

**2013
Annual Summit**

**Telehealth
& the Affordable
Care Act:
Challenges
& Opportunities**


A G E N D A



Mid - Atlantic
Telehealth
Resource Center

In conjunction with the
Virginia Telehealth Network

Sunday - March 17

3:00 PM – 5:30 PM	Sponsor/Exhibitor Registration	Palm Court
4:00 PM – 5:00 PM	MATRC Advisory Board Meeting	Flemish Room
5:30 PM – 7:00 PM	Registration	Palm Court
	St. Patrick's Day Welcome Reception (heavy hors d'oeuvres with cash bar)	Empire Room
	Entertainment provided by members of the American Youth Harp Ensemble	
	Exhibit Hall Open	Empire Room

Monday - March 18

7:00 AM - 8:30 AM	Registration and Breakfast	Ginter Gallery
	Exhibit Hall Open	Empire Room
7:15 AM – 8:15 AM	VA Telehealth Network Board Meeting	Flemish Room
8:30 AM – 8:45 AM	Welcome Kathy H. Wibberly, PhD , Director, MATRC Edie McRee Bowles, MA , Executive Director, Virginia Telehealth Network	Ballroom
8:45 AM – 9:30 AM	Plenary Session	Ballroom

Challenges Facing Healthcare Delivery Systems

When we reform something we try to make it better. We correct problems. We tweak things to make them more efficient. We modify things to improve the quality of a product or service. Learn about how the Affordable Care Act is intended to reform health care delivery.

Introduction by Kathy H. Wibberly, PhD, Director of the Mid-Atlantic Telehealth Resource Center (MATRC).

Carl W. Taylor, JD, Executive Director, Fraser Institute for Health Research

MONDAY - MARCH 18 continued

9:30 AM – 10:30 AM

Response Panel / Q & A

Ballroom

Challenges for State Government

Len Nichols, PhD, Director, Center for Health Policy Research and Ethics, George Mason University, Virginia Health Reform Initiative and CMS Innovation Advisor

Challenges for FQHCs

Tracey Causey, MBA, MPH, CEO, Capital Area Health Network

Challenges for large hospitals/health systems

Alexander M. Nason, MBA, MHA, Program Director, Office of Telehealth and Interactive Learning, Johns Hopkins Medicine

Challenges for small rural hospitals

Michael A. Franklin, FACHE, President/CEO, Atlantic General Hospital/Health System

10:30 AM – 11:00 AM

Break

Empire Room

Exhibit Hall Open

Empire Room

11:00 AM – 12:15 PM **Breakout Sessions: Addressing Challenges Through Telehealth – Part 1**

A)

Improving The Quality Of Care: Reducing Readmissions

Dominion Room

The potential for remote monitoring to reduce hospital readmissions, lead to earlier preventive care, and reap cost savings is being seriously explored by hospitals and health systems as Medicare penalties for preventable readmissions have recently begun to take effect. Learn about how the adoption of remote monitoring and other telehealth applications can improve patient health outcomes and reduce readmissions.

Bonnie Britton, MSN, RN,
ATAF Telehealth Program
Administrator, Vidant Health

Seth VanEssendelft, Vice- President
for Financial Services, Vidant Medical
Center

B)

Improving The Quality Of Care: Telehealth-Enabled Patient Engagement

Empire Room

As we move to value-based contracts and accountable care, healthcare organizations will need to seriously re-think how they deliver care to patients. Engaging and empowering patients to take control of their care is critical to improved disease management and health outcomes. Learn about how telehealth, including the adoption of mHealth and the use of patient portals can improve patient engagement and health outcomes.

***Andrew R. Watson, MD, MLitt, FACS**, Department of Surgery, UPMC;
Medical Director, Center for Connected
Medicine

Charlene C. Quinn, PhD, RN,
Associate Professor, Epidemiology
and Public Health, University of
Maryland School of Medicine

Sally Okun, RN, MMHS, Vice Presi-
dent for Advocacy, Policy & Patient
Safety, PatientsLikeMe

C)

Combating The Rising Cost Of Care: Aging In Place

Commonwealth Room

“Aging in place” is growing older without having to move from the place an older person considers their natural home. Spending on long-term care services accounts for one-third to one-half of total Medicaid expenditures in most states. Learn about how telehealth can decrease disability and help maintain independence.

Mike Brett, MD
Medical Director for LIFE Programs,
Lutheran Senior Life

Kelly Besecker, Vice President, Sales
& Marketing, A-Frame Digital

Peter A. Boling, MD, Professor and
Chair, Division of Geriatric Medicine,
Virginia Commonwealth University

MONDAY - MARCH 18 continued

12:30 PM – 1:45 PM

Luncheon

Ballroom

Keynote Address**Rough Waters Ahead: Navigating Health Reform, the Future of Health Care and Telemedicine's Expanding Role**

What is “good” and “not good” about the health care delivery system? Why are reforms necessary to improve the American health care system? What are the popular and controversial aspects of the ACA? What are cost projections for the ACA? What about past health care legislation, health care workforce challenges, Medicaid expansions and health insurance exchanges? What are some of the “unknowns” of the ACA? What measures were hospitals taking before (even in spite) of health reform, and what is the role telemedicine can play at hospitals and health systems as we prepare for a new era in health care delivery?

Introduction by

Jalana McCasland, Vice-President, Ambulatory Care and Executive Director, Regional Outreach, VCU Health System**John F. Duval, MBA**, Chief Executive Officer, MCV Hospitals, VCU Health System

2:00 PM – 3:15 PM

Breakout Sessions: Addressing Challenges Through Telehealth – Part 2

A)

Combating The Rising Cost Of Care: Care Coordination And Chronic Disease Management

Empire Room

Focusing on improving the quality of care for adults and children with chronic illnesses and coordinating care across a continuum of settings has the potential to improve health and quality of life as well as address long-term cost trends. Learn how telehealth can be used to support the care of those with chronic diseases.

Adam Darkins, MD, MPH, M, Chief Consultant, Care Coordination Services, Department of Veterans Affairs

Kim A. Schwartz, MA, Chief Executive Officer, Roanoke Chowan Community Health Center

Bonnie Britton, MSN, RN, ATAF Telehealth Program Administrator, Vidant Health

B)

Overcoming Provider Shortages: Bringing Care And Education Directly To The Patient

Room _____

The AAMC projects a shortage of 46,000 specialists within the next decade. This shortage has had, and will continue to have a greater impact on rural populations. Learn how telehealth can mitigate this problem for those who need specialty care and/or who have less frequently seen conditions.

Joyce Green Pastors, RD, MS, CDE, Diabetes Nutrition Specialist, Virginia Center for Diabetes Professional Education and Assistant Professor of Medical Education in Internal Medicine, University of Virginia School of Medicine

E. Ray Dorsey, MD, Associate Professor of Neurology, Director, The Johns Hopkins Parkinson's Disease and Movement Disorders Center

Lashanna Brunson, MS, BCBA, Research Coordinator, Parent Implemented Training for Autism through Telemedicine, Center for Excellence in Disabilities, West Virginia University

C)

Overcoming Provider Shortages: Moving Toward New Models Of Care

Room _____

The Affordable Care Act is predicted to give approximately 32 million Americans health insurance for the first time...a time when the nation is already grappling with a shortage of physicians. Learn how the use of non-physician practitioners in conjunction with telehealth can significantly increase provider capacity and mitigate issues with access to primary, behavioral and oral health care.

