggling does not make them weak. Instead, seeking help is a powerful act of courage that strengthens their ability to care for both patients and themselves. By opening these conversations, she creates a culture of validation and acceptance, helping veterinary professionals feel less isolated and more supported.

Expanding Her Impact

In addition to leading Reviving Veterinary Medicine, Dr. Holowaychuk is a sought-after keynote speaker, author, and coach. Her book, *A Compassionate Calling: What It Really Means to Be a Veterinarian*, sheds light on the realities of the profession while offering encouragement and hope. She continues to lecture and facilitate workshops around the world, building a movement that emphasizes career sustainability, mental health, and authentic connection.

Natalie Lux

Chief Executive Officer



www.luxxxxe.com

After nearly three decades of success in the mortgage industry, Natalie Lux made a bold leap—from finance to authentic beauty. Today, as CEO of *Luxxxxe*, she's leading a luxury skincare movement rooted in transparency, authenticity, and unapologetic self-love.

Natalie's journey wasn't linear. A single mom at 24, she found strength in entrepreneurship, building several successful finance companies with her husband. Like many, they were hit hard during the 2008 financial crash, losing everything. But resilience defined them. They rebuilt, eventually launching a thriving mortgage company, followed by Visionary Global Services, a staffing firm based in India, 2022.

One year later, a conversation with two sisters from India who owned a skincare company opened a new door. What began as a plan for four simple products has blossomed into a full line of skincare essentials now offered by *Luxxxxe*—on their website and retail partner locations.

But for Natalie, *Luxxxxe* is far more than a skincare brand. "It's a movement," she says. "A universal affirmation for Gen Z, Millennials and all generations: 'You're enough.' Having witnessed her own children and others face bullying for not fitting a certain mold, she saw firsthand the damaging effects of social media and unrealistic beauty standards. Her brand stands in stark contrast—embracing real people, real bodies, and real stories.

That mission comes through in every decision she makes. From unretouched marketing to community photo shoots

with friends and local restaurant managers, *Luxxxxe* reflects diversity in all its forms—body type, skin tone, age, and personal journey. One shoot featured a young woman undergoing her final cancer treatment who chose to be photographed without her wig. "She asked me, 'How do you want me to be?' I said, 'How do you want to be seen?'" Natalie recalls. "That's what really counts."

In a saturated beauty market, what makes *Luxxxxe* different is its commitment to redefining luxury. "Luxury today is about truth," Natalie says. "People want to know what's in their skincare, where it's made, and why."

While other brands hide behind vague labels and inflated prices, *Luxxxxe* champions transparency and safety. We ensure that all our products are formulated to meet European standards, reflecting our commitment to quality. Manufactured in India, our products adhere to some of the strictest skincare regulations in the world.

"I insisted every product be tested on me first," Natalie says. "If I wouldn't use it, it doesn't belong in our line."

The brand is also expanding into unisex fragrances, with the first two—*Meet Me on Madison* (Natalie's signature scent) and *Midnight on 5th*—set to launch in late 2025.

For Natalie Lux, *Luxxxxe* is more than business. It's a personal revolution. "When you love yourself on the inside, it shows on the outside," she says. "That's the message. That's the beauty."

info@luxxxxe.com
LI: natalie-lux-b1243511

Luxxxxe

FB: natalie.lux.581
IG: lovinglifenow1111



Derek Thompson

CEO & FOUNDER

Modern Vintage
HOME CARE

<https://modernvintagecare.com>

derek@modernvintagecare.com

LI: modern-vintage-home-care

FB: ModernVintageCare

IG: @modernvintagehomecare

"We're creating our own idea of personalized care. We meet people where they are and grow with them."

When Derek Thompson left behind a high-powered corporate career managing multibillion-dollar operations at Fortune 500 companies, many wondered why. But for Derek, the answer was clear: "I realized I wasn't really making an impact," he says. That realization came into sharp focus during the pandemic while watching the struggles families faced firsthand, he thought, "You can change this." And so he did—by founding Modern Vintage Home Care in 2020 with his family.

Based in Sugar Land, Texas, Modern Vintage Home Care isn't just another name in the crowded field of senior care. It's a company on a mission to do things differently—bringing affordable, personalized, and forward-thinking care to seniors at every stage of aging. "We're bridging the gap between affordability and innovation," says Derek. "We're not waiting until Mom is 'bad enough' for care. We're introducing flexible support earlier—helping her stay healthy and independent longer."

Modern Vintage offers a full range of non-medical services—from companionship and grocery assistance, to 24-hour care. Their Quick Care Service provides short one-to-two-hour visits for specific tasks, so families aren't forced into paying for services they don't need. A new, ultra-flexible community-based care service is in development to assist with urgent or short-term needs—even if it's just for 30 minutes.

But what truly sets the company apart is its use of smart, accessible technology. Daily automated medication reminders

help clients stay on schedule with customized text messages—like, "Mom, it's David—it's time to take your blood-pressure pills." Their wellness check-in system adds another layer of reassurance: a simple daily call where clients press a button to confirm they're okay. If there's no response, the system triggers a structured follow-up plan—calling back several times, notifying emergency contacts, and ultimately dispatching a wellness check if needed.

Transparency is another hallmark of Modern Vintage's approach. Through the company's secure Family Portal, families can access caregiver notes—what was done, when, and how. They can request specific updates, such as what time Mom ate and whether she finished her meal. "It lets families stay involved without hovering," Derek explains. "And it creates value through accountability."

The company also prides itself on designing custom care plans that are both comprehensive and budget-conscious. Whether it's companionship, help with errands, meal prep, personal care, or full-time support, services are designed around the individual—not a standard template. "We're creating our own idea of personalized care," Derek says. "We meet people where they are and grow with them."

Modern Vintage Home Care isn't just redefining home care—it's reshaping what families believe is possible. "We're changing lives with innovative care for today's seniors," Derek says. "And that's something I'm proud to do every day."

Dr. William D. Clark

PRESIDENT AND FOUNDER

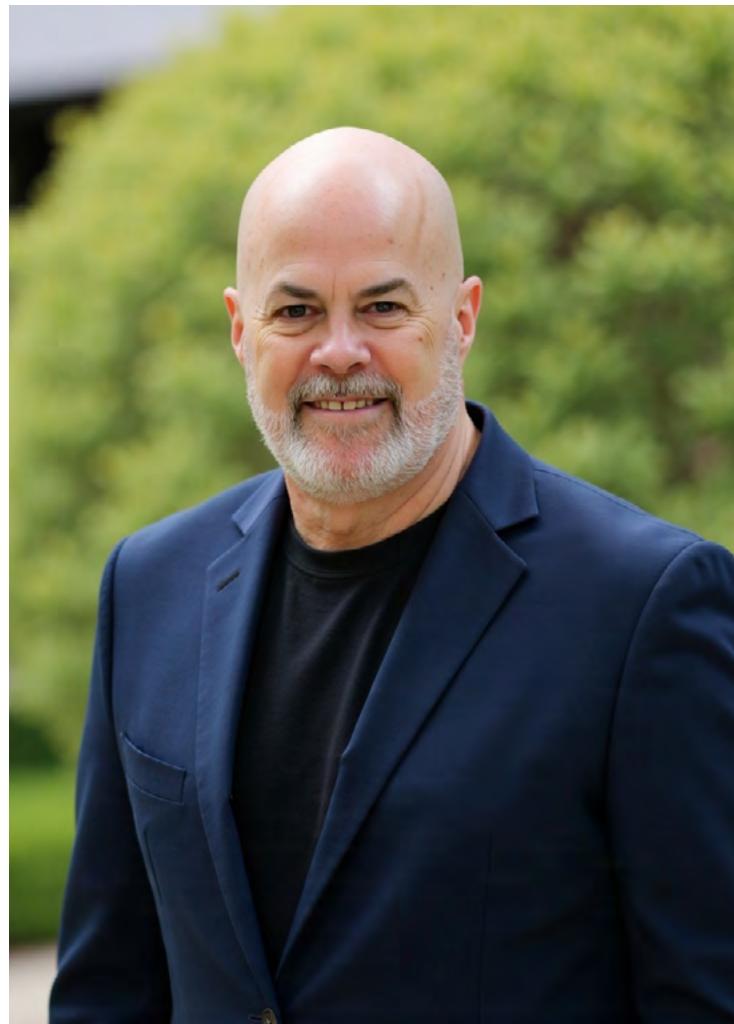
Dr. William D. Clark, president and founder of Natprologix, LLC, has spent over 25 years at the intersection of science and entrepreneurship, shaping the future of the dietary supplement industry. Through Natprologix, he offers expert consulting services that drive innovation, ensuring that companies not only meet regulatory standards, but thrive in a competitive market. From concept to clinical validation, Dr. Clark's team guides clients through every stage of development, delivering products backed by science and poised for market success.

Dr. Clark's entrepreneurial spirit took root at an early age. Whether it was his paper route or roadside stands, he was always chasing opportunities. Before turning to the natural products industry, he managed restaurants and even played a role in launching Pizza Hut's delivery service. His scientific curiosity, however, led him down a different path. Earning his MSc and PhD in chemistry from University of California Santa Cruz, Dr. Clark's career shifted when he entered the world of dietary supplements—a world he would transform.

His first major venture came when he raised \$200,000 in capital for a friend's dietary supplement company, utilizing his scientific expertise to help bring innovative supplements to market. That was just the beginning. Over the years, Dr. Clark has been instrumental in launching dozens of products, including his work with NSF International to establish the Dietary Supplement Certification Program, a move that raised the bar for quality and safety in the industry. One of his landmark achievements was the conception, formulation, and launch of Centrum Herbals, which generated over \$225 million in its first year.

But Dr. Clark's influence doesn't stop with product innovation. As a key subject matter expert for Sanofi's M&A group, he evaluated potential acquisitions, helping the company make strategic moves that would shape its future. His entrepreneurial vision also led him to create two successful brands: HALO Leaf of Life and Natrience, both recognized for their cutting-edge dietary supplements.

Spirituality and divine synchronicity have always been paramount to Dr. Clark, and they play an important role in who he is today. In 2000, after an enigmatic experience,



his intuitive side was ignited, and he began to explore it further. Over the years Dr. Clark has learned that science and spirituality are not independent of each other. Today, he embraces both, sharing his journey through two video podcasts: *The Bioactive Nexus*, which focuses on his professional work, and *Where Spirit Meets Science*, which highlights his personal brand and spiritual growth.

Dr. Clark's philosophy is simple yet powerful: "When your mind is liberated from all limitations, with love and passion in your heart, you can create a world that seems impossible to others." This belief drives him to inspire others to embrace the impossible and push boundaries, whether through groundbreaking science or spiritual growth.

Looking ahead, Dr. Clark is preparing to launch a new venture that promises to revolutionize the dietary supplement industry. Leveraging AI technology, NutriSelect.ai will take personalized nutrition to the next level, offering consumers a truly customized experience. Additionally, he is working on four upcoming books that exemplify his profound journey towards spiritual truth and enlightenment.



JUDE THOMAS MARINO

OWNER

From Corporate Leadership to Wellness Innovation

For more than 30 years, Jude Marino thrived in corporate America, building an impressive career in telecommunications and earning a place in the Winner's Circle at Cox Business—twice. But after three decades in leadership, he sought something more personal, something that would allow him to impact lives directly. That desire became the foundation for Louisiana Medical Group, a Baton Rouge-based clinic specializing in medically supervised weight loss.

A first-generation college graduate who grew up in a modest New Orleans neighborhood, Jude's entrepreneurial journey was fueled by grit, vision, and timing. What began as a side venture in 2023 quickly evolved into one of the most successful wellness clinics in the state. Within a month of opening, Louisiana Medical Group had already welcomed 100 patients. By month two, that number doubled—and the clinic was cash-flow positive. "The first year we made \$1 million, the second year \$2 million, and this year we're on track for \$3 million," Jude shares.

The Growth of Louisiana Medical Group

Founded in 2023, Louisiana Medical Group is the first of four clinics across Louisiana, with a fifth location set to open in Tampa, Florida, by the end of 2025, owned by Jude. The clinics provide personalized weight-loss solutions using compounded GLP-1 medications such

as semaglutide and tirzepatide, integrated with nutrition counseling, customized meal planning, personal training and an ensemble of other peptide therapies for healing, longevity and wellness. Under Jude's leadership, the group's model centers on concierge-style support and consistent patient engagement. Body composition tools, app-based tracking, and regular follow-ups ensure that patients are guided every step of the way. "We don't just prescribe—we partner with patients to help them achieve lasting results," he explains.

Jude oversees clinical operations, patient care, and compliance, coordinating with collaborating physicians to maintain strict adherence to medical and HIPAA standards. He personally conducts consultations, develops individualized peptide and nutrition protocols, and educates patients on holistic wellness practices.

A Business Mindset Meets Medical Expertise

What truly sets Jude apart is his business acumen. While most healthcare founders come from a clinical background, he approached the industry from the opposite direction—applying three decades of business leadership to the medical space. "Medical providers went to medical school. I went to business school," Jude notes. "I worked backward into healthcare." That perspective has proven invaluable. His ability to cultivate relationships with doctors, hospitals, and healthcare systems has made Louisiana Medical Group a trusted referral destination for patients seeking safe, effective weight-management care. His operations expertise also extends to staffing, vendor management, marketing oversight, and continuous program development.

Building a Legacy

Jude's entrepreneurial success and transition from corporate leader to wellness innovator caught the attention of producers at *Inside Success TV*. His story will be featured in the upcoming documentary *Legacy Makers*, premiering at the end of November 2025 across major streaming platforms. The film chronicles his transformation from executive to founder, spotlighting his determination to redefine success and purpose.

Beyond Louisiana Medical Group, Jude also owns The Marino Group, a business consulting firm that helps entrepreneurs launch turnkey wellness clinics. Through both ventures, he continues to build not only thriving businesses—but a legacy rooted in empowerment, health, and opportunity.



www.lmgmedicine.com
jude@lmgmedicine.com
www.linkedin.com/in/jude-marino
www.facebook.com/getmarino
www.instagram.com/lmgmedicine

JAMES BELSHE

A Visionary in Dental Sales & Marketing

James Belshe, principal and founder of Dental Sales Solutions, is reshaping how dental manufacturers and service providers approach sales and marketing in the North American market. With more than a decade of experience working with some of the largest dental dealers and manufacturers worldwide, James brings an insider's knowledge, a proven track record, and an entrepreneurial spirit that has earned him recognition as a trusted partner and industry innovator.

From Insight to Innovation

The spark that launched Dental Sales Solutions came from James's realization that manufacturers, especially smaller ones, had exceptional products but lacked the ability to bring them to market effectively. "There wasn't really a company doing what we do for manufacturers," he recalls. Instead of forcing companies to assemble costly, piecemeal teams of sales, marketing, and customer service professionals, James envisioned a turnkey solution—one that could handle every aspect of sales and marketing while allowing manufacturers to focus on what they do best: creating great products.

A Hands-On Leader

James's leadership style is rooted in deep involvement. He doesn't just oversee operations; he guides strategy, develops relationships with key opinion leaders, and personally ensures that each client receives solutions tailored to their goals. His approach has helped Dental Sales Solutions become a go-to firm for revitalizing legacy brands and launching new products. His ability to integrate sales and marketing—a challenge for many small companies—has set him apart as a leader who knows how to translate big-company practices into scalable, cost-effective strategies.

Expanding Horizons

Under James's guidance, the company's influence extends across borders. He has helped manufacturers in Germany refresh their brands for the U.S. market, supported Canadian companies in scaling their operations, and worked with American firms to expand nationwide. For European and Asian companies entering the U.S., James's expertise is indispensable: he knows that the American dental market functions differently, and he equips clients with the insight and tools needed to succeed.

Driving Impact

The results of James's work are transformative. The company's growth has been driven almost entirely by referrals, a testament to the impact he delivers for clients. Often taking equity stakes in the businesses he supports, James aligns himself directly with



DENTAL SALES SOLUTIONS
DIRECT MARKETING FOR DENTAL MANUFACTURERS

their success. He thrives on working with smaller companies where his involvement produces a dramatic effect, helping them achieve traction and visibility that might otherwise take years.

A Trusted Industry Voice

What truly sets James apart is his ability to speak the language of the industry. Having dedicated his career to dental sales and marketing, he understands the nuances of communication—whether addressing an individual dentist, a procurement team at a corporate dental group, or international executives trying to penetrate the U.S. market. His existing relationships and insider perspective enable him to craft strategies that resonate and deliver results.

