



phicil-itatechange.com/speaker

Sheila Phicil

SOCIAL CHANGE FUTURIST™

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PHICIL-ITATE CHANGE

Meet Sheila

A voice at the intersection of Innovation, Equity, and AI

Sheila Phicil is Social Change Futurist™, a sought after speaker, tech founder, and health equity strategist who helps audiences reimagine what's possible at the intersection of innovation, justice, and care. With nearly two decades of experience leading transformation across major health systems, she speaks with both conviction and compassion—blending lived experience, operational insight, and visionary strategy.



Social Change Futurist™

An expert who envisions, analyzes, and actively shapes future societal transformations, particularly focusing on equity, innovation, and policies that foster long-term, inclusive change. This isn't just predicting future trends—it's working to intentionally design tech-enabled social systems for greater equity and resilience.



Sheila Phicil
MPH, MS, PMP, FACHE

Education & Credentials

Masters of Public Health (MPH)
Concentrations: International Health &
Health Policy & Management
Boston University

Master of Science in Administrative
Studies (MS)
Concentration: Financial Economics
Boston University

Certified Project Management
Profession (PMP)

Fellow of the American College of
Healthcare Executives (FACHE)

Sheila Phicil is a Social Change Futurist™, tech founder, and writer with nearly two decades of experience leading innovation across top healthcare institutions including Brigham and Women's Hospital, Dana-Farber Cancer Institute, the Veterans Health Administration, and Boston Medical Center, where she served as the Director of Innovation for the Health Equity Accelerator.

She is the founder of Phicil-itate Change, creator of the SEEDS Innovation Framework, and architect of Listen Phirst™—a blockchain- and artificial intelligence-powered platform that transforms patient stories into actionable insights for healthcare innovators. A first-generation Haitian American, Sheila blends operational rigor, equity strategy, and lived experience to accelerate patient-centered innovation to redesign care from the inside out.

Sheila's insights on AI and health care innovation have been featured in media outlets like Techstrong.ai and Managed Healthcare Executive. A sought-after speaker, Sheila has spoken at LSX World Congress, Digital Health Institute for Transformation (DHIT) Annual Summit, and Bentely University Global AI Summit on Health Care.

Her forthcoming book, *Remembering How to Care*, offers a bold manifesto for redesigning healthcare with trust, equity, and human dignity at the center.



OFFERINGS

Keynote

- Powerful, story-driven talks that fuse innovation, equity, and personal truth to challenge and inspire any room.
- Ideal for: Conferences, summits, leadership forums, healthcare convenings

Facilitation

- Purposefully designed sessions that hold complexity, deepen dialogue, and guide teams toward collective breakthrough.
- Ideal for: Strategic retreats, innovation labs, leadership offsites, transformation workshops

Panel Moderation

- Thoughtful and dynamic moderation that elevates every voice, distills complexity, and creates coherence across perspectives.
- Ideal for: Fireside chats, executive roundtables, cross-sector panels, policy forums

Panel Speaking

- Grounded insights and systems-level fluency delivered with clarity, conviction, and the courage to name what others won't.
- Ideal for: Innovation panels, tech forums, startup events, health tech summits

SIGNATURE TALKS

✓ **The New DEI: From Diversity to Data Sovereignty**

This talk reframes equity in the age of AI—moving beyond representation to focus on data rights, consent, and power.

Audiences will gain a clear framework for designing technology that centers the most vulnerable populations.

Ideal for: Health tech summits, DEI strategy teams, innovation & ethics conferences, digital policy forums

✓ **SEEDS of Change: Innovation That Grows What Matters**

This talk introduces the SEEDS Innovation Framework for accelerating product-system fit through patient-centered co-design. Audiences will leave with a practical roadmap to build healthcare solutions that work, scale, and last.

Ideal for: Startup accelerators, venture studios, product teams, innovation hubs, health system design labs

✓ **Designing for Trust: Healing What Innovation Alone Can't**

In healthcare systems marked by historic harm and ongoing lack of representation, trust isn't optional—it's a strategic necessity. Participants will walk away with actionable tools for building systems that prove themselves worthy of belief and belonging.

Ideal for: Healthcare leaders, patient experience teams, medical educators, health equity forums

✓ **Remembering How to Care: AI, Agency & the End of Extraction**

This keynote challenges extractive models of innovation by tracing the legacy of how systems exploit what they fail to value. Participants will gain insight into how AI can be reclaimed as a tool for restoration, equity, and patient-led transformation.

