

## Ryan Donohue

### Strategic Advisor, NRC Health

Ryan Donohue is considered a thought leader in the realm of healthcare consumerism. He currently serves as a Strategic Advisor for NRC Health, the largest surveyor of healthcare consumers in the U.S., and as an Advisor for The Governance Institute, the leading educator of healthcare executives and trustees in the country. Ryan has authored many publications on the topic of strategic branding and consumerism including *The New Payer: What Makes the Healthcare Consumer Tick?* and *The Curious Case of the Healthcare Consumer*. His latest research has culminated in a brand-new book called *Patient No Longer* which is now available through Health Administration Press, a division of the American College of Healthcare Executives.