HIMSS

OREGON Chapter

2019 Annual Conference

Embracing Disruption:
Creating the Future of Health IT

June 6, 2019 — Doubletree Hotel, Portland, OR

Detailed Agenda

8:00 - 9:00 am **Check-In, Day-of Registration, Vendor Visits and Passport Program - Mezzanine**

9:00 - 9:10 am *Opening Remarks*
Rozie Lindsay, President, Oregon Chapter of HIMSS

9:10 - 10:10 am *General Session #1*
State of the State of HIT: Transformation 2.0 and Social Determinants of Health

Oregon's health system transformation continues—Oregon Health Authority's CCO 2.0 procurement is expected to bring major changes across the state. The role of health information technology (HIT) is critical for supporting new expectations around care coordination, behavioral health, social determinants of health, and value-based payment. Join our presenters to learn about:
• Oregon's CCO 2.0: what's changing and what the implications are for HIT
• What's next for Oregon's HIT Oversight Council: how it will work to ensure our statewide efforts support health system transformation and anticipate changes expected in federal HIT regulations
• How the HIT Commons is delivering on its promise to advance and accelerate statewide efforts such as EDIE and PDMP and the scope of HIT Commons' new work
• Kaiser Permanente's approach to leveraging data and HIT tools to address social determinants that impact health outcomes

Susan Otter, Director of Health IT, Oregon Health Authority
Nicole Friedman, Practice Director of Continuum, Complex, and Community Care, Northwest Permanente
Greg Van Pelt, President, Oregon Health Leadership Council

10:10 - 11:00 am   *General Session #2: Keynote*
It Might Get Loud: Continuity, Privacy, and Data Management in the Age of #voicefirst and Messaging
Our keynote speaker, Dr. Matt Cybulsky, will discuss how the rise of voice-first technology (e.g. Alexa, Google Home, PullString) and third-party communication tools are changing the way practitioners communicate with one another, patients, and the EHR. He will cover the emergence and adoption of voice-first, mobile, and text-messaging technologies, and the promise and challenges of these tools relating to care delivery, privacy, and data management. He will also address the modern application of such tools as the EHR as it transforms from a workflow engine to a data exchange engine.

Matt Cybulsky, MA, MBA, MSHA, PhD

11:00 - 11:15 am   *Break*
Vendor Visits and Passport Program

11:15 am -   *Breakout Session #1*
12:15 pm   **Choose Your Own Adventure: Open Discussion Session**
In the spirit of providing more participant-driven and interactive content, this session will be an opportunity to connect with and learn from your peers on important topics : data analytics, informatics, end user experience/satisfaction, interoperability/HIE, technologies (FHIR/Blockchain/AI), population health, virtual care, and security/risk management. You are welcome to stay at one group or wander between groups! Join us for this experimental session and find or create the conversation that's most valuable to you.

Data Analytics: Tables 1, 2, 9-11
Informatics: Tables 18-20, 28, 29
End User Experience/Satisfaction: Tables 21, 22, 30-32
Interoperability/HIE: Tables 25-27, 35, 36
Technologies (FHIR/Blockchain/AI): Tables 5, 6, 14, 15
Population Health: Tables 3, 4, 12, 13
Virtual Care: Tables 23, 24, 33, 34
Security/Risk Management: Tables 7, 8, 16, 17

11:15 am -   *Breakout Session #1*
12:15 pm   **Short Talks (TED-style, 4 Speakers)**

The Loss of Trust in Healthcare
Much attention has been paid to the rapid change in healthcare, including the Affordable Care Act, government incentives, provider burnout, patient engagement, and the digitization of medical data. Equally important, there has been a significant decline in the public's trust of the US healthcare system. As healthcare leaders, we need to understand and address this erosion; trust is imperative for efficiency, compliance, and success within every layer of healthcare. To counter this trend and rebuild the public's trust, healthcare professionals will need to act with transparency, intentionality, and authenticity in all interactions.
Mark Shatsky, DO, Medical Director for Providence Cedar Mill Family Medicine clinic

