

A HYBRID CONFERENCE AND INTERNET EVENT



THE TWENTIETH ANNIVERSARY Population Health Colloquium

LOEWS PHILADELPHIA HOTEL • PHILADELPHIA, PA
MARCH 30 – APRIL 1, 2020

www.PopulationHealthColloquium.com

Twitter: #PHC20

For Early Bird
Registration Discount
Register by Friday,
February 28, 2020

The Leading Forum
on Innovations in
Population Health

ACADEMIC
PARTNER:



College of
Population
Health

CONTINUING EDUCATION CREDITS: Accounting Professionals: Approved for up to 19.0 NASBA CPE credits.

HIGHLIGHTS:

- Announcement of the Winner of the 2020 Hearst Health Prize
- Networking opportunities including an Opening Night Reception
- Special Dinner program on Tuesday, March 31: "Investing in Innovation — Venture Capital, Startups, and Population Health"
- Exhibit hall featuring new and exciting solutions, products and services
- Topic area concurrent sessions and mini summits

CO-CHAIRS:



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



Billy Oglesby, PhD, MBA, MSPH, FACHE,
Interim Dean, Jefferson College of Population Health, Thomas Jefferson University

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TUITION SCHOLARSHIP PROGRAM: The Colloquium is pleased to offer full and partial tuition scholarships to qualifying representatives of local, state and federal government, consumer advocate organizations, safety net providers, academics, students, and health services research organizations. Consult the web site for details.

AGENDA AT A GLANCE

MONDAY, MARCH 30

7:00 am Colloquium Registration

8:00 am PHA FORUM 2020

PRECONFERENCE: Redesigning Health Care Delivery

12:00 pm Adjournment

DAY I: OPENING PLENARY SESSION 1:00 pm – 5:30 pm

1:00 pm Plenary Session

2:45 pm NETWORKING BREAK IN THE EXHIBIT HALL

3:15 pm Plenary Session

5:30 pm NETWORKING RECEPTION AND 2020 HEARST HEALTH PRIZE FINALISTS POSTER SESSION

TUESDAY, MARCH 31

7:00 am Breakfast in Exhibit Hall

DAY II: MORNING PLENARY SESSION 8:00 am – 12:00 pm

8:00 am Plenary Session

9:40 am NETWORKING BREAK IN EXHIBIT HALL

10:15 am Plenary Session

12:00 pm NETWORKING LUNCH IN EXHIBIT HALL

1:00 pm MINI SUMMITS *Choose one:*

I: Innovation in the Post-Acute Care Delivery Model

II: Is Population Genomics the Next Wave of Population Health?

III: Mental Health in the Workplace

3:00 pm AFTERNOON BREAK IN EXHIBIT HALL

3:30 pm CONCURRENT SESSIONS *Choose one:*

I: Strategies to Support Patient Engagement

II: The Holy Grail of Sustainable Engagement — Best Practices, Lessons Learned and Future Trends

III: Social Determinants of Health

IV: Global Health and Technology

V: Transforming Care Delivery

VI: Training Population Health Leaders for the Future

5:45 pm ADJOURNMENT

6:15 pm SPECIAL EVENING DINNER PROGRAM: “INVESTING IN INNOVATION: VENTURE CAPITAL, START UPS AND POPULATION HEALTH”

WEDNESDAY, APRIL 1

7:00 am Registration Opens; Breakfast in the Exhibit Hall

DAY III: CLOSING PLENARY SESSION 8:00 am – 12:00 pm

8:00 am Plenary Session

9:45 am NETWORKING BREAK IN EXHIBIT HALL

10:15 am Plenary Session

12:00 pm ADJOURNMENT

HOTEL INFORMATION/RESERVATIONS

The Population Health Colloquium does not contract with any third party organization to make hotel reservations for attendees of the Colloquium. All attendees should make their hotel reservations directly with the hotel and not with a third party vendor.

The LOEWS Philadelphia Hotel is the official hotel for the Twentieth Anniversary Population Health Colloquium. A special group-rate of **\$209.00 single/double per night** (plus tax) has been arranged for Colloquium Attendees. To make your reservations online, go to www.populationhealthcolloquium.com and follow the instructions on the TRAVEL/HOTEL tab. For phone reservations, call the Loews Reservation Center at 888-575-6397 or 800-235-6397, and identify yourself as part of the Population Health Colloquium Group.

The Population Health Colloquium Group Rate will be available until **Saturday, March 7, 2020**. Reservation requests after this date will be accepted on a space-available basis at the prevailing rate.