***Fred Summerfelt, RDH, MEd**, Associate Professor of Dental Hygiene, Northern Arizona University

Marcy Rosenbaum, LCSW, CSAC, Behavioral Health Consultant, Southwest Virginia Community Healthcare Systems

Felicia Cojocnean, FNP-MSN, BC, Family Nurse Practitioner, Chronic Disease Management, Wellpoint/CareMore

3:15 PM – 3:45 PM

Break and Exhibit Hall Open

Empire Room

MONDAY - MARCH 18 continued**3:45 PM – 5:00 PM Breakout Sessions: Addressing the Challenges of Telehealth– Part 3**

A)

Demonstrating Return On Investment

Dominion Room

In an effort to provide high quality care in a more cost-effective manner, health care providers have found it necessary to implement a series of decision support strategies designed to improve outcomes of care. Return-on-investment (ROI) methodology is used to assess the financial impact of service-related operating expenses compared to revenue gains from service delivery. Learn about performance metrics used in evaluating telehealth programs and the opportunities and challenges in demonstrating ROI.

***Kamal Jethwani, MD, MPH**

Corporate Manager, Research and Innovation, Center for Connected Health, Partners Healthcare

Kirby Farrell

President and CEO, Broad
Axe Technology Partners

Andy Archer, MSc, MBA

Vice President, Broad Axe
Technology Partners

B)

Overcoming Policy Challenges

Room _____

Recent changes/proposed changes in policy will have an impact on the future of telehealth and its implementation. Learn about the newly introduced Thompson Bill, the new FCC Healthcare Connect Fund Program and FDA regulations on Medical Device Data Systems/Mobile Medical Applications

Jonathan Linkous, CEO, American
Telemedicine Association

Mark Walker, JD, MBA Attorney
Advisor, Telecommunications
Access Policy Division, Wireline
Competition Bureau, Federal
Communications Commission

Anthony T. Pavel, JD, Partner,
Morgan, Lewis & Bockius, LLP.
CTeL Legal Resource Team

C)

Developing The Telehealth Workforce

Room _____

Building and sustaining quality telehealth programs is dependent on the availability and quality of education and training provided to practitioners. Learn about efforts to develop and train a telehealth workforce.

***Jordan Berg**

Telehealth Coordinator, Alaska
Native Tribal Health Consortium

David Cattell-Gordon, Director,
Office of Telemedicine, Center for
Telehealth, University of Virginia

5:00 PM – 6:00 PM

Exhibit Hall Open

Empire Room

6:00 PM – 7:00 PM

Networking Reception

(Light hors d'oeuvres with cash bar)

Rotunda Lobby

7:00 PM – 9:00 PM

Welcome and Dinner

Ballroom

Karen S. Rheuban, MD, Senior Associate Dean for CME and External Affairs; Medical Director,
Office of Telemedicine and Director, Center for Telehealth, University of Virginia

Cynthia C. Romero, MD, FAAFP, Virginia State Health Commissioner

After Dinner Entertainment by Dick Cheatham of Living History Associates

Tuesday - March 20

7:30 AM – 9:00 AM	Breakfast	Ginter Gallery
8:00 AM – 9:00 AM	State Meetings: Identification and Prioritization of State-Specific Policy Issues Impacting Telehealth	
	Delaware	Ballroom
	DC	Room
	Maryland	Room
	Kentucky	Ballroom
	North Carolina	Room
	Pennsylvania	Room
	Virginia	Dominion Room
	West Virginia	Ballroom
9:15 AM – 10:30 AM	Plenary	Ballroom
	Rising to the Challenge: Navigating the Crossroads of Change	
	<p>Your ability to successfully navigate the crossroads of change will require motivating people within and outside your organization to change. Understanding the linkage between the emotional response to change and the three critical factors required to overcome resistance will enable you to rise to this challenge and accelerate the transformation required for long term success.</p> <p>Introduced by Elizabeth J. Martin, MHA, Vice President/Administrator, Riverside Tappahannock Hospital</p> <p>Timothy S. Griles, Managing Principal, Human Dynamics Consulting, LLC</p>	
10:30 AM – 11:00 AM	Break and Exhibit Hall Open	Empire Room
11:00 AM – 12:15 PM	Panel	Ballroom
	Transforming Health Care Through Innovation	
	<p>Many will say that health care reform is not enough. What we really need is health care transformation. When we transform something, we change it altogether. We reconstruct. We metamorphose. We revolutionize. Can telehealth be used not only as a tool to support health care reform, but be the vessel to transform health care delivery?</p> <p>*Janet S. Wright, MD, FACC, Executive Director, Million Hearts Initiative, Centers for Disease Control and Prevention and Centers for Medicare and Medicaid Innovation Center</p> <p>Robin A. Felder, PhD, Professor and Associate Director of Clinical Chemistry and Pathology, former Director of the Medical Automation Research Center and Chair, Medical Automation</p>	
12:15 PM – 12:30 PM	Find Telehealth Providers Demonstration	Ballroom
	Steve Sedlock, MURP , Executive Director, Virginia Network for Geospatial Health Research	
12:30 PM - 12:45 PM	Wrap Up	Ballroom
	Kathy H. Wibberly, PhD , Director, MATRC	
12:45 PM	Buffet Lunch	Ginter Gallery
	<i>(Boxes will be available for those who want to grab and go)</i>	

* presentation by live videoconference

Conference Presentations

will be made available online at:

<http://matrc.org/matrc-annual-summit-presentations>

Biographies of The Speakers

Andy Archer, MSc, MBA has worked in the health care information industry for more than 10 years. Before joining Broad Axe, he was the VP, Corporate Business Development for Decision Resources, Inc., a syndicated health care market research provider serving the pharmaceutical, medical device, and managed care industries. Joining the team in 2004, he led the company's strategic planning process, new product and channel efforts, and key company acquisitions. Before



Decision Resources, Andy was VP, Strategy and Corporate Development for Harcourt, Inc., the former \$1.5 billion educational division of Reed Elsevier, Inc. At Harcourt, he coordinated strategic planning and new business initiatives across the portfolio of education and health care businesses, and led acquisition and partnership efforts. He led a company-wide innovation effort to identify new markets for Harcourt's educational information and services, particularly in technology-driven markets like electronic testing and assessment. Andy began his career as a management consultant with both Booz Allen Hamilton and The Parthenon Group, focusing primarily on growth strategy, M&A advisory, and sales and marketing effectiveness. He worked for multiple clients in the publishing and information industry. Andy received his undergraduate degree from Duke University, a M.Sc. degree in Development Economics from Oxford University, and an MBA from Harvard University.

Jordan Berg is a Telehealth Coordinator with AFHCAN Telehealth Solutions. He has served as the coordinator for the Alaska Native Medical Center (ANMC) for the past year. During that time, the ANMC specialty



clinic use of the AFHCAN tConsult telemedicine software has increased substantially, seven new clinics have started using telemedicine, and a redesign of the telemedicine billing and reporting system has resulted in 50% more successfully

billed telemedicine cases. Prior to working with AFHCAN, he was the office manager in the ANMC outpatient orthopedic specialty program. Jordan's focus has been on specialty clinic program development and workflow management. Jordan is also attending the University of Alaska Anchorage for his BA in Management of Information Systems.

