

Ron Harman King, MS, Chief Executive Officer

Vanguard Communications Healthcare Marketing & Practice Improvement

Since founding Vanguard Communications in 1994, Ron Harman King has combined the disciplines of digital patient education, strategic public relations, information technology, and lean process improvement to help specialty healthcare groups recruit and manage new patients.

The author of *The Totally Wired Doctor: Social media, the Internet & marketing technology for medical practices*, Ron is a television commentator, a frequent speaker at medical conferences, and a video blogger for the website for physicians, *MedPage Today*.

Ron has degrees from three universities in journalism, engineering and information technology, as well as a certificate in French studies from the University of Lausanne in Switzerland.