



agenda

Hospital & Healthcare I.T.
fall **VIRTUAL** conference
September 8–October 1, 2020



KONICA MINOLTA

titlesponsor



KONICA MINOLTA

titlesponsor

Educational Session ONE

Tuesday, September 8, 2:00pm–3:00pm CT

Building a Culture of Engaged Employees



Susan Reilly Salgado, Ph.D.

Susan Reilly Salgado is a consultant, speaker, and thought leader whose expertise lies at the intersection of organizational culture and customer experience. Susan leverages 20+ years of academic and professional experience to help clients build remarkable teams who can deliver remarkable customer experiences.

Susan's work in this field began in the mid-1990s, when she was a regular guest of Danny Meyer's acclaimed restaurants in the Union Square Hospitality Group (USHG). Susan was inspired by the consistently exceptional customer experiences she had across Danny's many businesses, and set out to understand the secret of his success by studying the USHG restaurants for her doctoral dissertation. The result of her analysis was a model that explained the impact of effective leadership on organizational culture.

Upon completing her dissertation in 2003, Susan was invited to join USHG as its first-ever Director of Culture and Learning. In this role, she created and implemented the company's leadership training programs, which were a fundamental component of the company's success in growing its culture throughout significant growth, including the creation and scaling of the Shake Shack brand. In 2010, she partnered with Danny Meyer to open a consultancy, Hospitality Quotient, and in 2017 founded her own firm, Grason Consulting, to provide consulting and training services.

Susan's consulting work and speaking engagements have allowed her to work with companies across more than 20 different industries, such as Delta Airlines, Hyatt Hotels, Goldman Sachs, Chanel, Cedars Sinai Hospital System, Chick-Fil-A, Sotheby's, Condé Nast, and Coca Cola. In addition to her PhD from NYU-Stern School of Business, Susan holds a BS and an MBA from Lehigh University and has been an invited speaker at numerous universities. Susan has been a contributor for Inc. Magazine, has recorded a TEDx talk, co-founded the NYC chapter of Conscious Capitalism, and was named one of Fast Company's 100 Most Creative People in Business.

Susan lives in NYC with her husband and daughter.

Learning objectives:

After attending this presentation, attendees will learn to:

- Keep employees connected to the 'why' behind their jobs to give their work meaning and help sustain motivation through trying times. In the medical field, there may be a greater sense of purpose now than workers previously experienced.
- Identify gratitude as a driving factor in keeping employees engaged and making them want to do their jobs. This becomes even more important in times when employees have to make so many more sacrifices at home to make work 'work.'
- Make employees feel seen and having their voices heard is a critical element of engagement. Inclusive decision-making and transparency around the rationale behind changes are particularly important in these trying times when so much is in flux.



sponsored by



KONICA MINOLTA

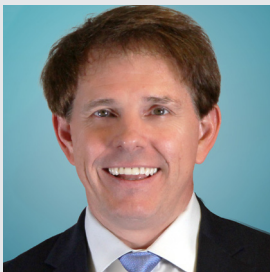
titlesponsor

Cybersecurity Demystified; The Enablement of the Organization Through Proper Cybersecurity



Co-Presenter **Mike Meline, MsIA, CISSP, CEH, CFE, PCIP, TNCA, CDFE, ACE, CIPM, CIPPE**
Innovative, strategic, operationally efficient, and results oriented information security executive with detailed knowledge of all aspects of security and security leadership. Accomplished in the art of risk management and strategic planning that lead to executive decisions that balance the need to enable and support business goals with the need to ensure that the business has an appropriate level of Information Security and regulatory compliance. Mike is known to deliver a balanced understanding cybersecurity risk, in a manner, that ensures that the presented material is suited to the specific audience.

Highly technical background balanced with the leadership experience to appropriately present information security concepts and strategies to the most technical person to the Board of Directors. I have worked as a law enforcement officer, an information security consultant, a United States Marine, and in a wide range of security leadership roles. Adept at leading a risk based approach to security that ensures unacceptable risks are prioritized and managed, while working to keep the user experience positive. This approach minimizes costs and maximizes value. "Information Security does not have to be expensive; it MUST be strategic!"



Co-Presenter **Thomas Stewart**
Mr. Stewart has over two (2) decades of professional healthcare experience. He co-founded JTS Health Partners and its holding company, JTS Ventures, Inc. (formed in 2002), with the healthcare subsidiary in operation since 2009. He is a results-oriented executive with progressive information technology, consulting, financial management and revenue cycle management experience within the healthcare provider and physician sectors.

