



Bill Satterwhite, M.D., CPE

Speaker press kit

Inspiration and innovation from experienced healthcare speakers

Providing on-site training for your leaders is a fast and economical way to bring your entire team up to speed on the industry's hottest topics and create organizationwide urgency to execute change. Huron's speakers and authors bring up-to-the-minute knowledge from their work in healthcare organizations across the U.S. and beyond.

We are more than a speakers' bureau. Our speakers are results-driven performance experts who are directly involved in crafting solutions to some of your most pressing problems, including financial challenges, patient safety and quality, pay for performance, and more.

Prior to your event, Huron's speakers and support team work side-by-side with you to develop a fully customized presentation to meet your needs, regardless of the topic, size of your group, or purpose of the training. From physician retreats to Leadership Development Institutes (LDIs) to senior leader meetings, Huron speakers deliver the perfect balance of inspiration and education for every audience.



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William (“Bill”) Satterwhite, II, M.D., CPE

Principal

Dr. Satterwhite brings more than 25 years of experience as a pediatrician, physician administrator, healthcare executive, and innovator as he leads healthcare organizations through performance improvement and care transformation. He has deep experience in ambulatory care process improvement and in designing new value-based care models, both of which save money, improve health, and increase health system revenues.

Professional experience

With decades of experience in healthcare, Bill led health system change from the inside as a practicing doctor and health system leader and understands what it is like to work in the trenches. His experiences give him unique insights into strategic and operational aspects of healthcare that accelerate change and improve adoption. At Huron, Bill has been involved in several health system turn-a-rounds, cultural change initiatives, and market growth strategies. Prior to Huron, he served as a regional physician leader for over 40 primary care practices, served as the Chief Wellness Officer at a major academic institution, and built a direct-to-employer service line that saved client-employers money, improved employee health, and resulted in significant network growth for his health system. Bill still sees pediatric patients and maintains an active law license. He also served a stint as the CEO of a health tech startup that he co-founded.

Industry speaking engagements

Dr. Satterwhite is an active, engaging, and entertaining speaker who has spoken nationally on physician leadership, healthcare innovation, compassion, direct care models for employers, provider wellness, and burnout. His speaking engagements include the following:

- Building a Culture of Compassion Keynote Address, Clinician Excellence Conference in New Orleans, March 2024
- Forces of Change and the Need to Innovate Keynote address and Strategy and Innovation Workshop for Dayton Children’s Hospital physician leaders, September 2023
- Decoding the Patient Experience, November 2023
- How to be a Peace-Filled Person, HIMSS (NC), January 2023
- Understanding, Communicating With, and Aligning Physicians, 2022
- The Nurse-Health Coach Direct Care Model, American College of Occupational and Environmental Medicine, March 2021

Education and certifications

- M.D., Wake Forest University
- J.D., University of North Carolina at Chapel Hill
- B.A., Davidson College
- North Carolina medical license
- North Carolina law license
- Board Certified, Pediatrics

Professional associations

- American Association for Physician Leadership
- American Academy of Pediatrics
- American College of Occupational and Environmental Medicine
- American Health Law Association

Publications

"An Ethical Paradox: The Effect of Unethical Conduct on Medical Students' Values." *Journal of Medical Ethics*. 2000; 26:462-465.

"Medical Students' Perceptions of Unethical Conduct at One Medical School" *Academic Medicine*. May 1998;73(5);529-31.

"Mirror, Mirror on the Wall: What Will Medicine Be Like in 10 Years?" *N.C. Medical Journal*. 59; 40-43, 1998.

"What Is It? Where Did It Come From? What Has Happened With It in the United States?" *N.C. Medical Journal*. 57;253-57,1996.

"How North Carolina Laws Affect the Care of Adolescents - Issues of Confidentiality and Consent," *N.C. Medical Journal*. 55;520-24, 1994.

Presentations

Building a culture of compassion

Audience: Doctors, Nurses, and other Clinicians

Focus: Leadership, Communication, Engagement, Inspiration and Purpose

Length: Keynote

This talk draws on published literature and Dr. Satterwhite's personal experience with patients. It aims to reconnect clinicians to their purpose for a healthcare practitioner and to convey that acts of compassion are good medicine, as well as the antidote to burnout.

Learning objectives:

- Understand the sound science behind engaging in acts of compassion.
- Provide teaching on the power and brevity of replicable acts of compassion in the listener's daily work life.

Forces of change and the need to innovate

Audience: All Leaders, All Healthcare Roles

Focus: Leadership, Change Management, Engagement

Length: Keynote, Half-day,

This talk starts with client-led sessions and small group work on innovative changes clients should consider as they face increasing competition in their market. The keynote begins with non-healthcare examples of disruptive innovations, shifts to healthcare disruptive innovations, and then elaborates on inflection points and the need to change.

Learning objectives:

- Be able to describe the natural and inevitable process of innovation.
- Apply that concept to healthcare
- Develop concrete actions to foster innovations within their health system.

Using workplace healthcare to address social determinants of health

Audience: All Leaders, All Healthcare Roles

Focus: Inspiration and Purpose, Innovation, Quality, SDOH.

Length: Keynote

This talk reveals how an employer's worksite can be a place to address the social determinants of health of the working class. Learn how to build a direct-to-employer service line that improves health, saves employers money, and improves a health system's bottom line. The model also improves clinician engagement and lessens provider burnout.

Learning objectives:

- Understand the impact of SDOH on the working class
- Learn how to build your own direct-to-employer service line
- Describe how this model addresses the needs of the employer, the employee, and the health system.

The biology of stress, diet, and sleep

Audience: All Leaders, All Healthcare Roles

Focus: Physician, Inspiration, Health and Wellness

Length: Keynote

This session discusses going from a stress-filled state of existence to a peace-filled one. It begins with an introduction to the deleterious effects chronic stress has on the body of every human being and transitions to a discussion of the biology and effects of alcohol and caffeine on sleep. It ends with information about food, including how specific foods can exacerbate stress or dial it down.

Learning objectives:

- Understand how the human body responds to chronic stress
- Learn the effects of alcohol and caffeine on sleep
- Understand the role that specific foods can play in stress.

Mask the city – how innovation and teamwork designed and mass-produced face masks for a whole city in 30 days.

Audience: All Leaders, All Healthcare Roles

Focus: Leadership, Collaboration, Teamwork, Inspiration and Purpose

Length: Keynote

This talk inspires by describing how a city rallied in the early days of the pandemic to unite to protect its citizens. Key themes include vision, innovation, collaboration, and teamwork. Dr. Satterwhite describes in detail the early days of the pandemic, the need for action, and a willingness to be daring. With the help of many others, over 330,000 face masks were created, manufactured, and distributed from mid-March to mid-April.

Learning objectives:

- Understand that desperate times create a need for daring innovation.
- Learn how to unite significantly different groups around a common cause.



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