



# THE PAYOR & PROVIDER ECOSYSTEM EVOLUTION



5 REASONS WHY YOU MUST ATTEND

1 THE U.S. HEALTHCARE ECOSYSTEM IS CONVERGING

Each healthcare industry sector’s vertical strategy now impacts everyone across the care continuum working to streamline processes, improve quality outcomes and reduce cost-per-capita for care in America. Will your company be a winner as new leaders emerge? Hear how collaboration and partnership is fueling survival across healthcare.

2 VALUE BASED CARE AND ACCOUNTABLE CARE ARE IN LIMBO

Each organization needs a solid strategic plan and understanding of priorities in this time of uncertainty. Don’t be left behind as your peers learn how to navigate through and prepare for the future.

3 THE PATIENT AS THE DRIVER

A big push in payor, provider, pharmaceutical, telehealth, retail health and medical device policies and product to encourage the patient to take the lead in managing their health. Hear the steps and challenges to a consumer led market.

4 TECHNOLOGY IS OXYGEN

It fuels innovation. Healthcare organizations must embrace innovation to drive the digital transformation of healthcare across all spectrums. What technology should be prioritized? Learn how industry leaders are utilizing and adapting modern technology to launch new paradigms of minimally invasive care, decrease expenses and increase ROI.

5 DISRUPTION CREATES OPPORTUNITY AND RISK

Stakeholders, Payors and Providers alike must rapidly adjust their needs and priorities; to enhance collaboration across the health industry ecosystem. Is your company ready? Go back to the office with a framework to maximize the opportunities while minimizing the risk.

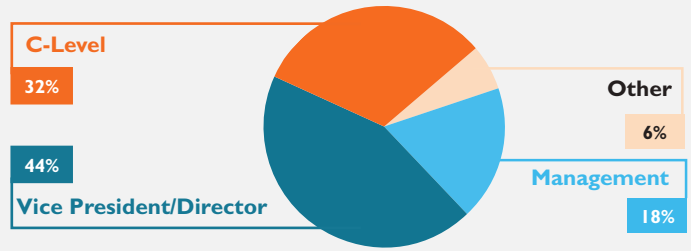


LOCATION, LOCATION, LOCATION

SAN DIEGO MARRIOTT LA JOLLA | CALIFORNIA

From world-class shopping to one-of-a-kind dining, La Jolla is named the jewel of Southern California because of its shimmering ocean views and timeless landmarks. Indulge in all the surrounding beauty when you stay with us at the San Diego Marriott La Jolla, networking under the sun and building upon those relationships in a relaxed yet stimulating ambiance.

EXECUTIVE PROFILE / WHO WILL PARTICIPATE



Join our growing community of payor, provider, pharmaceutical, healthcare IT executives seeking and sharing new ideas and creative approaches to common challenges in the healthcare ecosystem. Network with Chief Executives Officers, Chief Medical Officers, Chief Technology Officers, Chief Digital Officers, Vice Presidents and Directors of:

- Innovation
- R&D
- Strategy
- Digital Health
- Information Security Analytics
- Business Development
- Value Based Reimbursement
- Information Management
- Population Health
- Patient Experience
- Chief Information Officer

\*please note this profile is based on past Executive MindXchange events.

YOUR NEW FAVORITE EVENT

COLLABORATION = ACTION

Engage in strategic conversations with executive leadership from Payors, Providers and the entire ecosystem in interactive sessions designed to innovate, ideate, benchmark and execute!

RETURN ON RELATIONSHIPS

In a world filled with doubt and uncertainty, make connections in a unique, relaxing networking event. These cross industry connections will provide the foundation for your future success.

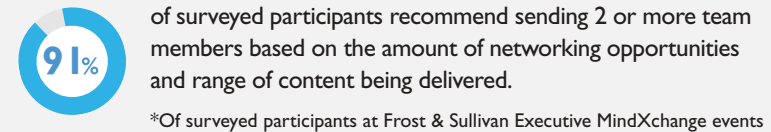
TAKE CONTROL OF YOUR VALUE BASED CARE STRATEGY

Join us as we collaborate in our interactive sessions; where top-level healthcare executives, subject matter experts and savvy solution providers share best practices and lessons learned in leveraging powerful strategies. Find out what’s worked for others, Get the insight without trial and error!

FIND NEW SOLUTIONS TO TODAY’S CHALLENGES

Play the Interactive Solutions Wheel to find out which of the Industry’s products and services will help you solve your challenges. It is a series of rapid fire, one-on-one meetings with leading solution providers both intense and fulfilling. Yes, there are prizes!

MORE CONTENT THAN ONE PERSON CAN HANDLE



TRANSFORMATIONAL HEALTH



Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation, and leadership. The company’s Transformational Health practice has a powerhouse team of analysts and strategists covering all facets of the industry. Within each industry segment, we have teams of experts who study trends to help predict where the next frontier of medicine will be in 10, 15 and even 25 years.



January 27 – 29, 2019  
San Diego Marriott La Jolla  
La Jolla, CA

A Frost & Sullivan Executive MindXchange



**An event shaped by a community of your peers!**

Frost & Sullivan extends its appreciation to the following Advisory Board Members for their expertise and valuable support in ensuring the agenda delivers relevant and valuable content.

