

THE TWENTIETH ANNIVERSARY

Population Health Colloquium

LOEWS PHILADELPHIA HOTEL · PHILADELPHIA, PA **MARCH 30 - APRIL 1, 2020**

www.PopulationHealthColloquium.com Twitter: #PHC20



The Leading Forum on Innovations in **Population Health**

ACADEMIC PARTNER:



College of Population **Population** Health

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



- 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

GOLD GRANTOR:



SILVER GRANTORS:









Children's Health System



















MINI SUMMIT/ **ADDITIONAL GRANTORS:**









HH HEARST HEALTH

GENERAL (C) CATALYST



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.

oin us for the 20th Anniversary Population Health
Colloquium — the premier conference for healthcare
leaders — as we showcase the groundbreaking work
of organizations that are transforming the industry!

Health care has evolved significantly over the past 20 years, and so has the Population Health Colloquium. We have moved from focusing on managing diseases to understanding the factors that underlie chronic conditions and working to prevent them before they start. We've witnessed the unprecedented advances in technology and we have worked tirelessly to understand how they should inform changes to health policy. Throughout this period of significant change, the focus and heart of the Colloquium has remained constant — *improving health, reducing costs, and increasing access to care.*

We are encouraged by the progress that's been made and are optimistic for the future. There is still much work to be done, and many important issues to address.

The 20th Anniversary Population Health Colloquium will bring together healthcare providers, payers, pharmaceutical executives, leading technology and solutions companies, academia and government to highlight advances in population health. The Colloquium will feature more than 100 national and regional thought leaders who will examine industry trends and share their expert insights, best practices and case studies.

Colloquium highlights include

- Announcement of the 2020 Hearst Health Prize for Excellence in Population Health
- "Investing in Innovation" A special Tuesday evening dinner program
- Co-located session with the Population Health Alliance
- Topic focused Mini Summits and Concurrent sessions
- Multiple opportunities for networking with peers, including an opening night reception in the exhibit hall

The Jefferson College of Population Health is proud to serve as the exclusive Academic Partner for the Colloquium.

PARTICIPATION OPTIONS

TRADITIONAL ONSITE ATTENDANCE

Simply register, travel to the conference city and attend in person.

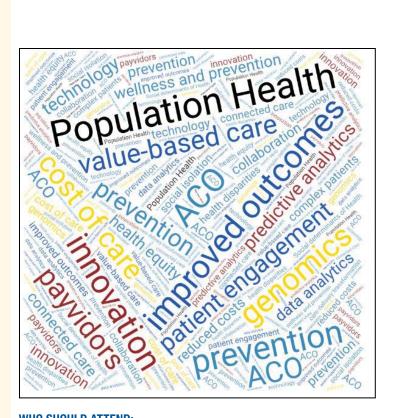
PROS: subject matter immersion; professional networking opportunities; faculty interaction.

LIVE AND ARCHIVED INTERNET ATTENDANCE

Watch the conference in live streaming video of plenary sessions and listen to audio of preconference and concurrent sessions over the Internet and at your convenience at any time 24/7 for six months following the event.

The archived conference includes speaker video and audio and coordinated PowerPoint presentations.

PROS: Live digital feed and 24/7 Internet access for the next six months; accessible in the office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.



WHO SHOULD ATTEND:

- Presidents/Chief Executive
 Officers/ Chief Financial Officers/
 Chief Operating Officers
- Medical Directors
- Medicare/Medicaid Directors
- Pharmaceutical, Biotechnology and Medical Device Manufacturers
- Managed Care Executives (Medical Directors, Pharmacy Managers)
- Population Health Officers, Directors and Managers
- Directors and Deputy Directors, State Departments of Public Health
- CIOs, CTOs, Vice Presidents and Directors of Information Systems
- Directors and Managers of Programs in Wellness, Prevention and Chronic Disease

- Quality Assurance and Improvement Managers
- Case Managers, Social Workers and Psychologists
- · Nurses and Nurse Practitioners
- Directors and Managers of Health and Wellness Plans
- Directors of Disease Management
- Physicians and Physician's Assistants
- Alternative Medicine Providers
- Pharmacists (retail, chain and convenient care)
- Industry Analysts and Consultants
- Healthcare Sales, Marketing and Development Directors and Managers
- Human and Community Resource Managers
- Innovation and Transformation Officers

PROGRAM OBJECTIVES:

- Identify strategies for the design and implementation of population health initiatives
- Discuss successful population health management programs and share best practices
- Assess models of care to improve standardization, accountability, and reduce costs
- Examine the impact of collaboration, partnerships and innovative business models on health outcomes
- Evaluate use of new technological advances (data analytics, predictive modeling and machine learning) to improve population health management
- Explore strategies and partnerships targeting social determinants of health and health inequities
- Discuss professional development and education initiatives to meet future needs of healthcare leaders and a changing workforce
- Discuss ways in which evidence-based practices are being used to improve the healthcare system
- Explain how value-based care is transforming healthcare delivery
- Explore opportunities, challenges and impact of precision medicine and how it aligns with population health

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)

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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





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



Health, President & Chair of OnePierce Community Resiliency Fund, Tacoma, WA

Alisha Fehrenbacher, FACHE, Chief Executive Officer, Elevate

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



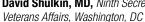
Audrey Sefakis, RN, BSN, CCM, Director of Care Management, Commercial Products, Tufts Health Plan, Watertown, MA



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



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, FACG, 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, Navvis 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 LOPENING 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



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

Empowering Patients with Connected Care Solutions

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 Al 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, Tridiuum, 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

TUESDAY, MARCH 31, 2020

DAY ILMORNING 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





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)

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.

Clinically Actionable Genetic Screening: 1:00 pm The Impact on Outcomes Chair: James Lu, MD, PhD, Co-founder and Chief Scientific Officer, Helix, San Francisco, CA Panelists:

Joseph Grzymski, 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. Carnell 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

AFTERNOON BREAK IN EXHIBIT HALL 3:00 pm

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

AFTERNOON BREAK IN EXHIBIT HALL 3:00 pm

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

Solving a Dilemma: How Develop an Outreach Strategy to 4:15 PM **Successfully Engage Patients to Improve Population Health**

Susan Hartman, MD, MS-HQSM, FAAFP, 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

Rise of the Medical Selfie, Utilizing the Cell Phone as an 5:15 pm **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)

Fireside Chat 3:45 pm

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

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, FACG, 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

9:40 alli

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

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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

- 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.
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- 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.

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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.

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FOR REGISTRATION QUESTIONS:

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E-MAIL: registration@hcconferences.com

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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.

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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.

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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.

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SPECIAL PROVIDER RATE*** (Does not include Preconfe ☐ Through Friday, January 31, 2020* ☐ Through Friday, February 28, 2020** ☐ After Friday, February 28, 2020	erence): \$ 995 \$1,295 \$1,595
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SPECIAL EVENING DINNER PROGRAM (Optional; additional;	
GROUP REGISTRATION DISCOUNT FOR CONFERENCE (Does not include Preconference): Three or more registrations submitted from the same organ receive the following discounted rates for conference registrations must be submitted simultaneously: Through Friday, January 31, 2020* Through Friday, February 28, 2020** After Friday, February 28, 2020	ization at the same time
CONFERENCE ELECTRONIC MEDIA: Onsite Attendees — Following the Colloquium, the video/a made available in the following formats. To take advantage below, you must reserve media WITH your Colloquium regi ☐ Flash Drive (\$129 + \$15 shipping) \$144 ☐ 6 month	of the discounted prices
Note that conference electronic media may be used by the Terms and Conditions apply (See page 10).	individual purchaser only.
SELECT YOUR MINI SUMMIT Tuesday, March 31, 1 pm (☐ MS I: Innovation in the Post-Acute Care Delivery Mode Sponsored by Fox Rehab ☐ MS II: Is Population Genomics the Next Wave of Populat Sponsored by Helix	el .
SELECT YOUR CONCURRENT SESSION Tuesday, March 31, 3:30 pm (Choose one): Concurrent I: Strategies to Support Patient Engagement Concurrent II: Panel presentation and Discussion: The Holengagement — Best Practices, Lessons Learned and Futter Concurrent III: Social Determinants of Health Concurrent IV: Global Health and Technology Concurrent V: Transforming Care Delivery Concurrent VI: Training Population Health Leaders for the I	y Grail of Sustainable ure Trends

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3			
Accountable Care News	\$ 295	Population Health News	\$ 295
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☐ Special Needs (Dietary or Physical)

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Webcast conference registration includes the live Internet feed from the Colloquium, plus six months of continued archived Internet access, available 24/7.

□ \$295

□ \$195 PHA MEMBERS

595

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☐ Through Friday, February 28, 2020**

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PAYMENT

Please

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