With an impressive client list that includes Baylab USA, Core Scientific Refinery, CPAC Equipment, MK-dent, and VELscope, James Belshe has become more than a consultant. He is a trusted leader whose vision and expertise are redefining how dental companies grow, expand, and succeed.



CHRIS CHRISTENBERRY

CEO AND FOUNDER



Chris Christenberry's career has always been about improving lives. With more than 30 years in healthcare and a track record as a serial entrepreneur, he has built and grown companies that help people live healthier, fuller lives. When he became CEO of Rejuvaskin in 2016, it wasn't simply another business venture—it was a personal mission. With fair skin, a family history of skin cancer, and a deep awareness of the importance of skin health, he immediately recognized the opportunity to expand the company's impact worldwide.

Chris began his career working for large medical device companies before moving into entrepreneurship. He served

as international director of sales and marketing for a publicly traded company and later helped create a fast-growing chain of radiology and radiation treatment clinics. More than 25 years ago, he launched Atlantic Medical Products, the parent company of Rejuvaskin. In 2013, Atlantic acquired Scar Heal, a small family business founded in the 1980s. Under Chris's leadership, the company has grown into a global skin health brand, now known internationally as Rejuvaskin. Today, Rejuvaskin products are sold in 80 countries and trusted by physicians across specialties, including dermatology, plastic surgery, radiation oncology, and pediatrics.

Based in Tampa, Florida, Rejuvaskin is recognized for creating medical-grade skin health products that deliver results. Over its history, the company has treated more than four million patients with science-backed solutions designed to support healthy skin. From scar management and eczema relief to radiation skin care and maturing skin, the brand's offerings are rooted in innovation and quality. "We make products that work," Chris says. That commitment has fueled a fourfold increase in sales since he took the helm eight years ago.

Rejuvaskin is known for its comprehensive scar management line, which offers gels, sheets, and other products tailored for long-term care. These solutions are relied upon by physicians and patients alike for their effectiveness and consistency. Another cornerstone of the company is its radiation cream, which has become a popular choice in radiation oncology facilities. Nearly one in four U.S. radiation centers now use Rejuvaskin products to help patients maintain healthier skin during treatment, allowing them to complete their therapy with fewer disruptions. Drawing from his own background in radiation facilities, Chris understood early on how vital it was to address skin side effects alongside tumor care. By offering preventative support, Rejuvaskin helps patients stay on course with life-saving therapies.

The company's most significant focus today is eczema care, one of the most common and challenging skin conditions physicians face. Rejuvaskin has developed a highly effective moisturizing cream that locks in hydration and minimizes irritants. To complement it, the company created Dream Skin, a clothing line for children with eczema that is infused with their cream and designed to retain moisture through a polymer coating. Later this year, Rejuvaskin will launch an innovative wash that combines colloidal oatmeal with hypochlorite—a difficult formulation that is both dermatologist- and pediatrician-approved. Early results and testimonials have been promising, reinforcing the company's reputation for products that are unique, safe, and effective.

Behind the science and global growth is Chris's personal drive. With decades of experience in healthcare and a passion rooted in his own family's history, he has led Rejuvaskin to become a trusted leader in skin health worldwide. His vision is simple yet profound: to create products that physicians can depend on and patients can trust, helping people everywhere feel more confident in their own skin.



www.rejuvaskin.com | chrisc@atlantic-hs.com | LI: www.linkedin.com/in/christenberry
FB: <https://meta.com/ccberry3> | Instagram: www.instagram.com/ccberry3

DR. DAVID AJIBADE

Founder & Executive Director

Advancing Brain Health Through Innovation

Dr. David Ajibade is a U.S.-based physician, visionary health educator, and public health advocate whose work spans Nigeria and the United States. For more than two decades, he has dedicated his career to improving outcomes for individuals with brain-related disorders, preventing cognitive decline, and helping people live healthier, longer lives. With patients and clients in the U.S. and across the globe, he is recognized for developing innovative approaches to some of the world's most complex neurological conditions.

Brain and Body Foundation

To carry out this mission, Dr. Ajibade founded the Brain and Body Foundation in 2015. Based in Baltimore, Maryland, with operations in Nigeria, the organization is devoted to addressing brain disorders in both children and adults. The foundation has also pioneered solutions for conditions considered incurable, including sickle cell disease. Its work combines education, training, and treatment, ensuring individuals not only receive care, but also gain the knowledge and tools to protect their own brains.

Building Strength Approach

Central to the foundation's work is the Building Strength Approach, an innovative framework Dr. Ajibade created while working in Nigeria, where trained experts, advanced diagnostic equipment and research institutions are scarce. The method harnesses the body's innate ability to heal itself. By providing the brain and body with the right resources and environment, patients are able to initiate repair processes that reduce or even reverse symptoms. Designed to be practical, safe, act rapidly, and simple to follow, the approach quickly became the cornerstone of the foundation's programs.

Transformative Outcomes

Patient results speak to the power of this approach. In one case, a woman in her seventies presented with advanced dementia, brain shrinkage, and atrophy confirmed by MRI. Bedridden and unable to feed herself or recognize family, she was entirely dependent on caregivers. Within a week of starting the Building Strength Approach, she regained the ability to feed herself. Weeks later, she was speaking



With patients and clients in the U.S. and across the globe, he is recognized for developing innovative approaches to some of the world's most complex neurological conditions.

again, recognizing loved ones, and eventually walking outdoors. Stories like hers, along with measurable improvements seen in children, led the Nigerian federal government to endorse the foundation's work.

Global Reach and Education

The Brain and Body Foundation now impacts thousands of patients and clients worldwide, including those in the United States. Beyond direct care, the foundation prioritizes education and training. For middle-aged women in the U.S.—who face a disproportionately higher risk of dementia and Alzheimer's—the message is urgent: proactive steps to preserve brain health are essential.

Recognition and Leadership

Dr. Ajibade's contributions have been recognized internationally. His honors include *Baltimore Magazine's Gamechangers*, *Who's Who in America*, *Best Health TV Show in Africa*, *Best Private Practice in Nigeria*, and *Most Respected Health CEO* in Nigeria. These accolades underscore his dual role as physician and innovator, creating new solutions where conventional medicine often falls short.

Through the Brain and Body Foundation, Dr. Ajibade continues to pioneer methods that not only preserve and improve brain health, but bring hope and renewed quality of life to patients and families around the world.



www.drdavidajibade.com
david.wordquest@gmail.com
LI: [drdavidajibade](https://www.linkedin.com/in/drdavidajibade)



RYAN BUNTY

CHIEF EXECUTIVE OFFICER



A Leader with a Mission

Ryan Bunty, CEO of Sports & Fitness Exchange, brings more than 20 years of leadership experience across the U.S. military, retail, and real estate industries. Known for his ability to build strong teams, streamline processes, and inspire results, Ryan has dedicated his career to solving complex challenges in fast-changing environments. His journey has always been defined by a mission-first mindset—whether serving his country, guiding employees, or building businesses—and today, that same determination drives the continued success of Sports & Fitness Exchange, a company redefining access to premium fitness equipment.

Driving Growth and Performance

As CEO, Ryan oversees marketing, sales, and client retention strategies that ensure a strong brand presence and lasting customer relationships. He also manages operations, purchasing, and supply chain logistics, guaranteeing product quality and availability at every stage. His specialties include growth through strategic marketing, sales optimization, and brand positioning, coupled with supply chain efficiency and operational excellence. By streamlining processes and embracing adaptability, Ryan has positioned Sports & Fitness Exchange as both competitive and customer-focused in an industry shaped by rapid innovation.

Making Fitness Accessible

For Ryan, success isn't measured only by profits, but by the impact the company has on people's lives. Fitness, he believes, is a lifestyle with universally positive outcomes—whether for high school athletes, small gym owners, or individuals building their first home gym. By keeping costs low and offering access to professional-grade equipment, Sports & Fitness Exchange

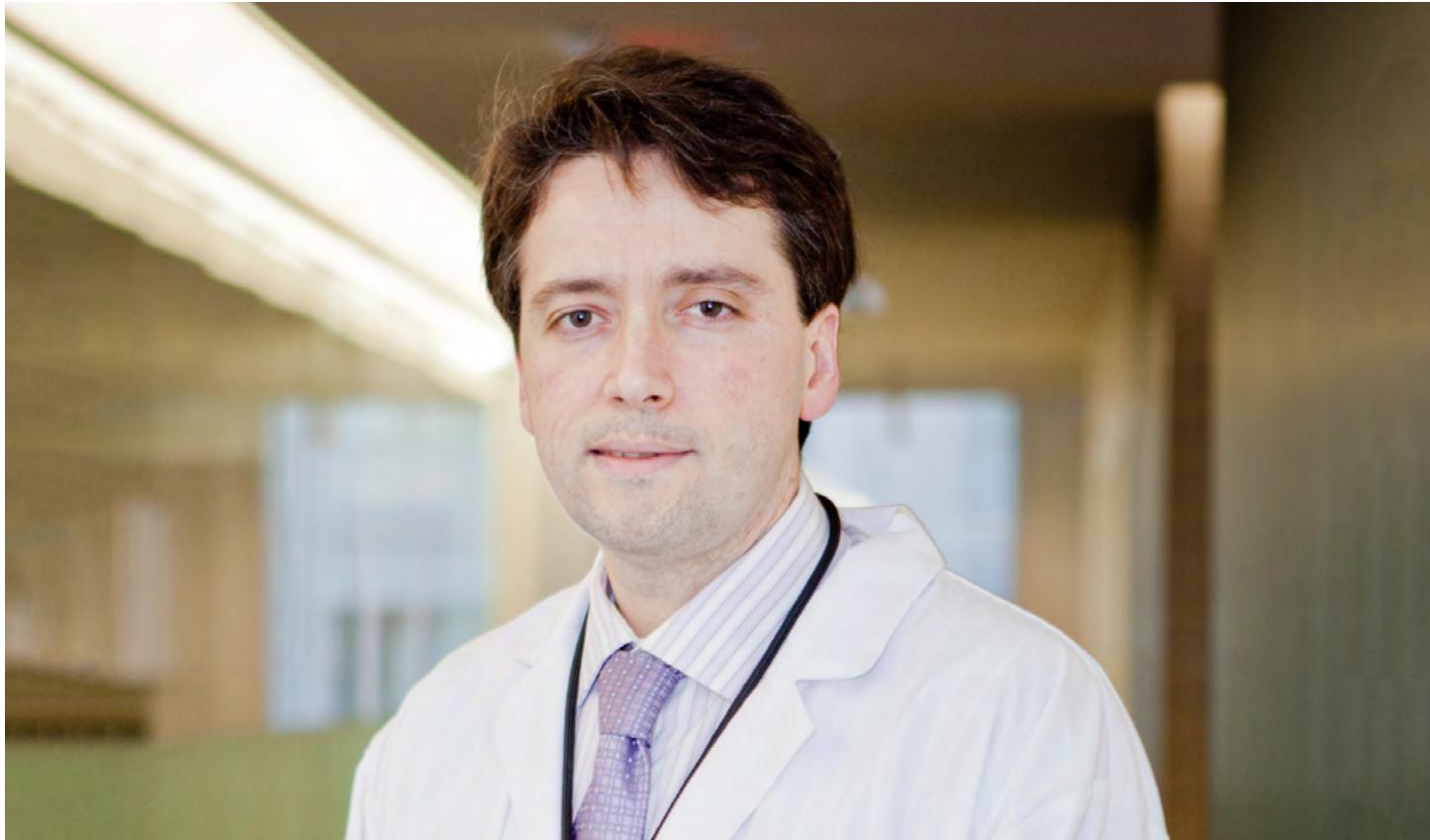
helps people improve their physical and emotional well-being. "What I enjoy most is seeing the difference it makes in our customers' lives," Ryan often shares. "It's incredibly rewarding to help make fitness accessible to everyone." Beyond selling equipment, he sees the business as a partner in each customer's health journey, empowering them with the tools, confidence, and opportunities to live stronger, healthier lives.

A Unique Business Model

Founded in 2010 and based in Phoenix, Arizona, Sports & Fitness Exchange stands apart in the fitness retail market. Unlike most competitors, the company not only sells its own brand of fitness products, but also serves as a liquidator for top fitness equipment brands. By purchasing unsold units directly from major manufacturers, Ryan ensures that customers have access to a wide variety of premium equipment at affordable prices. This approach allows gym owners and fitness enthusiasts alike to find everything they need in one place—without the hassle of juggling multiple vendors. Because of this model, Sports & Fitness Exchange is constantly adapting to industry trends. As big brands launch new products, the company acquires prior models at liquidation, making it easy for customers to adopt the latest innovations affordably. Combined with a strong commitment to customer relationships, this strategy has created a loyal following and cemented the company's reputation as both innovative and customer driven.

Building a Lasting Legacy

Ryan's greatest professional accomplishment has been building a business agile enough to thrive in a market defined by constant change. By fostering a culture of flexibility, customer care, and operational strength, he has ensured that Sports & Fitness Exchange remains relevant, competitive, and trusted—no matter where the fitness industry moves next.



Dr. Eduardo V. Navajas

Dr. Eduardo V. Navajas is a subspecialist in vitreoretinal surgery at Vancouver General Hospital (VGH) and clinical assistant professor in the Department of Ophthalmology at the University of British Columbia (UBC) in Vancouver, British Columbia. He provides medical and surgical care for patients with age-related macular degeneration, diabetic retinopathy, retinal vascular occlusion, retinal detachment, epiretinal membrane, macular hole and other diseases of the retina.

Dr. Navajas completed residency in ophthalmology, retina fellowship, and PhD in retinal imaging at the Federal University of Sao Paulo in Brazil. He subsequently completed a 2-year vitreoretinal surgery fellowship at St. Michael's Hospital at the University of Toronto and was awarded *Best Fellow Surgeon* by the residents in the Department of Ophthalmology in his graduating year. Dr. Navajas also completed an ocular oncology fellowship at Princess Margaret Hospital at the University of Toronto. When obtaining certification in Canada, Dr. Navajas received the International Council of Ophthalmology (ICO) *Peter Watson Award* for achieving the highest score in the ICO Basic and Clinical sciences exams worldwide. He was awarded an ICO pathology fellowship at the Keenan Research Centre in Toronto.

Dr. Navajas' research interests include biomedical imaging and new technologies in retina. He has authored over 40 peer reviewed papers and book chapters and

presented nationally and internationally. As a member of the Vancouver Coastal Health Research Institute, Dr. Navajas is involved in clinical trials and is the principal investigator of the Diabetic Retinopathy Clinical Research Network (DRCR.net) at the UBC site.

In his clinical space at the Eye Care Centre, Dr. Navajas, helped establish the Advanced Retinal Imaging and Analysis Laboratory (ARIAL). ARIAL is a multidisciplinary partnership between UBC clinicians and Simon Fraser University engineers to advance the biomedical applications of optical coherence tomography (OCT), a high-resolution retinal imaging scanner. Dr. Navajas tests different novel OCT modalities, including Adaptive Optics OCT, which permit imaging of the eye on a sub-cellular level. Moreover, he was co-investigator in grants competitively awarded with a cumulative total of over 1 million CAD within the past 5 years.

Dr. Navajas enjoys teaching. He recently established a clinician-scientist vitreoretinal fellowship program, where surgical fellows also have protected time to work in the multidisciplinary imaging laboratory. Dr. Navajas has an international collaboration with colleagues in Brazil and participates in training Brazilian vitreoretinal surgeons that return to serve their community.

When asked, "what distinguishes you from other people?" he replied, "I simply love what I do." Away from his medical practice, Dr. Navajas enjoys being with his wife, Dena, and 2 children – Liam and Mila.



Dr. Douglas Jones

CEO and Medical Director:
Global Allergy Immune Network
President of Food Allergy Support Team: FAST



A Leader in Immunology and Patient-Centered Care

Dr. Douglas Jones, CEO and medical director of the Global Allergy Immune Network (GAIN), is a board-certified allergist and immunologist and globally recognized expert in food allergies, long COVID, angioedema, and complex immune disorders. With decades of experience and a reputation for treating patients that other providers could not help, he has built his career on listening first and diagnosing with precision. “You’re not just a case here. You’re a person — and you’ll be treated like one,” he often tells his patients. His commitment to patient care and scientific advancement earned him an appointment to the Advisory Committee on Immunization Practices (ACIP) working group for COVID vaccines.