**Greg Caressi**  
Senior Vice President, Transformational Health  
Frost & Sullivan

**Andy Cousin, Jr., MBA, FACHE**  
Senior Director of Strategy at  
Mayo Medical Laboratories  
Mayo Clinic

**Reenita Das**  
Partner & Senior Vice President Global,  
Transformational Health  
Frost & Sullivan

**Rahul Dubey**  
Founder  
Percynal Health Innovations

**Daniel Durand, MD**  
Vice President and Chairman  
LifeBridge Health

**Kolaleh Eskandarian**  
Vice President and Chief Innovation Officer  
Children's National Health Organization

**Donald R. Flott**  
Senior Director of Utilization  
Management Mayo Medical Laboratories  
Mayo Clinic

**Robert Gofourth**  
Vice President, Operations Strategy & Performance  
BlueCross BlueShield of North Carolina

**Vineet Goel**  
Facility Chief Medical Officer  
Atrium Health

**Matthew Jenusaitis**  
Chief of Staff / Director of Innovation  
University of California – San Diego  
Health System

**Barbara Loeb MD, MBA, CPE, FACP, FACPE**  
Chief Medical Officer  
Loyola Medicine

**Maulik Majmudar, MD**  
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Healthcare Transformation Lab  
Massachusetts General Hospital

**David Mohr**  
Vice President for Clinical Informatics  
and Transformation  
Sentara Healthcare

**Sandra Potter LCSW, MBA**  
Vice President & Chief Operations Officer of  
Behavioral Health  
Texas Health Resources

**Rasu Shrestha, MD, MBA**  
Chief Innovation Officer  
University of Pittsburgh Medical Center  
Executive Vice President  
University of Pittsburgh Medical Center  
Enterprises

**Marnie Staehly**  
Regional Market Development  
Humana

**Eric Steager**  
Director, Corporate Development & Innovation  
Managing Director, Strategic Innovation Portfolio  
Independence Blue Cross

**Lynn Witherspoon, MD**  
Chief Medical Information Officer Emeritus  
Ochsner Health System

**SNAPSHOT OF COMPANIES REPRESENTED AT PREVIOUS EXECUTIVE MINDXCHANGE EVENTS**



# SCHEDULE-AT-A-GLANCE

## CHOOSE BETWEEN THREE DIFFERENT COLLABORATION ZONES:

Customize your agenda! Stay the course with one zone or bounce around to others. All collaboration zones are Power-Point Free, participant-driven discussions featuring creative thinking and idea generation.

- ZONE 1:** Data Integration and Analytics: What Moves the Needle | **ZONE 2:** Innovation for Process Improvement Across the Ecosystem | **ZONE 3:** Reimagining Care in the Home

### SATURDAY, JANUARY 26, 2019 – ARRIVAL DAY

- 7:00 PM Suggested Arrival Time**  
 Arrive Saturday to participate in Sunday's Networking Activity

### SUNDAY, JANUARY 27, 2019 – NETWORKING DAY

Bring plenty of business cards, relax, meet-and-greet during this fun-filled day devoted to making new contacts and new friends.

- 9:00am Brunch on the Bay**
- 3:00pm Sponsor Workshop**
- 4:30pm Sponsor Registration & Orientation Reception**
- 5:00pm Speaker & Thought Leader Orientation**
- 5:45pm Participant Meet 'n' Greet**  
 This end-user/ participant activity is your opportunity to identify, right out of the gate, – those peers who share challenges similar to your own. It's a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.
- 6:30pm "Seas the Day" Welcome Reception & Event Kickoff**

### MONDAY, JANUARY 28, 2019 – GENERAL SESSION AND EXHIBITION

- 8:00am Registration, Continental Breakfast, and Exhibition**
- 8:45am WELCOME AND KEYNOTE – Can New Models of Health Insurance Solve the US Healthcare Dilemma?**
- 9:35am Navigating the Collaborative Innovation in Healthcare: A Frost & Sullivan Executive MindXchange**
- 9:45am HEALTH SYSTEM PERSPECTIVE – What's Top of Mind to Thrive Amidst Accelerating Change?**
- 10:15am SPOTLIGHT ON STARTUPS**  
 Meet the healthcare Startup company iconoclasts that are shaping the new Payor Provider frontier. These are the ones that have a double digit CAGR and have demonstrated sustained YoY growth. Learn how their go-to-market strategic intent and innovation can assist you in your business model execution.
- 10:20am Networking, Refreshment, and Exhibition Break**
- 10:50am CONCURRENT COLLABORATION ZONES – Case Histories**  
 Case Histories explore a specific use case and include informal conversations that draw upon the experience and expertise of the featured executive and participants.  
 Choose one of the following zones:

Zone 1: Data Enabled <b>Care Coordination</b>	Zone 2: Driving <b>Claims Acceleration</b>	Zone 3: <b>Expanding Care</b> in the Home
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**11:50am Session to Session Travel Time**

**11:55am CONCURRENT SESSIONS –**

**INTERACTIVE – SOLUTIONS WHEEL –**  
 Play the "wheel" to find out which of the industry's products and services will help you solve your challenges. It is a series of rapid-fire, one-on-one meetings with leading sponsors – both intense and fulfilling.

(OR)

**MOVER & SHAKER INTERVIEWS:**  
 Goliath's Impact on the Landscape of Value Based Care

- 12:40pm Food For Thought Networking Luncheon – Networking Roundtables Hosted By Industry Leaders**  
 Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

# SCHEDULE-AT-A-GLANCE

**1:40pm** Session to Session Travel Time

**1:45pm** CONCURRENT COLLABORATION ZONES – ThinkTanks

ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.

