

June
18-20,
2026



Business of Medicine

Chicago, IL

Final Program

Welcome

On behalf of the American Society for Reproductive Medicine and Canadian Fertility & Andrology Society, thank you for participating in the Business of Medicine conference. We sincerely appreciate your engagement, collaboration, and commitment to advancing the business and operational aspects of reproductive medicine.

This program was designed to provide meaningful educational experiences, practical insights, and valuable discussions surrounding the evolving landscape of healthcare management, practice operations, leadership, finance, patient experience, and innovation within reproductive medicine. We hope the sessions, faculty expertise, and peer interactions offer both immediate value and long-term professional impact.

We extend our deepest gratitude to our distinguished faculty, moderators, and attendees whose participation contributed to the success of this program and fostered a dynamic environment for learning and connection.

We would also like to recognize and thank our generous sponsors and industry partners for their support and collaboration. Their commitment to education and professional development helps make programs like this possible and contributes to the continued advancement of reproductive medicine.



Business of Medicine

Meeting Details

MEETING CHECK-IN

Meeting attendees are invited to check in and pick up your meeting badge and materials on Thursday, June 18, from 5:00 PM - 6:00 PM in Lakeshore Prefunction, 3rd Floor of the Hilton Suites Chicago Magnificent Mile. If you are unable to check in on Thursday, you may do so on Friday morning.

MEETING DETAILS

General meeting sessions will take place in the Lakeshore Ballroom at Hilton Suites Chicago Magnificent Mile. Breakout sessions will be held in Wheaton, Lincoln Park, Streeterville, and Lakeshore Ballrooms.

EXHIBITS

The ASRM/CFAS Business of Medicine would not be possible without the generous support of our sponsors and exhibitors. We invite you to visit the exhibitors, located in the Lakeshore Prefunction, beginning at 5:30 PM on Thursday, June 18, 2026.

SOCIAL EVENTS

Thursday, June 18, 5:30 PM - 7:00 PM: **Welcome Reception**, Lakeshore Prefunction, Hilton Suites Chicago Magnificent Mile.

Friday, June 20, 4:00 - 5:30 PM: **Cocktail Hour with Exhibitors**, held in the Lakeshore Prefunction, Hilton Suites Chicago Magnificent Mile.

All attendees are invited to attend these complimentary networking events.

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Cycle & Treatment Coordination

Cycle calendar tracking, monitoring appointments, and treatment follow up



Insurance Verification & Prior Authorizations

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Meeting Program

Lakeshore Ballroom & Prefunction

THURSDAY, JUNE 18, 2026

5:30 PM – 7:00 PM
Welcome Reception

FRIDAY, JUNE 19, 2026

7:30 AM
Exhibitor Engagement & Continental Breakfast

8:00 AM – 8:30 AM
Welcome
Jared Robins, MD, MBA, Chief Executive Officer, ASRM, and Emily McIntosh, MA, Executive Director, CFAS

Team-Building Activity
Facilitated by Sara Mooney, BA,

8:30 AM – 8:45 AM
Financial Literacy: Learning the Lingo
Michael Pagliuca, BBA, Practice Administrator, Specialists in Reproductive Medicine & Surgery, PA, and Embryo Donation International

8:45 AM – 10:45 AM
Financial Literacy Team-Based Interactive Session
Facilitated by Danielle Dubois, BSN, MHA, RN, Michael Pagliuca, BBA, and Tom Molinaro, MD

Case 1:
Financial Statements:
P&L

Case 2:
Budgeting &
Forecasting:
Compensation Models

Case 3:
Budgeting &
Forecasting: Building
a Budget

10:45 AM – 11:15 AM
Exhibitor Engagement & Networking Break

Meeting Program

FRIDAY, JUNE 19, 2026

11:15 AM – 12:15 PM

Case Scenario Discussions

12:15 PM – 1:15 PM

Sponsored Lunch Presentation: Scaling Smarter: Utilizing Offshore Virtual Assistants to Grow Your Fertility Practice, *Global Medical Virtual Assistants*

1:20 PM – 2:00 PM

Keynote: How Private Equity Makes Money

Dr. Zirui Song, MD, PhD, Associate Professor of Health Care Policy and Medicine, Department of Health Care Policy, Harvard Medical School; Internal Medicine Physician, Department of Medicine, Massachusetts General Hospital

Wheaton, Lincoln Park, Streeterville, and Lakeshore Ballrooms.

