

Twenty-Second Population Health Colloquium

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The Leading Forum on Population Health Innovations
NOVEMBER 7 – 9, 2022
Loews Hotel • Philadelphia

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College of
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Billy Oglesby, PhD, MBA,
Dean, Jefferson College of
Population Health



CO-CHAIR

David B. Nash, MD, MBA,
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ONSITE: The Colloquium has arranged for complimentary wireless internet that can be accessed as follows: Connect to Loews Conference. When prompted, enter Group Code: PHC2022

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registration.

**SPEAKER MATERIALS AND THE
ATTENDEE LIST ARE ALSO AVAILABLE
ON THE CONFERENCE WEBSITE:**
PopulationHealthColloquium.com

7:00 am Registration Opens

PRECONFERENCE

Separate Registration Required

COMMONWEALTH BC

Preconference: Leading Through Chaos and Emerging as a Better Leader

Leadership is often touted as the solution to informed strategy, improved culture, and an engaged workforce and consumer. But what happens when the world around you is changing daily and the rules are being defined by the moment? Join our speakers to hear how to turn chaos into opportunity.

8:00 am Introduction and Rationale

Mary Reich Cooper, MD, JD, Program Director and Associate Professor, Healthcare Quality and Safety, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA

8:15 am Building Support in the Boardroom

Byron Scott, MD, MBA, Adjunct Faculty, Jefferson College of Population Health, Thomas Jefferson University; Board, Providence Health Plan, San Diego, CA

8:45 am Gaining Executive Buy-in for the Next Great Idea

Lisette Martinez, MBA, Executive Vice President and Chief Diversity Officer, Jefferson Health and Thomas Jefferson University, Philadelphia, PA

9:15 am Case Study Breakout

Lisette Martinez, MBA, Executive Vice President and Chief Diversity Officer, Jefferson Health and Thomas Jefferson University, Philadelphia, PA

Byron Scott, MD, MBA, Adjunct Faculty, Jefferson College of Population Health, Thomas Jefferson University; Board, Providence Health Plan, San Diego, CA

9:40 am Break

9:50 am Resilience and Burnout

Teri M. Chenot, EdD, MSN, Professor of Nursing, Keigwin School of Nursing; Brooks Rehabilitation College of Healthcare Sciences, Jacksonville University, Jacksonville, FL

10:30 am Case Study Breakout

Francis Colangelo, MD, MS-HQS, FACP, Chief Quality Officer, Premier Medical Association; Assistant Program Director, Healthcare Quality and Safety, Thomas Jefferson University, Philadelphia, PA

Ellen Guarnieri, RN, MHSA, CPHQ, FACHE, President & Chief Executive Officer, Comprehensive Healthcare Strategies, LLC; Associate Director of Healthcare Quality and Safety Programs, Jefferson College of Population Health, Medford, NJ

10:50 am Break

11:00 am Creating Clarity out of Chaos

Francis Colangelo, MD, MS-HQS, FACP, Vice President and Chief Quality Officer, Premier Medical Associates; Assistant Program Director, Healthcare Quality and Safety, Thomas Jefferson University, Philadelphia, PA

11:25 am Joining the C-Suite

Ellen Guarnieri, RN, MHSA, CPHQ, FACHE, President and Chief Executive Officer, Comprehensive Healthcare Strategies, LLC; Associate Director of Healthcare Quality and Safety Programs, Jefferson College of Population Health, Thomas Jefferson University, Medford, NJ

11:55 am Wrap-up

Mary Reich Cooper, MD, JD, Program Director and Associate Professor, Healthcare Quality and Safety, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA

Noon Preconference Adjournment and Lunch on your Own; Exhibit Hall Open

OPENING PLENARY SESSION

REGENCY BALLROOM

1:00 pm Co-chairs Welcome and Introductions



David B. Nash, MD, MBA, Founding Dean Emeritus, Dr. Raymond C. and Doris N. Grandon Professor of Health Policy, Jefferson College of Population Health, Philadelphia, PA



Billy Oglesby, PhD, MBA, MSPH, FACHE, Dean and Associate Professor, Jefferson College of Population Health, Philadelphia, PA

1:15 pm The CMS Roadmap to Quality, Value and Resiliency

The session will focus on the CMS National Quality Strategy and its intersection with the CMS approach to value. A discussion of the approach to quality measures and how they can be used to deliver high-quality equitable care in a resilient framework. Finally, CMS approach to the conditions of participation and survey process in a resilient system given the COVID pandemic will be discussed.



Lee A. Fleisher, MD, Chief Medical Officer and Director, Center for Clinical Standards and Quality, Centers for Medicare and Medicaid Services; Professor Emeritus and Former Chair of Anesthesiology and Critical Care, University of Pennsylvania School of Medicine, Washington, DC

1:45 pm Where the Rubber Meets the Road: Digital Tools and Population Health

There has been a rapid growth of digital health tools with a rapid acceleration over the pandemic. This talk covers emerging trends, the growing evidence base as well as practical insights grounded in a range of use cases. It is an exciting time in digital health with a range of tools available to engage patients, improve outcomes and impact population health.



Kapil Parakh, MD, PhD, Medical Lead, Fitbit, Google, Washington, DC

2:15 pm A Tale of 4 Babies: Why and How to Center Health Equity for the Health of our Nation

Dr. Olayiwola will describe why we have a social and moral imperative to achieve health equity, through the lens of the most vulnerable among us. Additionally, she will share some strategies and levers that can be wielded to advance health equity from multiple parts of the healthcare ecosystem.



J. Nwando Olayiwola, MD, MPH, FFAFP, Chief Health Equity Officer and Senior Vice President, Humana, Adjunct Professor, College of Medicine, The Ohio State University Wexner Medical Center, Columbus, OH

2:45 pm Networking Break in the Exhibit Hall

3:15 pm Navigating Healthcare's Disruption

Disruption, the process of industry transformation originally defined by Harvard Business School Professor Clayton Christensen, has reshaped countless industries. Long immune to the forces of disruption, healthcare now finds itself under intense internal and external pressure to transform. In order to successfully navigate disruption, and move towards a truly consumer-centric and value-based system, organizations need to define a new future that addresses critical strategic issues and shifts resources from historical sources of growth and prosperity to new models positioned for the future. Leaders of these institutions need to go through a similar adaptation, evolving their own behaviors and capabilities from historical sources of success to new ways of working in an increasingly evolving future environment. This session will describe how healthcare organizations

and their leaders develop the adaptive capacity required to navigate disruption and own their future.



