

# AGENDA

PRELIMINARY

## Hospital & Healthcare I.T.

FALL CONFERENCE

Las Vegas October 10–12, 2022



KONICA MINOLTA

TITLE SPONSOR



KONICA MINOLTA

Monday October 10

11:30am–7:00pm

**REGISTRATION FOR SUPPLIERS & SPONSORS**

11:30am–4:00pm

**PROVIDER REGISTRATION**

This special Provider Registration is for all Hospital & Healthcare I.T. Directors and GPO Executives. Relax and enjoy a light meal and networking with your peers as you register for the conference. Lunch for Providers will be served between noon and 3:00pm.

12:00pm–4:00pm

**SUPPLIER SHOWCASE**

Select Suppliers will showcase their products, services and technology. Showcases are designed to provide a limited number of supplier attendees with an opportunity to demonstrate their products, services and solutions for the provider executives. To maximize this experience for everyone, only Providers and Supplier attendees from companies with a showcase exhibit will be permitted into the showcase area. Please contact us to learn how you can participate. Please note that lunch is not provided for Suppliers or Showcase exhibitors. There are several restaurant outlets and a market in the hotel which are available at your convenience.

2:00pm–2:30pm

**SUPPLIER ORIENTATION**

All Suppliers are welcome to attend this orientation meeting. This informational orientation meeting is an excellent opportunity for first time Supplier attendees to gain a clear understanding of our conference, specifically the **reverse** expo and how it works.

4:15pm–5:30pm

**PROVIDER ORIENTATION & SPONSOR SPOTLIGHT**

All Hospital & Healthcare I.T. Directors and GPO Executives are required to attend this orientation meeting, which will provide important information pertaining to the conference and introduce a few of our sponsors.

5:30pm–6:00pm

**WELCOME RECEPTION & NETWORKING EVENT (ALL ATTENDEES)**

SHARP / NEC

6:00pm–9:00pm

**HOSPITALITY SUITES HOSTED BY OUR SPONSORS (ALL ATTENDEES)**



KONICA MINOLTA

Tuesday October 11

7:00am–6:00pm

**REGISTRATION DESK OPEN**

Our Registration Desk will be staffed throughout the conference. If you have questions or need assistance with anything, please stop by and let us know. We are happy to help.

7:00am–8:00am



We put space to work.

**BREAKFAST** (ALL ATTENDEES)

8:00am–9:30am

**OPENING REMARKS & KEYNOTE ADDRESS** (ALL ATTENDEES)**THE UNICORN EFFECT:  
CREATING LEGENDARY CONNECTION****Sean Bott**

The LA Times describes Speaker, Trainer, and Comedy Mind Reader Sean Bott as “A Crazy Blend of Jack Black and Chris Angel, He’s Amazing!”

Sean has appeared on HBO, MTV, The SyFy Channel, The CW, and in 127 Hours with James Franco. Mixing great research and mind blowing moments of mind reading entertainment, Sean has taught his skills for building strong relationships naturally and rapidly to over 1500 associations, corporations, and universities in the past ten years.

**LEARNING OBJECTIVES  
AFTER ATTENDING  
THIS PRESENTATION,  
ATTENDEES WILL**

- To interrupt the Assumptions, Fears, and Past Negative Experiences in Self and Others
- To lead with a genuine compliment or positive feedback which short circuits the “threat mode” we enter into when engaging with leadership, clients, new situations, and others.
- To introduce Themselves as Treasure not Trash/Interact with others as Treasure not Trash
- The art of the Triple Nod, which research shows draws out 300% to 600% more words from people they are engaging with. This powerful key to opening other up is combined with several more keys, creating a strong social engine for positive momentum in interaction with new and old relationships.
- To inquire in ways that make others feel Seen, Felt, Valued, and Understood
- How to tip others toward warmth and authentic connection, especially when there is little time, by learning to mirror others effectively, ask strong questions, and seeking to understand not to solve.
- The power of these tools is their focus on one person at a time. We build intentionally, one person at a time, and when one person succeeds, we all succeed.