Kelly Besecker has extensive knowledge and experience with developing and implementing training strategies for healthcare and senior living providers in many facets of business. She has led large sales & Marketing team and developed corporate-wide Management



Training programs on all aspects of business including Sales & Marketing, Technology & Telecommunications, General Operations, Personnel Management and Customer Service.

Peter A. Boling, MD is a VCU Professor of Internal Medicine and is the Division chair. Dr. Boling's work has centered on geriatric education and on improving care of people with advanced chronic illness with a focus on home-based care. He attended Amherst College (BA in English with honors in 1976) and received his MD from the University of Rochester School of Medicine and Dentistry in 1981 with a student pathology fellowship in 1978-1979.



Rochester placed a strong emphasis on the bio-psycho-social model of clinical care which he has maintained as a core value. He completed General Internal Medicine residency in Richmond and joined the VCU faculty in 1984, starting the House Calls program and rising through the ranks. He has held several important internal roles at VCU, including helping to develop a 180-physician IPA and leading the Division of General Medicine for 6 years before accepting the chair position in Geriatrics. Dr. Boling is a past-president

and board member of the American Academy of Home Care Physicians. He has been recognized for his work nationally by the American Geriatric Society with the Nascher-Manning career award and locally by the MCV Physicians group practice of more than 650 faculty members in 2010 as the Distinguished Clinician of the year, the first generalist and geriatrician to receive this award. He is a fellow of the American Geriatrics Society and the American College of Physicians and recipient of numerous other awards for teaching and service. He co-led national initiatives to revise Medicare payment and regulatory policy in home care, chaired the Joint Commission Home Care advisory committee. Dr. Boling was instrumental in developing the Independence at Home (IAH) Act which became section 3024 of the Accountable Care Act. Dr. Boling has been the principle investigator on two educational grants from the Donald W Reynolds Foundation, totaling almost \$3 million, and he co-directs the \$2 million HRSA-funded Virginia Geriatric Education Center. Dr. Boling and members of the Division have also led the progressive growth of the Virginia Geriatrics Society conference. In 1997 Dr. Boling published *The Physician's Role in Home Health Care*, and in 2009 he edited the home care edition of the *Clinics in Geriatric Medicine* on the same topic. Dr. Boling spends 30 percent of his time in patient care, working closely with nurse practitioners in multiple venues including ambulatory care, nursing homes, home care and inpatient service. He has been the Richmond area's most recognized geriatrician for more than a decade. He has also been a medical director and advisor in nursing homes, home health agencies and hospices. Dr. Boling and the Division, supported by the Department and School, are engaged in a strategic plan for growth in the Division's programs in education, research, quality improvement and clinical care across the continuum.



Edie McRee Bowles, MA is a network director with over 30 years' experience as a nonprofit manager. She is skilled in program development, marketing, community relations, team building, board relations, and

BIOGRAPHIES OF THE SPEAKERS continued

fundraising. Currently Edie consults in a part-time capacity as executive director for two telehealth organizations in Virginia: Bay Rivers Telehealth Alliance, and as of April 2012, for the Virginia Telehealth Network. In summer 2011 she was appointed to the board of directors of the Virginia Economic Development Partnership, representing rural health and the Tidewater rivers region. Edie was selected by Office of Rural Health Policy as a member of the 2012 cohort for the HRSA "Rural Voices" leadership development and policy workshop. Since beginning her work in telehealth in 2008, Edie has developed knowledge of telehealth programs, their uses in overcoming barriers to health care and improving patient outcomes, and the technologies available for varied telehealth care delivery, such as Telestroke, outpatient specialty care, high risk obstetrics, tele-home care, and mental and behavioral health. She now has experience in developing collaborative projects and supporting network members in launching and monitoring programs, including creating evaluation tools to collect data for health outcomes analysis, cost savings, and economic impact. During her tenure with Bay Rivers Telehealth Alliance, Ms. Bowles has secured over \$1.2 million in grant awards, membership dues, contributions and business fees for network activities, not including in-kind support and grants assistance from corporations. Over her career she has directed numerous fund-raising activities and managed teams of fundraising professionals in corporate/foundation relations, grants writing, alumni relations, major and planned gifts, membership programs, and special events. She worked in advancement and alumni relations for eight years for the VCU nursing and pharmacy schools, where she collaborated with medical faculty, alumni, and donors. Edie managed the Smithsonian's pre- and postdoctoral fellowship program, a national internship program, and developed an undergraduate American Studies program for Smith College. She has been director of Virginia's statewide museum association, growing its membership to over 700 over a seven-year period. Edie has a B.A. in English and Art History, M.A. in Museum Management, and has done graduate work in Organizational Development.

Mike Brett, MD was an honors graduate of Temple University School of Medicine in 1977. He completed his internship, and residency in Internal Medicine at the University of Pittsburgh Medical Center. He served a year as the Chief Medical Resident and a year as

Assistant Professor of Medicine. He practiced Internal Medicine in a private practice from 1982 until 2010 specializing in Geriatrics. He served as medical director for a comprehensive geriatric assessment program sponsored by the local health system, medical director for a hospital



based skilled nursing facility, and 12 years as medical director of a community nursing home. He became part-time Medical Director for LIFE Beaver County sponsored by Lutheran SeniorLife in 2004. As the LIFE programs grew and expanded, he left private practice in 2010 to assume a full-time medical directorship for LIFE programs with Lutheran SeniorLife. Today, those programs have expanded into 3 counties in Western Pennsylvania caring for over 400 frail community dwelling elders. There are plans for expansion into a fourth county in 2014. Also, Dr. Brett and his leadership team are in the midst of developing four, 10 bed GreenHouse® Nursing Homes to serve their LIFE programs as well as the community. Dr. Brett is married and has three children and four grandchildren and lives in Beaver, Pennsylvania.

Bonnie Britton, MSN, RN, ATAF is a Masters Prepared Nurse and the Telehealth Administrator for Vidant Health in NC. Bonnie is recognized as a telehealth pioneer and innovator and has dedicated the last 16 years of her career providing and promoting Telehealth



MATRC Advisory Board.

Lashanna Brunson, MS, BCBA is the Research Coordinator for the Parent-Implemented Training for Autism through Telemedicine (PITA-T) research study at the Center for Excellence in Disabilities at West Virginia University. This study teaches parents,



through written or videotaped instructions and feedback, to implement applied behavior analysis therapy sessions with their young children with Autism Spectrum Disorders. Lashanna received her MS in Behavior Analysis from the University of North Texas and her BA in Applied Behavioral Science from the University of Kansas. Lashanna focused on autism intervention while pursuing each of her degrees, and has continued to do so. She has worked with young children with autism spectrum disorders in the home, clinic, and classroom settings. She has also worked with special education teachers and classroom aides to help incorporate Individualized Education Program (IEP) goals into daily classroom routines and to improve the measurement of progress on these goals. Lashanna is a member of the Association for Behavior Analysis International, Maryland

Association for Behavior Analysis, and West Virginia Team Autism.

David Cattell-Gordon, MDiv, MSW

is the Director of Telemedicine and Director of Rural Network Development at the University of Virginia Health System. He also serves as a faculty member in Public Health Sciences, the School of Nursing and The Healthy Appalachia Institute at UVA-Wise, where he also co-



Director. David, who was born and raised in the coalfields of Southeastern West Virginia, is a community organizer by training with advanced degrees in divinity and social work. He is a member of the American Telemedicine Association and the National

Association of Social Workers.

