

2015 TELEHEALTH SUMMIT

Shaping the Future of
Healthcare through
INNOVATION and **TECHNOLOGY**



2015



Mid-Atlantic
Telehealth
Resource Center

March 29 – March 31

The Greenbrier

White Sulphur Springs
West Virginia



Welcome to the MATRC 2015 Telehealth Summit!



Perhaps in no other area has technology had as profound an impact as in health care. The 2015 MATRC Telehealth Summit will explore how the partnership of human innovation and technological advancements is both shaping and transforming the future of health-care. We are thrilled that you have chosen to join us as we take a closer look at the role of telehealth in a world that is moving from a traditional encounter based model of care that rewards volume to a new value-based, data-driven, patient-centered care model that rewards improved patient and population-based health outcomes.



WiFi Access:

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Mobile Event App:

Please visit our mobile event app at: eventmobi.com/matrc2015 for more information or scan the QR code to the left.



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AGENDA



March 29, 2015 **SUNDAY**

TIME	ROOM	
10:00 am to 2:00 pm	Hayes Room	MATRC Advisory Board Retreat (continued from Saturday March 28th) Advisory Board Retreat begins Saturday March 28. We will meet from 3 PM – 8 PM. Dinner will be provided for the group. Retreat will continue on Sunday from 10 AM – 2 PM. Participants will have breakfast on their own. Lunch will be provided for the group.
1:00 pm to 4:30 pm	Colonial Hall	Sponsor/Exhibitor Registration and Setup
2:00 pm to 6:00 pm	Colonial Hall	Registration
		SPECIAL PRE-SUMMIT SESSIONS (start and end times vary, please see each individual session for details)
3:00 pm to 5:00 pm	Chesapeake	<p>Session A: Telehealth 101 Are you new to telehealth? This highly interactive session is especially designed for you! This session will cover the key issues that should be considered by anyone in the telehealth industry as they are building or growing a telehealth venture. Areas of discussion include:</p> <ul style="list-style-type: none"> • Implications of telehealth in different healthcare settings. • Legal and regulatory issues in telehealth. • Telehealth technologies. • The role of telehealth in a reformed healthcare system. • Resources available to support your efforts. • Telehealth processes and protocols. • The business case for telehealth and potential funding sources for starting or expanding telehealth programs. <p>Moderator/Presenter: Rob Sprang, MBA, Director, Kentucky TeleCare and Co-Project Manager, Kentucky TeleHealth Network</p> <p>Panelists:</p> <ul style="list-style-type: none"> • David Cattell Gordon, Director, Office of Telemedicine, University of Virginia Center for Telehealth • Joe Tracy, MS, Vice President, Telehealth Services, Lehigh Valley Health Network
3:00 pm to 5:30 pm	Chesapeake Bay and Terrace	<p>Session B: Critical Access Hospitals (CAHs): Money and Quality Are you a rural healthcare provider interested in providing better healthcare to your patient population and increased profits? If so, join us for this session. You will hear expert information regarding rural health facilities usage of telemedicine technologies in America, discussion on telemedicine reimbursement to rural healthcare facilities that utilize telemedicine, and testimony from a small rural hospital regarding how they have employed telemedicine to enhance health outcomes and increase profits.</p> <p>Moderator: Beth O'Connor, Executive Director, Virginia Rural Health Association/Virginia Rural Health Resource Center</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Pat Foutz, VP of Quality & Human Resources, Bath Community Hospital • Alan Pitt, MD, Professor of Neuroradiology, Barrow Neurological Institute