Andrew Waldeck, MBA, *Managing Partner, Innosight; Co-author, How Disruption can Finally Revolutionize Health Care, Knowing When to Reinvent, Concord, MA*

3:45 pm Driving Systemic Change in Healthcare

We all know healthcare in America is at a critical inflection point, but what are the actions that will actually drive the systemic change we are all longing for? Join Dr. Patrick Conway, CEO of Care Solutions at Optum, as he outlines five visionary yet actionable ways to improve quality, lower costs and create a better health care system for our future.



Patrick H. Conway, MD, MSc, *Chief Executive Officer, Care Solutions at Optum; Former Chief Medical Officer, Deputy Administrator, and Director, Center for Medicare and Medicaid Innovation, Baltimore, MD*

4:15 pm Primary Care Transformation, Value-based Care, and Advancing Population Health

For decades, the literature has clearly demonstrated that augmenting primary care services is central to improving the health of populations, but primary care in the United States has suffered from massive underinvestment. In this presentation, Susan Dentzer, President and CEO of America's Physician Groups, will discuss examples of how the incentives in value-based care models have enabled primary care practices to improve care and outcomes for their patients. She will argue that an aggregate, top-down look at the achievements of value-based care models, either in terms of the quality improvements or savings achieved, misses the real progress that has occurred on the ground. She will also discuss how the evolution in value-based models will continue to support primary care transformation and the achievement of improved population health outcomes overall.



Susan Dentzer, *President and Chief Executive Officer, America's Physician Groups; Former Editor in Chief, Health Affairs; Former Health Correspondent, PBS NewsHour, Washington, DC*

4:45 pm The Journey to Value – Physician Experiences in a Post-Pandemic World

Physician experiences have been shaped by the pandemic in ways that would be hard to anticipate prior to 2020. As 2022 is coming to an end, how are physicians faring? How are they performing in value-based care and risk-based contracts? What strategies and resources are health systems, payers, and other industry players applying to ensure the delivery of value to patients and populations - specifically to improve access, quality, experience, and affordability?



Stuart Baker, MD, *Chief Physician Executive, President Emeritus, Co-founder, Navvis, Minneapolis, MN*

5:15 pm Closing Remarks



Billy Oglesby, PhD, MBA, MSPH, FACHE, *Dean and Associate Professor, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA*

5:30 pm Adjournment and Networking Reception in Exhibit Hall

6:30 pm Reception Adjourned

TUESDAY, NOVEMBER 8, 2022

7:00 am Registration Opens

7:00 am Continental Breakfast in Exhibit Hall

MORNING PLENARY SESSION

REGENCY BALLROOM

8:00 am Co-chair Welcome and Introductions



Billy Oglesby, PhD, MBA, MSPH, FACHE, *Dean and Associate Professor, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA*

8:15 am Have We Finally Hit the Inflection Point for Population Health?

Although the concepts and term "Population Health" are decades if not centuries old, most of health care (and its business models) continue to be focused on the medical treatment of individuals. The last few years however have seen a rapid growth in the rhetoric if not implementation of population health payment and delivery models, from ACOs to widespread risk contracts from Medicare Advantage Plans to employer support of Advanced Primary Care. Also increasingly there are many new entrants in the population management space, from venture backed startups to huge tech and retail companies like Amazon, Google, CVS and Walgreens. Will this be a blip and go back to business as usual, or are we seeing a real inflection point for population health in the United States and beyond?



Rushika Fernandopulle, MD, MPP, *Chief Innovation Officer, One Medical; Faculty, Harvard Medical School; Instructor in Medicine, Massachusetts General Hospital, Cambridge, MA*

8:45 am Leveraging Senior Living on a Path to Value-based Care

In this session you will learn the "how to's" of Operationalizing Value-based Care for older adults residing in senior living communities such as senior housing, assisted living, and nursing homes. This population requires additional coordination and consumes a high level of healthcare resources. The economics of healthcare spending on this population tells us the pivotal and important role senior living communities need to play in Value-based Care. The senior living industry needs transformation and disruption to effectively operate in this type of system.



William Dieter, PT, DPT, GCS, FSOAE, *Senior Director of Clinical Services and Director of the FOX Geriatric Residency in Physical Therapy, Fox Rehabilitation, Cherry Hill, NJ*



Alan Fairbanks, MHA, *Executive Vice President, Bickford Senior Living, Olathe, KS*

9:30 am Unlocking the Digital Front Door: A Fireside Chat with Jeff Arnold and Dawn Whaley



Jeff Arnold, *Founder, WebMD; Co-founder, Chair and Chief Executive Officer, Sharecare, Atlanta, GA*



Dawn Whaley, *President, Sharecare, Atlanta, GA*

Interviewed by:



David B. Nash, MD, MBA, *Founding Dean Emeritus, Dr. Raymond C. and Doris N. Grandon Professor of Health Policy, Jefferson College of Population Health, Philadelphia, PA*

10:00 am Networking Break in the Exhibit Hall

Are you signed up?

PLAN TO ATTEND OUR TUESDAY SPECIAL DINNER EVENT FEATURING HEALTHCARE BOOK AUTHORS!

Tuesday, November 8

6:30 – 8:30 pm
Separate Registration
Required (\$95 available
for onsite-only attendees)

10:30 am Refresh, Renew, Reset: Nursing's Strategic Roadmap for the Future

What is the current state of the nursing workforce? Using proprietary data sets to show the latest trends around nurse and patient engagement, nurse-sensitive quality indicators, and the overall state of the nursing workforce, this session will explore innovative solutions to minimize nursing flight risk, reset the focus on evidence-based care and offer strategies to address the most challenging workforce dynamics of our time.



