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 – 10:00 **Virtual Sponsor Showcase Viewing**

9:00am – 10:00am. **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-CNMC Family Connection Inc., Patient Partner, Boston Children’s Hospital
Kirsten Meisinger, MD MHCDS, Regional Medical Director and Director of Provider Engagement, Cambridge Health Alliance

10:30am – 11:10am. **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

11:30am – 12:15am. **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

12:30pm – 1:10pm. **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*

1:25pm – 2:00pm. **We are Not Good at Death**
Janae Sharp, Founder, The Sharp Index

2:15pm – 3:15pm. **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
3:30pm – 4:00pm. **Listening Differently: Rethinking the How, When and Why of Patient Feedback**
Alan Dubovsky, Chief Patient Experience Officer, Cedars-Sinai

4:15pm – 4:45pm **Building an Exceptional Patient Experience in a COVID Field Hospital….in 7 Days**
Gigi Fergus, MBA, BSN, RN, Memorable Care

5:00pm – 5:45pm **Learning Lab: Changing the Game by Disrupting the Patient Experience**
Shawn Nason, found & CEO, The Nason Group/MOFI
Michael Harper, Chief of Radical Experiences, MOFI

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**Thursday, October 1, 2020**

9:00am – 10:am **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

10:15am – 11:00am **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

11:15am – 12:00pm **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

12:00 - 1:00 **Virtual Sponsor Showcase Viewing**

**Choose Between Two Interchangeable Tracks**

**Elevate Your Health Care System with a Positive Patient Focus**

1:00pm – 1:35pm. **The Leader’s Role in Creating and Supporting a Positive Patient Experience**
Carol Santalucia, Director, Business Development, Office of Patient Experience; Cleveland Clinic
1:55pm – 2:25pm  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

2:40 - 3:15  Why Providers Should Have a Performer’s Mindset
Bob Baker, MD, Author, The Performance of Medicine

3:30 - 4:05  Using Social Media to Better Understand Physician Engagement in Patient Experience
Justin Bright, MD, CPXP, Department of Emergency Medicine, Henry Ford Hospital

4:10pm – 4:55pm  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

4:55pm – 5:30pm  Elevate Your Healthcare system with a Positive Patient Focus
Live Q&A with Speakers

The Role of New Technologies in Health Care

1:00pm – 1:35pm Virtual Health: Part of the Care Continuum
Ann Mond Johnson, CEO, American Telemedicine Association

1:50pm – 2:25pm Digital Therapeutics: Combining Technology and Evidence-based Medicine to Transform Patient Care
Megan Coder, PharmaD, MBA, Executive Director, Digital Therapeutics Alliance

2:40pm – 3:15pm How Wearables will Change the Patient Experience
Rachel Kalmar, Affiliate, Berkman Klein Center for Internet & Society at Harvard University Staff Product Manager, Tableau Software

3:30pm – 4:05pm Integrating Digital Technology into Clinical Care
Natali Rauseo-Ricupero, MSW, LCSW, Clinical Director, Division of Digital Psychiatry, Beth Israel Deaconess Medical Center

4:20pm – 4:55pm Harnessing Voice as a Vital Sign
Jim Harper, Founder & COO, Sonde Health

4:55pm – 5:30pm The Role of New Technologies in Healthcare Track
Live Q&A with Speakers
**Friday, October 2, 2020**

8:00am – 8:45am **Fireside Chat: Racism and The Patient Experience**
Sachin Jain, President and CEO, SCAN Group and Health Plan
Janae Sharpe, Founder, Sharpe Index

**Choose Between Two Interchangeable Tracks**

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

9:00am – 9:15am **Chairperson’s Opening Remarks**
Chair: Craig Lipset, Former Head of Clinical Innovation, Pfizer

9:15am – 9:50am **The Value of Embedding Research into a Large Health System**
Jeff James, CEO, Wilmington Health and Founding Member of Innovo Research

10:05am – 10:40am. **Transforming the Patient’s Clinical Trial Experience**
Kelly Johnston McKee, MS, Sr Director of Patient Recruitment and Registries, Metidata

10:55am – 11:30am **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

11:45am – 12:20pm **Learning from 5 Million Clinical Research Participants: #FindtheFive & the Power of Measuring Patient Experience**
Irfan A. Khan, MD, CEO, Circuit Clinical

12:30pm – 1:00pm **Patient Experience in Clinical Research: How to Harness Large Health Systems**
Live Q&A with Speakers

**Understand and Meet the Needs of the Patients You Serve**

9:15am – 9:50am. **How Human-Centered Leadership Supports Exceptional Experience**
Liz Boehm, Executive Strategist, Human-Centered Research, Vocera

10:05am – 10:40am **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

10:55 – 11:30am **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

11:45am – 12:20pm. **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

2:00pm – 2:35pm  **Bridging Personal Convictions and Organizational Strategy to Create Excellence in Person-Centered Care**
Sara Guastello, Vice President, Knowledge Management, Planetree International

2:50pm – 3:25pm  **Examine the Needs of the Patients You Serve**
Live Q&A with Speakers

3:40pm – 4:15pm  **Why We Say "Person Living With ...": The Power of Words in Patient Empowerment**
John-Manuel Andriote, Author and HIV Advocate, *Psychology Today* Blogger