LOEWS Philadelphia Hotel • 1200 Market Street • Philadelphia PA 19107





CO-LOCATED POPULATION HEALTH ALLIANCE ANNUAL FORUM (Separate registration required)

Succeeding in Value Based Care: Leveraging Population Health Management Strategies

7:00 am Registration/Breakfast/Networking

7:30 am Welcome Address: State of the Union in Population Health Management: The Value Based Care Levers



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



Jaan Sidorov, MD, FACP, CMCE, MHSA, *President and CEO, PA Clinical Network, Board President, PHA, Harrisburg, PA*

8:00 am Opening Keynote: In Search of the Healthcare Easy Button: Making What the Patient Needs the Path of Least Resistance



John Bulger, DO, MBA, *Chief Medical Officer, Geisinger Health Plan, Danville, PA*

8:45 am Leading Employers Working with Clinicians to Maximize Population Health Management Strategies and Deliver Value



Tanya Benenson, MD, *Chief Medical Officer, Comcast, New York, NY*



Lauren Gemberling, *Senior Manager, Employee Research & Engagement, Total Rewards, Comcast, Philadelphia, PA*



Cathryn Gunther, *Vice President, Global Population Health, Merck, North Wales, PA*



Peter Nigro, MD, *Senior Director, Occupational Health, Merck, Philadelphia, PA*



Ray Fabius, MD, CPE, FACPE, *Co-Founder & President, HealthNEXT, Newtown Square, PA (Moderator)*

9:30 am Refreshment/Networking Break

9:45 am Partnerships in Value Based Care Dyad 1: Leveraging Technology to Improve Data Aggregation, Interoperability and Quality Measures in Value-Based Contracts



Sita Kapoor, *Chief Information Officer, HealthEC, Piscataway, NJ*



Jake Peltzman, MBA, MPH, *Executive Director, Women & Children's Health Alliance, Philadelphia, PA*



Sandeep Wadhwa, MD, *Chief Health Officer and Senior Vice President Market Innovation, Solera, Denver, CO (Moderator)*

10:15 am Partnerships in Value Based Care Dyad 2: Applying Leading Edge Technology to Connect Community and Care



Alisha Fehrenbacher, FACHE, *Chief Executive Officer, Elevate Health, President & Chair of OnePierce Community Resiliency Fund, Tacoma, WA*



David Nace, MD, *Chief Medical Officer, Innovaccer, San Francisco, CA*



Mary Jane Osmick, MD, *Principal, Mary Jane Osmick MD Consulting, LLC, West Chester, PA (Moderator)*

10:45 am Partnerships in Value Based Care Dyad 3: Driving Value Through Partnerships on Social Determinants of Health



Caroline Carney, MS, RDN, *Vice President, Business Development, Good Measures, Boston, MA*



Audrey Sefakis, RN, BSN, CCM, *Director of Care Management, Commercial Products, Tufts Health Plan, Watertown, MA*



Congresswoman Allyson Y. Schwartz, *President & CEO, Better Medicare Alliance, Jenkintown, PA (Moderator)*

11:15 am Closing Keynote: Deploying Population Health Management Strategies in Complex Health Systems: Lessons from the Department of Veterans Affairs



David Shulkin, MD, *Ninth Secretary, U.S. Department of Veterans Affairs, Washington, DC*

11:45 am Closing Remarks: Population Health Management in 2020: Kicking it into High Gear



Rose Maljanian, *Chairman & CEO, HealthCAWS, Chairman Emeritus, PHA, Hartford, CT*

12:00 pm Adjournment
All registered meeting attendees are invited to join PHA members immediately afterwards for the Annual Member Meeting and Luncheon, featuring a book signing by Secretary Shulkin.

MONDAY, MARCH 30, 2020

7:00 am Registration Opens

PRECONFERENCE SESSION

8:00 am – 12:00 pm

Redesigning Health Care Delivery

(Separate Registration Required)

New models of care delivery are continuing to emerge in our quest to provide better access to care, improve quality, and decrease costs. These new models vary in concept, design and delivery. Some are focused on providing care across the full health spectrum, while others focus on a specific population, community or service.

This session will feature organizations and companies who are thinking outside of the box and have implemented concepts that are designed to improve care coordination, increase patient engagement and align financial incentives. It will include cases that illustrate how these organizations are revolutionizing healthcare delivery, including sharing their successes and how they have overcome obstacles and barriers they faced. .



