

# AGENDA



# HCP23

FALL CONFERENCE

## Hospital Technology

# CHG

TITLE SPONSOR

St. Louis, MO October 16-18, 2023



**9:00am–11:00am**

**CIO & EXECUTIVE ROUNDTABLE**

HCP will be hosting a specific educational track built for CIOs, CTOs, CISOs, etc. This event will provide leaders from top hospitals with an opportunity to discuss issues they are facing in a small group setting with their peers from around the country. This exclusive session requires an RSVP in advance; please contact **John Romans** at **615-206-7092** or **john.romans@hlthcp.com** with any questions.

**11:30am–4:00pm**

**PROVIDER REGISTRATION**

This special Provider Registration is for all Technology Leaders 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 11:30am and 3:00pm.

**11:30am–7:00pm**

**SUPPLIER REGISTRATION**

**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 in the convention center 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 Technology Leaders 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)**

**6:00pm–9:00pm**

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



**7:00am–6:00pm**

**7:00am–8:00am**

**8:00am–9:30am**



**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.

**BREAKFAST (ALL ATTENDEES)**

**OPENING REMARKS & KEYNOTE ADDRESS (ALL ATTENDEES)**

***BECOMING AN IDEA FACTORY: HOW TO TURN YOUR ORGANIZATION INTO AN INNOVATION MACHINE (EVEN WHEN TIMES ARE TOUGH)***

**KYLE SCHEELE**

Kyle Scheele has been called “the patron saint of crazy ideas”. Whether he’s having a Viking funeral for the regrets of 21,000 people, hosting the world’s first fake marathon, or gaining a million TikTok followers in just 25 hours, Kyle is always on the lookout for crazy ideas that produce wildly outsized outcomes.

Over the last decade, his projects have been featured in outlets like Fast Company, WIRED, The Washington Post, Yahoo!, BuzzFeed, Upworthy, Goalcast, and more. His videos have been viewed over 250 million times, and he has spoken to hundreds of thousands of audience members across the United States. More than anything, Kyle hopes that his story can inspire others to chase their own crazy ideas and become the people they were meant to be.

**Sponsored By:**



**9:30am–9:45am**

**LEARNING OBJECTIVES**

**AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:**

- *Get more (and better) ideas out of themselves and their team by using the practical tips from the presentation*
- *Identify the 5 things that every idea needs*
- *Understand how to avoid common idea-killers in an organization*
- *Recognize the role that constraints play in the ideation process*

**COFFEE BREAK**



**9:45am–10:45am**



**EDUCATIONAL SESSION**

**HOW GENERATIVE AI WILL CHANGE THE WAY HEALTHCARE LEADERS MANAGE FOR SUCCESS**

**CO-PRESENTER: JARRETT DODD**

Jarrett is a practicing family physician who serves as Medical Director with CVFP Medical Group. CVFP is an independent, 60 clinician practice with seven primary care offices and two urgent care offices as well as staffing and running a university student health center in Lynchburg, Virginia. In addition to his role with CVFP, he is also the Chair of the National Clinical IT Advisory Council for Privia Health and Medical Director for Medicare Advantage for Privia’s Southwest Virginia region.

Jarrett sees himself as an advocate for his fellow clinicians. He recognizes the high rate of burnout in primary care physicians and the need to find solutions that allow clinicians to deliver high quality care to their patients while preserving a quality of life that keeps them in the profession. This has led him to investigate and implement a number of digital health solutions for his practice. Each one of these has the goal of reducing administrative burden while improving clinician work satisfaction and retention, all while enhancing the quality of care that they provide.

**CO-PRESENTER: JOSH MARGULIES**

Josh Margulies is the VP of Strategic Customer Engagements for Suki.ai. He is responsible for Suki’s key customer engagements and ensuring their success. In his role, Josh helps customers showcase their innovation journeys and experiences with their peers in the industry. Josh is also responsible for managing Suki’s user group and customer advocacy program. Josh has held many Sr. level customer facing roles at Suki including in marketing, customer relations, and is now one of the senior leaders of the Sales team. Prior to Suki, Josh was a marketing executive in the NFL and NHL, as well as leading marketing teams in the healthcare, technology and gaming industry. Josh lives in Nashville, TN with his wife Livia and 3 children, Lyla, Luca, and Madeleine.

