



# 2021 Population Health Management Forum for Payers & Providers

*Innovative Strategies to Advance Population Health: Achieve the Triple Aim Through Value-Based Care, Improve Patient Centered Care, Enhance Healthcare Data & Technology, and Reduce Overall Healthcare Costs!*

**July 19 – 20, 2021 • Hilton San Diego Bayfront • San Diego, CA**

## Overview

Payers and Providers are being greatly challenged to create effective programs and methods to deliver high quality, patient-centric healthcare that significantly improves patient outcomes while dramatically reducing healthcare spending. Today, Population Health Management is at the forefront of the value-based healthcare landscape, in an effort to successfully achieve the Triple Aim. Population Health Management strategies are being focused on improving the health of the nation's patient population through enhanced care coordination and preventative measures that deliver the highest quality of patient care, while significantly reducing costs. Innovative processes have been implemented and are continuing to evolve and expand, including collaborative programs and efforts between Health Plans, Hospitals and Health Systems.

We have created an exciting, high-level forum featuring knowledgeable leaders and executives from the nation's leading Health Plans, Hospitals and Health Systems who will share their perspectives, valuable insights and expertise on how to be best equipped for the rapidly evolving landscape of Population Health Management. By attending the **2021 Population Health Management Forum for Payers & Providers**, attendees will benefit from learning about best practices and strategies that have been deployed to address the challenges in transforming the nation's healthcare to improve and maintain a healthy population while reducing healthcare spending. This exclusive event targets senior level executives in order to maximize educational and networking opportunities.

## Intended Audience

From Health Plans, 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 Pharmacy Officers, Chief Information Officers, Chief Innovation Officers, Patient Safety Officers, Chief Technology Officers*

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

- Population Health Management
- Medical Management
- Medicare
- Senior Products
- Value-Based Health
- Innovation
- Compliance
- Care Management
- Health Promotion & Wellness
- Community Health
- Medicare Advantage
- Government Programs
- Patient Quality & Safety
- Sales
- Managed Care
- Product Development

- Operations
- Strategy
- Business Development
- Regulatory Affairs
- Risk Management
- Utilization Management
- Health Reform

- Finance
- Quality
- Pharmacy
- Disease Management
- Community Health
- Network Management
- Pharmacy

*This program is also geared towards 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, July 19, 2021

7:15 *Conference Registration & Morning Breakfast*

8:00 *Chairperson's Opening Remarks*

#### **8:15 Effective Deployment of Population Health Strategies Across a Large Health System**

**Zenobia Brown, MD, MPH**

*Medical Director & Vice President, Population Health  
Northwell Health*

#### **9:00 Effective Application Strategies to Enhance Population Health Management**

**Kevin Conroy**

*CFO & Chief Population Health Officer  
CareMount Medical*

9:45 *Networking Break & Refreshments*

#### **10:15 Strategies to Improve Population Health through Care Coordination and Quality and Performance Measures**

**Rachel Peigh MBA, BSN, RN**

*Director, Ambulatory Care Management  
Marshall Medical Center*

#### **11:00 How Health Systems Leverage their Integration as a Comparative Advantage to Successfully Drive Population Health**

**Nirav Vakharia, MD**

*Vice Chairman, Population Health*

*President, Medicare ACO*  
**Cleveland Clinic**

**11:45 Creating Integrated Delivery Networks to Support Population Health Initiatives in Cardiovascular Care**

**Matthew Ducsik, MPH**  
*Associate Vice President, Providence Heart Institute*  
*Clinical Program Services*  
**Providence Health System**

*12:30 Luncheon for All Attendees & Speakers*

**1:30 A Population Health Strategy for Patients with Atrial Fibrillation**

**Judy Ducsik, MBA, ARRT (N)**  
*Executive Director*  
**Swedish Heart & Vascular Institute**

**2:15 Panel Discussion: Innovations in Population Health Management – Current Efforts to Improve Health Outcomes in an Evolving Industry**

