

# WESTERN PAHHS 2014 WESTERN HEALTHCARE PA SUMMIT

A NEW ERA OF  
HEALTHCARE  
ADMINISTRATION,  
FINANCE, &  
INFORMATION  
TECHNOLOGY

Brought to you by:



November 18, 2014  
8:00 AM to 5:30 PM

Regional Learning Alliance  
850 Cranberry Woods Drive  
Cranberry Township, PA 16066

# WESTERN PAHHS

2014

The Western Pennsylvania Healthcare Summit (PAHS) is a one day summit produced by Pittsburgh's four leading healthcare business organizations including American Association for Healthcare Administration (AAHAM), American College of Healthcare Executives (ACHE), Healthcare Financial Management Association (HFMA), and Healthcare Information Management Systems Society (HIMSS).

## WESTERN HEALTHCARE PA SUMMIT

7:15 AM to 8:00 AM	Continental Breakfast			
8:00 AM to 8:30 AM	REGISTRATION OPEN	<b>Opening Comments</b> Denis Lukes, Vice President of Finance, Hospital Council of Western Pennsylvania		
		<b>Innovations in Managing Population Health: The Geisinger Story</b> Kevin Brennan, Chief Financial Officer, Geisinger Health System		
9:30 AM to 9:45 AM	Break			
		Track #1 <b>PATIENT ENGAGEMENT</b>	Track #2 <b>DATA ANALYTICS</b>	Track #3 <b>TELEMEDICINE</b>
9:45 AM to 10:45 AM		<b>The Role of Technology in Patient Engagement: The Standards and Technology Perspective</b> Blue Cross Blue Shield Assoc.	<b>Finding the Holy Grail: Cost and Quality</b> UPMC Payer Provider Programs	<b>"Alphabet Soup" &amp; a New Definition for Telemedicine</b> Tele-Mobile Healthcare Solutions
10:45 AM to 11:45 AM		<b>Liberating Health Data to Spur Innovation: Blue Button</b> Office of the National Coordinator	<b>Using Data to Support Management Decisions for New Payment Models</b> Dixon Hughes Goodman	<b>Looking into my Telemedicine "Crystal Ball" I see...</b> American Telemedicine Assoc.
11:45 AM to 1:00 PM	Lunch Talk with Quorum Health Resources Effective Practice Management to Move Towards Integrated Delivery Systems			
1:00 PM to 2:00 PM	REGISTRATION OPEN	<b>C-Suite Panel: What keeps our leaders up at night?</b>		<b>Revolutionizing Home Care with Telemedicine</b> Home Care Technology Report
2:00 PM to 3:00 PM		<b>Achieving Sustainable Population Health Management</b> Kaufman Hall	<b>The Promise of Healthcare Analytics with FTI Catalyst</b> Catalyst Healthcare	<b>A New Generation Tele-medical Devices &amp; Connections</b> Continua Council
3:00 PM to 3:15 PM	Break			
3:15 PM to 4:15 PM		<b>Recent TCPA Developments: What You Can Do to Protect Your Company</b> Hogan Lovells US LLP	<b>Using Data to Improve the Patient Experience</b> Press Ganey	<b>Telemedicine Pioneers Panel</b> Dr. Wolfgang Fink, Dr. Ron Poropatich, Joe Tracey, & Dr. Larry Wechsler
4:15 PM to 5:30 PM	<b>Washington Update</b> Paul A. Miller, CEO & Lobbyist, Miller/Wenhold Capitol Strategies			

8:00 AM to 8:30 AM

**Opening Comments**

**Denis Lukes, CPA**

Vice President and Chief Financial Officer  
Hospital Council of Western Pennsylvania



Denis J. Lukes, CPA, joined Hospital Council of Western Pennsylvania in March 2012 as vice president, Payer Relations and Reimbursement. He recently assumed the additional role of chief financial officer. Denis works closely with member chief financial officers and other member representatives. He focuses on Medicare and Medical Assistance reimbursement-related issues and payer related issues and analysis. In addition, he serves as a key staff member to several member committees and work groups and manages Hospital Council's Flash Survey and other related surveys.

