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Dana (pronounced with a short “a”: Dăna) E. Sherwin is a consultant, speaker, and writer in the field of health care management and patient-physician communication. Over the past 35 years, she has held executive roles in health care organizations, including hospitals, managed care plans, and three of the largest public accounting/consulting firms in the country. She holds a master of health services administration degree from the University of Michigan’s School of Public Health as well as a bachelor of science degree from Cornell University. She is a Fellow in the American College of Healthcare Executives. Dana is a volunteer advisor with the Blood and Marrow Transplant Clinical Trials Network, a member of the 2024 *Journal of Patient Experience* Editorial Review Board, and a peer reviewer for the *Journal of Healthcare Management*. You can find new content on patient engagement in her weekly LinkedIn posts. She is also a 5½-year survivor of a stem cell transplant and has created a workbook called *The Thinking Patient Planner*.