KONICA MINOLTA

Tuesday October 11

9:30am–9:45am



9:45am–10:45am



**LEARNING OBJECTIVES**  
AFTER ATTENDING THIS  
PRESENTATION, ATTENDEES  
WILL LEARN TO

**COFFEE BREAK****EDUCATIONAL SESSION**

### **THE HEALTHCARE CYBERATTACK LANDSCAPE: INSIGHT AND ACTIONS FOR LEADERSHIP**

**Chad Holmes**

From call center software to military logistics systems, Chad has spent nearly 20 years helping create, break and secure a variety of technologies while helping others learn to do the same. In that time one thing has become clear - hackers are often far less sophisticated than many are led to believe. Unfortunately, the shame and secrecy related to breaches naturally prevents sharing of valuable details and lessons that could help entire industries. In an effort to better educate leaders about their adversaries, risks and approaches, Chad discusses real-life incidents, attacker motives, victim response and various other factors.

In his role as Cynerio's Security Evangelist, Chad helps educate healthcare providers on the threats introduced by IoT, OT and Medical IoT devices throughout their organizations. As part of these efforts Chad discusses remediation and mitigation techniques, how to balance risk with functionality, and various industry approaches backed with a combination of research, data and real life examples. Prior to joining Cynerio Chad has held a variety of cybersecurity, development and marketing roles at companies including Red Hat, Accenture, Veracode, Security Innovation and Cigital.

- Discuss and share data-driven research focused on healthcare facilities including financial motivation of attackers, shifting attack patterns, targeting of newer technologies, and increasing risk among IoT/IoMT devices
- Educate peers on the challenges related to in-place IT investments and why they do not effectively protect against modern-day ransomware and cyber-attacks
- Share details related to the industry-wide impact of cyber attacks coupled with specific examples that show the reality of risks they will face in their environments. These examples will include impacts on patient care, operational availability, and financial risk to organizations.



KONICA MINOLTA

Tuesday October 11

11:00am–12:00pm

**EDUCATIONAL SESSION****HOW TO CULTIVATE AND SCALE DISRUPTIVE INNOVATION IN HEALTHCARE DELIVERY****Ruben Martinez-Raposo, M.E., MSHA**

Ruben is a Healthcare technologist, innovator and executive with 20 years of experience working in various roles in Healthcare IT operations, management, and leadership roles with successful healthcare technology start-ups such as Emageon and Awarix, as well as global enterprises such as McKesson, Change Healthcare, and Becton & Dickinson. In his current role as President of HealthInsights.ai, a Healthcare and Life Science Data & Analytics firm, he leads and manages the portfolio of products and services that HealthInsights.ai offers to Health Systems, Payers, Pharmaceuticals, and Biotech companies. He is responsible for leading the organization and managing product strategy, business development, operations, strategic partnerships and overall customer success.

Prior to his current role, Ruben led the development of analytical platforms and products as a program manager for global medical device company Becton & Dickinson and as senior product manager for McKesson and Change Healthcare. He holds a Bachelors of Science Cum Laude in Management Information Systems, completed his Master of Engineering in Information Sciences in 2012, and received his Executive Masters of Science degree in Healthcare administration in 2015 all from the University of Alabama at Birmingham. He has been a member of ACHE since 2015 and has presented and moderated several ACHE, HIMSS and Healthcare Technology conferences.



**LEARNING OBJECTIVES  
AFTER ATTENDING THIS  
PRESENTATION, ATTENDEES  
WILL LEARN TO**

- Understand the role of healthcare leaders in encouraging innovation and their adoption
- Implement the methodology and pillars to cultivate innovation in your organization
- Assess and benchmark your department and organization level of innovation maturity
- Identify and Overcome challenges associated with scaling innovation in healthcare

11:45am–1:00pm



1:30pm–3:30pm

**LUNCH** (ALL ATTENDEES)

The Hospital & Healthcare I.T. Directors and GPO Executives host the exhibit booths in this very unique **reverse**expo.