Background and Accomplishments

Dr. Jones has led pioneering advancements in food allergy treatments for individuals facing potentially life-threatening reactions, championed long COVID advocacy and solutions, and developed diagnostic and treatment approaches for angioedema. His contributions have been recognized internationally, including acknowledgment by Utah Governor Spencer Cox, the *APEX Award for Publication Excellence*, honors from the Speaker of the House of Australia, and multiple *Best of Utah Body and Mind* rankings, including *#1 Top Allergist* by *Salt Lake City Weekly*. With an MD and certification from the American Board of Allergy and Immunology, he has shaped both clinical practice and public understanding of immune-related disease.

About the Global Allergy Immune Network (GAIN)

Founded in 2008 and now based in Murray, Utah, GAIN specializes in an integrated approach to food allergies and complex immune disorders. Dr. Jones built the practice around individualized treatment—plans that focus on progress over perfection while offering real solutions for patients who have been overlooked, misdiagnosed, or dismissed. Many arrive at GAIN after seeing ten or more specialists, uncertain of what’s wrong or why nothing has worked. Dr. Jones excels at uncovering the real drivers of symptoms, noting that many patients labeled with allergies actually have entirely different conditions. His goal is simple: “Let’s figure it out together.”

A Diagnostic Approach That Sees the Whole Person

What sets Dr. Jones apart is the combination of his immunology background and his fully integrated, story-driven diagnostic approach. Instead of isolating symptoms, he looks for root causes—how the body is communicating through patterns, history, timing, and lived experience. This deeper investigation allows him to identify conditions that mimic allergies, but require different interventions. By synthesizing a patient’s “headline” with the details beneath it, he helps them break cycles of ineffective treatments and finally make meaningful progress.

Expertise in Long COVID

Long COVID remains one of the most complex conditions in modern medicine, and Dr. Jones has emerged as a leading voice in its diagnosis and care. He follows established diagnostic criteria while diving into each patient’s pre- and post-infection history to understand how their immune, neurological, hormonal, and autonomic systems have shifted. Symptoms often include profound fatigue, brain fog, immune dysregulation, sleep disturbances, neuropathy, and cardiovascular changes. Drawing on his immunology expertise, he addresses the multiple affected systems in a cohesive, individualized way, helping patients regain stability, function, and hope.

Anthea SARGEAUNT

Driven by a desire to serve as a catalyst for meaningful change, Anthea Sargeaunt co-founded 2S Water alongside partner Anthony Nelson in 2017. The duo has worked together for the last 15 years, and with the mission of “protecting the world’s water,” their latest startup venture is on the leading edge of innovation. With the ability to alert water treatment plants of a problem in real time, 2S (which stands for “scientifically secure”) Water alerts treatment facilities of metal contamination issues *before* they become full-blown health and environmental risks.

“In Canada, especially, we really recognize the value of fresh water, and when you look at what’s happening in the environment, there just haven’t been tools for these companies to use until now,” she explains. Featuring a real-time sensor in water treatment plant control systems, their prototype not only saves the facilities money by reducing the amount of chemicals used, but also helps make sure water that’s being released into the world is up to standard.

Prior to launching the company, Anthea gained experience working in various capacities, running everything from marketing to sales, which lends itself to a unique vantage point that’s served to color her perspective. After years of entrepreneurial work in the oil and gas industry, Anthea pivoted and launched 2S Water as her fourth entrepreneurial venture, which she considers her greatest professional accomplishment by far.

“Being in an industry with such a negative environmental impact really weighed heavily on me,” she states. “With this venture, we’re literally improving the world, and we’ve chosen to do it with water. It’s been the most impactful, inspiring, and exciting pursuit, and it’s also been the most challenging.”

As the recipient of Start Alberta Tech’s *Most Promising Startup Entrepreneur of the Year* distinction, Anthea is no stranger to challenge. One might even say she’s of the rare breed that’s fueled by it. Now, as the company’s seasoned CEO, she’s responsible for keeping everyone moving forward together, at the same pace toward the same goal. “2S Water is the outpouring of our mission where, together, we have a chance to change the world,” she states.



“

With this venture, we’re literally improving the world, and we’ve chosen to do it with water. It’s been the most impactful, inspiring, and exciting pursuit, and it’s also been the most challenging.”



www.2SWater.com | asargeaunt@2swater.com
LI: [anthea-sargeaunt](#) | FB & IG: [antheasargeaunt](#)



Dr. Raymond Goodrich

CSO, VP OF R&D, AND CO-FOUNDER

“

A lot of people have been involved in the work that I've done over the years. These are big problems that we're attacking. I've learned the importance of collaborating, cooperating, and bringing together diverse talents to address these challenges.

www.photonpharmaceuticals.com | www.bit.ly/RG-Articles
ray.goodrich@colostate.edu | LI: Raymond-Goodrich

Dr. Raymond Goodrich has spent more than 37 years at the forefront of medical research, innovating in fields as critical as transfusion, transplantation medicine, and pathogen reduction technologies. Now, as chief science officer, vice president of R&D, and co-founder of PhotonPharma, Inc., Ray is channeling his deep expertise into one of medicine's most pressing challenges: cancer.

PhotonPharma, founded in 2018 and headquartered in Fort Collins, Colorado, is redefining the landscape of immuno-oncology. The company's groundbreaking platform stimulates a patient's immune system to identify and destroy cancer cells. Unlike traditional CAR T-cell therapies that require extensive external manipulation of immune cells, PhotonPharma takes a revolutionary approach—removing the patient's tumor cells, treating them to inactivate replication, and reintroducing them to trigger an immune response within the body. This process is simpler, less costly, and offers broader antigen targeting, significantly reducing the chance for tumors to evade detection.

“PhotonPharma's technology is unique because we're working with the tumor's own antigens,” Ray explains. “Instead of targeting a handful of antigens, we're addressing *all* the antigens associated with the tumor, which makes it much harder for the cancer to develop resistance.”

Ray's illustrious career is marked by pioneering achievements, including the invention of Mirasol PRT, Innocell, and SolaVAX technology platforms. A co-founder of four biotech startups—CryoPharm Corporation, Navigant Biotechnologies, PhotonPharma, and Solaris Vaccines—he has also held key academic and industry positions, including serving as professor in the Department of Microbiology, Immunology, and Pathology at Colorado State University (CSU) and as executive director of CSU's Infectious Disease Research Center. His expertise in microbiology, immunology, and biophysical chemistry, combined with his leadership in startup environments, has garnered numerous accolades, including the CSU Ventures Award for *Innovative Excellence* and an honorary *Order of Military Medical Merit (O2M3) Award*. Holding a BS in chemistry from Ohio State University and a PhD from the California Institute of Technology, Ray has also been recognized as an adjunct professor of chemistry at Ohio State University.

For Ray, collaboration is at the heart of his success. “A lot of people have been involved in the work that I've done over the years and what we've been able to achieve,” he shares. “These are big problems that we're attacking. I've learned the importance of collaborating, cooperating, and bringing together diverse talents to address these challenges.”

PhotonPharma's journey is entering an exciting new chapter with FDA-cleared patient trials launching in January at City of Hope in Duarte, California. The initial focus is on advanced ovarian cancer, marking a significant step toward transforming cancer therapy.

As the world eagerly watches these developments, Ray remains steadfast in his mission: advancing technologies that not only save lives, but also redefine what's possible in medicine. His work exemplifies the power of innovation, teamwork, and unwavering dedication to solving some of the toughest problems in healthcare.

Dr. GADARETH HIGGS

PRINCIPAL AND FOUNDER



www.higgsinsights.com

gadareth@higgsinsights.com

LinkedIn: www.linkedin.com/in/gadarethhiggs

Facebook: www.facebook.com/gadareth

Instagram: www.instagram.com/gadarethhiggs



A Visionary Bridging Science and Strategy

Dr. Gadareth Higgs, principal and founder of Higgs Insights, brings more than 15 years of expertise in bioinformatics, consulting, and healthcare innovation to the forefront of startup success. A Yale-trained molecular biologist with a Ph.D. and a master's in bioinformatics, Dr. Higgs combines scientific precision with business acumen to help early-stage companies transform 'potential' into 'progress.' His consulting firm, based in Stamford, Connecticut, has already helped clients raise over \$2M —often doubling investor interest and preparing founders to pitch in only four days.

A Proven Record of Results

Dr. Higgs' career includes leadership roles at McKinsey and ConcertAI, where he led groundbreaking initiatives in precision oncology, biotechnology, and operational strategy. Among his most notable accomplishments, he led a biotech transformation that doubled HIV patient coverage, optimized a terminal audit leading to a \$1.7 billion sale (triple its purchase price), and guided clients through multimillion-dollar fundraising rounds. Certified in Lean Six Sigma and ISO Internal Auditing, Dr. Higgs brings analytical rigor to every engagement, ensuring measurable impact and lasting efficiency.

Higgs Insights: The PRIME Approach

At Higgs Insights, Dr. Higgs has developed a methodical, rapid, and high-performing model built on the company's core values—PRIME: proficient, rapid, innovative, meticulous, and effective. The firm functions like an accelerator for healthcare, biotech, and medtech startups, offering a suite of five products: guides, one-pagers, pitch decks, market research,

and financial models. Its premier offering—curated, warm investor introductions, connects clients directly with capital sources. The team, composed of former McKinsey consultants and graduates from Brown, Duke, and Yale, ensures that every deliverable meets the highest standard of quality.

A Market Need Turned Mission

The inspiration to launch Higgs Insights emerged when ConcertAI downsized its workforce. Rather than seeing the setback as an ending, Dr. Higgs seized it as a turning point—an opportunity to shape his own trajectory while addressing a gap in the market. Many startups, he realized, need expert guidance but can't afford large consulting firms or even boutique investment banks. His solution: deliver top-tier, investor-ready strategies at a fraction of the cost.

Measurable Impact and Client Success

Dr. Higgs' process begins with identifying and correcting what often derails funding efforts: poorly structured pitch decks. Using defined metrics—content, communication, design, and layout—he and his team refine presentation materials to better attract investor confidence. His methods have secured remarkable outcomes: a client winning 64% of investor interest during a pitch event, a healthcare VC landing a \$1 million commitment from an LP, and another founder connecting with an investor within 24 hours of signing a contract.

For Dr. Higgs, the reward lies in the results. As he puts it, his greatest satisfaction comes from "seeing great ideas get the funding they deserve." With Higgs Insights, he's not just helping startups find investors—he's helping innovators find their future.



Andria **BERKIN-SCHNEIDERMAN**

Board of Trustees: Hackensack Meridian Health (HMH)

Board of Directors/Chief Marketing Officer: Federal Enforcement Homeland Security Foundation (FEHSF)

Li: www.linkedin.com/in/andria-schneiderman-0084341a0

A Life Reclaimed and Redefined

At 24, Andria Berkin-Schneiderman faced a life-altering challenge: a diagnosis of Stage 4 lymphoma. For a young woman full of ambition, joy, and purpose, it was devastating. She had noticed subtle, unsettling “whispers” in her body, but her concerns were initially dismissed. Over a year later, the cancer’s presence and spread were confirmed.

“My identity became a cancer patient,” Andria recalls. The treatments were grueling, ravaging her body—but never her spirit. In that darkness, she made a vow: if she survived, she would dedicate her life to developing effective health initiatives. That promise has shaped her journey ever since.

“

I need to be the person my two young daughters aspire to become.

A Career with Purpose

When her young daughter faced health concerns, Andria found immediate answers and treatment at Hackensack University Medical Center. Moved by the team’s expertise and compassion, she offered her marketing skills pro bono, blending her professional talent with personal gratitude. Recognized as a true *tour de force* by her peers, Andria was appointed to the hospital’s board of trustees.

In 2016, when HUMC merged with Meridian Health to form New Jersey’s largest healthcare network, Andria joined the new “megaboard.” Her vision and energy launched transformative programs including but not limited to: the HMH High School Career Academy, New Jersey’s Blue Ribbon Task Force for Maternal Fetal Health, and statewide initiatives supporting pediatric care, behavioral health, autism, and women’s health.

“A true continuum of care includes emotional wellness,” she emphasizes. Each program blends world-class medicine with emotional support for patients and families.

Venturing Beyond

Andria’s impact extends far beyond the hospital. She serves on the board of the Federal Enforcement Homeland Security Foundation (FEHSF), where her late husband also served. FEHSF supports federal law enforcement families, providing critical financial assistance to those injured or killed in the line of duty. Through her strategic leadership, Andria has revitalized the foundation’s marketing, amplified visibility, and strengthened connections with federal agencies—ensuring the mission reaches those who need it most.

The Woman Behind the Mission

Andria’s guiding principle is clear: “I need to be the person my two young daughters aspire to become.” From cancer survivor to healthcare advocate and philanthropic leader, her life is defined by resilience, compassion, and purpose.

“I believe I was spared for a reason,” she says. “Everyone has a story. I hope mine inspires those who need it most. That’s what drives me.”

DR. Samir N. Khleif

Dr. Samir N. Khleif, the founder and CEO of Georgiamune Inc., is a prominent figure in the field of immunotherapy. As a medical oncologist and immunologist, he has made significant contributions to health care and biomedical research.

Before assuming his current role at Georgiamune, Dr. Khleif held various academic and leadership positions. One of his notable roles was as a scientist and chief of the NCI Cancer Vaccine Section at the National Cancer Institute (NCI)/National Institutes of Health (NIH). During his tenure, he played a pivotal role in advancing the development of immune-oncology and cancer vaccines, which were subsequently taken to clinical trials.

Dr. Khleif's impact extended internationally as he served as the founding director and CEO of the King Hussein Cancer Center in Amman, Jordan. Under his leadership, the center grew into the largest cancer center in the MENA region. He also served as the director of the Georgia Cancer Center, the state cancer center at Augusta University.

Currently, Dr. Khleif holds a professorship at Georgetown University Medical School and is recognized as a biomedical scholar. Additionally, he served as a special assistant to the commissioner of the FDA, where he led the FDA's Critical Path Initiative for Oncology. His expertise has also led to his involvement on the board of directors of Ayala Pharmaceuticals and Emerald Biopharmaceutics, as well as serving on the scientific advisory boards of over 20 biotechnology and pharmaceutical companies. Dr. Khleif's reputation as an international key opinion leader (KOL) in immunology and immunotherapy is well-established.

Georgiamune Inc., the company he founded, specializes in immunotherapeutic biotechnology. It operates as a science and discovery company, focusing on reprogramming the immune system to restore balance and homeostasis for patients with cancer and autoimmune diseases. This approach is considered pioneering and highly



Georgiamune Inc. specializes in **immunotherapeutic biotechnology.**

differentiated within the field of immunotherapy. The company currently has one therapy in clinical trials and plans to introduce five to six more in the coming two years. Their innovative mechanism has the potential to address various autoimmune diseases.

Dr. Khleif's inspiration to start Georgiamune Inc. stemmed from his experience as the director of the Georgia Cancer Center. Recognizing the challenges universities face in developing patents into applications and commercialization, he chose to take matters into his own hands. His goal was to ensure that his discoveries could reach patients and potentially benefit thousands, if not millions.

What Dr. Khleif enjoys most about his work includes the thrill of uncovering new aspects of human biology, inventing drugs that can impact human lives, and his passion for building, whether it's cancer centers, hospitals, companies, or other endeavors. His commitment to advancing immunotherapy continues to shape the field and offers hope to patients facing cancer and autoimmune diseases.

Georgiamune

www.georgiamune.com | snk48@georgetown.edu | LI: Samir Khleif



Jorge Stevenson

CHIEF FINANCIAL OFFICER

Yuvo Health's mission is to ensure that every community health center can provide compassionate care to their entire community.

yuvo

CONTACT:

www.yuvohealth.com

jorgestevenson1@outlook.com

Ll: jorge-stevenson

Jorge Stevenson, the chief financial officer (CFO) of Yuvo Health, has demonstrated a remarkable and unique trajectory in the corporate world, seamlessly blending experiences from corporate giants to startups and academia. His journey is a testament to his leadership skills, adaptability, and unwavering commitment to making a positive impact.

Before assuming his role as CFO at Yuvo Health, Jorge served in two notable roles; vice president of strategic finance at Bestow, a leading digital infrastructure startup revolutionizing the life insurance industry, and vice president of strategy for Prudential Financial, a powerhouse in the financial sector. This constant and consistent evolution confirms that Jorge can successfully navigate large and small organizations and thrive in dynamic environments.

Now, as CFO of Yuvo Health, an early-stage startup based in New York City, Jorge's multifaceted background provides him with an edge that makes a tangible impact on both the company and the health care industry. Yuvo Health's mission is to ensure that every community health center can provide compassionate care to their entire community. Jorge's role in this dynamic environment involves creating solutions where none previously existed. His primary focus is on managing the company's finances and ensuring its long-term success and in doing so, he works tirelessly to maintain stability and promote growth while engaging with internal and external stakeholders.

