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**NOMINATIONS OPEN FOR GLOBAL HEALTHCARE AWARDS  
FOCUSED ON EQUITY, INNOVATION, IMPACT AND WORKFORCE**

2023 OPTIMIZE Award Winners to be Recognized  
at Conference in Louisville, Ky., this Sept. 27-28

**LOUISVILLE, Ky.** (July 3, 2023) – CEO<sup>c</sup> announced today that nominations for the 2023 OPTIMIZE Awards are open now through July 31. The OPTIMIZE Awards recognize and applaud significant contributions of individuals and organizations worldwide who have made a positive impact in the healthcare industry.

Presented by [CEO<sup>c</sup>](#), the OPTIMIZE Awards include seven categories, each reflecting a different facet of the organization’s mission and vision, with particular emphasis on healthcare equity, innovation, impact and workforce leadership.

“Our OPTIMIZE Awards program enters its second year in celebrating leaders and organizations in the healthcare space who deserve to be recognized,” said Tammy York Day, president and CEO of CEO<sup>c</sup>. “There are many who are making an indelible impact in areas like workforce, equity and innovation. We are excited to honor those individuals and companies, highlighting their impact.”

Award winners will be chosen through a rigorous evaluation process by a select judging committee. Recipients will be notified and recognized at [Aging2.0’s](#) OPTIMIZE conference Sept. 27 and Sept. 28 in Louisville. Taking place at the Kentucky International Convention Center, the OPTIMIZE conference is the premier annual conference for attendees in the healthcare and aging innovation space.

OPTIMIZE Awards categories include:

- **Lifetime Achievement in Health Equity Award:** The Lifetime Achievement in Health Equity Award recognizes and celebrates healthcare leaders who have dedicated their careers to decreasing health disparities and building sustainable healthy communities.
- **Health Equity Champion Award:** The Health Equity Champion Award recognizes and celebrates healthcare leaders who have achieved sustained reductions in health disparities through initiatives that address social determinants of health.
- **Health Equity Innovator Award:** The Health Equity Innovator Award recognizes and celebrates innovators who have made significant and measurable contributions towards increasing equity, diversity and inclusion within healthcare.
- **Health Equity Impact Award:** The Health Equity Impact Award recognizes and celebrates community leaders with a sincere passion for making the world a better and more equitable place, building a community around that shared vision and guiding all along the hard path of bringing that vision to life.

- **Healthcare Equity Impact Award:** The Healthcare Equity Impact Award recognizes and celebrates organizations who have and continue to be instrumental change agents in addressing national healthcare challenges. These organizations shape the vision for what can be, chart a path on how to get there and inspire us all to strive for excellence.
- **Healthcare Industry Innovation Award:** The Healthcare Industry Innovation Award recognizes and celebrates key industry leaders who are relentless in their pursuit of reimagining healthcare. These organizations recognize that innovation is central to addressing the systemic challenges plaguing our healthcare system and pioneers in bridging the gap between what could be and what is.
- **Healthcare Workforce Leadership Award:** The Healthcare Workforce Leadership Award recognizes and celebrates organizations who connect people with meaningful careers. To do this, these must organizations completely reimagine how they think about the working world, empowering leaders to lead by example.

2022 OPTIMIZE Awards recipients include:

- **Lifetime Achievement in Health Equity:** Dr. Adewale Troutman, former director of Louisville Metro Government Department of Public Health and Wellness.
- **Health Equity Champion Award:** Nat Irvin, DMA, assistant dean at the University of Louisville.
- **Health Equity Innovator Award:** Tawana Bain, founder and CEO of TBAIN & Co.
- **Health Equity Impact Award:** Dave Christopher Sr., founder and executive director of Amped.
- **Healthcare Equity Impact Award:** The University of Louisville Christina Lee Brown Envirome Institute (accepted by Dr. Aruni Bhatnagar, director).
- **Healthcare Industry Innovator Award:** Trilogy Health Services LLC (accepted by Leigh Ann Barney, CEO).
- **Healthcare Workforce Leadership Award:** BrightSpring Health Services (accepted by Jon Rousseau, president and CEO).

OPTIMIZE attendees will hear from industry leaders embracing new models of care, find partners with proven solutions and see new opportunities unfolding across the continuum of care. The highly curated combination of panels with forward-leaning industry players, proven solution spotlights, exclusive networking opportunities and an unmatched showcase of cutting-edge exhibitors from around the world makes OPTIMIZE a high-value and action-packed event that can't be missed.

*To learn more about the OPTIMIZE Awards, and to nominate an individual or organization, please visit [aqing2.com/optimize-awards](https://aqing2.com/optimize-awards).*

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### **About CEO<sup>c</sup>**

CEO<sup>c</sup> (formerly Louisville Healthcare CEO Council) was formed to leverage the strengths and assets of its members to solve important problems that extend beyond the scope of any one single member company. With its representation of healthcare entities across the entire care continuum, CEO<sup>c</sup> capitalizes on its sector strength to identify healthcare gaps and connect innovators with solutions to capital and customers. Member companies include Baptist Health, Anthem, Apellis Pharmaceuticals, Atria Senior Living, BrightSpring Health Services, Confluent Health, Galen College of Nursing, Hosparus Health, Humana, LHC Group, Norton Healthcare, ScionHealth, Signature HealthCARE, Trilogy Health Services and the University of Louisville. These companies are the titans of the industry, collectively

representing more than 550,000 employees and touching over 80 million lives annually. CEO<sup>c</sup>'s Aging Innovation Fund is managed by Castellan Group and invests in startups that provide digital healthcare solutions to the aging population. For more information, visit [lhccinc.com](http://lhccinc.com).

### **About Aging2.0**

Aging2.0 strives to accelerate innovation to address the biggest challenges and opportunities related to aging. Aging2.0's international, interdisciplinary and intergenerational community has grown dramatically since the organization's founding in 2012. CEO<sup>c</sup> acquired Aging2.0 in 2022 and moved the headquarters from San Francisco to Louisville, Ky., broadening the network's resources, network and engagement. Aging2.0 focuses on identifying and promoting innovations and resources that help make the journey of aging easier. Aging2.0 supports innovators, caretakers, healthcare companies and others. The volunteer-run network has grown to 130+ Chapters across 31 countries, and has hosted more than 1,000 events around the world. More than 40,000 innovators been engaged through Aging2.0 initiatives. The OPTIMIZE 2023 conference and CareTech competition will take place Sept. 27 and 28 in Louisville. For more information, visit [aging2.com](http://aging2.com).