

# UMHB

## Kay Scroggins Healthcare Entrepreneur Summit



Saturday, April 18, 2026  
8:15 AM - 5:00 PM

Isabelle Rutherford Meyer Nursing Education Center

# Summit Schedule

## **0815 – Registration & Breakfast**

**0845 – Welcome** - Dr. Shanna Akers

**00850 – Speaker** - Dr. Larry Locke  
*"Entrepreneurship as Ministry"* - NEC 125

**0910 – Keynote Speaker** – David Massias *"Identity Before Innovation: Redefining Growth Mindset"* - NEC 125

## **1010 – Break**

**1020 – Speaker** – Jenna Coe, OT *"Incorporating AI for Efficiency in Practice"* - NEC 125

**1120 – Speaker** – Dr. Shawntay Harris- *"Building your Brand in the High-Tech Environment"* - NEC 125

## **1235 – Lunch – Breakout I**

- Nursing – Nurse Practitioner- Brianne Brown-Peters (Med Spa)- *"Beyond the Exam Room: Expanding the Nurse Practitioner Role"*; Nurse Practitioner- Seresea Mitchell-Smith (Primary, Wellness, Psych)- *"Entrepreneurial Lessons Learned from an NP Perspective"* - NEC 201
- Healthcare Reimbursement – Ryan Hilliard MBA-HM, BSN, RN - *"Healthcare Reimbursement 101: How Nurse Entrepreneurs Become Approved Providers"* - NEC 202
- Business- *"Protecting personal assets: Can I Start a Business Without Losing My House?"* Dr. Larry Locke - NEC 204

## **1335 - Break**

## **1350 – Dessert – Breakout II**

- Nursing – Ms. Kay Scroggins - *"Heart & Hustle: Embedding Culture in Entrepreneurial Success"* NEC 112
- Occupational Therapy- Bailey Relford - *"Using AI to Find Your Niche"* (working session) - NEC 201
- Business- Small Business Development Center – Mr. Jason Ehler *"Funding ABCs"* - NEC 114

# Summit Schedule Continued

## **1450 - Break**

**1500 -Speaker** - Rob Patton DNE(c), RN, NPD-BC – “Embrace the Process: How to Move from Ideation to Innovation” - NEC 125

**1600 – Speaker Panel** - “Putting it All Together- AI, Entrepreneurship, and Ministry” - NEC 125

- Dr. Vicky Johnson (College of Business)- Accountant and Tax Expert
- Mr. David Massias
- Dr. Yohantis Moore- Nurse Entrepreneur

Moderator – Dr. Shanna Akers

**1650 – Wrap-Up** - NEC 125

# Keynote Speaker

## David Massias

In 2023, David founded AskMeno, LLC which functions as a digital conversation partner, supporting early childhood educators (PreK to K) by increasing student talk time and engagement. In 2011, David started Shadow Health, a software company delivering best-in-class virtual simulations in nursing and healthcare education. In 2020, Shadow Health was acquired by Elsevier, a global information analytics business.

David continues to serve as a Director at the Cade Museum for Creativity and Invention and has served prior to this as an adjunct professor at the University of Florida College of Business and as a member of PWC's mergers and acquisitions group in New York City. David holds a JD from NSU Shepard Broad College of Law and an LLM from Case Western Reserve University.



David is married to Michelle Massias, MD, and lives with their 3 children Noah, Mary and Hannah in Gainesville, FL.

## Survey



Please complete the brief Health Care Entrepreneur Summit Survey so we can continue to provide an excellent learning opportunity serve our community in years to come. To claim continuing education credit for the conference, please complete the survey. You will receive your contact hour validation within 10 days of survey submission.<https://tinyurl.com/UMHB2ndSummit>