**LEARNING OBJECTIVES**

**AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:**

- *Humanize burnout and how it can manifest itself in any health system environment from a Hospital to Concierge Medicine.*
- *Sift through the Noise - How to Avoid vapor wear and what to look for in future facing technologies*
- *Analyze Vendors vs Partners - How do you find the latter*
- *Discuss where Generative AI taking us, where is it NOT, and how to avoid some of the pitfalls that surround such a new technology.*

**Sponsored By:**





**11:00am–12:00pm**



**EDUCATIONAL SESSION**

***BOOTSTRAPPING TECHNOLOGY TO EMPOWER THE FUTURE OF INDIVIDUALIZED CARE***

**CO-PRESENTER: NATALIE MCCAWLEY, RN, MSN, CCRN (PROJECT AUSTIN PROGRAM MANAGER - EXTERNAL AFFAIRS)**

Natalie graduated from the University of Nebraska Medical Center (UNMC) Nursing Program with her BSN in May of 2005 and accepted a position in the Pediatric Intensive Care Unit (PICU) at Children’s Hospital & Medical Center. In February of 2010 she joined the Pediatric/ Neonatal Critical Care Transport Team and became trained as an ECMO Specialist as well as a member of the heart transplant team. With a passion for education, she transitioned to the Transport Outreach Coordinator position in November of 2014 and graduated with her MSN in December 2016. While in this role, she closely worked with the Trauma Outreach Coordinator, Tiffany Simon, to co-develop a program titled, Project Austin.

This program fosters continuity of care for children with medical complexity by collaborating with Emergency Medical Services (EMS) and hospital emergency departments (ED) to build community awareness, provide education, and devise an emergency system surrounding the child as both professional and personal experiences with children with medical complexity, it is her passion to provide education to improve patient outcomes in this vulnerable patient population.

**CO-PRESENTER: SHAWN BOOROM**

Shawn is an experienced Leader with a demonstrated history of working in the information technology and healthcare services industry. He has several years of experience in service operations and sales management with a proven track record of actualizing organizational performance improvement goal by providing a hands-on management style through interactions with my team, internal management, and customers. Shawn is an astute Sales and Operations leader focused on supporting cross-functional teams to increase customer satisfaction through process improvements.

**LEARNING OBJECTIVES**

**AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:**

- *Discuss why the programs were established (The Problem)*
- *Develop the solution*
- *Incorporate the decision makers to help the process*
- *Analyze the Outcomes*
- *Determine the need for Technology Innovation*
- *Forecast future use case*



**11:45am–1:00pm**

**1:30pm–3:30pm**

**LUNCH** (ALL ATTENDEES)



The Technology Leaders and GPO Executives host the exhibit booths in this very unique **reverse**expo.

**4:00pm–5:00pm**



**AFTERNOON KEYNOTE** (ALL ATTENDEES)

**STAYING POWER: HOW TO KEEP EMPLOYEES LONGER**  
**SHELONDA DARLING**

Workforce Retention Strategist Shelonda Darling from Magnet Culture helps organizational leaders identify what’s happening with the current employment landscape to shift manager mindsets so they can better lead and retain today’s new workforce. Her real-world, engaging approach and tactics make managers more effective in their roles.

Shelonda has discovered the power in storytelling that gives employees a sense of belonging and pride in their company through her variety of corporate roles in Training and Development, Employee Engagement, HR Communications, and Corporate Communications.

And a self-proclaimed Xillennial born in 1980 on the cusp of Gen X and Millennials, she sits in the sweet spot for bridging the generational gaps because she can speak to both the expectations of traditional managers and the evolved expectations of today’s younger workers.

Magnet Culture is a firm committed to reducing unnecessary employee turnover by bridging generational gaps and making managers more effective in their roles. As workforce thought leaders and trainers, the Magnet team presents 200+ programs annually exploring today’s new workforce and sharing proven retention strategies from their book, *Staying Power: Why Your Employees Leave & How to Keep Them Longer*.

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**LEARNING OBJECTIVES**

**AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:**

- *Discover current employee turnover trends and future staffing projections*
- *Uncover the real reasons employees leave most organizations and ways to encourage them to stay*
- *Learn how to become a M.A.G.N.E.T. leader who attracts better applicants and keeps staff longer*



# D & DINNER & ENTERTAINMENT

6:00PM-9:00PM

**ADVENTURE AWAITS: CLIMB, SLIDE, AND GET LOST AT THE SERIOUSLY FUN AND DELIBERATELY UNUSUAL CITY MUSEUM!**

Housed in the former International Shoe Company in Downtown St. Louis, the City Museum is filled with floors of **CONSTANTLY EVOLVING** installations, attractions, collections and much more! This **MASTERFULLY ENGINEERED** experience lets you flex your imagination as you explore this eclectic mix of fun house, surrealistic pavilion and playground. Enjoy delicious smokehouse BBQ and an open bar while networking with your colleagues throughout the caves, tunnels, in the 4-story wrought-iron slinky, 10-story spiral slide, a Rocketship or the World's Largest Pencil. Get a great city view while riding the Big Eli Ferris Wheel on the City Museum's rooftop - and don't forget the DJ and plenty of dancing. Dress to play and prepare yourself for some serious fun!