Tracey Causey, MBA, MPH

received his Masters of Science in Public Health from Meharry Medical College in 1997. After receiving a second Master's, an MBA from Belmont University in 1999, he became the Director of Community Health at Ascension Health in St. Louis, Missouri, the largest non-profit Catholic Hospital management system in the country. After three years with Ascension Health, he moved to Richmond, Virginia in



2003 and became the Chief Executive Officer of Vernon J. Harris Community Health Center. In 2005, Mr. Causey created the Capital Area Health Network (CAHN), which has six health centers under its umbrella. Currently he oversees the Vernon J. Harris

Medical Center, Main Street Medical Center, Northside Medical Center, Southside Medical Center, Glenwood Medical & Dental Center and Bermuda District Medical Center. Mr. Causey is a former active duty officer in the United States Air Force who currently serves his county in the reserves. He is also a member of the Alpha Phi Alpha Fraternity, Inc. He is married to the former Doris Henderson and the father of three children, Caleb, Jillian and Joshua.

Felicia Cojocnean, FNP-MSN, BC

was born and raised in Transylvania. She graduated from California State University with a Master's Degree in Nursing/ Family Nurse Practitioner and is Board Certified through American Academy of Nurse Practitioners. She is also National Wound Care Certified through the Wound Care Education Institute. Ms. Cojocnean worked for Orange County Health Department for eight years before joining CareMore in 2007 serving in the Chronic



Disease Management Program. Ms. Cojocnean is currently working as the Culture Carrier with the CareMore Expansion on the East Coast.

Adam Darkins, MD, MPHM

leads the National Telehealth Programs for US Department of Veterans Affairs (VA). Under his leadership VA has developed the clinical, technology and business underpinnings to successfully implement and sustain enterprise-wide telehealth-based services that have demonstrably improved access to care for patients, reduced utilization of health care resources and are associated with very high levels of patient satisfaction. VA's is a national/international leader in telehealth with over 480,000 patients receiving care annually via 1.4 million episodes of care. There are over 6,600 clinical videoconferencing end points providing telehealth services on VA's dedicated clinical enterprise videoconferencing network (CEVN) that links 150 VA Medical Centers and over 650 community based outpatient clinics. CEVN provides care to 148,000 patients annually, 75,000 of whom have mental health conditions. Each year 220,000 patients are screened for diabetic eye disease, and 29,000 for dermatology conditions in VA via store-and-forward technologies, and the same information technology platform provides dermatology consultations. VA home telehealth programs support 77,000 Veterans to live independently at home. The VA experience shows telehealth can bring about transform the location of care and made the home and local community into preferred sites of care, when appropriate. Adam Darkins has worked in health services development, transitioning care from hospitals into home and community settings, and implementing enterprise information technology systems in the US and UK since 1991. He has a previous clinical background in neurosurgery.



E. Ray Dorsey, MD is an Associate Professor of Neurology at Johns Hopkins Medicine where he directs neurology telemedicine and the movement disorders division. Dr. Dorsey is helping investigate new treatments for movement disorders and improve the way care is delivered for individuals with Parkinson disease and other neurological disorders. Using simple web-based video conferencing, he and his colleagues are seeking to provide care



to individuals with Parkinson and neurological diseases anywhere that they live. Dr. Dorsey's research has been published in the leading medical and neurology journals and has been featured on National Public Radio, The New York Times, and The Wall Street Journal. He previously worked as a consultant for McKinsey & Company. He completed his undergraduate studies at Stanford University, business school at the Wharton School, and medical school at the University of Pennsylvania.

John F. Duval, MBA is the Chief Executive Officer of Medical College of Virginia Hospitals of Virginia Commonwealth University Health System in Richmond, Virginia. As CEO of this 852 bed teaching hospital, including more than 600 faculty and 645 resident physicians, he oversees the day-to-day activities of the academic medical center. His responsibilities include overall responsibility for the hospital and clinics strategic planning, service quality and safety, performance management and



improvement, financial management, workforce development and community outreach. Mr. Duval earned his BS in biological sciences from the University of California Irvine in 1976 and earned his Master's in Business Administration from the same institution in 1981. Prior to joining Virginia Commonwealth University Health System, he served as Chief Operating Officer of University Medical Center in Tucson, Arizona. Prior to joining University Medical Center, he served in executive leadership roles at the University of Colorado Health Sciences Center and the University of California, Irvine Medical Center. Mr. Duval currently serves on the Board of the Accreditation Council of Graduate Medical Education and as a member of the Richmond Industry Roundtable of the Federal Reserve Bank of Richmond. He is on the Board of Directors of Novation, the group purchasing organization for the 112 member University HealthSystem Consortium. He also serves as board chair of both the American Red Cross of Greater Richmond and the Boys and Girls Clubs of Greater Richmond. He is a member of the American Hospital Association (AHA) and serves on the Committee for Performance Improvement Activities and is a Fellow in the American College of HealthCare Executives. In 2011 Mr. Duval served as chair of the Virginia Hospital and Healthcare Association and as a member on the University HealthSystem Consortium Governing Board. While in Arizona, Mr. Duval was active in various community organizations including serving as a Board member and Treasurer of Boys and Girls Club of Tucson and serving on the Board of the American Red Cross. He has been an active member of Rotary International and coached

youth soccer. Mr. Duval has published numerous articles, monographs and book chapters.

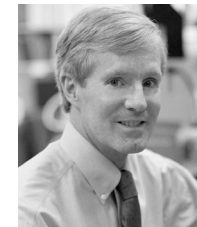
Kirby Farrell has worked in the broadband networking and Health Care IT industries for 30 years. Beginning in 1983 he served as Manager of Coopers & Lybrand's Telecom Consulting Practice in New York. During his tenure with C&L, Kirby provided consulting support to the world's largest telecommunications companies



including AT&T, Verizon (New York Bell), Northern Telecom, Siemens (ROLM), Cincinnati Bell and others. In 1992 he co-founded INTEGREGX, Inc., a health care broadband network service firm. Key INTEGREGX clients included: Georgetown

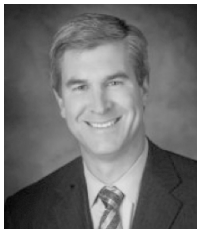
University Medical Center; Washington Hospital Center; Children's Hospital of Philadelphia; Hospital of the University of Pennsylvania; St. Barnabas Medical Center of New Jersey; The Cleveland Clinic; Montefiore Medical Center in New York; and The University of Chicago Hospitals. In 1999 INTEGREGX was acquired by Daou Systems, Inc. In 2002 he co-founded Segovia, Inc., a Military Satellite Services firm. Segovia developed a first-of-its-kind global, secure, broadband IP satellite managed service for the U.S. Department of Defense. Key Segovia clients include: Army Space & Missile Defense Command; Army Logistics Command; Army Corps of Engineers; and Army 20th Support Command (Global WMD Response). Separately, Segovia developed a non-secure broadband IP satellite network that provided Internet Cafe service (including VoIP service) to 178 Internet Cafes in Iraq in support of U.S. troops. The Segovia network greatly expanded service to remote areas, enabled warfighter's to eliminate traditional calling cards and supported about 20M minutes per month in VoIP traffic. Mr. Farrell sold his shares in Segovia at the end of 2007. In 2008 Kirby founded Broad Axe Technology Partners to provide professional services in the rapidly developing, broadband-driven Telehealth industry. Kirby graduated with a BS in Business Administration from Miami University in Oxford, Ohio.

