

## Concierge Medicine Featuring Industry Thought Leader Nancy Latady



Join us to learn how physicians are successfully creating and

growing innovative Direct Primary Care (DPC), Concierge, and Hybrid medical practice models – and navigating marketing, financial, operational, and promotional challenges along the way.

Featuring industry thought leader [Nancy Latady](#), the Founder & Principal of the Boston based Latady Physician Strategies.

Session Title: Concierge Medicine

Where: 11835 W. Olympic Blvd #900

When: 11:30 AM -1:00 PM (Lunch will be served)

[Reserve your seat today!](#)

About Nancy Latady:

Nancy Latady is founder of Latady Physician Strategies, a national medical practice business development and marketing firm established over two decades ago. Since 2011, Nancy has specialized in helping physicians successfully create and grow innovative Direct Primary Care (DPC), Concierge, and Hybrid membership models – guiding over 50 physician practices through the inherent business development, financial, operational, marketing, and sales challenges.

Nancy Latady has over 30 years of marketing, management, and business development experience in the healthcare industry. With early and varied career roles as a provider, manager, physician recruiter and liaison, hospital marketer/planner, and business strategy consultant to medical practices and health care business start-ups, Nancy brings a unique perspective and valuable experience to her clients. Nancy has an MBA degree from Boston University and BS degree from the University of New Hampshire.