David Berman, MD, FACP, FACC, Gastroenterologist; Founder and Chief Executive Officer, Slingshot Health, New York, NY



Paula Daniliuc, Vice President of Population Health Management, Oak Street Health, Chicago, IL



Brad Mendelson, Vice President, Innovative Operations, Absolute Care Medical Centers & Pharmacy, Baltimore, MD



Anoop Raman, MD, MBA, Chief Medical Officer, Absolute Care Medical Centers & Pharmacy, Philadelphia, PA



Mitchell Kaminski, MD, MBA, Navis Associate Professor of Population Health and Program Director of Population Health, Jefferson College of Population Health, Philadelphia, PA (Moderator)

12:00 pm

ADJOURNMENT; LUNCH ON YOUR OWN

MONDAY, MARCH 30, 2020

DAY I OPENING PLENARY SESSION

1:00 pm Welcome and Overview



David B. Nash, MD, MBA, FACP, Founding Dean Emeritus, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA (Chair and Moderator)

1:15 pm Health Care Trends that You Need to Know



Kavita Patel, MD, MS, Nonresident Senior Fellow, Brookings Institution; Member, Physician-Focused Payment Model Technical Advisory Committee (PTAC); Former Director of Policy, The White House (Obama), Washington, DC

2:00 pm Building Better Care Models to Serve Complex Patients



Jeffrey Brenner, MD, Senior Vice President of Integrated Health and Social Services, UnitedHealthcare Community & State; Founder and Former Executive Director, Camden Coalition of Healthcare Providers; MacArthur Genius Award Winner, Camden, NJ

2:45 pm NETWORKING BREAK IN THE EXHIBIT HALL

3:15 pm Empowering Patients with Connected Care Solutions



Jan Kimpen, MD, PhD, Chief Medical Officer, Philips; Former Professor and Chairman of Pediatrics and President of the Board, University Medical Center Utrecht, Amsterdam, the Netherlands

3:45 pm

The Future of Population Health: What Matters to Patients and Providers



Timothy Johnson, MD, FACP, System Vice President-Medical Group and Population Health Operations, SSM Health, St. Louis, MO



Mandy Mangat, MD, MPH, Chief Clinical Transformation Officer, St. Louis, MO

4:15 pm

Cracking the Code on Case Review: How AI Helps Care Managers Deliver Value Managing Populations



Bernadette Minton, MS, Senior Director of Data Science Solutions, MCG; Formerly Senior Director, Technical Products, Providence St. Joseph Health, Seattle, WA

4:45 pm

Prioritizing Behavioral Health: Pulling the Low Cost Lever in Population Health



Don McDaniel, MBA, Chief Executive Officer, Canton & Company; Entrepreneur In Residence, Jefferson College of Population Health, Baltimore, MD



Mark Redlus, Chief Executive Officer, Tridium, Philadelphia, PA

5:15 pm

Closing Remarks



Jaan Sidorov, MD, FACP, CMCE, MHSA, President, Population Health Alliance; President and Chief Executive Officer, Care Centered Collaborative, Harrisburg, PA

David B. Nash, MD, MBA, FACP (Chair and Moderator)

5:30 pm

NETWORKING RECEPTION AND HEARST HEALTH PRIZE FINALISTS POSTER SESSION

DAY II MORNING PLENARY SESSION

7:00 am Breakfast in Exhibit Hall



8:00 am Welcome and Introductions
David B. Nash, MD, MBA, FACP, *Founding Dean Emeritus, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA (Chair)*



8:10 am Social Determinants of Health: Addressing Health Disparities
Edward M. Kennedy, Jr., *Partner, Epstein Becker Green; Board Chair, American Association of People with Disabilities; Co-Chair, Disability Equality Index, Stamford, CT*



Karen S. Kmetik, PhD, *Group Vice President, American Medical Association, Chicago, IL*



Aletha Maybank, MD, MPH, *Chief Health Equity Officer, American Medical Association; Former President, Empire State Medical Association, Chicago, IL*

David B. Nash, MD, MBA, FACP (Moderator)



9:00 am Five Years of Impact: Exploring Progress in Population Health with Past Hearst Health Prize Winners
Brenda Reiss Brennan, PhD, APRN, CS, *Chief Clinical Science Officer, Alluceo; Former Mental Health Integration Leader, Primary Care Clinical Programs, Intermountain Health Care, Salt Lake City, UT*



Joe Finn, MA, JD, *President and Executive Director, Massachusetts Housing & Shelter Alliance, Boston, MA*



Suzi K. Johnson, MPH, RN, *Vice President, Sharp Hospice and Palliative Care, La Mesa, CA*



David B. Nash, MD, MBA, FACP, *Founding Dean Emeritus, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA*



Tom Wroth, MD, MPH, *President, Community Care of North Carolina, Raleigh, NC*



Gregory Dorn, MD, MPH, *President/CEO, Hearst Health, San Francisco, CA (Moderator)*

