

PMMC Launches "Executive Edge Webinar Series" to Enrich and Empower Healthcare Leaders

Join the first webinar in the series: April 25th, 1:30pm EST: Driving a Culture of Innovation

CHARLOTTE, NC, US, April 24, 2024 /EINPresswire.com/ -- PMMC, a leading provider of healthcare revenue cycle solutions, is excited to announce the launch of its new "Executive Edge Webinar Series."



With the rapidly changing healthcare landscape, it's refreshing for leaders to look outside of their industry and connect with executives in other fields who share common pain points."

*Robby Shaul, President of
PMMC*

Created to empower C-Suite executives in hospitals and healthcare systems, this hosted series will provide valuable insights and information covering topics that inspire conversations on innovation, the rise of consumerism today, employee engagement and strategic planning.

"With the rapidly changing healthcare landscape, it's refreshing for leaders to look outside of their industry and connect with executives in other fields who share common pain points," said Robby Shaul, President of PMMC. "Our 'Executive Edge Webinar Series' provides the opportunity to learn from other thought leaders, to help drive positive

change within their organizations."

The Executive Edge Series will cover a wide range of topics on the minds of leaders today:

- Driving a Culture of Innovation: How to keep the innovation engine running with transferable tactics to keep innovation at the forefront of a long-term strategy.
- Putting Consumerism to Work for You: Insights on meeting the needs and expectations of today's healthcare consumers.
- Engaging Employees for the Long run: Strategies for attracting and retaining top talent in a competitive market.

The "Executive Edge Webinar Series" is open to healthcare executives, administrators, and professionals in leadership positions within hospitals and healthcare systems.

[For more information and to register for the first webinar in the series](#)

April 25th, 1:30pm EST: Driving a Culture of Innovation with David Zerfoss, former President of

Husqvarna Professional Products North America, and current Master Chair for Vistage Worldwide, Inc.

[About Preferred Medical Marketing Corporation \(PMMC\)](#)

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