



Chris Bevolo is a healthcare marketing change agent. His mission: Inspire, persuade and support hospital and health system leaders to transform their approach to healthcare marketing. A nationally recognized futurist, author and speaker on healthcare marketing, strategy and branding, Chris helps organizations better understand key trends in healthcare competition, branding and consumerism. He then helps marketing leaders devise strategies that will effectively leverage those trends. He is best known, however, for helping healthcare organizations re-envision what their marketing could be, reenergizing management and inspiring staff to think bigger and act differently. As an educator and bridgebuilder, Chris not only helps healthcare marketing executives build and strengthen communications with top leadership and key influencers but also assists with practical advice and support on specific healthcare marketing challenges.

Chris is a frequent keynote speaker and featured presenter at national healthcare conferences on the topics of marketing, branding, innovation, the patient experience, and consumer trends. He is the author of three books: the recently released “Joe Public Doesn’t Care About Your Hospital,” “A Marketer’s Guide to Measuring Results” (2010) and “A Marketer’s Guide to Brand Strategy” (2008), as well as numerous articles and papers on healthcare marketing and branding. Chris earned an M.B.A. at the University of St. Thomas in Minneapolis and holds a B.S. in journalism and mass communication from Iowa State University. In addition to consulting work, Chris is president and founder of the Minneapolis-based healthcare marketing firm Interval. Founded in 1995, Interval is recognized for leading the transformation of heal...

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Speech Topics

- Marketing
- Innovation
- Healthcare
- Change
- Branding