



Mid-Atlantic
Telehealth
Resource Center

2022

Care Model Redesign: Navigating Digital Transformation

Where Are You On the Risk-Taking Continuum?

April 24 – 26, 2022

Embassy Suites Charlotte Concord
Golf Resort & Spa
5400 John Q. Hammons Drive, NW
Concord, NC 28027



Virtual



In-Person

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MATRCsummit.org

WELCOME to the 2022 Summit!



Mid-Atlantic
Telehealth
Resource Center

Prior to the COVID-19 pandemic, healthcare innovation was often discussed in the context of a five to ten-year strategic plan. COVID-19 has served as an accelerant to adoption and implementation of digital solutions. Processes that would have taken years under normal circumstances began coming to fruition in a matter of weeks and months. But where do we go from here? For some, keeping up with all the movement toward on-demand healthcare, big data and predictive analytics, remote monitoring and wearable medical devices, artificial intelligence and virtual reality has been exhausting and overwhelming. For others, it is welcomed and exhilarating. Where are you on this continuum? How much do you trust that these disruptions in how we normally do business will actually result in improving patient outcomes, efficiencies and/or creating a better work-life balance? Here at the 2022 MATRC Telehealth Summit we will hear from thought leaders regarding these and other questions related to care model redesign.



WIFI Access

Network: **CONCORD**

Password: **matrc2022**



Social Media

Use our hashtag: **#MATRC2022**



Mobile Event App/Virtual Event Platform

Please visit our virtual event platform for speaker bios, presentations, session locations and more:

<https://eventmobi.com/matrc2022/>



Your **VOTE** Counts!



POSTER SESSION PRESENTATIONS

Visit our Virtual Poster Hall to view and vote for the poster you feel is the most deserving of our People's Choice Award **before 11 AM on Tuesday!**



Job Board



We are making available a virtual job board in our Mobile Event App/Virtual Event Platform. If you have a telehealth related job posting or are looking for a telehealth related position, visit the "Telehealth Job Openings" section to add/view postings.

Care Model Redesign: Navigating Digital Transformation





Where Are You On the Risk-Taking Continuum?



AGENDA – SUNDAY APRIL 24, 2022

TIME (EDT)	 IN-PERSON	 VIRTUAL
8:00 AM – 6:00 PM Rotunda/ Registration South	Registration	
10:00 AM – 12:30 PM Fairway	<p>Telehealth Village Hands On Lab</p> <p>Hands on Lab participants will gain knowledge and skills in using advanced technologies for virtual encounters in the clinical setting and remote patient monitoring in the home setting and beyond.</p> <p>Available at no additional cost (registration is required) to 2022 MATRC Summit participants who have completed any ONE of the following three on-line courses:</p> <p><u>Foundations of Telehealth</u>: The Foundations of Telehealth is an overview course designed to provide clinicians, healthcare teams, technologists, administrators and public policy experts with a broad-based summary of telehealth, and the technical, professional, regulatory and financial considerations affecting the delivery of services.</p> <p><u>CTCP: Certified Telemedicine Clinical Presenter</u>: The Certified Telemedicine Clinical Presenter Certification (CTCP) is designed to provide the skills to correctly and confidently present patients during virtual encounters with physicians and a variety of specialists.</p> <p><u>CTC: Certified Telehealth Coordinator</u>: The Certified Telehealth Coordinator (CTC) Certification Program is designed to provide skills to correctly and confidently coordinate virtual encounters with physicians and a variety of specialists.</p> <p><i>Instructor: Brian Gunnell, Senior Collaborative System Engineer, Center for Telehealth, UVA Health</i></p>	



AGENDA – SUNDAY APRIL 24, 2022

TIME (EDT)	 IN-PERSON	 VIRTUAL
11:15 AM – 11:45 PM Harrisburg	MATRC Advisory Board Lunch	
11:45 AM – 1:45 PM Harrisburg	MATRC Advisory Board Meeting	
2:00 PM – 5:00 PM Kannapolis A	<p>Pre-Summit Session A: Bringing Dentistry into Focus: Using Telehealth Technologies for Improving Oral Health Care Delivery*</p> <p>Teledentistry opens the doors to the virtual dental practice, often increasing access to care for individuals with the greatest need. Accompanying this paradigm shift in care delivery are legislative and payment reforms that can help you create a sustainable practice model. Case examples, best practices, and lessons learned will be shared in this engaging session to help you navigate the path through policy while building a successful teledentistry program.</p> <p><u>Moderator:</u> Brooke Crouch, RDH, Mobile Dentistry Consultant, Brooke Crouch Dental Consulting, LLC; Preventive Care Consultant, Elevate Oral Health</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Zachary Brian, DMD, MHA, VP Impact, Strategy & Programs, Foundation for Health Leadership & Innovation and Director, North Carolina Oral Health Collaborative • Jacqueline Burgette, DMD, PhD, Assistant Professor, School of Dental Medicine, University of Pittsburgh • Julie Coe, DDS, MBA, MS, Dentist, Dental Innovations of Virginia • Jamie Collins, RDH-EA, BS, Professional Education Manager, MouthWatch • Brooke Crouch, RDH, Mobile Dentistry Consultant, Brooke Crouch Dental Consulting, LLC; Preventive Care Consultant, Elevate Oral Health • Irene Hilton, DDS, MPH, Dental Consultant, National Network for Oral Health Access (NNOHA) • Quiana Robinson, DDS, MS, Dental Director, Charlotte Community Health Center Family Dentistry • Erika Slagel-Perry, LPN, School Program Supervisor, Community Health Center of the New River Valley <div data-bbox="311 1213 837 1411"> <p>This continuing education activity has been planned and implemented in accordance with the standards of the ADA Continuing Education Recognition Program (ADA CERP) through joint efforts between the host organization and the National Network for Oral Health Access.</p> <p>ADA CERP Continuing Dental Education credits will be available to participants.</p> <p>  Continuing Education Recognition Program</p> <p><small>The National Network for Oral Health Access (NNOHA) is an ADA CERP Recognized Provider.</small></p> <p><small>ADA CERP is a service of the American Dental Association (ADA) and is a recognized provider of continuing dental education. ADA CERP does not operate or endorse any specific educational institutions, nor does it endorse any specific educational materials. Courses or materials about a CE provider can be directed to the provider or to the Commission for Continuing Education Reciprocity at ADA.org/CEP.</small></p> </div>	
3:00 PM – 5:00 PM Kannapolis B	<p>Pre-Summit Session B: Telehealth for Older Adults: Principles, Guidelines and Best Practices*</p> <p>There are documented resources for delivering care to older adults, for telehealth best practices, for specific sites of care, but little to none that address all three aspects. To address the gap, West Health Institute engaged with organizations who are leading experts in older adults, telehealth and healthcare in a national collaborative. The objective of the collaborative is to accelerate progress in the adoption of telehealth that meets the needs of older adults through the development of telehealth principles and guidelines focused on care for older adults and their accompanying best practices.</p> <p><u>Moderator:</u> Liane Wardlow, PhD, Director, West Health Institute</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Laurie Archbald-Pannone, MD, MPH, AGSF, FACP, Associate Professor, Assistant Dean for Student Affairs, Duglison College, Department of Internal Medicine Geriatric Medicine, Infectious Diseases, University of Virginia School of Medicine • Katelyn Darling, Director of Operations, Dartmouth-Hitchcock Health • Becky Harless, MBA, Associate Administrator of Ambulatory Care Services and Telemedicine, Charleston Area Medical Center Health System 	