Jorge's remarkable journey, however, extends beyond the corporate realm, as he also serves as an adjunct professor at New York University (NYU), where he imparts knowledge to graduate-level students. For him, teaching is not just a way of giving back to the community; it's a fulfilling intellectual endeavor. His academic experiences have also enhanced his ability to communicate effectively and clarify complex ideas, making him an especially well-rounded asset to those he serves. His diverse experience, which includes roles as a board member, advisor, and consultant for multiple for profit and nonprofit organizations, showcases his ability to navigate the most challenging environments.

Jorge's academic achievements are equally noteworthy. He holds an MBA from Duke University's Fuqua School of Business, and a certificate in disruptive strategy from Harvard Business School. He earned his bachelor's in business administration and economics from the prestigious Pontificia Universidad Católica de Chile. In recognition of his outstanding contributions, Jorge received the *Hispanic Star Award* during his tenure at Prudential and was featured for a week on the Prudential Times Square billboard. These accolades underscore his dedication to excellence and his commitment to representing the Hispanic community positively.

Jorge's journey from finance and strategy leader to startup innovator, educator, and nonprofit supporter is an inspiring testament to his adaptability, leadership, and commitment to making a meaningful impact. As he continues to shape the healthcare industry, he pays tribute to the community by mentoring future leaders, serving as a beacon of inspiration for us all.

JERRY WANG

PRESIDENT & FOUNDER



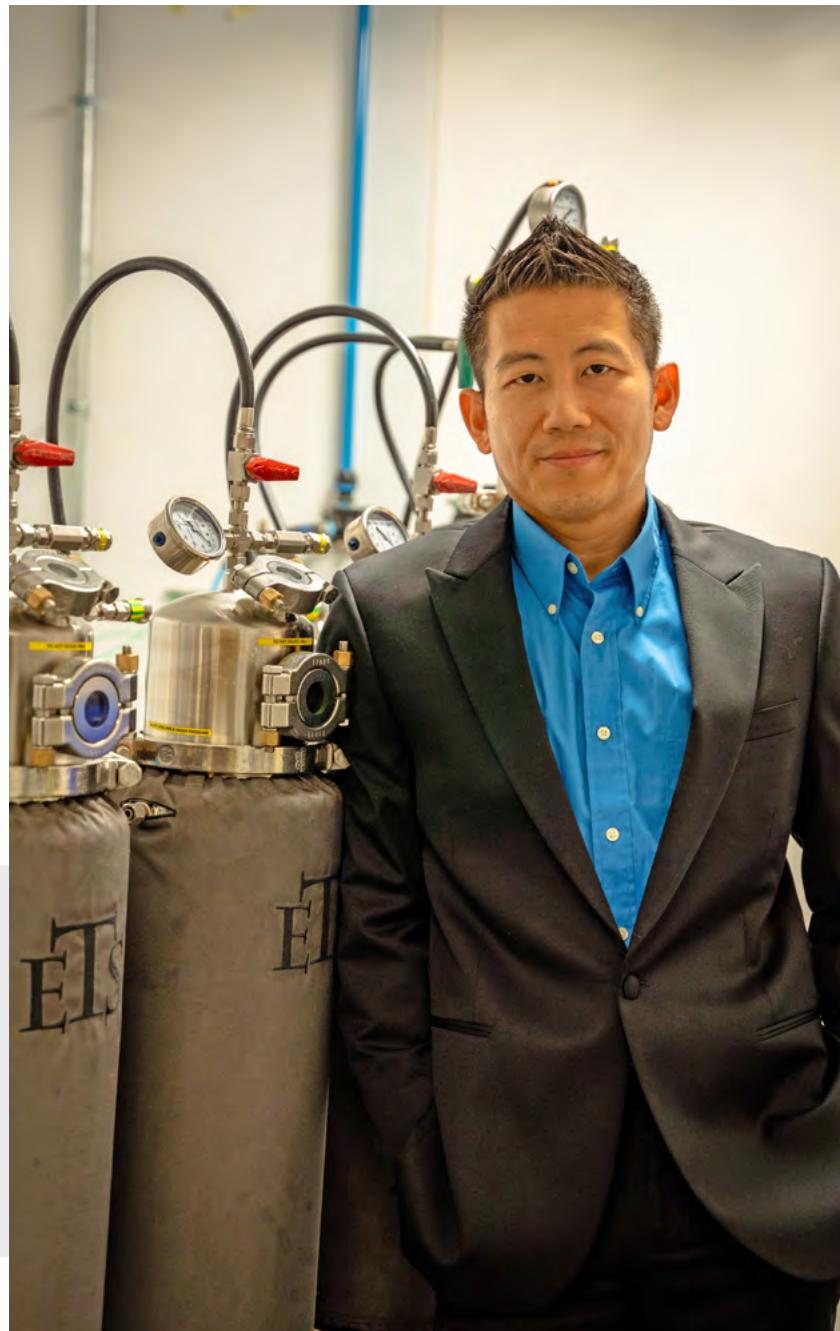
www.nxlvl.com
Ll: Jerry Wang

Jerry Wang was working a comfortable, nine-to-five job as a scientist at Novartis, focusing on molecular biology in diagnostic product development, and publishing articles on cancerous gene mutation detection, among other topics. In 2015, while still with Novartis, he started his first business, and in 2017, he made the decision to jump full-time into entrepreneurship. He's never looked back.

NXLVL is unique in that instead of focusing on licensing, production, and sales, Jerry and his team focus on R&D, technology, and innovation.

Today, Jerry is the president and founder of NXLVL. With operations officially launched in early 2022, their cannabis delivery platform offers unique delivery options for cannabinoids, such as a water-stable powder and a water-soluble nanosyrup. They partner with a growing roster of health care industries, including cancer treatment and hospice centers, to supply fast-acting edibles to those who need them most, as well as to emerging CBD markets around the world. They also offer CBD and cannabis products directly to consumers, which are available nationwide online; and in California, they offer THC products.

What's more, the delivery system is personalized for each patient based on genetic profiling and their own personal preferences. NXLVL is unique in that instead of focusing on licensing, production, and sales, Jerry and his team focus on R&D, technology, and innovation. "I think it's more



impactful to bring in technology to enhance delivery and absorption for end users," Jerry explains. "That's why I started the company, to provide services specifically in this area." And they're not just serving their own customers—NXLVL also helps companies customize, brand, and deliver the products to their own unique specifications.

In addition to NXLVL, Jerry has also founded several other companies. NXLVL, LLC, based in Tulsa, Oklahoma, is an indoor cannabis cultivation company that grossed \$300,000 in its first six months of operation in 2022. Costera Consulting, Inc., assists with cannabis business and licensing needs, and has launched retail franchises in multiple Los Angeles locations. Finally, Lakewood Holdings, LLC, is in the process of obtaining its retail license to become a vertical cannabis company in Long Beach, California. And through all of these ventures, Jerry helps others rise as well. "In the beginning, it was about hitting goals, but now it's about the people," he says. "Bringing someone else up and coaching them to be a leader is the most rewarding thing."



Ayeesha KANJI

FOUNDER AND PRINCIPAL CONSULTANT

*"Transformation isn't about quick fixes.
It's about meaningful evolution."*



Ayeesha S. Kanji
Chestnuts Coaching and Consulting

A Holistic Approach to Transformation

Based in Toronto, Canada, Ayeesha Kanji is the founder and principal consultant of Chestnuts Coaching and Consulting, a firm established in 2024 with a mission to help individuals and organizations thrive through holistic transformation and development. Drawing on over a decade of experience in coaching, human resources, and adult education, Ayeesha brings an uncommon blend of realism, empathy, and strategy to her practice. Her experiences in Toronto, New York and international experience have shaped her ability to connect across cultures and career stages, from university students and emerging professionals to corporate teams and senior executives.

Realism, Compassion, and Growth

What distinguishes Ayeesha from other coaches is her deeply human approach. She prioritizes realistic goal setting and recognizes that life's unpredictability can impact professional and personal progress. "A lot of coaches say, 'You can do this in three days,' but life happens," she often explains. For Ayeesha, success isn't measured in rigid timelines, but in sustainable growth. She guides clients to manage their energy, time, and stress intentionally, integrating self-awareness and emotional well-being into the process. Her clients learn not only how to advance their careers, but also how to track their growth, by reflecting on what they learn along the way. Currently in training as a Being Profile Accredited Practitioner, she embraces the ontological approach.

Ayeesha also emphasizes happiness and wellness as integral components of professional fulfillment. "Yes, we all have to pay

bills," she says, "but are you actually happy?" Her holistic model and training incorporate wellness practices, self-reflection, and compassion-based coaching to ensure that her clients' success aligns with their overall well-being.

The Essence of Holistic Transformation

Ayeesha's signature offering, Holistic Transformation Coaching, stems from the belief that professional and personal growth are inseparable. She helps clients recognize that productivity, focus, and satisfaction are directly tied to physical health, emotional resilience, and life alignment. Her sister company, Umsra, where she is co-founder, focuses on health and wellness coaching with Ayeesha guiding professionals toward clarity and alignment. Her approach resonates with high-achievers and executives alike who may be successful on paper, yet feel depleted.

Experience, Education, and Purpose

Ayeesha holds a Master of Arts degree in business and workplace education from New York University, a certificate in adult training from George Brown College, and an HR management undergraduate degree from Toronto Metropolitan University. Her collaborations have included programming with the University of Padua, the University of Central Asia, and NYU Wasserman Career Center.

To Ayeesha, transformation isn't about quick fixes—it's about meaningful evolution. Through Chestnuts Coaching and Consulting, she empowers individuals and teams to align their work with their well-being, creating a foundation for growth that's not only successful but deeply fulfilling.

Bai Xu

Bai Xu, a seasoned entrepreneur and expert in material science and medical research, stands at the helm of NanoMed Therapeutics Inc., an innovative company specializing in transdermal drug delivery. With a resolute motto of "Revolutionizing Transdermal Drug Delivery in Nano-Scale," Bai has been a driving force in the field for decades.

Before establishing NanoMed Therapeutics Inc., Bai served as a senior MEMS scientist at SUNY Polytechnic Institute, where his contributions garnered significant recognition. Holding a PhD in material science from CNRS, he boasts a remarkable repertoire of published works and clinical case studies, particularly in the areas of transdermal drug delivery, dermatology, and material fabrication. Esteemed institutions such as the WSJ and Credit Suisse have internationally acknowledged his groundbreaking research.

Bai's current role at NanoMed Therapeutics Inc. encompasses three major facets. Firstly, he spearheads the strategic aspects of the company, devising plans to bridge the gap between cutting-edge technology and consumer demand. Secondly, he excels in team building, skillfully assembling a diverse workforce and fostering strategic partnerships. Lastly, Bai oversees the meticulous execution of projects, encompassing fundraising, product development, marketing, and sales.

NanoMed Therapeutics Inc. harnesses state-of-the-art technologies in material science and fabrication to deliver Nanoscale transdermal delivery products for medical drug delivery and clinical aesthetic solutions. Understanding the aversion most individuals have toward needles, Bai and his team have ingeniously developed the NanoTouch, a revolutionary product aimed at replacing traditional injection methods and current microneedle solutions.

Offering significant value in both medical and clinical aesthetic domains, NanoMed Therapeutics Inc. targets various skin conditions, including fine lines, wrinkle reduction, pigmentation, acne, and necklines. By providing solutions that instill self-confidence, particularly among women, the company addresses both aesthetic concerns and medical conditions such as diabetes.



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“Innovation isn't just about new technology—it's about improving the human experience. Our goal is to make treatment safer, simpler, and needle-free. When science can remove fear, reduce pain, and restore confidence, that's when we know we're creating solutions that truly matter.”



Dr. Bhargav Patel, MD, MBA

CEO, Co-Founder, Chief Scientific Officer: myPEAK
Medical Director: Sully.ai

{ www.mypeaksupplements.com | doctorbhargavmd@gmail.com
Li: [bhargav-b-patel](https://www.linkedin.com/in/bhargav-b-patel/) | Instagram: [@doctorbhargav](https://www.instagram.com/doctorbhargav/) }

Dr. Bhargav Patel stands at the intersection of medicine, technology, and innovation. As a physician, entrepreneur, researcher, and leader, he brings a rare blend of clinical experience and scientific expertise to every endeavor he undertakes. As the CEO, co-founder, and chief scientific officer of myPEAK, as well as the medical director of Sully.ai, Dr. Patel is redefining how we think about health—from the nutrients we consume to the technology powering our healthcare systems.

A triple threat in the truest sense, Dr. Patel is an adult, child, and adolescent psychiatrist with advanced research in trauma, PTSD, and resilience. He's the author of *Trauma Transformed*, a book written in everyday language to help the public understand the profound impact of trauma on mental and physical health. His clinical training includes psychiatry residency at the Medical College of Georgia and child psychiatry fellowship at Brown University.

Dr. Patel's contributions don't stop at patient care. Recognizing that transformation must happen on both individual and systemic levels, he has leveraged his medical training, research acumen, and his MBA in healthcare administration to pursue innovation at scale. "I really loved medicine and neuroscience—that's why I went into psychiatry—but it always felt like one part of the journey," he says. "It felt important to do more."

That drive led to the creation of myPEAK, a vegan nutrition and elite performance company headquartered in Orlando, FL. Co-founded with another physician, the company was born out of frustration with the supplement industry's lack of credibility. "Most supplement companies are started by people with no medical expertise," Dr. Patel explains. "We're different. We use patented, clinically researched ingredients backed by science and transparency." Under his leadership, myPEAK has achieved year-over-year growth and released multiple award-winning products.

At Sully.ai, Dr. Patel's vision takes another form—one that tackles the growing crisis of physician burnout. Sully.ai is a revolutionary platform that introduces "agentic AI" into clinical environments. It's designed to unburden clinicians from the mountain of administrative tasks that dominate their workdays. In real-time, Sully's AI agents listen in on patient visits, transcribe notes, and assist throughout the patient visit—freeing up time and mental energy so that doctors can focus on what they do best: caring for patients.

Dr. Patel's unique perspective—combining deep clinical knowledge with fluency in artificial intelligence and business strategy—has enabled him to create tools that don't just improve healthcare systems, but humanize them. Whether he's helping a teenager heal from trauma or building a platform that prevents fatal medical errors or physician burnout, his north star remains the same: "I want to help people—both directly and on a systems level." For Dr. Bhargav Patel, innovation isn't just about creating new solutions. It's about bringing humanity back to healthcare.



Dr. C. Michael Gibson

What if your Apple Watch could help prevent a stroke? One in five strokes is the result of atrial fibrillation. This affects many people, although a good 30% of them don't even know they have the condition. Enter Dr. C. Michael Gibson, CEO of the combined non-profit BAIM and PERFUSE research institutes at Harvard Medical School and co-chairman of a new Heartline trial co-led by both organizations.

This trial is an all-virtual, app-based randomized medical trial, the world's first on such a large scale, and the first trial involving a popular consumer product. The ultimate goal is to determine whether wearable tech like Apple Watch can lead to earlier detection of atrial fibrillation. At only 1% of the cost of a traditional trial, this trial is already fully funded currently recruiting, with the goal of enrolling up to 150,000 people in the U.S., and Dr. Gibson hopes it will be a way for people to improve their heart health in the future.

Dr. Gibson joined BAIM in 2017; however, this groundbreaking trial marks the most recent in a long line of important research for Dr. Gibson, who has spent decades leading large international trials of tens of thousands of patients. A practicing interventional cardiologist with more than three decades' experience, he's routinely named as one of *Boston's Top Doctors*, and has been ranked likewise by *U.S. News & World Report*. He's led 120 studies and phase 1-4 clinical trials in cardiology, all of which have been cited multiple times in literature. In fact, he was ranked as one of the world's most highly cited authors in all of science in the past decade by Thomson Reuters. The institutes he works with have led over 1,000 studies, published 5,500 manuscripts in the peer review literature, and have led 60 FDA submissions from their network of 7,000 sites worldwide.

Dr. Gibson entered medicine in 1986, and just two years into his career, founded an independent academic research organization, PERFUSE. "I felt like I had the right tools to answer the important questions early in my career," he says. "Oftentimes, people think of research as working with test tubes and slides. This is clinical research that involves people, so it allows me to be a doctor and answer the important questions all at the same time." Dr. Gibson's commitment to improving the health and lives of people has driven his participation in many landmark discoveries from which thousands are benefitting, such as effective ways to prevent blood pooling in the heart muscle through using FDA-approved drugs to open smaller arteries, and inventing measures of coronary blood flow.

