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ACHE of South Florida Member Spotlight: Kenneth C. Wong, FACHE, Chapter President 2021

By Vanessa Orr

Since the start of his term as president of ACHE of South Florida, Kenneth C. Wong, FACHE, has been inspired by a strong desire to deliver a mission-driven and member-focused year. "In a new virtual world pushed upon us by the pandemic, we needed to find new ways to celebrate and engage with our members and supporters," said Wong.

During his tenure, Wong continued to lead the chapter's

rebranding efforts and communications following the name change last year from the South Florida Healthcare Executive Forum to ACHE of South Florida. This included continuing to improve the chapter's new website and increasing its digital presence. Wong also began promoting members' accomplishments through LinkedIn, almost tripling the number of followers since December of last year.

"Our LinkedIn page is now the most active it has been in chapter history," he said. "I get a lot of satisfaction promoting our members and the value they see in membership. I also really enjoy recognizing new Fellows (FACHE) and Life Fellows (LFACHE), since those are both huge professional accomplishments."

As of November, the chapter has welcomed nearly 200 new members, including 12 new Fellows and one Life Fellow.

"As president of the chapter, you have a unique opportunity to make an impact," said Wong. "I have tried my hardest to promote a mission-driven and member-focused year. I want members, sponsors, and supporters to feel proud about being involved with this organization and what it represents."

Wong, who originally transferred to South Florida from Boston 15 years ago while working for a multinational distributor of pharmaceuticals and medical products, found his niche when he joined ACHE of South Florida. He was introduced to the organization in 2014 when he was invited to serve on a panel to discuss the importance of patient segmentation in healthcare marketing. Soon after, he became a member, eventually serving on the board of directors.

"I've always been entrepreneurial and have performed best in roles that have allowed that trait to thrive," said Wong, who has served in numerous capacities in the healthcare field, including marketing, community and physician relations, corporate strategic planning and business development for

hospitals and health systems. He has also been successful throughout his career working in pharmaceutical and medical device market development for Fortune 100 companies.

“Volunteering for ACHE of South Florida has given me the opportunity to unite that experience in a unique and fulfilling way,” he said. “I’ve looked at this opportunity through the lens of a business owner or CEO.”

In addition to increasing member and supporter engagement through the many virtual activities that were offered, Wong shared that the chapter dedicated over \$10,000 to student scholarships and \$5,000 to Healthcare Heroes awards this year. Important changes were also made to the organization’s structure, including establishing a finance committee and a Past Presidents Advisory Board. Two new positions were also added to the board: Diversity, Equity, Inclusion & Belonging (DEIB) and a chapter secretary.

“As my term comes to an end, I want to truly and sincerely thank everyone that has contributed to the many accomplishments we’ve achieved this year. None of this could have been happened without the support of some very dedicated individuals,” Wong said. “I look forward to continuing to support the chapter next year as immediate past president.”

ACHE of South Florida, the local chapter of the American College of Healthcare Executives (ACHE), began in 1972 as the South Florida Healthcare Executive Forum and serves over a thousand members spanning seven counties throughout southeast Florida, from Monroe to the Treasure Coast.

To learn more about ACHE of South Florida, visit ACHEofSouthFlorida.org.

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