



Maureen M. Swan is the President of MedTrend, Inc., a firm she founded in 1998 that specializes in strategic planning and analysis for the healthcare industry.

MedTrend focuses on value-added, data driven strategies for doctors, hospitals, health care systems, blood centers, health associations, and health plan organizations.

Maureen Swan has over 25 years of sales, marketing, and strategic planning management experience. Prior to her eleven years with MedTrend, Maureen was Vice President, Marketing Operations and Strategic Analysis for Allina Health System, a \$2.5B healthcare organization in Minneapolis, Minnesota. While at Allina, Maureen had system-wide accountability for market research, strategic and business development analysis, call center operations, and strategic planning. She led efforts to understand key marketing and strategic opportunities for Allina's one million member health plan, 18 hospitals, and 60 physician clinics. Prior to joining Allina, Maureen held positions with Abbott Northwestern Hospital, HealthPartners, IBM, and Eastman Kodak.

Maureen Swan has worked with large health systems, medical supply organizations, physician clinics and hospitals across the country to develop strategy designed to create growth and breakthrough results. Her unique facilitation skills and strategic tools create team and organizational alignment designed to ensure success. She also has a national practice and reputation for identifying and speaking on emerging healthcare trends and the strategic implications for the health care industry.

Maureen graduated magna cum laude with an undergraduate degree in Quantitative Business Analysis from Indiana University and magna cum laude with a Masters in Healthcare Admini...

Maureen Swan

Speech Topics

- Healthcare
- Business Strategy



Testimonials

"MedTrend, through Maureen Swan, provided the market intelligence we needed to focus our strategies and re-energize our medical staff. Because of her analytical and presentation skills, now our doctors want to show up for planning sessions."

- Hospital CEO.

"There has been a ton of buzz in the conference as a result of your keynote talk. The audience of CEOs loved it. One CEO of a large health care system said you gave the talk he always wanted to give."

- Tennessee Hospital Association.