TIME	ROOM	
2:45 pm to 6:00 pm	McKinley	<p>Session C: Telemental Health for Counselors and Psychologists</p> <p>This “How To” session covers the key aspects of online therapy, including choosing HIPAA-compliant technology, billing insurance, ethics, laws and practice etiquette. Get your questions answered by industry experts and network with a community of potential telehealth referral sources.</p> <p>Moderator/Presenter: Jay Ostrowski, MA, NCC, LPC-S, DCC, ACS, Director of Product and Business Development, National Board for Certified Counselors and CEO, Behavioral Health Innovation</p> <p>Panelists: Mary Alvord, PhD, Psychologist and Director, Alvord, Baker & Associates, LLC Susie Mullens, MS, LPC, ALPS, Licensed Psychologist, AADC-S, DCC, SAP, Program Director, ATARI, First Choice Health Systems Inc.</p> <p>Participants who successfully complete this workshop may elect to receive the following types of continuing education credits:</p> <ul style="list-style-type: none"> • American Psychological Association (APA): 3 credits. Alvord, Baker & Associates, LLC is approved by the American Psychological Association to sponsor continuing education for psychologists. Alvord, Baker & Associates, LLC maintains responsibility for each program and its content. • MD Board of Social Work Examiners: 3 credits. Alvord, Baker & Associates, LLC is authorized by the Maryland Board of Social Work Examiners as a sponsor of Continuing Education for continuing education credits for licensed social workers in Maryland. A certificate for Category 1 credits will be awarded at the completion of the workshop. • National Board for Certified Counselors (NBCC): 3 hours. The Department of Counseling and Human Services at Old Dominion University is an NBCC-Approved Continuing Education Provider. A certificate for 3 clock hours will be awarded at the completion of this workshop. • WV Board of Social Work Examiners: 3 hours. First Choice Health Systems Inc. is authorized by WV Board of Social Work Examiners as a sponsor of CE for licensed social workers in WV. A certificate for 3 hours will be awarded at the completion of the workshop. • West Virginia Certification Board for Addiction & Prevention Professionals: 3 hours. First Choice Health Systems Inc. is authorized by WV Board of Social Work Examiners as a sponsor of CE for licensed social workers in WV. A certificate for 3 hours will be awarded at the completion of the workshop. <p>Participants who miss more than 15 minutes of the session will be ineligible to receive credits.</p>
4:00 pm to 5:30 pm	Hayes Room	Virginia Telehealth Network Board Meeting
6:00 pm to 8:30 pm	Colonial Hall	<p>Welcome Reception</p> <p>Heavy hors d'oeuvres with cash bar (or use your drink tickets!). Raffle drawing for prizes during the reception. You must be present to win!</p> <p> Also, make sure you grab a group of friends, colleagues or total strangers and go a little wild with our MoxBox Social Photo Booth. It is available only during the Welcome Reception, so don't miss out!</p>
		Exhibit Hall Open

TIME	ROOM	
6:30 am to 7:00 am	TBA	<p>Morning Power Walk with Michele Bordelon For all you early birds, get your heart pumping, reduce your stress level, and boost your productivity with this invigorating 30 minute brisk interval Power Walk!</p>
8:00 am to 9:00 am	Colonial Hall	Registration and Breakfast Buffet
	Chesapeake	State Meet and Greet
		Exhibit Hall Open (appointment blocks with exhibitors available during this time)
9:00 am to 9:15 am	Chesapeake	<p>Welcome Karen Rheuban, MD, Senior Associate Dean for CME and External Affairs; Medical Director, Office of Telemedicine and Director, Center for Telehealth, University of Virginia (UVA) Kathy H. Wibberly, PhD, Director, Mid-Atlantic Telehealth Resource Center (MATRC)</p> <p>Raffle drawing for prizes during session. You must be present to win!</p>
9:15 am to 10:15 am	Chesapeake	<p>KEYNOTE ADDRESS: Innovation in Healthcare Patient engagement. Population health management. Shared savings. Value based care. Our health care system today is broken and begging for innovative solutions. Most would agree that we are already late to the game in re-thinking our care models. Why is innovation in health care so difficult? Learn about trends in healthcare innovation. Learn how to recognize value and manage innovation. And most of all, learn how you, as a leader, can create a culture that supports innovation.</p> <p>Dan Weberg, PhD, MHI, RN, Director, Nursing Innovation, Kaiser Permanente</p>
10:15 am to 10:45 am	Colonial Hall	<p>Break / Exhibit Hall Open Grab a bottle of water, pour yourself a fresh cup of coffee or tea, and visit with one of our exhibitors.</p>
10:45 am to 12:00 pm	Chesapeake	<p>PLENARY SESSION: A Conversation About Accountable Care and Telehealth What is "accountable care" and what role can telehealth play in achieving the Triple Aim? This session will explore how telehealth is currently being used to increase access to care, improve patient engagement, manage chronic disease, and reduce costs in this new era of healthcare.</p> <p>Moderator: Carrie Nixon, JD, Managing Member, Nixon Law Group and CEO, Healthcare Solutions Connection</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Krista Drobac, MPP, Executive Director, Alliance for Connected Care • Paul Mackey, VP, Alliance Resource Partners, LP • Alan Pitt, MD, Professor of Neuroradiology, Barrow Neurological Institute
12:00 pm to 1:30 pm	Colonial Hall	Buffet Lunch Colonial Hall
	Chesapeake	<p>KEYNOTE: Caffeinated Networking on Steroids Brad Montgomery, Motivational Speaker and Author</p> <p>Raffle drawing for prizes during this session. You must be present to win!</p> <p>Please visit the VITel Net booth in the Exhibit Hall to thank them for sponsoring our keynote speaker!</p>