Prior to joining Hospital Council, Denis served as vice president, Finance, for the West Penn Allegheny Health System. Previously, Denis was with Pitts Management Associates, a national healthcare financial turn around firm. In addition, Denis spent a large portion of his career with St. Francis Health System, including serving as chief financial officer for St. Francis Hospital of New Castle and vice president of Finance for the System. He also previously worked for Arthur Anderson & Co. Denis holds a bachelor of science degree in Administration from Indiana University of Pennsylvania and is a certified public accountant.

8:30 AM to 9:30 AM

**Innovations in Managing Population Health  
The Geisinger Story**

**Kevin Brennan, CPA, FHFMA**

Executive Vice President and Chief Financial Officer, Geisinger Health System  
Member, HFMA National Board of Directors



Kevin F. Brennan, CPA, FHFMA is the Executive Vice President of Finance, Chief Financial Officer of Geisinger Health System and Treasurer of the Foundation. As Chief Financial Officer, he is responsible for all of the System financial operations and directs key functions including: treasury management, revenue cycle, financial reporting, budgeting, third party contracting, compliance, payroll, accounts payable, tax, decision support, mergers and acquisitions and financial systems, including workforce management.

From 1991 through 1995, Mr. Brennan served as the Regional Vice President, Finance and Vice President, Managed Care with the Franciscan Health System with responsibilities covering eight hospitals and affiliates in the Mid-Atlantic Region. From 1981 through 1991, Mr. Brennan served in Chief Financial Officer roles at teaching hospitals, primarily in multi-entity systems within the Mid-Atlantic Region.

Mr. Brennan holds a Master's of Business Administration degree in Healthcare Administration and a Bachelor of Science degree in Business Administration, both from LaSalle University in Philadelphia. He has been a Certified Public Accountant since 1979 and is a member of the American Institute of Certified Public Accountants and the Pennsylvania Institute of Certified Public Accountants. He is a fellow of the Healthcare Financial Management Association ("HFMA") since 1992 and also serves on the National Board of Directors of HFMA.

9:30 AM to 9:45 AM

**Coffee Break**

**Organization Spotlight  
AMERICAN ASSOCIATION OF  
HEALTHCARE ADMINISTRATIVE**

The American Association of Healthcare Administrative Management (AAHAM) is the premier professional organization in healthcare administrative management. Through a national organization and local chapters, AAHAM provides quality member services and leadership in the areas of education, communication, representation, professional standards and certification.

<http://threeriversaaham.com/>

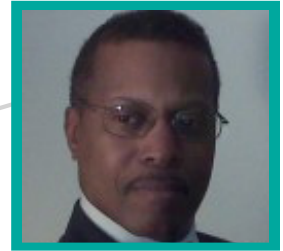


A NEW ERA OF  
HEALTHCARE  
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TECHNOLOGY

**PATIENT ENGAGEMENT**

**The Role of Technology in Patient Engagement:  
The Standards and Technology Perspective**

Payer data is a large component of the "Big Data" aspect of patient engagement. Governance of consumer-generated data and the possibility of consumer alteration of clinically-sourced data must be accommodated across the various consumer health technologies: (e.g., Personal Health Records, Blue Button, Mobile health applications). Health information technology standards and system standards play a key role patient engagement/empowerment in view of past, present, and future Meaningful Use stages and system certification. Healthcare executives and caregivers will be interested in hearing about "what's next" in the patient engagement technology arena from the Big Data and population health perspectives.



R. Lenel James, MBA, CPHIT, CPEHR is a senior project manager in the Information Standards and eHealth team of the National Programs Division of the Blue Cross and Blue Shield Association.

Lenel has over 30 years of IT experience including five years spent as the Deputy Director of Clinical Systems at the third largest public hospital in the US. At Health Level Seven (HL7), he participates in the Electronic and Personal Health Record Work Groups, is a past member of the CCHIT PHR Work Group, and past chair of the HIMSS PHR Public Comment Work Group. Lenel was a speaker at the HIMSS 2010 PHR Symposium and, as a recipient of the Spirit of HIMSS Award, continues to uphold the HIMSS mission of excellence in his representation of the payer perspective within various HIMSS HIE activities. Lenel is also active with the community and in population health, in his role serving as the Board president of the Institute for eHealth Equity.