BREAKOUT SESSIONS

Honest Conversations About Real World Situations

Facilitated by Jessie Losch, MPH, Tom Molinaro, MD, Sara Mooney, BA, and Michael Pagliuca, BBA

Topic 1:

Developing Your
Compensation
Model

Topic 2:

Assessing the
Talent on
Your Team:
Having Hard
Conversations

Topic 3:

Succession
Planning: When
It's Time to
Make a Change

Topic 4:

Politics and The
Bottom Line

2:00 PM – 3:00 PM

Breakout Session 1

3:00 PM – 4:00 PM

Breakout Session 2

4:00 PM – 5:30 PM

Cocktail Hour with Exhibitors

Meeting Program

SATURDAY, JUNE 20, 2026

7:30 AM

Breakfast Begins

8:00 AM - 8:50 AM

Keynote Address: Value-Based Leadership

Harry Kraemer, MBA, Clinical Professor of Leadership at Northwestern University's Kellogg School of Management; Author of four bestselling books focused on value-based leadership

8:50 AM – 9:00 AM

Health Break

9:00 AM – 10:00 AM

Moderated Fireside Chat #1: Using Metrics as a Guide

Moderator: Samantha Butts, MD, MSCE | Speakers: Danielle Dubois, BSN, RN, MHA, Chevis Shannon, DrPh, MBA, MPH, MERC, and Jennifer Straub, MEd

Topic 1:

Staffing & Payroll

Topic 2:

Negotiating
with Vendors

Topic 3:

When Patient
Satisfaction Surveys
Matter

10:00 AM – 10:30 AM

Exhibitor Engagement & Networking Break

10:30 AM – 11:30 AM

Moderated Fireside Chat #2: Communication and Emotional Intelligence

Moderator: Meivys Garcia, MD | Speakers: Angela Handley, MBA, BSN, Jared Robins, MD, MBA, and Samantha Butts, MD, MSCE

Topic 1:

Burnout Prevention

Topic 2:

Time Management and
Prioritization

Topic 3:

Change Management

11:30 AM – 11:45 AM

Closing Remarks



INNOVATE

THE SYNERGY OF SCIENCE AND TECHNOLOGY

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Baltimore, Maryland

ASRM INNOVATE is back! Join us in Baltimore, MD, October 28-29, 2026, to explore what's next in reproductive medicine, from bold ideas and emerging technologies to real-world applications.

ASRM INNOVATE is your chance to **impact the advancement and innovation of reproductive medicine!** Focused on **identifying and addressing gaps** and a lack of innovation within the field of reproductive medicine by cultivating **deliberate collaboration and exchange of ideas** between healthcare professionals, innovators, and investors, INNOVATE is ground zero for new solutions in reproductive medicine.



Learn More

Speaker Bios

Samantha F. Butts, MD, MSCE

Samantha Butts, MD MSCE is a Professor of Obstetrics and Gynecology and Chief of the Division of Reproductive Endocrinology and Infertility at Penn State Hershey Medical Center and Penn State College of Medicine. In this role, she oversees an academic practice that offers a broad array of clinical services and conducts innovative clinical research. Dr. Butts has also been a leader in organizations including but not limited to the Endocrine Society as a former member of the Board of Directors; the American Gynecologic and Obstetrical Society, the American Society of Reproductive Medicine (ASRM) as the chair of Post Graduate Program for the 2023 annual meeting, Associate Editor of Fertility and Sterility, and former member of the ASRM Practice Committee. Dr. Butts is a reproductive epidemiologist and has dedicated her research career to studying the impact of nutritional and environmental factors on fertility, factors associated with reproductive changes as women age, and the impact of race on reproductive health and access to care.

Danielle Dubois, BSN, MHA, RN

Danielle Dubois is a Registered Nurse with 20 years experience in reproductive medicine, and has her NCC Reproductive Health & Infertility certification. She has a BScN, Masters of Health Studies, and a postgraduate certificate in Business Administration. Since 2011, Danielle has served in progressive leadership roles at the Ottawa Fertility Centre (OFC) and currently holds the position of Operations Director. Prior to joining OFC, Danielle worked at the Edmonton Regional Fertility and Women's Endocrinology Clinic and helped launch their first IVF program. She is currently on the Board of Directors for the CFAS as well as Fertile Future.