AGENDA – SUNDAY APRIL 24, 2022

TIME (EDT)	 IN-PERSON	 VIRTUAL
2:00 PM – 4:30 PM Carolina	<p>Pre-Summit Session C: Understanding and Implementing a Hospital at Home Model*</p> <p>During this session, participants will increase their knowledge and understanding of four different aspects of the Hospital at Home Model. First, participants will hear about the international history of the Hospital at Home Model and learn what is included in the recent addition of the CMS waiver. Second, participants will learn the steps and key considerations for setting up a Hospital at Home Model. Third, participants will learn about how to operationalize Hospital at Home within their own context. Finally, participants will hear outcomes from the first reported implementation of Hospital at Home for oncology.</p> <p><i>Moderator: Gemma Lowery, MBA, CATC, Virtual Health Program Manager, Center for Virtual Health, ChristianaCare</i></p> <p><i>Presenter: Karen Titchener, MS, APRN, Vice President, Hospital at Home, Maribel Health</i></p>	
2:00 PM – 5:00 PM Piedmont	<p>Pre-Summit Session D: Toolkit for Leading Digital Transformation*</p> <p>Digital Transformation has long been the buzzword in many industries and during the pandemic, the healthcare industry doubled down on their commitment to use more digital tools in care delivery.</p> <p>In this transition, however, leaders face many pressures, including the reluctance by clinicians and staff alike to try yet another electronic tool. One cannot easily forget the subpar experience of transforming the beloved paper medical record into an electronic medical record. Leaders, clinicians, and staff are well-served not to repeat experience from the EMR implementation as they embark on their digital transformation.</p> <p>Leading Digital Transformation is about managing organizational change...and so much more. It requires a broad set of proven tools that high-performing organizations are using to transform themselves. These tools include innovation adoption, sound project management, clinical workflow design, proactive communication, transformative leadership, and skillful execution of plans, to name a few.</p> <p>By the end of the workshop participants will be able to:</p> <ul style="list-style-type: none"> • Identify the two digital transformation tools most needed in their organization. • Describe the attributes of high-performance organizations. • Map out the next steps for their organization's digital transformation. <p><i>Moderator and Presenter: Christian Milaster, Founder and CEO, Ingenium Digital Health Advisors</i></p> <p><i>Presenter: Kathy Letendre, MHSA, Organizational Excellence Advisor, Ingenium Healthcare Advisors/Letendre & Associates</i></p>	
4:30 PM – 5:30 PM Harrisburg	<p>Virginia Telehealth Network Board Meeting</p>	
6:00 PM – 7:30 PM Concord A-E	<p>Welcome and Networking Reception</p> <p>Heavy hors d'oeuvres with cash bar (or use your drink tickets!).</p> <p>Raffle drawing for prizes during reception. You must be present to win!</p> <p>The Exhibit Hall will be open during this time for you to visit with our exhibitors (some may not be available after 7:30 PM to allow them to participate in the Virtual Exhibit Hall for our virtual attendees).</p>	<p>Conference Kickoff for Virtual Attendees</p> <p>A valuable part of every MATRC conference is the opportunity to connect meaningfully with other attendees. In this live facilitated session, you will be guided through a series of activities to meet each other 'face to face' while going on a treasure hunt through the virtual conference. This fun and fast-paced session is your launchpad to the conference, an opportunity to reconnect with colleagues, and a great way to meet new people who may be coming to the conference for the first time.</p> <p><i>Facilitators:</i></p> <ul style="list-style-type: none"> • Erica Marx, MS, Founder, Executive and Team Coach, Erica Marx Consulting • Fred Brown, MFA, Workplace Team Trainer, Erica Marx Consulting

AGENDA – SUNDAY APRIL 24, 2022

TIME (EDT)	 IN-PERSON	 VIRTUAL
7:30 PM – 8:30 PM	Welcome and Networking Reception <i>(continued)</i>	Virtual Exhibit Hall While geared for our virtual attendees, the Virtual Exhibit Hall is available to all attendees (virtual and in-person). See the latest telehealth-related products and services. Explore the creative designs found in these virtual booths. Ask questions and interact with our exhibitors. The Annual MATRC Telehealth Summit would not be possible without the support of our exhibitors, so we encourage our attendees to engage with them and thank them for their support.