Jeff Doucette, DPN, RN, NEA-BC, FACHE, FAAN, Senior Vice President and Chief Nursing Officer, Press Ganey Associates; Associate Adjunct Professor, Doctoral Program, Old Dominion University, Philadelphia, PA

11:00 am Health Equity Across the Patient Journey: A Fireside Chat



An All-Hands-On-Deck approach, the BMS approach to reach patients: A discussion of population health means to achieve health equity

Ronda Copher, PhD, Senior Director, Access Marketing, Customer and Portfolio Value Generation, Bristol Myers Squibb, New York, NY



Interviewed by:

Billy Oglesby, PhD, MBA, MSPH, FACHE, Dean and Associate Professor, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA

11:30 am Digital Health Innovation: Applying AI to IoMT and Population Data

Let's uncover how Digital Innovation can move us from 'having AI' to 'applying AI' for populations in need. Today's methodologies and tools empower new digital experiences faster than ever.



Understanding Digital Innovation is key to applying AI in population health.

Cory G. Stevenson, Application Specialist, Digital & Application Innovation, Health & Life Sciences, Microsoft, Akron, OH

Noon

Luncheon

AFTERNOON MINI SUMMITS 1:00 pm – 3:00 pm

Mini Summit 1: Early Cancer Detection for Population Health: Points of Entry

REGENCY BALLROOM

Recent advances in screening are set to transform cancer management. A new class of cancer screening tools known as multi-cancer early detection tests (or MCED tests) can detect multiple cancers with one test and localize a shared cancer signal across cancer types (the majority of which do not have available routine screening) from a single blood draw. Learn how and why different systems and programs are implementing MCED screening in their institutions.

Charles Atwood, MD, CHERP, Core Investigator and Director, Sleep Disorders Program, VA Pittsburgh; Associate Professor of Medicine, University of Pittsburgh, Pittsburgh, PA

Roni Christopher, DHSc, Senior Director, Care Delivery Programs, Grail, Inc., Cincinnati, OH (Moderator)

Tina Clarke Dur, PhD, MPH, Distinguished Scientist, Medical Affairs, Grail, Inc., San Francisco, CA

Marc Giguere, President and Chief Executive Officer, Munich Re, U.S. (Life and Health), New York, NY

Kevin Green, Jr., MPA, Vice President, Community Health Centers, Ochsner Health, New Orleans, LA

Dax Kurbegov, MD, Vice President and Physician in Chief, Clinical Programs, Sarah Cannon, The Cancer Institute of HCA, Nashville, TN

Mini Summit 2: Population-based Approaches to Reducing the Costs of Chronic Kidney Disease Associated with Type 2 Diabetes: From Primary Care to Transplant

COMMONWEALTH BC

The diagnosis and progression of CKD is not inevitable for at risk populations. There are different strategies clinicians and population health experts can use to slow the trajectory of the disease. This mini-summit will discuss health system structural changes, data analytics, and primary prevention of antecedent causes of CKD, including T2D. Join us for a discussion among experts and innovators to discuss what they have done to decrease the frequency and severity of these chronic diseases and to learn what you can do in your community.

Mary Reich Cooper, MD, JD, Program Director and Associate Professor, Health-care Quality and Safety, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA (Moderator)

Jerry McCauley, MD, MPH, FACP, President, UNOS and OPTN; Medical Director of Transplant Services and Chief of Nephrology and Capizzi Professor of Medicine, Jefferson Health, Philadelphia, PA

Rozalina G. McCoy, MD, MS, Associate Professor of Medicine, Mayo Clinic, Rochester, MN

Setu Vora, MD, Chief Medical Officer, Mashantucket Pequot Tribal Nation, Niantic, CT

Mini Summit 3: Convergence of Diagnostics and Population Health: The Significance of the Integrated Delivery Network (DN), Health System-Based Clinical Lab as We Transition from Volume to Value

WASHINGTON ROOM, 3rd FLOOR

What if there was a clinical asset embedded in every IDN/health system that could detect clinical and financial risk within a population at near real-time? What if we could leverage this clinical asset in clinical strategies for early intervention, prevention, and cost avoidance to help improve outcome and decrease total cost of care - yet the investment is only 3 cents per every dollar we spend in healthcare? The Clinical Lab 2.0 movement and Project Santa Fe Foundation provide the thought leadership and evidence base for the valuation of the IDN/health system-based clinical laboratory in the next era of value-based healthcare. Through the lens of a Clinical Lab 2.0 and National Kidney Foundation multi-institutional case study on chronic kidney disease with associated co-morbidities, this session will examine an advanced role for the IDN/health system clinical laboratory as a leader and key partner for population health management and public health.

Beth Bailey, Managing Director, Project Santa Fe Foundation; Director Strategic Development, TriCore, Albuquerque, NM

James M. Crawford, MD, PhD, Chairman of the Board, Project Santa Fe Foundation; Professor, Institute of Health Innovations and Outcomes Research, Feinstein Institutes for Medical Research; Senior Vice President Laboratory Services, Northwell Health System, New Hyde Park, NY

Mark K. Fung, MD, PhD, Board of Directors, Project Santa Fe Foundation; Vice Chair for Research, Pathology and Laboratory Medicine, University of Vermont Medical Center, Burlington, VT

Elizabeth Montgomery, Vice President, Learning Strategies and Primary Care Programs, National Kidney Foundation, New York, NY

Khosrow R. Shotorbani, MBA, MT (ASCP), President and Executive Director Project Santa Fe Foundation; Founder, Chief Executive Officer, Lab 2.0 Strategic Services, LLC, Salt Lake City, UT

Kathleen M. Swanson, MS, RPh, Director, CL2.0 Demonstration Projects, Project Santa Fe Foundation, Albuquerque, NM

Mini Summit 4: Value-Based Healthcare – What's in it for me? Different Stakeholder Perspectives

COMMONWEALTH A-1

A fireside chat with experts at different levels of the healthcare continuum to discuss “what’s in it for me” when implementing value-based healthcare principles. How does aligning to value-based care impact this diverse group of stakeholders? How does it influence both clinical and non-clinical decision making?

