



Patient Experience Symposium

Drive Creativity and Innovation to Build
an Unforgettable Experience

Wednesday, September 30, 2020

10:00am - Survive & Thrive in an Era of COVID-19: The Human Care Strategy

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

11:15am – 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

11:55am – 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 – We are Not Good at Death

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

2:15pm – Being Authentic in a World Filled with Chaos

Sean Slovenski, CEO, bioiQ
Shawn Nason, Founder & CEO, The Nason Group3

3:30pm – Listening Differently: Rethinking the How, When and Why of Patient Feedback

Alan Dubovsky, Chief Patient Experience Officer, Cedars-Sinai

4:20pm – Building an Exceptional Patient Experience in a COVID Field Hospital....in 7 Days

Gigi Fergus, MBA, BSN, RN, Memorable Care

Social Determinants of Health Podcast

(Available on demand in the Resource Center)

Zeev Neuwirth, MD; Senior Medical Director of Populations Health at Atrium Health; Author *Reframing Healthcare*, Speaker and Podcaster
Michellene Davis, Esq., Executive Vice President, Chief Corporate Affairs Officer, RWJ Barnabas Health
Dr. Alisahah Cole, Chief Community Impact Officer, Atrium Health

Thursday, October 1, 2020

10:00am – Changing the Experience of Healthcare – Conversations with Customer-Friendly Leaders

Moderator: Richard Corder, Managing Director at TiER1 Healthcare

Catriona Eldemery, Sr. Director of People & Culture, Luxury Hospitality & Human Resource Professional

Sarah Kalloch, Executive Director, Good Jobs Institute

Michael Barkin, Co-Founder, Stitch + Heart

11:15am – The Leader's Role in Creating and Supporting a Positive Patient Experience

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

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

Choose Between Two Interchangeable Tracks

The Role of New Technologies in Health Care

1:00pm – Virtual Health: Part of the Care Continuum

Ann Mond Johnson, CEO, American Telemedicine Association

1:45pm – Digital Therapeutics: Combining Technology and Evidence-based Medicine to Transform Patient Care

Megan Coder, PharmaD, MBA, Executive Director, Digital Therapeutics Alliance

2:30pm – 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 – Integrating Digital Technology into Clinical Care

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

4:15pm – Harnessing Voice as a Vital Sign

Jim Harper, Founder & COO, Sonde Health

Elevate Your Health Care System with a Positive Patient Focus

1:45pm - Why Providers Should Have a Performer's Mindset

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

2:30pm - **Using Social Media to Better Understand Physician Engagement in Patient Experience**

Justin Bright, MD, CPXP, Department of Emergency Medicine, Henry Ford Hospital

3:30pm – **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

4:15pm – **Changing the Game by Disrupting the Patient Experience**

Shawn Nason, Founder & CEO, The Nason Group/MOFI

Michael Harper, Chief of Radical Experiences, MOFI

Friday, October 2, 2020

Choose Between Two Interchangeable Tracks

Examine the Needs of the Patients You Serve

9:15am **How Human-Centered Leadership Supports Exceptional Experience**

Liz Boehm, Executive Strategist, Human-Centered Research, Vocera

10:05am **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

10:55am **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

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

11:45am **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 **Bridging Personal Convictions and Organizational Strategy to Create Excellence in Person-Centered Care**

Sara Guastello, Vice President, Knowledge Management, Planetree International

2:45pm **Why We Say "Person Living With ...": The Power of Words in Patient Empowerment**

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

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

9:00am Chairperson's Opening Remarks

Craig Lipset, Former Head of Clinical Innovation, Pfizer

9:15am The Value of Embedding Research into a Large Health System

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

10:05am Transforming the Patient's Clinical Trial Experience

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

10:55am 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 Learning from 5 Million Clinical Research Participants: #FindtheFive & the Power of Measuring Patient Experience

Irfan A. Khan, MD, CEO, Circuit Clinical