



Patient Experience Symposium

Drive Creativity and Innovation to Build
an Unforgettable Experience

Sessions will be available each day and will remain online for 90 days following the event. The virtual sponsor showcase will be staffed by our sponsors at times TBD.

Wednesday, September 30, 2020

9:00 – 11:40 Virtual Sponsor Showcase Viewing

Chairperson's Welcoming Remarks

Bob Baker, MD, Author, *The Performance of Medicine*

Care Redefined: The Art of Human Care

Hassan A. Tetteh, MD, MBA, FACS, FACHE, Captain, Medical Corps, United States Navy;
Health Mission Chief Joint Artificial Intelligence Center (JAIC) Department of Defense

Creating a Culture of Excellence, Thriving, and Performance in a Time of Transformation

William J. Maples, M.D., President and Chief Executive Officer

Read G. Pierce, M.D., Senior Consultant

The Institute for Healthcare Excellence

How to Create a 'Consumer-Obsessed' Healthcare System

Zeev Neuwirth, MD; Chief of Clinical Transformation at Atrium Health; Author of *Reframing Healthcare*, Podcast Producer & Host of *Creating a New Healthcare*

We are Not Good at Death

Janae Sharp, Founder, **The Sharp Index**

Fireside Chat: Being Authentic in a World Filled with Chaos

Sean Slovenski, SVP, President Health and Wellness, Walmart

Matt Parry, Sr. Director, Strategy and Customer Experience, Walmart

Shawn Nason, Founder & CEO, The Nason Group3

Strategies for Partnering with Patients and Families to Improve Care for All

Lindsay Hunt, MEd, Director of Systems Transformation, Harvard Medical School Center for Primary Care

Erin Ward, MsEd, CAS, Co-Founder and President of MTM-CNM Family Connection Inc., Patient Partner, Boston Children's Hospital

Kirsten Meisinger, MD MHCDS, Regional Medical Director and Director of Provider Engagement, Cambridge Health Alliance

Listening Differently: Rethinking the How, When and Why of Patient Feedback

Alan Dubovsky, Chief Patient Experience Officer, Cedars-Sinai

Building an Exceptional Patient Experience in a COVID Field Hospital....in 7 Days

Gigi Fergus, MBA, BSN, RN, Memorable Care

Thursday, October 1, 2020

Chairperson's Opening Remarks

Bob Baker, MD, Author, *Performance in Medicine*

The Grassroots Movement to Re-design Healthcare: Cutting through the Money Games and Restoring Medicine to its Mission

Martin Makary M.D., M.P.H., New York Times Bestselling Author; Johns Hopkins Surgeon and Professor of Health Policy

10:00 - 10:20 **Virtual Sponsor Showcase Viewing**

Changing the Experience of Healthcare – Conversations with Customer-Friendly Leaders

Moderator: Richard Corder, Managing Director at TIER1 Healthcare

Panelists: Catriona Eldemery, Sr. Director of People & Culture, Four Seasons Hotels and Resorts

Sarah Kalloch, Executive Director, Good Jobs Institute

Michael Barkin, Co-Founder, Stitch + Heart

PANEL Social Determinants of Health

Zeev Neuwirth, MD; Senior Medical Director of Populations Health at Atrium Health; Author *Reframing Healthcare*, Speaker and Podcaster

Panelists: Michellene Davis, Esq., Executive Vice President, Chief Corporate Affairs Officer, RWJ Barnabas Health and Dr. Alisahah Cole, Chief Community Impact Officer, Atrium Health

11:55 - 1:10 Virtual Sponsor Showcase Viewing

Choose Between Two Interchangeable Tracks

Elevate Your Health Care System with a Positive Patient Focus

The Leader's Role in Creating and Supporting a Positive Patient Experience

Carol Santalucia, Director, Business Development, Office of Patient Experience; Cleveland Clinic

It's About Improvement: A Practical Application of Qualitative and Quantitative Patient Experience Data

Mary O. Cramer, Executive Director, Organizational Effectiveness & Chief Experience Officer, Massachusetts General Hospital and Physicians Organization

