Monday, May 11, 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

11:15  Chairperson’s Welcoming Remarks
Bob Baker, MD, Author, The Performance of Medicine

11:25 – 12:05  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

12:05 – 1:00  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
1:00 – 1:30 **Listening Differently: Rethinking the How, When and Why of Patient Feedback**  
Alan Dubovsky, Chief Patient Experience Officer, Cedars-Sinai

1:30 – 2:10 **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*

2:10 – 2:30 Networking Break

2:30 – 3:10 **Full Access Communication Between YOU and Deaf/DeafBlind Patients**  
Kevin Richmond, Founder of ASL and DeafBlind Consulting and Services, LLC

3:10 – 3:50 **We are Not Good at Death**  
Janae Sharp, Founder, *The Sharp Index*

3:50 – 4:30 **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

4:30 – 5:30 **Reimagining Healthcare: A Patient’s Journey**  
Moderated by: Mike Biselli, Community Builder; Health-tech Entrepreneur; Chief Community Officer, BurstIQ

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

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**Tuesday, May 12, 2020**

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

8:00am **Chairperson’s Opening Remarks** Bob Baker,  
MD, Author, *The Performance of Medicine*

8:15 - 9:00 **What Patients Want: A Case Study and Implementation Ideas**  
Randi Oster, President, *Help Me Health*

9:00 – 9:45 **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  
Paul Morton, Sr. Vice President, Nordstrom

9:45 - 10:15 Morning Break
Choose Between Two Interchangeable Tracks and Interactive Learning Lab

Elevate Your Health Care System with a Positive Patient Focus

10:15 - 10:50 The Leader’s Role in Creating and Supporting a Positive Patient Experience Carol Santalucia, Director, Business Development, Office of Patient Experience; Cleveland Clinic

10:55 – 11:30 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

11:30 - 12:45 Break for Lunch and Exhibit Viewing

12:45 - 1:20 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

1:25 - 2:00 The Wonder of Medicine: How Magic and Medicine Intersect with Each Other Bob Baker, MD, Author, The Performance of Medicine


2:45 - 3:20 Using Social Media to Better Understand Physician Engagement in Patient Experience Justin Bright, MD, CPXP, Department of Emergency Medicine, Henry Ford Hospital

3:20 - 3:45 Afternoon Break

The Role of New Technologies in Health Care

10:15 - 10:50 Telehealth: Improving the Patient Experience and Enhancing Care Joseph C. Kvedar, MD, Vice President, Connected Health, Partners Healthcare Professor of Dermatology, Harvard Medical School

10:55 - 11:30 Virtual Health: Part of the Care Continuum Ann Mond Johnson, CEO, American Telemedicine Association

11:30 - 12:45 Break for Lunch, Exhibit Viewing and Book Signings

12:45 - 1:20 How Wearables will Change the Patient Experience Rachel Kalmar, Affiliate, Berkman Klein Center for Internet & Society at Harvard University Staff Product Manager, Tableau Software

1:25 - 2:00 Integrating Digital Technology into Clinical Care John Torous MD MBI, Director of Digital Psychiatry, Beth Israel Deaconess Medical Center
2:05 - 2:40 Digital Therapeutics: Combining Technology and Evidence-based Medicine to Transform Personalized Patient Care
Megan Coder, PharmD, MBA Executive Director, Digital Therapeutics Alliance

2:45 - 3:20 Harnessing Voice as a Vital Sign
Jim Harper, Founder & COO, Sonde Health

3:20 - 3:45 Afternoon Break

General Sessions

3:45 – 4:15 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
Dr. Alisahah Cole, Chief Community Impact Officer, Atrium Health

4:30 - 5:30 Closing Keynote Speaker:
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

Choose Optional Learning Lab

Tuesday - 1:45 – 3:45 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

5:30 End of Day Two Evening Hours - Dine Around Boston

Wednesday, May 13, 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 **Verily and Pfizer Collaboration**  
Kaylyn Frazier, Sr User Experience Researcher, Verily Life Sciences  
Dr. Timothy Joy, Sr Director Patient Technologies, Pfizer

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, Director of 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

10:10 – 10:45 **Addressing Implicit Bias to Improve Health Equity**  
Sunita Mutha, MD, Director, Healthforce Center, University of California, San Francisco

10:50am - 11:25am **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

11:30am - 12:05pm **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

12:10 - 12:45  Bridging Personal Convictions and Organizational Strategy to Create Excellence in Person-Centered Care
Sara Guastello, Vice President, Knowledge Management, Planetree International

12:45 - 1:20  Why We Say "Person Living With ...": The Power of Words in Patient Empowerment
John-Manuel Andriote, Author and HIV Advocate, Psychology Today Blogger

3:00 – 5:00  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