INTELLIGENT DEALMAKING®

With technology driving the transformation of our health care delivery system, it's little surprise that investment capital is pouring into the space. The Braff Group’s 20-year history specializing exclusively in health care services M&A uniquely positions us to understand the dynamics shaping Digital Health.

We have further leveraged that deep understanding with the formation of our Digital Health Board of Advisors. This esteemed group of industry thought leaders helps us to provide our clients with the level of market insight that is the hallmark of The Braff Group.

In Digital Health, we know the variables that impact value for our clients.

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According to Thomson Reuters, The Braff Group has repeatedly been ranked among the top 5 health care mergers & acquisitions advisory firms.

thebraffgroup.com | 888.922.5169
Hello Friends!

Welcome to Boston and the 2019 EXPO.health event. We appreciate that you have taken time out of your busy schedules to be here.

We are here to break down the silos that separate us as peers. At EXPO.health it doesn’t matter if you are a CIO, CMIO, director or analyst working at a hospital, health system, physician practice, vendor, government agency or are independent. We are all here to **collaborate and share**.

That’s the idea behind EXPO.health – to gather together smart, forward-thinking and hard-working Health IT professionals so that we can learn from each other. Our goal is to create an event where everyone feels comfortable having a conversation.

**The key ingredient is you!**

EXPO.health will only be successful if attendees like you, actively participate. We want you to ask questions, challenge the speakers and offer your own perspectives. You are in a no-judgement zone.

We have an exciting conference planned. With 80+ panelists and speakers, we guarantee you will return home with **practical tips, advice and knowledge that you can use right away**.

We also have 3 fantastic keynote presentations this year. Danielle Collins, Patient Advocate and Chief Experience Officer kicks off our Thursday. Authors, Dana Sellers and Ivo Nelson present later that afternoon. Lygeia Ricciardi, Chief Transformation Officer, delivers her keynote on Friday.

Let’s get ready to energize each other, learn new strategies and have fun together this week in Boston.

If you need anything, please let us know. We are here to make EXPO.health a valuable event for you and your organization.

*John Lynn*

John Lynn
Founder and Editor
Healthcare Scene
Exhibitor Guide

1. Redox
2. Braff Group
3. Imprivata
4. FormFast
5. OpenText Flatirons / OpenText The Fax Guys
6. H-ISAC
7. Foxit Software
8. Center for Connected Medicine
9. Onix
10. Solutionreach
11. HealthTerm
12. SurgeryLink
13. Verto
14. VLink

Conference Map

Wednesday Room Guide
Main Room = Mediterranean
Breakout 1 = Caspian
Breakout 2 = Aegean

Thursday/Friday Room Guide
Main Room = Pacific A-D
Breakout 1 = Atlantic 2&3
Breakout 2 = Atlantic 1
Breakout 3 = Caspian
Thank you to our amazing 2019 EXPO.health Sponsors

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-斟酌
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## Detailed Agenda

### Wednesday July 31st

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<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:00 – 4:00pm</td>
<td>Pacific Foyer</td>
<td>Registration</td>
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<tr>
<td>1:00 – 1:45pm</td>
<td>Pacific Salon G</td>
<td>First Time Attendee Meetup</td>
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<tr>
<td>2:30 – 3:15pm</td>
<td>Main Room</td>
<td>Improve Provider Satisfaction and Reduce Physician Burnout with Health IT Solutions that Balance Security and Convenience</td>
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<tr>
<td></td>
<td>Breakout 1</td>
<td>Overcoming 4 Barriers that Will keep you from Building an App that People Actually Use</td>
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<td>3:20 – 4:05pm</td>
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<td>Why Sharing Notes Benefits Doctors and Patients and Is Not a Panacea</td>
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<td>Music + Architecture = Interactive Patient Environment</td>
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<td>Two Perspectives on the National Patient ID</td>
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<tr>
<td>Breakout 1</td>
<td>Main Room</td>
<td>Pragmatic Approaches to Improving Quality</td>
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<tr>
<td>Breakout 2</td>
<td>Main Room</td>
<td>Interactive Unconference Workshop</td>
</tr>
<tr>
<td>7:00 – 9:00pm</td>
<td>Pacific Foyer</td>
<td>Evening Social Event @ Lucky’s Lounge Sponsored by Innsena Communications</td>
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### Thursday August 1st

