

**HiMSS**<sup>®</sup>  
DELAWARE VALLEY Chapter  
*Winter Symposium*

*Digital Health and Innovation*

Wednesday, January 18, 2017

Chemical Heritage Foundation  
Philadelphia, PA

Wifi Information

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# Agenda

9:00am	9:20am	<p><b>Welcome, Program Overview and Logistics</b>  <i>Andy Farella</i>, Board President  <i>Allison Cocco and Suzanne Gack</i>, DVHIMSS Board Members, Program Co-Chairs</p>
9:20am	10:20am	<p><b>Opening Keynote</b>  <i>Randall Gaboriault</i>, CIO &amp; Senior VP, Innovation &amp; Strategic Development, Christiana Care Health System            Forget Everything You Know. Get Ready for the “New Normal”</p>
10:20am	10:30am	Networking Break
10:30am	11:30am	<p><b>Track A: Patient Experience/Engagement</b>  <i>Dhakshina M. Kasthuri</i>, CTO, Ceragence &amp; Veia Fitness            Abstract Title – Personalizing fitness and wellness through technology, and using strategic incentives to motivate patients</p> <p><b>Track B: Innovation/Technology</b>  <i>Elliott Wilson</i>, Manager, Telehealth, Virtua            Abstract Title - Telehealth Across the Continuum</p>
11:40am	12:40pm	<p><b>Track A: Patient Experience/Engagement</b>  <i>Beth Ann Swan</i>, Dean, Jefferson College of Nursing, Senior Fellow, Jefferson College of Population Health Thomas Jefferson University  <i>Elaine Markezin</i>, Thomas Jefferson University, Recently Retired            Abstract Title – Embracing the Consumer Perspective in Health Information Exchange</p> <p><b>Track B: Innovation/Technology</b>  <i>Joe Tracy</i>, Vice President, Connected Care and Innovation, Lehigh Valley Health Network            Abstract Title – Connected Care – Theory vs. Reality”</p>
12:45pm	1:30pm	Networking Lunch and Vendor Trade Show
1:30pm	2:30pm	<p><b>Afternoon Keynote</b>  <i>Dr. Lauren Hughes, MD, MPH, MSc, FFAFP</i>, Deputy Secretary for Health Innovation, Pennsylvania Department of Health            Digital Health and Innovation in the Commonwealth</p>
2:30pm	2:45pm	Networking Break and Vendor Trade Show
2:45pm	3:45pm	<p><b>Track A: Patient Experience/Engagement</b>  <i>Bill Ryan</i>, Assistant VP of Government Affairs, Einstein            Abstract Title – The Health Enterprise Zone: How Will This Impact the Residents of North Philadelphia?</p> <p><b>Track B: Innovation/Technology:</b>  <i>Patrick FitzGerald</i>, Vice President, Entrepreneurship &amp; Innovation, The Children’s Hospital of Philadelphia  <i>Marc Tobias</i>, Clinical Informatics Fellow, The Children’s Hospital of Philadelphia  <i>Naveen Muthu</i>, Clinical Informatics Fellow, The Children’s Hospital of Philadelphia            Abstract Title – Bringing Ideas to Life: Creating a Culture of Innovation</p>



## Agenda

### 9:00am-9:20am: Welcome, Program Overview and Logistic



**Andy Farella**, DVHIMSS Board President

**Allison Cocco**, DVHIMSS Board Member, Program Co-Chair

**Suzanne Gack**, DVHIMSS Board Member, Program Co-Chair

## Learning Objective

- Increase awareness and understanding of key local initiatives in support of digital health and innovation.
- Learn how the Commonwealth of Pennsylvania is utilizing innovative efforts to support their needs.
- Identify both the benefits and challenges from the consumer perspective on digital health.

### 9:20am-10:20am: Opening Keynote



**Randy Gaboriault**

CIO and Senior Vice President of Innovation and Strategic Development  
Christiana Care Health System

**Forget Everything You Know. Get Ready for the “New Normal”**

#### Abstract

Healthcare as we know it is being rewritten by the consumer, technology and data. Mr. Gaboriault will share his insights and experiences at Christiana Care Health System on some of the structural and nuanced changes that are driving continuous digital innovation in Healthcare.

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Randy Gaboriault, is CIO and Senior Vice President of Innovation and Strategic Development at Christiana Care Health System. He chairs the Delaware Health Information Network, the nation’s first health information exchange. With global experience spanning high-reliability industries from aviation to automotive, industrial and medical devices, Gaboriault is a non-profit director for Tech Impact and advisor to Safeguard Scientifics. Distinctions for innovation include recognition from *CIO* magazine, *Computerworld*; *Information Week* “Twenty Great Ideas to Steal”; HealthTech Research Alliance & Council, nominated as Healthcare Innovator of the Year; *Becker’s Hospital Review* and 2016 “Most Wired Hospital” award. *CIO* Magazine Editor in Chief, identified Randy as, “an exceedingly rare triple threat CIO: equally talented at creating, managing and selling.” Gaboriault holds degrees from Temple University and Dartmouth College.