**Lenel James, MBA, CPHIT, CPEHR**  
Senior Project Manager  
Industry Standards & eHealth  
National Programs  
Blue Cross and Blue Shield  
Association

**DATA ANALYTICS**



**Finding the Holy Grail: Cost and Quality  
UPMC Cost Accounting Solution & Case Study**

The current economic dynamics in healthcare are changing in such a way that will require a much greater understanding of the costs associated with providing care. An effective and accurate Cost Management system is the only way to obtain this understanding of expenses and will eventually become a necessity in order to survive and thrive in this new environment. This presentation will thoroughly review the detailed approach used in the Cost Management initiative currently underway at UPMC.

**Pietro Ferraro**  
Director of Finance  
UPMC Payer Provider Programs

Pietro comes to the Payer Provider Programs Group in 2011 with his international experience initially with Ernst & Young Consultants, and subsequently joining UPMC Italy in 1999 with ISMETT in Palermo-Italy (Multi Organ Transplant Center). His extensive background in hospital budgeting, cost accounting, supply chain, clinical indicators and DRG reimbursement systems laid the groundwork for Pietro to build and implement many business processes, and in particular he has developed several cost management and reporting systems. He is currently designing and in the process of implementing a shared enterprise Cost Management model (activity based) composed by a cost center model and a patient centered model. The work of the first of seven Phases of the model began in 2012, and is in process to be utilized across UPMC Hospital Division (20 hospitals) and also will include UPP (University of Pittsburgh Physicians). Implementation of the model is projected to be completed by the end of CY14. Pietro holds a Bachelor of Science Degree in Economics and Business from the University of Palermo, a Masters in Management of Healthcare Services, and has taken a significant variety of international educational courses.

**TELEMEDICINE**

**Alphabet Soup &  
A New Definition for Telemedicine**

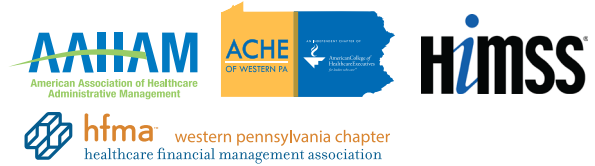
One of the reasons Telemedicine has grown as it could may be that its definition is too narrow. Can coupling Telemedicine with MHealth increase usage of both to benefit Healthcare delivery? Both approaches are examined, from both usage & technology viewpoints to show that Telemedicine and MHealth can be extra beneficial when considered complementary not competing solutions. Hence a new definition is proposed. The day's program will also be introduced.



Peter J. Haigh, FHIMSS, founded Tele-Mobile Healthcare Solutions in 2006 as a Consultancy dedicated to planning, developing and implementing new and innovative applications of telecommunications technology. What drives TMHS is a burning desire to revolutionize the diagnosis and treatment of disease and injury, dedicated to reducing suffering, saving lives and \$ at the same time. His distinguished career in Information Technology and Telecommunications spans more than 3 decades. He holds an MA from the University of Cambridge where he was a State Scholar at St. Catharine's College. From 2000-2006 he was Verizon's "HIPAA Leader" and its corporate representative to the American Telemedicine Association. His service to the healthcare industry was recognized by his advancement to Fellow Member status in the Healthcare Information and Management Systems Society in 2002. Peter speaks frequently to national conferences such those of HIMSS, Connected Health and ATA, and he has published numerous articles. He has served as Adjunct Faculty in Information Technology for the University of Pittsburgh Medical School, Boston University and Lander University Schools of Medicine & Healthcare Professions. His work is currently focused on Telemedicine, MHealth and related areas.

**Peter J. Haigh, FHIMSS**  
Principal  
Tele-Mobile Healthcare Solutions

# 10:45 AM to 11:45 AM SESSION #2



PATIENT ENGAGEMENT

## Liberating Health Data to Spur Innovation: Blue Button

The amount of healthcare information and data available to consumers is increasing, thanks in part to federal incentives such as the meaningful use program and the expansion of the Blue Button Initiative. We owe it to consumers to make this data available and accessible when and where they want it. 'Blue Button Pledge' organizations are making personal health information available to Americans nationwide via their providers, health plans, laboratories, state vaccination registries, and pharmacies and are building applications and services to make health information actionable for patients. One of the guiding principles in ONC's interoperability work is that individuals' health information should be easily accessible to them and their care teams. In this session, you will learn more about how ONC plans to expand and build upon the success of the Blue Button initiative to support and enable patient engagement in healthcare.