Robin A. Felder, PhD is a Professor of Pathology and Associate Director of Clinical Chemistry. He received his PhD in Biochemistry from Georgetown University (Washington, DC). Robin has 175 papers, chapters, and reviews on hypertension and salt-sensitivity of blood pressure; 150 papers on medical automation; 18 patents; 9 businesses spun out of UVA; and was named UVA's first Innovator of the Year (2012).



BIOGRAPHIES OF THE SPEAKERS continued

Michael A. Franklin, FACHE joined Atlantic General Hospital and Health System as President and CEO in October 2005. Atlantic General Hospital is a 62-bed, general acute care hospital located on Maryland's rural Eastern Shore. Michael has guided the leadership team at AGH through the process of establishing a unique, cyclical strategic planning process that incorporates the input of all the key stakeholders of the hospital and



health system (physicians, associates, community). This "customer-based" focus has led to the successful development of programs such as the "ER 30 Minute Promise" and the establishment of a Patient-Centered Medical Home model for the community, which is being

funded through a CMS Innovation Center grant. Prior to coming to Atlantic General Hospital, Michael served as the Chief Operating Officer of Shady Grove Adventist Hospital in Rockville, MD, and has served in healthcare management for over 20 years. Michael is a Fellow of the American College of Healthcare Executives, holds a Bachelor of Science in Health Sciences degree from Old Dominion University in Norfolk, Virginia, and a Master of Science in Healthcare Administration degree from Virginia Commonwealth University – Medical College of Virginia in Richmond, Virginia.

Joyce Green Pastors, RD, MS, CDE is an Assistant Professor of Education in the Internal Medicine/Endocrine Division at the University of Virginia (UVA) Medical School. She is a dietitian and certified diabetes educator and has been employed at UVA in the Virginia Center for Diabetes Professional Education for the past 30 years. Joyce has professional interests in the areas of nutrition management and education, lifestyle



change as it relates to the management of obesity and type 2 diabetes, and innovative educational methods such as tele-education. Over the past seven years, she and her colleague, Dr. Terry Saunders, have been involved in partnering with the UVA Office of

Telemedicine, the UVA Diabetes Education and Management Program, and the VDH Office of Minority Health and Health Equity to provide diabetes tele-education programs to high risk and underserved areas of Virginia.

Timothy S. Griles is founder of Human Dynamics Consulting, LLC, a boutique consulting firm focused on aligning people and processes to drive business results. His experience builds on his work with leaders

and technical experts in the Insurance, Consumer Finance, Education, Government and Health Care industries. Tim partners with organizations to accelerate change initiatives by working directly with leaders to target



organizational outcomes, remove strategic barriers and implement practical solutions. Outcomes include increased employee engagement, efficiency, quality and technology adoption. Solutions range from strategic business planning and workforce alignment to interpersonal skill development and process improvements. Tim's career started in Emergency Medical Services with the Richmond Ambulance Authority progressing from Field Paramedic to Senior Resource Manager. As the Managing Principal for Human Dynamics, his clients include Bon Secours, Virginia Nurse Leadership Institute, Virginia Departments of Transportation and Education, Virginia Commonwealth University, and the U.S. Departments of Health and Human Services (ACA and AHRQ), Homeland Security (FEMA), Defense (DECA) and Commission on Civil Rights. Tim studied Health Administration at James Madison University, Business Administration at Virginia Commonwealth University, and has completed Masters level work in Human Resource Development through George Washington University. Tim's heart will always be with EMS, but he leaves it to the professionals while he spends his free time traveling with his wife Leslie, coaching his son's various sport teams and finding ways to spend time outdoors whenever possible.

Kamal Jethwani, MD, MPH currently leads the research and program evaluation initiatives at the Center for Connected Health. His research is focused on technology-based models of health delivery and use behavior change as a tool for preventive and supportive care in a tertiary health care setting. His work at the Center for Connected Health has spanned from designing and implementing clinical trials to leading efforts in predictive modeling using behavioral parameters. Kamal



is also responsible for shaping the research roadmap for the Center, leads the evaluation of all on-going programs and contribute to efforts at program development and scaling. Kamal's research has evolved over time to include exploration of newer health delivery models, like employer based health programs and electronic social network based programs. He is also exploring newer tools to deliver feedback to patients, like simple text message based platforms, applications for smart phones, etc.

The ability to personalize care and understand behavioral motivations that dictate health choices remains central to all his work at the Center. Dr. Jethwani is currently an Assistant in Dermatology at Massachusetts General Hospital and Instructor at Harvard Medical School.

Jonathan Linkous is the Chief Executive Officer of the American Telemedicine Association (ATA), the largest membership-based organization in the world focusing exclusively on providing health and medical care through telecommunications technology. ATA's annual meeting and trade show are among the fastest growing in the country. The Association advocates for changes in public laws that promote the deployment of telemedicine throughout the world. As the chief staff executive of ATA, Mr. Linkous has spoken and written extensively in the U.S. and in other countries on policy issues, emerging applications and market trends affecting telemedicine. Mr. Linkous has over 20 years' experience in the nation's capital working in corporate and public sectors.



He served as a senior consultant with Issue Dynamics Inc. (IDI), a Washington DC consulting firm specializing in telecommunications and technology policy. While at IDI, Mr. Linkous assisted in the early formation of ATA. For five years he was a leader in

the aging services community as the Executive Director of the National Association of Area Agencies on Aging. His principle interest in this position was in using telecommunications and adaptive technology to assist older Americans and their caregivers. Mr. Linkous was also involved for many years in regional planning and economic development, serving as the Deputy Executive Director of the National Association of Regional Councils and at the Appalachian Regional Commission as Director of District Programs. In his early career, he was also active in broadcast and cable television in Ohio. Mr. Linkous holds a Masters of Public Administration from the School of Government and Public Affairs at the American University in Washington, D.C. and a B.S. degree in Business Administration from Franklin University in Columbus, Ohio with additional postgraduate work at the LBJ School of Public Affairs in Austin, Texas.

Alexander M. Nason, MBA, MHA is Program Director of the Office of Telehealth and Interactive Learning at Johns Hopkins Medicine. Mr. Nason directs the development of the telehealth programs for Johns Hopkins Medicine. Through this effort, he supports the strategic planning and implementation initiatives for telemedicine, distance education and e-learning activities across the medical campus. As a member of the strategic planning group,

Mr. Nason evaluates telehealth opportunities both domestically and internationally, as well as consults on telehealth implementations and installations. Successful programs have included a tele-ICU pilot, a tele-translation service, an international tumor board program and over 1000 video based educational programs. Additionally, Mr. Nason manages the centralized e-learning platform at Johns



Hopkins Medicine to facilitate training for more than 25,000 employees of Johns Hopkins Medicine. This platform supports over 30,000 completions each month. Prior to joining Johns Hopkins, Mr. Nason spent time working at the National Institutes of Health, The White House and for several

consulting firms. Mr. Nason holds a Masters of Business Administration and Masters of Health Administration from the University of Pittsburgh and a B.A. in Biology from Tulane University.

