

Advisory Services

Ryan Donohue

Chief Executive Officer, *Golden Advisory*

An Overview of Services and Experience

Ryan Donohue is a seasoned thinker and national expert on the impact of consumer behavior in healthcare. Ryan's mission is to inspire and persuade healthcare leaders to embrace the consumer and engage the patient. For more than a decade Ryan has conducted extensive research on the effects of consumerism on the U.S. healthcare industry.



Ryan recently published the second edition of *Patient No Longer: How YOU Can Lead the Consumer Revolution in Healthcare*, available through ACHE's LEARN publishing house. In the book, Ryan collaborated with Dr. Stephen Klasko, retired CEO of Jefferson Health, to explore the origins of patient-centered care to understand and improve tomorrow's efforts to engage patients. Ryan is currently shaping the book's learnings into an interactive workshop to translate its insights to the organizational level.

Ryan serves as an advisor for The Governance Institute and a regular contributor to the *Boardroom Press* and other TGI publications, including the white papers *Considering the Customer: Understanding & Influencing Healthcare's Newest Change Agent*, and *Brand Strategy in Healthcare: The Necessary Considerations for Brand Building in a Shifting Industry*. He also created the Strategy Toolbook on Advanced Consumerism. He speaks regularly at TGI Leadership Conferences, as well as other healthcare leadership events across the U.S.

Ryan is the newly minted CEO of Golden Advisory—a branding firm dedicated to finding and forging hidden competitive advantages. Ryan also serves as strategic advisor for NRC Health, the largest surveyor of healthcare consumers in the U.S.

Ryan received a B.A. in marketing and a B.S. in journalism and advertising with an emphasis in public relations from the University of Nebraska. He resides in Lincoln with his wife Andrea and four wonderful, strong-willed children, all under the age of 13.

Speaking Engagements

- Patient No Longer: Leading the Consumer Revolution in Healthcare
- Human-Centeredness in Healthcare: Shaping Strategy, Design, and Execution Around Those We Serve
- The Dangers of De-Personalizing Care and How to Defeat Them
- Highway of Hope: Traveling the New Two-Way Streets of Consumer-Centered Care
- The Great Brand Blur: Standing Out in Healthcare's Sea of Sameness