

LAURA M. NOZICKA, MBA

HEALTHCARE

SPEAKER

INSIGHTS STRATEGIST

FACILITATOR



Laura M. Nozicka, MBA, CEO and Founder of Big Idea Tango, is a strategist and qualitative researcher with 30+ years of experience working with multi-million- and billion-dollar brands across hospital systems, pharma, retail healthcare and clinical trial patient recruitment, with a deep focus on women's health and the patient experience. She has served in a marketing capacity with **Advocate Aurora Healthcare, Northshore University HealthSystem/Endeavor and AdventHealth** with past marketing agency assignments such as **Trinity Health**. She holds an MBA in Marketing and a BA in Corporate Communications. Her market research education is from Burke Institute. She is a Certified LEGO® SERIOUS PLAY® Facilitator and trained at the Creative Problem Solving Institute. Laura designs and facilitates every session herself. Her Co-Build methodology is senior-level, in-the-room work: the part of research and internal co-creation that can't be automated or outsourced. She is a

Laura is the host of *Desperate for a Diagnosis*, a podcast exploring diagnostic delay, medical bias and the stories women tell when they finally feel safe enough to tell them. The podcast also illuminates physicians' perspectives on hard to diagnose conditions and the systemic issues inherent to healthcare leaving patients feeling directionless and without answers.

HEALTHCARE KEYNOTES

ONE MAMMOGRAM, A STACK OF PANCAKES AND 900 WOMEN [VIDEO](#)

WHAT HEALTHCARE MISSES WHEN PATIENT EXPERIENCE BECOMES A METRIC INSTEAD OF A STORY

One painful mammogram. An unexpected emotional breakdown over a stack of pancakes. And a social media post that prompted more than 900 women to share what they had experienced, endured, feared, and may have never said out loud. What emerged from Laura's video post about her own painful experience was more than a collection of comments. It was a powerful reminder of what healthcare organizations can miss when patient experience is reduced to scores, surveys, and dashboards.

UNHEARD & UNHEALED: THE VOICE YOU CAN'T AFFORD TO LOSE [VIDEO](#)

What happens when patients stop believing they'll be heard? They stop speaking up. They delay care. They leave healthcare systems entirely. And in that silence, trust, outcomes, reputation, and loyalty begin to erode. The patient voice may be the most valuable asset healthcare organizations can no longer afford to lose.

Drawing from powerful patient narratives, firsthand interviews and insights from Laura's [Desperate for a Diagnosis](#) podcast, years of facilitating qualitative market research and anchored in Laura's [Wharton Healthcare Quarterly-published work](#), this talk reveals how communication gaps, implicit bias and systemic pressures contribute to a loss of trust that impacts not only patient satisfaction, but outcomes, loyalty and long-term engagement with care.

THE INNOVATION DANCE: [VIDEO](#)

WHY GREAT ORGANIZATIONS EMBRACE AWKWARD FIRST STEPS

What if your organization's biggest barrier to innovation isn't a lack of ideas, but a culture afraid of looking foolish? Drawing on 15+ years as a competitive ballroom dancer, Laura shows healthcare leaders how the same discipline that builds a dance partnership — practice, missteps, trust — builds innovation that actually sticks. Organizations spend millions trying to spark innovation, yet many struggle to move beyond safe thinking, polished plans, and ideas that feel fully formed before anyone is willing to test them.

In this engaging and interactive talk, facilitator and strategist Laura Nozicka explores why innovation behaves more like learning a dance than executing a business plan. Real innovation requires experimentation, awkward first attempts, missteps, vulnerability and the willingness to move before mastering the steps. Using humor, storytelling, audience participation and even a little cha-cha, Laura reveals why the organizations making the biggest leaps forward are often the ones willing to embrace beginnerhood and let their people learn out loud.

WAYS TO ENGAGE

KEYNOTES & PRESENTATIONS

Signature talks for conferences, health system leadership meetings, and industry events that are built to move an audience and open a real conversation afterward.

INSIGHTS BRIEFINGS & WORKSHOPS

Qualitative-research-grounded sessions that translate patient and consumer voice into strategy leadership teams can act on.

FACILITATION & CO-BUILD™

Laura's proprietary facilitation method for cross-functional teams is built to surface honest input and align a room around a real decision.

FOR INQUIRIES AND TO BOOK LAURA:

laura@bigideatango.com • 312-215-3354 • [BIGIDEATANGO.COM](https://www.bigideatango.com)