James Grana, PhD, *Chief Executive Officer, Value Based Care Strategies, Chicago IL*

Lee Kirksey, MD, *Vice Chairman of the Department of Vascular Surgery, Cleveland Clinic, Cleveland, OH*

Barbara Strain, MA, CVHP, *Principal, Barbara Strain Consulting, LLC, Charlottesville, VA*

Gary Ansel, MD, FACC, *Chief Medical Officer and President, Healthcare Insights, Columbus, OH (Moderator)*

Mini Summit 5: Diagnostics in Value-Based Care

COMMONWEALTH D

Laboratory medicine offers a means for hospitals and healthcare providers to deliver high value care by improving diagnosis and informing treatments. This session will focus on the existing role of laboratory medicine in population health management and emerging role in value-based care with a focus on modifiable and growing disease states and care pathways. The session will conclude with a panel discussion focused on improving outcomes and reducing future healthcare costs.

Maren S. Fragala, PhD, *Director Scientific Affairs, Quest Diagnostics, Orlando, FL (Moderator)*

Steve E. Goldberg, MD, MBA, *Vice President, Chief Health Officer, Employee and Population Health, Quest Diagnostics, Louisville, KY*

Simone S. Sandler, MBBS, MPH, *Senior Director, Quest Diagnostics, New York, NY*

Rebecca J. Wang, MBA, *Executive Director, Quest Diagnostics, San Francisco, CA*

3:00 pm **Networking Break in the Exhibit Hall**

AFTERNOON CONCURRENT SESSIONS

3:30 pm – 5:30 pm

Concurrent Session 1: Precision Health at Population Scale

COMMONWEALTH A-1

Emily Richmond, MBA, MPH, *Strategic Advisor, Helix, San Francisco, CA (Moderator)*

Population Genomics & Precision Prescribing in Community Care

Precision prescribing and pharmacogenomics have a key role to play in optimizing and improving patient outcomes in community care, but ensuring scalability and seamless integration is critical to its implementation. Dr. Akwasi Asabere, population genomics expert and Senior Director, Service Line Strategy at Helix shares his insights on how we can utilize population genomics to overcome current barriers and provide actionable pharmacogenomic results as standard of care.

Akwasi Asabere, PhD, *Strategic Lead, Helix, San Francisco, CA*

Barriers to Implementing Precision Medicine at Scale

Precision medicine was poised to transform clinical practice in 2003 when the Human Genome Project reached completion but resistance to implementation exists in today’s healthcare sys-

tems. In this session Stephen Sammut will discuss the barriers to the diffusion of precision, personalized care and what needs to be done to reach diverse and underserved populations.

Stephen M. Sammut, *Senior Fellow and Lecturer, Healthcare Management, Wharton School, Philadelphia, PA*

Pharmacogenetics at the Population Level

Pharmacogenetics (PGx) is an emerging science that evaluates the effect of various so-called pharmacogenes on the safety, tolerability, metabolism and efficacy of individual drugs at the individual patient level. PGx is cost effective when used judiciously. We have utilized the logic of a clinical decision support tool to evaluate drug-drug interactions for a large number of individuals. Knowing the distribution of pharmacogenetic variants in the general population, we then use proprietary logic to impute genetic risk using a modified Monte Carlo simulation algorithm. In this way we are able to stratify a population according to risk, and conduct assays on those at highest risk of a major drug-drug-gene interaction.

David Krause, MD, FACP, *Co-chief Executive Officer and Chief Medical Officer, Genomind, Blue Bell, PA*

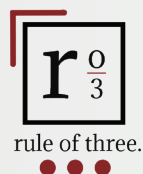
Use of Big Data Insights for Real Time/Hyperlocal Public Health and Individual Precision Health

This session will explore how using AI on more than 26 billion automated lab transactions in the Data Cloud can deliver precise trended indicators, allowing public health professionals to monitor epidemic/pandemic outbreaks in a hyperlocal focus in real time.

Peter J. Plantés, MD, FACP, *Physician Executive, hc1, Southlake, TX*



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Concurrent Session 2: Using Data to Improve Outcomes

REGENCY BALLROOM

John Cordier, MPH, MBA, *Chief Executive Officer and Co-founder, Epistemix, Salt Lake City, UT (Moderator)*

Leveraging Machine Learning and Medical Claims Data to Predict Future High-Cost, High Need Patients

A small number of people contribute disproportionately to the overall healthcare costs of the population. Those individuals' healthcare needs are mostly unmet, and many receive unnecessary and ineffective care. Predicting those members who may become high-cost, high-need early on can lessen the burden on healthcare providers and insurers, while providing opportunities for early interventions, which have the potential to drive improved patient outcomes. Health Advocate has developed a machine learning approach to predicting high-cost, high-need patients from medical claims data. This approach identifies opportunities to intervene before patients, providers, and insurers incur higher costs, effectively addressing gaps in care and improving patient outcomes.

Antonio Ligorreta, MD, MPH, *Managing Director, engage2Health, Health Advocate*

Kevin Ziehl, MS, *Data Scientist, Heath Advocate, Los Angeles, CA (Moderator)*

Using Payer and EMR Data to Connect Business Strategy and Operational Outcomes

This session will focus first on the aggregation of EMR and payer claims data to drive business and operational strategy across the enterprise. As strategy is key for guiding organizations, success requires execution of developed tactics through the translation of data into operational reporting. This session will review key approaches to using data to drive organizational competencies, clinical outcomes, and behavior change among providers. Business and operational case examples will include documentation / risk adjustment for value, clinical/chronic condition performance improvement, and data-driven incentive modeling for clinician and staff engagement.

Jennifer Stephens, DO, MBA, FACP, *Chief Value & Ambulatory Care Officer, Lehigh Valley Health Network; Chief Medical Officer, Leigh Valley Physician Group, Allentown, PA*

Michael J. Weiss, MPH, *Administrator of Health Informatics, Populytics, Allentown, PA*

Payviders – Just a Buzzword or a Strategic Trend of the Future?