"Our firm remains focused on providing our clients with tremendous value and service level. Our internal goals are simple, every Client is a reference; which continues to remain true. Our promise is simple, we operate serving our Client's best interest with top talented healthcare professionals," Mr. Stewart says.

Learning objectives:

After attending this presentation, attendees will learn to:

- Identify and respond to some of the largest threats to your cybersecurity program
- Identify your involvement in ensuring that your security program does not fail to ensure the holistic success of the organization
- Discuss why Security Governance, Access Control, and Training are the most effective countermeasures against security threats
- Acknowledge what tools are necessary to prepare for, to use before, during and after a successful attack



sponsored by



KONICA MINOLTA

titlesponsor

Educational Session **THREE**

Thursday, September 10, 2:00pm–3:00pm CT

Leveraging Technology for Population Health Management



Felix Bradbury, RN, ScD, FACHE

Dr. Felix Bradbury, FACHE is the Data Science and Machine Learning Officer for Saint Francis Health System, an IBM Watson Top 100 Hospital. Prior to coming to Saint Francis, he was the Principal Director of Data Science and Advanced Analytics for Accenture AI.

Dr. Bradbury has had a diverse career spanning over 25 years. He established a Medical Management Reporting Department for a national commercial payer, led medical economics division for a Medicaid and Medicare Advantage payer and served as VP of analytics, risk management, and reporting for a national disease management company. He has served on product advisory boards for McKesson Payer Solutions, IHCIS, and Symmetry and successfully implemented predictive models and P4P programs for commercial and Medicare payers. He has published research in the areas of program monitoring and evaluation for care management initiatives, human resource management, and the use of discrete event simulation in medical management operations.

Dr. Bradbury is an oncology nurse by training and holds a Masters in Health Administration and a Doctor of Science in Medical Economics and Cost-Effectiveness Research from Tulane University in New Orleans. He completed a post-doctoral fellowship in medical informatics through the Ochsner Health Plan and Clinic in New Orleans. Dr. Bradbury is an award-winning data scientist and a Fellow and board member of the American College of Health Care Executives; he currently serves on the editorial review board for the Journal of Healthcare Management and hosts a blog on healthcare analytics for Saint Francis.

Learning objectives:

After attending this presentation, attendees will learn to:

- Define population health including what it is, and the goals of population health management in today's healthcare environment
- Describe the components of population health management
- Describe the various forces driving change in healthcare in the US as well as globally
- Understand the roles of technology, applied analytics, and their contribution to driving improvements in outcomes in population health management
- Describe 1-2 use cases highlighting the application of analytics to improve population health outcomes



sponsored by



KONICA MINOLTA

titlesponsor

Educational Session FOUR

Friday, September 11, 2:00pm–3:00pm CT

Navigating Federal Funding for Healthcare IT



Co-Presenter **Roshni Mark**

Roshni Mark is currently a Public Funding Advisor for Healthcare at Cisco Systems. Roshni got her start in the grants world at Massachusetts General Hospital where she was eventually awarded Institutional Signing Authority for grants and contracts. As a Hospital Administrator, she has worked at both the departmental and central levels, as well as in both research and continuing medical education. This has given her a unique and holistic view of the healthcare system and its pain points.

As a recent transplant to Silicon Valley, Roshni is on a mission to do her part to bridge the tech and healthcare divide. She understands the struggles that Hospitals and CIO's face when trying to implement change within their organizations, and hopes to be a part of the solution.

Though a northeast girl at heart, Roshni currently resides in sunny San Jose, California with her fiancé. When she is not working, she enjoys volunteering with youth and hiking in the Santa Cruz mountain trails.



Co-Presenter **Stephanie Jones**

Stephanie currently works as a Senior Manager at Cisco, leading the Public Funding Office for Public Sector SLED. She has led the team for over seven years and have strategically navigated the ever-evolving business to ensure my team is relevant and aligned to current priorities.

Her team leads the strategy for one of the largest K-12 funding programs in the United States, E-Rate, which generates hundreds of millions of dollars for Cisco each year. Overseeing the strategy for such a large program includes coordination with many business leaders to ensure execution of the plan to maintain market share and drive demand, all the while increasing efficiencies to the program.