Choose **one** of the following zones:

Zone 1: Actionable <b>Population Health Analytics</b>	Zone 2: <b>Reimagining EHR:</b> Simplifying the Clinician Workflow	Zone 3: <b>Connected Monitoring &amp; Diagnostics:</b> Mobile and Wearable Solutions in the Home
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**3:00pm** Networking, Refreshment, and Exhibition Break

**3:30pm** SPOTLIGHT ON STARTUPS

**3:35pm** A NEW LENS – Winning Based on Experience, Convenience = New Cloud Currency

**3:55pm** CHALLENGE YOUR THINKING – Could Capitation Be the End Point?

**4:25pm** SPOTLIGHT ON STARTUPS

**4:30pm** ASSESSING THE NEED – Partnering to Counter Next Gen Cyber Threats

**4:55pm** THE SECRET SAUCE – Understanding and Improving the Patient Experience

**5:30pm** Truth or Dare Networking Reception

**6:45pm** Dine Around San Diego – Check In

## TUESDAY, JANUARY 29, 2019 – GENERAL SESSION AND EXHIBITION

**7:00am** Early Risers Run/Walk

**8:15am** Continental Breakfast and Exhibition

**8:45am** ICE BREAKER AND KEYNOTE – Customer Experience: Industry Barometers and Best Practices

**9:45am** EXECUTIVE INSIGHT – Artificial Intelligence: Where Healthcare Stands Today and Where it Might Head in the Future

**10:15am** SPOTLIGHT ON STARTUPS

**10:20am** Briefing Sessions, Networking, Refreshment, and Exhibition Break

**11:05am** CONCURRENT COLLABORATION ZONES – Peer Councils

Peer Council Sessions are participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following zones:

Zone 1: Leveraging Data to <b>Mitigate Financial Risk</b>	Zone 2: <b>Streamline the Contract</b> Process	Zone 3: Collaborating to Raise the Bar on <b>Chronic Condition Management</b>
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**11:55am** Food For Thought Networking Luncheon – Networking Roundtables Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

**12:55pm** Session-to-Session Travel Time

**1:00pm** THE GREAT DEBATE – Is Pricing Transparency a Value Add?

**1:35pm** SPEED ROUNDS

Join us for a burst of expert insight on:

- Changing the Dynamic – Seizing Growth and Collaboration Opportunities in Retail Healthcare
- Pharma Perspective – Partnering with Payors and Providers to Improve Outcomes
- Next Gen Docs – New Mindsets Transforming the Practice of Medicine

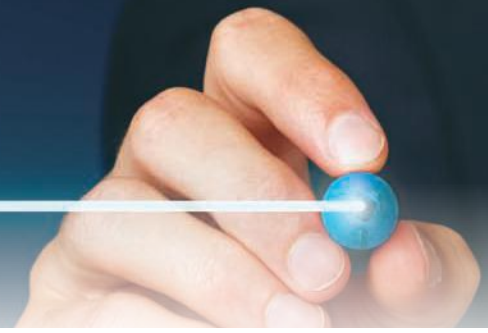
**2:35pm** Networking, Refreshment, and Exhibition Break

**3:05pm** VISIONARY INSIGHT – Future Proofing by Leading Effective Change

**4:05pm** CAPSTONE KEYNOTE AND INNOVATION AWARD – THE FUTURE OF HOME TESTING AND WOMEN’S HEALTH

**4:45pm** Content for the Collaborative Innovation in Healthcare: A Frost & Sullivan Executive MindXchange Concludes

# Keynotes



## **Can New Models of Health Insurance Solve the US Healthcare Dilemma?**

### **Busy Burr**

*Former Chief Innovation Officer*  
Humana

Busy Burr is a C-level, cross-industry executive who can drive and monetize new businesses and innovation. Her career spans leadership positions in high-growth startups and large Fortune 100 global enterprises- and across healthcare, financial services, technology, retail – in functional roles spanning finance, marketing/branding, operations and corporate communications. She was most recently Vice President of Healthcare Cost Trend and Innovation at Humana- the Chief Innovation Officer. In this role, she led a 60+ person team driving the design, build and adoption of three new product platforms in digital health, provider experience, and telemedicine, to improve health outcomes, create superior member experiences, and bend the trend on health care costs.



## **Customer Experience: Industry Barometers and Best Practices**

### **Dr. Josh Luke, FACHE**

*Healthcare Futurist & Founder of Health-Wealth*  
Hospital CEO & Healthcare Faculty at University of Southern California

Dr. Josh Luke is a healthcare futurist and former hospital CEO whose expertise includes sharing simple tactics on how to make health care more affordable. His career began as a jet-setting sports marketer working with some of the most famous athletes in the world. After a career change to healthcare, brought on by his grandmother's disease process, he ascended to become a hospital CEO by age 32. Soon after he penned his first book and became a best-selling author. He now finds solace in sharing his experiences as a caretaker for his mom and being without health insurance for his family for a short time has given him a deeply emotional understanding of the other side of care delivery.



## **The Future of Home Testing and Women's Health**

### **Sylvia Kang**

*Co-Founder and Chief Executive Officer*  
Mira

Mira is the first FDA and CE registered comprehensive women's health monitoring platform with 99% of accuracy in clinical trials. Mira tracks cycles, predicts ovulation, monitors fetal health, measures ovarian reserve and detects menopause at home, using the hospital-leveled technology within a palm-sized device. The data automatically syncs to the Mira app. The AI learns personal health patterns. The telemedicine connects users with doctors. Sylvia served as a business director in a Fortune 500 life science company, running a \$100M global business. Sylvia holds an MBA from Cornell University, and a MS in Biomedical Engineering from Columbia University. Sylvia is also a Concert Pianist. She has won multiple international piano competitions in France, China, and Hong Kong.

# NETWORKING ACTIVITIES

## Sunday, January 27, 2019

### Brunch on the Bay 9:00am

Join us as we sail around San Diego's largest natural harbor on the 58-foot SUNCHASER American Catamaran. Network with fellow participants, while we sip on mimosas and gallivant around the bay taking in the San Diego skyline. Meet in the Hotel Lobby.  
Participant Fee: \$150



### Participant Meet 'n' Greet 5:45pm



This end-user/practitioner networking activity is your opportunity to identify – right out of the gate those peers who share challenges similar to your own. It's a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

### "Seas the Day" Networking Reception and Event Kickoff 6:30pm

Bring plenty of business cards and be ready to relax, enjoy a little conversation & cocktails, and meet your fellow peers and colleagues as we get excited for the days ahead!