KONICA MINOLTA

Tuesday October 11

4:00pm–5:00pm

**EDUCATIONAL SESSION** (ALL ATTENDEES)**PLOT TWIST! ADJUSTING THE SCRIPT FOR AN ALTERNATIVE ENDING IN HEALTHCARE****Katie Boston-Leary, PhD, MBA, MHA, RN, NEA-BC**

Katie Boston-Leary is a trained executive coach with training from the College of Executive Coaching and the John Maxwell Coaching Program. She is DISC and EQ-i 2.0 certified and provides coaching to doctoral students, graduates from the Stanford University's "What's Next?" Course and various hospital leaders. She redesigned the Nurse Leadership Institute at the University of Maryland with an embedded coaching program. Katie is an Adjunct Professor at the University of Maryland School of Nursing and the School of Nursing at Case Western Reserve University. She is also a certified clinical trauma professional which focuses on Trauma, PTSD, Grief and Loss. She is also the Director of Nursing Programs and Healthy Nurse, Healthy Nation at the American Nurses Association.

Katie recently co-authored an article titled, *The US COVID-19 Crisis: Facts, Science and Solidarity*, which was published in the *International Nursing Review (INR)*, the official journal of the International Council of Nurses (ICN) and an article in *Nursing Management* titled, *"Zero Tolerance Starts Now: Making Nurses' Safety a Priority"*. She was certified as an Operating Room Nurse and has held multiple positions in OR Leadership. She was previously the System Chief Nursing Officer at University of Maryland Capital Region Health (UMCRH) in Maryland and was elected and served as the President of the Maryland Organization of Nurse Leaders. Katie led her nursing team to an ANCC Pathway to Excellence designation and to win the coveted annual ANCC Pathway to Excellence award in 2017. She also has strong partnerships with deans and chairs of nursing programs in the communities she has worked in to improve nursing curriculums and effectively preparing nurses to transition from novice to experts and has developed many nurse leaders from charge nurses to executives. She was a featured guest at the Inaugural SEHA nursing conference in Abu Dhabi which was a hospital system seeking ANCC Pathway Designation. She has also been invited to Capitol Hill in Washington DC with the American Nurses Association to discuss the havocs of regulatory burden on hospitals. She was recently identified August 2019 Health Leaders Journal as "One of Five Chief Nursing Officers Changing Healthcare". Her most recent research was a qualitative study on nurses' perceptions of power dynamics in the hospital setting.

**LEARNING OBJECTIVES**  
**AFTER ATTENDING THIS**  
**PRESENTATION, ATTENDEES**  
**WILL LEARN TO**

- Understand principles of Titanic Syndrome - Definition, Applicability to Nursing, Healthcare and Personal lives
- Learn about the current issues and research about well-being
- Verbalize understanding of key actions to take to fix the healthcare system
- Learn about systemic well-being for sustainability of the healthcare industry to include healthcare professionals
- Understand how we can create the alternative ending to a bad ending to course correct the direction of the healthcare industry



KONICA MINOLTA

Tuesday October 11



6:30pm–9:30pm



BEACHCLUB • NIGHTCLUB



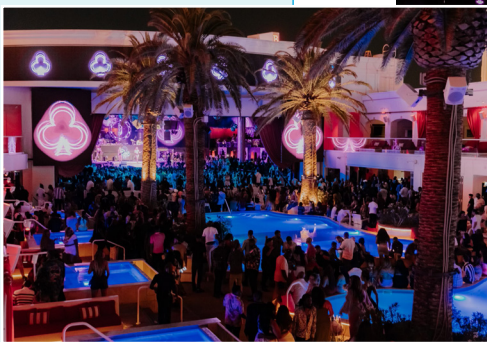
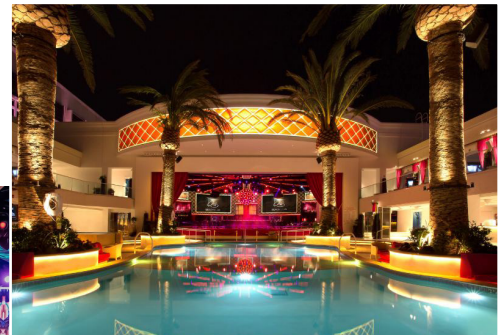
### On Tuesday night join us at Drai's\* for the hottest party in Las Vegas!

