Sessions will be available each day and will remain online for 30 days following the event. The virtual sponsor showcase will be staffed by our sponsors at times TBD.

**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

10:45am – **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

11:45am – **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
Matt Parry, Sr. Director, Strategy and Customer Experience, Walmart
Shawn Nason, Founder & CEO, The Nason Group

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

4:15pm – **Building an Exceptional Patient Experience in a COVID Field Hospital….in 7 Days**
Gigi Fergus, MBA, BSN, RN, Memorable Care
Thursday, October 1, 2020

9:15am – **Social Determinants of Health Podcast (Resource Center)**
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

10:15am – **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, 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

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**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

3:15pm – **Integrating Digital Technology into Clinical Care**
Natali Rauseo-Ricupero, MSW, LCSW, Clinical Director, Division of Digital Psychiatry, Beth Israel Deaconess Medical Center
4:00pm – **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

3:15pm – **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

4:00pm – **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 Caroline

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