Len Nichols, PhD became Director of the Center for Health Policy Research and Ethics (CHPRE) and a Professor of Health Policy at George Mason University on March 1, 2010. As he works to strengthen CHPRE's connections to national, state, and private sector. Nichols conversations about ways to improve the performance, sustainability, and equity of the US health care system, he continues to bridge the worlds of health policy, health politics, health economics, health services research, and to help make sense of it all for policy makers, private sector leaders, other researchers, and journalists. Len's most recent prior position was Director of the Health Policy Program at the New America Foundation, where he contributed to the national health reform debate through testimony, briefings, writing,



news commentary, and public speaking. He has been intimately involved in health reform debates, policy development, and communication for over 18 years, and is one of the few analysts in Washington that maintains the respect and engagement of elected officials from both sides of the aisle.

In addition to testimony Len often is asked to provide technical expertise to members of Congress, governors, state legislators, and other policy officials around the country. He has consistently sought to add moral arguments to the technical health policy debate, and in so doing helps journalists and others remember why the issue is so important to our country. Because of his reputation as an unbiased and knowledgeable health reform analyst, he is frequently interviewed and quoted by major media outlets including the New York Times, Washington Post, Los Angeles Times, National Journal, the Wall Street Journal, Time and

Newsweek magazines, National Public Radio, Lehrer News Hour, the British Broadcasting Service, NBC Nightly News, ABC News Tonight, and CBS Evening News. As recent as February 2012, Len has testified before both the House Committee on Ways and Means as well as the Senate Budget Committee. Len was recently selected to be an Innovation Advisor to the Center for Medicare and Medicaid Innovation. He has served as Vice President of the Center for Studying Health System Change, a Principal Research Associate at the Urban Institute and as the Senior Advisor for Health Policy at the Office of Management and Budget (OMB) in the Clinton Administration. Len was also a visiting Public Health Service Fellow at the Agency for Health Care Policy and Research during 1991-1992, and prior to that he was an Associate Professor and Economics Department Chair at Wellesley College, where he taught from 1980-1991.

Sally Okun, RN, MMHS is the Vice President for Advocacy, Policy and Patient Safety at PatientsLikeMe in Cambridge, MA. She is responsible for the company's patient advocacy initiatives; she participates and contributes to health policy discussions at the national and global level; and she is the company's liaison with government and regulatory agencies. Sally joined the company in 2008 as the manager of Health Data Integrity and Patient Safety overseeing the site's medical ontology including the curation of patient reported health data and an ever-evolving patient vocabulary. Okun also developed and manages the PatientsLikeMe Drug Safety and Pharmacovigilance Platform. Prior to joining



PatientsLikeMe Sally, a registered nurse, practiced as a palliative and end-of-life care specialist. In addition as an independent consultant she contributed to multiple clinical, research, and educational projects focused on palliative and end-of-life care for numerous clients

including Brown University, Harvard Medical School, MA Department of Mental Health, Hospice Education Network and the Robert Wood Johnson Foundation. Sally participates on the Institute of Medicine's Roundtable on Value and Science Driven Healthcare as a member of the Clinical Effectiveness Research Innovation Collaborative, the Evidence Communication Innovation Collaborative, and the Best Practices Innovation Collaborative. She is a contributing author to the Institute's discussion papers Principles and Values for Team-based Healthcare and Communicating with Patients on Health Care Evidence. Ms. Okun serves on the Program Advisory Board of the Schwartz Center for Compassionate Care in Boston and has been a facilitator for Schwartz Center Rounds® at numerous locations around the country. Sally received her nursing diploma from the Hospital of St. Raphael School of Nursing; Baccalaureate degree in Nursing

from Southern Connecticut State University; and Master's degree from The Heller School for Social Policy & Management at Brandeis University. She completed study of Palliative Care and Ethics at Memorial Sloan-Kettering Cancer Center and was a fellow at the National Library of Medicine Program in Biomedical Informatics.

Anthony T. Pavel, JD is a Partner in the Food and Drug Practice of K&L Gates LLP, in Washington, DC. His practice focuses on providing regulatory counseling on food, drug, cosmetic and medical device products. Mr. Pavel's practice focuses on medical device regulation, with a concentration on e-health, telemedicine and diagnostics. Mr. Pavel regularly advises clients in relation to the preparation of FDA submissions, including complex 510(k) premarket notifications, premarket approval applications, as well as recalls and market withdrawals, adverse event reports, and product listings and establishment



registrations. Mr. Pavel works with clinical laboratories, manufacturers and distributors of medical device and laboratory equipment, advising them on all areas of regulatory compliance including Quality Systems Regulation, Laboratory

Developed Tests/CLIA, clinical kitting and regulatory/marketing strategy. Mr. Pavel is a member of the Center for Telehealth and eHealth Law's Board of Directors.

Karen Schulder Rheuban, MD serves as Professor of Pediatrics, Senior Associate Dean for External Affairs and Continuing Medical Education and Director of the Center for Telehealth at the University of Virginia. As a pediatric cardiologist, Dr. Rheuban provides care to patients with congenital and acquired heart disease. Dr. Rheuban is a fellow of the American College of Cardiology, the American Academy of Pediatrics and the American Telemedicine Association. She is listed in the "Best Doctors in America" database, and was



profiled in the National Library of Medicine's exhibit "Changing the Face of Medicine: Celebrating America's Women Physicians." The Office of Telemedicine of the University of Virginia serves as the hub of a 97 site telemedicine network, funded in part by

federal grants from the USDA, the Department of Commerce, and HRSA and state grants in partnership with VDH and the Governor's office. The UVA Office of Telemedicine has supported more than 30,000 patient encounters and thousands of hours of health professional and patient education.

BIOGRAPHIES OF THE SPEAKERS continued

Dr. Rheuban is a past President of the American Telemedicine Association, a board member of the Center for Telehealth and E-Health Law, and she is the board chair of the Virginia Telehealth Network. She is a trustee of the Swinfen Charitable Trust, an international telemedicine charity. She was appointed by Governor McDonnell to serve on the Virginia Board of Medical Assistance Services (Medicaid). She has previously presented Congressional testimony regarding telehealth to five committees within the US House of Representatives. In 2010, Dr. Rheuban's efforts led to the passage of a sweeping telemedicine reimbursement bill in the Commonwealth of Virginia. She serves as the PI on the Mid Atlantic Telehealth Resource Center grant and she chaired the 2012 Institute of Medicine Workshop on Telemedicine.

Cynthia C. Romero, MD, FAAP was appointed Virginia's Health Commissioner in January, 2013. She is the principal public health advisor to the Governor, Secretary of Health and Human Resources, the Virginia General Assembly and the Board of Health. Dr. Romero supervises an agency with an annual budget of \$535 million. The Virginia Department of Health's mission is to promote and protect the health of all Virginians. It fulfills this mission



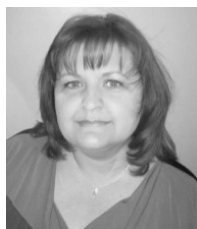
through the delivery of public health services by 4,500 employees and 119 health departments that are organized into 35 health districts throughout the Commonwealth. The department has 41 separate service areas, including communicable disease investigation and control, immunization,

chronic disease prevention and oral health, drinking water, environmental health, emergency preparedness and response, and emergency medical services. Dr. Romero's responsibilities also encompass the Office of the Chief Medical Examiner, the licensure and inspection of nursing homes and hospitals, the administration of vital records and the review and approval of applications by health care providers to expand facilities and services in Virginia communities. Prior to her appointment as Virginia's Health Commissioner, Dr. Romero was Chief Medical Officer and Vice President for Quality and Medical Affairs for Chesapeake Regional Medical Center. Dr. Romero was in private practice for 16 years at Romero Family Practice with her mother as her partner and her father as her office manager. Her parents retired in 2010. Dr. Romero continued to see patients in the office until her appointment on January 29. Dr. Romero has been a strong advocate for her patients and for the medical profession through leadership in professional medical organizations. She served as President of the Philippine Medical Association of Southeastern Virginia, Inc., the Tidewater Academy of Family Physicians, the Virginia Academy of Family Physicians, the Norfolk

Academy of Medicine and in 2011, she was the President of the Medical Society of Virginia, the statewide organization representing over 10,000 physicians, residents and medical students across the Commonwealth. Dr. Romero received a Bachelor of Arts Degree in Psychology with a minor in Biology and Economics from the University of Virginia and her Doctor of Medicine from Eastern Virginia Medical School. She completed her Family Medicine training at the Riverside Family Medicine Residency in Newport News. She was recognized with the Mead Johnson Award by the American Academy of Family Physicians for excellence in clinical medicine and community services.