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 – 9:00am</td>
<td>Pacific Foyer</td>
<td>Breakfast and Exhibits</td>
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<tr>
<td>9:00 – 9:40am</td>
<td>Main Room</td>
<td>Welcome and Opening Keynote – Danielle Collins</td>
</tr>
<tr>
<td>9:45 – 10:30am</td>
<td>Main Room</td>
<td>From AI to the Human Touch: What’s the Right Balance for the Future of Patient Communication?</td>
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<tr>
<td>Breakout 1</td>
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<td>How Open Source Can Help Enable Care Coordination and Interoperability</td>
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<tr>
<td>Breakout 2</td>
<td>Main Room</td>
<td>A Practical Health IT Innovation 3 Pack: Three Lightning Round Presentations</td>
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<tr>
<td>Breakout 3</td>
<td>Main Room</td>
<td>Transforming Registration: Increase Patient Engagement and Maximize Operational Efficiency</td>
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<tr>
<td>10:30 – 10:45am</td>
<td>Pacific Foyer</td>
<td>Networking Break and Exhibits</td>
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<tr>
<td>10:45 – 11:30am</td>
<td>Main Room</td>
<td>The Practical Impact of AI In Helping Solve Healthcare’s Major Challenges</td>
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<tr>
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<td>Main Room</td>
<td>Up Close and Personal – How the IT Leader is Changing the Patient Experience</td>
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<td>Breakout 2</td>
<td>Main Room</td>
<td>Using Technology to Better Facilitate Transitions of Care</td>
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<td>Breakout 3</td>
<td>Main Room</td>
<td>An Innovative SMS Intervention to Improve Adherence to Stimulants in Children with ADHD</td>
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<tr>
<td>11:35 – 12:20pm</td>
<td>Main Room</td>
<td>Practical Application and Operationalization of Embedded Clinical Decision Support</td>
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<tr>
<td>Breakout 1</td>
<td>Main Room</td>
<td>HIPAA Audits, The OCR Hammer &amp; the Ever Evolving HIPAA: How You Can Be Prepared</td>
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<tr>
<td>Breakout 2</td>
<td>Main Room</td>
<td>Healthcare M&amp;A: Concerns, Impact, and Possibilities</td>
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<td>Breakout 3</td>
<td>Main Room</td>
<td>Beyond the Four Walls - Using Technology to Address Your Patient’s SDOH Needs</td>
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<tr>
<td>12:20 – 1:30pm</td>
<td>Pacific Foyer</td>
<td>Lunch Break &amp; Exhibits</td>
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<tr>
<td>1:30 – 2:15pm</td>
<td>Main Room</td>
<td>Accelerating Innovation in Health Care</td>
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<tr>
<td>Breakout 1</td>
<td>Main Room</td>
<td>A Data-driven Look at EHR Satisfaction and Practical Ways to Improve It</td>
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<td>Breakout 2</td>
<td>Main Room</td>
<td>Health IT Governance and Optimization</td>
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<tr>
<td>Breakout 3</td>
<td>Main Room</td>
<td>10 Steps to Securing the Contact Center and Improving the Patient Experience</td>
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<tr>
<td>Time</td>
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<tr>
<td>2:20 – 3:05pm</td>
<td>Main Room</td>
<td>How Can Healthcare CIOs Embrace Digital Health and Consumer Engagement</td>
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<td>Breakout 1</td>
<td>Healthcare Security in a World of IoT and Big Data Everything</td>
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<td>Breakout 2</td>
<td>Digital Innovation: Transforming healthcare: Enhancing the patient journey</td>
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<td>Breakout 3</td>
<td>The Lexie Transformation: How a Regional Med Ctr Created a World-Class Intranet</td>
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<tr>
<td>3:05 – 3:20pm</td>
<td>Pacific Foyer</td>
<td>Networking Break and Exhibits</td>
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<tr>
<td>3:20 – 4:30am</td>
<td>Main Room</td>
<td>Afternoon Keynote – Ivo Nelson and Dana Sellers</td>
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<td>4:30 – 5:30pm</td>
<td>Pacific Foyer</td>
<td>Exhibitor Social Reception</td>
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<td>7:00 – 9:00pm</td>
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<td>Evening Social Event @ Rosa Mexicanano</td>
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<td>Sponsored by Redox and PointClickCare</td>
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<tr>
<td><strong>Friday August 2nd</strong></td>
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<tr>
<td>8:00 – 9:00am</td>
<td>Pacific Foyer</td>
<td>Breakfast And Exhibits</td>
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<td>9:00 – 9:45am</td>
<td>Main Room</td>
<td>Morning Keynote – Lygeia Ricciardi</td>
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<td>Networking Break and Exhibits</td>
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<tr>
<td>10:10 – 10:55am</td>
<td>Main Room</td>
<td>Unique Perspectives on Health IT Governance</td>
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<td>Breakout 1</td>
<td>How to Harness the Power of Legacy EHR Data</td>
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<td>Breakout 2</td>
<td>The Questions a Regulator Will Ask You After a Data Breach</td>
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<td>11:00 – 11:45am</td>
<td>Main Room</td>
<td>Practical Innovation: The Cloud in Healthcare</td>
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<td>Breakout 1</td>
<td>Applying Lessons Learned from the Casino Industry to Healthcare</td>
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<td>Breakout 2</td>
<td>Using Risk Stratification and Predictive Analytics to Achieve the Triple Aim</td>
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<tr>
<td>11:45 – 1:00pm</td>
<td>Pacific Foyer</td>
<td>Lunch Break &amp; Exhibits</td>
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<td>1:00 – 1:45pm</td>
<td>Main Room</td>
<td>How to leverage from trends in Medtech</td>
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<td>Breakout 1</td>
<td>Overcoming Obstacles to Adopting New and Emerging Technologies</td>
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<td>Breakout 2</td>
<td>Assuring Valued-Based Care with Data Integrity in Accountable Care Organizations</td>
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<td>1:50 – 2:40pm</td>
<td>Main Room</td>
<td>Leveraging SDoH Data to Improve Community Health</td>
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<td>Breakout 1</td>
<td>Cyber Security Control Maturity</td>
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<tr>
<td>2:40 – 3:00pm</td>
<td>Main Room</td>
<td>Wrap-up</td>
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<tr>
<td>3:00 – 5:00pm</td>
<td>Lobby</td>
<td>Fun Boston Activity</td>
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</tbody>
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*Special offer to EXPO.health attendees! Free article in Healthcare IT Today. special@healthcareittoday.com*
Danielle Collins (@empower360x) is deeply passionate about mental and physical health. Her career trajectory pivoted when she underwent surgery for a life-threatening brain bleed in 2017. It was then that Danielle experienced the power of virtual reality (VR) from a company called Surgical Theater. The traumatic life event propelled her on a new mission: to provide patients around the globe with access to medical AR/VR technology. Danielle is a proud founding member and Chief Experience Officer for the Empower360 Foundation – transforming patient engagement by helping to provide access to the most advanced Virtual and Augmented Reality 360 medical technology regardless of socioeconomic status.

