



*In The* **ROUND.**

# Recap Report

A Perfect Harmony of AI  
Ideas, Healthcare Inspiration,  
& Unmatched Music in the  
Heart of Tennessee

September 26–28

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# FRIENDS & VISIONARIES

On a warm September weekend in Tennessee, we did something extraordinary.



We gathered **150+** healthcare executives, AI thinkers, and transformation leaders from across the country; not for a conference or a summit, but for something bigger.

We called it **Optura In the Round**, and if you were there, you're what made it magic.

The inspiration came from Nashville's legendary songwriter sessions, where musicians sit in a circle and trade verses, each one building off the other. **In the Round** is where harmony happens. It's not about one voice; it's about what happens when we listen, respond, and build something new together. At Optura, we believe healthcare should be the same way.

If we're going to transform this industry — if we're really going to bring AI to life in a way that supports patients, empowers providers, and creates real ROI for healthcare leaders — it won't come from one company, one use case, or a single point solution. It will happen when we orchestrate it together. When we find harmony across stakeholders, systems, and functions.

That's what Optura exists to do. And that's what In the Round became.

We kicked things off with authentic conversations and idea exploration at our headquarters with healthcare and AI thought leaders. We talked about what's broken, what's working, and what needs to be rewritten. The general session was electric. Our roundtables were raw, honest, and future-focused. These weren't boring conference panels. They were brilliant minds riffing together around the shared goal of transforming healthcare.

That was just the start. At sunset, under string lights at one of America's oldest equestrian farms, we shared a private dinner and an unforgettable set from Dierks Bentley. No ballroom networking. Just connection, music, and mission-driven people having a damn good time.

Saturday and Sunday, we switched gears into backyard hangs and festival mode. My wife, Ellen, and I hosted everyone at our home, just steps from the fairgrounds where the iconic Pilgrimage Music Festival was happening. We played cornhole, sipped cocktails, and connected before hopping on golf carts and heading over to the festival. With VIP access, we caught unforgettable sets from Kings of Leon, John Mayer, Young the Giant, Grace Potter, and more.

To those who flew, drove, and made time to be there: **thank you**. You brought the party, you leaned in, and you helped us imagine what's possible. Together, with the right harmony, we're rewriting what healthcare can be with AI, and we're enjoying the hell out of the journey.

To the stars,

**Mike Hollis**  
Co-Founder & President  
*Optura*

# THREE UNFORGETTABLE DAYS

FRIDAY, SEPT 26

## *In The* **ROUND.**

- Tech & CEO Breakouts (Small Group Sessions): Optura HQ
- The Main Act (General Session): Optura HQ
- VIP Dinner + Dierks Bentley Performance: Harlinsdale Farm

SATURDAY, SEPT 27

## DAY 1

- Food, Live Band & Home Base: The Hollis House
- Music Fest: Harlinsdale Farm
- Kings of Leon, Turnpike Troubadours, Father John Misty, Sam Barber & More

SUNDAY, SEPT 28

## DAY 2

- Home Base: The Hollis House
- Music Fest Continues: Harlinsdale Farm
- John Mayer, Grace Potter, Young the Giant, Better Than Ezra & More



# IN THE ROUND: THE PLAYBACK

## INDUSTRY LEADERSHIP ROUNDTABLE

*Real Talk from the Front Lines*

Led by Optura’s Joel Thimsen and moderated by Bain Company’s Ted Shelton and Prime Therapeutics’ Craig Johnson, this intimate roundtable convened senior engineers, product leaders, and CTOs from organizations including Blue Cross, Highmark, Surescripts, Centene, and others. This wasn’t a polished panel with slides and talking points. It was a collective discussion of what’s holding AI back in healthcare and what’s actually working in the field.

### KEY THEMES WE HEARD:

**AI Can’t Be a Side Project**

Participants were clear: AI is no longer something that can be delegated or deprioritized. It’s now a critical business and clinical tool that demands strategic focus. Several mentioned that AI has to move into the enterprise and be treated with the same discipline as any major transformation initiative.

