

# Never Normal

## The Consumer & Patient Activation Playbook for 2022



### **Alan Shoebridge**

Chief Communication Officer  
Providence - Oregon

### **Chris Hemphill**

VP of Applied AI  
Actium Health

# Learning Goals

Effective outreach and engagement in times of uncertainty

2022's staffing challenges and other changes

Getting started with your new playbook, even when conditions aren't ideal



# Agenda

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Meet Alan and Chris

Discussion: Consumer & Patient Activation in 2022

Takeaways and How to Start



# Meet the Speakers



**Alan**

Chief Communication Officer  
Providence - Oregon



**Chris**

VP, Applied AI  
Hello Healthcare Podcast Host  
Actium Health



# Recap

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Focus on yourself and your team

Look at Your Operations

Know your Audiences

Evaluate Results and Adjust

Repeat the Cycle