## Monday, January 28, 2019

### Truth or Dare Networking Reception 5:30pm



Will you choose Truth... or Dare? Network, mix and mingle while playing the classic game of truth or dare. All who play will be entered to win a fabulous prize!

### Dine Around San Diego 6:45pm

Take networking a step further and join us as we venture into the historic Gaslamp Quarter. Enjoy a diverse range of food options and learn why San Diego is considered "America's Finest City". A great opportunity to build relationships with your fellow peers in a fun, intimate setting!  
Participant Fee: \$75



## Tuesday, January 29, 2019

### Early Risers Run/Walk 7:00am



Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It's the perfect start to a great day of content and networking!



# Agenda



Saturday, January 26, 2019

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

## ARRIVAL DAY

7:00pm

### Suggested Arrival Time

Arrive Saturday to participate in Sunday's Networking Activity

## Sunday, January 27, 2019 – NETWORKING DAY

Bring plenty of business cards, relax, meet-and-greet during this fun-filled day devoted to making new contacts and new friends.

9:00am

### Brunch on the Bay

Join us as we sail around San Diego's largest natural harbor on the 58 foot SUNCHASER American Catamaran. Network with fellow participants, while we sip on mimosas and gallivant around the bay taking in the stunning San Diego skyline.

3:00pm

### Sponsor Workshop

4:30pm

### Sponsor Registration & Orientation Reception

5:00pm

### Speaker & Thought Leader Orientation

An essential meeting for speakers, facilitators and confirmed thought leaders to preview the event, highlight your roles and network with fellow peers.

5:45pm

### Participant Meet 'n' Greet

This end-user/ participant activity is your opportunity to identify right out of the gate – those peers who share challenges similar to your own. It's a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

6:30pm

### "Seas the Day" Welcome Reception & Event Kickoff

Meet your fellow peers and colleagues as we engage in an ice breaker over cocktails to get the conversations started and set you up for an event whose foundation is built on collaboration.



## BRUNCH ON THE BAY

### Sunday 9:00AM

Join us as we sail around San Diego's largest natural harbor on the 58-foot SUNCHASER American Catamaran. Network with fellow participants, while we sip on mimosas and gallivant around the bay taking in the San Diego skyline.





# Agenda



Monday, January 28, 2019

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

## GENERAL SESSION AND EXHIBITION

8:00am

### Registration, Continental Breakfast, and Exhibition

**Brian Fitzpatrick**

*Partner, Senior Vice President & General Manager, Events  
Frost & Sullivan*

## WELCOME AND KEYNOTE

8:45am

### Can New Models of Health Insurance Solve the US Healthcare Dilemma?

**Busy Burr**

*Former Chief Innovation Officer  
Humana*

#### Session Abstract:

Is there a magic bullet for our healthcare system challenges? There are many exciting solutions emerging that can evolve the industry- from new business models, amazing technologies, new partnerships and breakthrough startups. Yet, to be successful, these solutions need to be able to integrate into the complex and ever-changing web that is the healthcare industry - insurance companies, self-insured employers, large health systems, hospitals, independent physicians, the pharmaceutical industry, PBMs, ACOs, MSOs, you name it - and, most importantly, people, the consumers of healthcare services. In addition, change is driving a shift in roles - consumers are gaining power and companies like Amazon, Walmart, CVS and Apple are making moves to stake larger claims in the space. The solutions that will win will not only deliver health breakthroughs, but must also deliver on financial impact. How can the payor side of the equation adapt to drive change?

#### Key Take-Aways:

- Fresh perspective on the emerging role of Design Thinking and customer experience in driving change in healthcare
- Framework to embrace the urgent role we all have as change agents to identify and challenge the way things have always been done
- Insight on how to carefully examine your company's mission and how it may complement or conflict with your company's business model

9:35am

### Navigating the Collaborative Innovation in Healthcare: A Frost & Sullivan Executive MindXchange

## HEALTH SYSTEM PERSPECTIVE

9:45am

### What's Top of Mind to Thrive Amidst Accelerating Change?

**Greg Caressi**

*Senior Vice President, Global Business Unit Leader, Transformational Health  
Frost & Sullivan*

#### Session Abstract:

Given the shifting environment of payment models, technology and business relationships across the healthcare ecosystem, what are key factors to focus on to thrive in the current and future healthcare reality. Frost & Sullivan will present our analysis of 2019-2020 predictions/expectations and strategies to succeed, drawn from our analysis and discussions across the healthcare ecosystem.

#### Key Take-Aways:

- Insight on how to separate hype from reality in technology and business model adoption and impact on healthcare delivery
- Examples of areas of investment and organizational change to succeed in an increasingly competitive healthcare environment
- Framework of where some organizations are lagging and what the impact might be for slow followers

10:15am

### Spotlight on Startups

**Dana Hosseini**

*Co-Founder & Chief Innovation Officer  
Seqster*

Meet the healthcare startup company iconoclasts that are shaping the new Payor Provider frontier. These are the ones who have double digit CAGR and have demonstrated sustained YoY growth. Learn how their go-to-market strategic intent and innovation can assist you in your business model execution.

# Agenda

Monday, January 28, 2019

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

10:20am

Networking, Refreshment, and Exhibition Break

## CHOOSE BETWEEN THREE DIFFERENT COLLABORATION ZONES:

Customize your agenda! Stay the course with one zone or bounce around to others. All collaboration zones are Power-Point Free, participant-driven discussions featuring creative thinking and idea generation.

**ZONE 1:** Data Integration and Analytics: What Moves the Needle | **ZONE 2:** Innovation for Process Improvement Across the Ecosystem | **ZONE 3:** Reimagining Care in the Home

10:50am

### Concurrent Collaboration Zones – Case Histories

Case Histories explore a specific use case and include informal conversations that draw upon the experience and expertise of the featured executive and participants.