Stephanie is also a published author, philanthropist, motivational speaker, and holds an executive position on the Porter County Community Foundation Board of Directors. She lives in northwest Indiana with her husband, but weekends you'll find us them in Michigan fishing and kayaking.

Learning objectives:

After attending this presentation, attendees will learn how to:

- Determine if their hospital/organization is eligible for federal funding and identify how to determine their eligibility for funding
- Research and discover different funding sources and opportunities currently available to their hospital/organization
- Understand the components of a successful grant application



sponsored by



KONICA MINOLTA

titlesponsor

Educational Session **FIVE**

Tuesday, September 15, 2:00pm–3:00pm CT

Remote Workforce in a COVID Fueled Time



Patrick Murfee

As a Senior Director and Operations Leader for CoxHealth and Cerner, Patrick Murfee focuses on leading the daily operations for CoxHealth's IT department supporting the organization's six acute facilities and 100+ clinics across Southwest Missouri and Northwest Arkansas.

Prior to joining CoxHealth and Cerner Patrick served in healthcare system leadership capacities including chief operation officer and chief information officer roles.

Patrick is a graduate of Lubbock Christian University and has a Bachelor of Arts in biblical studies. Patrick also received a Master of Health Administration from Ohio University. He is a Certified Healthcare CIO (CHCIO) through the College of Healthcare Information Management Executives.

Patrick was recognized by Health Data Management as Health I.T. Young Bloods Award Recipient and has write ups in publications including Healthcare Informatics and Becker's Hospital Review.

Learning objectives:

After attending this presentation, attendees will learn to:

- Understand key metrics and questions to ask when deploying a remote work strategy
- Discuss an overview of remote technologies which support remote staff and the associated pros & cons of each
- Partner I.T. with HR, Facilities, and other key departments to effectively implement remote work in a healthcare environment
- Support a remote work environment long term post pandemic

SEDONA
Learning Solutions

sponsored by



KONICA MINOLTA

titlesponsor

Educational Session **SIX**

Wednesday, September 16, 2:00pm–3:00pm CT

Telehealth's Crucible: Covid-19



Dr. Damon Broyles

Dr. Damon Broyles currently has the privilege of serving as VP, Clinical Innovation for Mercy Technology Services, the technical support arm of Mercy Healthcare. Mercy is a \$6B healthcare organization headquartered in St. Louis, MO and the 5th largest Catholic Health system in the US. It encompasses 40+ hospitals, 800 physician practices and outpatient facilities, 3,200 integrated providers and 44,000 coworkers. Mercy is a Top five best performing large healthcare system as noted by Truven for multiple years running, and MTS has been critical in garnering the HIMSS Davies Award, CHiME Most Wired, and numerous HIMSS stage 7 hospital designations, amongst others.

Dr. Broyles is a board-certified diplomate and fellow with the American Board of Family Medicine and holds a subspecialty certification in Clinical Informatics from the American Board of Preventive Medicine. He trained at the University of Missouri, Columbia and completed a chief residency at Mercy St. Louis hospital in 2004. Currently his role comprises two core fundamental activities - the first being optimization of the Mercy's enterprise EHR platform to achieve an ideal provider, patient & health system experience in pursuit of high quality outcomes. Second, Dr. Broyles leads efforts to source, synthesize and integrate new and state of the science technologies into the larger Mercy health system strategy.

In pursuit of this second goal, he has developed deep relationships with the accelerator and tech startup landscape in the region and beyond. He has served as an entrepreneurial and health IT mentor at Sling Health - a biotech and healthcare incubator with roots at Washington University. As well, he volunteers and coaches in a similar capacity with the UM system EQ accelerator based at UMSL. He participates on the Community of Health Innovation Leaders for the GlobalSTL initiative and serves on the Missouri Biotechnology Board of Directors. In addition, he represents Mercy's interests on the Ascension Ventures CHV fund. Dr. Broyles holds a profound dedication to advancing the health of patients and communities via the use of creative and ingenious applications of novel solutions.

