



2020 National Telemedicine Forum

Key Strategies to Revolutionize & Transform Healthcare Delivery, Optimize Quality Patient Care & Outcomes, Increase Accessibility, Enhance Data Analytics, and Reduce Costs!

March 19 – 20, 2020 • The Westin • New Orleans, LA

Conference Overview

Today, telemedicine is one of the fastest growing sectors in healthcare. It is reshaping the landscape of healthcare delivery in the United States, and is being recognized as the future of global healthcare. Telemedicine addresses and achieves the basic tenants of Healthcare Reform: providing the population with access to improved and convenient, high quality patient centric care, enhancing outcomes, while reducing per capita expenditures. Today, nearly 50 percent of hospitals throughout the United States are engaged in telemedicine programs. Studies have shown that the benefits of telemedicine include significantly improved outcomes, efficient care delivery as well as reduction in mortality rates, hospitalizations, length of stay, readmissions and healthcare costs. Telemedicine has greatly enhanced access to quality care in rural areas and patient satisfaction has increased due to its convenience and patient centric approach.

We have created an exciting, high level forum featuring knowledgeable leaders and executives from the nation's leading Hospitals and Health Systems who will share their perspectives, valuable insights and expertise on how to be best equipped for the rapidly evolving and exciting landscape of telemedicine. This exclusive event targets senior level executives in order to maximize educational and networking opportunities.

Intended Audience

From Hospitals & Health Systems:

Chief Executive Officers, Chief Operating Officers, Chief Financial Officers, Chief Quality Officers, Chief Marketing Officers, Chief Medical Officers, Chief Strategy Officers, Chief Information Officers, Chief Innovation Officers, Patient Safety Officers, Chief Technology Officers

Also, Presidents, Vice Presidents, Directors and Managers of:

- Telemedicine
- Telehealth
- Medical Management
- Medicare
- Senior Products
- Health Reform
- Innovation
- Clinical Operations
- Compliance
- Care Management
- Operations
- Strategy
- Business Development
- Population Health Management
- Health Promotion and Wellness
- Community Health
- Medicare Advantage
- Government Programs
- Patient Quality and Safety
- Readmissions
- Clinical Informatics
- Finance
- Product Development
- Finance
- Quality
- Pharmacy

- Regulatory Affairs
- Risk Management
- Utilization Management
- Business Development
- Disease Management
- Community Health
- Medical Practitioners
- Pharmacy

This program is also geared towards Health Plans, Telemedicine Companies, States, Government Agencies, Vendors, Employers, Purchasers, Population Health Management Organizations, Physician Groups, Managed Care Organizations, Wellness & Prevention Companies, Healthcare Technology Innovators, Healthcare Consultants, Solution Providers, Data Analytics Providers, Pharmacy Benefit Managers, Disease Management Organizations, Home Health Care Companies, Third Party Administrators, Pharmaceutical & Medical Device Companies, IT & Business Process Outsourcing Companies and Enrollment Brokers

Agenda

Day One – Thursday, March 19, 2020

7:15 Conference Registration & Morning Breakfast

8:00 Chairperson's Opening Remarks

8:15 The Opportunities, Challenges and Limitations of Telehealth for Hospitals

Curtis Lowery, MD

*Executive Director, The Center for Distance Health
Chairperson, Department of Obstetrics & Gynecology
University of Arkansas for Medical Sciences*

9:00 Optimizing Patient Engagement and Satisfaction through Telemedicine

David Houghton, MD, MPH

*Chief, Division of Movement Disorders
Vice-Chair, Department of Neurology
Medical Director, Ochsner CareConnect 360
Ochsner Health System*

9:45 Networking Break & Refreshments

10:15 Marketing Strategies to Accelerate Adoption and Grow Your Telehealth Program

Mary Lowry, MBA

*Administrative Director, Center for Telehealth
Dartmouth-Hitchcock Medical Center*

11:00 Strategies to Optimize Care Coordination through Telemedicine

11:45 Implementing an Innovative and Effective Telemedicine Program within Pediatric Services

