



# 2021 National Telemedicine Summit

*Key Strategies to Revolutionize & Transform Healthcare Delivery, Optimize Quality Patient Care & Outcomes, Increase Accessibility, Enhance Data Analytics, and Reduce Costs!*

**September 13 – 14, 2021 • The Ritz Carlton, South Beach • Miami, FL**

## Conference Overview

Today, telemedicine is one of the fastest growing sectors in healthcare. Specifically, COVID-19 has enhanced and accelerated the role that telemedicine plays within our healthcare system. It is reshaping the landscape of healthcare delivery in the United States, and is being recognized as the future of global healthcare. Telemedicine addresses and achieves the basic tenants of Healthcare Reform: providing the population with access to improved and convenient, high quality patient centric care, enhancing outcomes, while reducing per capita expenditures. Today, more than 70 percent of hospitals throughout the United States are engaged in telemedicine programs. Studies have shown that the benefits of telemedicine include significantly improved outcomes, efficient care delivery as well as reduction in mortality rates, hospitalizations, length of stay, readmissions and healthcare costs. Telemedicine has greatly enhanced access to quality care in rural areas and patient satisfaction has increased due to its convenience and patient centric approach.

We have created an exciting, high level forum featuring knowledgeable leaders and executives from the nation's leading Hospitals and Health Systems who will share their perspectives, valuable insights and expertise on how to be best equipped for the rapidly evolving and exciting landscape of telemedicine. This exclusive event targets senior level executives in order to maximize educational and networking opportunities.

## Intended Audience

### From Hospitals & Health Systems:

*Chief Executive Officers, Chief Operating Officers, Chief Financial Officers, Chief Quality Officers, Chief Marketing Officers, Chief Medical Officers, Chief Strategy Officers, Chief Information Officers, Chief Innovation Officers, Patient Safety Officers, Chief Technology Officers*

*Also Presidents, Vice Presidents, Directors and Managers of:*

- Telemedicine
- Telehealth
- Medical Management
- Medicare
- Senior Products
- Health Reform
- Innovation
- Clinical Operations
- Compliance
- Care Management
- Operations
- Population Health Management
- Health Promotion and Wellness
- Community Health
- Medicare Advantage
- Government Programs
- Patient Quality and Safety
- Readmissions
- Clinical Informatics
- Finance
- Product Development
- Finance

- Strategy
- Business Development
- Regulatory Affairs
- Risk Management
- Utilization Management
- Business Development

- Quality
- Pharmacy
- Disease Management
- Community Health
- Medical Practitioners
- Pharmacy

*This program is also geared towards Health Plans, Telemedicine Companies, States, Government Agencies, Vendors, Employers, Purchasers, Population Health Management Organizations, Physician Groups, Managed Care Organizations, Wellness & Prevention Companies, Healthcare Technology Innovators, Healthcare Consultants, Solution Providers, Data Analytics Providers, Pharmacy Benefit Managers, Disease Management Organizations, Home Health Care Companies, Third Party Administrators, Pharmaceutical & Medical Device Companies, IT & Business Process Outsourcing Companies and Enrollment Brokers*

## **AGENDA**

### **Day One – Monday, September 13, 2021**

7:15 *Conference Registration & Networking Breakfast*

8:15 *Chairperson's Opening Remarks*

**Virginia Burchett**

*Chief Executive Officer*

**VBurchett Consulting**

**8:30 Digital Health Strategy in an Emergency Department During a Pandemic and Beyond**

**Patrice Callagy, RN, MPA, MSN, CEN**

*Executive Director, Emergency Services*

**Stanford Health Care**

**Shashank Ravi, MD, MBA**

*Assistant Medical Director, Emergency Medicine*

**Stanford Health Care**

**9:15 Clinician Burnout: Did Telehealth Make Things Better...or Worse?**

**Michael Montgomery, FACHE**

*Director, Cardiovascular Service Line*

*Heart and Vascular Institute*

**Lee Health**

10:00 *Networking Break & Refreshments*

**10:30 Strategies to Optimize Care Coordination through Telemedicine**

**Jamie Bishop, MBA**

*Senior Director, Strategic Initiatives*

**University of Rochester Medical Center**

**11:15 Telehealth in COVID: Building a Virtual Hospital From the Ground Up**

**Oren Mechanic, MD, MPH**

*Director, Telehealth*

*Assistant Medical Director*

*Harvard Medical Faculty Physicians*

**Beth Israel Deaconess Medical Center**

*12:00 Luncheon for All Attendees & Speakers*

**1:15 Tele-Oncology: Implementing Strategic Direction and Evidence-Based Assessments in Order to Maximize the Intended Value of Healthcare Outcomes**