9:20 am 2020 Hearst Health Prize Award Presentation

Gregory Dorn, MD, MPH, *President/CEO, Hearst Health, San Francisco, CA*

David B. Nash, MD, MBA, FACP, *Founding Dean Emeritus, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA*

9:40 am NETWORKING BREAK IN EXHIBIT HALL



Population Health and Physician Burnout

Robert M. Pearl, MD, *Author, Lecturer, Stanford University Graduate School of Business; Former Executive Director and Chief Executive Officer, The Permanente Medical Group, San Francisco, CA*



Partnerships in Population Health

William Shrank, MD, *Chief Medical Officer, Humana, Louisville, KY*



Making Care Affordable and Accessible for All

Laura S. Kaiser, FACHE, *President and Chief Executive Officer, SSM Health; Former Executive Vice President and Chief Operating Officer, Intermountain Healthcare, St. Louis, MO*

12:00 pm NETWORKING LUNCH IN EXHIBIT HALL

SPONSORED MINI SUMMITS

Please check our website for updates on Mini Summits.

1:00 pm – 3:00 pm

Mini Summit I: Innovation in the Post-Acute Care Delivery Model

Sponsored by FOX Rehab

This mini summit will explore several innovative care delivery models in the post-acute space. Speakers will discuss their organizations and outcomes they deliver to positively impact downstream cost. The session will end with a group discussion that examines each organization individually and how, through collaboration, these outcomes may be enhanced.

Travis King, PT, DPT, GCS, *Chief Quality Officer, Fox Rehabilitation, Philadelphia, PA*

Price Ransom, MSPT, *VP Senior National Therapy Director, LHC Group, Milton, FL*

Katherine Suberlak, MA, *VP of Clinical Programs, Oak Street Health, Chicago, IL*

Mini Summit II: Is Population Genomics the Next Wave of Population Health?

Sponsored by Helix

Traditionally, genomics was not part of population health, primarily due to the high cost and challenging implementation. Today, that landscape is changing rapidly, with at least 5 major health systems actively executing large-scale population genomics programs. The early data is compelling - even setting aside the holy grail of population risk stratification for common disease and routine use of well-understood gene-drug interactions to guide prescribing, up to 1 in 30 people are living at an increased risk for hereditary conditions that are immediately actionable to improve long-term outcomes. 90% of these people are missed under current medical practice. Given this data, and the increasing ease of deploying large-scale solutions, is population genomics the next big innovation in population health? In this summit, learn how pioneers across the country are breaking down barriers and using population genomics to expand access to potentially life-saving genetic information, improve health outcomes, and engage their communities more deeply.

Session continued next page

1:00 pm **Clinically Actionable Genetic Screening: The Impact on Outcomes**
Chair: James Lu, MD, PhD, *Co-founder and Chief Scientific Officer, Helix, San Francisco, CA*
Panelists:
Joseph Grzymalski, PhD, *Chief Scientific Officer, Renown Health, Principal Investigator, Healthy Nevada Project, Reno, NV*
Svati H. Shah, MD, MHS, *Professor of Medicine, Vice Chief of Translational Research, Associate Director of the Cardiology Fellowship, Division of Cardiology, Department of Medicine, Co-Director of Translational Research, Duke Molecular Physiology Institute, Durham, NC*

1:40 pm **Addressing the Diversity Gap in Genomic Research**
Chair: Justin Kao, *Co-founder and Chief Business Officer, Helix, San Mateo, CA*
Art Feldman, MD, FACC, *Laura H. Camell Professor of Medicine, Lewis Katz School of Medicine, Temple University, Philadelphia, PA*

2:20 pm **Patient Engagement through Genomics: Why Returning Results Matters**
Chair: Elissa Levin, MS, CGC, *Vice President, Clinical and Policy, Helix, San Mateo, CA*
Panelists:
Teresa Kruisselbrink, MS, CGC, LCGC, *Genetic Counselor, Supervisor, Center for Individualized Medicine, Mayo Clinic, Rochester MN*
William A. (Andy) Faucett, MS, LGC, *Professor, Geisinger Commonwealth School of Medicine, and Population Health Consultant, Danville, PA*

2:50 pm **A Vision for the Future: Genomics as Standard of Care**
Marc Stapley, *Chief Executive Officer, Helix, San Carlos, CA*

3:00 pm **AFTERNOON BREAK IN EXHIBIT HALL**

Mini Summit III: Mental Health in the Workplace

Sponsored by Quest Diagnostics

Employer Landscape of Mental Health in the Workplace
Steve Goldberg, MD, MBA, *Vice President Medical Affairs, Population Health and Chief Health Officer, Quest Diagnostics, Madison, NJ*

Development of a Workplace Mental Health Solution
Stuart Sutley, MBA, *Business Development, Johns Hopkins HealthCare Solutions, Baltimore, MD*