Lana Moriarty, MPH, is the acting director for consumer e-health at the Office of the National Coordinator for Health IT (ONC). Lana's focus at the ONC is to increase consumer engagement and foster stronger patient-provider partnerships. Lana previously worked within the Health Resources and Services Administration (the primary Federal agency for improving access to health care services for people who are uninsured, isolated, or medically vulnerable). Before working at HRSA, Lana worked on gender issues at the World Bank and served as a Peace Corps volunteer.



**Lana J. Moriarty, MPH**  
Acting Director,  
Office of Consumer eHealth  
Office of the National Coordinator  
for Health IT

DATA ANALYTICS



**Michael Wolford**  
Manager  
Dixon Hughes  
Goodman LLP

## Using Data to Support Management Decisions for New Payment Models

Episodic bundling (i.e. bundled payments) continues to gain popularity and momentum as a means for reducing healthcare spending and increasing provider interdependency. Presentation will focus on key data-driven themes in episodic/ population health and success strategies.

Michael Wolford, MBA, is a Manager in the strategy market for DHG Healthcare, the national healthcare practice of Dixon Hughes Goodman LLP. Since joining the firm in 2010, Michael has become one of the firm's go-to authorities on bundled and episodic payments. Based on his experience with bundled payments, particularly the CMMI Bundled Payments for Care Improvement (BPCI) initiative, Michael was appointed to DHG Healthcare's Bundled Payments & Payment Models team. During Michael's tenure with DHG, he has served as interim Director of Bundled Payments (2012-2014) for two BPCI awardees overseeing three facilities. His work in this position included leading care redesign efforts, aligning physician and hospital initiatives, creating economic win-win opportunities, and validating data to build the BPCI value proposition. Michael has co-authored multiple thought-leading articles, most recently What Healthcare Executives Should Consider in Bundled Payments for Care Improvement Decisions. Beyond bundled payments, Michael's other project work has focused on acute-care hospital mergers, strategic planning and hospital-physician alignment. This includes detailed work with physicians in orthopaedics, radiology, anesthesiology, spine services, solid-organ transplantation, sports medicine, oncology, cardiothoracic surgery, and general surgery.

TELEMEDICINE

## Looking into my Telemedicine "Crystal Ball" I see...

### A Focus on Reimbursement & New Financial Models

Mr. Linkous is the Chief Executive Officer of the American Telemedicine Association (ATA), based in Washington, DC. As the chief staff executive of ATA since its inception in 1993, Mr. Linkous has lectured and written extensively in the U.S. and other countries on healthcare modernization and related technology issues, emerging applications and market trends. He has served on a variety of national and international advisory bodies including the FCC Hurricane Katrina Advisory Panel, the HHS Chronic Care Workgroup and the joint FCC-NTIA Advisory Committee on Communications Capabilities of Emergency Medical and Public Health Care Facilities. Mr. Linkous has 30 years' experience in public policy related to healthcare, telecommunications and aging in both the corporate and public sectors. In the private sector he has provided consulting services to many of the nation's leading telecommunications, technology and healthcare companies. Previously, he served as a national leader in aging services as the Executive Director of the National Association of Area Agencies on Aging and was as a senior executive with the National Association of Regional Councils and the Appalachian Regional Commission. Mr. Linkous holds a Masters Degree in Public Administration from the School of Government and Public Affairs at the American University in Washington, D.C. and a Degree in Business Administration from Franklin University in Columbus, Ohio with additional postgraduate work at the LBJ School of Public Affairs in Austin, Texas.