How can payers and providers effectively work together to produce better results and be prepared for the value-based care era that will start in the next ten years? How can this collaboration move forward with the idea of payviders? This talk highlights significant issues surrounding the processes of payers and providers, including the top priorities for service providers who assume risk in-game, giving the conversation a fresh focus in a market saturated with risk-sharing agreements and how payers can address current blind spots and implement crucial winning tactics in healthcare networks.

James Barr, MD, *Vice President, Physician Value-Based Programs, MCO Accountable Care Organizations, Atlantic Health Systems, New York City, NY*

Brian Silverstein, MD, *Chief Population Health Officer, Innovaccer, Chicago, IL*

Applying Real-world Data at the Point of Care

We will look at how a group of health systems and Epic are using Cosmos, a research platform of over 160m longitudinal patient records that combine clinical information and social

determinants of health. We will share research done by the community to date and future plans for improving outcome tracking and understanding population level trends in care.

Phil Lindemann, *Vice President, Data and Analytics, Epic, Madison, WI*

Johnston Thayer, MBA, RN, *Director of Clinical Informatics and Population Health, Epic, Madison, WI*

Concurrent Session 3: Cross-Sector Collaborations to Address Population Health Needs

WASHINGTON ROOM, 3rd FLOOR

Alexis Skoufalos, EdD, *Associate Dean, Strategic Development, Program Director, Doctor of Health Science in Population Health, Jefferson College of Population Health, Philadelphia, PA (Moderator)*

Taking a Multidisciplinary Population Health Approach to Improving HbA1c Outcomes in Rural Populations

This session will explore a diabetes management intervention strategy created by St. Mary's Health and Clearwater Valley Health in Idaho. Using a whole-person approach, their population health team assessed medical, behavior and social needs with annual health risk assessments and provided a range of targeted interventions that were associated with improved hemoglobin A1c among patients.

Barbara Cleary, *Community Health Worker, St. Mary's Health, Cottonwood, ID*

Cody Wilkinson, MHA, RDMS, *Director of Population Health, St. Mary's Health/Clearwater Valley Health, Cottonwood, ID*

Health System Approaches to Achieving Health Equity

Sandra E. Brooks, MD, MBA, *Executive Vice President and Chief Community Health Equity Officer, Thomas Jefferson University Hospitals, Philadelphia, PA*

Cross-Sector Collaboration: How Nemours is Addressing SDoH

To address the SDoH and improve outcomes for children, Nemours is taking a data-driven, whole person approach to healthcare. This session will explore their cross-sector partnerships aimed at reducing food insecurity and absenteeism, and improving access to care.

Gina Hamilton, *Care Coordination Manager, Nemours Children's Health, Media, PA*

Cross-Sector Collaboration: How Providers Address SDOH Challenges Through Population Health Insight

This session will take you through a case study focusing on the evolution of a community-based organization in collaboration with a provider-led organization and their journey in addressing SDoH to care for vulnerable patients in their communities. We will dive into lessons learned about funding, financing, staffing (training employees to properly speak with patients), vendor selection (choosing the right PHM platform to meet their needs), data sharing, and the keys to physician engagement. We will hone in on the organization's approach to population health programs that address SDoH challenges and improve physician and patient engagement, clinical transformation, and the opportunities for value-based care to address outcomes for vulnerable populations. Alliance implemented a community health worker (CHW) program backed by data and insight from Lightbeam that enabled CHWs to see 250 patients a year and solve 8/9 problems.

Jessica Scruton, BSN, RN, CCM-R, *Vice President Clinical Services, Lightbeam Health Solutions, Dallas, TX*

Jane Simon, MA, *Chief Advancement and Programs Officer, Alliance for Community Health, Tampa, FL*

Concurrent Session 4: Preparing the Healthcare Industry for the Road Ahead

COMMONWEALTH BC

Bettina M. Beech, DrPH, MPH, *Clinical Professor, Population Health, Department of Health Systems and Population Health Sciences, Tilman J. Fertitta Family College of Medicine; Chief Population Health Officer, University of Houston; Board, Humana Foundation, Houston, TX (Moderator)*

Preparing the Next Generation of Healthcare Leaders

Health care and higher education are key drivers of population health; however, the value proposition of both sectors continue to be challenged. Population health improvement requires a well-trained workforce from multiple sectors who are poised for coordinated action. Dr. Bettina Beech will discuss the Triple-Threat Graduate Initiative designed to provide college students (regardless of their majors) with opportunities to conduct long-term population health projects and earn industry-recognized credentials while completing their college degrees. Equipping the workforce of the future with employable skills and a population-health orientation holds the dual promise of increasing the value proposition of higher education and improving overall health.

Bettina M. Beech, DrPH, MPH, *Clinical Professor, Population Health, Department of Health Systems and Population Health Sciences, Tilman J. Fertitta Family College of Medicine; Chief Population Health Officer, University of Houston; Board, Humana Foundation, Houston, TX*

Workforce Development for the Future of Population Health

The key enabler for the future of our industry is workforce readiness to deliver on the promise of high value, high quality care that delivers equitable outcomes for all. In this session, Dr. Eric Weaver will discuss various approaches health systems can take towards reskilling and upskilling of their workforce to ensure a high-value system and will require scalable educational solutions.

Eric Weaver, DHA, MHA, *Executive Director, Institute for Advancing Health Value; Podcast Host, Race to Value, Austin, TX*

Lessons from the COVID-19 Pandemic: How Employers Can Now Provide Better Healthcare

During the COVID-19 pandemic, employers' role in population health management elevated to protect the health of their workforces. Pandemic response teams were formed, clinical guidance was sought, data-driven decisions were made, and care became more virtual. As the pandemic subsides and its impact is realized, employers are well-positioned to influence the delivery of better healthcare. This session will discuss the role employers can play in the healthcare system with a focus on innovations in diagnostics and virtual care considering future disease burden and cost trends. Topics will also include identifying and engaging risks and disease including Long COVID. Headlining this session will be influential clinical executives of a leading and award-winning healthcare company.