*This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of PeerPoint Medical Education Institute and the Mid-Atlantic Telehealth Resource Center (MATRC). PeerPoint Medical Education Institute is accredited by the ACCME to provide continuing medical education for physicians. PeerPoint Medical Education Institute designates the live format for this educational activity for a maximum of 3.0 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

The following professional organizations accept certificates of participation for educational activities certified for AMA PRA Category 1 Credit™.

- Physician Assistants: American Academy of Physician Assistants (AAPA) and National Commission on Certification of Physician Assistants (NCCPA)
- Nurse Practitioners: American Academy of Nurse Practitioners Certified Program (AANPCP) and the American Association of Nurse Practitioners (AANP)
- Registered Nurses: American Nurses Credentialing Center (ANCC)

BREAKING BARRIERS *through Telehealth* AWARD



Winners will be announced during the Awards Dinner on Monday. For those unable to join us for the Awards Dinner, the winning nominations will be announced and posted to the Mobile App/Virtual Event Platform.

AGENDA – MONDAY APRIL 25, 2022

TIME (EDT)	 IN-PERSON	 VIRTUAL
7:00 AM – 5:30 PM Rotunda/ Registration South	Registration	
7:45 AM – 8:30 PM Concord A-E	Breakfast and State Meet and Greet Network with others from your state during our breakfast “meet and greet”! Check your mobile app for more detailed information about designated meeting areas for each State and then look for signs in the Exhibit Hall.	Virtual Meet and Greet It is always nice to have some familiar faces at the start of a conference! Start your day by meeting some of your fellow attendees in small discussion groups and lightly structured activities. This live facilitated session will include a brief orientation to the virtual platform so you will know where to go to jump directly into the program. <u>Facilitators:</u> <ul style="list-style-type: none"> • Erica Marx, MS, Founder, Executive and Team Coach, Erica Marx Consulting • Fred Brown, MFA, Workplace Team Trainer, Erica Marx Consulting
8:30 AM – 8:40 AM Concord F-J	Rise and Shine Morning Stretch with Michele Bordelon Join Michele for a gentle 10-minute morning stretch session. Did you know that a morning stretch routine is a great way to jump-start your day? It will wake you up, improve your circulation and focus your mind for the great content ahead. <u>Facilitator:</u> Michele Bordelon , Telehealth Manager, Center for Telehealth Innovation, Education & Research, Old Dominion University	
		Quick Break You have just enough time here to grab a bottle of water or refresh your coffee or tea before we get on our way with the official welcome and opening keynote.
8:45 AM – 9:00 AM Concord F-J	Welcome to North Carolina and to #MATRC2022 <ul style="list-style-type: none"> • Karen S. Rheuban, MD, Senior Associate Dean for CME and External Affairs; Medical Director, Office of Telemedicine and Director, Karen S. Rheuban Center for Telehealth, University of Virginia • Kathy H. Wibberly, PhD, Director, Mid-Atlantic Telehealth Resource Center and Director of Research, Karen S. Rheuban Center for Telehealth, University of Virginia • Shannon Dowler, Chief Medical Officer NC Medicaid, NC Department of Health and Human Services 	Welcome to #MATRC2022 Come hear messages from the conference organizers and Shannon Dowler, Chief Medical Officer for NC Medicaid, as they orient attendees to the purpose of gathering and the values that are at the core of your shared work. Our live facilitators will then guide you into the rest of the program via the virtual platforms, and will make sure you know where you are going and how to get there.
9:00 AM – 9:15 AM Concord F-J	Intro to the Exhibit and Poster Hall and the TTAC Telehealth Technology Showcase	