TIME	ROOM	
1:30 pm to 2:15 pm	Colonial Hall	<p>Dessert and Coffee in Exhibit Hall/Poster Session Presentations</p> <ul style="list-style-type: none"> • Innovations in Clinical Telehealth • Innovations in Telehealth Education • Original Research Contributing to Telehealth Practice and/or Policy
2:15 pm to 3:15 pm	Chesapeake Bay and Terrace	<p>BREAKOUT SESSIONS: Perspectives On the Future of Telehealth</p> <p>Session A: The Payers Perspective on Telehealth and Innovation Health Care Plans play a key role in the adoption and expansion of innovative technology in the healthcare sector since payment is a driver for most providers and other health care agencies. Join us as we engage in dialogue with a panel of payers. How do they view the role of technology, what drives their decisions on whether or not to pay for that technology, how are policies made and what can be done to address policy barriers that may limit improving access by optimal utilization of technology?</p> <p>Moderator: Frank Shelp, MD, MPH, COO, Good Neighbor Community Service</p> <p>Panelists:</p> <ul style="list-style-type: none"> • John F. Jesser MBA, VP, Provider Engagement Strategy and GM, LiveHealth Online, Anthem Blue Cross Blue Shield/Wellpoint • Paul Mackey, VP, Alliance Resource Partners, LP • Jeff Nelson, Policy Analyst Senior, Virginia Department of Medical Assistance Services • Natasa Sokolovich, JD, MSHCPM, Executive Director, Telemedicine and Senior Director, Affiliated Physician Services, Physician Services Division, University of Pittsburgh Medical Center (UPMC)
	McKinley	<p>Session B: Disruptive Technologies that Will Shape the Future of Health Care While the government and insurance industry attempt to catch up with the astonishing speed at which telehealth technology is evolving, the adaptation of these technologies to very tangible clinical workflows in the home, for the specialist, and even preventive care show evidence that these modalities and others to come can change the dynamics of healthcare around the globe. Join a panel of experts from the research and development laboratories to the leading edge healthcare providers who are testing out these new solutions for a glimpse into the future.</p> <p>Moderator: Terry Sharrer, Ph.D., Co-Chair, Medical Automation.org and Editor in Chief, Tagline Virtual Health Technologies Newsletter</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Robin A. Felder, PhD, Professor of Pathology, Associate Director Clinical Chemistry, University of Virginia Health System • Jay H. Sanders, M.D., President and CEO, Global Telemedicine Group and Adjunct Professor of Medicine, Johns Hopkins University School of Medicine • Dan Weberg, PhD, MHI, RN, Director, Nursing Innovation & Advanced Technology, Kaiser Permanente
	Chesapeake	<p>Session C: Health System Transformation and the Role of Telehealth Few would deny that our health system is in need of transformation. The Triple Aim mantra is repeated over and over in health settings: provide better care for patients, improve population health and, reduce per capita costs. Innovative payment and service delivery models are being tested throughout the nation. Join us as we hear from thought leaders in health system transformation and their perspective on the potential role of telehealth in that transformation.</p> <p>Moderator: David Brennan, MBE, Director, Telehealth Initiatives, MedStar Institute for Innovation</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Penny Mohr, MA, Senior Program Officer, Improving Healthcare Systems, Patient-Centered Outcomes Research Institute (PCORI) • Alan Pitt, MD, Professor of Neuroradiology, Barrow Neurological Institute • James Sharp, JD, MPH, Health Insurance Specialist, Center for Medicare and Medicaid Innovation