Choose **one** of the following zones:

#### Zone 1. Data Enabled Care Coordination

##### CASE HISTORY WITH:

**Janice Baker**

*Vice President of Strategy and Operations*

Benevra Health

##### FACILITATOR:

**Jay Hazelrigs**

*Vice President*

OptumInsight

##### Session Abstract:

High value health care can't be realized without collaboration, and one health care organization in New Hampshire is breaking new collaborative ground. Hear how one organization is relying on care coordination and care management to keep costs down, quality high and patients happy. The partners are responsible for 115,000 lives and the incentives are aligned between the payer and each of the provider entities. They share data with one another and engage in friendly competition to make care better. Having payers and providers included in the collaboration helps balance the focus between better quality of care, improved outcomes and lower costs.

##### Key Take-Aways:

- Perceptions and realities for building a payor-provider "population health organization"
- Lessons learned on developing and operating effective care management programs in a payor-provider collaborative
- Insight on how sharing data and analytics can meaningfully address high-need populations
- Critical success factors to breaking down the data sharing barriers within and across health systems

#### Zone 2. Driving Claims Acceleration

##### CASE HISTORY WITH:

**Angelina Colbert**

*Vice President, Billing and Reimbursement*

Apria Healthcare

##### FACILITATOR:

**Scott King**

*Vice President Business Development*

HGS

##### Session Abstract:

Payors and Providers strive for the same goals – to encourage their customers to lead healthier lives while providing the best possible experience for their customers (members or patients). The intentions to provide a good Patient Experience can be negated by an interruption in the life-cycle such as a denied or delayed claim. More than half of denied claims are never reworked, because the process is still manual (Becker's). This interactive session will examine the claims process from both payor and provider viewpoints.

##### Key Take-Aways:

- Insight - Despite the perception of a love/hate relationship between Payers and Providers, both organizations share similar goals.
- Success factors – Tips on how payers can think like providers, and providers can think like payers
- Insight on technology and processes to make claims more accurate and expedient



# Agenda



Monday, January 28, 2019

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

## Zone 3. Expanding Care in the Home

### CASE HISTORY WITH:

**Simeon Sessley**  
*Director of Innovation*  
Navicent Health

### FACILITATOR:

**Rob Grenfell**  
*Director Health and Biosecurity*  
CSIRO

### Session Abstract:

We are on the edge of a digital revolution allowing us to deliver care to patients in their own homes. However, while this presents a massive opportunity there are significant challenges that must be overcome to provide an integrated technology-supported model of in-home care. This interactive session will explore the translation of evidenced based, innovative, homecare delivery models into the US health system framework.

### Key Take-Aways:

- Framework of an innovative and integrated home care delivery model
- Insight into the challenges in delivering home-based chronic disease care
- Guide to delivering outcomes in a value based health system
- Putting the patient first – new approaches to patient engagement and empowerment

11:50am

Session to Session Travel Time

## CONCURRENT SESSIONS

11:55am

### INTERACTIVE – SOLUTIONS WHEEL -

Play the “wheel” to find out which of the industry’s products and services will help you solve your challenges. It is a series of rapid-fire, one-on-one meetings with leading sponsors – both intense and fulfilling.

(OR)

### MOVER & SHAKER INTERVIEWS

#### Goliath’s Impact on the Landscape of Value Based Care

##### MODERATOR:

**Greg Caressi**  
*Senior Vice President, Global Business Unit Leader, Transformational Health*  
Frost & Sullivan

##### PANELISTS INCLUDE:

**Douglas Cates**  
*Chief Strategy Officer*  
UC San Diego Health

**Daniel Durand**  
*Vice President  
and Chairman*  
LifeBridge Health

**Janet Tomcavage**  
*Chief Population  
Health Officer*  
Geisinger Health System

**David Wyman**  
*President and  
Chief Executive Officer*  
Gracie Square Hospital

### Session Abstract:

As hospitals, payors, and subspecialty groups continue to merge and expand across the healthcare industry, what is the likely end state we are headed towards? Is scale inevitable in a value based care environment? Is scale needed to compete as consolidation occurs in healthcare sectors? What are the impacts of these super organizations across healthcare? What is the likely end result for the stand alone rural hospital? This session will address the benefits, challenges and drivers of what this new business model means from all perspectives of Healthcare.

### Key Take-Aways:

- Drivers of consolidation across both payor and provider organizations
- Examples of the benefits of scale for health systems, payors, members and patients
- Insight on the challenges these organizations face in achieving the benefits of scale



# Agenda



Monday, January 28, 2019

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

12:40pm

## Food For Thought Networking Luncheon – Networking Roundtables Hosted By Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

Hosted By:  **HGS**  
HINDUJA GLOBAL SOLUTIONS

1:40pm

## Session to Session Travel Time

1:45pm

## Concurrent Collaboration Zones – ThinkTanks

ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.

Choose **one** of the following zones:

### Zone 1. Actionable Population Health Analytics

#### FACILITATOR:

**Joseph Siemenczuk, MD**

Chief Medical Officer

Enli

#### Session Abstract:

Tired of admiring the problem? Ready to act? Regardless of your definition of population health, one thing is clear: there is an abundance of clinical and claims data, but no consensus what data is important, and how to turn that data into action and improved outcomes. Join us to discuss best practices for identifying the relevant data elements, and team-based strategies for making it actionable.

#### Key Take-Aways:

- Blueprint specific data elements necessary for population health analytics
- Three techniques for making data actionable
- Metrics to determine successful analytics

### Zone 2. Reimagining EHR: Simplifying the Clinician Workflow

#### FACILITATOR:

**Justin Guadagno**

Vice President, Payor Strategies

Sound Physicians

#### Session Abstract:

Automating and streamlining provider workflow is essential to improving care for patients as well as lowering costs. EHRs are a great starting point to accomplish this, but understanding how to accurately interpret the data and communicate with multiple stakeholders is vital in the clinician workflow process.