Implementation and Early Insights of a Proactive Workplace Mental Health Solution
Maren S. Fragala, PhD, *Director Scientific Affairs, Quest Diagnostics, Madison, NJ*

Improving Medication Safety and Effectiveness
Jeff Shaman, PhD, *Chief Science Officer, Coriell Life Sciences, Philadelphia, PA*

View from the C-suite: Building a Corporate Culture Supportive of Mental Health
Jay Wohlgemuth, MD, *Senior Vice President/Chief Medical Officer, Quest Diagnostics, San Juan Capistrano, CA*

Panel Discussion & Audience Interaction

3:00 pm **AFTERNOON BREAK IN EXHIBIT HALL**

CONCURRENT SESSIONS 3:30 pm – 5:45 pm

Concurrent Session I: Strategies to Support Patient Engagement

3:30 pm **Introductions and Overview**
Brian Silverstein, MD, *Director, The Chartis Group, Chicago, IL (Moderator)*

3:45 pm **The Most Unselfish Selfie: Simple Disruption Empowering Person-Centered Care**
Jeff Zucker, MBA, *Co-founder and Chief Executive Officer, MyDirectives, Richardson, TX*

4:15 PM **Solving a Dilemma: How Develop an Outreach Strategy to Successfully Engage Patients to Improve Population Health**
Susan Hartman, MD, MS-HQSM, FAAP, *Medical Director of Quality, Franciscan Physician Network, Greenwood, IN*
Kathryn Vanni, MHA, MBA, *Director of Quality and Performance Improvement, Franciscan Hammond Specialty Clinic, Munster, IN*

4:45 pm **The Patient Engagement Payoff**
Manoj Sinha, *Chief Executive Officer, Bisil, Bala Cynwyd, PA*

5:15 pm **Rise of the Medical Selfie, Utilizing the Cell Phone as an Approved Medical Diagnostic to Drive Patient Engagement**
Stephen Clark, *US Commercial Lead, Healthy.io, Wayzata, MN*
Joel Schoppig, *VP Strategy, Healthy.io., Tel Aviv, Israel*

5:45 pm **Adjournment**

Concurrent Session II: Panel presentation and Discussion: The Holy Grail of Sustainable Engagement — Best Practices, Lessons Learned and Future Trends

3:30 **Introductions and Overview**
Z. Colette Edwards, MD, MBA, *National Medical Director, Associate Health and Well-Being, Humana, Inc., Baltimore, MD (Moderator)*

3:45 pm **Fireside Chat**
Arpit Khemka, *Co-Founder and Chief Executive Officer, SimpleTherapy, San Francisco, CA*
Tracy Milner, MCISc (OT), *Co-founder and Chief Executive Officer, BrainFx; Faculty, Assessment Module, Health Coach Certificate, York University; Adjunct Lecturer, Department of Occupational Science & Occupational Therapy, The University of Toronto, Pickering, Ontario, Canada*
Helena Plater-Zyberk, MBA, *Co-Founder and Chief Executive Officer, Supportiv, San Francisco, CA*
Anish Sebastian, *Chief Executive Officer/Cofounder, Babyscripts; Healthcare Transformer, StartUp Health, Washington, DC*

5:45 pm **Adjournment**

Concurrent Session III: Social Determinants of Health

3:30 pm **Introductions and Overview**
David Bartley, MBA, *Vice President of Product, Tivity Health, Franklin, TN (Moderator)*

3:45 pm **It's Called Poverty: Getting Beyond the SDoH Hype**
Erine Gray, MPA, *Founder and Chief Executive Officer, Aunt Bertha, Austin, TX*

Concurrent Sessions continued next page

4:15 pm Transforming Care in the Community: A Novel Model
Alisha Fehrenbacher, FACHE, Chief Executive Officer, Elevate Health, Tacoma, WA

David Nace, MD, Chief Medical Officer, Innovaccer, San Francisco, CA

4:45 pm Keeping Older Adults Physically Active and Socially Connected: Proven Benefits and Personalized Approaches

Caraline Coats, MHSA, Vice President, Bold Goal & Population Health Strategy, Humana, Hollywood, FL

Lisa D'Ambrosio, PhD, Research Scientist, MIT AgeLab, Cambridge, MA

Elizabeth Rula, PhD, Executive Director, Research, Tivity Health, Franklin, TN

5:15 pm Geek Out, Don't Freak Out: Putting SDOH to Work

Paul Frank, Senior Director, Product Management, Welltok Inc., Denver, CO

Karen L. Hasse, MHA, Senior Director, Account Relationship Management, Welltok, Denver, CO

