



Virtual System Forum Agenda

Day 1 • Monday, August 31, 2020

ALL SESSION TIMES ARE IN EASTERN TIME

12:30–12:45 p.m. Welcome & Introduction

Stephen W. Kett
Senior Program Director
The Governance Institute

12:45–1:15 p.m. Beyond the New Normal to the New Extraordinary: Bold Innovation in a Time When Nothing Normal Is Working

Larry Keeley
Innovation Scientist

Summary

Larry Keeley will build on the conference goal exploring “Frictionless Healthcare” by helping attendees identify the orthodoxies they can and should break down now to deliver seamless experiences and deeper relationships. Most people instinctively become conservative in times of stress and great change. Keeley will show both why it is a great time to innovate—and how to do so with minimal risk and cost.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Describe critical principles of effective innovation
- Identify and specifically use tools to find and flip orthodoxies—unleashing new possibilities
- Define how to author innovations—with tradecraft that goes beyond brainstorming

1:15–1:30 p.m. Q&A with Larry Keeley

1:30–1:45 p.m. Break

1:45–2:30 p.m. Digital Transformation of Healthcare

Aaron Martin
Executive Vice President & Chief Digital Officer
Providence St. Joseph
Managing General Partner
Providence Ventures



Summary

Aaron will discuss Providence's digital innovation process, key findings from the Providence digital strategy team's Digital Insights Series, and a health system's take on where the next normal will land post-COVID.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Describe how a \$25B health system thinks about innovation/digital
- Identify the perspective on the radical recent changes and the next normal

2:30–2:45 p.m. Q&A with Aaron Martin

2:45–3:00 p.m. Break

3:00–3:30 p.m. Continuing Conversations with Our Faculty

Larry Keeley, Aaron Martin, Stephen Klasko, & Stephen Kett

Summary

Join us at the end of the day for a brief conversation with members of the conference faculty. The discussion will provide an opportunity to explore faculty presentations in greater depth, as well as broader topics relevant to healthcare today. Please bring along any questions, we will include some of those in our conversation, time permitting. It's a great way to end the day!

3:30 p.m. Adjourn



Virtual System Forum Agenda

Day 2 • Tuesday, September 1, 2020

ALL SESSION TIMES ARE IN EASTERN TIME

12:30–1:15 p.m. **The Implications of the Increasing Speed & Scale of Disruption in Healthcare**

Nicholas Webb

Futurist, Author, & Innovation Expert

Chief Executive Officer

LeaderLogic, LLC

Summary

The healthcare industry has been deeply affected by massive disruption and new consumer driven competitive models. Together these forces and events have created what we call the “C19 Economy.” The biggest challenge that organizations will face is their ability to release the death grip on their legacy mindset and old irrelevant strategic approaches. The best organizations that will thrive and emerge stronger for the C19 Economy will deploy a new set of strategic priorities and initiatives to include:

- The rapid development and deployment of a next generation “CX Innovation Strategy.” This goes far beyond the outdated patient experience concept.
- The implementation of an organizational wide C19 recovery and growth strategy. If your current strategy is more than a few months old, it’s irrelevant.
- Rapid development of new core competencies. Organizations need to become far more competent in the areas of speed and agility. What we knew in the legacy economy will not allow us to drive a future ready organization. The challenges we face are great and success requires a total organizational and personal commitment. Half-hearted measures won’t do the job. The pandemic is a ruthless opponent, and we owe it to ourselves to not only survive the C19 Economy but emerge stronger and better prepared to enter the post-pandemic world.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Describe how to architect next-generation CX Innovation Strategies
- Identify how to leverage a new range of strategic tools and approaches to address the adverse impact of the C19 Economy
- Define key areas of disruptive innovation, customer experience design, and new strategic approaches to address the current economic stressors

1:15–1:30 p.m. **Break**



1:30–2:30 p.m. Is There an Avatar in the House: From COVID to Consumerism

Stephen K. Klasko, M.D., M.B.A.

President

Thomas Jefferson University

Chief Executive Officer

Jefferson Health

Summary

It's February 2, 2030. A mutant strain of an RNA encapsulated virus has been afflicting people in Australia. People old enough to remember—especially healthcare workers—the dark days of early 2020 and the COVID-19 crisis immediately panicked...for a second...and then they smiled. Because they knew healthcare had evolved from a broken, fragmented, expensive, inequitable "sick care" system to a "health assurance" system where most of their care happens at home.

We are witnessing healthcare's "Amazon moment." If you are a provider and think you're going back to a business model solely based on hospital revenue and not relevant to people who want care at home, you will be out of business. If you are an insurer and think you can just be the middleman between the hospital and the patient, you'll be irrelevant. If hospitals believe that innovation can just be this cute little thing that they do in the background but the real business is getting "heads in beds", they will never recover from the pandemic of 2020 losses.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Define how we move from the "iron triangle of healthcare" to the "patient diamond of healthcare"
- Describe how hospitals and health systems move from a "sick care" to a "health assurance" model
- Define the "biases physicians bring to the table" that will make it more difficult for the traditional healthcare ecosystem to thrive and what can we do about it

2:30 p.m. Closing Remarks & Adjourn

Stephen W. Kett

Senior Program Director

The Governance Institute