**7:00am–12:00pm**

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**6:45am–7:45am**

**BREAKFAST (ALL ATTENDEES)**

**8:00am–10:00am**



The Technology Leaders and GPO Executives host the exhibit booths in this very unique **reverse**expo.

**10:30am–11:30am**



**EDUCATIONAL SESSION**

**LEADERS SHARING THEIR CYBER INCIDENT EXPERIENCE AND THE LESSONS LEARNED**

**MODERATOR: DONALD MCGRUDER**

Donald McGruder is Chief Information and Revenue Officer at South Shore Hospital in Chicago, a position he’s held since August 2015. Donald has more than 20 years of experience in healthcare IT and finance. As CIO/CRO, he implemented solutions that reduced the datacenter footprint to 1/10 its former size, leveraging cloud technology. He also implemented the Right Patient, Right Time, Right Bed philosophy which led to a 50% reduction in denials.

Donald previously served as Director of Technology for Porter Health, now Northwest Health, part of Community Health Systems (CHS). During his tenure, he led the deployment of an innovative Metro-E solution to provide connectivity to over a dozen rural locations throughout Northwest Indiana. Donald also managed the migration of their two datacenters to a P2V environment.

Prior to this, he served as IT Director and Patient Finance consultant, for Chicago’s Jackson Park Hospital and Medical Center, where he led the migration of their EMR from on-prim to a more cost-effective managed services platform. He also modernized the revenue reporting tools and introduced data analytics to the entire organization.



**PANELIST: PEDRO VEGA**

Pedro Vega, works as System Vice President of Supply Chain at One Brooklyn Health System in Brooklyn. Pedro been a Supply Chain provider all but 2 years of his 42 year career, 31 years at two of NYC major health systems, (NYU and NY Presbyterian) Pedro has worked and managed through all the departmental components, which make up Supply Chain. Pedro began his career as a receiving clerk and is now the Systems Vice President for Supply Chain at the One Brooklyn Health System in Brooklyn, NY. Pedro is proud to have managed the first JIT program and Custom Pack, known as PBDS (procedural based delivery system) created at New York Presbyterian in the late 1980's.

Pedro currently serves on the board at AHRRM Chapter of HMMS-NJ, and part of our Health Connect Partners educational advisory board. Attended St John University, and also is a certified six sigma black belt and has is CMRP.



**PANELIST: RUSSELL TEAGUE**

Russell Teague, works as VP Advisory & Threat Operations at Fortified Health Security. Russell is a senior business leader with 25+ years of progressive experience in Information Security and the cybersecurity industry covering Healthcare, Pharma, Life Science, Financial, Retail, Technology, Manufacturing, Oil & Gas, and Utility sectors. Mr. Teague has held roles as Chief Security Officer (CSO), Chief Technology Officer (CTO), and has a history of successful entrepreneurship and executive leadership in Cybersecurity.



**PANELIST: JAY GREENBERG**

Special Agent in Charge (SAC) Jay Greenberg has been the head of the FBI St. Louis Division since May 2022. During his nearly 19 years as an FBI special agent, SAC Greenberg also served in field offices in Dallas, Chicago, and Washington, D.C. where he led investigations into civil rights, public corruption, government fraud, white-collar crime, and violent crime violations. During multiple stints at FBI Headquarters, SAC Greenberg managed and led the FBI's national and international efforts to address all criminal investigations, including healthcare fraud and other financial crimes, public corruption, civil rights violations, violent crimes, transnational organized crime, and the FBI's covert operations.

SAC Greenberg earned a bachelor's degree in industrial engineering from Texas A&M University. Prior to joining the FBI, he worked in management and technical consulting.

**Sponsored By:**



**LEARNING OBJECTIVES**

**AFTER ATTENDING THIS PRESENTATION, ATTENDEES WILL LEARN TO:**

- *Understand The Impact of A Cyber Incident*
- *Activate Hospital Wide Manual Operational Procedures*
- *Discuss Hospital Leadership Communicating with Internal and External Stakeholders*
- *Develop Recovery Protocols, Procedures and Process's for Future Success*

**CONTACT INFORMATION**

**SUPPLIER REGISTRATION AND SPONSORSHIPS**  
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