#### Key Take-Aways:

- Key findings to utilizing EHR to simplify outcomes
- Critical factors that go beyond EHR to determine ideal next site of care
- Best practices for interpreting data to reduce readmissions

### Zone 3. Connected Monitoring & Diagnostics: Mobile and Wearable Solutions in the Home

#### FACILITATOR:

**David Ryan**

General Manager, Health & Life Sciences Sector, Internet of Things Group

Intel Corporation

#### Session Abstract:

As more of the U.S. population is diagnosed with chronic conditions requiring daily care, the U.S. health systems struggle to meet these needs but home monitoring and diagnostic care could provide a safe and effective alternative? Use to date has proven remote care effective at successfully driving better care quality, access and cost across a diverse range of diagnostic and treatment modalities and conditions. Now with critical elements aligned and proof of efficacy in hand, remote care is ready to scale for use as a peer complement to clinical care in new standard of care requirements.

#### Key Take-Aways:

- Insight on the major challenges to acceptance and adoption of mobile and wearable solutions
- Examples of how remote care is ready and able to scale for chronic conditions
- Framework for the greatest impact and highest leverage solutions to these challenges



# Agenda



Monday, January 28, 2019

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

3:00pm

## Networking, Refreshment, and Exhibition Break

3:30pm

### Spotlight on Startups

**Jordan Mills**

*Chief Executive Officer*

MirrorMe3D

Meet the healthcare startup company iconoclasts that are shaping the new Payor Provider frontier. These are the ones who have double digit CAGR and have demonstrated sustained YoY growth. Learn how their go-to-market strategic intent and innovation can assist you in your business model execution.

## A NEW LENS

3:35pm

### Winning Based on Experience, Convenience = New Cloud Currency

**John Barto**

*Healthcare Evangelist*

Microsoft

#### Session Abstract:

Consumer organizations are creating new levels of intimacy with your patients, members and care providers through cloud analytics and cognitive services which threaten your established relationships. Convenience is becoming the new battleground requiring new tools and techniques.

#### Key Take-Aways:

- Insight on integrated analytic and cognitive services available in the cloud
- Fresh perspective on solution approaches emerging based on automated communication techniques
- Examples of ideation resulting in real solutions at the speed of cloud

## CHALLENGE YOUR THINKING

3:55pm

### Could Capitation Be the End Point?

**Janet Tomcavage**

*Chief Population Health Officer*

Geisinger Health System

#### Session Abstract:

Prepayment models and greater financial accountability over a patient population (whether capitation or other variations) could create the right incentives to support building out additional care programs and capabilities to allow patients to be cared for in more efficient ways. But transitioning to these models requires careful planning and consideration of many factors, including physician compensation, remaining fee-for-service revenue streams, and state of readiness of organizational program/capability development.

#### Key Take-Aways:

- Case examples of new types of programs necessary for success in managing populations within "risk" environments (both clinical and financial risk)
- Illustrative framework of assessing value created by programs that may not be reflected in traditional fee-for-service revenue models
- Insight on physician compensation model as one critical factor that interplays with overall payment models in the case of system

4:25pm

### Spotlight on Startups

**NL Shasha Jumbe, PhD**

*Co-Founder, Electronics & Data Science Stack*

Context AI

Meet the healthcare startup company iconoclasts that are shaping the new Payor Provider frontier. These are the ones who have double digit CAGR and have demonstrated sustained YoY growth. Learn how their go-to-market strategic intent and innovation can assist you in your business model execution.

# Agenda

Monday, January 28, 2019

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

## ASSESSING THE NEED

4:30pm

### Partnering to Counter Next Gen Cyber Threats

**Sanjay Deo**

*Founder & President*

24By7Security

#### Session Abstract:

In this ever changing cyber risk landscape driven by geo-political and financial trends across the globe, the data that is managed (generated, collected, processed and transmitted) by healthcare entities, both payers and providers, is a very valuable commodity. Each patient record, depending on the age and health conditions, can fetch \$155 - \$350 in the black market. More than the financial value, this information provides valuable information to nation-states that are preparing the cyber-warfare of the future. This presentation will focus on the global and national cybersecurity landscape, and the payor - provider landscape.

#### Key Take-Aways:

- Blueprint of the current state of healthcare information technology and cybersecurity landscape
- Best practices of various approaches taken by healthcare entities to mitigate the cybersecurity risks
- Examples of new technologies to the rescue – blockchain and encryption

## THE SECRET SAUCE

4:55pm

### Understanding and Improving the Patient Experience

**Dennis Robbins, PhD, MPH**

#### Session Abstract:

Each of us has the choice to be a victim or a vanguard. It is an uphill battle to remain a vanguard in healthcare contexts particularly when one is faced with unexpected and serious situations. For a person to be thrown into a situation of passivity, helplessness and an almost total lack of control is not how we generally approach our lives. This experience can be daunting when illness or an unexpected procedure dominates one's life, be it for the long or short term. Creating architectures into which we can more comfortably fit is an important challenge to address, in addition to prioritizing getting a "patient" back to their original baseline of wellness.

#### Key Take-Aways:

- Framework to better move patients from health to illness and illness back to health
- Insight on how to improve the patient experience and strategies to get the "patient" back to being "me"
- Best practices to transform challenges into successes for payors and providers to create safe and responsive environments committed to continuous quality improvements

5:30pm

### Truth or Dare Networking Reception

Will you choose Truth... or Dare? Network, mix and mingle while playing the classic game of truth or dare. All who play will be entered to win a fabulous prize!