01

**The Real Bottleneck Is Trust, Not Access**

While access to better data is improving, trust in that data, especially for AI use cases, isn’t keeping up. Leaders spoke about fragmented systems, inconsistent standards, and the need for transparency and accountability before innovation can scale.

02

**Compliance and Risk Are Still in the Driver’s Seat**

Even where AI use cases show value, regulatory scrutiny and internal risk controls often grind momentum to a halt. A recurring point: compliance teams aren’t always brought in early enough, making it difficult to move promising tools into production.

03

**AI Without Talent Will Never Scale**

Most leaders shared that having the right mix of skills and perspectives is one of the greatest factors of successful AI. Many noted that without embedded translators, those who understand both the strategic goals and day-to-day realities, trust and adoption don’t exist.

04



# GENERAL SESSION

## From Potential to Proof: Scaling AI that Delivers

In a packed house at Optura HQ, the general session brought together a powerhouse panel: Mike Hollis, President & Co-Founder of Optura; Andy Fanning, CEO & Co-Founder of Optura; Marty Bonick, President & CEO of Ardent Health; Caroline Carney, CEO & Chief Medical Officer of Magellan; Chuck Devita, former CCO of Livongo; and Ted Shelton, Co-Founder of txtgenai.

Unlike the roundtable’s tactical deep dive, this conversation zoomed out, examining the broader picture of the mindset, leadership, and infrastructure shifts that need to happen in order to see real momentum with AI in healthcare.

## KEY THEMES WE HEARD:

### From Proof of Concept to Proof of Value

Everyone agreed: there’s no shortage of AI pilots. But pilots alone aren’t progress. Leaders emphasized the need to bridge the gap between experimentation and execution, as well as the need for AI solutions that generate real business value, not just solve isolated issues.

01

### The Missing Middle: Orchestration

The tools are out there, but they aren’t talking to each other. What’s missing is orchestration. Leaders emphasized the need for connective tissue, specifically platforms and processes that unify data, decisions, and workflows across functions to unlock real enterprise-wide value.

02

### Leadership Must Lead

There was a strong call for executive alignment and cultural clarity. AI can’t be a bottom-up experiment; it needs top-down vision. The discussion emphasized that success with AI requires leadership buy-in, shared ownership, and active coordination across business functions.