Maren S. Fragala, PhD, *Director, Scientific Affairs, Quest Diagnostics*

Steve E. Goldberg, MD, MBA, *Vice President, Chief Health Officer, Employee and Population Health, Quest Diagnostics, Louisville, KY*

Proven Techniques to Maximize Treatment Adherence for Population Health

This presentation will include an overview of how to motivate and create healthcare relationships to maximize treatment adherence in population health. Based on groundbreaking research conducted at Mass. General Hospital, studies that demonstrate how relationship factors affect hard health outcomes will be presented. The presentation will show how leaders can build an empathic organization that treats all patients and employees equitably, using DEI sensitivity and evidence-based empathic communication. The presenter will show how organizations that



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implement evidence-based practices directly impact health outcomes and employee motivation and wellness.

Helen Riess, MD, *Chief Executive Officer, Empathetics; Associate Professor, Harvard Medical School, Boston, MA*

Concurrent Session 5: Transformation and Innovation

COMMONWEALTH D

Cliff Bleustein, MD, MBA, *Global President and Chief Executive Officer, AposHealth, New York, NY (Moderator)*

The Transformation Conundrum

The Transformation Conundrum: Health systems and physician groups who choose to focus on population health and/or value based care soon realize that it is not for the faint of heart. To truly transform a care delivery model, it requires coordinating a significant number of interdependent changes and maintaining that energy and commitment over a 3-5 year period. All while having to continue providing day-to-day healthcare and operating a business that might have conflicting goals. It seems like an impossible feat to prioritize the necessary changes while working at an already unbreakable pace. This presents quite the conundrum, and is the basis of this session in how to execute a transformation like this while continuing to provide exceptional and high quality healthcare, all with a differentiated consumer experience.

Mark Bethke, *Managing Director, Deloitte Consulting, LLP, St. Paul, MN*

An Evidence-Based Path to Value-Based Care

As the healthcare industry continues its shift from fee-for-service reimbursement models to value-based payments, providers are taking on increased clinical and financial risk for patient populations. This trend is helping to put a focus on quality outcomes and affordability at the individual patient level. In order for value-based care to be successful the following must happen: (1) Increased collaboration between payers and providers; (2) More efficient and effective care decisions based on vetted scientific evidence; and (3) A consistent approach of managing care with the patient at the center. Key elements that will enable this transformation include evidence-based, chronic care management and supportive change management within healthcare organizations. Successfully leveraging these elements will help patient-facing teams provide quality management of chronic conditions to optimize population outcomes. In this session, speakers will discuss frameworks for success, best practices, and real-world examples.

Monica Knox, MBA, BSN, RN, CMPC, *Clinical Support Specialist, MCG, Lubbock, TX*

Susan O'Dwyer, RN, BSN, MHA, CCM, CMPC, *Clinical Solution Consultant, Care Strategies, MCG, Columbia, SC*

How to Solve the Data Challenge

Join Billy Oglesby, Dean of Jefferson College of Population Health, and Josh Rubel, CCO of MDClone, as they discuss working with third parties to promote better care and patient outcomes. In this session, you will: Understand the challenges of accessing and navigating sufficient, high-quality, real-world data and how to unlock the knowledge contained in the data, as well as share information without compromising patient privacy; Discover how self-service analytics tools facilitate research by bringing primary researchers closer to the point of innovation, shortening the time to insight and discovery; Learn how collaborating with third parties can allow your organization to pool resources, talent, and information to broaden reach and make collaborative discoveries faster; Hear how innovative healthcare systems are partnering with third parties to develop new technology, protocols, and services.

Billy Oglesby, PhD, MBA, MSPH, FACHE, *Dean and Associate Professor, Jefferson College of Population Health, Philadelphia, PA*

Josh Rubel, *Chief Commercial Officer, MDClone, Atlanta, GA*

Practice-Based Evidence: Improving Health Equity Requires Transforming our Focus, Tools and Systems of Practice

Improving health equity is a moral imperative. CMS' new ACO REACH program, which requires that participants design and execute a detailed Health Equity Plan, has now made addressing health disparities a financial imperative as well. In order to succeed in meaningfully improving health equity, leaders at value-based care organizations must adopt an agile, learning approach to health equity interventions. This session will demonstrate how: (1) there are still significant gaps in evidence regarding effective health equity interventions, (2) closing this gap will require expanding the ways evidence is created and used, and (3) organizations are better positioned than they may think to adopt new methods now and can play an active role in improving health equity.

Carol McCall, FSA, MAAA, MPH, *Chief Health Analytics Officer, ClosedLoop, Austin, TX*

5:30 pm Adjournment

SPECIAL DINNER EVENT FEATURING HEALTHCARE BOOK AUTHORS

COMMONWEALTH BC

6:30 pm – 8:30 pm; Separate Registration Required (\$95 available for onsite-only attendees)

6:00 pm – 6:30 pm Reception in Millennium Foyer

6:30 pm – 8:30 pm Dinner in Commonwealth BC

Featuring:

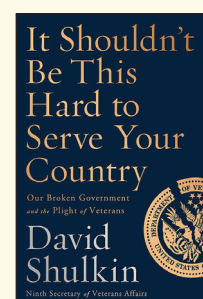
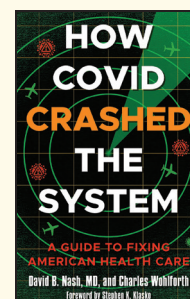
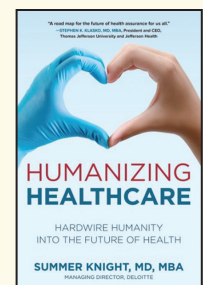
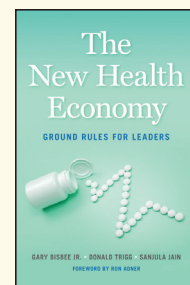
The New Health Economy: Ground Rules for Leaders by **Gary Bisbee, MBA, PhD**, *Founder, Chairman and CEO, Think Medium; Co-founder, The Health Management Academy, Washington, DC*

