



agenda

Live! **ONLINEHCP21**
FALL CONFERENCE

Hospital & Healthcare I.T.

August 10–27

VIRTUAL suppliershowcase

SEDONA
Learning Solutions



Health Connect Partners' Virtual Supplier Showcase provides a format for hospital decision makers to research, learn about, and connect with suppliers in a unique virtual space. Each virtual booth features the supplier organization and highlights their solutions, products, and technologies. This platform is designed to give hospital providers and supplier organizations the ability to directly interact in a customized environment.

In addition to providing the platform, Health Connect Partners is focused on driving high-quality traffic to each Virtual Supplier Showcase booth—just like we do during our in-person Supplier Showcase events. The Virtual Supplier Showcase is open for visits any time during the conference dates and is a required stop on the way to the educational sessions. Each provider executive will be encouraged to participate in a fun, interactive virtual experience allowing them to learn and request information along their journey through the Virtual Supplier Showcase. The more booths they check in at, the more entries they will have in the prize drawing.

Best of all: the Virtual Supplier Showcase platform allows provider executives to directly request information, and schedule meetings with suppliers through our virtual meeting platform. Providers have a choice of requesting a meeting during the Virtual Reverse Expo or selecting a specific date and time for an on-demand meeting outside of the Virtual Reverse Expo times.

To maximize this experience for everyone, only Providers and Supplier attendees from companies with a Virtual Showcase will be able to access the showcase area.

All educational sessions will be released at 8:00am central on Tuesday, August 10th, and will be available to view on-demand until Friday, September 10th. Approximately 4 hours of CE credit will be provided for this program. Details to be announced as sessions are finalized.

Connected Medical Devices: Balancing Quality of Care with Risk



Michelle Jump, M.S., RAC

Michelle Jump is the Vice President of Security Services Device Cybersecurity at MedSec, where she is responsible for providing strategic leadership and training and advisory services to the medical device industry, in the areas of cybersecurity compliance, global regulations, standards, product security program development, and security risk management.

Ms. Jump has a passion for bringing technology-based solutions to healthcare, actively participating in a variety of domestic and international standards, as well as relevant industry and governmental initiatives to support security within the healthcare industry.

Ms. Jump holds a Master of Science in Regulatory Science from the University of Southern California and a Master of Science in Biotechnology from California State University. She is also RAC certified and a Certified HIPAA Administrator.

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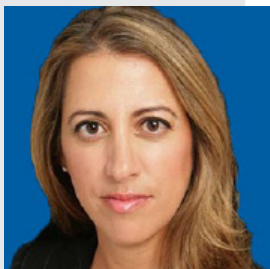
After attending this presentation, attendees will learn to:

- Review the value that connected medical devices bring to patient care, then pivot to ways to better understand the risks that those devices bring to the care environment and how you can collect and monitor information about this risk
- Discuss the value of gathering Software Bills of Material: Know what is in your medical devices to better understand the risk to your network
- Understand MDS2 forms: the security capabilities for your medical devices using this form that is harmonized to international standard, IEC 80001-2-2
- Describe the increased risk of expanding remote care options during the pandemic

**learning
objectives**

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How Virtual Care Will Continue to Transform Patient Care



Co-presenter

AnnaMaria M. Turano, MBA.

AnnaMaria M. Turano is the Chief Marketing Officer for Synzi. She was previously with Stratus Video as the Vice President of Marketing and led the effort to spin-off the Telehealth division and rebrand the new company as Synzi. Prior to her client-side roles, AnnaMaria co-founded MCAworks, a strategic marketing consulting firm advising Fortune 500 companies on developing growth strategies. Her roster of clients included Verizon, Bright House, Sage, Lexis-Nexis, Shutterstock, TheLadders, Pfizer, Johnson & Johnson, Nationwide, VSP and MasterCard.

A published writer, she is the co-author of *Stopwatch Marketing: Take Charge of the Time When Your Customer Decides to Buy* (Portfolio: 2008) and a featured contributing author to *Shopper Marketing* (Kogan: 2010; 2012). AnnaMaria has also been an Adjunct Professor of Marketing at NYU, Fordham University, and the University of Tampa. She received both her B.A. and M.B.A. from the University of Chicago.



Co-presenter

Jason Peoples

Jason has been responsible for the development and operationalization of the virtual health strategy for Mary Free Bed Rehabilitation Hospital (MFB), a not for profit, nationally- accredited rehabilitation hospital system based in Grand Rapids, Michigan. He is charged with championing the adoption and integration of mobile technologies by integrating consumer friendly technology and devices used by people into everyday care plans.

He is recognized as a leader in emerging technologies and pushing the limits of innovation in how Mary Free Bed delivers care to people in traditional and non-traditional settings.