Digital Disruption Comes to Healthcare
Executives in all industries are using digital advances like analytics, mobility, social media, and smart and embedded devices. They are doing this to change customer experiences, internal processes, and entire business models. This talk will discuss how this digital revolution is affecting healthcare.
David "Bo" Bove, MBA, CSM, IT Manager, Umpqua Health Alliance

Breakout Session #1
Short Talks (TED-style, 4 Speakers)—continued

Data Analytics to Improve Continuum of Care
Healthcare data will experience a compound annual growth (CAGR) of 36 percent through 2025—a rate faster than in manufacturing, financial services, or media, according to International Data Corporation (IDC). This increase in data volume combined with accessible cloud storage, lower computing costs, and newer techniques in machine learning offers an opportunity to improve predictive analytics, track provider performance, advance population health management, derive insights into systemic waste of resources, treat patients in a holistic manner via personalized medicine, and improve health outcomes. In this session, learn about the ability of data analytics to improve care interactions, care delivery, and health across the continuum of care.
Binitha Surendran, Information Analyst, Kaiser Permanente

The Power of Great Data Visualization
The amount of raw data EHRs generate is overwhelming, making it impossible for people to process and analyze this data without help. Effective data visualization uses data to tell a story and transforms data into actionable insights for leaders. However, poor data visualization confuses audiences and dilutes the value and impact of the message. This session will go over some simple principles for making data visualizations great and turning them into powerful tools of communication.
Charles Hu, MD, FAMIA, Director of Clinical Informatics, Legacy Health

12:15 - 1:00 pm   *Lunch*
    Vendor Visits and Passport Program

1:00 - 2:00 pm   ***Breakout Session #2***
    The Future of Telehealth and Virtual Care
The growing incorporation of telehealth into healthcare delivery helps address challenges of access, specialty shortages, and changing patient needs in rural and urban settings. In this session you we will hear from OCHIN and Bright.md on:
• How virtual care technology can improve patient access to specialty care, address transportation challenges, and increase patient engagement
• How eConsults can reduce unnecessary referrals and ncrease in provider satisfaction
• How leading healthcare systems are leveraging automation to boost provider efficiency, patient access, and bottom lines while improving patient and physician satisfaction

Julia Millard, VP of Partner Success, Bright.md
Melinda Fulmer, Program Manager for Virtual and Integrated Care, OCHIN
Dave Boston, MD, Medical Director of Virtual Care, OCHIN

1:00 - 2:00 pm   ***Breakout Session #2***
    Modern Security Threats and How Business Leaders Can Help
This panel discussion is designed to be a highly interactive session with two leaders in Security/Risk Management, representing a health plan and healthcare system. They will share their opinions of what constitutes a solid security plan as well as some thoughts on future challenges in the security arena.

Jeff Bird, VP of Information Security, PeaceHealth
Steve Person, CISO, Cambia Health Solutions

2:00 - 3:00 pm   *General Session #3*
Population Health: Evaluating Risk with AI
In this session, CareOregon leaders will present on their journey building a robust population segmentation tool. Learn about the retrospective and predictive capabilities, what the model looks like, and how CareOregon plans to use the model. The operational impact of this model, understanding ROI, and future plans will also be discussed.

Amit Shah, MD, CMO, CareOregon
Debra Read, Senior Evaluation Associate/Data Scientist, CareOregon

3:00 - 3:20 pm   *Reception Break* **- Mezzanine**
Refreshments, Vendor Visits, and Passport Program

3:20 - 4:20 pm   *General Session #4*
Wait Wait…Don't Tell Me! Fact or Fiction?
Our healthcare leader panel will share insights from what they have learned or accomplished in the last year. The format has been modified to encourage audience participation to help the panel decide which two items they actually succeeded with and identify the one that fell short. The speaker presentations will be followed by the opportunity for audience questions, bringing this traditionally excellent session to a lively close.