**Nirav Vakharia, MD**  
*Vice Chairman, Population Health*  
*President, Medicare ACO*  
**Cleveland Clinic**

**Robert London, MD**  
*Chief Medical Officer*  
*Total Absolute Care*  
**WellCare Health Plans**

*3:15 Networking Break & Refreshments*

**3:45 Strategies to Improve Patient and Physician Engagement in Managing Population Health**

**Steven Peskin, MD, MBA, MACP**  
*Executive Medical Director*  
*Population Health & Transformation*  
**Horizon Blue Cross Blue Shield of New Jersey**

**4:30 Aligning Population Health Management and Physician Engagement to Boost Quality, Patient Satisfaction and Star Ratings**

**Kim Barrus, MSN, BSCIS, RN, PMP**  
*Stars & Quality Improvement Manager*  
**SelectHealth Health Plan**

*5:15 End of Day One*

**Day Two – Tuesday, July 20, 2021**

7:15 *Morning Breakfast*

8:00 *Recap of Day One*

**8:15 Enhancing Population Health through Transitional Care, Hospital at Home & Care of a High Utilization Group of Patients**

**Bruce Bethancourt, MD, FACP**

*Chief Medical Officer*

*Dignity Health Medical Group*

**Dignity Health**

**Paige Wyer**

*Director, Transitional Care*

*Dignity Health Medical Group*

**Dignity Health**

**9:00 Automating Population Health Management to Achieve Cost Effective, Patient Centered Care**

**Ellen Beckjord, PhD, MPH**

*Associate Vice President, Population Health & Clinical Transformation*

**UPMC Health Plan**

9:45 *Networking Break & Refreshments*

**10:15 Innovative Approaches to Improve Healthcare Deliver and Reduce per Case Costs through Value Care Redesign**

**Christine Ahn**

*Director, Value Care Redesign & QIPM*

**UCLA Health**

**11:00 Total Health: Making an Impact to Community Health by Addressing Social Determinants of Health (SDoH)**

**Harpreet Gulati MBA, PMP**

*Program Director, Population Health Management, OCIO*

**Northwell Health**

**11:45 Beyond Risk Stratification: Dynamic Population Health Management Through Machine Learning**

**Ben Cleveland**

*Principal Data Scientist*

**UnityPoint Health**

12:30 *Conference Concludes*

### **Workshop Session**

Monday, July 19, 2021 • 5:30 p.m. – 7:30 p.m.

#### **Digital Health: A New Paradigm in Population Health Management to Deliver Patient-Centered Care**

The Covid-19 pandemic has revealed numerous inconsistencies and challenges in the healthcare industry, including the continuity and coordination of care across the continuum of care, particularly with regards to:

1. Achievement of the Triple Aim with the growth of Value-based Care
2. Coordinated Population Health Management equipped to deliver patient-centered care
3. Meaningful and collaborative patient engagement between patient and provider and within the healthcare team
4. Cost Containment with improved patient and clinician experience with better outcomes
5. Providing appropriate access to patient medical information for speedy delivery of emergent care with increased opportunity for true informed consent and shared decision making

The Solution – Integrated Digital Health. This new post-COVID landscape is inspiring organizations to create innovative ecosystems that enhance the Triple Aim, encourage Value-Based Care, and empower patients in ways we've only just begun to realize. For some time, the healthcare industry has focused on building technologies that document chronic conditions and enable improved provider patient engagement. Now we must move to fully integrating our healthcare teams with technology, processes, and products to enable us to enhance efficiencies, contain costs, and achieve improved health outcomes. The objective of this workshop is to introduce the components of a compliant Digital Ecosystem and discuss key competencies and market strategies needed to successfully build a true Value-Based Care Program. During the workshop, time will be given to assisting attendees in identifying ways to implement this ecosystem into their organization's existing structure in a manner that provides greater efficiencies, more meaningful patient engagement, and achievement of the Triple 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.