

AGENDA

Hospital & Healthcare I.T.

SPRING CONFERENCE

New Orleans May 16–18, 2022



DrFirst
Unite the **Healthiverse**[™]

TITLE SPONSOR


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)
AmerisourceBergen
CareSimple™
6:00pm–9:00pm
HOSPITALITY SUITES HOSTED BY OUR SPONSORS (ALL ATTENDEES)


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
BREAKFAST (ALL ATTENDEES)

8:00am–9:30am
OPENING REMARKS & KEYNOTE ADDRESS (ALL ATTENDEES)

THE POWER OF CHOICE IN THE CRAZINESS OF THE TORNADO!

Michael Hoffman, CSP.

Michael's video with his daughter dancing in his kitchen has gone viral in over a dozen countries. It has reached more people around the globe than anything he's ever said or done in business in the last 25 years. We stopped counting at 200 million views—go figure!

Effective training combines the right informational tools with the right motivation. Motivation alone is fleeting, but the right tools without motivation are lifeless... Michael provides both.

CSP, Certified Speaking Professional is the highest earned designation of the National Speakers Association.


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

- Experience the connection between choice and success
- Examine the power of their individual influence over seemingly overwhelming situations
- Ignite a purpose driven approach to getting things done as influencers through and with others
- Have a lot of fun doing it

9:30am–9:45am
COFFEE BREAK
AmerisourceBergen



10:00am–12:00pm



12:00pm–1:00pm



1:30pm–2:30pm



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



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

LUNCH (ALL ATTENDEES)

EDUCATIONAL SESSION

SPIDERS, AND PANDAS, AND BEARS, OH-MY!
(AKA: KNOW YOUR ENEMY: A HEALTHCARE EXEC'S PRIMER ON RANSOMWARE, THE DARK WEB, AND THE ADVERSARIES YOU'RE UP AGAINST)

Drex DeFord

Drex DeFord has broad experience as a senior healthcare executive, including a 20-year career as a US Air Force officer, culminating as Chief Technology Officer for Air Force Health's World-Wide Operations. After retiring from the military, he served as CIO at Scripps Health, Seattle Children's, and Steward Healthcare. He's Past-Chair of CHIME's Board of Trustees, and has served on the HIMSS National Board. Over the past several years—as an independent consultant (and "Recovering-CIO")—he helped lead trusted health systems, payers, associations, vendors, and investors through their work on healthcare's toughest problems.

In March 2021, he joined CrowdStrike as Executive Healthcare Strategist. He's passionate about the mission to stop breaches, and better secure clinical, research, and healthcare business operations.

- Have a high-level understanding of cyber-criminal and ransomware gangs, who they are, how they're structured, and how they operate
- Describe the dark web's role in supporting an "e-crime ecosystem" and the connection between ransomware payments and other criminal activity
- Use this knowledge to create better cyber strategies that can drive immediate protection for their organizations, while giving them insights into underlying operations processes that will result in a better overall cybersecurity posture



2:45pm–3:45pm



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

EDUCATIONAL SESSION

CLINICAL AUTOMATION THROUGH AI

Andrew Gostine, MD, MBA.

Shortly after finishing graduate school, Dr. Gostine founded a boutique consulting firm specializing in accelerating the validation and commercialization of novel healthcare-centric technologies. Through this work, he was recruited out of residency to work in venture capital, where he helped evaluate investments in healthcare and IT solutions.

After returning to Northwestern to complete his anesthesia residency, he founded Artisight, a computer vision platform company designed to reduce the friction in healthcare workflows. He continued building this company while completing his critical care fellowship at Stanford University.

With the arrival of his daughter in 2018, Dr. Gostine returned home to Northwestern, where he splits his time between practicing medicine and accelerating the adoption of AI in healthcare through Artisight.

- Identify the drivers of low productivity
- Understand the benefits of software platforms
- Understand how to deploy and sustain AI in healthcare

4:00pm–5:00pm



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

EDUCATIONAL SESSION

GETTING THE JOB DONE

KEVIN TORF

Kevin Torf is an information-systems executive with a career spanning more than 40 years. He specializes in large-scale IT strategic plans, project design, procurement and implementation. He is the co-founder and managing partner of T2 Group and the developer of the company's hybrid-Agile methodology. Over his career, Kevin has orchestrated the design and implementation of numerous complex IT infrastructure deployments across the globe, including some of the world's largest communication network systems. He is a strong advocate of professional development.

Kevin has collected a portfolio of over eleven companies that he has seen from idea to reality throughout the past forty years. The T2 Group has grown over the last fifteen years and now includes T2 Tech, T2 Labs, T2 Flex, T2 eHealth, and T2 Dev. All five companies provide services to the leading hospital systems in the country. T2 Tech provides project management and oversight for large-scale, multimillion dollar projects for hospitals and healthcare providers.