5:45 pm Adjournment

Concurrent Session IV: Global Health and Technology

3:30 pm Introductions and Overview

Paul Barach, MD, MPH, Maj (ret.), Clinical Professor, Wayne State University School of Medicine; Lecturer and Senior Advisor to Dean, Healthcare Quality & Safety Program, Jefferson College of Population Health, Jefferson University, PA; Chief Medical Officer, Pegwin; Senior Advisor, Relia Healthcare Advisors (Moderator)

3:45 pm The Future of Healthcare is Already a Reality in the Startup Nation

Yossi Bahagon, MD, Founding Managing Partner, Qure Ventures; Special Expert Advisor, World Health Organization, Herzliya Pituach, Israel

4:15 pm When Data, Innovation and Population Meet

Ziv Ofek, Founder and Chief Executive Officer, MD Clone; Founder and Chief Executive Officer, Center for Digital Innovation, Beer-Sheva, Israel

4:45 pm Delivering Value with Smart Use of Healthcare Data

Varda Shalev, MD, MPH, Chief Executive Officer, Kahn Sagol Maccabi Research and Innovation Institute, Tel Aviv, Israel

5:15 pm A Vision for Pregnancy Population Health Management

Oren Oz, Founder and Chief Executive Officer, Nuvo, Tel Aviv, Israel

5:45 pm Adjournment

Concurrent Session V: Transforming Care Delivery

3:30 pm Introductions and Overview

3:45 pm Making the Pivot from Transactional to Transformational Healthcare Delivery

Trisha Swift, DNP, MSN, RN, CPPS, Vice President, Innovation and Transformation, ZeOmega; Founder and Managing Partner, MeritLinkx Healthcare Consulting, Plano, TX

4:15 pm Jefferson Health System's Approach to the BPCI Advanced Model

Amy Matchette, MPA, Project Director, Thomas Jefferson University Hospitals, Philadelphia, PA

Heather Peiritsch, MSN, RN, Bundled Payment Program Manager, Abington Jefferson Hospital; Adjunct Faculty, Penn State University, Abington, PA

4:45 pm An Innovative Framework to Measure Outcomes and Returns

Daniel C. Lubin, MBA, Founder and Chief Executive Officer, EntryPoint Capital, New York, NY

5:15 pm Measure, Monitor, Manage: Integrating Behavioral Health into the Delivery of Care

Matt Miclette, MPH, MS, RN, Senior Manager of Clinical Operations, NeuroFlow, Philadelphia, PA (Moderator)

Keith Fisher, MD, FASAM, Medical Director, Humana Military, San Antonio, TX

Mercy Ohiaeriaku, Office of Population Health Research and Insights Lead, Humana Military, Jacksonville, FL

Robin Sheldon, JD, MPIA, Senior Vice President, Strategic Ventures for Jefferson Health and Jefferson University, Philadelphia, PA

5:45 pm Adjournment

Concurrent Session VI: Training Population Health Leaders for the Future

3:30 pm Introductions and Overview

Billy Oglesby, PhD, MBA, MSPH, FACHE, Interim Dean, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA (Moderator)

3:45 pm Successful Health Professional Training: Strategies to Overcome the Engagement Challenge

Steven Haimowitz, MD, Chief Executive Officer, RealCME/HealthCourse, New York, NY

4:15 pm Designing an Innovative Curriculum in Population Health

Stephen J. Spann, MD, MBA, Founding Dean, College of Medicine, Vice President for Medical Affairs, Humana Endowed Dean's Chair in Medicine, University of Houston, Houston, TX

Luis R. Torres, PhD, Associate Professor, Graduate College of Social Work, Humana Endowed Chair in the Social Determinants of Health, Director, Center for Drug & Social Policy Research, University of Houston, Houston, TX

4:45 pm Can We Create Socially Accountable Physicians? A Decade of Lessons Learned

Pedro J. Greer, Jr., MD, FACP, FAGG, Professor and Founding Chair, Humanities, Health and Society, Associate Dean for Community Engagement, Florida International University, Herbert Wertheim College of Medicine, Miami, FL

Luther G. Brewster, Jr., PhD, Associate Professor, Vice Chair for Research and Chief, Division of Policy, Research and Community Development, Florida International University, Herbert Wertheim College of Medicine, Miami, FL

5:15 pm Panel Discussion

5:45 pm Adjournment

SPECIAL EVENING DINNER PROGRAM:

“INVESTING IN INNOVATION: VENTURE CAPITAL, START UPS AND POPULATION HEALTH”

Sponsored by GENERAL  CATALYST

(Optional Dinner Program; Separate Registration Required)

Fee: \$120. Includes reception, dinner and presentation/discussion.