Dana Sellers (@DanaEHR) served as president and chief operating officer of Healthlink, as well as founder and chief executive officer of Encore, one of Modern Healthcare’s “Best Places to Work in Healthcare.” Over a career spanning more than 40 years in healthcare technology and consulting, Dana has helped healthcare providers across the country bring about positive change through improved processes, enabling technology, and the insights that come from business intelligence and health analytics.

Ivo Nelson (@ivonelson) was an early proponent of clinical transformation through technology, which helped his company Healthlink become the world’s largest privately held, provider-focused healthcare technology consulting firm before its acquisition by IBM. He has been an advisor, investor, and CEO in more than nine startups including: Next Wave Connect, Next Wave Health Advisors, and Smart Social Media. He has served on more than 20 boards and was named a top 50 contributor to the healthcare IT industry by HIMSS. Ivo has won the prestigious Ernst & Young Entrepreneur of the Year Award and was the first recipient of the University of Texas Health John P. Glaser Health Informatics Innovator Award. Recently, he founded IVO, an organization focused on promoting authentic business leaders who trust their employees to do the right thing.

Lygeia Ricciardi (@Lygeia) has been at the vanguard of the patient engagement movement for over a decade, as an advocate, foundation director, consultant, and policymaker. In the US federal government, Lygeia established and led pro-consumer programs and policy development at the Office of the National Coordinator (ONC) for Health Information Technology. She was named one of the Most Influential Women in Health Information Technology in 2019 by HIMSS. As Chief Transformation Officer at Carium, Lygeia provides leadership on go-to-market and product strategy. She holds a BA from Wellesley College and a Masters from Harvard. She is a frequent public speaker and blogger and has been featured by the Wall Street Journal, C-SPAN, and Consumer Reports.
**Important EXPO.health Information**

**Social Media**
Please help us share the amazing content with members of the Healthcare and Health IT community who were unable to join us in-person. Please tag your tweets and posts with the #EXPOhealth hashtag.

**Exhibitor Bingo**
During breakfast, lunch and breaks, please take the time to visit with our EXPO.health exhibitors. They all have talented teams who would love to collaborate you to solve problems. As an extra incentive, anyone who gets 12 spaces filled out on their Exhibitor Bingo Card will be entered into a drawing for amazing prizes. We will be giving away a Chromebook and a free registration + hotel to EXPO.health 2020.

**Social Events**
One of the best ways to make new connections is through the EXPO.health social events. Don’t miss your chance to have a little fun with peers from other organizations. We’ve got some amazing social events planned.

**Wednesday Evening Social Event, 7pm at Lucky’s Lounge (Sponsored by Innsena Communications)**
Come meet your fellow attendees/peers and enjoy a cold beverage. This is going to be a great kick-off to EXPO.health. It’s all happening at Lucky’s Lounge (355 Congress St) at 7pm. Meet in the lobby at 6:45pm if you’d like to walk over together (~11min walk). This event is sponsored by Innsena Communications.

**Thursday Evening Social Event, 7pm at Rosa Mexicano (Sponsored by Redox)**
Join us on Thursday at Rosa Mexicano (155 Seaport Blvd) for a fun night of connecting with EXPO.health peers you’ve enjoyed the sessions with. Drinks and light appetizers will be served. Meet in the lobby at 6:50pm if you’d like to walk over together (~6min walk). This event is sponsored by Redox and PointClickCare.

**Friday Fun Activity, 3pm at Hotel Lobby**
For anyone who is flying out late Friday or staying for the weekend, why not check out the historic city of Boston with friends from the Community? We’ll split into ad hoc group and visit sites like the Freedom Trail, Cheers, Boston Commons, Quincy Market and many more. Meet in the lobby at 3pm.

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**Enabling healthcare securely**
Imprivata establishes trust between people, technology, and information

www.imprivata.com
Breakout Sessions – Set 1 (Wednesday July 31st, 2:30 – 3:15pm)

Improve Provider Satisfaction and Reduce Physician Burnout with Health IT Solutions that Balance Security and Convenience – Main Room
Arthur W. Harvey III, VP & CIO at Boston Medical Center | Sean Kelly, MD, Chief Medical Officer at Imprivata, FACEP, Beth Israel Deaconess Medical Center, Assistant Clinical Professor of Emergency Medicine, Harvard Medical School
Cumbersome, inefficient healthcare technology is a major contributor to physician burnout as providers struggle to use technology that is necessary for security, but causes unnecessary interruptions to daily workflow. But, there are IT solutions that can actually help alleviate physician burnout for providers who are facing more pressures than ever before. This session will focus on implementing technologies that balance strong security standards with clinical workflow requirements, enabling providers to spend more time focusing on patients and less time dealing with technology. Secure and efficient technology solutions including single sign-on, electronic prescribing of controlled substances, and remote access all help providers reclaim efficiency, patients enjoy better care delivery, and IT teams protect security - exactly as it should be.