In addition to being a major player in the world of traditional medical literature, Dr. Gibson is also well-known online, with more than 440,000 followers on social media. He attributes his unexpected popularity to his careful curation of stories that appeal not only to medical professionals, but to consumers as well, especially during times of stress



and crisis. He reported on updates and news during the Boston Marathon bombings, the Ebola outbreak, and, of course, during the COVID-19 pandemic.

"I try to make my writing accessible to a broad group of people," he says. But it's not only medical subjects you'll find on his social media, but his art, which has been featured in the *L.A. Times*. "This helps people connect with me personally. People want to know that there's a human being on the other side of social media, and they like connecting in that way." He's also the learned mind behind *WikiDoc.org* and *WikiPatient.org*, open-source medical textbooks with thousands of subjects for medical professionals and lay people alike, expanding medical knowledge for all. He's also founded *Clinical Trial Results*, a site dedicated to discussing the results of studies, and has frequently appeared on TV with Fox and NBC in Boston.

As for what Dr. Gibson loves most about his work, it's hard to top saving a life. "When someone is critically ill, having a heart attack and may die, and I get the artery open, and they're smiling and their family is smiling, there's nothing better," he says. And it's the human aspect of his work that not only keeps him going, but gets people interested in his work, too.

"No one cares how much you know, unless they know how much you care," he says. "I use this quote all the time because it's so true. By seeing that I, too, have children, a dog, that I, too, struggle with so many things that they do, people develop a sense of trust in me."



Eldon Hernandez

CEO & Life Coach

“

Our subconscious mind tries to keep us in our comfort zone. Through meditation, those limiting beliefs surface so you can finally overcome them.



Aire Azul Ventures
Life Coaching

www.aireazulventures.com | eldon@aireazulventures.com
Li: [eldon-hernandez-life-coach](https://www.linkedin.com/in/eldon-hernandez-life-coach/) | IG: [aireazulventures](https://www.instagram.com/aireazulventures/)

For Eldon Hernandez, life coaching is not just a profession—it's a calling rooted in a lifetime surrounded by health, wellness, and entrepreneurship. His mother ran a health food store, his brother operates a psychotherapy practice, and Eldon himself has built multiple businesses, including a fitness studio in California. Today, as CEO of Aire Azul Ventures Life Coaching, he channels that legacy into guiding high-net-worth individuals and executives toward their highest potential, often in just a few months.

Eldon's approach is anything but one-size-fits-all. Drawing from a BA in communications, film, and video, certifications from the International Sports Sciences Association, and advanced training in group fitness and P90X, he integrates physical well-being, nutrition, and meditation into his coaching. His background includes leading a high-performance corporate fitness program for executives—where his training regimens directly boosted productivity and reduced stress—and running a private personal training practice that honed his expertise in individualized assessment, long-term habit formation, and work-life integration.

Eldon's coaching specialties span strategic mindset and relationship optimization, stress mastery, sustainable work-life harmony, and mindset re-patterning for peak performance. Through techniques like Neuro-Linguistic Programming (NLP), Eldon helps clients dismantle limiting beliefs, eliminate negative thought patterns, and cultivate empowering mental frameworks. His work often transforms anxiety into calm, replacing the weight of stress with clarity, confidence, and purpose.

But what truly sets Eldon apart is his use of meditation as a core tool for transformation—a rarity in the life-coaching space. “I don't know any other life coaches that use meditation like I do,” he explains. “It's tremendously effective because you're tapping into your subconscious mind, which is the powerful, driving factor in decisions we make—whether we know it or not.”

Eldon believes that most people focus only on the surface of their problems—questions like “Why can't I succeed?”—without realizing the answer often lies in deep-seated, inherited beliefs stored in their genetic memory. “Our subconscious mind tries to keep us in our comfort zone,” he says. “Through meditation, those limiting beliefs surface so you can finally overcome them.” Whether the barrier is fear of flying, fear of success, fear of failure, or even fear of happiness, Eldon uses meditation to uncover the root cause. Once identified, the belief can be reframed or released, creating lasting change.

This process, combined with his holistic coaching model, empowers clients to integrate their careers and personal lives seamlessly, without sacrificing relationships, health, or peace of mind. His results speak for themselves: high-achieving professionals experience greater clarity in decision-making, stronger relationships, improved physical fitness, and a renewed sense of purpose.

Through Aire Azul Ventures Life Coaching, Eldon Hernandez isn't just changing mindsets—he's unlocking the best version of every client he serves.

CHARLOTTE MIN-HARRIS

PRESIDENT & CHIEF EXECUTIVE OFFICER

A Visionary Leader Shaping Community Health

Charlotte Min-Harris, president and chief executive officer of Changent, has built a distinguished career spanning nearly four decades across the corporate, nonprofit, and academic sectors. Her professional journey has been anything but linear—marked by bold pivots, global experiences, and a steadfast commitment to creating meaningful impact for people and communities. Known as an accomplished visionary and operational strategist, Charlotte has guided organizations to become people-centered, results-driven, and accountable, balancing compassion with performance to achieve transformative outcomes.

Before assuming her current role, Charlotte served as Changent's chief operating officer, where she laid the foundation for organizational excellence and sustainable growth. Her prior leadership roles include serving as vice president of Grants Operations at the Daniels Fund, a \$1.5 billion charitable foundation in Denver, where she helped scale a low-income assistance program to expand its reach and impact, and as chief operating officer for the Colorado and Wyoming Region of the American Red Cross.

Leading Changent's Mission for Healthy Families Nationwide

At the helm of Changent, Charlotte guides the organization with a clear and compassionate vision—to improve the health and well-being of children and families nationwide. Since its founding in 2003, Changent has partnered with community organizations across the country to deliver evidence-based home visiting programs that have reached nearly 400,000 families. Under Charlotte's leadership, Changent stewards two cornerstone programs: Child First and Nurse-Family Partnership®, both implemented in communities nationwide and recognized as models for scalable, relationship-based community health.

What Makes Changent Unique

Changent's approach is rooted in evidence and driven by trust, relationships, and collaboration. Rather than imposing external solutions, the organization works through a network model, collaborating with local implementing partner organizations that know their communities best. "We're invited into communities to help build on their strengths and



goals," Charlotte explains. "We truly meet families where they are to improve health outcomes."

This community-centered approach creates a ripple effect—empowering families to share positive experiences and strengthen the social fabric. Changent's relationship-centered solutions expand access for those with the greatest need, supporting health and well-being across generations. Using decades of data and evidence, Changent evolves its programs to meet changing family dynamics and modern challenges, ensuring lasting impact.

The Power of Relationships and Partnerships

At the heart of Changent's impact lies its belief in the power of human connection. Both Child First and Nurse-Family Partnership are relationship-based models, built on trust and continuity. Families are supported by the same trusted professional throughout the program, fostering deep, personal relationships that enable real change. "Trust is built in drops but breaks in buckets," Charlotte often says. "Those relationships—looking someone in the eye, making them feel heard and valued—are what empower families to make better choices and define what good looks like for themselves and their communities."



www.changent.org | charlotte.minharris@changent.org
LI: www.linkedin.com/in/charlotte-min-harris-cdi-d-938514157
FB: <https://facebook.com/changentorg>
IG: www.instagram.com/changentorg



BENJAMIN ARTHUR

CO-FOUNDER & CHIEF INNOVATION/SCIENTIFIC OFFICER

Dr. Benjamin Arthur is a visionary in the field of biotechnology, serving as the co-founder and chief innovation and scientific officer of PolyRegen Biosciences, Precision Health & Wellness Medspa, Provitx, and founder of Informnity. With a multifaceted background and a passion for unlocking the body's natural healing potential, Benjamin has spearheaded groundbreaking initiatives that are transforming the landscape of health and wellness.

Benjamin's journey to the forefront of the biotechnology industry is marked by his unwavering commitment to multidisciplinary integration. Armed with an exceptional education from top-tier institutions and enriched by practical experience, he brings a unique perspective to the field. His early career in academia allowed him to impart knowledge in genetics, mathematics, and neuroscience to aspiring students, and his innate fascination with how things work led him to uncover medical paradigms, particularly in the shift from "diagnosis and treatment" to "prediction and prevention."

At the heart of Benjamin's philosophy lies a deep belief in the body's innate ability to heal itself. He champions natural products and endeavors to create the optimal conditions for the body to repair

and rejuvenate. PolyRegen Biosciences, under his leadership, is committed to personalized precision in healthcare solutions. Benjamin's genetic background serves as a blueprint, and he meticulously explores how genetics interact with the environment, delving into the realm of epigenetics. Moreover, he is a staunch advocate for understanding how natural products, including those derived from plants, have co-evolved over millennia with animal life, and how our body systems inherently know how to properly interact with them.

Even within the realm of biopharmaceuticals, Benjamin's focus remains firmly rooted in natural elements, firmly asserting, "The problem is, we don't yet have the technology to faithfully reproduce what we see in nature to apply to our body. This is a major reason why laboratory synthesized medications typically have adverse effects."

Among Benjamin's most cherished accomplishments is the inception of PolyRegen Biosciences, a company dedicated to pushing the boundaries of science-based health and wellness products and services. The company's core philosophy revolves around the interplay between personalized genetics and cutting-edge molecular bioscience. They are pioneering a rigorous science-based approach to product development, emphasizing the potential of perinatal tissue, naturally endowed with immune modulation and regenerative capabilities.

With FDA registration, PolyRegen harnesses the power of stem cells derived from the umbilical cord, a time when the cells are most potent, but not excessively so, to address a myriad of health issues, from arthritis and back pain to wrinkle removal and hair regrowth. His other major effort involves developing a regulatory regime specific for processing of stem cell products to replace the current mismatched pharma manufacturing model.

PolyRegen Biosciences adopts a holistic systems perspective when tackling healthcare challenges. They view the body as an interconnected system and every endeavor is firmly grounded in science and supported by ongoing studies to substantiate their approach.

In an era where natural solutions are increasingly sought after, PolyRegen Biosciences stands as a beacon of hope. They believe in harnessing the power of nature to care for our bodies, utilizing natural engineering to facilitate healing. Benjamin Arthur's work is not just about innovation; it's about enabling people to live pain-free, improving their quality of life, and empowering them to experience the body's incredible regenerative potential.

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In all my roles, I was lucky to follow in the footsteps of excellent predecessors and any success I enjoyed in leadership is only possible because of the entire management team.



CONTACT:

roy.park@albertahealthservices.ca
LI: royparkmd



DR. ROY PARK

SENIOR MEDICAL DIRECTOR

Dr. Roy Park, senior medical director (SMD) for diagnostic imaging (DI) at Alberta Health Services (AHS), has forged a remarkable career that blends clinical expertise, transparent governance, and business acumen.

A clinical assistant professor at the Cumming School of Medicine, Dr. Park has spent 20 years as a musculoskeletal radiologist at the Foothills Medical Centre, one of Canada's premier quaternary care hospitals.

In his role as SMD at AHS, Dr. Park provides visionary leadership to a diverse team, overseeing the strategic planning, and delivery of diagnostic imaging services across Alberta. He has introduced province-wide "state of the art" testing for prostate cancer and also an artificial intelligence powered tool which improves the productivity of MRI scanners and increases the number of patients scanned while also decreasing the average cost per exam. For Dr. Park, leadership in healthcare extends beyond operational efficiency; it's about delivering the best possible care within the constraints of a publicly funded system.

His leadership philosophy emphasizes transparency, humility and collaboration: "In all my roles, I was lucky to follow in the footsteps of excellent predecessors and any success I enjoyed in leadership is only possible because of the entire management team," he says. Dr. Park's impact reaches beyond the public sector. He has served as managing partner at EFW Radiology, where he successfully stewarded the organization

during the COVID-19 pandemic. Under his authority, novel screening programs for preeclampsia and hepatic steatosis were first introduced in the community.

His corporate expertise extends outside of medicine as a director at Barrel Oil Corp. where he serves on the audit and compensation committees. Notably, Barrel experienced transformational growth in 2020 and beyond despite the unprecedented challenge of negative oil prices during the COVID pandemic. He is also a founder of a growing multi-family real estate company, currently with 144 units, providing safe and affordable housing in Alberta.

Dr. Park's educational credentials include a BSc, MD, and FRCPC, with an ICD.D certification, underscoring his understanding of corporate governance—a skill he considers crucial for leaders in both public and private sectors. This dual perspective allows him to balance financial responsibility with the mission of delivering world-class medical care.

At Alberta Health Services, the largest integrated health system in Canada, Dr. Park finds profound purpose. With over 113,000 employees and a mandate to serve more than 4.5 million Albertans, AHS provides a platform for Dr. Park to make an unparalleled impact on healthcare delivery. "After you've achieved some professional success, there's a growing sense of civic duty," he reflects. "In my position at AHS, there's nothing else I could do that would make a bigger impact on healthcare for the people of Alberta. That's what drives me now."



Shirley Billigmeier



www.innergetics.com | shirley@innergetics.com

With so many complicated regimens and fad diets that can be miserable, and even dangerous, Shirley Billigmeier helps her clients reclaim joy in their relationship with food. A health industry expert for more than four decades, she knows a thing or two about bringing food and eating back down to earth. "Eating was never meant to be complex!" she says. "A baby knows instinctively when it's hungry and when it's not. But as we grow, those boundaries are often interfered with, and we wind up in a relationship with food that's way more complicated than it needs to be."

The notion that eating can be a simple, natural, and pleasurable experience for all is precisely what inspired her to start Innergetics, a teaching platform that shares the concept of intuitive eating. Together with certified coaches from around the world, Shirley helps guide people back to themselves, reclaiming their innate boundaries around hunger and food, and, in doing so, relearn how to love food, eating, and their bodies. "It's all about accessing your own internal wisdom and learning to feel the natural start and stop of hunger," she explains.

Shirley's focus on intuitive eating started back in 1991 with the publishing of her first book, *Inner Eating*. In the beginning, she thought just a few tools would be needed to help readers listen to and understand their own hunger signals.

However, because many of her clients needed more tools to help them stay on their path to hunger – and refrain from seeing eating when not hungry as a failure – she developed a moment-to-moment process so they could look at each occasion, when they had that desire to eat when not hungry, as a learning opportunity.

Though the years, Shirley has painstakingly developed and refined tools to help clients understand and uncover the various ways they used eating beyond its original purpose: to satisfy hunger. She has taken these tools and developed an online course.

Right now, the online course is self-guided, but Shirley is excited to launch a more hands-on option that will feature more accountability, coaching, and group work. Her interactive online course will be available in just a few months.

A teacher at heart, Shirley's work has earned her the 2021 and 2022 *Food and Drink Awards* for *Best Food Relationship*. For Shirley, the true end goal is to watch people recapture the joy of eating and the delight of being in one's own body. "Once they're on the path of hunger, they realize there's no other way but *their way*," she says. "Reconnecting to your own boundaries is always the answer."



Sue E. Goodin

FOUNDER

Sue E. Goodin's 30 years in health care have turned her into a true visionary, drastically improving how physicians, nurses, and other professionals manage stress and burnout. "Most health care workers go into the field with few tools for managing their stress," Sue explains. She founded Progressive Health in 2018 to change this with a company dedicated to optimizing the quality of health care through integrative health and wellness.

Headquartered in Denver, Progressive works with hospital employees and health care leaders in Colorado and across the nation to create new solutions to burnout. And it's earned Sue one very apt nickname: "Head Cheerleader for Nurse Burnout."

Progressive Health provides customizable, scalable resilience and wellbeing solutions, such as ResilienceONE, a comprehensive, high tech/high touch systems approach supporting employees with tools they can incorporate in their daily lives. It allows for daily check-ins to self-monitor behaviors and increase empowerment, preventing burnout before it occurs. The program kicks off with Sue and her team on the hospital floor for 12 weeks, then transitions to the digital platform, where employees can maintain habits long term and facilities can better identify patterns and see

when employees might need hands-on support. Progressive teaches several wellness techniques, such as meditation and breathwork, and provides services like massage and acupuncture.

It's this human touch that sets Progressive apart. "There are many digital platforms out there, but we provide human interaction, which is so very important," Sue explains. Her approach has won Progressive the *Top 100 Healthcare Leadership Award Health 2.0* in 2019 and the *Top 50 Healthcare Companies* from the International Forum for the Advancement in Healthcare in 2018.

As health care professionals themselves, Sue and her team meet employees where they are. "We were here for them during COVID, as the hands-on employee-assistance program in hospitals, there to listen and support. And we're here now, doing the same thing on the ground and digitally," Sue says. "Leaders are realizing the importance of taking care of their people. That we can provide the right tools to help health care professionals is so fulfilling." Progressive Health envisions organizations compromised of a workforce where individuals reach their full potential through physical, mental, emotional, and spiritual well-being.