Morgan Waller, MBA, BAPsyc, BSN, RN

Director, Telemedicine Business & Operations

Children's Mercy Kansas City

12:30 *Luncheon for All Attendees & Speakers*

1:30 Panel Discussion: Implementing Hospital Telemedicine Programs – Strategies to Address Costs, Improve Quality Care and Greater Healthcare Access

Morgan Waller, MBA, BAPsyc, BSN, RN
Director, Telemedicine Business & Operations
Children's Mercy Kansas City

David Houghton, MD, MPH
Chief, Division of Movement Disorders
Vice-Chair, Department of Neurology
Medical Director, Ochsner CareConnect 360
Ochsner Health System

Mary Lowry, MBA
Administrative Director, Center for Telehealth
Dartmouth-Hitchcock Medical Center

2:30 Organizational and Planning Considerations for Telehealth – Living in the Current World and Planning for the Future

Jana Katz-Bell, MPH
Assistant Dean, Interprofessional Programs
UC Davis School of Medicine

3:15 *Networking Break & Refreshments*

3:45 Finding the Value of Inpatient Telepharmacy

Matthew Maughan, PharmD
Director, Pharmacy Operations
Dartmouth-Hitchcock Medical Center

4:30 Transforming Rural Healthcare through Telemedicine and Virtual Visits

Maureen Ideker, RN, BSN, MBA
Senior Advisor, Telehealth
Essentia Health

5:15 *End of Day One*

Day Two – Friday, March 20, 2020

7:15 *Morning Breakfast*

8:00 *Recap of Day One*

8:15 Innovations in Telehealth: Examining the ECHO (Extension for Community Healthcare Outcomes) Project and its Impact on Hospitals

Rachel Mutrux

Senior Program Director, Missouri Telehealth Network

Director, Show-Me ECHO

State Director, Heartland Telehealth Resource Center

University of Missouri Health

9:00 Optimizing Telemedicine by Increasing Access to Care through Video Visits

Linda Branagan, PhD

Director, Telehealth Programs

University of California San Francisco (UCSF) Health

9:45 Networking Break & Refreshments

10:15 Critical Access to Critical Care: Utilizing Connected Care Partnerships to Support Rural Healthcare Teams

Kara Desjardins, MBA

Director, Acute Services – Connected Care

Dartmouth-Hitchcock Medical Center

11:00 Physician Flexibility in Telemedicine: Providing Tele-ICU From Home

Jeffrey Sadowsky, MD

Director, Tele-ICU

Orlando Health

11:45 Implementing Effective Telemedicine Quality Metrics and Best Practices within a Hospital Setting

Sandi Wagner, MBA, BSN, RN

System Telehealth Leader

CHRISTUS Good Shepherd Health System

12:30 Conference Concludes

Main Conference Workshop Session

Thursday, March 19, 2020 • 5:30 p.m. – 7:30 p.m.

Effectively Implementing Strategies for Telemedicine Financing and Adoption

About the Workshop Leader:

Susan Philip, MPP is a *Senior Healthcare Management Consultant* at **Milliman**. Susan brings nearly 20 years of experience in health policy, healthcare finance, and health services research within federal and state governments, academia, and the nonprofit sector. Most recently she has worked with clients on strategies for telehealth/telemedicine financing and adoption. She also

works with providers on utilization and care management, benchmarking performance, and population health management.

Prior to that, Susan was the director of the California Health Benefits Review Program at the University of California, which provides the state legislature with nonpartisan analytic reports on proposed laws regarding health insurance benefits. She was also a Medicare consultant at Kaiser Permanente, where she provided policy and regulatory expertise to the northern and southern California regions. In that role, she worked with the health plan and contracting provider groups to ensure compliance with Medicare regulations, such as access to care and encounter data reporting requirements.

Her experience includes developing quality measurement and improvement programs at the Pacific Business Group on Health and developing recommendations to Congress and the Secretary of Health and Human Services at the Medicare Payment Advisory Commission. She has presented to MedPAC, the Institute of Medicine, and the California State Legislature.