6:45pm

### Dine Around San Diego

Take networking a step further and join us as we venture into the historic Gaslamp Quarter. Enjoy a diverse range of food options and learn why San Diego is considered "America's Finest City". A great opportunity to build relationships with your fellow peers in a fun, intimate setting!

# Agenda

Tuesday, January 29, 2019

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

## GENERAL SESSION AND EXHIBITION

7:00am

### Early Risers Run/Walk

Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It's the perfect start to a great day of content and networking!

8:15am

### Continental Breakfast and Exhibition

## ICE BREAKER AND KEYNOTE

8:45am

### Customer Experience: Industry Barometers and Best Practices

**Dr. Josh Luke, FACHE**

*Healthcare Futurist & Founder of Health-Wealth*

Hospital CEO & Healthcare Faculty at University of Southern California

#### Session Abstract:

Customer experience is the final frontier in the pursuit of value based care. As new ACO models and programs such as BPCI Advanced roll, health systems are learning that real ROI can be generated through a focus on collaboration with longtime vendors and partners that leads directly to improved customer experience. Payor-provider alignment calls for innovative approaches to take this to another level. This talk outlines the specifics of how payors and long-time partners can adapt to the hospitals new and ever-changing needs by approaching them with partnerships that align incentives, focus on customer experience and drive value.

#### Key Take-Aways:

- Metrics to redefine care from patient centric to person-centric
- Critical factors of how the process of Selling to hospitals and selling partnerships has changed dramatically
- Core elements of value based care as a framework for a more holistic approach to care
- Insight on new business models in hospitals

## EXECUTIVE INSIGHT

9:45am

### Artificial Intelligence: Where Healthcare Stands Today and Where it Might Head in the Future

**John Daley**

*Vice President Regulatory Affairs and Quality Assurance*

IBM Watson Health

#### Session Abstract:

Artificial Intelligence and Machine learning are hot topics in all industries right now. However, their adoption in the healthcare market has lagged versus other, un-regulated, markets. This presentation is meant to provide you with some thoughts on a framework to use to develop your products in a manner that will speed adoption in the marketplace and approvals by any regulators.

#### Key Take-Aways:

- Framework to help you develop "good" algorithms
- Examples of current trends and standards in the industry
- Guide to what has worked to date

10:15am

### Spotlight on Startups

**Philip Marshall, MD, MPH**

*Co-Founder and Chief Product Officer*

Conversa

Meet the healthcare startup company iconoclasts that are shaping the new Payor Provider frontier. These are the ones who have double digit CAGR and have demonstrated sustained YoY growth. Learn how their go-to-market strategic intent and innovation can assist you in your business model execution.

10:20am

### Briefing Sessions, Networking, Refreshment, and Exhibition Break

# Agenda

Tuesday, January 29, 2019

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

11:05am

## Concurrent Collaboration Zones – Peer Councils

Peer Council Sessions are participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following zones:

### Zone 1. Leveraging Data to Mitigate Financial Risk

#### MODERATOR:

**Simon Lin, MD, MBA**

Chief Research Information Officer

Nationwide Children's Hospital

#### Session Abstract:

Value-based care has motivated providers and payers to mitigate financial risks through data science. Some data analytics leaders suggest that “companies falling behind Artificial Intelligence (AI) now may never recover, as AI is racing from labs to front lines”. Do you agree? How about classical statistics and actuarial science? In this peer-to-peer session, we will start with a discussion of new types of data, such as voice, image, GPS location, and text, which will benefit significantly from AI. Then, we will look into how to choose the right data for the desired outcomes. Throughout the session, we will use a few examples of data-driven risk modeling using AI.

#### Key Take-Aways:

- Best practices for data governance and data analytics
- Latest lessons learned on financial risk modeling with AI
- Impact on efficiency, cost saving or increasing revenue
- Blueprints to build an AI-first enterprise

### Zone 2. Streamline the Contract Process

#### MODERATOR:

**Thomas Graf**

Chief Medical Officer and Vice President Transformation

Horizon Blue Cross Blue Shield New Jersey

#### Session Abstract:

Developing new value based contracts are often challenging and time consuming, here's the “Easy Button”

The relationship between payers and providers is often strained by traditional FFS contracting, nevertheless, value based contracting is often challenging and leads to nearly as much acrimony and all too often long cycle times. The value based space is the key to shared success and a streamlined process can alleviate much of the current challenge and allow more focus on performance.

#### Key Take-Aways:

- Framework the key elements to accelerate value based contracts
- Guide to determine shared principles to facilitate timely contracting in the value based care arena
- Key findings from both the provider and payer perspectives

### Zone 3. Collaborating to Raise the Bar on Chronic Condition Management

#### MODERATOR:

**Felicia Thomas-Spaulding**

Divisional Vice President

BlueCross BlueShield of New Mexico

#### Session Abstract:

Chronic conditions across physical and behavioral health drive many admissions and readmissions that are potentially avoidable. Patients, providers, and payors can create unique partnerships to build on the basics of care management while developing innovative approaches that improve member and industry outcomes.

#### Key Take-Aways:

- Framework to increase the impact of care management in successful transition of care
- Roadmap for building innovations into your readmission reduction planning
- Proven ways to implement paramedicine, community health worker and transition of care programs in diverse communities



# Agenda

Tuesday, January 29, 2019

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DENOTES NETWORKING EVENTS

11:55am

## Food For Thought Networking Luncheon – Networking Roundtables Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

12:55pm

Session to Session Travel Time

## THE GREAT DEBATE

1:00pm

### Is Pricing Transparency a Value Add?

#### MODERATOR:

**Rahul Dubey**  
*Founder*  
 Percynal Health Innovations

#### PANELISTS INCLUDE:

**Thomas Graf**  
*Chief Medical Officer and*  
*Vice President Transformation*  
 Horizon Blue Cross Blue  
 Shield New Jersey

#### Peter Emigh

*General Manager, CareMore Nevada*  
 CareMore Health Plan

#### Session Abstract:

The value based care initiatives across the healthcare continuum have advanced efforts to improve patient experience greatly. Yet, a priority and top issue for most Americans as exhibited in the 2018 Congressional Midterm elections is the cost of care, specifically for treatment for preexisting conditions without healthcare coverage. The Department of Health and Human Services (HHS) is pushing for price transparency across all of healthcare, but is this strategy sustainable? Is consumerism really the best way to improve the patient experience or should HHS focus on implementing strategy to improve quality outcomes for patients?