AGENDA – MONDAY APRIL 25, 2022




TIME (EDT)	 IN-PERSON	 VIRTUAL
9:15 AM – 10:15 AM Concord F-J	<p>Opening Keynote: Fearless Positivity In the Face of Care Model Redesign <i>Moderator: Robert McKenna, PhD, Deputy Regional Administrator, Health Resources and Services Administration</i></p> <div data-bbox="305 380 483 558">  </div> <p>KEYNOTE SPEAKER: AMY BLANKSON Founder & CEO, Fearless Positivity; Co-Founder, Digital Wellness Institute; and Bestselling Author</p> <p>We all face fear, discomfort, and resistance to uncertainty and change, but our actions in the midst of these mindsets are what truly define us and provide the focus and strength to lead ourselves and our teams. Fearless positivity is not the absence of fear, but the audacious opportunity to move through it by focusing on what matters most. And, when we focus on what matters most great things can happen for our communities, organizations, teams, and ourselves. Learn how negative mindsets hold us back, why some fear is actually good for us, and strategies to reframe stress to better serve others and ourselves. In this inspiring keynote, speaker Amy Blankson will equip you with actionable skills for rethinking stress, applying the JGAME to optimize your mindset, and give you a new reason to lean into social support during this unique time. The one thing we know for certain is that our personal and professional lives will continue to be challenged with uncertainty; however, with an optimistic mindset and a few actionable habits, we can use these opportunities to challenge our norms and accomplish what we otherwise think is not possible.</p>	
10:15 AM – 10:45 AM Concord A-E	<p>Break in Exhibit Hall Grab a bottle of water or refresh your coffee or tea!</p> <p>The Exhibit Hall will be open during this time for you to visit with our exhibitors (some may not be available after 10:45 AM to allow them to participate in the Virtual Exhibit Hall for our virtual attendees).</p> <p>You are also encouraged to open up your laptop and use this time to review and cast your vote for the posters you feel are worthy of the "People's Choice Award" in our Virtual Poster Hall.</p>	
10:45 AM – 11:10 AM		<p>Keynote Discussion Session for Virtual Attendees While geared for our virtual attendees, this session is available to all attendees (virtual and in-person). Discuss your insights from Amy Blankson's keynote presentation with other attendees. This live facilitated session will use a combination of polling and small group discussions to prepare for the live chat session that immediately follows.</p> <p><i>Facilitators:</i></p> <ul style="list-style-type: none"> • Erica Marx, MS, Founder, Executive and Team Coach, Erica Marx Consulting • Fred Brown, MFA, Workplace Team Trainer, Erica Marx Consulting
		<div> <div data-bbox="927 1356 1192 1724"> <p>Zoom Room Chat with Keynote Speaker Amy Blankson While geared for our virtual attendees, this session is available to all attendees (virtual and in-person). Ask Amy Blankson follow-up questions from her opening keynote presentation in this informal chat session.</p> </div> <div data-bbox="1235 1356 1500 1986"> <p>Virtual Exhibit Hall While geared for our virtual attendees, the Virtual Exhibit Hall is available to all attendees (virtual and in-person). See the latest telehealth-related products and services. Explore the creative designs found in these virtual booths. Ask questions and interact with our exhibitors. The Annual MATRC Telehealth Summit would not be possible without the support of our exhibitors, so we encourage our attendees to engage with them and thank them for their support.</p> </div> </div>

AGENDA – MONDAY APRIL 25, 2022

TIME (EDT)	IN-PERSON	VIRTUAL
11:15 AM – 12:15 PM	General Track, Leading Transformation Track and Behavioral Health Track Plenary Sessions (See pages 12–16 for session descriptions and locations)	
12:15 PM – 1:00 PM Concord A-E	Buffet Lunch	Lunch Break
1:00 PM – 2:00 PM Concord F-J	Luncheon Keynote: Accelerating Health Equity - Investing in Digital Transformation that Makes an Impact <i>Moderator: Robert McKenna, PhD, Deputy Regional Administrator, Health Resources and Services Administration</i> <div>  <p>KEYNOTE SPEAKER: ANDREY OSTROVSKY, MD, FAAP Managing Partner, Social Innovation Ventures and former Chief Medical Officer, Centers for Medicare and Medicaid Services</p> <p>Most of us aspire to be a force for good in the world. Systematic differences in the health status of different population groups have been at the forefront of the conversation around health and health care for decades. While individuals and organizations have increasingly made health equity a strategic priority, it is often fuzzy whether these investments are truly making a difference for those at the bottom of the pyramid. Explore innovation and examine promising practices in the digital health space that are on their way to becoming accelerants of change.</p> </div>	
2:00 PM – 2:10 PM Concord A-E	Quick Break You have just enough time here to grab a bottle of water or refresh your coffee or tea before joining others in your respective States for some facilitated discussion about state-level challenges, barriers and opportunities.	
2:15 PM – 3:15 PM	State Meetings This is an opportunity to engage in facilitated discussion by State. Share about the impact of the pandemic on telehealth adoption and care model redesign, engage with others in your state to identify potential areas for collaboration and partnership and to get input on policy (legal or regulatory) challenges/ barriers that need to be addressed in order to advance care model redesign efforts. <u>MATRC States include:</u> Delaware, District of Columbia, Kentucky, Maryland, New Jersey, North Carolina, Pennsylvania, Virginia and West Virginia. For those not living or working in one of the MATRC States, please use this time to visit with our exhibitors in the Exhibit Hall and/or use this time to review and cast your vote for the posters you feel are worthy of the "People's Choice Award" in our Virtual Poster Hall. <div> <div> Delaware: Concord A-E District of Columbia: Concord A-E Kentucky: Blueridge Maryland: Piedmont New Jersey: Harrisburg </div> <div> North Carolina: Kannaplois Pennsylvania: Botanica Virginia: Concord F-J West Virginia: Kitty Hawk </div> </div>	
3:15 PM – 3:30 PM		Quick Break You have just enough time here to grab a bottle of water or refresh your coffee or tea before either joining in a chat with our luncheon keynote Andrey Ostrovsky or allowing yourself to decompress with Amanda Baker.