Laureen O'Brien, Principal, LOB Consulting (moderator)
David Strickland, VP / Regional CIO, Kaiser Permanente – Northwest
Maili Boynay, Vice President of Applications, Information Systems & Services, Legacy Health
Valerie Fong, RN, MSN, Chief Nursing Informatics Officer, Providence Health & Services

4:20 - 4:30 pm   *Closing Remarks*
Rozie Lindsay, President, Oregon Chapter of HIMSS

4:30 - 5:30 pm   *Passport Drawing and Networking Reception*
Rex Eads, Sponsorship Chair, Oregon Chapter of HIMSS

Presenters

Susan Otter is the Director of Health Information Technology at the Oregon Health Authority (OHA). As Director, she is focused on supporting Oregon's health system transformation efforts with the right level of health information technology-related state policy, guidance, direction, and technology services. Prior to this position, Ms. Otter was the Project Director for the Medicare/Medicaid Alignment Project at OHA and led a stakeholder process to align Oregon's new Medicaid Coordinated Care Organizations (CCOs) and Medicare to benefit individuals eligible for both programs. Previously, she directed the Medicaid Health Information Technology (HIT) Project and was responsible for development of Oregon's State Medicaid HIT Plan and the implementation of Oregon's Medicaid Electronic Health Record (EHR) Incentive Program. A native Oregonian, Ms. Otter graduated from the University of Chicago with a degree in Sociology.

Nicole Friedman is the regional administrator for continuum, complex and community care at Kaiser Permanente Northwest, where she is responsible for execution and oversight of programs that address complex medical and social needs to improve health outcomes and reduce cost of care for vulnerable populations. Ms. Friedman also has national accountability as the operational lead for social needs. In this role, she is accountable for an enterprise shared strategy across Kaiser Permanente to address social and nonmedical needs, which includes launching Thrive Local. She serves on the steering committee for Social Needs Network for Evaluation and Translation (SONNET). Previously Ms. Friedman developed various community health initiatives in New York City. She holds a Masters of Applied Medical Anthropology from Portland State, is a recipient of the KPNW Faces of Change award for eliminating social barriers to care, and serves on the National Quality Forum, Person and Family Centered Care Committee.

Greg Van Pelt is the president of Oregon Health Leadership Council (OHLC) and the former CEO of Providence Health and Services Oregon, where he served in leadership roles for 38 years. OHLC works in partnership with OHA and the governor's office on several important statewide health IT strategies. It is a co-sponsor with OHA of Oregon's Health IT Commons (HIT Commons), which is a public-private partnership with a shared funding model designed to coordinate, standardize, govern, and support statewide health IT efforts. HIT Commons operates Oregon's EDIE and PDMP Integration initiatives. Mr. Van Pelt was instrumental in starting the Virginia Garcia Memorial Health Center, served as a member of Gov. John Kitzhaber's healthcare transformation workgroup, and helped develop Health Share of Oregon CCO, with a goal of expanding access to health services for hundreds of thousands of Oregonians. He was the chair of Oregon's Health IT Task Force in 2013 and is a member of Oregon's Health IT Oversight Council (HITOC).

Matt Cybulsky, MA, MBA, MSHA, PhD, is the founder of IONIA, a healthcare consultancy addressing strategic, operational, and innovative care delivery initiatives supported by behavioral science methods, lean management approaches, and technology applications. He has partnered with many organizations to achieve positive outcomes and lasting impacts. In addition, he is involved in the voice-first technology movement for healthcare and co-hosts The Voice of Healthcare podcast (https://goo.gl/NC19fo) and Voice of Healthcare Summit (https://goo.gl/P8fkHH) at Harvard Medical School. He is adjunct professor at the Rochester Institute of Technology, an active member of the American College of Healthcare Executives (ACHE), and a Board Examiner for the Malcolm Baldrige National Quality Award. Dr. Cybulsky regularly consults upon operational improvement, patient experience, and quality initiatives with healthcare organizations; in addition, he partners with multiple organizations in the development of voice-first interfaces for inpatient care and remote-care support across the US and the globe.

