

# AGENDA

Reimagining Access to Care in an Era of Digital-First Patient Expectations

## Executive Dinner

### SPEAKERS



**Paula Gadsby**  
Senior Director,  
Strategic Account  
Sales, North America  
[commercetools](#)



**Benjamin Woll**  
VP, Client Services  
[Orium](#)



**Iris Berman**  
VP Virtual Care  
[Northwell Health](#)



**Ivan Durbak**  
CIO  
[BronxCare Health  
System](#)



**Susin Garcia**  
Director of  
Information Services  
[New York City Health  
and Hospitals](#)



**Vijay Venugopal  
Iyengar**  
Exec Director –  
Global Digital  
Business  
Transformation  
[Eisai](#)



**Gizem Demircioglu**  
Director, Digital  
Health Strategy  
[AstraZeneca](#)



**Pranav Sundararajan**  
Assoc. Director, Data  
Science & Analytics  
[Merck & Co](#)



**Corey Seldon**  
Enterprise Sales  
Leader  
[Stripe](#)

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REIMAGINING ACCESS TO CARE IN AN ERA  
OF DIGITAL-FIRST PATIENT EXPECTATIONS



March 05, 2026

5:30 PM-9:00 PM

Eastern Time

As patient expectations continue to rise, access is no longer defined by availability alone, but by the quality, consistency, and trust built across every interaction. From discovery and scheduling to engagement and financial touchpoints, organizations across healthcare delivery and life sciences are being challenged to move beyond isolated systems and toward more intentional, connected journeys.

This executive engagement brings together senior leaders across healthcare, life sciences, and technology to explore how experience-led design and flexible, interoperable digital foundations allow organizations to evolve access without disrupting regulated and highly governed workflows. Through shared discussion and curated reflection, attendees will examine how secure, compliant core technology and ecommerce stacks enable patient and customer data to flow safely across clinical, financial, and operational systems— supporting digital-first journeys such as scheduling, payments, and personalized experiences.

Designed as an intimate executive experience, this gathering creates space for meaningful conversation, practical insight, and connection— bringing leaders together to explore how scalable, reliable platforms drive measurable outcomes.

TOGETHER WITH