3:30 - 4:05 Why Providers Should Have a Performer's Mindset

Bob Baker, MD, Author, *The Performance of Medicine*

4:50 - 5:25 Using Social Media to Better Understand Physician

Engagement in Patient Experience Justin Bright, MD, CPXP,
Department of Emergency Medicine, Henry Ford Hospital

The Role of New Technologies in Health Care

Virtual Health: Part of the Care Continuum

Ann Mond Johnson, CEO, American Telemedicine Association

How Wearables will Change the Patient Experience

Rachel Kalmar, Affiliate, Berkman Klein Center for Internet & Society at Harvard University
Staff Product Manager, Tableau Software

Integrating Digital Technology into Clinical Care

Natali Rauseo-Ricupero, MSW, LCSW, Clinical Director, Division
of Digital Psychiatry, Beth Israel Deaconess Medical Center

Harnessing Voice as a Vital Sign

Jim Harper, Founder & COO, Sonde Health

Friday, October 2, 2020

Choose Between Two Interchangeable Tracks

Patient Experience in Clinical Research; How to Harness Large Health Systems

Chairperson's Opening Remarks

Chair: Craig Lipset, Former Head of Clinical Innovation, Pfizer

The Value of Embedding Research into a Large Health System

Jeff James, CEO, Wilmington Health and Founding Member of Innovo Research

Transforming the Patient's Clinical Trial Experience

Kelly Johnston McKee, MS, Sr Director of Patient Recruitment and Registries, Metidata

9:50am - 10:10am Virtual Sponsor Showcase Viewing

Technology-enabled Clinical Trials; Revolutionizing the Patient Experience

Leonard Sacks MD, Associate Director for Clinical Methodology, Office of Medical Policy, Center for
Drug Evaluation and Research, FDA

Most Impactful Patient Engagement Initiatives in Clinical Trials: The Patient's

Perspective Verily and Pfizer Collaboration - Jasmine Bengner, Senior Project Manager, Research
Services Center for Information and Study on Clinical Research Participation (CISCRP)

Learning from 5 Million Clinical Research Participants: #FindtheFive & the Power of Measuring Patient Experience
Irfan A. Khan, MD, CEO, Circuit Clinical

Understand and Meet the Needs of the Patients You Serve

How Human-Centered Leadership Supports Exceptional Experience
Liz Boehm, Executive Strategist, Human-Centered Research, Vocera

Uncovering and Interrupting Bias in Ourselves and Others: Moving toward Inclusion and Equity
Angela Kade Goepferd, MD, Chief Education Officer at Children's Hospitals Minnesota

The Immigrant Experience in Healthcare: Patient and Provider Perspectives
Dr. Elisa Tristan-Cheever, MPH, Manager, Patient Information & Volunteer Engagement, Cambridge Healthcare Alliance
Nitzali Rivera, Licensed Practical Nurse, Cambridge Health Alliance

Changing the Conversation and Outcomes in Our Approach to Chronic Pain
Moderator: Jennifer K Clark, MD, Faculty, The Institute for Healthcare Excellence
Panelists: Eric Dinenberg, MD, MPH
Read Pierce, Senior Consultant, Institute for Healthcare Excellence
Timothy Poulton, MD, Family Physician Appalachian Mountain Community Health Centers, North Carolina

Bridging Personal Convictions and Organizational Strategy to Create Excellence in Person-Centered Care
Sara Guastello, Vice President, Knowledge Management, Planetree International

Why We Say "Person Living With ...": The Power of Words in Patient Empowerment
John-Manuel Andriote, Author and HIV Advocate, *Psychology Today* Blogger

Improving the Patient Experience Through Communications Using Health Literacy
Erin Sturgeon, MBA, Patient/Family Relations Specialist, Center for Patients and Families, Brigham and Women's Hospital

Martie Carnie, Senior Patient Experience Advisor, Center for Patients and Families, Brigham and Women's Hospital

Changing the Game by Disrupting the Patient Experience
Shawn Nason, Founder & CEO, The Nason Group
Michael Harper, Chief of Radical Experiences, The Nason Group