Mark Shatsky, MD, is the Medical Director for the Providence Cedar Mill Family Medicine clinic in Portland. In addition to his clinical practice, he serves as a consultant focused on health informatics and clinical practice support. Prior to 2019, Dr. Shatsky held the title of Chief Medical Informatics Officer for the Providence Community Connect program overseeing the implementation of the Providence Epic EHR across six states. He has significant experience in the area of EHR implementation, change management, and optimization. His current focus is on population health, quality improvement, and exceptional patient care.

David "Bo" Bove, MBA, CSM, HIMSS Innovation Committee, has a background as a management consultant and software development team leader with over 25 years of experience at some of America's best-known companies, from Citibank NA to Morgan Stanley Dean Witter, DoubleClick, Hearst Publications, and others. In 2010, Mr. Bove moved into the healthcare field, joining Children's Hospital Colorado as part of its internal consulting group, responsible for creating innovative, disruptive solutions via custom-developed applications, SharePoint, and web/mobile. Currently Mr. Bove works at Umpqua Health Alliance where he is responsible for creating solutions to support the Alliance's Value-Based CCO Healthcare Model.

Binitha Surendran joined Kaiser Permanente in August 2015. She is an Information Analyst on the KP INSIGHT (Data & Analytics) team supporting Continuing Care Services (CCS)—the delivery arm of Kaiser Permanente that manages rehabilitation and long-term care for chronic and elderly patients. At CCS, her work includes analyzing data for senior management to guide strategic decisions and assisting operational leaders in managing day-to-day operations. Ms. Surendran graduated with a master's degree in Biomedical Informatics (MBI) degree from OHSU in 2015. She also has an MBA and engineering degree from India. She is engaged with Grace Hopper Women in Computing and Pratham, a nonprofit focused on child education.

Charles Hu, MD, FAMIA, is a hospitalist at Legacy Mount Hood Medical Center and is Medical Director of Clinical Informatics at Legacy Health. He completed his Biomedical Informatics fellowship at Oregon Health & Science University, is board-certified in Clinical Informatics, and is among the inaugural class of Fellows of AMIA. Dr. Hu serves as Co-Chair of Legacy's Inpatient Hospital Users Group, which reviews and prioritizes EHR enhancement requests across Legacy Health. He developed curriculum for EHR optimization training for inpatient providers. Dr. Hu actively participates in quality initiatives at Legacy and constantly advocates for data-driven decision-making.

Julia Millard is the VP of Partner Success at Bright.md. She brings more than a decade of experience successfully introducing new technologies to the healthcare industry. She combines six years of Healthcare IT implementation experience at Epic with more than seven years in healthcare IT consulting and operational experience at one of the country's largest health systems. Ms. Millard has led or supported more than 30 EMR implementations at major health systems across the country. At Bright.md, she is charged with ensuring customers achieve maximum value from Bright.md products. She holds an AB from the University of Chicago, and an MBA from the European School of Management and Technology in Berlin, Germany.

Melinda Fulmer is the Program Manager for Virtual and Integrated Care which includes Telehealth, eConsult, and MyChart at OCHIN. She has been in Healthcare IT for over 18 years and is passionate about leveraging technology to improve patient engagement and quality access to care.

Dave Boston, MD, is a senior clinical informaticist and medical director of Virtual Care at OCHIN. He is also an actively practicing cardiologist in Vancouver, WA, and working toward his Master's in Clinical Informatics at OHSU.