Meivys Garcia-Erdeljan, MD

Dr. Garcia is the medical director and senior partner of Markham Fertility Center Dr. Garcia did Ob/Gyn specialty training at the University of Western Ontario, followed by a two-year Royal College Fellowship in Reproductive Endocrinology and Infertility. She serves on the Board of directors of the Canadian Fertility and Andrology Society (CFAS) and co-host of popular show "My Fertility Podcast".

Speaker Bios

Angela Handley, MBA, BSN

Angela Handley is the Chief Executive Officer of Clinch Memorial Hospital, a critical access hospital located in Homerville, Georgia. A passionate advocate for rural healthcare, she has led the organization since 2017, assembling and guiding a high-performing team that successfully averted the closure of yet another Georgia rural hospital. Angela began her healthcare career as a Registered Nurse after earning her Associate of Science in Nursing from the College of Coastal Georgia. She later completed her Bachelor of Science in Nursing at Western Governors University and earned her Master of Business Administration from the University of Alabama at Birmingham's Collat School of Business. Her clinical background spans Surgical Intensive Care, Psychiatry, Plastic Surgery, Medical-Surgical Nursing, and Nursing Management. She has also served in roles related to Project Management, bringing both clinical and operational perspectives to her leadership approach. Under her leadership, Clinch Memorial Hospital has received numerous accolades, including Hospital of the Year and CEO of the Year honors from Home Town Health. Angela was featured in TIME Magazine in November 2020 and received congressional recognition for her hospital's grassroots work in strengthening rural healthcare. In 2024, she was awarded the prestigious Mary Jane Seacole Award for Healthcare Executive of the Year and is featured in an upcoming Georgia Public Television documentary highlighting rural healthcare leaders. Beckers Healthcare recognized her as one of the 2024 Critical Access Rural Hospital CEOs to know.

Harry M. Jansen Kraemer, Jr., MBA

Harry M. Jansen Kraemer, Jr. is a Clinical Professor of Leadership at Northwestern University's Kellogg School of Management. He is the former chairman and chief executive officer of Baxter International Inc., a \$12 billion global healthcare company.

Harry is the author of four bestselling leadership books:

From Values to Action: The Four Principles of Values-Based Leadership

Becoming The Best: Build a World-Class Organization Through Values-Based Leadership Your 168: Finding Purpose and Satisfaction in a Values-Based Life

Your Values-Based Legacy: Making a Difference at Every Age and Phase of Life.

Speaker Bios

Harry joined Baxter in 1982 as director of corporate development. His twenty-three year career at Baxter included senior positions in both domestic and international operations. In 1993, he was named senior vice president and chief financial officer, responsible for financial operations, business development, global communications, and European operations. Over the next several years, he assumed additional responsibility for Baxter's Renal and Medication Delivery businesses. He was elected to Baxter's board of directors in 1995 and was named president of Baxter International Inc. in 1997. He became Baxter's chief executive officer in January 1999 and assumed the additional responsibility of chairman of Baxter's board of directors in January 2000.

Harry is active in business, education, and civic affairs. He currently serves on the board of directors of Leidos Corporation, Option Care Health, and Performance Health, and on the board of trustees of Northwestern University, The Conference Board, Endeavor Health System, and the Archdiocese of Chicago Finance Committee and School Board. He is a member of the Dean's Global Advisory Board of Northwestern University's Kellogg School of Management. He is a member of the Council of CEOs, the Commercial Club of Chicago, and the Economics Club of Chicago. He is a past member of the Business Roundtable, the Business Council, and the Healthcare Leadership Council.

Harry graduated summa cum laude from Lawrence University of Wisconsin in 1977 with a bachelor's degree in mathematics and economics. He received an MBA degree in finance and accounting from Northwestern University's Kellogg School of Management in 1979 and is a certified public accountant. For his outstanding leadership and service, he received the 1996 Schaffner Award from the Kellogg School of Management. Harry enjoys jogging, tennis, skiing, and reading, especially world civilization. Harry and his wife Julie have five children and live in Wilmette, Illinois.

Jessie Losch, MPH

Jessie Losch (she/her/ella) is the Director of Government Affairs at the American Society for Reproductive Medicine, focusing on state policy and legislation. She has her Masters in Public Health with a concentration in maternal, child, sexual and reproductive

Speaker Bios

health, and a background in early childhood education and abortion access in the global south. Jessie is a freelance writer and pretty decent vegan baker.