- Empower Your Employees - Don't tell employees how to do a project or how fast. They're accountable for their own success and time management, and it makes them more focused and empowered.
- Foster Collaboration - Don't let certain team members take control—when you put subject-matter experts and less experienced team members together, you want them to truly learn from one another.
- Don't Tell Your People How to Work - Allow them to learn, this fosters real personal growth because when you leave let people to figure out what they need to do, they'll develop the skills that are most useful to them.
- Celebrate the Wins - When you team succeeds, bring them to together to celebrate. Rather than make it about individual superstars, recognize everyone's contribution.



DE
DINNER
& ENTERTAINMENT

6:30pm–9:30pm

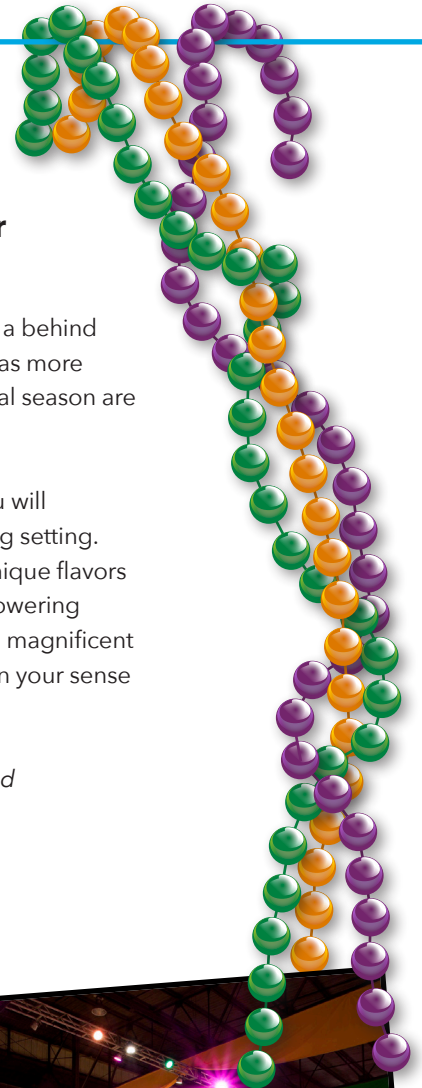


On Tuesday night, join us for a spectacular evening at Mardi Gras World!

Mardi Gras World—where Mardi Gras is made—offers visitors a behind the scenes sneak peek at the “greatest free show on earth,” as more than eighty percent of the floats for the New Orleans carnival season are designed and built right here.

But the excitement doesn't stop when the parades end—you will experience true New Orleans hospitality in this awe-inspiring setting. With fantastic creole and cajun food, you will dine on the unique flavors of the bayou. With open bars, live music and dancing, the towering columns of Grand Oaks Mansion, beautiful footbridges and magnificent oak trees, this enchanting one-of-a-kind setting will heighten your sense of wonder for a magical starlit night you won't want to miss!

Shuttles will run continuously between the Hyatt Regency and Mardi Gras World from 6:15pm–9:30pm.



sponsors



6:45am–7:45am



7:00am–6:00pm

8:00am–10:00am



10:30am–11:30am



BREAKFAST (ALL ATTENDEES)

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.



SESSION 2

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

EDUCATIONAL SESSION

MENTORING, SUCCESSION PLANNING, AND HIRING LANDSCAPE IN HEALTHCARE TECHNOLOGY

CO-SPEAKER

BRYAN KIRBY, VICE PRESIDENT, CPC

Bryan has been part of the Kirby Partners team since January of 2010. Before joining Kirby Partners, Bryan worked as a Senior Recruiter at Northwest Staffing Resources in Portland, Oregon. Bryan received his Bachelor's degree in Marketing from the University of Colorado at Boulder - Leeds School of Business.

Continued on next page



Continued from previous page

**CO-SPEAKER
STEVE BENNETT, VICE PRESIDENT, CPC**

Steve Bennett, MA, CPC, is a Vice President with Kirby Partners. His career background includes nearly 25 years with regional and national advertising agencies. He owned an advertising firm for five years, has been a newspaper reporter, publisher of a medical magazine for physicians, and college instructor in public speaking and mass communication.

With CIO Chuck Christian and Kirby Partners CEO Judy Kirby, Steve received the 2010 CHIME Collaboration Award for co-authoring the HIMSS book "Marketing IT in the Healthcare Environment". He is a regular speaker at HIMSS, CHIME and other industry events.

Steve has a Bachelor degree in Journalism from Central Michigan University and a Master's degree in Communication from the University of Michigan. He is an Eagle Scout and enjoys scuba diving, backpacking, reading, and twin 6-year-old grandchildren.

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

- Describe the importance of mentoring relationships and how to structure them for success
- Articulate strategies for creating a succession plan
- Understand the current hiring landscape and strategies for hiring great people in 2022

**CONTACT
INFORMATION**

**SUPPLIER REGISTRATION
AND SPONSORSHIPS
JIM FRIEDLANDER**
DIRECTOR OF SALES
615-619-6025
JIM.FRIEDLANDER@HLTHCP.COM

**PROVIDER REGISTRATION
LANCE LANIER**
DIRECTOR OF PROVIDER
DEVELOPMENT
615-619-6027
LANCE.LANIER@HLTHCP.COM



JOIN US IN NEW ORLEANS