

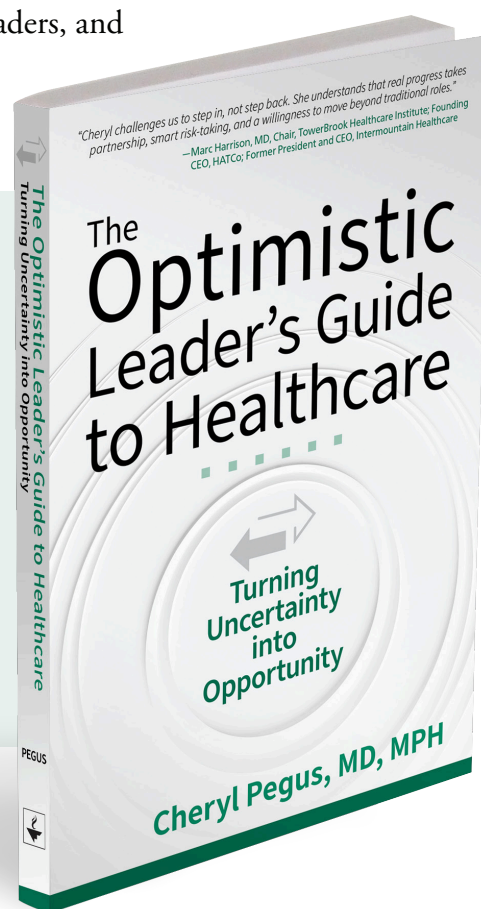
# HEALTHCARE'S FUTURE BELONGS TO THOSE WITH THE COURAGE TO THINK, AND LEAD, DIFFERENTLY

Our industry is standing at a crossroads. The systems and assumptions that once held it together are strained by workforce shortages, shifting payment models, and a population developing chronic diseases earlier and living longer. But amid this turbulence, there is opportunity. The future belongs to those ready to rethink not only how healthcare is delivered, but also how it's led.

In *The Optimistic Leader's Guide to Healthcare: Turning Uncertainty into Opportunity* (ACHE Learn), cardiologist, innovator, and executive Dr. Cheryl Pegus invites readers to confront the realities of today's healthcare landscape with courage, curiosity, and confidence. Drawing on more than two decades of clinical and business experience, she shares a practical road map for physicians, leaders, and professionals who want to move from burnout to bold impact. Through candid stories, actionable frameworks, and lessons learned from across medicine, technology, and industry, Dr. Pegus challenges readers to:

- Build agile, data-driven organizations that center people (both patients and employees)
- Become aggressive lifelong learners who understand today's business realities (a nonnegotiable in today's complex healthcare system)
- Redefine leadership by protecting the “franchise”: your own energy, purpose, and well-being
- Expand access, close care gaps, and meet patients where they are
- Leverage innovation and AI to improve (not replace) the human touch
- Create collaborative, inclusive cultures where ideas thrive and truth is spoken

This is a book that acknowledges what's broken and a call to action to reimagine what healthcare can become...if we have the courage to lead differently.



*“I’ve cared for patients in small, underserved communities, and I’ve sat in boardrooms where decisions are made that shape access, prevention, and outcomes. We need more leaders who can bring clinical experience, public health perspectives, and business acumen into the rooms where decisions are made. It’s the only way we can ensure that high-quality health services exist where people live.”*

—**Regina Benjamin, MD, MBA, Founder and CEO, BayouClinic;**  
**18th United States Surgeon General (2009-2013)**

**To learn more about *The Optimistic Leader's Guide to Healthcare*,  
visit [CherylPegus.com](http://CherylPegus.com) or [ache.org/OptimisticLeader](http://ache.org/OptimisticLeader).**

# ENGAGE CHERYL PEGUS TO SPEAK TO YOUR GROUP

Dr. Pegus is available for keynote presentations. She will gladly customize a speech for your group, but here are a few of her most popular topics:

**Healthcare Isn't Broken...It's Working Exactly as Designed.** In this provocative keynote, Cheryl reframes the conversation from “What’s broken?” to “What is the system designed to reward?” From fee-for-service models to fragmented care, incentives shape behavior at every level. She shows leaders how to identify what they’re reinforcing and how to redesign it.

**From Reactive to Ready: Leading Through Healthcare’s Permanent Disruption.** Healthcare leaders often feel at the mercy of policy, regulation, and market forces. Yet disruption is rarely unpredictable. This session helps leaders stop waiting for stability and start building organizations that are ready before the next wave hits.

**Is Healthcare Being Out-Innovated by Outsiders? (A Call to Take Control of Healthcare’s Future).** Healthcare professionals are often brought in late to validate decisions instead of shape them. Cheryl explores why so many leaders have lost influence over our own industry, challenges them to reclaim their strategic seat at the table, and lays out a path forward.

**Protecting the Franchise: How to Lead Effectively Over Time (Without Burning Out).** Your energy, focus, and well-being aren’t just personal concerns; they’re strategic assets. Cheryl makes the case for sustainability as a business imperative, not a luxury.

*“Cheryl challenges us to step in, not step back. She understands that real progress takes partnership, smart risk-taking, and a willingness to move beyond traditional roles.”*

—Marc Harrison, MD, Chair, TowerBrook Healthcare Institute; Founding CEO, HATCo;  
Former President and CEO, Intermountain Healthcare



**Cheryl Pegus, MD, MPH, FACC**, is a physician executive and healthcare innovator who has spent more than three decades helping organizations lead through uncertainty and transform healthcare delivery. She is chair and chief executive officer of FlyteHealth and has held senior leadership roles across some of the nation’s most influential healthcare organizations, including executive vice president of health & wellness at Walmart and partner at Morgan Health, where she worked to advance new models of care and employer-driven health innovation. Earlier in her career, she held leadership roles at Cambia Health Solutions, Pfizer, and Aetna.

A former practicing cardiologist, Dr. Pegus is widely recognized as one of the nation’s leading physician executives. She serves on the boards of public and private companies and on the nonprofit boards of the American Heart Association and the Alice Walton School of Medicine.

To engage Cheryl Pegus for a keynote presentation, visit [CherylPegus.com](https://CherylPegus.com) or reach out at [info@cherylpegus.com](mailto:info@cherylpegus.com).