Marcy Rosenbaum, LCSW, CSAC

currently works as a Behavioral Health Consultant for Southwest Virginia Community Health Systems (SVCHS) in Saltville, VA. For 5 years, she has provided clinical behavioral health services for the patients of the Saltville Medical Center and tele-behavioral health services for patients in other rural clinics of SVCHS. She is a Licensed Clinical Social Worker and a Certified Substance Abuse Counselor. Her areas of expertise are integrated behavioral healthcare, substance abuse services, working with children and services for people with a serious mental illness.



Marcy has a wide range of mental health experience working with all patient populations in multiple care settings. She has been in the mental health field for 24 years and has worked for the Mt. Rogers Community Services Board, Southwestern Virginia Mental Health

Institute, Smyth County Department of Social Services, and Blue Ridge Job Corps Center.

Kim A. Schwartz, MA has served as the Chief Executive Officer of Roanoke Chowan Community Health Center, a Federally Qualified Health Center, located in rural Northeastern North Carolina since June 2005. Kim received her MA degree in Counseling Education,



Multicultural Honors, from the University of New Mexico in 1996. Prior to her current role with RCCHC, Kim served as CEO for the Guidance Center of Lea County in Hobbs, NM. Kim has practiced as a licensed psycho-therapist and her professional passions

include the integration of behavioral health and primary care and telehealth remote patient monitoring. Kim has many affiliations as well as serves on a number of national, state and regional boards and frequently presents at national and regional conferences which include, American Telehealth Association,

National Improving Performance In Practice Annual Conference, Bureau of Primary Health Care New Start Executive Leadership Learning Team, NC Two Worlds Unite, National Rural Health Association, National Association of Community Health Centers, National Council of Community Behavioral Healthcare, National



Association for Rural Mental Health, and National Board of Certified Counselors. Kim was recently appointed by the North Carolina Secretary of Health and Human Services to represent NC District 1 on the Medicaid Medical Care Advisory Committee as well as the NCIOM Advisory

Group by NC Governor Beverly Perdue. Kim is married to Reverend Tom Schwartz, they have two children and three grandchildren.

Steve Sedlock, MURP is founder and Executive Director of VANGHR. Steve has twenty-four years of expertise in the geospatial technology industry. Since 1999, Steve has worked toward applying this technology in public health, with an emphasis on analytical and predictive modeling applications. He received his bachelor's degree in geography



from Virginia Tech, and his masters of urban and regional planning for Virginia Commonwealth University. Previous to VANGHR, Steve served as special research faculty for geospatial studies at Virginia Tech, as well as principal GIS health consultant for Keane, Inc.

Fred Summerfelt, RDH, MEd is an Associate Professor at Northern Arizona University and teaches full-time in the Dental Hygiene Department. Fred practices dental hygiene part-time and often works in remote areas of Arizona as a teledentistry-assisted Affiliated Practice Dental Hygienist. Fred earned an A.A.S. in Dental Hygiene, a B.S. in Dental Hygiene and Business Management, and a M.Ed. in Adult Education while attending



the University of Alaska Anchorage. Fred is currently enrolled in education technology doctoral studies and his research and teaching focuses on dental hygiene and digitally enhanced dental teams. Fred has built an international reputation as a teledentistry innovator

and educator and has published his work with teledentistry in the Journal of Dental Education. Fred has presented his work with teledentistry at numerous oral health conferences within Arizona, nationally at the American Dental

Educators' Conference, and internationally at the Royal Society of Medicine's London E-health and Telexed Conference.

Carl W. Taylor, JD is the former Assistant Dean of the University of South Alabama College of Medicine, as well as the Director of the Center for Strategic Health Innovation (CSHI) and the National Center for Disaster Medical Response. During his decade at the University he served as the principal investigator on over 50 grants for innovation research in the areas of interventional informatics, disaster response and patient centric healthcare. Carl's work led to the development of RMEDE one of the earliest and still most successful telehealth programs focused on home health monitoring, health information exchange and community care networks. He is a founding partner of the Fraser Institute for Health Risk and Analytics, a New Jersey think tank. Fraser's clients include federal and state government agencies as well as reinsurance and private sector companies.



Their work focuses on emerging trends in risk, uncertainty, healthcare market dynamics and innovation. Carl is the creator of AIMS the incident management system for disaster response now used in over 1,000 healthcare facilities. He was a member of the New Zealand Health

Challenge, a broadband ambassador to the Internet Innovation Alliance in Washington and an advisor to the European Union funded SAVE ME project. He twice won Health Innovator of the Year Awards for his work in patient centric health care. In his spare time he works with a Kenyan development team and other for profit and not for profit organizations creating light weight easily deployable tools for improving healthcare in Sub-Saharan Africa. Carl has provided testimony and guidance to committees of the United States Senate, House of Representatives, the Institute of Medicine, the World Bank and varying organizations on both the future of healthcare and disaster response. The United States Senate, and the Governor of Louisiana commended him for his work during Hurricane Katrina. He also served as a subject matter expert for the HHS Office of the National Coordinator for Health Information Technology in the area of end point security. He has published several peer reviewed articles on the role of technology in managing surge capacity in disasters and is the author of several chapters on medical disaster response including in the recently released and bestselling book entitled Getting It Done. He is also a frequent blogger for the healthcare collaboration blog on the topic of data and informatics, and a contributor to Understanding Risk, a project of the World Bank. He holds an undergraduate degree from Marshall University and a Juris Doctor from the University of Miami. He is also an associate member of the Society of Actuaries.

Charlene C. Quinn, PhD, RN is an Associate Professor, University of Maryland Medical School where she directs mobile health studies. A former White House Fellow, senior Federal executive and Board member of a NYSE health care company, she has extensive government, business and research experience in health services policy, gerontology and health delivery technologies. In recent years, she has



focused her research and clinical trial work on the use and development of mobile health to enhance the management of diabetes and other chronic diseases, working closely with the National Institutes of Health, the National Science Foundation, the Robert Wood Johnson Foundation, insurers and the private sector. Dr. Quinn is a recognized NIH pioneer scientist in mobile health, where her work was recently cited by the NIH Director, <http://directorsblog.nih.gov/mobile-health-figuring-out-what-works/>.



Seth VanEssendelft

Mark Walker, JD, MBA is an Attorney Advisor on the Rural Health Care team in the FCC's Wireline Competition Bureau's Telecommunications Access Policy Division.