Dr. STEVEN R. Deitcher | MD

“

The key is to cure women and relieve the constant dread that death is around the corner by seeking out residual cancer and eliminating it.”



BESPOKE
BIOTHERAPEUTICS

www.bespokebiotx.com | steven@bespokebiotx.com | LI: [steven-deitcher](#)

Even at a young age, Steven Deitcher had big ideas—and the tenacity and passion to bring them to fruition. He was accepted into Northwestern University Medical School even before graduating high school, and this ambitious spirit continues to propel him forward today as the founder, CEO, and chairman of Bespoke Biotherapeutics, a B-cell bioengineering company.

As a med student, Steven's curiosity and unconventional ideas were often dismissed by traditionalists. Undiscouraged by the naysayers and motivated by the 1986 loss of his mother to breast cancer, he continued, securing lab space and philanthropic support at Rush Medical College, where he started his research on hematopoietic stem cells and cancer immunology. Inspired by mentors who encouraged his outside-the-box thinking and carried by the drive to find innovative and impactful cell-based treatments for solid tumors, he forged ahead. His research at the Cleveland Clinic and subsequently in the biotechnology industry have been responsible for actionable scientific discoveries, FDA product approvals, and the development of novel cellular immuno-therapies and cancer treatments.

Truly Promethean, Steven's and Bespoke's cutting-edge solutions for solid-tumor cancers are supported by 14 granted and several pending patents. “Our goal is to dramatically improve patient outcomes and reduce the side-effects of anti-cancer therapies,” he says. They do this using advanced genome engineering technology to reprogram B-cells with the ability to make and locally deliver multiple anticancer treatments directly to tumor cells when they are encountered. Essentially, Steven and his team are equipping immune system cells with the ability to actively “seek and destroy” cancer cells within the body.

Their groundbreaking work is funded, in part, by a grant from the US National Science Foundation. The B-cell therapies involved are intended to address the emotional and psychological elements faced by breast cancer patients—not just the physical aspects and survival.

A cancer diagnosis can be shattering for a patient's mental health. Even in states of remission, before the cancer has spread throughout the body, the looming fear of recurrence and metastasis never ceases. “Through B-cell engineering however, we're trying to evolve away from a ‘watch and wait’ approach to surveillance,” Steven explains. “The key is to cure women and relieve the constant dread that death is around the corner by seeking out residual cancer and eliminating it.”

Dr. Gabrielle Abelard

Founder & CEO

Dr. Gabrielle Abelard, founder and CEO of Abelard Psychotherapy Community Mental Health Clinic, is a force to be reckoned with in the realm of mental health. With over 20 years of experience in mental health nursing, she has established herself as an accomplished motivational speaker, educator, and clinician. Her deep commitment to building resilience and improving healthcare outcomes transcends the boundaries of nursing, impacting a wide array of healthcare disciplines.

Dr. Abelard is also a clinical associate professor at her alma mater, the University of Massachusetts Amherst, where she directs the graduate programs for master's, certificates, and psychiatric mental health at the Elaine Marieb College of Nursing. Her role in education is profound. "As an educator at UMass Amherst, I helped develop the online national program," she explains. "One is the Psychiatric Mental Health Doctor of Nursing Practice Program; the second is the Post-Master's Certificate in Psychiatric Mental Health, and I also helped to develop a certificate in complementary and integrative health modalities. I've utilized my background in those different areas in my teaching and helping to develop curricula at UMass Amherst and putting practitioners through our national online program in psychiatric mental health. So, I'm leading nurses who want a master's in nursing education or public health, and also launching a nurse midwifery program. It's been great to mentor and educate our psychiatric nurse practitioner leaders of tomorrow."

Dr. Abelard's leadership extends beyond the classroom. She's the immediate past president of the American Psychiatric Nurses Association (APNA) New England Chapter and the first chair of the Diversity, Equity, and Inclusion Committee of the Massachusetts Association of Advanced Practice Psychiatric Nurses Association (MAAPPN). Additionally, she serves on several boards, including the New England Regional Black Nurses Association (NERBNA) and the American Nurses Association (ANA).

Her achievements have not gone unnoticed. Dr. Abelard has received numerous prestigious accolades, such as the National Black Nurses Association *Nurse Entrepreneur of the Year*, the Massachusetts Nurses Association *Manning Mentoring Award*, and the STRIDE and ADVANCE *Faculty*



Fellow Awards at UMass Amherst. She was also honored with the APNA New England Nancy Valentine *Excellence in Leadership Award* and recognized as a fellow in the National Academies of Practice and the American Academy of Nursing. "I was selected as one of 10 out of over 100 nurses nationwide by nurse.org to be a featured nurse podcaster on a podcast called *Nurse Converse*," she adds proudly.

Founded in 2007, Abelard Psychotherapy Community Mental Health Clinic has grown significantly under Dr. Abelard's visionary leadership. With locations in Stoughton and Dedham, MA, the clinic provides therapy and medication management to children, adolescents, and adults, as well as in-home therapy across over 12 counties in Massachusetts. The multidisciplinary team of over 50 clinicians and 15 administrators has served more than 5,300 patients in the past decade. Further, through her consultation business, RESET, Dr Abelard's practice also provides professional mentorship, business consultation, and motivational talks.

Abelard
PSYCHOTHERAPY, INC.

Reset



JON BELSHER, MD

FOUNDER & CEO

www.visura.io | jonbelsher@gmail.com | [LI: jonbelsher](https://www.linkedin.com/in/jonbelsher)

For Dr. Belsher, success is measured *not* by profits or professional recognition, but the impact he has on the lives of those around him.

In the ever-evolving landscape of healthcare innovation, Jon Belsher, MD, stands as a pillar of support, guidance, and expertise. As the CEO and founder of Visura - Envisioning Tomorrow's Healthcare Today, Dr. Belsher embodies medical skill and entrepreneurial acumen - a combination that is reshaping the contours of healthcare.

Over the years, Dr. Belsher's impact has been felt across the healthcare landscape, influencing the lives of dozens of CEOs and founders. His range of expertise spans strategic advisement, clinical consultancy, market entry representation, and fractional executive roles - and he brings to all these a relentless commitment to excellence and innovation. His achievements have won many accolades, yet Dr. Belsher remains grounded in his passion for teaching and mentorship.

Whether in the storied halls of the Mayo Clinic or the boardrooms of burgeoning startups, his greatest joy lies in lifting up others and seeing them rise to their full potential. For Dr. Belsher, success is measured not merely in profits or professional recognition, but also in the impact he has on the lives of those around him. For such a leader, bringing Visura from concept to reality was simply a natural progression.

Nestled in the heart of Arizona, Visura emerged in 2024 with a clear objective: to equip CEOs and founders in the MedTech and HealthTech fields with unmatched insights and assistance. With more than three decades of healthcare expertise, backed by a highly skilled team, Dr. Belsher is superbly equipped for the task.

Trained at the Mayo Clinic, Dr. Belsher became a triple-boarded physician after mastering the intricacies of family medicine, internal medicine, and critical care. His service as an Air National Guard F-16 flight surgeon, including a top leadership role in the nation's largest Guard medical group, gave him a unique vantage point at the intersection of healthcare and military service. Driven by a limitless thirst for knowledge and impact, Dr. Belsher further sharpened his expertise through executive programs at Harvard Business School and Fresenius Medical Care, adding to his strengths as a leader in both clinical and business domains. His approach transcends traditional consultancy, offering a profound commitment to long-term partnerships and shared success.

Dr. Belsher's wife, Jennifer, enriches the company's capabilities with her impressive skillset as a communications specialist and business manager. This formidable duo, the perfect blend of wisdom and practical experience, highlights Visura's commitment to bridging the gap between clinical utility and business viability. Whether surmounting regulatory obstacles, navigating entry into healthcare systems, strategizing market approaches, or facilitating capital acquisition, Visura stands as a steady, reliable partner for healthcare visionaries seeking to master diverse challenges—while always gaining, and keeping, the trust of patients and consumers.



MICHELLE AMATO

For over a century, Cleveland Clinic, a nonprofit, multispecialty academic medical center, has stood as a shining example of healthcare excellence. With 22 hospitals and 275 outpatient locations on three continents, Cleveland Clinic integrates clinical care, research, and education to push the boundaries of innovation. They are risk-takers, innovators, lifesavers, and caregivers whose discoveries have saved millions of lives and changed the course of healthcare. Within the halls of this remarkable institution, Michelle Amato, senior vice chair of Cleveland Clinic's Philanthropy Institute, has made a lasting contribution by helping to build a unique philanthropic culture, inspiring individuals, families, caregivers, and organizations to come together in a shared mission—to make a lasting impact on the lives of others. It is a passion that has driven her from the day she joined—and fell in love with—Cleveland Clinic 20 years ago.

"The innovation and risk that our culture perpetuates is nothing short of amazing. We're a worthy investment, and the generosity of our philanthropic partners is the reason we can take these bold risks without financial constraints," Michelle says. "One of the most rewarding aspects of my role is witnessing the incredible generosity of our donors and the life-changing impact their contributions have on our patients and the community."

For Michelle, philanthropy is about building a community that engages people at every level and connecting them with a cause that resonates deeply with them. "I want the person who gives \$25, \$100, \$1,000 to feel as great as the person that gives \$10 million. It all adds up to fueling groundbreaking

research and life-changing treatments," she explains. The Philanthropy Institute acts as a vital partner in this pursuit, connecting individuals and organizations to the doctors and scientists whose ideas and expertise can change lives—and Michelle's team works right beside them. "We're embedded among the medical specialists, and I'm constantly inspired by them, in awe of how their minds work. It's truly a full circle of inspiration," she says.

It is this North Star that guides Michelle's multifaceted responsibilities that reach across Cleveland Clinic and into the philanthropic community. As she works with physician leaders to understand how philanthropy can help to broaden their knowledge, spur innovation, and improve patient care, she is equally focused on growing and advancing fellow development professionals to foster a "team of teams" environment and a culture of philanthropy within the organization itself.

There is perhaps no greater example of how philanthropy-supported leaders and innovation come together at Cleveland Clinic than the awe-inspiring story of a mother whose unborn child was found to have a fatal tumor on his heart. Through groundbreaking fetal surgery, Cleveland Clinic doctors successfully removed the tumor in utero, saving the child's life and providing hope for countless others. "There's no telling the number of babies we can save, lives we can improve," Michelle says. "Together, we can—we are—transforming lives, and I hope to always inspire others in the way our medical specialists, my amazing team, and our community of donors inspire me every day."



CONTACT: www.clevelandclinic.org/giving | amatom@ccf.org
LI: Michelle Amato | FB: [mlamato823](https://www.facebook.com/mlamato823)



JEFF PRESUTTI

OWNER AND CEO



Veeda Essentials: Redefining Energy and Longevity for the Modern Era.

Founded by visionary entrepreneur Jeff Presutti, Veeda Essentials is pioneering a new standard in human optimization. The company's flagship product, NMN Complete, is a next-generation longevity formula designed to help people over 40 sustain clean energy, sharper focus, and cellular vitality without compromise. NMN Complete combines clinically supported ingredients—NMN, efinity® Paraxanthine, Resveratrol, CoQ10, Methylated B12, and Biotin—to boost NAD levels, enhance mitochondrial performance, and promote healthy aging at the cellular level.

Built on the principles of truth, transparency, and transformation, Veeda Essentials isn't just selling supplements—it's creating a movement around intentional living, longevity, and daily performance. By merging science, faith, and discipline, the brand inspires a generation to feel better, think clearer, and live longer with purpose.

People First, Always

From the beginning, Jeff has lived by a simple mantra: people before profit. It's written on every whiteboard in his offices as a daily reminder that success isn't about cutting corners, but about building trust. For him, Veeda Essentials is about

offering more than a product; it's about creating genuine value that allows people to feel cared for and supported in their pursuit of wellness.

Energy That Lasts

Launched in June 2025, NMN Complete is already reshaping expectations of what a supplement can deliver. Unlike quick fixes that cause an energy crash, NMN Complete provides both immediate and lasting benefits—helping people move through their days with focus, stamina, and clarity. Its carefully curated ingredients work together to support healthy aging at the cellular level, giving customers not just more energy, but cleaner energy that sustains them through work, family, and personal commitments. Manufactured in the U.S. with input from chemists and FDA-compliance consultants, the formula reflects Jeff's commitment to safety, transparency, and uncompromising quality.

Expanding the Vision

Jeff's mission doesn't stop with one product. Veeda Essentials is preparing to launch a full line of seven to ten synergistic formulas, designed to work together as part of a complete wellness routine. Next in the pipeline are supplements that address two essentials of everyday life: steady midday energy and restorative sleep. As Jeff explains, "We all need to wake up feeling refreshed, have the energy to power through the day, and rest well at night." By creating products that align with the natural rhythm of life, Veeda Essentials is offering holistic support that fits seamlessly into daily routines.

Unlike competitors who market dozens of single-ingredient capsules, Veeda focuses on combining multiple active components into fewer, more powerful formulas. The result is not only greater effectiveness but also simplicity—helping people streamline their wellness rituals without sacrificing results.

A Brand with Heart

For Jeff, Veeda Essentials is more than a business—it's a calling. Inspired by his background in mental health, he understands that when bodies are depleted of key vitamins and minerals, it becomes difficult to show up fully in any area of life. His products are designed to bridge that gap, giving people the clarity and vitality they need to thrive in their relationships, careers, and personal growth.

Headquartered in Mesa, Arizona, Veeda Essentials is quickly becoming a trusted name in the biohacking space. With its flagship product already making waves and a growing line of innovations on the horizon, the brand is empowering people to reclaim their energy and live with intention. For Jeff, the vision is simple yet profound: to help people feel balanced, focused, and strong—so they can live longer, healthier, and more purposeful lives.

JASON FARR

As the vice president of provider recruitment and retention for Solaris Health, Jason Farr leads a dedicated team of consultants responsible for partnering with Solaris Health affiliates nationwide to design, implement, and optimize provider recruitment strategies. In this role, he oversees the full lifecycle of provider workforce development—from strategic planning and forecasting to hands-on recruitment execution—ensuring that each affiliate is equipped with the talent, structure, and culture needed to deliver high-quality patient care.

With an 18-year career in healthcare consulting, Jason has built a reputation as a trusted expert in sustainable provider recruitment models. His work centers on collaborating closely with C-suite executives, service line leaders, and physician teams to transform provider groups, elevate performance, and strengthen medical staff pipelines. Skilled in physician compensation modeling, recruitment and retention strategy, provider workforce planning, and the development of high-functioning provider teams, Jason is recognized for both his operational expertise and his ability to drive long-term organizational impact. His insights have been featured across multiple healthcare media outlets, and he is regularly invited to speak at medical schools, residency programs, and industry forums.

Jason's extensive experience includes leadership roles at organizations such as Curative, The Medicus Firm, Medical Edge, and Keller Williams Realty, Inc., where he served in positions ranging from vice president and senior director to senior vice president and director. These roles provided him with a unique blend of strategic, operational, and relational experience that continues to inform his work at Solaris Health. Over the course of two decades, he has helped healthcare organizations navigate changing workforce landscapes, implement innovative recruitment models, streamline provider operations, and build resilient, scalable staffing infrastructures.

In addition to his leadership at Solaris Health, Jason is also the founder and CEO of Healthlink Consulting, launched in 2020. Healthlink Consulting partners directly with physicians to help them build fulfilling, future-ready careers through personalized career strategy, contract review, and negotiation guidance. The firm empowers providers to align



“Provider recruitment isn’t just about filling positions—it’s about building cultures where clinicians can thrive. When organizations invest in the people who deliver care, everything else follows.”

their professional goals with organizations that truly value their skills and purpose. On the organizational side, Healthlink works with private practices, hospitals, and healthcare systems to strengthen recruitment and retention frameworks, enhance onboarding programs, improve compensation structures, and cultivate healthy, sustainable provider cultures.

Known for his forward-thinking approach and deep commitment to the provider workforce, Jason continues to shape the future of healthcare recruitment by delivering strategic, results-driven solutions that foster stability, growth, and long-term success for both organizations and the clinicians they serve.

SOLARISHEALTH
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<https://solarishealthpartners.com/>

jfarr@solarishp.com

LinkedIn: www.linkedin.com/in/farrjason



Annette Ermshar, Ph.D., MSCP, ABPP

Annette Ermshar, Ph.D., MSCP, ABPP is a licensed clinical psychologist, with specialization in neuropsychology and board certification in forensic psychology. She is one of 300 ABPP diplomates in forensic psychology in the United States. She is also a fellow of the American Academy of Forensic Psychology (AAFP).

