

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, VP of Business Development—SUD Division Jane Lee, VP of Business Development—Acute Division</i>
8:30 am	Opening Remarks-CEO, Summit BHC	<i>David T. Vandewater, Chief Executive Officer</i>
9:30 am	Operational Excellence and Alignment with the Front Door	<i>Brian Walton, Executive VP for Operations</i>
10:15 am	Break	
10:30 am	Human-Centered Culture: The ROI of Our People and Our Referent Partnerships	<i>Janis Ellington, Director of Education & Event Strategies Melissa Lee, Regional Director of Business Development</i>
11:15 am	Pathways to Progress: Outpatient Wins and Service Line Growth	<i>Brittany Sperry, VP of Outpatient Services</i>
Noon	Lunch	
1 pm	Awards Presentation	<i>Michelle McCabe-Gray Jane Lee</i>
1:15 pm	Acute & SUD Q&A with Award Winners	
1:45 pm	Break/Go to Breakout Rooms	
2 pm	Acute Expanding Your Account Type Verticals — <i>Myrna De Coss, Director of Business Development, Palms Behavioral Health</i>	SUD Turning Tours into Wins: Driving Growth through Engagement — <i>Musomi McDowell, Director of Business Development, Cottonwood</i>
	Acute Don't Drop the Baton: The Race from BD to Admissions — <i>Whitney Whitson, Admissions Director, Acute Division</i>	SUD Quality at the Core: Transforming the Admissions Experience — <i>Rebekah Boyd, Admissions Director, SUD Division Colt Marcengill, Field Admissions Manger, SUD Division</i>
3:45 pm	The Case Study Lab: Case Studies that Drive <u>Solutions</u>	
4:45 pm	Book Exchange	
6 pm	Team Dinner Breakouts — The Factory at Franklin	

FRIDAY, OCTOBER 10, 2025

8 am	Breakfast	
8:30 am	Strategic Plan Kickoff	<i>Michelle McCabe-Gray Jane Lee</i>
9 am	Strategic Planning: System-Wide Breakout Workshop Groups will rotate through targeted strategy stations—connecting, collaborating, and exchanging ideas across departments in a fast-paced, energizing session.	
Noon	Takeaways and Next Steps	<i>Michelle McCabe-Gray Jane Lee</i>
12:30 pm	Depart	