Overcoming 4 Barriers that Will keep you from Building an App that People Actually Use – Breakout 1
Jeff Kramer, Chief Technology Officer at MD Interconnect | Rebecca Shelton, VP of Customer Experience at MD Interconnect
Allie Lindahl, Employee Health & Risk Management Coordinator at Transitions LifeCare
Due to the complexities of care coordination, disconnected systems, speed of technology and innovation, the best ideas in their original form are only partially right. To get from your original idea to a fully fleshed out secure mobile application requires judiciously and quickly overcoming the barriers inherent in today’s medical environment.

Interactive Unconference Workshop – Breakout 2
This is your chance to set the agenda! Join us for this popular unconference session where the discussion topic is determined by you. Bring your questions and be ready to share your own experiences/solutions in these highly interactive sessions. The goal is to share ideas, innovations and helpful resources that others can use to overcome challenges they are facing.
Breakout Sessions – Set 2 (Wednesday July 31st, 3:20 – 4:05pm)

Why Sharing Notes Benefits Doctors and Patients and Is Not a Panacea – Main Room
*Catherine DesRoches, Executive Director at OpenNotes*
In this fireside chat, you’ll learn about the international OpenNotes movement that’s committed to spreading the availability of visit notes to patients and studying the effects of doing so. You’ll learn what Open Notes has found in its research about the benefits of doctors, nurses, therapists and others making their notes available to patients. We’ll also talk about doctors reactions when notes are shared and how to overcome the organizational fear that can sometimes exist around sharing clinical data with patients. If you’re not sure about why, when, and how your organization should approach sharing health data with patients and how you can make the case to your leadership to start sharing notes, this session is for you.

Music + Architecture = Interactive Patient Environment – Breakout 1
*Christopher Janney, Artistic Director at PhenomenArts, Inc. | Jessica Finch, Principal at Selbert Perkins Design*
We are a group of MIT-trained architects and musicians who create interactive sound/light environments for public spaces. We recently completed projects for both the Boston Children’s Hospital, the St. Jude Children’s Research Hospital and a new childrens hospital in Baton Rouge, LA with great success. Come learn about how these projects impacted patients.

Interactive Unconference Workshop – Breakout 2
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Breakout Sessions – Set 3 (Wednesday July 31st, 4:10 – 4:55pm)

Two Perspectives on the National Patient ID – Main Room
*Suzanne Cogan, Chief Commercial Officer at SPH Analytics | Mario Hyland, SVP & Founder at AEGIS.net, Inc*
Join two dynamic speakers as they present their perspectives on a national patient identifier. Cidon will explore the technological and regulatory requirements for a national patient identifier and draw from experience working in other countries like England and Scotland where this has been a reality for some time. Hyland will then provide a technical glimpse into a self-managed reference model for a National Patient Identifier Program and how it aligns with NIST 800-63, HSPD-12, Federal Cloud Credential Exchange (FCCX), Login.gov and the US Digital Services Digital Identity Program.

Pragmatic Approaches to Improving Quality – Breakout 1
*Suzanne Cogan, Chief Commercial Officer at SPH Analytics*
Increasingly healthcare providers are under enormous pressure to demonstrate improved quality in order to receive financial incentives from CMS and other payers. At the same time, providers face significant challenges that make measuring and monitoring quality difficult, including different payer contracts with unique quality measures, different reporting requirements and structures, and a lack of technology resources to enable quality measurement and reporting. During this interactive session with Suzanne Cogan, quality improvement expert at SPH Analytics, will discuss best practices and pragmatic approaches to make sure your healthcare organization succeeds in 2019 and beyond.

Interactive Unconference Workshop – Breakout 2
This is your chance to set the agenda! Join us for this popular unconference session where the discussion topic is determined by you. Bring your questions and be ready to share your own experiences/solutions in these highly interactive sessions. The goal is to share ideas, innovations and helpful resources that others can use to overcome challenges they are facing.
Breakout Sessions – Set 4 (Thursday August 1st, 9:45 – 10:30am)

From AI to the Human Touch: What’s the Right Balance for the Future of Patient Communication? – Main Room
Nagi Prabhu, Chief Product Officer at Solutionreach | Barby Ingle, President at International Pain Foundation
Josie Elisas, Program Manager for Digital Health Innovation at Brigham and Women’s Hospital
Leslie Tarver, VP of Patient Experience & Marketing at Allied Physicians Group | Colin Hung, Editor at HealthcareITToday.com

Artificial Intelligence (AI) can never replace the human touch, but it can help take patient communication + experience to new heights. But how do you deploy it effectively? What are the risks? What’s the right balance between technology and humanity? This panel will answer these questions and more

How Open Source Can Help Enable Care Coordination and Interoperability – Breakout 1
Shahid Shah, Founder at Netspective Media - Medigy | Brian Book, PMP, CSM, President at BookZurman
Don Hewitt, Vice President, Business Operations at OSEHRA | Ioana Singureanu, Senior Standards Architect, HL7 Fellow at BookZurman