**Jonathon Linkous**  
President  
American Telemedicine  
Association

## AGENDA AT A GLANCE

9:45 AM to 10:45 AM  
**Breakout Session #1**

10:45 AM to 11:45 AM  
**Breakout Session #2**

11:45 AM to 1:00 PM  
**Lunch**

1:00 PM to 2:00 PM  
**Breakout Session #3**

2:00 PM to 3:00 PM  
**Breakout Session #4**

3:00 PM to 3:15 PM  
**Break**

3:15 PM to 4:15 PM  
**Breakout Session #5**

4:15 PM to 5:30 PM  
**An Update from the Capitol**



**LUNCH TALK WITH**  
**QUORUM HEALTH RESOURCES**

**Effective Practice Management to Move Towards Integrated Delivery Systems**

**Sam Eddy**, Director of Physician Practice Management  
Quorum Health Resources

Director of Physician Practice Management Sam Eddy is a results-oriented leader with more than 25 years of progressive healthcare business experience. Prior to joining QHR, his professional background included serving as the Director of Operations/Projects for FemPartners, Inc. in Houston, Texas. In this position, Sam grew the business through physician retention and recruitment, constantly improving group practice operations, facility development and mergers, ultimately achieving annual increases in revenue and profitability over an 8 year period. His experience also includes serving as the Manager in the Healthcare Consulting Practice for Cap Gemini Ernst and Young, also in Houston.

In his current position, Sam is responsible for leadership and oversight of QHR's Physician Services Consulting practice, which includes advising clients in the area of physician practice management, practice operations and physician-hospital integration strategies. His clients also benefit from his proven methodologies in strategic planning, contract negotiation and analyzing operational issues within the practices to improve financial results of employed physician practices.



**1:00 PM to 2:00 PM**  
**SESSION #3**

**C-SUITE PANEL**  
**What keeps our leadership up at night?**



**CHIEF EXECUTIVE OFFICER**

**Robert C. Jackson, Jr., MBA, FACHE**, Chief Executive Officer of Grove City Medical Center, was appointed to the organization's top leadership position in 2005.

Prior to joining Grove City Medical Center, Rob was Manager of Payer Relations for UPMC Physician Services. He holds a Bachelor of Arts in Business Administration from Westminster College and earned a Masters in Business Administration from the University of Pittsburgh's Joseph M. Katz Graduate School of Business. He is a fellow of the American College of Healthcare Executives. Rob is active in various community organizations and holds several associated board posts.



**CHIEF FINANCIAL OFFICER**

**Dan Simmons** became associated with Monongahela Valley Hospital in 1984 and has been in the capacity of Chief Financial Officer since July 2004. Mr. Simmons is a member of the American Institute of Certified Public Accountants and the Pennsylvania Institute of Certified Public Accountants. He is a Fellow in and President-Elect of the Western Pennsylvania Chapter of the Healthcare Financial Management Association. Mr. Simmons is also co-chair of the Financial Management Committee for The Hospital Council of Western Pennsylvania. In his spare time, he participates in the Appalachian Work Camp Program, raising funds and building homes for those less fortunate.



**CHIEF OPERATING OFFICER**

**Michael Busch** has served as Executive Vice President and Chief Operating Officer for Excelsa Health since 2010. He also serves a Board member of the Arnold Palmer Cancer Center joint venture and MedCare Medical Equipment Company, LLC a joint venture with 6 gional hospitals. Prior to Excelsa Health, he served the Butler Health System for 6 years as Vice President, Chief Strategy Officer, where he led System strategy and physician alignment. Mr. Busch holds a Masters in Public Management from Carnegie Mellon University. He has served on the adjunct faculty of the University of Pittsburgh, Graduate School of Health Administration and as adjunct instructor at Carnegie Mellon University.



**CHIEF PRIVACY OFFICER**

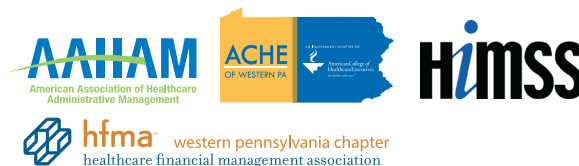
**Natalie Bulger** is the Compliance Director and Privacy Officer for The Children's Institute of Pittsburgh. Ms. Bulger serves on the Board of the Western Pennsylvania Chapter of ACHE and is vice-chair of the Marketing and Membership Committee. She is also an active member of the Health Care Compliance Association. Prior to time at The Children's Institute she assisted with research at the University of Pittsburgh Department of Health Policy and Management. Natalie has a Bachelors in Social Work and a Masters in Health Administration, both from the University of Pittsburgh. She has a citation in Public Leadership from the University of Maryland, is Certified in Healthcare Compliance and has obtained a Lean Six Sigma Green Belt Certification.



