

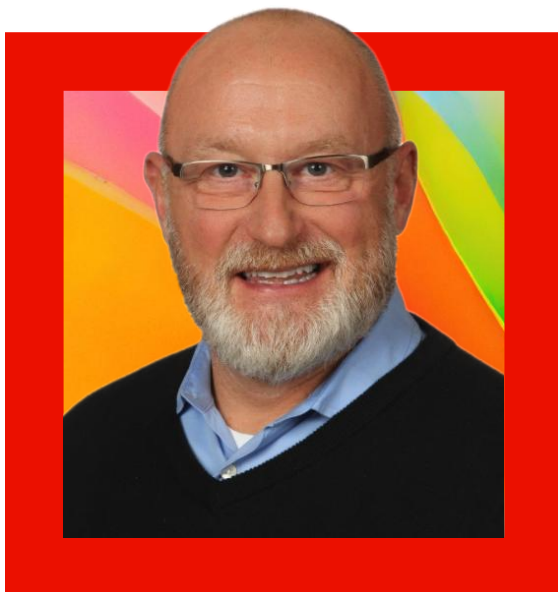
Adobe Digital Leaders Webinar

The Best of Adobe Summit 2025 for Healthcare



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Today's speakers



Tom Swanson

Head of Health & Life Sciences
Strategy and Marketing,
Adobe



Blair McCracken

Executive Director, Enterprise
Marketing Technology COE,
CVS Health

Summit healthcare highlights



1265

HLS-specific in-person attendees
(10% of total audience)



685

in-person attendees across
healthcare



11

breakout sessions with HLS-specific stories
or speakers with total attendance of 502



9

social / networking events
and customer roundtables
held with partners



195

attendees in the HLS super
session featuring CVS Health,
Johnson & Johnson and
Novo Nordisk



Eli Lilly

featured in the Day One
keynote



Abbvie

won the Experience Maker's
Maverick Award

Key takeaways

Evolve one-time value to lifetime value with customer-centric engagement

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Generative AI and agentic AI has moved past the why

Summit 2025 made it known that the market understands the why behind generative and agentic AI... now it's about moving into the operational and revenue driving realm.



Healthcare can and should look to other industries for best-in-class examples

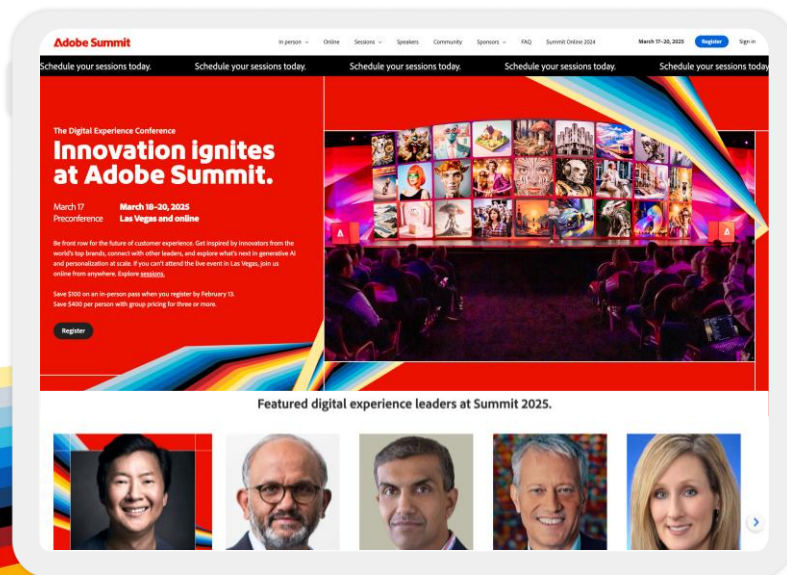
Long gone are the days of only comparing ourselves to other healthcare providers. As evidenced by CVS' session recommendations, the most inspiring case studies were typically outside industry.



Customer data and insights are critical

To navigate the future of customer experience orchestration, marketers must have the customer data and insights required to build the right content and customer journeys and be able to bring those customer journeys together across multiple touch points and multiple channels.

Top recommended Summit Sessions by Blair and Tom



Session:
Rx for ROI: The Value of Digital Tech Investment in Healthcare and Life Sciences - S914

Speakers:



Tom Swanson
Global Head of Healthcare Strategy & Marketing, Adobe



Laura Cutler
Associate Director of Content Excellence Innovation, Johnson & Johnson Innovative Medicine



Blair McCracken
Executive Director, Marketing Technology Strategy, CVS Health



Wesley van den Heuvel
Omnichannel Engagement Lead, Novo Nordisk

Session:
Coca-Cola Crafting a Tech-Augmented Marketing Network Enabling Growth - S807

Speakers:



Aashish Nohria
Sr. Product Delivery Program Manager, Adobe



Mallory Meissner
Sr. Director, Marketing Network Operations and Capabilities, Coca-Cola



Ryan Housman
Sr. Director, Innovation Operations and Capabilities, Coca-Cola

Session:
Accelerate Your Revenue Marketing and Sales Cycle with Customer Journey Analytics B2B Edition - S108

Speakers:



Ashok Gorrepati
Product Manager, Adobe Analytics, Adobe



Marijka Engel
Pr. Product Manager, Adobe

Session:
The AI Inflection Point: How to Implement AI Responsibly - S950

Speakers:



Emily McReynolds
Head of Global AI Strategy, Adobe



Bridget Esposito
Head of Brand Creative, Prudential Financial



Saralyssa Gonzalez
Principal Portfolio Strategist, Adobe

Session:
Adobe's Top 10 Generative AI Capabilities to Accelerate Your Content Supply Chain - S401

Speakers:



Etienne Bosch
Group Product Manager, Adobe



Stephanie Walker
Personalization Content Strategist, Lenovo

Q & A

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Related Content Resources

Adobe Summit opening keynote
<https://business.adobe.com/summit/2025/sessions/opening-keynote-gs1.html>

Summit Session | Rx for ROI
<https://business.adobe.com/summit/2025/sessions/rx-for-roi-the-value-of-digital-tech-investment-s914.html>

Adobe Experience Cloud for Healthcare
<https://business.adobe.com/industries/healthcare.html>

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