Open source software has transformed other industries and looks promising in healthcare. Instead of starting from scratch, developers can build off the work of peers. In an ideal state of interoperability, empowered patients would not have the burden of seeking their medical records from different providers, but be able to take advantage of open, secure platforms that intermingle disparate information for care coordination. Join us for a dynamic panel discussion to understand how open source is beginning to impact care coordination and how it can benefit your organization

A Practical Health IT Innovation 3 Pack: Three Lightening Round Presentations – Breakout 2

- Behavioral Economics to Drive Telemedicine Adoption and Utilization
  - Karen Horgan, CEO & Co-Founder at VAL Health, LLC

- Leveraging Next-Generation Data to Move the Needle on Patient Outcomes for Complex-Populations
  - Hants Williams PhD RN, Dir of Clinical Operations at VirtualHealth

- Using Data Science to Mitigate Medication Risk
  - Alan Stein, SVP of Healthcare Analytics at Tabula Rasa HealthCare

Transforming Registration: Increase Patient Engagement and Maximize Operational Efficiency – Breakout 3
Theresa Moss, Solution Manager at FormFast

Registration is frequently a bottleneck in our health system that, when inefficient, will limit our growth and frustrate patients and clinicians. We’ll examine ways that the registration process can be optimized to remove that bottleneck, and at the same time increase patient engagement, as well as employee and patient satisfaction.

Breakout Sessions – Set 5 (Thursday August 1st, 10:45 – 11:30am)

The Practical Impact of AI In Helping Solve Healthcare’s Major Challenges– Main Room
Brian G. Rosenberg, CEO at TRG Consulting Group | Andrew Eye, CEO at ClosedLoop
Dr. Cory Kidd, CEO and Founder at Catalia Health | Alisa L. Niksch, M.D Chief Medical Officer at Genetesis, Inc.
Veronica Rotemberg MD, PhD, Director of Imaging Informatics at Memorial Sloan Kettering Cancer Center

Artificial Intelligence (AI) is here, driving real ROI and improved patient outcomes. Learn how organizations are implementing predictive and prescriptive models in weeks, not years, for applications ranging from care management, to scheduling, to reimbursement optimization and more. Join us and learn where AI is already helping to solve the major challenges in healthcare today.

Up Close and Personal – How the IT Leader is changing the Patient Experience – Breakout 1
Richard Corder, Managing Dir at TIER1 Healthcare | Sarah Bennight Dir of Prod Marketing at Stericycle Communication Solutions
Dirk Stanley, MD, MPH, CMIO at UConn Health | Tim Tarnowski, SVP & CIO at UMass Memorial Health Care

The role of the IT leader and their team is often considered “the plumbing” – a group playing a support role. This isn’t the reality. This panel will draw on the firsthand experiences/expertise of 3 radical healthcare IT leaders who know how IT’s resources, decisions, collaborative efforts and projects can drive sustainable improvements in both the provider and the patient experience. We will share lessons learned, pitfalls to avoid and have some fun.

Using Technology to Better Facilitate Transitions of Care – Breakout 2
B.J. Boyle, VP and General Manager of Post-acute Insights at PointClickCare | Colin Hung, CMO and Editor at HealthcareITToday.com

Poor care transitions to a long-term and post-acute care (LTPAC) partner can lead to adverse events, higher hospital readmission rates, negative patient outcomes, and higher costs for providers. Join us for this exciting fireside chat and discover how Health IT can improve the sharing of essential health information during transitions of care and across care settings.

An Innovative SMS Intervention to Improve Adherence to Stimulants in Children with ADHD – Breakout 3
Joseph Biederman, MD, Chief, Clinical & Research Pgs in Pediatric Psychopharmacology & Adult ADHD at Mass General Hospital

Join this session to learn more about the effectiveness of a novel text messaging intervention aimed to improve adherence to stimulants in ADHD. Results showed a marked increase in refilling prescriptions in 50 patients receiving the SMS intervention vs. 500 receiving treatment as usual (94% vs 50%, p <0.001; NNT=3).
Breakout Sessions – Set 6 (Thursday August 1st, 11:35 – 12:20pm)

Practical Application and Operationalization of Embedded Clinical Decision Support – Main Room
Kelly Del Gaudio, Principal Consultant at Galen Healthcare Solutions | Kathryn Scheer, Systems Clinical Application Manager at Cayuga Health System
Andrea Choueiri MMS PA-C, Physician Assistant at Beth Israel Deaconess Hospital | John Lynn, Sr Editor at HealthcareITToday.com
When Clinical Decision Support (CDS) is applied effectively, it increases quality of care, enhances health outcomes, helps to avoid errors, improves efficiency, reduces costs, and boosts satisfaction for clinicians as well as patients. However, CDS is not intended to replace clinician judgment, but rather to provide a tool to assist care team members in making timely, informed, and higher quality decisions. Join this esteemed panel as they CDS challenges including: alter fatigue, physician burnout, unwarranted care variation, evidence-based guidelines and more.