Drai's Beach Club/Nightclub\*, on top of the Cromwell Las Vegas, is a dazzling, multi-level rooftop hotspot with unparalleled views of the Las Vegas Strip. The venue's 360-degree multi-level experience is reinventing the way guests experience Las Vegas nightlife and takes entertainment to new heights.

With open bars and delicious food, come enjoy an evening of networking while overlooking the famed Bellagio fountains and the heart of the Strip. Musical mash ups from DJ Warren Peace will entertain your senses all night long; you'll hear all your favorites from Motown to Bruno Mars. Don't miss out on HCP's hottest indoor and outdoor rooftop party experience!

*Shuttles will run continuously between the Westgate Las Vegas Resort & Casino and Drai's from 6:15pm–9:30pm.*

**\*This is a 21 years old & over venue. Each guest must be prepared to present a government issued photo identification in order to enter the venue. Failure to present a valid ID may result in not being allowed to enter the event.**



sponsors



KONICA MINOLTA

Wednesday October 12

6:45am–7:45am



We put space to work.

7:00am–12:00pm

8:00am–9:30am



**LEARNING OBJECTIVES  
AFTER ATTENDING THIS  
PRESENTATION, ATTENDEES  
WILL LEARN TO**

**BREAKFAST** (ALL ATTENDEES)**REGISTRATION DESK OPEN****EDUCATIONAL SESSION**

### **TREADING WATER, AN ACCEPTABLE STRATEGY? WILL A CYBER INCIDENT PULL YOU UNDER?**

**Mac McMillan, FHIMSS, LCHIME, CDH-E**

Mac McMillan is Chief Executive Officer Emeritus of CynergisTek, Inc. Mac McMillan is considered a thought leader in security, privacy, and compliance issues in healthcare from his 40-year career as a healthcare and government expert. Successfully founded and lead CynergisTek to become the top-ranked information security and privacy consulting firm focused on the healthcare IT industry. He is recognized as a HIMSS Fellow, former Chair of the HIMSS Privacy & Security Steering committee, Work Group and Policy Task Force. He served on the CHIME Board of Advisors for AEHIS, the Most Wired Advisory Board, contributed to Healthcare's Cybersecurity Model for the Baldrige award and advised KLAS on defining its cybersecurity criteria. He has been an advisor, advocate, and role model to the HIT security community by sharing his passion to educate the industry on the importance of security. He is the recipient of the CHIME Foundation Industry Leader Award for Career Excellence, the Baldrige Foundation Award for Leadership Excellence in the Cybersecurity sector, the HIMSS John A Page Distinguished Fellows Service Award and is a DoD Excellence in Government Fellow.

McMillan served as Director of Security for two separate Defense Agencies, the On-Site inspection Agency (1988-1998) and the Defense Threat Reduction Agency (1998-1999) and sat on numerous interagency intelligence and security countermeasures committees while serving in the U.S. government. He holds a Master of Arts degree in National Security and Strategic Studies from the U.S. Naval War College and a Bachelor of Science degree in Education from Texas A&M University. He is a graduate of the Senior Officials in National Security program at the JF Kennedy School of Government at Harvard University and the Federal Executives Institute. He retired from the US Marine Corps as an Intelligence Officer after 21 years of service.

- Better understand what their "attack surface" encompasses and how this combined with the current threat ecosystem increases their business risk
- Describe why cybersecurity programs and protections must evolve to provide adequate assurances to business owners
- Implement responsibilities business owners have for cyber protections and preparedness
- Discern between a compliance-based program and a resilience based





**KONICA MINOLTA**

**Wednesday October 12**

**10:00am-12:00pm**

**ELORA**  
EmPower Your Mobility  
[Elorapower.com](http://Elorapower.com)

**reverse expo** SESSION 2

The Hospital & Healthcare I.T. Directors and GPO Executives host the exhibit booths in this very unique **reverseexpo**.



**HAVE FUN AND  
JOIN US IN**

*Las Vegas*

**CONTACT  
INFORMATION**

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AND SPONSORSHIPS**  
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