TIME	ROOM	
3:15 pm to 3:45 pm	Colonial Hall	<p>Break / Exhibit Hall Open Grab a pick-me-up, practice your networking skills, and visit with one of our exhibitors.</p>
3:45 pm to 4:45 pm	Chesapeake	<p>PLENARY SESSION: Emerging Technology Engenders Emerging Risks While emerging telehealth tools such as mobile devices, software, Patient-Generated Health Data (PGHD) tools are improving access to quality care for many populations, the utilization of these technologies can create exposure to new liabilities for early adopters. Have you considered potential risk to your practice? Have you had a conversation with your insurer? In this session we will explore some of the concepts of professional liability, as well as privacy concerns associated with the introduction of mobile health and other emerging healthcare technology applications; and some strategies for minimizing risk.</p> <p>Carson Porter, JD, Chair, Healthcare Solutions Connection, LLC and Partner, Rimon Law Group Rebecca E. Gwilt, Esq., Member, Healthcare Solutions Connection and Principal, Redbird Law and Consulting, LLC</p> <p><i>Raffle drawing for prizes during this session. You must be present to win!</i></p>
4:45 pm to 5:00 pm	Chesapeake	<p>Telehealth in the MATRC Region: A State-By-State Comparison This session will open with a state-by-state review of providers, as recorded in Find Telehealth Providers, an online resource for viewing and capturing telehealth locations and services. This will be followed by a brief overview of the capabilities of Find Telehealth Providers, with a specific focus on the most recent enhancements. The session will close with a vision for how the application will serve as a provider resource in the future.</p> <p>Steve Sedlock, MURP, Executive Director, GeoHealth Innovations</p>
5:00 pm to 6:00 pm		<p>State Meetings Delaware, Pennsylvania and New Jersey (Central and South) - Fillmore/VanBuren North Carolina - Grant District of Columbia and Maryland - Hayes Virginia - Chesapeake Kentucky - Tyler West Virginia - McKinley</p>
6:00 pm to 6:45 pm	Colonial Hall	<p>Networking Reception/Poster Session Presentations <i>Light hors d'oeuvres with cash bar (or use your drink tickets!)</i></p> <ul style="list-style-type: none"> • Innovations in Clinical Telehealth • Innovations in Telehealth Education • Original Research Contributing to Telehealth Practice and/or Policy
		<p>Exhibit Hall Open</p>
6:45 pm to 9:00 pm	Cameo Ballroom	<p>Networking Dinner*</p> <p>Post-Dinner Entertainment provided by the Whiskey Rebellion</p> <p><i>*Participants must have an advanced purchase ticket.</i></p>