Emily McIntoch, MA

An energetic leader who works to build resilient teams, Emily McIntosh is the Executive Director of the Canadian Fertility and Andrology Society. She has worked extensively in the non-profit sector, working with government Ministries, the private-sector and educational institutions. She is driven by a passion to promote excellence in the ART field, ensuring all Canadians have access to fertility care.

Thomas Molinaro, MD

Dr. Thomas Molinaro is a board-certified Reproductive Endocrinologist, Obstetrician, and Gynecologist, and Chief Medical Officer at IVI RMA North America—one of the largest reproductive health networks in North America, headquartered in Basking Ridge, New Jersey.

Under his leadership, the network has grown to 27 labs and 73 locations across the U.S. and Canada, helping over 220,000 families bring children into the world through groundbreaking IVF techniques and compassionate, patient-centered care.

Dr. Molinaro has been a driving force in transforming New Jersey into a national hub for fertility excellence. Since joining RMA in 2009, he has led the addition of 13 labs and 37 new clinics, expanding access to cutting-edge fertility services and setting new industry benchmarks in outcomes, innovation, and equity.

As CMO, he champions clinical excellence, research, and physician training, while also spearheading initiatives in data-driven management, AI integration, patient engagement, and operational excellence. His efforts ensure that IVI RMA's model of high-tech, high-touch care remains unmatched in the field.

A respected academic and clinician, Dr. Molinaro bridges the gap between groundbreaking science and real-world patient outcomes. He serves as Clinical Assistant Professor at Rutgers-Robert Wood Johnson Medical School, holds degrees from the University of Pennsylvania and NJ Medical School, and is a frequent expert speaker at leading conferences.

Speaker Bios

Sara Mooney, BA

Sara Mooney is a healthcare operations leader with more than 15 years of experience in the fertility and reproductive medicine field. She has led multi-site clinic operations with a focus on patient experience, physician partnership, operational excellence, financial performance, and building compassionate, high-performing teams. Sara is passionate about fostering values-driven healthcare cultures and brings a practical, people-centered approach to the evolving business of medicine. In her spare time, she enjoys the outdoors, especially running and skiing, and spending time with her 18-year-old daughter, Grace, and her dog, Lucky.

Michael Pagliuca, BBA

Michael Pagliuca is the Practice Administrator for Specialists in Reproductive Medicine & Surgery, P.A. and Embryo Donation International. Michael has been working in the field of Healthcare Management for over thirty years, twenty of which have been dedicated to Reproductive Endocrinology and Infertility. He is well regarded for having a collaborative approach, skillful budgeting, innovative problem solving and extensive understanding of practice needs. Analytical by nature, Michael maintains a strong interpersonal skill, an adaptive work method, a robust understanding of the industry and a strong commitment to organizational integrity. Michael's experience included running a program with eight physicians, four locations and a staff total of one hundred and twenty employees. During this time, he implemented a new EMR system, and singlehandedly merged the practice with NYU Langone. Michael is the father of four children, two boys and two girls, ranging in age from twelve to twenty-five years old. He is a loving father and makes sure all his kids get his undivided attention, focusing on their likes and interests.

Zirui Song, MD, PhD

Zirui Song, MD, PhD is an Associate Professor of Health Care Policy and Medicine at Harvard Medical School and general internist at Massachusetts General Hospital, where he practices primary care and on the inpatient teaching service. His work focuses on the health and economic effects of public policies and private sector interventions in the health care system. This includes payment reform, Medicare financing, health care prices, employer programs, and private capital investments in care delivery. Related work examines issues in primary care and public

Speaker Bios

health. Dr. Song has worked on Medicare payment policy at the U.S. Department of Health and Human Services. He has also worked with policymakers on primary care financing and private equity in health care, and currently serves on the Massachusetts Health Care Affordability Working Group. He is an Associate Editor of JAMA Health Forum and an Editorial Board member of Health Affairs and Health Services Research. He was elected to the American Society for Clinical Investigation and National Academy of Social Insurance. Dr. Song leads the Health Policy track of the MGH Internal Medicine Residency and directs admissions for the Harvard Ph.D. program in Health Policy. He also directs health policy courses for Harvard Medical and Dental students, Mass General Brigham residents, and Harvard Executive Education. He received a MD, magna cum laude, and PhD in Health Policy (economics track) from Harvard, with a fellowship at the National Bureau of Economic Research. He received a B.A. in Public Health Studies with honors from Johns Hopkins University.