**Jennifer Ford**

*Executive Director, Health Care High Reliability and Quality Measurement*

**Veterans Health Administration**

**1:55 Things to Consider When Launching a Remote Patient Monitoring (RPM) System**

**John Nash**

*Vice President, Sales*

**AMC Health**

**2:15 Panel Discussion: Implementing Hospital Telemedicine Programs – Strategies to Address Costs, Improve Quality Care and Greater Healthcare Access**

**Maureen Ideker, RN, BSN, MBA**

*Senior Advisor, Telehealth*

**Essentia Health**

**Oren Mechanic, MD, MPH**

*Director, Telehealth*

*Assistant Medical Director*

*Harvard Medical Faculty Physicians*

**Beth Israel Deaconess Medical Center**

**Jamie Bishop, MBA**

*Senior Director, Strategic Initiatives*

**University of Rochester Medical Center**

*3:00 Networking Break & Refreshments*

**3:30 Virtual Health as a Strategic Imperative for Growth: Building a Sustainable Model in an Evolving Healthcare Market**

**Julie Hall-Barrow, EdD**

*Senior Vice President, Network Development & Innovation*

**Children's Health**

**Tamara Perry**  
*Senior Director, Virtual Health Operations*  
**Children's Health**

**4:15 Transforming Rural Healthcare through Telemedicine and Virtual Visits**

**Maureen Ideker, RN, BSN, MBA**  
*Senior Advisor, Telehealth*  
**Essentia Health**

5:00 *End of Day One*

**Day Two – Tuesday, September 14, 2021**

7:15 *Networking Breakfast*

8:15 *Recap of Day One*

**Virginia Burchett**  
*Chief Executive Officer*  
**VBurchett Consulting**

**8:30 Innovations in Telehealth: Examining the ECHO (Extension for Community Healthcare Outcomes) Project and its Impact on Communities**

**Rachel Mutrux**  
*Senior Program Director, Missouri Telehealth Network*  
*Director, Show-Me ECHO*  
*State Director, Heartland Telehealth Resource Center*  
**University of Missouri Health**

**9:15 Leveraging Telemedicine in Neonatal Care – Opportunities and Challenges**

**Jawahar Jagarapu, MD**  
*Assistant Professor of Pediatrics*  
*Division of Neonatal-Perinatal Medicine*  
**UT Southwestern Medical Center**

10:00 *Networking Break & Refreshments*

**10:30 Optimizing Patient Engagement and Satisfaction through Telemedicine**

**Sandi Wagner, MBA, BSN, RN**  
*Network Director, Telemedicine*  
**Lutheran Health Network**

**11:15 Tele-Critical Care: Implementation of Virtual Acute Care Across an Entire Health System – Adding Value to a High Reliability Focused Healthcare System**

**Sanja Nikolich, MD**  
*Assistant Medical Director, Tele-Critical Care*

## **Advocate Aurora Health**

12:00 Conference Concludes

### **Main Conference Workshop Session**

Monday, September 13, 2021 • 5:15 p.m. – 7:15 p.m.

#### **Build an Integrated and Compliant Telemedicine Program that will Prepare you for Audits, is Reimbursed, and Achieves the Quadruple Aim**

In March of 2020, federal agencies and providers quickly expanded telehealth services to enhance engagement with patients during the COVID-19 pandemic. The Centers for Medicare and Medicaid Services is continuing telehealth's expanded role into the future. In its final physician fee schedule for 2021, the agency added more than 60 services to the Medicare telehealth list, allowing these services to be covered even after the pandemic has concluded.

With this in mind, the OIG's overarching goal is to detect possible weaknesses in current processes for Medicare telehealth services provided by all types of organizations. The Department of Health and Human Services' Office of the Inspector General announced that it will conduct a series of audits of Medicare Part B telehealth services. This gives rise to two questions: what will the audits entail and what can providers do to prepare?

This workshop will review the details of the OIG's Work Plan and assist participants in developing a personalized approach, including designing an internal audit that will focus on telemedicine billing, integrations, and activities that are enhanced through the appropriate deployment of telemedicine. Through careful analysis of your organization's structure, partnerships, and network, you will identify key functions, people, technology and processes and learn how to build an integrated and compliant Telemedicine Program that is reimbursed and achieves the Quadruple Aim.

#### **About the Workshop Leader:**

**Virginia Burchett** is the *Chief Executive Officer* of **VBurchett Consulting**, is an experienced speaker and noted healthcare innovator. She is an accomplished Healthcare Consultant and Population Health expert with 30 years experience in the healthcare industry, including 25 years of experience at Kaiser Permanente. Ms. Burchett has direct consulting experience involving a vast range of industry matters, including federal value-driven health legislation, public health, population health, national and state compliance, government healthcare programs/policy, quality initiatives, and health information technology. Ms. Burchett created a nationally recognized award-winning brand enhancing the mission and goals of a multi-hospital health system. She coordinated the closure and opening of hospitals and medical centers and helped to create Centers of Excellence.