AGENDA – MONDAY APRIL 25, 2022

TIME (EDT)	 IN-PERSON	 VIRTUAL
3:15 PM – 3:55 PM Concord A-E	Dessert and Coffee in Exhibit Hall Grab a sweet “pick me up”, a bottle of water and, refresh your coffee or tea. Take some time to continue your conversations, meet new people, visit with our exhibitors, and view and cast your vote for the posters you feel are worthy of the “People’s Choice Award” in our Virtual Poster Hall or decide which Poster Sessions you might want to attend.	
3:30 PM – 3:55 PM		Zoom Room Chat with Luncheon Keynote Andrey Ostrovsky While geared for our virtual attendees, this session is available to all attendees (virtual and in-person). Ask Andrey Ostrovsky follow-up questions from his keynote presentation in this informal chat session.
		Virtual Yoga with Amanda Baker While geared for our virtual attendees, this session is available to all attendees (virtual and in-person). Are your shoulders tight? Eyes starting to cross? Join Amanda Baker for this Virtual Yoga Session and allow the next 25 minutes to reduce your stress and increase your focus. <i>Facilitator: Amanda Baker, Owner, The Soulful Place</i>
4:00 PM – 5:30 PM	General Track, Leading Transformation Track, and Behavioral Health Track Breakout and Poster Sessions <i>(See pages 12–16 for descriptions, times and locations)</i>	
5:30 PM – 6:30 PM Concord A-E	Networking Reception in Exhibit Hall Join us for light hors d'oeuvres with cash bar (or use your drink tickets!). Use this time to network, visit with our exhibitors, and view and cast your vote for the posters you feel are worthy of the “People’s Choice Award” in our Virtual Poster Hall.	Virtual Afterparty Join the virtual afterparty! In this facilitated session, rooms will be set up for small group conversations among attendees to promote social and professional networking. You will be given discussion questions to consider in order to kick off the conversations. This is a great place to find specific people you want to connect with before the day ends or to expand your network of friendly faces before heading into tomorrow. <i>Facilitators:</i> <ul style="list-style-type: none"> • Erica Marx, MS, Founder, Executive and Team Coach, Erica Marx Consulting • Fred Brown, MFA, Workplace Team Trainer, Erica Marx Consulting

TIME (EDT)	 IN-PERSON	 VIRTUAL
6:30 PM – 9:00 PM Concord F-J	<p>Networking and Awards Dinner with Post-Dinner Entertainment</p> <p>Cheer on our 2022 Breaking Barriers through Telehealth Award Winners!</p> <p>A call for nominations that told compelling stories of the application of telehealth that led to the breaking down of barriers to accessing quality care and/or addressing an unmet need that led to improved health outcomes and/or quality of life led to many terrific entries. We will be announcing our 2022 award winners for Category 1 (Small, Rural and/or Safety Net Providers/Organizations) and Category 2 (All Other Providers/Organizations).</p> <div data-bbox="297 789 561 993">  </div> <p>Entertainment by Comedian/Musician GREG HALL <i>(greghall.com)</i></p> <p><i>"Probably the best guitar player in comedy. Or the best comedian in guitar-playing"</i> <i>~The Tennessean.</i></p> <p>Greg Hall, guitar in hand, delights audiences nationwide with his songwriting, singing, and humorous observations of life in America. His entertainment career began in Texas as a singer/songwriter after winning a Kennedy Center award for Outstanding Achievement in Musical Composition. "In college I wrote the score for a Garcia Lorca play on an old Gibson Blue Ridge 12 string. The guitar won that award. You could play E minor and sound omnipotent," he says with a smile. Based in Nashville, Hall headlines comedy venues around the country and for over thirty years has played music in diners, drive-ins, and dives.</p> <p><i>(All are welcome, but participants must have an Advanced Purchase Ticket)</i></p>	

TRACK SESSIONS – MONDAY APRIL 25, 2022

TIME (EDT)



IN-PERSON



VIRTUAL

GENERAL TRACK SESSIONS – MONDAY

11:15 AM –
12:15 PM
Carolina

Plenary Panel: Care Model Redesign and Telehealth Platform Selection: And You Thought Reimbursement was a Problem?!

Telehealth is no longer a unique, stand-alone service within healthcare practices but has become fully intertwined in the care delivery model. Distinct workflows and processes for telehealth and in-person care are unsustainable because these types of encounters must be interchangeable.

Electronic Health Records and patient portals are ubiquitous; forming the foundation for how healthcare is delivered. Every aspect of the entire continuum of care, from scheduling, registration, documentation, orders, prescribing, billing/revenue cycle often hinges on the EHR. The investment of hundreds of thousands to hundreds of millions of dollars for a comprehensive EHR that includes an embedded telehealth platform cannot be ignored when selecting and scaling a telehealth solution.

No one questions the importance of integration, but does an EMR always offer the optimal solution when evaluating what telehealth solution is best for patients, providers and everyone else that must connect with the healthcare delivery system?

This diverse panel will speak to the critical considerations, pitfalls and lessons learned when navigating the complex decision making process for telehealth platform selection and EMR integration.

Moderators:

- **Robert McKenna, PhD**, Deputy Regional Administrator, Health Resources and Services Administration
- **Rob Sprang, MBA**, Director, Kentucky TeleCare, University of Kentucky HealthCare

Panelists:

- **Debra B. Graham, DNP, MBA, RN-BC, CPHIMS**, Director of Informatics, Percipience Health Management
- **Gemma Lowery, MBA, CATC**, Virtual Health Program Manager, Center for Virtual Health, ChristianaCare
- **Teresa Rincon, PhD, RN, CCRN-K, FCCM**, Telehealth Senior Consultant, Blue Cirrus Consulting
- **Mike Zodun**, Chief Information Officer, Eastern Shore Rural Health System, Inc.

4:00 PM –
5:30 PM
Fairway A

Interprofessional Telehealth Education: Preparing the Modern Provider

The pandemic has accelerated the need to infuse telehealth education into the academic training curricula of healthcare fields. Yet, most academic faculty are themselves novices in the virtual arena. Since 2015, the College of Health Sciences has been preparing related health providers in telehealth. The presentation will chronicle our telehealth curriculum originating with graduate speech-language pathology students to the establishment of an interprofessional graduate certificate in telehealth that has enrolled students and practicing professionals from six different disciplines to date. Organized around a systems framework for implementation, the certificate's robust nine credit curriculum will be described supported by examples of interactive assignments that engage learners from multiple disciplines. Program outcomes from two years of implementation will be shared along with lessons learned.

