

BUSINESS DEVELOPMENT LEADERSHIP CONFERENCE 2025



OCTOBER 9-10, 2025

THURSDAY, OCTOBER 9, 2025

7 am	Breakfast		
8 am	Welcome/Meeting Expectations		<i>Michelle McCabe-Gray Jane Lee</i>
8:30 am	Opening Remarks-CEO, Summit BHC		<i>David T. Vandewater</i>
9:30 am	Human-Centered Culture: The ROI of Our People and Our Referent Partnerships		<i>Janis Ellington</i>
10:15 am	Break		
10:30 am	Pathways to Progress: Outpatient Wins and Service Line Growth		<i>Brittany Sperry</i>
11:15 am	Behavioral Health by the Numbers: Financial Realities and Opportunities		<i>Finance</i>
Noon	Lunch		
1 pm	Ethics in Behavioral Health: Quality Patient-Centered Care/The Summit Difference and Bringing that into the Field		<i>Quality</i>
1:45 pm	Break/Go to Breakout Rooms		
	2 pm	Acute Expanding Your Account Type Verticals — <i>Myrna De Coss</i>	SUD Turning Tours into Wins: Driving Growth through Engagement — <i>Musomi McDowell</i>
	3 pm	Acute Admissions (Title is TBA) — <i>Whitney Whitson</i>	SUD Quality at the Core: Transforming the Admissions Experience — <i>Rebekah Boyd/Colt Marcengill</i>
3:45 pm	The Case Study Lab: Case Studies that Drive Solutions		
4:45 pm - 5:30 pm	Speed Networking for Connections		
6 pm	Team Dinner Breakouts — The Factory at Franklin		

FRIDAY, OCTOBER 10, 2025

8 am	Breakfast		
8:30 am	Awards/Strategic Plan Kickoff		<i>Michelle McCabe-Gray Jane Lee</i>
9 am	Strategic Planning: System-Wide Breakout Workshop <i>All teams to be at individual tables to provide real-time resources and expertise to drive growth, hit KPIs, build our "dream teams" and more!</i> Admissions, Alumni, Finance, Marketing, National, Regional Directors, Outpatient, Tactical Recovery		
Noon	Takeaways, Next Steps — Making Sure this Conference Counts		<i>Michelle McCabe-Gray Jane Lee</i>
12:30 pm	Depart		