



Patient Experience Symposium

Drive Creativity and Innovation to Build
an Unforgettable Experience

Wednesday, September 30, 2020

8:00 am Registration and Coffee

9:00 – 11:00 Choose between Optional Learning Labs A, B or C

LEARNING LAB A

Human-Centered Leadership: Cultivating an Optimal Workplace Culture

Learning Lab Facilitators from **The Institute for Healthcare Excellence**

William J. Maples, MD, President and Chief Executive Officer

Read G. Pierce, MD, Vice President, Culture Transformation and Strategy

Jennifer K Clark, MD, Faculty

Jennifer Krippner, Chief Experience Officer

Sandra Argenio, MD, Faculty

LEARNING LAB B

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

LEARNING LAB C

What Patients Want

Randi Oster, President, Help Me Health

11:45 Chairperson's Welcoming Remarks

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

12:00 – 12:35 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

12:35 – 1:30 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., Vice President, Culture Transformation and Strategy

The Institute for Healthcare Excellence

1:30 – 2:00 Listening Differently: Rethinking the How, When and Why of Patient Feedback

Alan Dubovsky, Chief Patient Experience Officer, Cedars-Sinai

2:00 – 2:30 Networking Break

2:30 – 3:05 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*

2:30 – 3:10 Full Access Communication Between YOU and Deaf/DeafBlind Patients

Kevin Richmond, Founder of ASL and DeafBlind Consulting and Services, LLC

3:05 – 3:40 We are Not Good at Death

Janae Sharp, Founder, *The Sharp Index*

3:40 – 4:20 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

4:20 – 5:30 Reimagining Healthcare: A Patient’s Journey

Moderated by: Mike Biselli, Community Builder; Health-tech Entrepreneur; Chief Community Officer, BurstIQ

Sponsored by inspire

5:30 pm Welcome Reception in Exhibit Showcase featuring The Walking Gallery

Thursday, October 1, 2020

7:30 - **Coffee** sponsored by **Institute for Healthcare Excellence**

8:15am Chairperson’s Opening Remarks Bob

Baker, MD, Author, *Performance in Medicine*

8:30 - 9:30 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

9:30 - 10:00 What Patients Want: A Case Study and Implementation Ideas

Randi Oster, President, *Help Me Health*

10:00 - 10:20 **Morning Break**

10:20 - 11:05 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

11:05 - 11:55 **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 Break for Lunch and Exhibit Viewing

Choose Between Two Interchangeable Tracks and Interactive Learning Lab

Elevate Your Health Care System with a Positive Patient Focus

1:10 - 1:45 **The Leader's Role in Creating and Supporting a Positive Patient Experience**
Carol Santalucia, Director, Business Development, Office of Patient Experience; Cleveland Clinic

1:50 – 2:25 **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

2:30 - 3:05 **Not Ready, Not Set.....Discharge. The Patient View of Hospital Discharges Care Transitions** James Harrison MPH PhD, Assistant Professor, Division of Hospital Medicine
University of California San Francisco

1:50 pm – 3:30 pm **LEARNING LAB D**

Practical Skills for Enhancing Human Connection and Thriving at Work Learning Lab Facilitators from **The Institute for Healthcare Excellence** Read G. Pierce, M.D., Vice President, Culture Transformation and Strategy William J. Maples, M.D., President and Chief Executive Officer
Jennifer K Clark, MD, Faculty Jennifer Krippner, Chief Experience Officer
Sandra Argenio, MD, Faculty

3:05 - 3:30 Afternoon Break

3:30 - 4:05 **The Wonder of Medicine: How Magic and Medicine Intersect with Each Other**
Bob Baker, MD, Author, *The Performance of Medicine*

4:10 – 4:45 **The Power of Paint to Change Policy**
Regina Holliday, Artist and Activist, The Walking Gallery

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

1:10 - 1:45 **Virtual Health: Part of the Care Continuum**

Ann Mond Johnson, CEO, American Telemedicine Association

1:50 - 2:25 **How Wearables will Change the Patient Experience** Rachel Kalmar, Affiliate, Berkman Klein Center for Internet & Society at Harvard University Staff Product Manager, Tableau Software

2:30 – 3:05 **Integrating Digital Technology into Clinical Care**

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

3:05 - 3:30 - Afternoon Break

3:30 - 4:05 **Digital Therapeutics: Combining Technology and Evidence-based Medicine to Transform Personalized Patient Care** Megan Coder, PharmD, MBA Executive Director, Digital Therapeutics Alliance

1:50 pm – 3:30 pm **LEARNING LAB D**

Practical Skills for Enhancing Human Connection and Thriving at Work Learning Lab Facilitators from **The Institute for Healthcare**

Excellence Read G. Pierce, M.D., Vice President, Culture Transformation and Strategy William J. Maples, M.D., President and Chief Executive Officer Jennifer K Clark, MD, Faculty Jennifer Krippner, Chief Experience Officer Sandra Argenio, MD, Faculty

4:05 - 4:40 **Harnessing Voice as a Vital Sign**
Harper, Founder & COO, Sonde Health

Jim

4:50 - 5:25 TBA

5:30 End of Day Two - Dine Around Boston

Friday, October 2, 2020

8:00am **Morning Coffee**

Choose Between two Interchangeable Tracks

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

8:30am Chairperson's Opening Remarks

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

8:45am - 9:10am The Value of Embedding Research into a Large Health System

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

9:15am - 9:50am Transforming the Patient's Clinical Trial Experience

Kelly Johnston McKee, MS, Head of Patient Recruitment, Vertex Pharmaceuticals Inc.

9:50am - 10:10am Networking Break

10:10 – 10:45 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

10:50 - 11:25 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)

11:30 - 12:05 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

8:30am **Chairperson's Opening Remarks**

8:45am - 9:10am How Human-Centered Leadership Supports Exceptional Experience
Liz Boehm, Executive Strategist, Human-Centered Research, Vocera

9:15am - 9:50am Uncovering and Interrupting Bias in Ourselves and Others: Moving toward Inclusion and Equity

Angela Kade Goepferd, MD, Director of Medical Education; Vice Chief of Staff; Medical Director, Gender Health Program, Children's Hospitals and Clinics of Minnesota

9:50am - 10:10am Networking Break

10:10am – 10:45am 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

10:50am – 11:20pm Changing the Conversation and Outcomes in Our Approach to Chronic Pain

Moderator: Jennifer K Clark, MD, Faculty, The Institute for Healthcare Excellence

Panelists: Christina Tulenko, MD, Chief Medical Officer, Pain Management Group, Ohio
Timothy Poulton, MD, Family Physician, Appalachian Mountain Community Health Centers, **North Carolina**

11:20 - 12:05 Bridging Personal Convictions and Organizational Strategy to Create Excellence in Person-Centered Care

Sara Guastello, Vice President, Knowledge Management, Planetree International

12:05 – 12:40 Why We Say "Person Living With ...": The Power of Words in Patient Empowerment

John-Manuel Andriote, Author and HIV Advocate, *Psychology Today* Blogger

2:00 – 4:00 **Choose Between Two Post-Conference Learning Labs**

LEARNING LAB F

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

LEARNING LAB G

Changing the Game by Disrupting the Patient Experience

Shawn Nason, Founder & CEO, The Nason Group

Michael Harper, Chief of Radical Experiences, The Nason Group