03

### From Volume to Value Realization

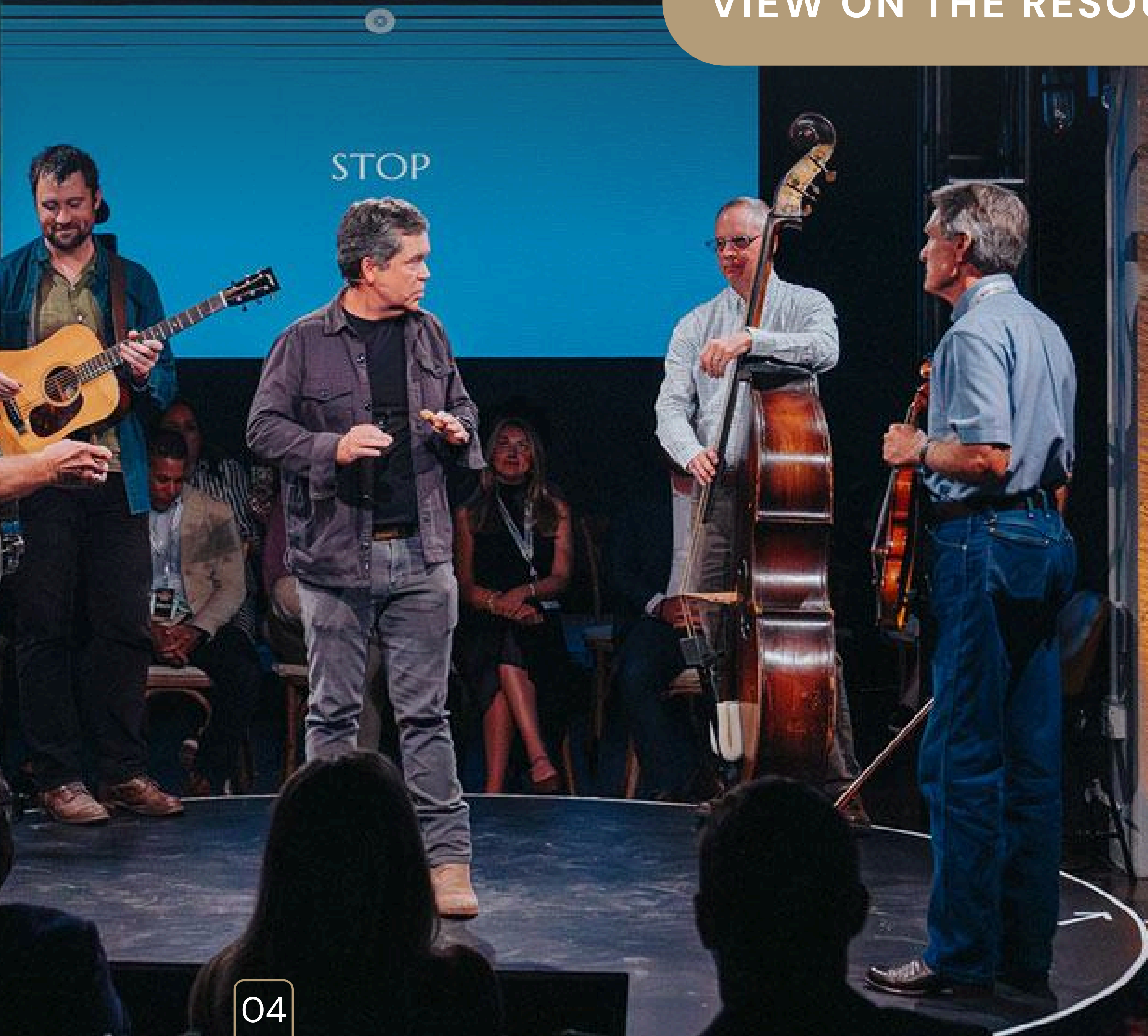
The measure of success isn’t how many models you’ve launched; it’s whether they’re solving real problems. Leaders stressed that value realization comes from embedding AI into real workflows, solving practical problems, and proving its worth across financial, clinical, and human outcomes.

04

**The Verdict?** AI alone won’t change healthcare. But orchestrated AI aligned to strategy, integrated into operations, and measured for impact? That’s where healthcare’s AI revolution starts.

Watch the full session to see how leaders are turning AI pilots into proven value.

[VIEW ON THE RESOURCE HUB](#)



# INTIMATE DINNER & DIERKS BENTLEY PERFORMANCE

After a day of big ideas and deep conversation, the group gathered at the oldest equestrian farm in the U.S. for a beautiful dinner under a string light canopy and private concert with Dierks Bentley. It was a truly unforgettable night.



# A DAY OF FOOD & MUSIC

## Backyard Luxury

Brunch vibes at the Hollis House, our festival basecamp, before heading back to the festival

Cocktails, cornhole, and live acoustic sets



## Front Row Memories

Private golf cart shuttles to the music festival and VIP access

Performances from John Mayer, Grace Potter, Young the Giant, and other music legends



# UNTIL NEXT TIME

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To everyone who joined us and flew or drove from around the country, thank you from the bottom of our hearts. You are what made the weekend magic. You helped create something that was equal parts strategy session, festival, and family reunion. You brought bold ideas, real stories, and a shared desire to build something better.

We believe transformation doesn't happen in isolation. It happens when we come together around ideas, dinner tables, killer music, and missions that matter.

Optura In the Round 2025 was just the beginning. We're already thinking about next year and how to make it bigger, bolder, and more orchestrated than ever.

Want to be part of In the Round next year or other Optura events? **Sign up for our events newsletter** to stay in the loop on upcoming events, opportunities, and access to the next In the Round.

Until then, let's keep working together to find the perfect harmony of AI and healthcare for our patients, customers, partners, and teams.

See you in the round,

— The Optura Team

