OCTOBER 13, 2022

Produced by

Modern Healthcare
Custom Media
Learn how the AMA is supporting physicians in the new era of telehealth
Opening Comments from the Publisher

SPEAKER
Fawn Lopez, Publisher, Modern Healthcare; Vice President, Crain Communications

Opening Keynote
Realizing the Potential of Virtual Care

The pandemic accelerated innovation and served as a wake-up call for healthcare organizations, highlighting challenges that include access to healthcare, equity, and shortages of vital resources including clinicians, staff, and hospital capacity. This presentation will explore how new technologies enabling virtual care can help to address these challenges now and in the future. Join this briefing to learn about how cultivating a culture of continuous innovation enables Permanente Medical Groups to:

- Provide more accessible, affordable healthcare
- Redesign care delivery to meet changing patient expectations
- Optimize resources
- Catapult healthcare into the future

SPEAKERS
Richard Isaacs, MD, Chief Executive Officer and Executive Director, The Permanente Medical Group; President and Chief Executive Officer, Mid-Atlantic Permanente Medical Group; Co-Chief Executive Officer, The Permanente Federation LLC
Chris Grant, Chief Operating Officer and Executive Vice President, Kaiser Permanente, The Permanente Federation LLC

Leveraging Virtual Care to Realize Digital Health

The future of healthcare is digital, with virtual care and technology solutions providing patients a seamless, convenient experience. During this discussion, thought leaders in digital healthcare dive into the current state of virtual care, what’s holding the industry back from realizing digitally enabled healthcare and how innovative partnerships and regulatory policies can make a meaningful impact.

MODERATOR
Maria Castellucci, Content Strategist, Modern Healthcare

PANELISTS
Tahir Haque, MD, Medical Director, Biofourmis
Derek Lo, Founder and Chief Executive Officer, Medallion

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Oracle Health is a proud Supporting Sponsor of Modern Healthcare’s Virtual Health Virtual Briefing on October 13, 2022.

Modern Healthcare’s Virtual Health Virtual Briefing brings together healthcare executives, physician leaders, and healthcare innovators to address how the health system needs to scale operations to address this new model.

Visit us at https://www.oracle.com/industries/healthcare/
10:05–10:35 AM CT

A Fireside Chat With AMA President Jack Resneck, MD

Dr. Jack Resneck, a practicing dermatologist and vice chair of the Department of Dermatology at UCSF, has spent more than 20 years serving as a tireless advocate for physicians and patients. As the recently inaugurated AMA president, Dr. Resneck lays out in this fireside chat his key priorities specifically related to virtual care. He shares how virtual care has served as a critical benefit for physicians and patients throughout the pandemic and how the technology should grow and evolve from both a care delivery and regulatory perspective.

MODERATOR
Maria Castellucci, Content Strategist, Modern Healthcare

SPEAKER
Jack Resneck, MD, President, American Medical Association

SPONSORED BY:

10:35–11:35 AM CT


Demand for in-home and community care is rising as part of the push to make healthcare more accessible, convenient and personal. As virtual health models become more popular and ubiquitous, organizations will need the right technology to support these changing models. For instance, handheld ultrasound has use cases across urban and rural environments, enabling stronger access to care and better patient outcomes. In this session, experts will discuss this and other developments that can support virtual healthcare delivery today and in the future.

MODERATOR
Ward Sparacio, Director of Commercial Innovation, Handheld Ultrasound, GE Healthcare

PANELISTS
Lyle Backenroth, Director of Imaging Informatics, Nuvance Health
Marjan Ghazi-Askar, MD, Clinical Assistant Professor, Director of Pediatric Ultrasound Education and Director of Tele-Ultrasound Services, Department of Emergency Medicine, Stanford University School of Medicine
Tobias Kummer, MD, Emergency Medicine Physician, Mayo College of Medicine
Paul R. Sierzenski, MD, Senior Vice President and Chief Medical Officer of Acute Care Services, BayCare Health System

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11:35–11:45 AM CT

BREAK

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Delivering better health insights to power people-centric experiences
Creating a world where healthcare has no limits.

For more than 100 years, GE Healthcare has shaped key healthcare solutions. As we look to the future, we’re bringing the best of that heritage, while evolving our business to further deliver value to clinicians and patients.

www.gehealthcare.com
Using Virtual Models of Care to Adapt to a Changing Workforce Landscape

Healthcare workforce challenges are driving shifts in care models as healthcare organizations work to understand and manage the resources needed to enable patients’ access to services, as well as support frontline caregivers. Health systems grapple with difficult decisions around how to cut relatively fixed costs while still serving their communities with high-quality care and trying to grow market share. This session will identify the factors impacting the healthcare workforce and offer fresh perspectives on innovative deployment of people, processes and technology that can help organizations nurture their care teams, increase efficiency and control bottom-line expenses.