# Agenda

## 10:30-11:30am: Track Sessions 1

Track A: Patient Experience/Engagement  
LOCATION: Ulliyot Hall



### **Personalizing Fitness and Wellness Through Technology, and Using Strategic Incentives to Motivate Patients**

#### **Abstract**

Everyone is different. Everybody is unique. Each person is powerful in their own right. Although we're each distinct, there's one consistency we all share: we all want to be healthy. No one wants to feel sick. We all have the goal of being fit and healthy, but motivation is a chasm most can't overcome.

However, if we look at psychological drivers of motivation, action and habit, there is a proven way to inspire motivation through intentionally designed tools and technology using strategic incentive programs backed by behavioral psychology.

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#### ***Dhakshina M. Kasthuri***

Co-Founder and CTO  
Ceragence & Veia Fitness

Mr. Kasthuri put together health IT solutions for payers and providers to improve health and lower costs by addressing gaps in care through incentive based approach. Kasthuri has over 20 years of technology expertise in developing innovative strategies to transform healthcare and multinational Insurance. He approaches his work with a passion and commitment to transform the healthcare industry through technology.

Track B: Innovation/Technology  
LOCATION: The Franklin Rooms, 2nd Floor



### **Telehealth Across the Continuum**

#### **Abstract**

In the context of a single patient's fictional story, the presentation will orient the audience to the concepts and use cases of telemedicine. Additionally, the presentation will cover the challenges and benefits inherent in implementing telemedicine programs.

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#### ***Elliott Wilson***

Manager, Telehealth and Mobility Programs  
Virtua

Mr. Wilson works to further the adoption of telemedicine within the organization and the community. Wilson collaborates with leaders within Virtua and through the region to identify new opportunities for expanded use of telehealth technology to increase access and reduce costs in healthcare. He received his MBA from Villanova University and a BS from DeSales University.



# Agenda

## 11:40am-12:40pm: Track Sessions 2

Track A: Patient Experience/Engagement

LOCATION: Ullyot Hall



### Embracing the Consumer Perspective in Health Information Exchange

#### Abstract

Our presenters are advocates active in their own care and the care of loved ones. They will share personal stories of their interaction with the healthcare system to illustrate challenges — especially in continuity of care — that patients and families face on a daily basis. Their encounters with healthcare and resulting recommendations demonstrate ways that the healthcare system and its information tools could dramatically improve the patient-and-family experience. Their perspective holds insights for: health information exchange among hospital systems, primary care providers, and insurers; for the critically important issue of transitions of care; for medication management; and for other issues that fundamentally affect the lives of patients and their caregivers. Problems presented are coupled with examples of innovative activity in the Delaware Valley to close these gaps.

**Beth Ann Swan, PhD, CRNP, FAAN** (left)  
Dean, Jefferson College of Nursing  
Senior Fellow, Jefferson College of Population Health  
Thomas Jefferson University

Dr. Swan is a Fellow of the American Academy of Nursing. She is past president of the American Academy of Ambulatory Care Nursing and a 2007-2010 Robert Wood Johnson Executive Nurse Fellow. Swan was a member of the Veterans Health Administration Choice Act Blue Ribbon Panel and was a member of the Josiah Macy Jr. Foundation Planning Committee for Preparing Registered Nurses for New Roles in Primary Care.

**Elaine Markezin** (right)  
Thomas Jefferson University  
Recently Retired

Ms. Markezin has enjoyed a successful career as a health plan executive, both as a line manager and a consultant.

Between 2009 and 2015, she served as senior vice president of operations and chief operating officer at Health Partners Plans, one of Southeastern Pennsylvania's largest health maintenance organizations.

Track B: Innovation/Technology

LOCATION: The Franklin Rooms, 2nd Floor



### Connected Care – Theory vs. Reality

#### Abstract

Health systems, insurance companies and direct to consumer companies are jumping into telehealth and competing for the same pool of patients using digital technologies. Many are establishing formal corporate structures and/or hiring physicians to conduct virtual healthcare visits as their time allows. In theory this all sounds good, but in reality there are still many challenges to making a connected care program work. This talk will address the realities related to operational, legal and regulatory issues impacting connected care today.

**Joe Tracy**  
Vice President, Connected Care and Innovation  
Lehigh Valley Health Network

Mr. Tracy has been working in the area of connected care and innovation since 1993. He currently oversees the Lehigh Valley Health Network's Center for Connected Care and Innovation, which provides more than 31,000 virtual clinical encounters a year.

Tracy currently serves as the Co-Chair of the Pennsylvania Telehealth Advisory Committee and sits on the Advisory Boards for the Mid-Atlantic Telehealth Resource Center (MATRC) and the University of Pittsburgh's Rehabilitation Engineering Research Center on Telerehabilitation. He is also a past President of the Center for Telehealth and e-Health Law and a Past Chair of the American Telemedicine Association's (ATA) Institutional Council.

In 2013, Tracy was one of three members of the Lehigh Valley Health Network to accept the American Nursing Credentialing Center's Magnet Prize for "Telehealth Services." In 2003, Mr. Tracy accepted the ATA President's Award on behalf of the Missouri Telehealth Network and in 2006 he accepted ATA's Leadership Award for his individual contributions to the field of telehealth.