TIME	ROOM	
6:30 am to 7:00 am	TBA	<p>Morning Power Walk with Michele Bordelon For all you early birds, get your heart pumping, reduce your stress level, and boost your productivity with this invigorating 30 minute brisk interval Power Walk!</p>
8:00 am to 9:00 am	Colonial Hall	Breakfast Buffet
	Chesapeake	Special Interest Group Meet and Greet
		Exhibit Hall Open (appointment blocks with exhibitors available during this time)
9:00 am to 10:00 am		BREAKOUT SESSION: Next generation Telehealth
	McKinley	<p>Session A: New Frontiers in Healthy Aging By 2030, 1 in 5 people will be over the age of 65. How will technology help us care for our aging population and family caregivers? This session will explore how to harness the power of technology to advance health, independence, and vitality in old age. Join aging innovation experts in a discussion of the latest technologies and opportunities for innovation that will fundamentally change the way we grow old and care for our aging population. Find out about efforts underway to accelerate innovation.</p> <p>Moderator: Adrienne Johnson, MS, Executive Director, Senior Navigator</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Majd Alwan, Executive Director, LeadingAge Center for Aging Services Technologies • Carrie Gladstone, Washington, DC Ambassador, Aging2.0 • Richard Lindsay, MD, Project Consultant, Lindsay Institute for Innovations in Caregiving and Professor Emeritus of Internal Medicine and Family Medicine, UVA Health Sciences Center
	Chesapeake Bay and Terrace	<p>Session B: Behavioral Health 2.0 Behavioral health is adapting quickly to new technologies, changes in laws, new reimbursement models and research findings. In this session you'll be introduced to both real world examples of new technology in action, and a preview of what is to come.</p> <p>Moderator/Presenter: Jay Ostrowski, MA, NCC, LPC-S, DCC, ACS, Director of Product and Business Development, National Board for Certified Counselors and CEO, Behavioral Health Innovation</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Lisa A. Marsch, PhD, Director, Center for Technology and Behavioral Health (via videoconference) • Susie Mullens, MS, LPC, ALPS, Licensed Psychologist, AADC-S, DCC, SAP, Program Director, ATARI, First Choice Health Systems Inc.
	Chesapeake	<p>Session C: Telehealth Outside the Box Nontraditional providers. Nontraditional settings. Join us as we look outside the box. Explore some creative "outside the box" uses of telehealth to increase convenience, improve access and enhance the continuity of care. In this session we will specifically look at the use of telehealth as a mechanism for: 1) bringing applied behavioral analysis into the home, school and community settings for children with autism; 2) delivering care to military men and women in garrison and operational environments around the world; 3) enhancing pre-hospital care by first responders; and 4) providing employee assistance program (EAP) services in the workplace. This session will also be used to explore the many provider types and settings where the potential for telehealth has yet to be fully realized.</p> <p>Moderator: David Cattell Gordon, Director, Office of Telemedicine, UVA Center for Telehealth</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Yaniz Padilla Dalmau, PhD, Outpatient Behavioral Services Program Supervisor, Virginia Institute of Autism • Colleen Rye, PhD, Chief, Telehealth Service Line, Office of the Army Surgeon General

TIME	ROOM	
		<p><i>(Session C: Telehealth Outside the Box - Panelists continued)</i></p> <ul style="list-style-type: none"> • Andrew M. Southerland, MD, MSc, Assistant Professor of Neurology and Public Health Sciences, Residency Program Director, Department of Neurology, University of Virginia Health System • Brenda Wilson, MSW, LCSW, CEAP, GCM, University of Virginia Faculty and Employee Assistance Program
10:00 am to 10:30 am	Colonial Hall	<p>Break / Exhibit Hall Open Grab a bottle of water, pour yourself a fresh cup of coffee or tea, and visit with one of our exhibitors!</p>
10:30 am to 11:30 am	Chesapeake	<p>PLENARY SESSION: Success Stories – New Care Models The future of health care is already here. Hear case studies of new care models using mobile health technologies that work. Learn about real world applications that have demonstrated success in a variety of outcomes, from reducing unnecessary emergency room visits to improvements in patient engagement and satisfaction to improvements in patient safety and the coordination and quality of care in different settings. Be prepared to glean from lessons learned.</p> <p>Moderator: Bonnie Britton, MSN, RN, ATAF, Owner/Manager, Reconnect4health</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Janelle Ashe, Senior Director of Care Delivery, InScope Health, LLC • David Collins, MHA, CPHQ, CPHIMS, FHIMSS, Senior Director, Health Information Systems, HIMSS
11:30 am to 12:15 pm	Chesapeake	<p>Where Do We Go From Here? We are surrounded by innovative new products and technologies, but none of it makes any difference if they are not used to improve access to quality care, improve population health and reduce the cost of care. Health inequities persist throughout our country and globally. So where do we go from here?</p> <p>Alan Morgan, MPA, Chief Executive Officer, National Rural Health Association Kathy H. Wibberly, PhD, Director, MATRC</p> <p>Raffle drawing for grand prize. You must be present to win!</p>
12:15 pm to 1:00 pm	Colonial Hall	<p>Lunch/Networking <i>(Participants are free to stay and eat or grab and go)</i></p>