Moderator: **Louise Nott**, Public Health Analyst, Health Resources and Services Administration

Presenter: **Joneen Lowman, Ph.D., CCC-SLP**, Associate Professor, Department of Communication Sciences and Disorders (CSD) and Project Director, LinkS, University of Kentucky

TRACK SESSIONS – MONDAY APRIL 25, 2022

TIME (EDT)



IN-PERSON



VIRTUAL

GENERAL TRACK SESSIONS – MONDAY

4:00 PM –
4:40 PM
Piedmont

Poster Session

Poster Session A: Moderated by Ellen Cohn, Ph.D

NAME OF POSTER	PRESENTER
MOTHERS: Maternal Outreach Through Telehealth for Rural Site	Ryan Baker, MHA
A Qualitative Study Assessing Clinical Staff's Experience with Deployment of Devices to Support Patient Engagement in Telehealth	Mia Belovsky
Improving Diabetic Retinopathy Screening Images at Remote Sites with the Implementation of Auto Focus and Internal Fixation	Caroline Cotton
Access to Telepharmacy Services Is Associated with Reduced Hospital Admissions in Outpatient Populations During the COVID-19 Pandemic	Erik Hefti
Kentucky Telehealth School-Based Needs Assessment Survey	Susan Skees Hermes

4:00 PM –
4:40 PM
Carolina

Implementation of Telehealth in Genetics: Planning Tools and Examples from the New York Mid Atlantic Regional Genetics Network (NYMAC)

Telehealth for genetic services (telegenetics) has proven to improve access to care in many diverse settings. In collaboration with MATRC, the federally funded New York Mid-Atlantic Caribbean Regional Genetics Network (NYMAC) has been supporting genetics providers in telegenetics implementation since 2017. In this session, we will outline the telegenetics strategies and supports offered by NYMAC, illustrate how those resources assisted the development of the robust telegenetics program at Children's National Hospital, and share key lessons and resources.

Moderator/Presenter: Alissa Terry, Genetic Counselor, NYMAC Regional Genetics Network

Presenter: Natasha Shur, MD, Clinical Geneticist, Children's National Hospital

4:50 PM –
5:30 PM
Piedmont

Poster Session

Poster Session B: Moderated by Ellen Cohn, Ph.D

NAME OF POSTER	PRESENTER
The Role of Telemedicine in Calculating the Center Score	Ahmed Allabban
Does Health Center Staffing Predict Diabetic Control and Does Including Telehealth in Health Centers' Staffing Features Change this Prediction?	Rebecca S. Einwohner
Skilled Nursing Facility Readmissions: An Evidence-Based Telehealth Innovation Project	Debra Graham, DNP, MBA, RN-BC, CPHIMS
Targeting and Improving Home Care Services for High Older Adults Using Video Visits to Home	Shiv Lamba
The Implication of an Advanced Practice Provider-Led Telehealth Quality Program	Pinki Patel, MSN, BSN, BS, AGACNP-BC, FNP-BC, APC-HQS

TRACK SESSIONS – MONDAY APRIL 25, 2022

TIME (EDT)



IN-PERSON



VIRTUAL

GENERAL TRACK SESSIONS – MONDAY

4:50 PM –
5:30 PM
Blueridge

Poster Session

Poster Session D: Moderated by Tim Bickel

NAME OF POSTER	PRESENTER
Culturally, Linguistically, and Regionally Tailoring a Patient-centered Telebehavioral App to Increase Access to Community-based Cervical Cancer Preventive Services in Bluefields, Nicaragua	Cassandra Bravo-Rodriguez
Krieger's Use of Technology to Address Health Disparities	Anna Ditkoff Dorsey
Scaling Telemedicine Isolation Communication Management Systems (ISOCOMS) Beyond the Biocontainment Unit for Improved Safety, Satisfaction, and Family Involvement uring Covid-19	Brian Gunnell
Assessing Payment Parity Using All Payer Claims Databases: Post Pandemic Legislation	Thomas Martin
Pivoting In-person Advance Care Planning Groups to Virtual Platforms: Piloting Telehealth Groups with Rural Veterans	Erin Sellers & Mara Fuller

4:50 PM –
5:30 PM
Carolina

The Future of School Based Telehealth

Join leaders in the school telehealth space for a thought-provoking session about how COVID-19 has impacted school-based telehealth and where things are likely headed in the future.

Moderator: LCDR **Jenna Cope, MPH, RD, LD, CHES**, Public Health Analyst, Health Resources and Services Administration

Panelists:

- **Brittany Azzolina, LPC, BC-TMH**, Founder & CEO, Virtual Counselor/ CollegeTelehealth
- **Amanda Martin North, MHA**, Executive Director, The Center for Rural Health Innovation
- **Elana Wells, MPH**, Manager, Telehealth Grant Initiatives, Center for Telehealth, Medical University of South Carolina

LEADING TRANSFORMATION TRACK SESSIONS – MONDAY

11:15 AM –
12:15 PM
Concord
F-J

Plenary Session: Leadership – The Good, the Bad and the Ugly

The challenges we are facing in healthcare cannot be solved by hard work alone, they require leadership. In this complex, uncertain, and ambiguous time, leadership cannot rely on the assumptions of the past. Today's leadership requires a new paradigm.



By the end of the session participants will be able to:

- Describe three paradigm shifting moments occurring in healthcare.
- Discuss two ways leaders can change their behaviors to facilitate better cultures.
- Describe three actions leaders can take tomorrow to engage their teams.