Ideal for: AI and ethics summits, social impact convenings, digital equity roundtables, policy and innovation institutes

SPEAKING TOPICS

Health Equity
Patient-Centered Innovation
AI in Healthcare
Data Sovereignty
Systemic Trust & Mistrust

Social Determinants of Health
Ethical Health Tech Design
Lived Experience as Evidence
Healthcare Innovation
Radical Listening in Innovation

PAST ENGAGEMENTS & FEATURED THOUGHT LEADERSHIP

TALKS & PANELS

Keynote Speaker: Multiplicities: An Artistic Exploration of Racial Disparities in Cancer Outcomes, MIT Koch Institute for Integrative Cancer Research, Nucarta Gallery Exhibit

Featured Speaker: "Traps, Trust and Transformative Tools: A path to health equity in the age of AI", Black Men's Health Equity Conference

Panel Speaker: "Ethics, Equity and Data Sovereignty Considerations for AI Readiness in Health Care Innovation: A Global Perspective," Global AI Summit on Health Care, Bentley University

Panel Speaker: "Leveraging Data at the Edge: Establishing trust and engagement from mission-driven challenges to unlock new data sets and insights," Digital Health Institute for Transformation (DHIT) Annual Summit

Panel Speaker: "AI Forward- Pursuing the Safe, Responsible and Meaningful Integration of Generative AI in Healthcare" LSX World Congress USA

Moderator: From HeLa to Health Euity: A Tribute to Diverse Contributions, LabCentral Black History Month



AS SEEN IN PUBLISHED MEDIA



PODCASTS

Public Health Insight: Can A Sick Care System Address Inequities & The Social Determinants of Health? **Listen [HERE](#)**

Health:Further: The Shocking Truth About Health Tech Startups **Listen [HERE](#)**

Empowered Patient Solutions: Data Analytics and Partnerships Driving Sustainable Healthcare Innovations **Listen [HERE](#)**

Care More Be Better: How Tech Can Fix the American Healthcare System **Listen [HERE](#)**

The Brand Blueprint: Empowering Entrepreneurial Excellence with Sheila Phicil **Listen [HERE](#)**

Notes on Resilience: Unveiling Trauma's Impact - Bridging Gaps in Healthcare with Sheila Phicil **Listen [HERE](#)**

For Full Media List Visit: phicil-itatechange.com/media

TESTIMONIALS

“The central challenge in life sciences is translating the 'what'—the data, the clinical endpoints—into the 'why.' We engaged Sheila to close that gap. She possesses a rare ability to deconstruct the complexity of health and rebuild it as a universal, human narrative that resonates from the lab bench to the boardroom. The outcome is a palpable shift in the room: a renewed focus and a powerful re-commitment to the mission. Sheila's work isn't a motivational speech; it's an essential catalyst for any mission-driven culture.

MassBio, Ross Marshall

“The most impactful aspect of the retreat facilitation was the ability to achieve full, guided engagement from every board member in a structured and meaningful way. The facilitation process fostered an inclusive environment where all voices were heard and respected, ensuring that each participant contributed thoughtfully to the discussions. By following a structured framework, the facilitation kept the conversations focused and purposeful, driving the board toward productive outcomes. This approach not only maximized participation but also helped build a sense of unity and shared vision among the members, enhancing the overall effectiveness of the retreat.

C2C, Board Retreat Anonymous Feedback

“Before these meetings, I was struggling with what is the Center and its role in the department. I decided to participate in these meetings because Sheila's facilitation helped me feel part of the process. By the end of the process we were at a great directed starting point

Boston Medical Center, Strategic Planning Anonymous Feedback





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<https://www.linkedin.com/company/phicil-itate-change/>

https://www.youtube.com/@phicil-itate_change

GET IN TOUCH

Let's build the future of health care.

Whether you're curating a panel, planning a keynote, producing a podcast, or seeking expert insight for a story—Sheila Phicil brings decades of healthcare leadership, radical imagination, and patient-centered innovation to every conversation.

Use the links and contact info to get in touch for:

- ◆ Speaking invitations
- ◆ Press or media requests
- ◆ Collaboration opportunities