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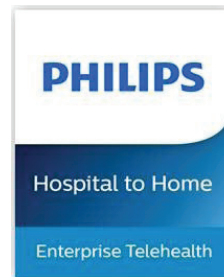
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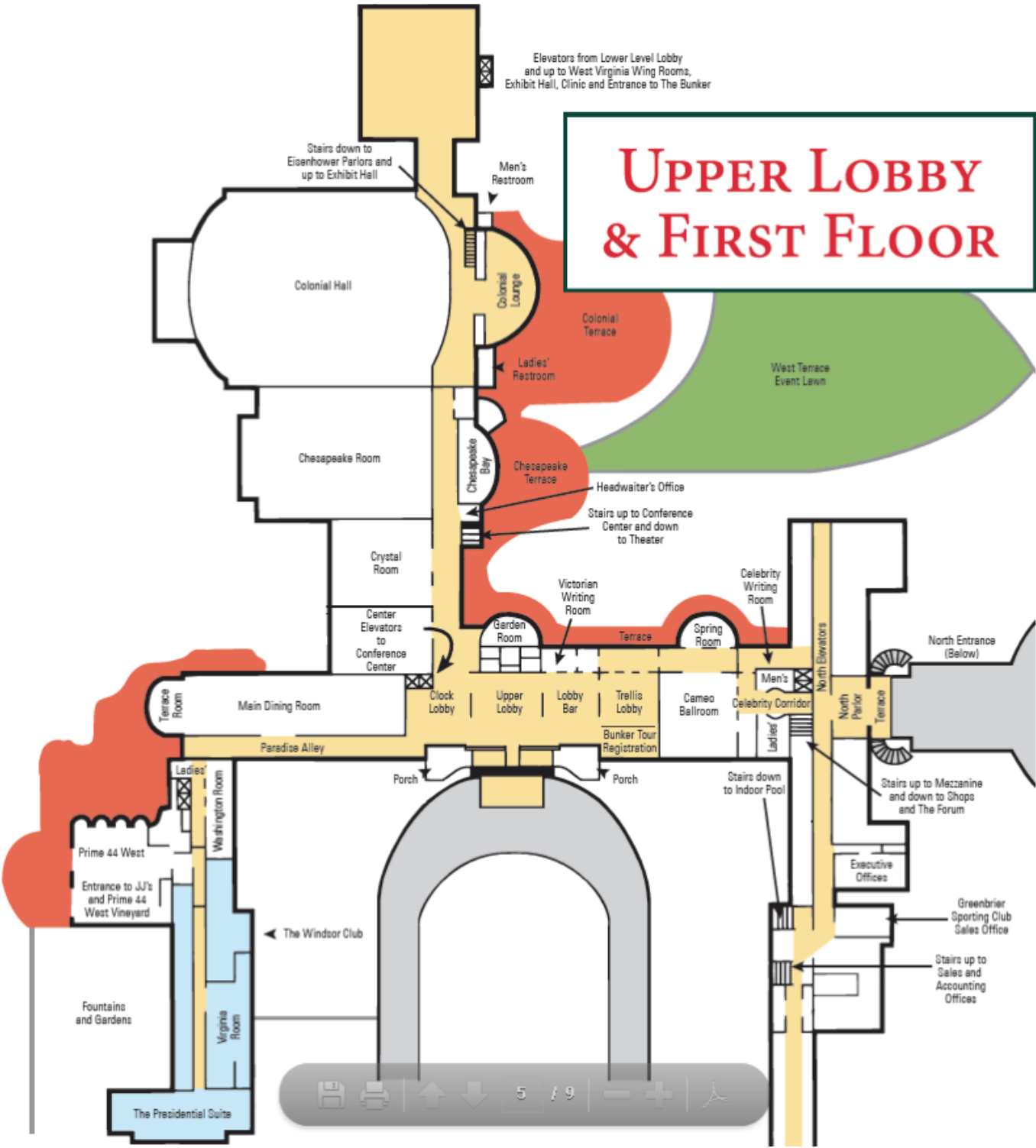


