



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Ryan Donohue

Travels from: **Colorado**

Fee Range: **\$10,001 - \$15,000**

Ryan Donohue is a thought leader in the realm of healthcare consumerism. Ryan's mission is to inspire and persuade hospital and health system leaders to embrace and engage the healthcare consumer. Over the past decade, Ryan has conducted extensive research on the effects of consumerism on the US healthcare industry.

Ryan is currently the corporate director of program development with National Research Corporation,

the largest surveyor of healthcare consumers in the US. Through his research and subsequent findings, Ryan has authored several publications on the topics of healthcare consumerism, brand strategy, and effective marketing tactics including his most recent work: *Considering the Customer: Understanding & Influencing Healthcare's Newest Change Agent*.

Ryan also shares his message across the country via national, regional and local healthcare and hospital associations. Ryan has worked directly with clients such as Mayo Clinic, Baylor Scott & White, Tenet, Trinity Health, Middlesex Hospital and other organizations big and small to understand and influence consumer decision making in healthcare.

Most Requested Programs...

- Consumerism and its effects on traditional healthcare providers
- Brand strategy and how to re-position organizations in the eyes of their patients
- Digital technologies and how to engage customers via web, social and mobile technologies