#### Key Take-Aways:

- Insight on the myriad differences in healthcare economic and business models that are impacting how Americans value their care
- Framework to evaluate consumerism for healthcare in terms of quality of care, improving the health of populations and lowering the cost-per-capita for care
- Examples of successful pricing transparency implementation with emphasis placed on quality of care

## SPEED ROUNDS

1:35pm

Join us for a burst of expert insight on:

### ■ Changing the Dynamic – Seizing Growth and Collaboration Opportunities in Retail Healthcare

#### Katie Lestan

*Divisional Vice President, Health Systems*  
 Walgreens

#### Wendy Horn

*Vice President of Business Development*  
 Community Health Network

#### Session Abstract:

As the healthcare industry changes more gaps in care become apparent as patients move from providers to their community. Consumers are also choosing high deductible health plans because of the convenience and cost effective choices. Where does this leave providers? This session will discuss how strategic partnerships between retail healthcare and providers can improve overall patient care.

#### Key Take-Aways:

- Blueprint a path of extension into the community as consumers evolve to choose how they spend their healthcare dollars
- Case history of a partnership between Retail Healthcare and provider
- Insight on how partnerships can improve total cost of care and quality of care



# Agenda



Tuesday, January 29, 2019

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

## ■ Pharma Perspective – Partnering with Payers and Providers to Improve Outcomes

**Tom Rice**

*Vice President, Market Access & Payer Strategy*

Amgen

### Session Abstract:

Despite advances in treatments, our healthcare delivery system is inefficient and often contains misaligned incentives. Affordability issues persist and no one stakeholder can revamp the system, so we must effectively collaborate to achieve the best possible outcome for patients. Value Based Agreements allow partners to experiment with innovative approaches designed to improve the patient experience, quality and efficiency of care. Hear how Amgen has actively developed value-based agreements with payers, providers and other healthcare organizations.

### Key Take-Aways:

- Insight on why innovative biopharma firms are engaging in value-based agreements, with a focus on outcomes-based contracts
- Success factors and lessons learned from working across industry creating partnerships with approximate 30 agreements in the US market
- Best practices to create mutually beneficial opportunities to reduce costs, improve care and enhance patient experiences
- Fresh perspective on why innovation in drug development must be married with innovation in payment models

## ■ Next Gen Docs – New Mindsets Transforming the Practice of Medicine

**Sanjeev Bhavnani, MD**

*Assistant Professor Cardiology, PI Healthcare Innovation Laboratory  
Scripps Clinic*

### Session Abstract:

While the science of medicine continues to improve, it is the practice of medicine that is exponentially evolving. This evolution is fueled by value based transformation and incentives that are aligning for continuous, proactive care, within and outside the four walls of the hospitals. To address this need, the new generation doctors are leveraging disciplines like data science, informatics, digital medicine, genomics, AI to bring a new set of skills to traditional healthcare and new set of job roles (startup founder, angel investor, chief digital health officer, technology licensee, translation trialist etc).

### Key Take-Aways:

- Framework for disruption in health care and for value based transformation
- Fresh perspective of why disruption in medicine calls for new skills sets and new job roles
- Insight on the Intranpreneur community in healthcare and why it's as important as external change agents to bring transformation

2:35pm

## Networking, Refreshment and Exhibition Break

## VISIONARY INSIGHT

3:05pm

## Future Proofing by Leading Effective Change

**Michael O. "Coop" Cooper**

*Founder*

Innovators + Influencers

### Session Abstract:

The healthcare industry is in a constant state of transition. How can you ease the bumps of disruption, mergers and demands of new policies? Hear tips on how to lead effective change, while navigating an organization through disruption and build relationships across external organizations.

### Key Take-Aways:

- Insight on how to future-proof your organization
- Framework to build better external and internal relationships for partnerships
- Four components to adapt to continuous transition



# Agenda



Tuesday, January 29, 2019

DENOTES CONTENT SESSIONS

DENOTES NETWORKING EVENTS

## CAPSTONE KEYNOTE AND INNOVATION AWARD

4:05pm

### The Future of Home Testing and Women’s Health

Sylvia Kang

Co-Founder and Chief Executive Officer

Mira

Hear about the future of women’s health and how Mira envisions and disrupts this industry. Women’s hormones change daily and follow certain patterns every month, which makes daily testing very necessary, and it can only happen at home. Home testing is a highly needed but it is a very lacking area due to technology limitations, until now with Mira, the first FDA and CE registered comprehensive women’s health and chronic disease monitoring platform with 99% of accuracy.

4:45pm

### Collaborative Innovation in Healthcare: A Frost & Sullivan Executive MindXchange Concludes

## What Inspired You?

“The transparency of participants to share challenges & solutions.”

“Conversations were natural and the relationships really built over the 3 days.”

“Sense of community. Great connections made!”



“The passion of participants, guests and the Frost & Sullivan team.”

“I loved the inspire pins!”

“Great insights from the speakers with actionable takeaways. This event re-energized me!”

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of surveyed participants would be more likely to inquire about future services if a solution provider sponsored the Frost & Sullivan Executive MindXchange

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