HIPAA Audits, The OCR Hammer and the Ever Evolving HIPAA: How You Can Be Prepared – Breakout 1
David Harlow, JD, MPH, Principal at The Harlow Group LLC | Sid Bose, Associate at Ice Miller LLP
Donna Knight, Privacy Officer/HIM Director at Bolivar Medical Center | Carol Amick, Manager of Healthcare Services at CompliancePoint
Are you confused about HIPAA and what to do if you are subject of an OCR investigation? Some organizations might expect disclosure of a breach to be the end of a difficult chapter. However, an OCR investigation is a natural outcome of a reportable breach (especially a large breach). This session will help participants understand and plan for OCR’s initial investigation, including what the data requests entail, and how to respond. Come and make sure you and your organization are well prepared for the ever-changing HIPAA requirements. It’s time to discuss all the myths about HIPAA.

Healthcare M&A: Concerns, Impact, and Possibilities – Breakout 2
Shahid Shah, Founder of NetspectiveMedia | Dexter W. Braff, President of The Braff Group
Fariha Chaudry, Director, Technical Program Management at athenahealth
Healthcare is going through a wave of mergers and acquisitions. Providers are consolidating and Health IT companies are being rolled up. In this fireside chat, Shahid Shah will facilitate a discussion with two experts in Healthcare M&A. They will discuss the impact all this activity and share concerns about what’s happening. They will identify potential opportunities and pitfalls. If you are interested in or impacted by a recent M&A, join this session to gain a broader perspective.

Beyond the Four Walls - Using Technology to Address Your Patient’s SDOH Needs – Breakout 3
Niko Skievski, President & Co-Founder of Redox | Hannah Landes, Senior Associate at NowPow
US healthcare is moving to a value-based care model. Under this model providers have the incentive and responsibility to ensure that their patients are following medical instructions. However, many patients experience hurdle after hurdle in an effort to stay healthy. Addressing a patient’s social determinant of health (SDOH) needs is critical to ensuring the full value of medical care is received. But how do you manage a patient’s care once they’ve left your facility? This session will showcase how integrated technology can be used to effectively support patients beyond the four walls of a healthcare facility.
Accelerating Innovation in Health Care – Main Room
Johnson, PhD, Program Manager – Technical at UPMC Enterprises | Karl Bream, VP, Head of Strategy and Portfolio at Nokia Enterprise
Adam Landman, MD, MS, MHS, Chief Information Officer at Brigham Health | Travis Frosch, Global Data Strategy Leader at GE Healthcare Innovation leaders from top health systems and senior technology leaders at GE Healthcare and Nokia will discuss accelerating and scaling innovation in health care. The group will comment on primary research conducted by The Health Management Academy and the Center for Connected Medicine (CCM) that looks at drivers of innovation at health systems; scaling innovation; organizational structure; common focus areas; and practices for efficiency. The panel will provide perspectives and insights gleaned from decades of working with health systems and health IT leaders. Come and learn how to accelerate innovation within your own organization.

A Data-driven Look at EHR Satisfaction and Practical Ways to Improve It – Breakout 1
Heather Haugen, Chief Science Officer at Atos | Mitchell Josephson, VP Insights; Arch Collaborative at KLAS Research
Eric Alper, Chief Clinical Informatics/Chief Quality Officer at UMass Memorial Medical Center | John Lynn, Sr Editor at HealthcareITToday.com
Dhrumil Shah, CMIO/CIO at Compass Medical
Before the EHR can revolutionize healthcare, physicians have to trust and effectively use their EHR technology. How can this trust be built? Especially after an implementation that did not go as well as expected. Join this panel with a national best-selling author of post EHR implementation best practices and 2 CMIOs who are deploying successfully adopting EHR optimization best practices. Learn how successful organizations are focusing on building strong change management processes and helping clinical users become masters of the technology.

Health IT Governance and Optimization – Breakout 2
Heather Haugen, Chief Science Officer at Atos | Dirk Stanley, MD, MPH, CMIO at UConn Health
Brian G. Rosenberg, CEO at The Rosenberg Group | Christine Machado, EMR & Systems Manager at Compass Medical PC
Bill Gillis, Vice President, Chief Information Officer at Beth Israel Lahey Performance Network | John Lynn, Founder & Sr Editor at HealthcareITToday.com
Most leaders have made significant investments in Health IT over the last 5 years – with most of the dollars going to EHR software. Now leaders are faced with the harsh reality of ensuring that their investment provides real benefits to their organizations. This panel of experts will share the governance processes that truly work and the optimization efforts that have provided tangible value to their organization. If you want to learn how to make the most of your health IT investments, come and join the conversation with this panel of in-the-trenches experts.

10 Steps to Securing the Contact Center and Improving the Patient Experience – Breakout 3
Steve Chambers, General Manager & Vice President, Patient Access Solutions at Sutter Physician Services
One of the weakest links in healthcare organizations’ security is the contact center. This session will detail how to strengthen contact center security, simplify compliance, and improve the patient experience.
Breakout Sessions – Set 8 (Thursday August 1st, 2:20 – 3:05pm)

How Can Healthcare CIOs Embrace Digital Health and Consumer Engagement – Main Room
Sue Schade, Principal at StarBridge Advisors | Tressa Springmann, CIO at LifeBridge Health
Pamela Arora, SVP and CIO at Children’s Health | Cynthia Bero, VP Information Systems at Partners HealthCare

Patients and their families are educated consumers who expect healthcare to be as easy and accessible as other services in their lives. Hear from a leading group of healthcare CIOs on how they are driving their organization’s digital health initiatives. These panelists represent a diverse group of provider organizations including regional health systems, a specialty hospital with national and international reach, and a children’s hospital.