**SPEAKERS**

Lisa Gulker, Vice President, Product Management, Oracle Cerner
Amy Willson, Director and Nursing Executive, Oracle Cerner

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Closing Keynote
Expanding Emergency Care Beyond the ED Walls

The core value of emergency medicine is the ability to deliver care in acute and urgent conditions. It includes what patients value most—always being available to help them. If emergency physicians want to continue to be “availabilists” they need to truly deliver care anytime, anyplace, and telehealth is a major component of that. This speaker will discuss how emergency physicians can build telemedicine into their practices and take emergency care outside the emergency department to meet patients where they want to be met and solve access and growth problems for health systems.

**SPEAKER**

Judd Hollander, MD, Senior Vice President, Healthcare Delivery Innovation, Thomas Jefferson University

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Closing Comments from the Publisher

**SPEAKER**

Fawn Lopez, Publisher, Modern Healthcare; Vice President, Crain Communications
Transforming patient health through personalized, predictive care.

Biofourmis utilizes machine learning, integrated technology and an FDA-cleared analytics engine to streamline connections between patients, clinicians, and health systems, leading to better outcomes for all.

Our award-winning platform turns patient data into personalized care plans and supports providers throughout the care continuum:

- **Acute**: Advanced analytics platform plus clinical services enabling improved delivery of a Hospital at Home program
- **Post-Discharge**: Seamless, customizable, end-to-end remote patient monitoring with in-home ancillary services
- **Chronic Disease Management**: Comprehensive, disease-specific programs for patients with chronic conditions

Personalized Predictive Care. Anywhere.
Founded in 1847, the American Medical Association (AMA) is the largest and only national association that convenes 190+ state and specialty medical societies and other critical stakeholders. Throughout history, the AMA has always followed its mission: to promote the art and science of medicine and the betterment of public health. As the physicians’ powerful ally in patient care, the AMA delivers on this mission by representing physicians in courts and legislative bodies across the nation, removing obstacles that interfere with patient care, leading the charge to prevent chronic disease and confront public health crises, and driving the future of medicine.

As a leading global medical technology innovator, GE Healthcare enables clinicians to make faster, more informed decisions through intelligent devices, data analytics, applications and services.

Oracle Health is dedicated to improving health outcomes through secure and reliable solutions that dramatically change how health is managed by patients, providers and payers. Through integrated cloud software solutions that streamline operations and business processes, Oracle Health delivers insights to enhance the patient experience and put humans at the heart of healthcare. For over 44 years, Oracle has been at the forefront of modern data management and intelligence solutions supporting the healthcare community. Oracle Health harnesses this data to support the entire healthcare lifecycle and achieve its mission: create a human-centric healthcare experience powered by unified global data.

Biofourmis, based in Boston, is a global leader in providing advanced technology and clinical support for Care@Home and digital therapies. We are driven by a passion to personalize care and predict clinical worsening before it happens. Our clinically validated platform, powered by machine learning and advanced analytics, enables better healthcare, maximizes the effectiveness of high-value drugs and lowers costs across the entire care continuum.

Medallion is the first solution for healthcare companies to transform provider operations in one modern platform. Its comprehensive product suite includes cross-state licensing, license renewal, continuing education (CE) tracking, payer enrollment, primary source verifications, self-serve credentialing, CVO credentialing, ongoing monitoring and more. Medallion has saved more than 250,000 administrative hours for hundreds of leading healthcare companies. Learn more at medallion.co or get in touch with a member of our team at hello@medallion.co.
Healthcare is changing. So is your provider network.

Evolve how you credential your provider network with a modern platform that:

- Improves established workflows
- Reduces the time your team and providers spend on administrative tasks
- Decreases credentialing turnaround times
- Boosts provider satisfaction and lowers burnout

Confront the staffing challenges of today and tomorrow

At the Future of Staffing Virtual Briefing, healthcare executives will convene to discuss forward-looking solutions to staffing challenges related to nursing shortages, burnout and the recent Great Resignation.

Industry leaders and solution providers will share insights and strategies to improve recruitment, retention and engagement; ensure manageable workloads; and utilize staff more efficiently.

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