# 1:30pm-2:30pm: Afternoon Keynot

## Digital Health and Innovation in the Commonwealth



***Lauren Hughes, MD, MPH, MSc, FAAFP***

Deputy Secretary for Health Innovation  
Pennsylvania Department of Health

Dr. Hughes is a practicing family physician and Deputy Secretary for Health Innovation in the Pennsylvania Department of Health. Prior to joining the Department, she was a Robert Wood Johnson Foundation Clinical Scholar at the University of Michigan where she studied health services research. Hughes holds degrees in zoology and Spanish from Iowa State University, an MPH in health policy from The George Washington University, and a medical degree from the University of Iowa. Dr. Hughes served as the national president of the American Medical Student Association for one year prior to completing her residency at the University of Washington in Seattle. She has volunteered through AmeriCorps in a federally qualified health center, worked for Iowa Senator Tom Harkin, and studied medicine and health systems in Brazil, Sweden, Tanzania, and Botswana. Dr. Hughes has also been a visiting scholar at the Robert Graham Center, ABC News Medical Unit in New York City, the Center for Medicare and Medicaid Innovation, and The Commonwealth Fund. In 2015, she was named a regional finalist in the White House Fellows program, and in 2016, a recipient of the Women Leaders in Medicine Award from the American Medical Student Association and the Early Career Achievement Award from the University of Iowa Carver College of Medicine.



# Agenda

## 2:45-3:45PM: Track Sessions 3

Track A Patient Experience/Engagement

LOCATION: Ulliot Hall



### The Health Enterprise Zone: How will this Impact the Residents of North Philadelphia?

#### Abstract

The Health Enterprise Zone is a new collaboration between the Pennsylvania Department of Human Services, Department of Education, the City of Philadelphia, area hospitals and other stakeholders aimed at providing better health care by increasing access, improving quality, and reducing health disparities for residents of North Philadelphia through innovative community-based approaches to health care such as providing employment opportunities. Nearly 300,000 Medicaid recipients accounting for 13% of Pennsylvania's Medicaid population reside in the North Philadelphia zone. These families are more likely to experience deep poverty that affects not only their health but also their education, employment and income.

#### **Bill Ryan**

Assistant VP of Government Affairs  
Einstein Healthcare Network

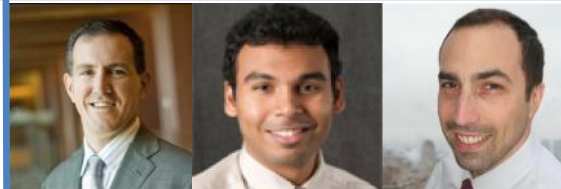
Drawing on more than 20 years as a campaign operative and consultant, Mr. Ryan serves as Assistant Vice President for Government Relations and Public Affairs at the Einstein Healthcare Network.

Ryan is responsible for overseeing federal, state and local lobbying efforts at Einstein and was active with the passage of both the Philadelphia and Pennsylvania Hospital Assessments, legislation which provided more than \$500 million of additional funding for hospitals across Pennsylvania.

In addition, Mr. Ryan was part of the lobbying team that helped create Pennsylvania's DSH allocation for OB services.

Track B: Innovation/Technology

LOCATION: The Franklin Rooms, 2nd Floor



### Bringing Ideas to Life: Creating a Culture of Innovation

#### Abstract

Innovation in healthcare, rapid technology advancements and patient expectations are all disrupting the traditional ideas about care delivery. This creates opportunities and challenges for organizations to keep pace with scientific and technological advances, while continuing to meet and exceed the demands of their patients. Learn how The Children's Hospital of Philadelphia developed an organizational framework to create a culture in which innovative healthcare ideas could be identified and potentially brought to life, known as *The Office of Entrepreneurship and Innovation*. Hear and see about their latest healthcare innovative initiatives like PHRASE Health and other technologies that play an important role in these new models of care.

#### **Patrick FitzGerald** (left)

VP Entrepreneurship & Innovation  
The Children's Hospital of Philadelphia

Mr. FitzGerald's role is to identify potential spinouts, strategic partnerships, commercialization opportunities, early stage investment vehicles, and innovative devices, therapies and tools. His focus centers on diversification of revenue through scientific entrepreneurship and creating a culture of innovation.

#### **Naveen Muthu** (center)

Pediatrician and Clinical Informatics Fellow  
The Children's Hospital of Philadelphia

Mr. Muthu attended medical school at the University of Missouri before going on to complete residency in Internal Medicine and Pediatrics at Georgetown University Hospital. Muthu's informatics interests revolve around optimizing risk assessment and risk communication to improve medical decision making.

#### **Marc Tobias** (right)

Clinical Informatics Fellow  
The Children's Hospital of Philadelphia

Mr. Tobias attended medical school at the State University of New York Downstate before continuing his training in Emergency Medicine at Cooper University Hospital. He currently works clinically at the University of Pennsylvania and is a clinical informatics fellow at the Children's Hospital of Philadelphia.

