



## **Debra A. Loggia**

**VP, Client Strategy,  
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Debra is Vice President of Client Strategy at FMW agency. Formally with EY in the Healthcare and Life Sciences practice. For the past year, Debra worked in a leadership role to develop EY's Point of View on Digital Health and Go to Market Strategy. She worked with organizations to develop and execute digital strategies to improve processes, reduce inefficiencies, reduce cost, and increase quality.

Prior to joining EY, Debra was with NorthPoint Digital a technology consulting firm where she was a trusted advisor to clients in helping to develop enterprise digital strategies, content strategies, and the selection, execution, and integration of technology platforms.

Debra also served as the Director of Digital Marketing at Thomas Jefferson University Hospitals in Philadelphia.