Paul Deeringer To Speak at AHA's SHSMD26 Connections Conference

Events 09.17.26

Paul Deeringer will present "Win the Race to Expand Ambulatory Services: Applications Using an Outpatient Market Growth Model," for the *Society for Health Care Strategy &* Market *Development's SHSMD26 Connections Conference* hosted by the *American Hospital Association (AHA)* on September 27, 2026.

SHSMD (Society for Health Care Strategy & Market Development) is the American Hospital Association's professional association for health care marketing, communications, and strategy leaders. Its annual SHSMD Connections conference is the nation's premier event for health care strategists.

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