Healthcare Security in a World of IoT and Big Data Everything – Breakout 1
Shahid Shah, Founder of NetspectiveMedia | George Wrenn, CEO & Founder of CyberSaint Security
Michael Archuleta, CIO at Mt San Rafael Hospital | Christina Mazzone, Cyber Security Risk Officer at PTC

A healthcare organization can never be 100% secure, so you have to make decisions based on the security risk. Unfortunately, as healthcare enters the age of digitalization with IoT and big data, the threats are getting more complex and assessing, measuring and combating these threats is a real challenge. This panel of security experts will discuss the healthcare threat landscape and what practical things you can do. Come and learn what you can do to better secure your healthcare organization in this challenging and ever-changing landscape.

Digital Innovation: Transforming healthcare: Enhancing the patient journey – Breakout 2
Neil Gomes, SVP and Chief Digital Officer at Thomas Jefferson University and Jefferson Health

As the demand for improved hospitality in healthcare grows, so too does the need to improve the overall experience for its consumers. The Digital Innovation Consumer Experience (DICE) Group at Jefferson develops solutions to transform consumer journeys. Come to this session and learn how innovative change can be achieved within a health system to provide better care and while gaining consumer trust. Hear how the DICE Group was able to reduce call wait times to as low as 25s and provide real-time tracking of 2,000+ students.

The Lexie Transformation: How a Regional Medical Center Created a World-Class Intranet – Breakout 3
Dean Schuster, Founder and Partner of truematter

Hospital intranets are a critical tool, but most are confusing, outdated, and poorly maintained at best. Lexington Medical Center, a 6500-employee regional hospital, defied the odds and created a world-class intranet that has improved everyday operations. We’ll tell you the secret.

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Unique Perspectives on Health IT Governance – Main Room
Malissa O’Rourke Miot, Healthcare Applications Sales Manager at Oracle | Jeannette Currie, CIO at BIDMC
Tonya Hongsermeier, Chief Medical Informatics Officer at Beth Israel Lahey Health | Renee Fosberg, CIO at Emerson Hospital
Ann Marie Dwyer, RN, DNP, RN-BC, Director of Informatics for Nursing and Patient Care Services at Mass General Hospital
When you have hundreds of health IT applications including those as complex as an EHR running in your healthcare organization, you quickly realize the need for good health IT governance. Join us this panel of experts where you’ll get to hear a wide variety of perspectives on health IT governance. The panel will dive into how health IT governance works in their organizations and the roles that doctors, nurses, HIM, informatics, and leadership all play in the process. Plus, you’ll learn what efforts have been successful in governance and which ones you should avoid.

How to Harness the Power of Legacy EHR Data – Breakout 1
George Florentine, Vice President of Technology at Flatirons Digital Innovations
Hospitals and healthcare networks that have undergone mergers or acquisitions, that are consolidating on an enterprise EHR, or that have changed EHRs for other reasons have something in common: they have patient data on legacy systems. An essential strategy to achieving a 360-degree view of patients, provider care, and pay cycle activities is to consolidate these legacy systems and integrate them into emerging data analytics, machine learning, and data harmonization tools and products. During this session, George Florentine, VP of Technology at Flatirons Digital Innovations, will describe traditional clinical data archiving. He’ll also share a vision for how knocking down EHR silos and using intelligent data analytics and deep learning models unlock new possibilities for improving care, reducing fraud, and accelerating innovation within health care organizations.

The Questions a Regulator Will Ask You After a Data Breach – Breakout 2
Chris Cronin, Chairman of the Board at The DoCRA Council
If you are breached and are visited by regulators, they will ask you to demonstrate that your safeguards were reasonable. Their questions resemble information security risk assessments. Regulators try to balance the likelihood and impact of foreseeable threats against the burden of safeguards. In this session we will show you how to conduct your risk assessments so you are ready to answer these tough questions.

Practical Innovation: The Cloud in Healthcare – Main Room
Sunnie Southern, MS, RDN, LDN, Health and Life Sciences Lead at Onix
Tushar Mahajan, Senior IT Project Manager/Program Manager at Philips Healthcare
Scott Radner, Vice President of Advanced Technology at MEDITECH
Clare Bernard, Director of Product, Data Sciences Platform at Broad Institute of MIT and Harvard
Healthcare organizations throughout the country are leveraging the power of the cloud to securely enhance collaboration, optimize resources, increase insights, and accelerate innovation. Join us to gain insights into how you can apply these practical innovations to your organization.

During this 45-minute panel discussion, you will hear about how some in healthcare are using the cloud to:
* Accelerate genomics research and medical discoveries
* Improve the precision and accuracy of search results inside the enterprise
* Maximize effective and efficient workplace collaboration

Sunnie Southern, Onix’s Health and Life Sciences Lead, will moderate this panel discussion, which includes a variety of experts in medical research, hospital administration, IT and cloud computing technology.