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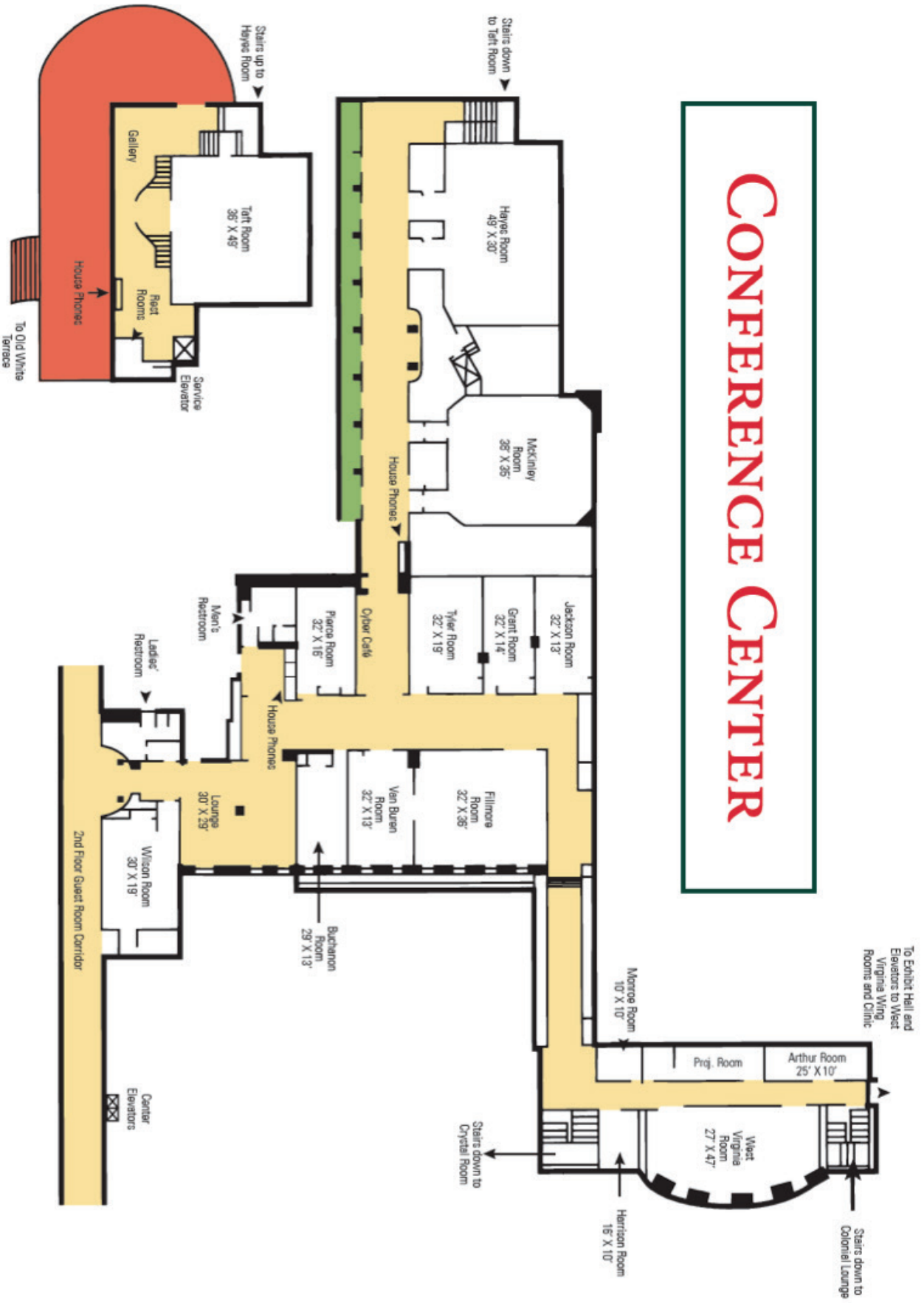
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Thank You...

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