Prior to joining the Commission, Mark practiced law at a large communications law firm in Washington, D.C. He has over five years of experience working on a wide range of communications issues as well as a background in corporate and intellectual property issues. He is a graduate of Pennsylvania State University, Lehigh University, and the University of Colorado Law School.

Andrew Rose Watson, MD, MLitt, FACS is a native of Pittsburgh. He is a fourth generation surgeon and the seventh in his family. He attended Trinity College and subsequently received his Master's degree at the University of Oxford. His thesis studied 17th Century English baroque architecture. He attended medical school at Columbia University's College of Physicians and Surgeons and was elected class president all four

years. He returned to UPMC for his surgical training and completed a minimally invasive surgical fellowship. He is an actively practicing surgeon in the division of colorectal surgery and specializes in minimally invasive colorectal



and inflammatory bowel disease surgery. Dr. Watson spent two years working with the American Board of Surgery and the Department of Surgery at UPMC developing a national platform and curriculum for surgical education. He served as an associate-residency

program director for three years and has received numerous teaching awards. Dr. Watson focuses the majority time on corporate health care at UPMC, a \$9.5B integrated global delivery network in Pittsburgh. He is a Vice-President of the International and Commercial Service Division. He helps to lead industrial relations for UPMC and plays a key role integrating health care information technology into clinical practice. He joined IT management of UPMC in 2010. He practices 30% of his clinical care using telemedicine and plays a lead role in establishing telemedicine for UPMC at an enterprise level. He led a 14-month program to develop an enterprise business plan and also a one-year process to submit a \$38m broadband technology opportunity grant as part of the 2009 stimulus funding. He is the Executive Director for Business Development and Technology for Telemedicine. He is the Medical Director of the Center for Connected Medicine, a thought leadership center showcasing the future of health care and health care information technology strategies. This is an executive briefing center located in UPMC's executive headquarters in Pittsburgh that is a joint venture between founding partners UPMC, IBM, GE, ALU and Verizon and eight strategic partners representing global leaders in health care. Dr. Watson has hosted over 600 tours for over 8,000 people from around the world discussing the transformation of health care and the creation of a connected medicine strategy. Dr. Watson continues to speak at a global level about telemedicine, mobility, and the impact of connected medicine in transforming health care.

Kathy H. Wiberly, PhD is Director of the Mid-Atlantic Telehealth Resource Center (MATRC). MATRC was established in September 2011 with the mission of providing technical support and other resources to Delaware, Kentucky, Maryland, North Carolina, Pennsylvania, Virginia, West Virginia and



Washington DC in order to advance the adoption and utilization of telehealth within the MATRC region. Kathy is also a faculty member at the Healthy Appalachia Institute and adjunct faculty member in the L. Douglas Wilder School of Government

BIOGRAPHIES OF THE SPEAKERS continued

and Public Affairs at VCU where she has been teaching an online graduate level Research Methods course since 2008. Just prior to her position with the MATRC, Kathy was Director of the Division of Primary Care and Rural Health in the Virginia Department of Health (VDH) Office of Minority Health and Health Equity (OMHHE). The OMHHE serves as the State Office of Rural Health, Primary Care Office and Office of Minority Health for Virginia. Kathy's public service career reflects over twenty years of experience in public health, public policy, program development, program evaluation and strategic planning at the federal, state and local government levels. Kathy has had a successful history with grants that includes identifying, writing and managing over \$13 million of grant funded programs and services in the past six years. Kathy received her B.A in Psychology with minors in pre-medicine and youth services from Gordon College in Wenham, MA. She went on to receive her M.S. and Ph.D. in Counseling Psychology from Virginia Commonwealth University (VCU) in Richmond, VA. Her specialization was in Group Interventions. Areas of particular interest include family, cultural, and religious issues in preventive health. Kathy also has a Certificate from the Management Academy for Public Health at UNC Chapel Hill.

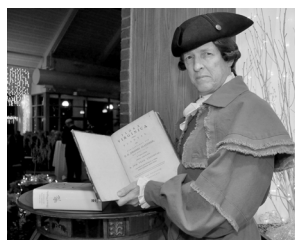
Janet S. Wright, MD, FACC is the Executive Director of Million Hearts™, an HHS national initiative, co-led by CDC and CMS, with the explicit goal to prevent 1 million heart attacks and strokes in the U.S. by 2017. From 2008 to 2011, Dr. Wright served as Senior Vice President for Science and Quality at the American College of Cardiology. In that role, she provided medical and scientific oversight of clinical guidelines, performance measures, health policy



statements, and appropriate use criteria; quality improvement projects; and the National Cardiovascular Data Registry, a suite of databases containing more than 12 million patient records in both inpatient and outpatient care settings. Dr. Wright also served on several

boards, including the ACC's Board of Trustees and the Center for Information Therapy, a non-profit organization committed to the provision of personalized health information during each healthcare encounter. Dr. Wright practiced cardiology for many years in Chico, Calif. Her primary interests are the design and implementation of systems of care to achieve optimal outcomes for patients and the full deployment of hooks, tricks, and cues that help people get and stay healthy.

Dick Cheatham, Living History Associates, Ltd., is an independent scholar and educator, a professional speaker and journalist. With a passion for making important lessons from History interesting and relevant for us today, he speaks to all sorts of audiences from business



executives and Congressional staff members to families and students of all ages. His memorable presentations, often spellbinding portrayals of people from America's past, are designed not only to entertain but to provoke thought and additional consideration in his audience members. His character portrayals as Pocahontas' husband John Rolfe, Richard Henry Lee, Captain Meriwether Lewis, President John Tyler, Captain Richard Manson, Clayton Meadowlark, and others demonstrate that classic leadership and motivational lessons and fundamental human nature have not changed throughout recorded history and are not likely to in the foreseeable future. He is a graduate of Virginia Military Institute, one of America's top schools of leadership, with a Degree in History and Liberal Arts. A Virginia native, he was a syndicated weekly newspaper columnist and covered the Virginia State Capitol and the Governor's Office for years as a television journalist. He has appeared on the BBC, PBS and The Learning Channel featured on Entertainment Tonight with John Tesh

and Mel Gibson and on the Voice of America and in numerous newspaper and magazine articles around the country. Among many other projects, Dick's business, Living History Associates, Ltd., has had the contract with the National Park Service to tell Jamestown's story at the original site for over twenty years. www.lhaltld.com

The American Youth Harp Ensemble continues to dazzle audiences around the world as America's premier youth harp ensemble, well known for their musical sophistication, rich sound, emotional power, and imaginative programming repertoire. The American Youth Harp Ensemble (AYHE) has brought world-class music to enthusiastic audiences in the U.S. and abroad through hundreds of performances, recordings, television and radio features most recently on CNN, NBC, PBS, and NPR affiliate stations. With fifteen national and international



tours to their credit since 1999, the AYHE made its international debut performing in the Maastricht Music Festival (Netherlands). The HARPS Foundation-American Youth Harp Ensemble maintains and develops programs and performance opportunities for children and youth, regardless of financial means or disabilities, utilizing the harp as a catalyst for personal growth and community service. An innovative resource for increasing the appreciation, performance, instruction, and therapeutic value of the harp in the greater Richmond area and worldwide, the ensemble is lead by Artistic Director Lynnelle Ediger-Kordzaia, and supported by the contributions of hundreds of volunteers and donors. CD's and more info available at www.harpensemble.org.

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