**CHIEF INFORMATION OFFICER**

**Sharon Dorogy** is the Chief Information Officer & HIPAA Security Officer at The Children's Institute of Pittsburgh. Prior to joining CI, Ms. Dorogy held other information technology roles with Children's Hospital of Pittsburgh, Union Switch & Signal and Westinghouse Electric Corporation. She holds B.S. and M.Ed. degrees from the University of Pittsburgh. Sharon is an active member of the Pennsylvania eHealth Initiative (PAeHI), HIMSS and CHIME and has held several leadership and committee roles with the Western PA Chapter of HIMSS and PAeHI. As a charter member of the PAeHI, she is the immediate past-president and is currently on its board of directors.

# 1:00 PM to 2:00 PM SESSION #3



TELEMEDECINE

## Revolutionizing Health Care with Home Telehealth

The Affordable Care Act mitigated the U.S. healthcare crisis but did not resolve it. The next step toward caring for 10,000+ Americans per day turning 65 -- and the 30 million already over 80 -- without bankrupting the country is to redirect patients as often as possible from higher-cost to lower-cost care locales. Remote patient monitoring will make it possible for a shrinking clinical workforce to care for a growing patient population but payers and regulators continue to operate under the premise that less home care means lower costs, when the opposite is true. This session will explore the regulatory and financial dilemma in which home care organizations find themselves and propose political as well as technology solutions.

Tim Rowan has been immersed in computer systems implementation and training since 1986 and in home healthcare technology since 1993, first as IT Director for a large Colorado agency, then as editor of Home Care Technology Report since 1999. In his consulting role, he has guided dozens of home care agencies and hospices toward a software vendor selection that serves them for years. He has also developed an online buyer's guide to over 100 technology vendors and hosts a series of live seminars for home care owners and administrators.

Tim holds a Masters in Education from Loyola University in Chicago. He lives in Colorado Springs, where he spends his spare time teaching piano and guitar to his five grandchildren.



**Tim Rowan**  
Publisher & Editor  
Home Care Technology Report

## ORGANIZATION SPOTLIGHTS

### American College of Healthcare Executives

The American College of Healthcare Executives is an international professional society of more than 40,000 healthcare executives who lead hospitals, healthcare systems and other healthcare organizations. ACHE offers its prestigious FACHE® credential, signifying board certification in healthcare management. ACHE's established network of 80 chapters provides access to networking, education and career development at the local level. In addition, ACHE is known for its magazine, Healthcare Executive, and its career development and public policy programs.



<http://westpa.ache.org/>

### Healthcare Financial Management Association

We are an Association of individuals who are organized to improve financial management of healthcare institutions and related patient care organizations. Our goal is to foster and increase knowledge of and proficiency in financial management, conduct and participate in relevant educational programs and activities and provide media for the interchange of ideas and dissemination of material relative to financial management.



**hfma™** western pennsylvania chapter  
healthcare financial management association

<http://www.wphfma.org>

### Healthcare Information Management Systems Society

The Western Pennsylvania Chapter of HIMSS is one of over fifty affiliated chapters of the Healthcare Information and Management Systems Society, the largest health care information systems professional organization in the nation. An affiliated Chapter provides a local forum to discuss new issues and developments, learn about new methods and tools, and network with others with similar experiences. HIMSS National recently provided a vehicle for unified membership - a membership in HIMSS National includes one chapter membership at no extra cost. The following is a summary of some of the benefits of membership in a regional chapter.



<http://wpa.himsschapter.org/>

## AGENDA AT A GLANCE

11:45 AM to 1:00 PM

Lunch

1:00 PM to 2:00 PM

Breakout Session #3

2:00 PM to 3:00 PM

Breakout Session #4

3:00 PM to 3:15 PM

Break

3:15 PM to 4:15 PM

Breakout Session #5

4:15 PM to 5:30 PM

An Update from the Capitol

Your feedback about the program is essential to design future programs. Please complete an evaluation for each session that you participate and provide suggestions for future programs.

**PATIENT ENGAGEMENT**

**Achieving Sustainable Population Health Management**

The move toward population health management requires hospitals and health systems to make a fundamental shift toward ensuring the health of a defined population across a defined care continuum. This new care delivery model is significantly different than the fee-for-service model based on activity level rather than outcomes including costs and quality. This session will provide practical information on the integrated strategic-financial planning and implementation strategies required for success in population health management, including the clinical and care delivery requirements, and the partnership arrangements organizations are making nationwide to prepare for this new model.



