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

11:15  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 Group

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

Thursday, October 1, 2020

7:30 - Coffee sponsored by Institute for Healthcare Excellence

8:00am Chairperson’s Opening Remarks Bob Baker,  
MD, Author, Performance in 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  
Michael Barkin, Co-Founder, Stitch + Heart
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

1:45 pm – 3:45 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

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

1:45 pm – 3:45 pm **LEARNING LAB D**

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

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

5:30 End of Day Two Evening Hours - 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 Benger, 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

10:10 – 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
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