

Come Explore a Cash-Pay Surgery Center

Join the Free Market Medical Association at Renovo Health for an inside look at transparent, patient-centered surgical care.



WHO

The FMMA is hosting this event for employers, healthcare leaders, and community members interested in better ways to pay for care.



WHAT

Tour Renovo Health's cash-pay surgery center and learn how direct primary care, transparent pricing, and care navigation can help control healthcare costs.



WHEN

Thursday,
October 1, 2026
12:00 PM - 4:00 PM
After-hours social event to follow



WHERE

Renovo Health
1720 Memorial Drive,
Manitowoc, WI 54420

— Meet Your Event Speakers —



Steve Borene *Co-Founder and CEO of Renovo Health*

Dr. Steve Borene is a former Marine Corps Staff Sergeant, veteran anesthesiologist, co-founder and CEO of Renovo Health, and co-leader of FMMA WI Chapter. Alongside Dr. Joshua Johnston, he founded Renovo Health to restore a transparent, patient-centered model that bypasses corporate middlemen and brings physician autonomy back to Wisconsin surgery and infusion centers. Partnering with patients, employers, and direct care physicians, Dr. Borene is building a fairer healthcare system for all stakeholders.



Andrew Headings *CEO of Anabaptist Health Ministries*

Andrew Headings serves as CEO and Chair of Anabaptist Health Ministries and Editor-in-Chief of Our Health Journal, driven by a vision to revolutionize healthcare and health education.

A dedicated Emergency Medical Responder since 2018 with over 1,000 emergency calls completed, he brings extensive hands-on experience to his studies in biochemistry at the University of Wisconsin-Stevens Point. Pursuing his long-term goal of becoming a family physician, Andrew is deeply committed to advancing community health through compassionate, quality care.



Matt Ohrt *FMMA Executive Director*

Matt Ohrt is a nationally recognized healthcare innovator and former corporate HR executive with over 25 years of experience leading healthcare strategy for major employers such as Merrill Steel. After successfully implementing direct-care strategies that saved millions while improving employee access to care, Matt co-founded Self Fund Health and now serves as the National Executive Director of the FMMA. He is the author of *Don't Feed the Beast: The Employer Healthcare Success Formula* and a leading voice in free-market healthcare, advising businesses nationwide on how to lower costs through direct primary care (DPC) and transparent, value-based purchasing.



Receive a complimentary book of your choice: *'Good Care Feels Different'* or *'Save Your Company, Don't Feed the Beast!'*



Dr. Brian Woodbridge *CEO of DPC Customized Health Care Solutions*

Dr. Woodbridge is a board-certified Internal Medicine physician and the founder of Customized Health Care Solutions. With nearly 20 years of hospital, ICU, and primary care experience in NE Wisconsin, Dr. Woodbridge earned his MD from UW Medical School and trained at the University of Iowa. He has co-founded major regional hospitalist programs, served as Medical Director for UW medical students, and led regional quality initiatives.



THE METAL WARE CORP Metal Ware Employer Success Story

Representatives from MetalWare (Two Rivers, WI) will share their employer success story on controlling health coverage costs through effective DPC utilization and care navigation.



Limited seating available — RSVP to Cassidy at cassidy@fmma.org

Interested in sponsoring this event? Email cassidy@fmma.org for sponsorship opportunities.