**Walter Morrissey, MD,**  
Senior Vice President  
Kaufman, Hall & Associates

Walter W. Morrissey, M.D., has more than 15 years of healthcare experience working as a clinician, strategic advisor, and administrator. He is a member of Kaufman Hall's Strategy practice, and is focused on assisting hospitals and health systems with designing and rationalizing regional delivery networks, clinical and physician alignment strategy, and integrated strategic and financial planning to prepare for the transition to value-based healthcare. Prior to joining Kaufman Hall, Dr. Morrissey was a Vice President at Sg2, an international healthcare intelligence and consulting firm. Dr. Morrissey is a frequent speaker at conferences, national meetings, and industry events. He remains clinically active as an Attending Physician at Hines VA Hospital and also serves on the Clinical Advisory Panel of Santé Health Ventures, a healthcare venture capital firm in Austin, Texas. Dr. Morrissey sits on the Board of Directors of Algonquin State Bank in Algonquin, Ill.

**DATA ANALYTICS**



**Asha Saxena**  
Chief Executive Officer  
Future Technologies, Inc.  
Catalyst Healthcare

**The Promise of Healthcare Analytics with FTI Catalyst**

Healthcare is rich in data. Regulators, researchers, and managers collect multitudes of clinical indicators on patients, procedures, physicians, staff, facilities, and equipment. Indeed, the challenge for healthcare organizations is to make sense of the morass of clinical, financial, and operational information generated each day. IT tools are becoming ever more powerful and hold the promise of true business intelligence and predictive capabilities. Yet healthcare lags in using data analytics to learn about the people it serves and improve its operations and bottom line. Leaders are overcoming structural and cultural hurdles to involve many end users—executives, managers, and clinicians—as well as analysts

Asha Saxena is a strategic, innovative leader with a proven track record of building successful businesses, a strong academic background, creative problem-solving skills, and an effective management style to communicate a clear vision and define specific goals to meet organization targets while sustaining revenue/profits. Asha has been instrumental in building business models for success. She has been nominated to be one of the founding member of Columbia University's Global Innovator and Entrepreneurial group.

**TELEMEDICINE**

**New generation Tele-medical Devices & Connections**  
What they are, how should they be regulated & other stories



**Robert Havasy**  
MS Vice President  
Personal Connected Health Alliance  
Executive Director  
Continua

Robert Havasy is a Vice President of the Personal Connected Health Alliance (PCHA) and the Executive Director of Continua. The PCHA is a first-of-its-kind collaboration between Continua, mHealth Summit, and HIMSS, focused on engaging consumers with their health via personalized health solutions designed for user-friendly connectivity (interoperability) that meet their lifestyle needs. Bringing together the unique strengths, global reach and resources of its founding partners, PCHA is working to generate greater awareness, availability, and access to plug-and-play, consumer-friendly personal health technologies to empower individuals to better manage their health and wellness, anywhere at any time. Prior to joining the PCHA, Mr. Havasy was the Corporate Team Lead for Product and Technology Development at the Center for Connected Health (CCH), part of the Partners HealthCare System in Boston, Massachusetts. At CCH Mr. Havasy lead the team that integrated the Center's technology with Partners' enterprise clinical systems. Major achievements of the Center include connecting remote patient monitoring data to Partners' electronic medical record (EMR) system, the integration of consumer activity monitoring data with the EMR, and a new platform for acquiring and integrating Patient Reported Outcome Measures data. Mr. Havasy holds a Bachelor of Science degree in Environmental Science from Keene State College and an M.S. in Health and Medical Informatics from Brandeis University.



# 3:15 PM to 4:15 PM SESSION #5



PATIENT ENGAGEMENT

## Recent TCPA Developments and What You Can Do to Protect Your Company

Before wireless telephones became ubiquitous, the Telephone Consumer Protection Act (TCPA) was a minor privacy compliance issue for most companies. Today, however, the TCPA is a major regulatory enforcement and class action litigation risk for companies, with regulators, courts and plaintiffs' class action attorneys all targeting TCPA privacy violations. This session will discuss the latest TCPA policy, legal, and regulatory developments – as well as the remaining unsettled areas of the law. It will also include practical strategies and solutions for companies of all sizes and a discussion of enforcement, liability, and reputational risks and how to address those risks.