Learning objectives:

After attending this presentation, attendees will learn to:

- Recognize opportunities to harmonize virtual care and patient outreach initiatives
- Be more familiarized with barriers and opportunities to enhance patient and customer experience by utilizing emerging technology and digital tools
- Identify Metcalfe's Law of Network Utility
- Identify Adler & Kapoor's theory of Innovation Ecosystems as these are applied to virtual care delivery

NEC

NEC Display Solutions

sponsored by



KONICA MINOLTA

titlesponsor

Educational Session **SEVEN**

Thursday, September 17, 2:00pm–3:00pm CT

Information Blocking: What you Need to Know



Randi Seigel

Randi Seigel is a partner at Manatt, Phelps & Phillips, LLP in the New York office. Her practice focuses on advising health systems, long-term and post-acute care providers, physician practices, national and regional Medicare and Medicaid Advantage (MA) plans, healthcare startups and other healthcare stakeholders. She provides legal and strategic guidance across a variety of critical areas, including the Health Insurance Portability and Accountability Act (HIPAA) and state privacy laws, corporate practice of medicine, Medicare and Medicaid conditions of participation and billing, fraud and abuse, compliance program requirements, and other regulatory and enforcement matters. In addition, Randi has been speaking and advising on the Information Blocking Rules and the related Interoperability Rules. Randi also has gained experience in providing regulatory and healthcare advice on a variety of complex transactions within the healthcare industry.

Randi came to Manatt from the Visiting Nurse Service of New York (VNSNY), where she was head compliance officer and privacy officer for VNSNY's family of corporations, including certified and licensed home care service agencies, hospice, behavioral health providers, a captive professional corporation, New York State Medicaid managed long-term care plan, MA Plan and a health home. In that role, she created and implemented an enterprisewide compliance program that improved oversight, engagement and reporting. In addition, she advised on regulatory constraints and risks associated with strategic objectives and reorganizations, including partnerships with hospitals and ACOs.

Learning objectives:

After attending this presentation, attendees will learn to:

- Understand what practices constitute information blocking
- Understand the eight exceptions to information blocking and how to document compliance with those exceptions
- Understand what steps must be undertaken to come into compliance by November 2



sponsored by



KONICA MINOLTA

titlesponsor

Educational Session **EIGHT**

Friday, September 18, 2:00pm–3:00pm CT

Healthy Minds: Habits for Resilience and Joy



Lara Patriquin, M.D.

Lara is a physician, speaker, and teacher of mindfulness meditation and of Transformative Inquiry in Albuquerque, New Mexico. Her personal quest for well being is informed by her medical studies on the brain and on the nature of thought.

She lectures extensively in the medical and business communities about the value of clear and reliable practices that optimize key functions of the mind.

Inspired by her scientific knowledge and extensive contemplative practice, Lara's clients are able to access a more creative, successful, and inspired version of themselves.

Learning objectives:

After attending this presentation, attendees will learn to:

- Understand how the mind reacts to stress
- Move from flight or flight reactivity to centered response
- Implement daily practices that will improve their resilience and joy



DESIGNED &
DEVELOPED
BY DSS, INC.

sponsored by



KONICA MINOLTA

titlesponsor

Virtual Reverse Expo Session ONE

Tuesday, September 22, 8:00am–5:00pm CT



Tuesday, September 22

VIRTUAL reverseexpo

Session ONE

8:00am–5:00pm CT

sponsored by





KONICA MINOLTA

titlesponsor

Virtual Reverse Expo Session TWO

Wednesday, September 23, 8:00am–5:00pm CT



Wednesday, September 23

VIRTUAL
reverseexpo

Session TWO

8:00am–5:00pm CT

sponsored by





KONICA MINOLTA

titlesponsor

Virtual Reverse Expo Session THREE

Thursday, September 24, 8:00am–5:00pm CT



Thursday, September 24

VIRTUAL
reverseexpo

Session THREE

8:00am–5:00pm CT

sponsored by





KONICA MINOLTA

titlesponsor

Virtual Reverse Expo Session FOUR

Tuesday, September 29, 8:00am–5:00pm CT



Tuesday, September 29

VIRTUAL
reverseexpo

Session FOUR

8:00am–5:00pm CT

sponsored by





KONICA MINOLTA

titlesponsor

Virtual Reverse Expo Session FIVE

Wednesday, September 30, 8:00am–5:00pm CT



Wednesday, September 30

VIRTUAL
reverseexpo

Session FIVE

8:00am–5:00pm CT

sponsored by





KONICA MINOLTA

titlesponsor

Virtual Reverse Expo Session SIX

Thursday, October 1, 8:00am–5:00pm CT



Thursday, October 1

VIRTUAL
reverseexpo

Session SIX

8:00am–5:00pm CT

sponsored by