Moderator: **Christian Milaster**, Founder & CEO, Ingenium Digital Health Advisors

Presenter: **Dan Weberg, PhD, MHI, RN**, VP, Transformation Services, Ascension and Clinical Assistant Professor, The Ohio State University College of Nursing

TRACK SESSIONS – MONDAY APRIL 25, 2022

TIME (EDT)	 IN-PERSON	 VIRTUAL
4:00 PM – 4:40 PM Concord F-J	LEADING TRANSFORMATION TRACK SESSIONS – MONDAY	
4:50 PM – 5:30 PM Concord F-J	<p>Starting and Maintaining Organizational Transformation</p> <p>Health care providers will be challenged to survive if they do not look toward the future and evolve, especially in the realm of technology. Once an organizational leader has this understanding, a major challenge can be convincing others to follow the transformative vision. This presentation will begin with a case study of one Community Health Center's first steps toward integrating telehealth and other significant changes in an effort to stay relevant in an increasingly competitive healthcare environment. The second part of the presentation will include an overview of health care providers further along the transformation process.</p> <p>By the end of the session participants will be able to:</p> <ul style="list-style-type: none"> • Describe at least one way of getting organizational buy-in to a transformation process. • Describe at least one way of maintaining momentum during the change process. • List three things their own organization can do to continue preparing for the future. <p><u>Moderator/Presenter:</u> Christian Milaster, Founder and CEO, Ingenium Digital Health Advisors</p> <p><u>Presenter:</u> James L. Werth, Jr., Ph.D., ABPP, Chief Executive Officer, Tri-Area Community Health</p>	
11:15 AM – 12:15 PM Kannapolis	<p>Data-Driven Healthcare Leadership</p> <p>Fact-based management and improvement is a hallmark in high-performing organizations. Organizations in pursuit of excellence carefully choose, analyze, and monitor results to ensure a balanced view of organizational performance and vitality. Leaders at all levels in such organizations systematically use data, facts, and information to guide decision-making, planning and improvement... and to create alignment across the organization.</p> <p>In this presentation, we will highlight the journey of a leader from a Director role into a Vice President role into (now) a CEO role to see how his expertise in using data to 'manage by fact' has been a pinnacle of his leadership approach.</p> <p>By the end of the session participants will be able to:</p> <ul style="list-style-type: none"> • Describe at least one way of using data more effectively in their current role. • Describe at least two ways leaders can use data to manage their programs. • List two things their own organization can do to improve with regards to data-driven leadership. <p><u>Moderator:</u> Christian Milaster, Founder and CEO, Ingenium Digital Health Advisors</p> <p><u>Presenters:</u></p> <ul style="list-style-type: none"> • Kathy Letendre, MHSA, Organizational Excellence Advisor, Ingenium Healthcare Advisors/Letendre & Associates • Jeffrey McKee, PsyD, CEO, The Community Health Centers of Burlington 	
	BEHAVIORAL HEALTH TRACK SESSIONS – MONDAY	
	<p>Plenary Panel: Care Model Redesign for Behavioral Health: Why and How?</p> <p>Treatment research and technology have both grown rapidly in the past thirty years, but our paradigm and model for behavioral health care has not kept pace. Is it time to reinvent how we provide behavioral healthcare or is it best left the same? This panel will discuss using evidence-based treatments and treatment technologies to re-imagine behavioral healthcare and improve health outcomes.</p> <p><u>Moderator:</u> Jay Ostrowski, MA, LPC/S, NCC, ACS, BC-TMH, CEO, Behavioral Health Innovation and CEO, Adaptive Telehealth</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Bryan Arkwright, Founder and Chief Research Officer, Cromford Health • Nzinga Harrison, MD, Chief Medical Officer and Co-Founder, Eleanor Health • Steve Jensen, Finance and Growth Management, Aspire365 • Edward Kaftarian, MD, CEO, Orbit Health Telepsychiatry 	

TRACK SESSIONS – MONDAY APRIL 25, 2022

TIME (EDT)



IN-PERSON



VIRTUAL

BEHAVIORAL HEALTH TRACK SESSIONS – MONDAY

4:00 PM –
5:30 PM
Kannapolis

Behavioral Health Provider Training and Telesupervision

The tremendous growth of telehealth has brought opportunities - and growing pains. Behavioral health providers have been expected to adapt to radical changes in practice with little or no training. The pandemic brought to light the growing gaps between traditional behavioral health training and the modern demands of the therapist. Two training experts will discuss these training gaps, how to fill them, and the role of clinical supervision in guiding modern clinicians through the use of technology in the behavioral health setting.

Moderator/Presenter: Jay Ostrowski, MA, LPC/S, NCC, ACS, BC-TMH, CEO, Behavioral Health Innovation and CEO, Adaptive Telehealth

Presenter: Raymond Barrett, CEO, Telehealth Certification Institute

4:00 PM –
4:40 PM
Blueridge

Poster Session

Poster Session C: Moderated by Tim Bickel

NAME OF POSTER	PRESENTER
Fellows Perception of Telepsychiatry During the COVID-19 Pandemic	Veronica Brown
eleECHO Clinics Promote Attitude Change Among Primary Care Prescribers Treating Substance Use Disorders: Preliminary Outcomes of a Qualitative Evaluation	Meaghan Elliott
Leveraging Telehealth; An Integrated Healthcare Model for Individuals Living in Homelessness	Grace Gustin
Project ECHO – Impacting Pediatric Mental Health – One Hospital's Journey	Kathleen Kramer & Ciscily Sawyer, MHA
Disparities in Telemedicine Utilization According to Patient Demographics	Lilija Sadauskas

4:00 PM –
4:40 PM
Fairway B

Sustaining Virtual Care for People with Substance Use Disorders

This session explores the role and impact of virtual care for substance use disorders on individuals and their families. We will look at technologies, challenges, lessons learned and successes from the perspective of two organizations who have fully integrated virtual care into their care model design.