Dr. Ermshar specializes in neuropsychology and clinical/diagnostic psychological assessment and evaluation. She is on medical staff at Las Encinas Hospital and has served as an expert witness in over 100 court cases within Federal Court, California Superior Courts, and California Juvenile Courts, and provides litigation consultation in civil cases.

Her consultation and expert testimony experience includes addressing legal questions pertinent to mental disability, competency to stand trial, mental state at the time of offense, risk assessment, developmental disorders, neuropsychological functioning, cognitive ability, psychological/emotional

damages, sex offenses, syndrome evidence, memory and suggestibility, and various other criminal and civil forensic evaluations. She has given numerous invited addresses, seminars, and workshops to psychologists and attorneys and has a number of publications in the areas of neuropsychology and forensic psychology.

Dr. Ermshar also provides outpatient psychotherapy and specializes in the treatment of individuals in the corporate and entertainment industries, and those with mood spectrum disorders, anxiety disorders, substance abuse disorders, gambling, and other behavioral addictions, personality disorders, autism spectrum disorders, and adolescent development and is an expert on the topic of optimizing individual success. As a neuropsychologist, she conducts both adult and child/adolescent neuropsychological, educational, and cognitive evaluations, neuropsychological treatment, and diagnostic clarification of neurodevelopmental issues.

Dr. Ermshar has been an expert consultant in television and media with guest appearances for *Warner Bros. television* and *CU@USC*. She has also served as a consultant/expert for *Fox News Television* and provides consultation to screenwriters and producers in motion picture and television on the topics of mental health, the criminal mind, and neuropsychology.

She has consistently been voted by her peers as a *Top Doctor* by *Pasadena Magazine* and has received many other professional awards and recognition. Dr. Ermshar served as associate professor at the California School of Forensic Studies at Alliant International University for over 7 years, where she taught doctoral level students studying clinical forensic psychology.

Dr. Ermshar was also the clerkship/practicum training director at Patton State Hospital for over 12 years, where she trained and supervised over 100 doctoral students in clinical and forensic psychology. She was on medical staff at Patton State Hospital for 15 years, providing clinical treatment for severe psychiatric illnesses as well as psycholegal treatment and assessment for issues such as restoration of competency to stand trial, restoration of sanity, and reduction of risk for recidivism.

Dr. Ermshar was also on the panel of medical experts for San Bernardino County Juvenile Court and San Bernardino Superior Court for many years.

Dr. Ermshar currently is the founder and CEO at Dr. Ermshar and Associates, Specialized Psychological Services, a group practice in the Los Angeles area.

Personally, Dr. Ermshar grew up in La-Canada/Flintridge in a family that was very involved in community philanthropy, which served as a foundation for her commitment to philanthropic support of the arts in LA. She has lived abroad, in both Moscow and Russia, as well as in Florence, Italy, studying language, music, and the arts.

Julie Bednarski

"If you focus on happiness and goodness, everything will organically grow from there." This is the mantra of Julie Bednarski, founder and CEO of Healthy Crunch. As a registered dietitian and trained chef, Julie has devoted her entire career to making people happy and healthy. She started her company in 2014 to bridge the gap between healthy and tasty foods. The idea was simple: people should be able to enjoy snacks they love without sacrificing nutrition.

Today, that philosophy has become a thriving, joyful brand. With over 60 products in movie theaters, grocery stores such as Sprouts, Walmart, Loblaws, Shoppers Drug Mart, Rexall, Costco, London Drugs, and independent retailers across the United States, Canada, Europe, and the Middle East, Healthy Crunch is on a mission to innovate everyday foods. From Rice Crispy squares to granola bars, dark chocolate superfoods, seed butters, trail mixes, coconut chips, and chia jams, everything they make is allergen-friendly and school-approved. But it's more than just delicious foods; it's an entire movement of healthy bites that are lower in sugar and higher in fiber—think nutritious and delicious.

The heart of Healthy Crunch is not simply to put better food on the shelf—it is to make snack time joyful. Julie speaks often about the emotional side of eating, how food is connected to memory and comfort, and how the right products can bring lightness and happiness into everyday routines. Families pack Healthy Crunch into lunchboxes, keep it in gym bags, or toss it into their desk drawers at work. "When people tell me that our products make their day easier or more enjoyable, that means everything to me," she says. The brand has become a staple not only for parents and kids, but for anyone looking for something that is fun, flavorful, and better for their body.

It all started with Julie's passion for kale chips coupled with a dream and the vision to make healthy snacks for friends and family. She began testing recipes in her own kitchen, sharing samples at gatherings, and delighting people with flavors they didn't even know could exist in a healthy format. Within just a few years, it all came to fruition—though not without its challenges.

"In the beginning, starting a company was sunshine and rainbows," she laughs, recalling how thrilling it was to bring the first products to life. But then Julie experienced the all-too-common obstacles of being a female business owner. "It was very hard to get funding, or even be taken seriously, so being able to succeed and overcome the struggles is something I'm really proud of," she shares. And she should be. Healthy Crunch is one of only 2% of women-owned businesses to break \$1 million annually. It is a statistic that still astonishes her, not because she doubted herself, but because she knows how many women are working just as hard and deserve the same opportunities.



Julie attributes her perseverance to her deep belief in the mission. "Everything happens for a reason. Being an entrepreneur is a roller coaster, but it's about resilience and pushing forward," she explains. She believes that the bumps along the way make the victories sweeter, and that every new milestone—a new product launch, a new retail partner, a message from a customer—feels like proof that the world is hungry for healthy joy. "When someone says their child who is picky or allergic finally has a snack they love, that is success. We're not just selling food. We're helping people feel good."

Part of what makes Healthy Crunch so beloved is Julie's genuine enthusiasm. She radiates positivity and brings a sense of playful creativity to her work. Packaging is colorful, whimsical, and uplifting, and the products are intentionally crafted to create what she calls "crunch moments"—little bursts of satisfaction throughout the day. "Food should make you smile," she says. "It should be fun." The company culture mirrors that philosophy: collaborative, energetic, and rooted in kindness.



www.healthycrunch.com
julie@healthycrunch.com
LI: Julie Bednarski
IG: HealthyCrunchFounder



ELIXIUM

David Raday II is a healthcare entrepreneur whose career embodies resilience, reinvention, and vision. Since 2014, he has built and rebuilt ventures across fitness, hospitality, and healthcare—earning a reputation as a zero-to-one builder who transforms ideas into scalable systems and high-performing teams. His passion lies in preventative health, where he's spent over a decade advancing lab-first models focused on hormones, metabolic reset, gut health, and peptides. For David, the mission is deeply personal: health should be meaningful, lasting, and rooted in real relationships—not prescriptions or quick fixes.

Founded in 2023 and headquartered in Arvada, Colorado, Elixium Health reflects that belief. The company is redefining preventative care through a hybrid model that unites brick-and-mortar clinics with telehealth convenience. Its integrated platform, The Hollow, merges CRM, EHR, patient portal, and AI guidance—ensuring that diagnostics, treatment plans, and outcomes stay transparent and deeply personalized.

Unlike traditional or niche longevity clinics, Elixium addresses the why behind dysfunction, not just the what. Its education-first approach builds long-term relationships where patients partner with a dedicated provider from day one, fostering trust, accountability, and sustainable transformation. Through Elixium, David is leading a movement to make preventative healthcare both accessible and human again—proving that innovation and empathy can, and must, coexist.

<https://joinelixium.com> | david@joinelixium.com | LinkedIn: www.linkedin.com/in/davidradayii
Facebook: www.facebook.com/david.radayll | Instagram: www.instagram.com/dradayii



Reverdi Darda is an award-winning health care leader with a record of significantly impacting project outcomes and building collaborative teams that encompass the entire sphere of health care disciplines. Grounded in compassion and a profound commitment to the health and well-being of people across Alberta, she's a champion of health care innovation, pushing it forward while changing the face of not only mental health, but medicine. Reverdi is a registered nurse with 30 years of community and acute care, clinical, management, and executive leadership expertise. She's a certified health executive and has supported both public and private health care sectors in Alberta, having held multiple executive director roles for Alberta Health Services. Currently, she sits on the board of MAPS Canada, and is the president and CEO of Cena Life Inc., which she founded in 2022 to provide alternative mental health therapies, including psychedelic-assisted psychotherapy, integrated with existing private and public health services.

In a prior leadership role with a psilocybin production company, Reverdi learned about the benefits of psychedelics as an effective safe, alternative treatment for mental health challenges. She noticed, however, that RN expertise could be better utilized in the research and implementation of these therapies—which, by nature, require the compassionate care upon which nursing is built. “A simple spark of compassion can nurture meaningful experiences, supporting clients in their healing. I believe nurses are expertly positioned to lead the way in delivering ethical and safe, psychedelic care for various human conditions.” As a female leader in healthcare, Reverdi champions the unique value only RNs can bring to an interdisciplinary team. At Cena Life, she utilizes a interdisciplinary staff of psychologists, psychiatrists, medical doctors, and RNs, saying, “Full and intersectional healing only happens through a consciously connected community.”



www.cenalife.ca darda@shaw.ca
rev@cenalife.ca LI: reverdi | IG: [cenalifecanada](https://www.instagram.com/cenalifecanada)

Dr. Sharon Rudy, CEO and chief champion of TeamRudy LLC, knows what it takes to transform a career from ordinary to extraordinary. After years of being overworked and undervalued, she learned how to articulate her worth and turned that realization into a system that now helps professionals worldwide do the same. Based in Maryland, TeamRudy works with corporate, NGO, and government leaders seeking confidential, personalized guidance to build meaningful, rewarding professional lives through one-on-one and group coaching, strategic career planning, and lifelong trusted advising.

A board-certified coach and counselor, Dr. Rudy holds an M.Ed., Ed.S., PhD, and 11 professional certifications, and has been awarded three fellowships. She's also the author of *The Global Health Career: A Practical Guide to Finding and Sustaining Your Place in a Changing Field* (2025) and has served in multiple board and advisory roles. Her distinguished career includes directing more than \$1 billion in successful global health programs and consulting for leading international organizations.

Known as a "full-service coach," Dr. Rudy combines deep expertise in psychology, organizational strategy, and leadership development to help clients master every dimension of their careers. "I help them see that they are the CEO of their own career," she says. Through insight, empathy, and evidence-based methods, she empowers others to uncover their purpose, articulate their value, and create professional lives that truly reflect their potential.



<https://drsharonrudy.com> | sharon@drsharonrudy.com
LinkedIn: <https://linkedin.com/in/sharonrudy>
Facebook: <https://facebook.com/drsharonrudy9>

With more than two decades of sales leadership across multiple industries, **Christopher Salkowitz** brings a rare combination of experience, adaptability, and passion to his role as director of sales at RST Automation, LLC. Known for building high-performing sales teams and crafting customized business development strategies, he thrives on creating scalable processes that deliver measurable results.

When Christopher joined RST Automation, he was stepping into the medical field for the first time. Within his first week, he secured three live demos with hospital directors—an early indicator of the momentum he would bring to the organization. Today, he leads efforts to expand market visibility and adoption of RST's revolutionary AI-fueled automated systems.

Founded in 2014, RST Automation manufactures automated peel packaging, storage, and tray assembly systems that use optical recognition to instantly identify surgical instruments. The technology increases efficiency by 50–80%, eliminates human error, and ensures that surgeons receive complete surgical trays every time. This innovation will save hospitals billions annually, increase patient safety, and cauterize massive capital hemorrhaging keeping more hospitals open.

Christopher's role is not just about driving sales—it's about championing a mission that improves healthcare and critical SPD staff's abilities. His talent to connect authentically with clients, understand their needs, and deliver solutions that make a tangible impact has cemented his reputation as both a trusted partner and an industry advocate. For Christopher, the work is deeply rewarding: "This technology is changing lives, and I'm honored to be part of it."





www.heartsconnected.org | dd@heartsconnected.org | LI: ddfrtch | FB: heartsconnectedllc | IG:heartsconnectedllc



www.DiseaseHQ.com
brittingrobert@gmail.com
LI: Robert Britting BS, MBA

DD Fritch, founder and president of Hearts Connected, LLC, has dedicated her life to reshaping the landscape of pediatric mental health. With over three decades as a pediatric nursing leader at Children's Healthcare of Atlanta, she witnessed firsthand the transformative power of child life specialists on children and their families. Inspired by this impact, she launched Hearts Connected in 2020 to extend these vital services beyond hospital walls and into communities across the U.S. and Canada.

Hearts Connected is a nurse-led innovation that provides a lifeline for families navigating the emotional challenges of medical procedures, life transitions, and mental wellness. The organization specializes in therapeutic play and interventions that equip children with coping mechanisms to integrate into their daily lives, empowering them to manage their emotional well-being and minimizing the long-term effects of medical trauma or other challenges.

Under DD's leadership, Hearts Connected is not just a service—it's a movement to normalize mental wellness and break the stigma surrounding mental health. By making these resources accessible and affordable, DD is transforming how parents support their children, how kids build resilience, and how communities address mental health.

Driven by her passion to bring families "a resource they didn't know they needed," DD Fritch is changing lives—one child, one family, one conversation at a time. Hearts Connected is paving the way for healthier, more empowered futures for children everywhere.

Robert Britting has extensive experience in the pharmaceutical and biotech space. As founder of RJ Dynamics LLC, he's been involved with launching more than 25 blockbuster drugs helping save millions of lives and impacting the quality-of-life for men, women, and children of all persuasions across the US. He also is a rare disease expert, a niche underserved due to the scarcity of treatment options. He sees his purpose is to make a difference in the lives of others. "My motto has been 'patients first.' Every product I've ever marketed has been developed with that in mind."

Robert's latest innovation, DiseaseHQ.com, is the most comprehensive rare disease resource in the world. It's unlike anything available today. It's a one-stop shop for healthcare professionals and consumers carrying everything necessary to understand, diagnose and treat rare conditions.

Dr. James McQuire, professor and physician scholar, Temple University, Leonard Abrams Center for Advanced Wound Healing, says it best; "This invaluable source of accumulated information is a GOLD MINE for physicians and patients—an amazing resource. Patients with rare diseases and their doctors spend a great deal of time and often search many resources looking for answers when they have a rare malady with confusing symptoms that can send a doctor down 100 'rabbit holes' before they find the one that can lead to a treatment or cure. He's created a site where searching and its accompanying agony can be relieved."

Robert states, "At DiseaseHQ.com consumers and medical professionals can find literally anything they need to know about their disease, including treatment options, information about specific medications, free and discounted drug coverage, clinical studies, more. importantly, DiseaseHQ.com can be used to make better healthcare decisions."

Austin Ulrich is a pharmacist by training, with over five years of clinical patient care experience, so he knows exactly how important it is to provide clear, easy-to-understand information on healthcare topics. While completing his pharmacy residency, Austin realized he could leverage his medical knowledge and natural knack for writing to start a profitable business. In July 2019, he took a leap of faith and launched his company, Ulrich Medical Writing.

Juggling the pharmacy career and his writing business was no small feat but Austin knew that putting in long hours to establish himself as a writer would help his clients and their audiences as well as pay future dividends. By November 2021, he was able to scale down his pharmacy position to part-time, then went full-time with writing in May 2022. Thanks to his ability to translate complex information into naturally flowing, authentic language, Ulrich Medical Writing is now a six-figure business, working with medical education and communications clients across the country.

"I love seeing the finished product, a high-quality article or slide deck I can present to clients," Austin says. He also loves that running his own business

means he has time to focus on personal pursuits including spending more time with his family and developing his blog, austinulrich.com. "The biggest limiting factors to our success are our own doubts and fears."



Austin holds a bachelor's in economics from Weber State University, a PharmD from the University of Utah, and BCACP certification.



www.ulrichmedicalwriting.com

www.austinulrich.com

austin@ulrichmedicalwriting.com

Ll: austin-ulrich

With close to 20 years of global business expertise garnered through both public and private industries, **Philipp Binder** brings a wealth of analytical and technical qualifications to his role as president and chief operations officer at I-MED Pharma, a Canadian company specializing in dry eye diagnosis, management, and treatment solutions.

After a 15-year career in aeronautical engineering, Philipp changed course and entered the medical device industry. "It was a big change, but one that I was happy to make. I had always been in a very corporate environment and wanted a more entrepreneurial type of role that would allow me to build something and be something different," he says. "At I-MED, I realized there are unlimited possibilities." While finance is his primary focus, Philipp can also be found helping in the company's warehouse, engaging in philosophical discussions with the R&D team, and lending a passionate and insightful viewpoint in the sales and marketing department.

