



Day 1 • Sunday, March 6, 2022

ALL SESSION TIMES ARE IN EASTERN TIME

4:30–5:30 PM
Keynote Address

Changing the DNA of Healthcare: From COVID to Consumerism

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

Executive in Residence, *General Catalyst*

Chief Global Innovation Officer & North American Ambassador, *Sheba Medical Center*

Distinguished Fellow, *World Economic Forum*

Former President & CEO, *Thomas Jefferson University & Jefferson Health*

It's February 2, 2030. A mutant strain of an RNA encapsulated virus has been afflicting people in Australia. Of course 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 middle man 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:

- Identify how we move from the “iron triangle of healthcare” to the “patient diamond of health-care” and how the pandemic of 2030 will be very different than what we are experiencing today.
- Describe how hospitals and health systems move from a sick care to a health assurance model. And how do we use technology to move health inequities and social determinants to the mainstream of clinical care, payment models, and medical education?
- 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?

Day 2 • Monday, March 7, 2022

ALL SESSION TIMES ARE IN EASTERN TIME

8:30–9:30 AM
General Session

Diagnosing Disruption from Clinical to Consumer: How New Consumer Values & Expectations Are Reshaping Healthcare

Ken Hughes

Consumer & Shopper Behavioralist

Customer Experience Strategist

Forget the new normal. The next decade is best described as the “never normal.” Over the last 10 years we have witnessed significant technological disruption catalyzing new consumer expectations. Post-pandemic we are seeing key consumer values around instant, virtual, convenience, sustainability, transparency, digital, community, and experience all catapult consumer expectations forward. The days of assuming that better clinical processes and research will be enough are long over. Healthcare is the same as any other industry. Choose to ignore the changing nature of consumer expectations and watch as new entrants turn into significant challengers. Incumbent players have significant inherent advantages, but we will only be able to capitalize on them if we embrace customer centricity and customer experience at the core of what we do. Our new world is as full of opportunity and potential as it is of change. It's time to scrub up.

Learning Objectives

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

- Identify the emerging new values of modern consumerism
- Analyze how disruption has altered organizational thinking
- Employ a customer centric approach to growth
- Recognize how today's peer-to-peer economy builds brands
- Formulate, challenge, and future proof business models for a new generation of consumers

9:30–9:45 AM **Break**

9:45–10:05 AM **Team Huddles**

10:05–10:30 AM **Q&A with Ken Hughes**

10:30–10:45 AM **Break**

10:45–11:45 AM **What to Expect: The New Normal Post-Pandemic**

General Session

Ashish K. Jha, M.D., M.P.H.

Dean, School of Public Health

Brown University

11:45 AM–1:00 PM **Lunch Break**

For those who are virtual, this will be a one-hour and 15 minute break. Please return at 1:00 PM for the next session.

1:00–2:00 PM **Patient No Longer: The Brave New World of Consumerism**

General Session

Ryan Donohue

Strategic Advisor

NRC Health

Consumerism was already shaping up as a formidable force in healthcare before the pandemic elevated its principles to the top of every strategic plan. The radical idea that we must anticipate the needs of our consumers, streamline patient access to our services, and provide value at every step of the care journey is now enshrined in our day-to-day reality. Post-COVID, our attention shifts to what consumers want next. Now that virtual care is commonplace and price transparency is a national conversation, we'll explore the consumer perspective on healthcare and what the future should hold. What matters most to our future patients and how can we co-design success? Join as we explore the brave new (and old) world of healthcare consumerism.

Learning Objectives

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

- Discover the main principles powering the consumerism movement in healthcare
- Identify consumer expectations for care and how they shape the patient experience
- Define the building blocks of the hybrid experience and its role in the future of healthcare
- Evaluate potential board-level priorities for advancing consumerism at the organizational level

2:00–2:15 PM **Break**

2:15–2:45 PM **How Health Systems Can Evolve in a Digital Health Era**

Fireside Chat

Glen Tullman (Speaker will present virtually)

Co-Founder

Livongo

Executive Chairman & CEO

Transcarent

Through his work with Livongo, Allscripts, 7wireVentures, and now Transcarent, Glen Tullman has emerged as the top disruptor in the healthcare industry. Join Glen as he discusses how disruptors are driving change in the industry and what health systems can learn from digital trailblazers. This session will look at the impact new digital health and virtual care models are having on the health system and hospital markets and how they can work with these new entrants to provide a better health and care experience for consumers.

Learning Objectives

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

- Evaluate the digital health point solutions market
- Analyze how to formulate relationships with self-insured employers and platforms that drive higher value care and optimize health system resources

2:30–2:45 PM Q&A with Glen Tullman

2:45 PM Closing Remarks & Adjourn

Day 3 • Tuesday, March 8, 2022

ALL SESSION TIMES ARE IN EASTERN TIME

10:15–11:15 AM
General Session

Telehealth—the perfect expression of consumerism—what now?

Ann Mond Johnson

Chief Executive Officer

American Telemedicine Association

While telehealth has been available for over 25 years, it only hit our lingua franca in 2020 with the onset of the pandemic. What did we learn in the past two years about telehealth and what can we expect going forward? This session will review the most important findings about telehealth from the perspective of consumers and of clinicians. The future of healthcare is a hybrid care delivery system that combines in-person and virtual care— to bring quality care into the home, improve the patient and provider experience, and eliminate health disparities. With this new reality also come opportunities for remote patient monitoring, asynchronous technologies, and at-home testing. For an overburdened and under-resourced health system, virtual care helps solve the issue of limited access, creates increased efficiencies and cost savings, and results in better patient outcomes. Ann Mond Johnson, CEO of the ATA, describes how telehealth is creating a better path forward.

Learning objectives

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

- Describe long standing myths about telehealth and how they've been dispelled over the past two years
- Define how telehealth can be used to eliminate disparities in health
- Identify barriers to permanent and widespread adoption of telehealth that can be removed

11:15 AM Closing Remarks & Adjourn