



**Health Fusion**   
TECHX

# Health Fusion TechX NYC: Innovation Engineered for Impact

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# Overview

Health Fusion: TechX NYC, hosted by Omnicom Health Group (OHG), is a curated, 3-hour experience where agency and client teams explore 6 groundbreaking digital marketing solutions. This year, with more than 200 attendees across 25 client and agency teams, TechX was a dynamic platform for innovation in the healthcare marketing landscape.

## What Makes it Different?

TechX is carefully designed to ensure that each interaction serves a strategic purpose. Unlike traditional technology fairs, TechX's format provides intimate, focused interactions that allow clients to engage with innovations and understand their implications for brand strategy. As Adam Housley, OHG VP of Digital Innovation, puts it, "By design, every interaction at TechX is intentional."

## How It's Structured

TechX leverages the OHG network in 3 unique ways, ensuring every session delivers a meaningful impact:



**Intimate by Design:** With only 6 partners and 6 agency/client teams per session, TechX offers an intimate and exclusive setting. This setup allows for personalized interactions where agencies are positioned as experts, guiding clients through tailored solutions that address their unique brand challenges.



**Curated Partners:** TechX showcases a carefully selected range of internal and external partner solutions designed to meet strategic client needs. This year's event featured a diverse lineup, including audience segmentation, conversational AI, spatial computing, and automated MLR review—each addressing key challenges in healthcare marketing.



**Innovation Sparks:** TechX is designed to spark innovation, serving as a launchpad for ideas that agencies can later unpack with clients during brand planning workshops. The structured format includes a 30-minute general overview where each partner has 5 minutes to present their solution at a high level, followed by 10-minute one-on-one sessions for brand-specific conversations, and concluding with a 30-minute networking session for further engagement.

## Want to Know More?

TechX NYC demonstrates how strategic collaboration and a robust network can transform challenges into actionable insights and innovative solutions in healthcare marketing. Interested in joining the next TechX event? Sign up to be notified when future event details are available.

For more information, contact **Adam Housley** at [adam.housley@omnicomhealthgroup.com](mailto:adam.housley@omnicomhealthgroup.com).