Under Philipp's leadership, I-MED Pharma has expanded its global footprint into 30 countries and is now considered the number one Dry Eye company in Canada. I-MED Pharma is committed to advancing the science of dry eye. They are an innovation company who does all their own research and development, as well as manufacturing, which gives them complete control of their products and allows them to maintain the highest level of standards. A key value proposition of the company is that it sells directly to eye care professionals as opposed to selling on-line or to pharmacies, which makes I-MED Pharma very appealing to their target audience.



pbinder@imedpharma.com | www.imedpharma.com | LinkedIn: /in/philipp-binder-78a69a1



Dr. Tara Akhavan is a global leader whose life's work bridges continents, industries, and the human spirit of technology & innovation. Having lived and led teams across Iran, Germany, France, Portugal, Sweden, Scotland, USA and Canada, she has built a career defined by curiosity, courage, and connection. With a Ph.D. in computer science and a master's in artificial intelligence, Tara has devoted over 16 years to shaping the future of telecommunications, consumer electronics, automotive software-defined vehicles, and MedTech/HealthTech, transforming complex technologies into meaningful, life-enhancing products.

Her journey began as the founder of a pioneering software startup, a bold leap into entrepreneurship that led to a successful exit when IRYStec was acquired by FORVIA, one of the world's leading automotive technology firms. In FORVIA, she led the acquisition of Appning by FORVIA. Tara experienced both sides of M&A; first as a founder navigating acquisition, and later as a corporate leader acquiring and integrating new innovations. At FORVIA, she built and led the company's first software business unit, driving it to tenfold growth and earning global acclaim with three CES *Innovation Awards* and multiple *Automotive News PACE Awards*. Tara's path—from a startup founder to a vice president at a public multinational—reflects her extraordinary agility and flexibility in leadership, seamlessly moving between the energy of early-stage innovation and the scale of global corporations.



Email: akhavan.tara@gmail.com
Website: www.aiforeyes.com
LinkedIn: www.linkedin.com/in/akhavantara

Today, as the CEO of AI4EYES, Tara continues her mission to blend human impact with technological brilliance. Her company's AI-powered eye care platform empowers clinicians worldwide to detect and manage ocular diseases with unprecedented speed and accuracy, helping protect one of our most precious senses while increasing access to care. Across every role, country, and industry, she remains guided by a simple belief: that technology, when driven by empathy and vision, has the power to change lives.



In October 2021, **David Hernandez** embarked on a mission that would redefine compassionate healthcare in North Texas. As the founder and CEO of Champion Healthcare, his journey from a one-man endeavor to a recognized mid-size hospice, as deemed by the NHPCO, has been one fueled by a profound commitment to the well-being of others.

Champion Healthcare has blossomed under David's leadership, delivering hospice care to patients with terminal illnesses, palliative care for those with chronic conditions, and end-of-life support. The organization's growth has been exceptional, having expanded from zero to sixty patients in just a year and a half, with a team of dedicated professionals rising from five to forty. emblematic of their ethos, the staff champions care for each patient, exemplifying their tagline, "Mind, body, and soul."

David's career in healthcare began at the age of 18, as an EKG tech in a hospital. Over the years, he transitioned into senior living and worked in nursing homes for six years, honing his skills in marketing and development for skilled nursing facilities. Pursuing higher education, he trained to be a family and child therapist, only to find that his true calling lay in the direct impact of healthcare. After a decade-long sojourn in Dallas, David found his purpose in hospice care, a field where he continues to make a lasting impact every day.

David contributes his expertise as an executive member of the national board for DIFFA (Design Industries Foundation Fighting AIDS). As he stands at the helm of Champion Healthcare, his life story serves as a testament to the transformational power of compassion and resilience.

www.champion-healthcare.com | DHERNANDEZ@champion-healthcare.com
LI: [david-h-169b67176](https://www.linkedin.com/in/david-h-169b67176)

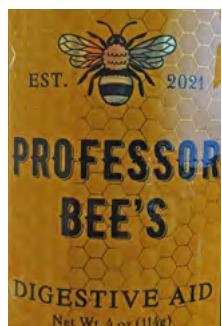
Dr. Shea Gregg, a distinguished trauma surgeon with a remarkable career spanning 16 years, is the visionary founder of FallCall Solutions. Dr. Gregg has devoted himself to caring for countless patients, a significant number of whom were seniors grappling with the aftermath of falls. This experience revealed a concerning pattern: many older adults refrained from using medical alert buttons due to the embarrassing stigma associated with them.

In April 2015, Apple Watch launched and ignited Dr. Gregg's entrepreneurial spirit. Despite minimal business experience, he recognized the life-saving potential of this cutting-edge technology. Armed with his clinical understanding of falls, Dr. Gregg set out to develop a fall detection algorithm that could determine fall severity and activate tiered help. Additionally, he envisioned an integrated system that would enhance communication with loved ones throughout emergencies.

Thus, FallCall Solutions was established in 2015, with a mission to make dignified safety accessible to older adults. Under Dr. Gregg's leadership, the company has disrupted the personal emergency response industry through automated and affordable medical alert applications compatible with wearable and mobile technology. Located in Trumbull, CT, FallCall Solutions stands as an exemplar of innovation, recognized for their end-to-end solution on Apple Watch, iPhone, and Android. Dr. Gregg's relentless dedication has led the company to numerous groundbreaking integrations, including 24/7 concierge emergency monitoring, patented Smart Fall Detection, and Apple Crash Detection.



www.fallcall.com | administrator@fallcall.com
LI: Shea Gregg, MD | FB: Fall Call Solutions



At 65, **Kenneth Brown** has no intention of slowing down. A serial entrepreneur, public speaker, and the founder and CEO of WMACLLC, Kenneth lives by one guiding mission: to help people—every single day.

That mission took on new meaning after he was diagnosed with throat cancer. Ravaged by radiation and unable to eat or drink, he lost 60 pounds in a matter of weeks. Desperate for relief, Kenneth turned inward—and upward. With what he describes as divine guidance, he developed a simple, all-natural formula that eased his debilitating mouth pain and allowed him to eat again.

The results were so immediate and powerful that it was clear: this was more than a remedy. "G-d gave me this," he says. "It worked so well, we thought, who else can use this? People that have GERD."

Now known as Professor Bee's Digestive Aid, the formula is available in pill, liquid, and lollipop forms—each made with just two all-natural ingredients and designed for people suffering from cancer treatment side effects and GERD. Since then, the results have been 100% positive. One young woman with severe GERD, who could barely eat, made a full recovery within two weeks. She regained her appetite, her weight, and her energy.

Kenneth didn't set out to launch a product—he set out to heal. And now, through WMACLLC, he's bringing this gift to others.



CONTACT:
https://profbees.com | prof@profbees.com
LI: kenneth-brown-9425a13



CONTACT: www.neurofenix.com
gsingla@neurofenix.com | LIn: [guillemsingla](https://www.linkedin.com/in/guillem-singla-buxarras-1a1111111)

With a deep-rooted passion for improving patient outcomes through innovation, **Guillem Singla Buxarras** is leading a revolution in neuro-rehabilitation. As co-founder and CEO of Neurofenix, he has built the company into a national leader in virtual therapy for neurological conditions, enabling patients to recover mobility and independence from the comfort of home.

Backed by 15 years of experience in neurotechnology and biomedical engineering, Guillem oversees company strategy, clinical innovation, business development, and long-term growth. He has forged partnerships with more than 40 leading health systems and rehab providers across the U.S., secured Medicare and MA reimbursement, and successfully raised over \$12 million in funding and grants. Under his leadership, Neurofenix has successfully completed 4 clinical trials and delivered over 680,000 therapy sessions to more than 3,000 patients—an impact that earned the company a spot among the *Top 50 MedTech Startups* transforming U.S. healthcare.

A former researcher at the Brain and Behaviour Lab at Imperial College London and the Institute of Bioengineering of Catalonia, Guillem worked alongside world-renowned scientists in AI and mechanobiology. He holds an MSc in neurotechnology from Imperial College and a BSc in biomedical engineering from the University of Barcelona. His contributions earned him recognition as one of the UK's *Most Innovative Engineers* by the Royal Academy of Engineering.

Serving patients across the U.S. and the UK, Neurofenix combines AI, telehealth, gamification, and sensor-based medical device technology to deliver evidence-based, at-home neuro-rehab covered by insurance—bringing therapy to those who need it most.



CRITICAL
DIAGNOSTICS

James Snider has spent the last three decades doing big things in the fields of biochemistry and IVD. His niche, as he puts it, is “conducting the business of science, everything from discover to commercialization.” After receiving his PhD from the University of South Carolina, he continued his scholarly pursuits at the National Cancer Institute, where he studied biological response modifiers and cytokines. He’s been in the lab, has managed R&D programs and clinical studies, developed product lines, and brought regulated products to market. He helped launch real-time PCR technology, developed nucleic acid testing assays for pathogen identification in respiratory infections, and, as the president of Critical Care Diagnostics, Inc. over the last 17 years, he’s been integral in bringing cardiac biomarker test products to market that help improve how heart failure patients are managed. As a founding member of the CCD management team, he has guided the development, production, and regulatory approval of the company’s products.

CCD has an extensive patent portfolio of 16 patent families and has produced a portfolio of IVD products that measure the level of the protein ST2 in the blood. ST2 levels indicate the state and severity of heart disease, without being adversely affected by typical confounders. “ST2 provides the physician with an objective tool to assess the patient’s immediate status, and, if tested at patient follow up visits, it can be used to monitor treatment efficacy and inform whether appropriate adjustments are necessary,” James explains. “We’re changing medicine and improving patient care.”

For more than 16 years, **Arthur Zenian** and enBio have stood as trusted partners to hospitals, health systems, surgical centers, and clinics across the nation. Since founding the company in 2008, Arthur has led enBio with a simple but powerful philosophy: "We make a difference by being there for our customers when they need us, not when we need them." This commitment has shaped his 26-year career in biomedical engineering and health care technology management and guided the growth of enBio into one of the industry's most respected service providers. Arthur's passion for both medicine and engineering inspired him to launch multiple successful biomedical firms—including Strategic Clinical Engineering and Binovia—before building enBio into the organization it is today. "I love what I do," he says. "This field combines heart, science, and purpose, and I feel grateful to be part of it."

With a team of 140 dedicated professionals, enBio provides best-in-class clinical and biomedical equipment maintenance, management, and specialized BMET staffing. Their work ensures hospitals and health care centers have reliable, expertly serviced equipment so they can focus on delivering accurate, high-quality patient care. What truly sets enBio apart is its culture of service. Arthur credits his team's passion, integrity, and customer-first mindset as the driving force behind the company's long-standing reputation. "Our team shows up every day to contribute to better patient outcomes," he says. In recognition of their impact, enBio was named Business of the Year by the California Legislature Assembly in 2021.



www.enbiocorp.com | social@enbiocorp.com
LI: Arthur Zenian & enBio | FB: EnBio Corp | IG: @enbiocorp

enBio™
MAKING HEALTHCARE HAPPEN.

Sumit Mehrotra, founder of Wellkasa, is a seasoned business leader with over 20 years of experience in leading companies and functions within highly regulated industries. Having held key positions in large and mid-cap US public companies, Sumit has consistently excelled in bringing order to chaos and building innovative ventures from the ground up.

With Wellkasa, Sumit aims to make a significant impact to democratize evidence-based premium nutrients for individuals with chronic medical conditions. Starting with its flagship product line, Migra-Well™, Wellkasa targets the nutrient needs of the 39 million migraine sufferers in the United States. 8 out of 10 migraine sufferers are women between 25 to 55 years and most are not aware that nutrient deficiency may be the root cause of their migraines. Wellkasa offers digital and AI tools to educate migraine sufferers.

Additionally, it offers three specialized supplements under the Migra-Well line. Migra-QWell™ provides drug-free relief in the moment, while Migra-Well AM™ and Migra-Well PM™ work to address nutrient gaps in the body associated with migraines. These professional-grade supplements are backed by the expertise of top clinicians, medical doctors, and extensive clinical research. With endorsements from renowned neurologists and physicians, Wellkasa is well-positioned to revolutionize the way individuals approach nutrients for chronic conditions.

Sumit holds a bachelor's degree in aerospace engineering from Punjab Engineering College in India and a master's degree in aerospace engineering from the University of Cincinnati. He has the esteemed designation of a Six Sigma Black Belt and possesses a private pilot license.




Wellkasa®

www.wellkasa.com | sumit.mehrotra@wellkasa.com | LI: aerosumit | FB & IG: wellkasa

HONORABLE MENTION

Jawad Arshad	Doug Frederick	Dr. Ashley Pendrick
Leonard Jensen	Eric Gilliam	Dr. Natalie Phillips
Robert Rossadillo	Ming-Chien Chyu	Dr. Eli Garrett
Leon Wisniewski	Rick Abbott	Dr. Ram Ramcharan
Andrew Weiss	Dr. Marcus Wells	Dr. Beverly Jones-Durr
Dale Clemons	Dr. Sharon Jones	Dr. Lanise Block
Gord Davey	Dr. James Siddorn	Dr. Adam Smith
Jonathan Frankel	Dr. Everett Jones	Dr. Phillip Kennedy
Tom Maxwell	Dr. Rafeek Mikhail	Dr. Ayelet Hirshfeld
Dr. Michael Threat	Dr. John Kerr	Dr. Mint Yui Bo

What defines an exceptional healthcare provider or wellness professional?

While training and technical expertise form the foundation, those who stand out bring qualities that reach beyond clinical skill. They blend science with humanity, knowledge with intuition, and professionalism with compassion—creating care that is not transactional, but transformational.

At the heart of great care is a commitment to patient-centered practice. Outstanding providers understand that every person arrives with a unique story shaped by history, emotions, and lived experiences. They treat people, not conditions. They listen deeply, ask meaningful questions, and create space for patients to feel genuinely seen and heard. This trust is not only comforting; it directly influences outcomes, encouraging honesty, adherence, and engagement.

Equally important is continuous learning. Healthcare and wellness evolve quickly, and exceptional professionals evolve with them. They stay curious, pursue new knowledge, and embrace emerging tools or research—not for prestige, but to better serve those who rely on them. They view expertise as a lifelong journey rather than a finished accomplishment.

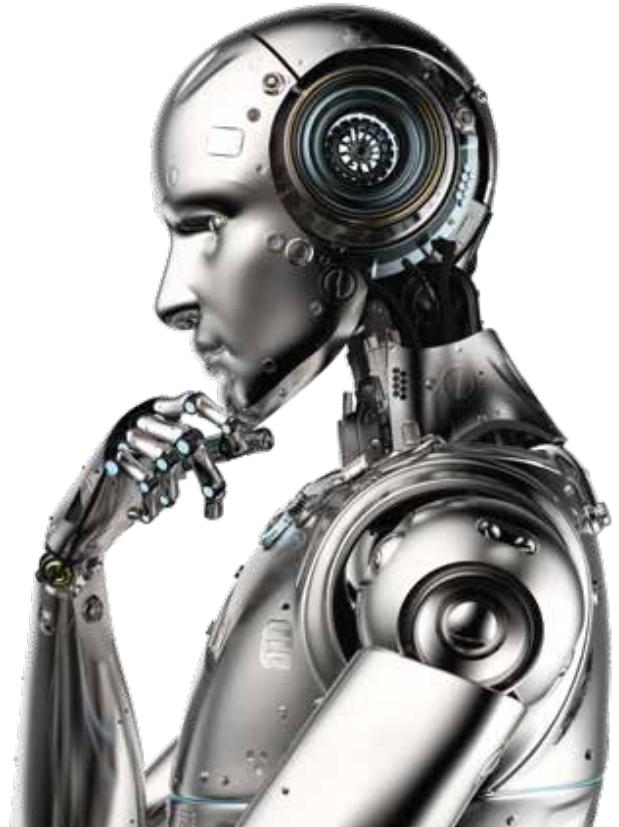
Compassion, though, is the heartbeat of the profession. Exceptional caregivers show empathy not as a soft skill, but as a powerful influence on communication, decision-making, and healing. They recognize that wellness involves dignity, confidence, and hope. They also value collaboration, knowing that holistic care depends on strong communication with patients, families, and interdisciplinary teams.

In the end, great providers leave a lasting impact not only because of what they do, but because of how they make people feel: supported, empowered, and never alone on their journey toward better health.

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