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learning objectives

After attending this presentation, attendees will be able to:

- Identify the key opportunities to enhance the timing and delivery of care through the integration of virtual care
- Relay highlights from use-cases and healthcare executives' experiences on how virtual care drives improved patient satisfaction and outcomes
- Describe the cost-benefits of telehealth such as optimizing available resources such as specialists, staffing, drive time/wait time, reimbursement, etc

educational session **THREE**

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Empowering Population Health with RPM: Case Study for HTN Patients

Co-speaker

Dr. Dhruvil Shah, Md, PMC-HI

Dhruvil Shah is a family physician and a CMIO at Compass Medical, an independent provider led organization in Southeast Massachusetts. His primary interests and focus areas are Digital Health Innovation, Data Science and Care Analytics, Health Innovation and Entrepreneurship, and Life Science Technology Commercialization. Dr. Shah provides advisory and consultation services for, and speaks to, companies and entities around the globe who are looking to explore disruptive innovation ideas and create a scalable business model, in the areas of bio entrepreneurship, bioscience, healthcare, healthcare IT, medical tourism – nationally and internationally, new product development, product design, and financing new ventures.

Dr. Shah did his Family Medicine training at New Jersey Medical School and subsequently graduated from University of Illinois Chicago, completing his Post Masters in Health Informatics. He is actively involved in the Health IT space via many national and regional speaking engagements and collaborative fueling of the much needed disruption to redesign Healthcare delivery space. He also leads Greater Boston Chapter of SOPE (Society of Physicians Entrepreneurs).

Co-speaker

Michel Nadeau, P.Eng.

Michel, a creative entrepreneur, has been driven in digital health since 2009 with the vision to provide “digital care and connectivity for every patient”. Thanks to the support of his beloved wife Marie-Josée and the genuine help of the highly skilled, dedicated, and multi-disciplinary professionals that is the CareSimple team, Michel is able to focus his expertise to make his vision a reality; connecting patients and clinicians in North America, Europe and a few other countries.

A Professional Telecom Engineer since 1989, Michel was listed as “Top 40 under 40” by *Commerce Magazine*, and awarded by the *Canadian Council of Professional Engineers* in 2000 for its “Exceptional Achievement”. He was also named in 2006 by *IP Telephony Magazine* as “Top 100 World Leader” after his first IP Telephony software startup “Minacom” supplied the most innovative service quality management systems to the world’s largest cable operators, which included Comcast, Time Warner and UPC. He sold Minacom in 2006 to Tektronix.

In 2009 Michel founded CareSimple, which blended his innovation talent with his passion to develop his digital health vision. Today, CareSimple is one of the leading manufacturers of Remote Patient Monitoring (RPM) systems, and services Health Plans, Hospital Systems, Physician Groups and Clinics in North America and Northern Europe.

Michel has been married 30+ years and has five children.

After attending this presentation, attendees will learn to:

learning objectives

- Discuss how to incorporate remote patient monitoring (RPM) into population health programs
- Apply best practices from healthcare providers that have already implemented remote patient monitoring (RPM) into their population health programs
- Analyze patient compliance in the context of a remote patient monitoring (RPM) program

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Hospital Cybersecurity – How We Got Here, and Where We Need to Go



Mike Murray

Mike Murray is the founder and CEO of Scope Security. At Scope, Murray builds on his nearly two decades of experience leading teams of highly skilled security professionals to solve critical security problems in healthcare.

Throughout his career, Murray has helped discover some of the world's most notorious breaches and nation state threats, and is sought out by industry, media and security teams for insights on today's most pressing issues in cybersecurity

Prior to founding Scope, Murray served as the Chief Security Officer at Lookout, where he presided over the protection of nearly 200m mobile users and their data. Previously, he led Product Development Security at GE Healthcare, where he built a global team that secured all of GE Healthcare's portfolio of pre-market medical devices and services. Murray also co-founded The Hacker Academy and MAD Security, and has held leadership positions at companies including Lookout, nCircle Network Security, Liberty Mutual Insurance and Neohapsis.

Mike has spoken at all of the largest security conferences - RSA Conference, Blackhat Briefings, BSides, Defcon, Infosec Canada, Infosec Europe, SectOR, etc. etc.

learning objectives

After attending this presentation, attendees will learn to:

- Understand why do I have so many old operating systems on my network and why can't my security team protect these devices?
- Determine who is really attacking us and what are they after?
- Ask how have these attackers evolved?
- Discuss what is the crucial cybersecurity visibility gap?
- Develop how do we support the future and innovation?



Live! ONLINE **reverse expo**

8:00am–5:00pm CT *daily*

Session ONE
Tuesday August 24th

Session TWO
Wednesday August 25th

Session THREE
Thursday August 26th

Session FOUR
Friday August 27th