Humanizing Healthcare: Hardwire Humanity into the Future of Healthcare, by **Summer Knight, MD, MBA**, *Managing Director, Human Experience in Healthcare Leadership, Deloitte Consulting, LLP, Philadelphia, PA*

How Covid Crashed the System: A Guide to Fixing American Health Care, *Coauthored by David B. Nash, MD, MBA, Founding Dean Emeritus, Dr. Raymond C. and Doris N. Grandon Professor of Health Policy, Jefferson College of Population Health, Philadelphia, PA*

It Shouldn't Be This Hard to Serve Your Country: Our Broken Government and the Plight of Veterans by **David Shulkin, MD**, *President, Shulkin Solutions, LLC; Former Secretary, US Department of Veterans Affairs, Washington, DC*

Discussion chaired by: Billy Oglesby, PhD, MBA, MSPH, FACHE, *Dean and Associate Professor, Jefferson College of Population Health, Philadelphia, PA*



7:00 am Registration Opens

7:00 am Breakfast In Exhibit Hall

CLOSING PLENARY SESSION

REGENCY BALLROOM

8:00 am Co-chair Welcome by Billy Oglesby, PhD, MBA, MSPH, FACHE

Panel Discussion: School Based Health: Promoting Access and Quality of Care for Children

School Based Health Centers (SBHCs) improve children's health care access, clinical outcomes, and educational attainment. This clinical model is therefore an important tool to drive population health for children. This panel will discuss benefits and barriers to SBHCs, including physical and mental health services



Julie Cousler Emig, MSW, LSW, Executive Director, Education Plus Health, Philadelphia, PA



Jeanne Felter, PhD, LPC, Director, Jefferson Trauma Education Network, Philadelphia, PA



Kendra McDow, MD, MPH, FAAP, School System Medical Officer, School District of Philadelphia, Philadelphia, PA



Anna Flattau, MD, Chair, Family and Community Medicine, Vice President for Primary Care Services, Thomas Jefferson University Hospitals, Philadelphia, PA (Moderator)

8:30 am Our System In Flux – Creating Alignment to Deliver Population Health

To successfully achieve the Quadruple Aim, our healthcare system must move to a system of value. Health systems and health plans are increasingly aligning themselves around the core principles of value-based care, delivering on better health outcomes, quality measures, and cost metrics across populations. This session will discuss effective approaches, leadership initiatives, and partnering strategies for population health both now and for the two to five-year horizon.



Matt Hanley, MD, MBA, Market President, Navvis, St Louis, MO

9:00 am Fireside Chat: Advancing Health Equity to Transform Employee Health

Many Americans who depend on employer-sponsored health care are managing complex, costly health conditions and face significant gaps in diagnosis and disease management across race, ethnicity and income levels, according to a recent analysis from Morgan Health (a JPMorgan Chase & Co. business unit) and NORC at the University of Chicago. Despite perceptions around the robustness of coverage within employer-sponsored insurance, enrollees experience significant barriers to accessing care, particularly for those of racial/ethnic minority backgrounds and individuals with low or modest incomes. Even with employer-sponsored coverage, the high cost of care and insurance, including deductibles and out-of-pocket costs, forced many to forgo or delay necessary medical treatments, and some enrollees have unmet social needs that can further exacerbate gaps in health outcomes.



Orriel Richardson, JD, MPH, Vice President of Health Equity, Morgan Health; Lecturer, Milken Institute School of Public Health, The George Washington University, Washington, DC



Interviewed by:
Laurel Pickering, Head, Strategic Alliances, Centivo; Adjunct Faculty, Jefferson College of Population Health, Orlando, FL

9:30 am Does Pharma Have a Role in Population Health Management?

Healthcare systems are increasingly aligning themselves around the core principles of value-based care, delivering on better health outcomes, quality measures, improving adherence to clinical guideline, and cost metrics across populations. The plenary session will aim to address the role of pharma in collaboration with key stakeholders across the healthcare ecosystem. Further, we will highlight key challenges with respect to data, prioritization, alignment for the goal in delivering value-based care in a population health framework.



Wing Chow, PharmD, MPH, Senior Director, Program Strategy and Execution, US HEOR & Population Health, Novartis Pharmaceuticals Corporation, New Brunswick, NJ



Myoung Kim, PhD, MA, MBA, Vice President & Head, US HEOR & Population Health, Novartis Pharmaceuticals Corporation, East Hanover, NJ



Amy Vance, MSN, MBA, RN, Director of Population Health, US HEOR & Population Health, Novartis Pharmaceuticals Corporation, Charlotte, NC

10:00 am Networking Break in the Exhibit Hall

10:30 am Rebuilding Trust in Healthcare Delivery

Exploring opportunities to build new models to deliver better outcomes for marginalized communities.



Toyin Ajayi, MD, Co-founder and Chief Executive Officer, Cityblock Health; Former Chief Health Officer, Care Lab; Former Chief Medical Officer, Commonwealth Care Alliance, New York, NY

11:00 am Lessons from Covid-19 and Implications for the Future of Public Health and Healthcare

This session will focus on two topics. First, what are learnings from Covid-19 and what has it revealed about the need to focus on social determinants of health, public health preparedness, and care for the most vulnerable? Second, what more can be done in order to improve health and achieve health equity? The speaker will present actionable items for the audience.