Applying Lessons Learned from the Casino Industry to Healthcare – Breakout 1
Sunny Tara, Chief Executive Officer at CareCognitics
As the healthcare system moves to a more consumer centric approach to care, it is insightful to look at other industries like the casino and hospitality industries to learn what they have done to create amazing experiences for their customers. Join us for this fireside chat to learn from an expert in the casino and hospitality industry who will share how casinos’ approach to customers can be applied to healthcare with great results.

Using Risk Stratification and Predictive Analytics to Achieve the Triple Aim – Breakout 2
Lillian Dittrick, Vice President of Actuarial and Healthcare Analytics at Henry Ford Health System’s Health Alliance Plan, Fellow of the Society of Actuaries at Henry Ford Health System’s Health Alliance Plan, Society of Actuaries
This session features best practices on using risk stratification and advanced analytics to triage patients for care management and forecast health risks. Combined with appropriate clinical intervention, this technique is a valuable tool for achieving the Triple Aim.
Breakout Sessions – Set 11 (Friday August 2nd, 1:00 – 1:45pm)

How to leverage from trends in Medtech – Main Room
Sam Marrazzo, Chief Innovation officer at BNMC
Medical organizations don’t have time to innovate their organization with the latest Megatrends: Blockchain, AR/VR, AI. etc. impacting your organization and what does the future look like for your business. This session describes in a simple model of how your organization can “innovate from within” in a 1, 5 and 10 year approach.

Overcoming Obstacles to Adopting New and Emerging Technologies – Breakout 1
Sunila Levi, Chief Technology Officer (CTO) at Integral Care
The world of healthcare and technology is always changing and yet many in healthcare have been slow to adopt and adapt. In this session we’ll look at some of the most common challenges organizations face when adopting health IT. Then, we’ll offer a number of strategies and solutions for overcoming these challenges to ensure your organization is taking advantage of the benefits the latest technologies can offer you.

Assuring Valued-Based Care with Data Integrity in Accountable Care Organizations – Breakout 2
Cliff Frank, President of Healthcare Management Solutions
Shore Quality Partners has used their population health data infrastructure in creative ways by aggregating sources of data, validating studies, and comparing outcome performance on individual provider and network levels to drive value by business unit and for the CIN.

Breakout Sessions – Set 12 (Friday August 2nd, 1:50 – 2:40pm)

Leveraging SDoH Data to Improve Community Health – Main Room
Mackenzie Boli, Director of Healthcare at RS21
Social Determinants of Health (SDoH) account for up to 90% of modifiable contributors to favorable health outcomes. With an emphasis on ROI, this session will focus on how technology is connecting providers and payers with rich, multidimensional SDoH data to improve patient outcomes and reduce cost of care.

Cyber Security Control Maturity – Breakout 1
Sarah Lyons, Information Risk Consultant at HM Health Solutions
Engaging controls to measure maturity. Enhance your current information security program by effectively tracking maturity and holding control owners accountable.

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Adam Landman, MD, MS
Chief Information Officer

Alan Stein
SVP of Healthcare Analytics

Alisa L. Niksch, MD
Chief Medical Officer

Allie Lindahl, MS, BSN, RN
Employee Health & Risk Management

Andrea Choueiri, MMS
Physician Assistant

Andrew Eye
CEO

Ann Marie Dwyer, RN, DNP
Director of Informatics for Nursing and Patient Care

Arthur W. Harvey III
VP & CIO

B.J. Boyle
VP and General Manager of Post-acute Insights

Barby Ingle
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Bill Gillis
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Britany Loss
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Carol Amick
Manager of Healthcare Services
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Executive Director and Associate Professor

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Cyber Security Risk Officer

Christine Machado
EHR and Systems Manager

Christopher Janney
Artistic Director

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CEO and Founder

Eric Alper, MD
Chief Quality Officer / Chief Clinical Informatics Officer

Fariha Chaudry
Director, Technical Program Management

George Florentine
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George Wrenn
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Hannah Landes
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Hants Williams, Ph.D. RN.
Director of Clinical Operations

Heather Haugen, Ph.D.
Chief Science Officer

Ioana Singureanu
Senior Standards Architect, HL7 Fellow

Ivo Nelson
Author, Entrepreneur, and Former CEO

Jamie M. Nelson
Senior Vice President and CIO

Jeannette Currie
CIO

Jeff Kramer
Chief Technical Officer

Jessica Finch
Principal, Selbert Perkins Design

John Lynn
Founder, HealthcareScene.com

Joseph Biederman, MD
Chief of the Clinical & Research

Josie Elias
Program Manager for Digital Health Innovation

Karen Horgan
CEO and Co-Founder

Karl Bream
VP and Head of Internet of Things Strategy

Kathryn Scheer
Systems Clinical Application Manager, Information Systems

Kelly Del Gaudio
Principal Consultant
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VP of Patient Experience and Marketing

Lillian Dittrick  
Vice President of Actuarial and Healthcare Analytics

Lygeia Ricciardi  
Chief Transformation Officer

Mackenzie Boli  
Director of Healthcare

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Suzanne Cogan  
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Theresa Moss  
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Tim Tarnowski  
SVP, Chief Transformation Officer and CIO

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Travis Frosch  
Global Data Strategy Leader

Tresa Springmann  
Chief Information Officer

Tushar Mahajan  
Senior IT Project Manager/Program Manager

Veronica Rotemberg MD, PhD  
Director

Zariel Johnson, PhD  
Program Manager – Technical
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