Seating is limited. Register by Tuesday, March 17, 2020.

6:15 pm Cocktail reception

6:45 pm Dinner

7:15 pm Moderated Discussion

8:30 pm Adjournment

Healthcare-related startup companies are grabbing the attention of venture capitalists around the world as they develop and introduce new technologies and models to tackle longstanding problems.

General Catalyst, a venture capital firm known for its investments in companies such as Airbnb, Snapchat and Warby Parker, will feature four of its health-related companies who are bringing next generation and high impact solutions to the healthcare industry.

Join us for a special dinner program where health care entrepreneurs will share their insights and disruptive ideas on improving the quality of care, helping consumers manage chronic conditions, and create a climate that can positively impact population health.



David B. Nash, MD, MBA, *Founding Dean Emeritus, Jefferson College of Population Health, Philadelphia, PA (Moderator)*



Paul Dagum, MD, PhD, *Founder, Vice Chairman and Chief Scientific Officer, Mindstrong Health; Former Chief Technology Officer, MarkMonitor, San Francisco, CA*



Brent Dover, *Chief Executive Officer, Commure, San Francisco, CA*



Stephen K. Klasko, MD, MBA, *President and Chief Executive Officer, Thomas Jefferson University and Jefferson Health; Chairman of the Board of Commure, Philadelphia, PA*



Othman Laraki, MS, MBA, *Co-founder and Chief Executive Officer, Color; Board, Frontier Medicines & ESI Group, San Francisco, CA*



Bimal Shah, MD, MBA, *Chief Medical Officer, Livongo, Durham, NC*

WEDNESDAY, APRIL 1, 2020

DAY III CLOSING PLENARY SESSION

7:00 am Registration Opens; Breakfast in the Exhibit Hall

8:00 am Morning Plenary Welcome and Introductions



David B. Nash, MD, MBA, *Founding Dean Emeritus, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA (Chair and Moderator)*

8:15 am Social Isolation and Loneliness: A Human Rights Issue



Steve Janicak, *President, Healthcare Business Unit, Tivity Health, Franklin, TN*

9:00 am The Digital Transformation of Healthcare: (Finally) A Time for Optimism



Robert M. Wachter, MD, *Professor and Chair, Department of Medicine, Holly Smith Distinguished Professor in Science and Medicine, Marc and Lynne Benioff Endowed Chair, Department of Medicine, University of California, San Francisco*

9:45 am NETWORKING BREAK IN EXHIBIT HALL

10:15 am Closing Plenary Introductions



Billy Oglesby, PhD, MBA, MSPH, FACHE, *Interim Dean, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA (Moderator)*

10:15 am The Battle of the Ages: The Innovators vs. The Hybrids vs. The Incumbents. Who Will Fix Healthcare First?



Craig E. Samitt, MD, MBA, *President and Chief Executive Officer, Blue Cross and Blue Shield of Minnesota, Eagan, MN*

11:00 am Panel: Science Experiment or Game Changer — a Temperature Check on SDOH



Don McDaniel, MBA, *Chief Executive Officer, Canton & Company; Entrepreneur In Residence, Jefferson College of Population Health, Baltimore, MD (Moderator)*

11:45 am Closing Remarks

David B. Nash, MD, MBA, *Founding Dean Emeritus, Jefferson College of Population Health, Thomas Jefferson University, Philadelphia, PA (Moderator)*

12:00 pm Adjournment

THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY

REGARDING WEBCAST REGISTRATIONS

1. Individuals or groups may register for Internet access. Conference plenary sessions are broadcast in video. Conference preconference and concurrent sessions are broadcast in audio only. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be presented a series of user names and passwords to distribute to participants.
2. Each registrant will receive a user name and password for access. Registrants will be able to change their user names and passwords and manage their accounts.
3. Internet registrants will enjoy six (6) months access from date of issuance of user name and password.
4. Only one user (per user name and password) may view or access archived conference. It is not permissible to share user name and password with third parties. Should Internet registrants choose to access post conference content via Flash Drive, this individual use limitation applies. It is not permissible to share alternative media with third parties.
5. User name and password use will be monitored to assure compliance.
6. Each Internet registration is subject to a "bandwidth" or capacity use cap of 5 gb per user per month. When this capacity use cap is hit, the registration lapses. Said registration will be again made available at the start of the next month so long as the registration period has not lapsed and is subject to the same capacity cap.
7. For Webcast registrants there will be no refunds for cancellations. Please call the Conference Office at 800-503-7439 or 206-452-5203 for further information.

REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS

1. For onsite group registrations, full registration and credit card information is required for each registrant. List all members of groups registering concurrently on fax or scanned cover sheet.
2. For onsite registrants there will be no refunds for "no-shows" or for cancellations. You may send a substitute or switch to the Webcast option. Please call the Conference Office at 800-503-7439 or 206-452-5203 for further information.

METHOD OF PAYMENT FOR TUITION

Make payment to Health Care Conference Administrators LLC by check, MasterCard, Visa or American Express. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A \$30 fee will be charged on any returned checks.

REGISTRATION OPTIONS

Registration may be made online or via mail, fax or scan.

You may register through either of the following:

- Online at www.PopulationHealthColloquium.com.
- Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 12320 NE 8th Street, Suite 201, Bellevue, WA 98005, or fax the completed form to 206-319-5303, or scan and email the completed form to registration@hcconferences.com. Checks or money orders should be made payable to Health Care Conference Administrators LLC.

The following credit cards are accepted: American Express, Visa or MasterCard. Credit card charges will be listed on your statement as payment to HealthCare (HC) Conf LLC.

For registrants awaiting company check or money order, a credit card number must be given to hold registration. If payment is not received by seven days prior to the Colloquium, credit card payment will be processed.

TAX DEDUCTIBILITY

Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor. Federal Tax ID: 91-1892021.

CANCELLATIONS/SUBSTITUTIONS

No refunds will be given for "no-shows" or for cancellations of either Webcast or onsite registrations. You may send a substitute or transfer your onsite registration to a Webcast registration. For more information, please call the Conference Office at 800-503-7439 or 206-452-5203.

INTELLECTUAL PROPERTY POLICY

Unauthorized sharing of Colloquium content via Internet access through the sharing of user names and passwords or via alternative media (Flash Drive) through the sharing of said media is restricted by law and may subject the copyright infringer to substantial civil damages. The Colloquium aggressively pursues copyright infringers. If a registrant needs the ability to share Colloquium content within his or her organization, multiple Colloquium registrations are available at discounted rates.

The Colloquium will pay a reward for information regarding unauthorized sharing of Colloquium content. The reward will be one quarter (25%) of any recovery resulting from a copyright infringement (less legal fees and other expenses related to the recovery) up to a maximum reward payment of \$25,000. The payment will be made to the individual or individuals who in the opinion of our legal counsel first provided the factual information, which was necessary for the recovery. If you have knowledge regarding the unauthorized Colloquium content sharing, contact the Colloquium registration office.

HOW TO REGISTER:

Fully complete the form on page 11 (one form per registrant, photocopies acceptable). Payment must accompany each registration (U.S. funds, payable to Health Care Conference Administrators, LLC).

ONLINE: Secure online registration at www.PopulationHealthColloquium.com.

FAX: 206-319-5303 (include credit card information with registration)

MAIL: Conference Office, 12320 NE 8th Street, Suite 201, Bellevue, WA 98005

FOR REGISTRATION QUESTIONS:

PHONE: 800-503-7439 (Continental US, Alaska and Hawaii only) or 206-452-5203, Monday-Friday, 7 AM - 5 PM PST

E-MAIL: registration@hcconferences.com

CONTINUING EDUCATION UNITS (CEUs)

NASBA CPE CREDIT

Health Care Conference Administrators, LLC (dba Global Health Care, LLC) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org. A recommended maximum of 19.0 credits based on a 50-minute hour will be granted for the entire learning activity. Credits are available to onsite attendees. This program addresses topics that are of a current concern in the compliance environment. This is an update, group-live activity. For more information regarding administrative policies such as complaints or refunds, call 206-757-8053 or petergrant@dwt.com.

CERTIFICATE OF ATTENDANCE

Onsite attendees can also request a Certificate of Attendance which they can file with appropriate entities for credit, and webcast attendees can request a Webcast Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

TUITION SCHOLARSHIPS

The Population Health Colloquium is now offering a limited number of partial and full Tuition Scholarships to qualifying representatives of consumer advocate organizations, safety net providers, academics, students and health services research organizations. The Tuition Scholarship application form can be downloaded from the Colloquium website.

ATTENDEE INFORMATION

Conference attendees give HCCA permission to receive information about their stay at Loews Philadelphia Hotel, including their name, arrival/departure dates, room type, number of nights and rate for the purposes of reporting the hotel occupancy and block pick up.

REGISTRATION BINDING AGREEMENT

Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute.

GENERAL TERMS AND CONDITIONS

Program subject to cancellation or change. If the program is cancelled the only liability of the Colloquium will be to refund the registration fee paid. The Colloquium shall have no liability regarding travel or other costs. Registration form submitted via fax, mail, email or online constitutes binding agreement between the parties.

FOR FURTHER INFORMATION

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