Leana Wen, MD, MSc, Professor of Health Policy and Management, Milken Institute School of Public Health, The George Washington University; Columnist, The Washington Post, Baltimore, MD

11:30 am A Fireside Chat with Andy Slavitt



Andrew M. Slavitt, MBA, General Partner, Town Hall Ventures; Chair, United States of Care; Former Senior Advisor, COVID-19 Response Coordinator, Biden Administration; Former Acting Administrator, Centers for Medicare and Medicaid Services, Minneapolis, MN



Interviewed by:
David B. Nash, MD, MBA, Founding Dean Emeritus, Dr. Raymond C. and Doris N. Grandon Professor of Health Policy, Jefferson College of Population Health, Philadelphia, PA

11:55 am Closing Remarks



Billy Oglesby, PhD, MBA, MSPH, FACHE, Dean and Associate Professor, Jefferson College of Population Health, Philadelphia, PA

12:00 pm Colloquium Adjournment

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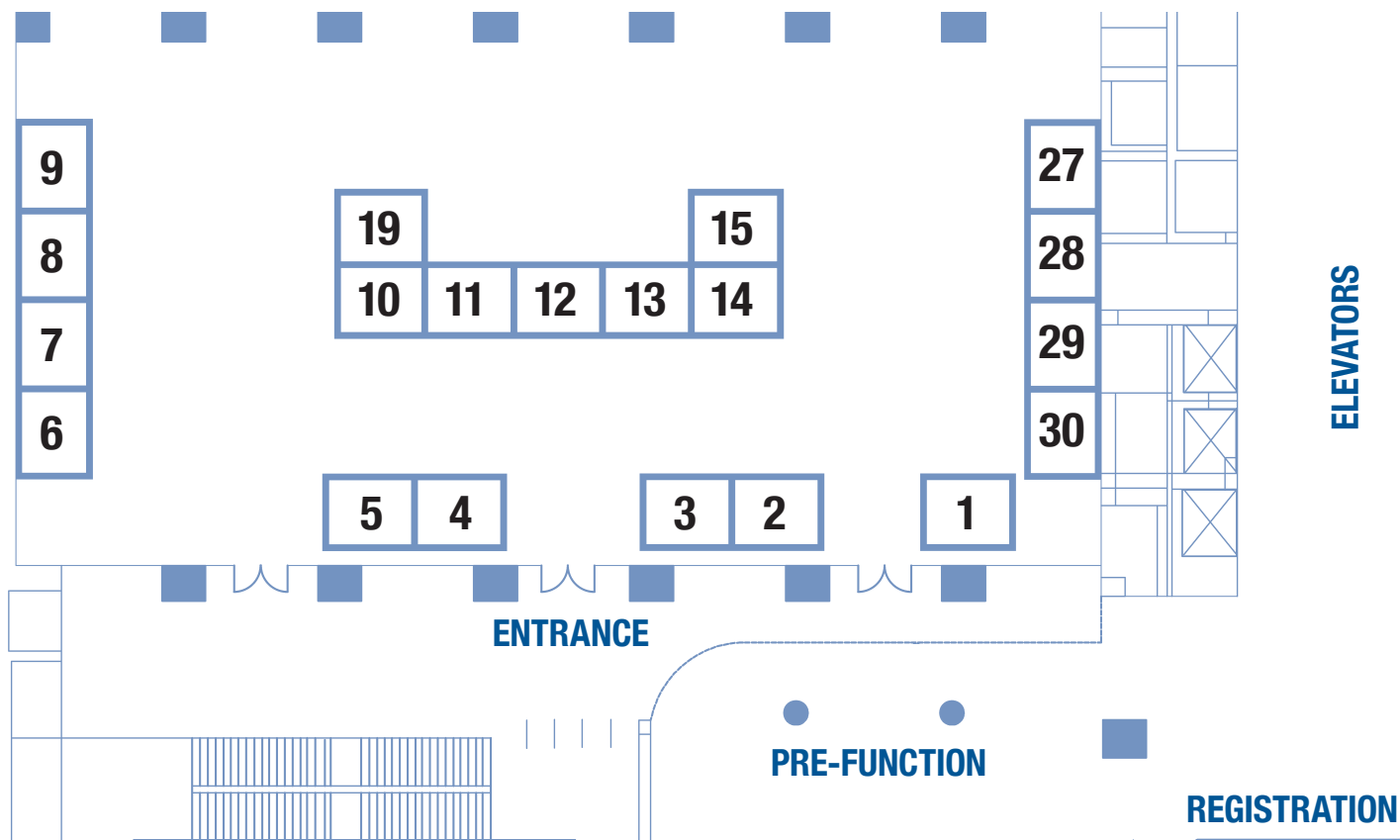
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Exhibit Hall – MILLENIUM HALL



Monday, November 7

Exhibit Hall Open	12:00 pm
Networking Break	2:45 pm
Networking Reception	5:30 pm

Exhibitors

Deloitte	1
ShareCare	2
Thomas Jefferson University, College of Population Health	3
NAHQ	4
Lightbeam Health Solutions	5
SquareML	6
Syntegra	7
Mary Ann Liebert, Inc.	8
Epistemix	9
Huron Consulting Group/ Innosight	10

Booth

Exhibitors

MDCIone	11
Helix	12
Innovaccer	13
Fox Rehabilitation	14
Cook Medical	15
Institute for Advancing Health Value at the Michael O. Leavitt School of Health	19
PDHI	27
ClosedLoop	28
InfoMC	29
PH Learning Network	30

Booth

Tuesday, November 8

Continental Breakfast	7:00 am
Morning Break	10:00 am
Networking Lunch	12:00 pm
Afternoon Break	3:00 pm



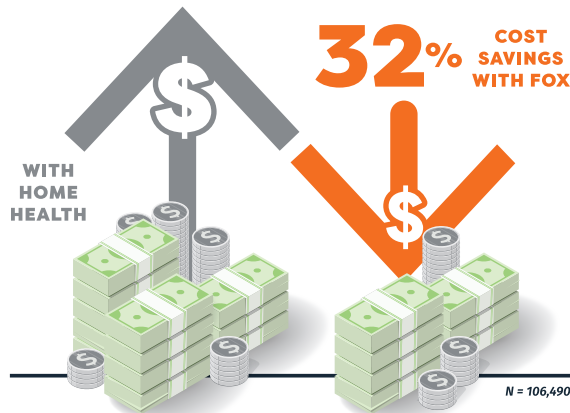
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The Philadelphia Museum of Art overlooks the historic Waterworks buildings on the Schuylkill River.

Photo by Edward Swarna, Jr.