**Mark Brennan**  
Partner  
Hogan Lovells US LLP

Mark is a partner in the global communications group at Hogan Lovells, where he focuses on consumer protection and new technologies. He has been advising clients on Telephone Consumer Protection Act issues for about 8 years and leads the firm's TCPA policy and regulatory compliance practice. He also works closely with the firm's class action litigation team on TCPA defense and other cases. In addition to his TCPA and telemarketing experience, Mark advises clients on consumer protection matters related to federal and state data privacy and security laws.

DATA ANALYTICS



**Renee Carolan**  
Patient Experience  
Advisor  
Regional Division  
Press Ganey Associates

## Using Data to Improve the Patient Experience

Renée Carolan is a Patient Experience Advisor with Press Ganey Associates, the leading provider of health care performance improvement solutions for over 25 years. She brings a dynamic approach in partnering and educating facilities in the successful implementation of improvement initiatives. She is responsible for providing guidance, training, and leadership on the importance of patient satisfaction as well as recommendations for process and performance improvement, impacting the totality of the patient and family experience.

Renée brings 23 years of progressive healthcare experience in both hospital and physician practice settings. Spanning clinical, clinical support, and administrative roles, she provides a unique perspective and insight while relating to a broad range of individuals throughout the healthcare spectrum. Michael earned a B.S. in Business from Miami University (OH) and completed an M.B.A. concentrating in corporate finance from the Weatherhead School of Management at Case Western Reserve University.

TELEMEDICINE

## New applications of the "New Telemedicine" A Panel of REAL PIONEERS in Telemedicine

Moderated by Peter Haigh, FHIMSS

### "Tele-stroke" Lifesaving Diagnosis, Successful Treatment

**Dr Larry Wechsler**  
Henry B. Higman Professor  
Chair, Department of Neurology  
Vice President for Telemedicine  
University of Pittsburgh Medical Center

### Telemedicine in Treatment of Traumatic Stress Disorder/ Brain Injury

**Dr. Ronald Poropatich**  
Executive Director  
Center for Military Medicine Research  
University of Pittsburgh

### Smart Ophthalmics: An Innovation Platform for Smart Mobile and Tele-Health

**Dr. Wolfgang Fink**  
Associate Professor  
Edward & Maria Keonjian Endowed Chair Depts. of Electrical & Computer Engineering, Biomedical Engineering, Systems & Industrial Engineering, Aerospace & Mechanical Engineering, and Ophthalmology & Vision Science  
University of Arizona, Tucson, AZ

### "Tele-stroke" Lifesaving Diagnosis, Successful Treatment

**Joseph Tracy**  
Vice President, Telehealth Services  
Lehigh Valley Health Network

*Your feedback about the program is essential to design future programs. Please complete an evaluation for each session that you participate and provide suggestions for future programs.*

4:15 PM to 5:30 PM

**Washington Update**

**Paul A. Miller**

Chairman & CEO  
Miller/Wenhold Capitol Strategies



Paul is CEO of the lobbying firm Miller/Wenhold Capitol Strategies, LLC located in Fairfax, Virginia near the Nation's Capital. Paul specializes in Healthcare, Transportation and Government contracts where he has helped secure over \$500 million in government contracts and over 450 million in transportation funding for his clients. Paul also devotes a significant amount of time to pro bono causes through efforts with the Big Cat Rescue and Hoops For Youth Foundation.

In addition to his work for Miller/Wenhold, Paul was elected as the youngest President of the American League of Lobbyists (A.L.L.), the national association representing the lobbying profession where he led the effort to create the first lobbying certificate program for the profession – a program designed to help lobbyists keep pace with the profession and its standards.

Paul was instrumental in shaping the debate on lobbying reform in 2006 and 2007. As chief spokesman for the profession, Paul met with leaders from both parties on the issue of reform. He has testified before both the House and Senate and has appeared on most television programs educating the public on the issue of lobbying and proposed changes to the Lobbying Disclosure Act. He has been a tireless champion in the fight to protect every citizen's first amendment right to petition their government through lobbying activities.

Paul also is the founder and chairman of the Hoops for Youth Foundation, which pits members of Congress against lobbyists each year in an effort to raise money for children's charities in the Washington, D.C. area. To date this event has raised over \$1.8 million.

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