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## Business of Disrupting Healthcare Conference

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**FOR IMMEDIATE RELEASE**  
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## **Business of Disrupting Healthcare Conference**

**CEDARVILLE, OHIO** -- The School of business administration, the school of pharmacy and the graduate school at Cedarville University will host the "Business of Disrupting Healthcare" one-day conference on October 4 from 8:30 a.m. to 3 p.m.

This Encore! alumni event, which is also open to faculty, staff, current students and the general public, will feature nine breakout sessions, including a women's entrepreneurship panel at 11 a.m. in Cedarville's Health Sciences Center.

According to Dr. Marc Sweeney, dean of the school of pharmacy, the conference hopes to spotlight the ways in which innovation and entrepreneurship can make a difference in providing health care solutions.

"Health care challenges are complex and the solutions are complex," Sweeney said. "Every person may play a role, some larger than others, in addressing these complex issues. We want to hear from people addressing it from the health care benefit side, the patient care side, the access to health care side — all over the map."

"Cedarville alumni are playing a role in improving health care, from medical missions to technology to business models."

The school of pharmacy is partnering the school of business administration on the event. "The rapidity of change across all business is revolutionary," explained Dr. Jeff Haymond, dean of the school of business administration. "For instance, business data analytics is transforming health care delivery. Health care is a core competency of Cedarville, so this was a natural fit."

According to Haymond, the "Business of Disrupting Healthcare" conference is a way to continue offering professional development and training for Cedarville graduates, who will already be on campus for homecoming weekend, which takes place October 4-5.

"We want to take Cedarville's 1,000-day campaign, which talks about the approximate length of time undergraduates are at the university, and take it to 10,000 days, or a career," Haymond added. "We hope alumni begin seeing Cedarville not just as a way to connect with their memories, but as a part of their continuing professional development."

Haymond hopes the October 4 event is just the beginning of more annual conferences like it.

“We want this to be a service to our alumni, a way for us to continue serving stakeholders and friends of the university,” he said. “We want to create an ecosystem for those committed to the cause of Christ who are exercising their gifts in the world of business.”

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 4,380 undergraduate, graduate and online students in more than 150 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, including its doctor of pharmacy, master of business administration, master’s in business analytics, healthcare mba, master of business administration in cybersecurity management, mba in innovation and entrepreneurship, pharmd/mba dual degree, mba in operations management and bachelor of science in economics programs, strong graduation and retention rates, accredited professional and health science offerings and high student engagement ranking. For more information about the University, visit [www.cedarville.edu](http://www.cedarville.edu).

### **Conrad Weaver – Producer/Director of Heroin's Grip Documentary**

Conrad Weaver is an EMMY® Award-winning producer and President and owner of Conjostudios, LLC, a video production company based in Emmitsburg, Maryland. Weaver received a Mid-America Regional EMMY® Award for his 2014 documentary feature, the Great American Wheat Harvest. His second feature length documentary film, Thirsty Land was completed in early 2016 and is currently available on Amazon Prime. Heroin’s Grip is Conrad’s third feature length documentary and he is the executive producer and writer on a feature narrative film called Scars of an Orphan.

Weaver is a seasoned pro known for his compelling cinematography and a passion for telling stories that matter. “Telling stories that matter is so much more fulfilling than stories that only entertain. My responsibility in the world, is to leave it a better place than when I arrived. If the films I produce can play a role in that, then I’ve been successful.”

In his spare time Weaver enjoys photography, skiing, sailing, and traveling. He recently volunteered as the Global Outreach Country Coordinator for Ukraine for his church in Maryland and he serves on the Citizen’s Advisory Committee for the town of Emmitsburg where he currently lives. Weaver previously served on the board and as president of the Emmitsburg Business and Professional Association.