Chevis N Shannon, DrPH, MBA, MPH, MERC

A clinical researcher and leader in higher education with over 20 years of experience, Dr. Chevis N. Shannon serves as Chief Education and Science Officer of the ASRM. Prior to coming to ASRM she served as a research professor for several major public and private institutions where her roles included director of the Surgical Outcomes Center for Kids at the Monroe Carell Jr. Hospital at Vanderbilt University, bench to bedside research director for the Vanderbilt University Medical School, and director of Neurosurgical Resident Research & Innovation for the University of Alabama at Birmingham. Her research included comparative and cost-effectiveness analysis of healthcare systems that advanced the quality, efficiency, and accessibility of healthcare delivery. Dr. Shannon's work explored opportunities to improve healthcare organizational structures, clinical workflows, optimize medical and surgical care delivery models, and influence patient outcomes and provider performance. Her expertise working with health system decision-makers, healthcare providers and patients gives her a unique perspective when identifying and evaluating outcomes and metrics that impact healthcare delivery.

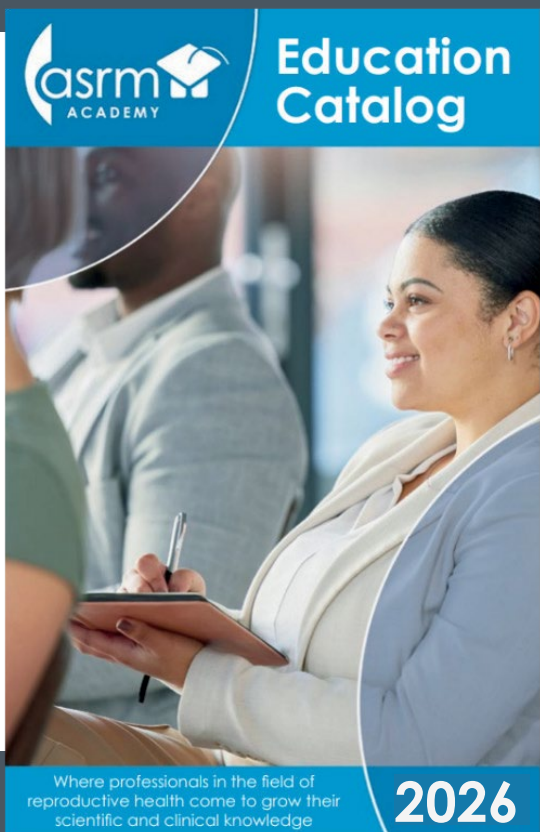
Speaker Bios

Jennifer Straub, MEd

Jennifer Straub is a healthcare leader with 15+ years of operations experience across multiple specialties, including DaVita. She specializes in strategic operations, advocacy, and revenue cycle management. Formerly Regional Director at CCRM Fertility, she now leads Pursuit Health Strategy, LLC. A 2025 ASRM PRIMED Scholar and ARM Vice Chair, she is an active national advocate for IVF access and policy.

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About ASRM and CFAS



For almost a century, the American Society for Reproductive Medicine (ASRM) has been the global leader in multidisciplinary reproductive medicine research, ethical practice, and education. ASRM impacts reproductive care and science worldwide by creating funding opportunities for advancing reproduction research and discovery, by providing evidence-based education and public health information, and by advocating for reproductive healthcare professionals and the patients they serve. With members in more than 100 countries, the Society is headquartered in Washington, DC, with additional operations in Birmingham, AL.

www.asrm.org



The CFAS is a multidisciplinary national non-profit Society that serves as the voice of reproductive specialists including physicians, nurses, andrologists, embryologists, research scientists, counsellors, psychologists, social workers, lawyers, ethicists, administrative professionals and trainees working in the field of Assisted Reproduction in Canada. Established in 1954, the mission of the CFAS is to responsibly advance reproductive science and medicine in Canada through leadership, research and guidance. Through its 1000+ multidisciplinary membership, the CFAS aims to promote excellence in the field of Assisted Reproduction to the benefit of Canadians and children born of this technology.

www.cfas.ca

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September 17 - 19, 2026



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