



# 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 MHCD, 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

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*

2:05 – 2:40 **The Power of Paint to Change Policy** Regina Holliday, Artist and Activist, The Walking Gallery

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** 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

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 Bengert, 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

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