Jeff Bird is the VP of Information Security at PeaceHealth. Mr. Bird is responsible for information security and cyber risk across the PeaceHealth system, with a focus on prioritizing objectives and outcomes that reduce risk to the mission of PeaceHealth. Prior to joining PeaceHealth, Mr. Bird served various healthcare organizations as an information security and cyber risk consultant.

Steve Person is responsible for information security across the Cambia family of companies and executive leadership of the information security organization. Accountability includes security architecture and engineering, sales and audit support, supplier security risk management, vulnerability management, HIPAA and the regulatory security compliance, and security of the software development lifecycle. Mr. Person joined Cambia in 2014 as a security architect and then enterprise security architect. He has been the CISO since 2016.

Amit Shah, MD, is currently Chief Medical Officer at CareOregon. He previously served as Senior Medical Director of Network Services at CareOregon specifically working on clinical informatics and clinical system redesign. He served as Medical Director of Neighborhood Health Center and previously held a variety of positions in the Multnomah County Health Department, including as Medical Director. He also served as a board member of CareOregon and Northwest Regional Primary Care Association. Dr. Shah currently serves as a board member of Quality Corporation and Jefferson Health Information Exchange. Board-certified in Family Medicine, he has been a member of the American Academy of Physicians since 1994.

Debra Read is a Senior Evaluation Associate/Data Scientist at CareOregon. Ms. Read collaborates closely with population health care management colleagues to gather, mine, model, analyze, and translate data into action. She also works closely with IS teams to develop systems, applications, and architecture to shape transactional claims data into person-level information for population health purposes. Anyone who works with Ms. Read knows she is a devoted student of effective storytelling with data, either verbally, visually, or—ideally—both.

Laureen O'Brien serves as an independent consultant working with the Oregon Health Leadership Council and the Oregon Health Authority on statewide initiatives to improve the quality, safety, and affordability of healthcare delivery in Oregon. Ms. O'Brien retired from her VP/CIO position where she had a long and distinguished career as a leader and innovator in health care information technology. She is known as an IT professional with a proven track record of developing high-performing teams that share her passion for results. She serves on community boards and also volunteers with the Oregon Chapter of HIMSS to ensure focus and development of the next generation of HIT leaders.

David Strickland is Vice President of Telehealth and Northwest Information Officer for Kaiser Permanente's Care Delivery Technology Services. In this role, he directs the strategic planning, leadership, and oversight for Information Technology teams supporting Kaiser Permanente hospitals and clinics as well as the care delivery and business functions that support them in the Oregon and southern Washington markets. Mr. Strickland is a member of the Northwest Joint Senior Leadership Team and ensures both regional and national technology initiatives meet the needs of Kaiser Permanente's members. He is also the accountable technology leader for Telehealth across Kaiser Permanente.

Maili Boynay joined Legacy Health in 2006 and has been a leader in the organization for the past 10 years. In 2017 she became Vice President of Applications, Information Systems and Services. Ms. Boynay oversees more than 100 analysts performing design, implementation, maintenance, and optimization of software applications and business solutions to meet organizational needs. As IS applications director, she led the highly successful work in care transformation, population health, health information exchange, LEAP and now LEAF (Facilities), ambulatory and urgent care, telehealth, and revenue cycle. Her work on the Epic Connect program made Legacy the first customer hosting Epic for external partners to earn 2017 certification. She was a key IS leader guiding the successful implementation of Epic at Legacy Silverton Medical Center.

Valerie Fong, RN, MSN, serves as the Chief Nursing Informatics Officer (CNIO) for Providence Health & Services in Oregon. Clinical knowledge paired with business and technological experience with EHR design and implementation, IS governance, and transitions of care allows her to lead diverse teams in partnership with clinical and business operations to manage and align strategies that improve and transform healthcare. She has presented at regional, national, and international conferences and contributed to numerous educational webinars and publications on clinical informatics topics. Ms. Fong has also served as adjunct faculty, teaching graduate students on informatics theory and concepts, clinical information systems, and consumer health informatics.