Moderator: Whitney Wiggins, MA, MS, Public Health Analyst, Health Resources and Services Administration

Presenters:

- **Zach Jenson, CEO, Aspire365**
- **Steve North, MD, MPH, FAAFP, VP of Medical Operations, Eleanor Health**

4:50 PM –
5:30 PM
Fairway B

Telephone Care for Behavioral Health: Yeah or Nay?



There has been much recent debate over the value of telephone (audio-only) care. What can or can't be done by telephone? Is it an appropriate tool for delivering quality behavioral healthcare services or perhaps simply a necessary evil? Join us for a dynamic discussion around this issue!

Moderator: Robert McKenna, PhD, Deputy Regional Administrator, Health Resources and Services Administration



Panelists:

- **Jennifer Comerford, LCSW, VP, Scheduled Care, Array Behavioral Care**
- **Jeremy Hedrick, President, DialCare**

AGENDA – TUESDAY APRIL 26, 2022



TIME (EDT)	 IN-PERSON	 VIRTUAL
7:45 AM – 8:30 AM Concord A-E	Breakfast and Special Interest Group Meet and Greet <p>Network with others who have similar interests during our breakfast “meet and greet”!</p> <p>Check your mobile app for more detailed information about designated meeting areas for each special interest group and then look for signs in the Exhibit Hall.</p>	Virtual Meet and Greet <p>Join us for the Day 2 morning networking! In this live facilitated session, you will get to connect with other virtual attendees and to look ahead to the day’s events. If you have not attended a live virtual networking session yet, this is the one to join!</p> <p><u>Facilitators:</u></p> <ul style="list-style-type: none"> • Erica Marx, MS, Founder, Executive and Team Coach, Erica Marx Consulting • Fred Brown, MFA, Workplace Team Trainer, Erica Marx Consulting
8:30 AM – 8:40 AM Carolina Concord F-J Kannapolis	Rise and Shine Morning Stretch with Michele Bordelon <p>This virtual stretch session will be broadcast to all three plenary session rooms - Carolina, Concord F-J, Kannapolis.</p> <p>Join Michele for a gentle 10-minute morning stretch session. Did you know that a morning stretch routine is a great way to jump-start your day? It will wake you up, improve your circulation and focus your mind for the great content ahead.</p> <p><u>Facilitator:</u> Michele Bordelon, Telehealth Manager, Center for Telehealth Innovation, Education & Research, Old Dominion University</p>	
8:45 AM – 9:45 AM	General Track, Leading Transformation Track, and Behavioral Health Track Plenary Sessions <i>(See pages 19–22 for descriptions and locations)</i>	
9:45 AM – 10:15 AM Concord A-E	Break in Exhibit Hall <p>Grab a bottle of water or refresh your coffee or tea! This is your last chance to visit with our exhibitors and to thank them for their support in making this Summit possible!</p> <p>You are also encouraged to open up your laptop and use this time to review and cast your vote for the posters you feel are worthy of the “People’s Choice Award” in our Virtual Poster Hall. All votes must be in by 11:00 AM for them to be counted!</p>	
10:15 AM – 11:45 AM	General Track, Leading Transformation Track and Behavioral Health Track Breakout and Poster Sessions <i>(See pages 19–22 for descriptions, times and locations)</i>	
11:45 AM – 12:00 PM Concord A-E	Quick Break <p>You have just enough time here to grab a bottle of water or refresh your coffee or tea before joining our closing keynote session where we will look at the telehealth policy landscape in 2022 and beyond.</p>	
12:00 PM – 12:45 PM Concord F-J	Closing Keynote: Telehealth Policy in 2022 and Beyond <p>During this session, attendees will get an overview of policy changes that have taken place over the past year, and then look ahead at proposed and anticipated policy changes for 2022 and beyond for health, behavioral health and oral health professionals; hospitals and health systems; as well as Federally Qualified Health Centers and Rural Health Clinics.</p> <p><u>Moderator:</u> Robert McKenna, PhD, Deputy Regional Administrator, Health Resources and Services Administration</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Zachary Brian, DMD, MHA, VP Impact, Strategy & Programs, Foundation for Health Leadership & Innovation and Director, North Carolina Oral Health Collaborative • Jeremy Crandall, Director, Federal and State Policy, National Association of Community Health Centers (NACHC) • Mei Wa Kwong, JD, Executive Director, Center for Connected Health Policy 	

AGENDA – TUESDAY APRIL 26, 2022



TIME (EDT)	 IN-PERSON	 VIRTUAL
12:45 PM – 1:00 PM Concord F-J	Wrap Up/Next Steps and Announcement of Poster and MATRC Challenge Awards <ul style="list-style-type: none"> Kathy H. Wibberly, PhD, Executive Director, Mid-Atlantic Telehealth Resource Center and Director of Research, Karen S. Rheuban Center for Telehealth, University of Virginia <p>Raffle drawing for grand prize – you must be present to win!</p>	Virtual Wrap Up and Announcement of Poster and MATRC Challenge Awards <p>Gather together with fellow attendees to share your conference experience, give feedback to organizers, and solidify your next steps and carry this year's conference forward. In this short facilitated closing session we'll also look ahead to next year, including the opportunity to sign up for the planning committees for MATRC 2023.</p>
1:00 PM – 1:30 PM Concord A-E	Lunch and Networking in Exhibit Hall <p>Lunch will be available to eat onsite or to grab and go!</p>	<p><u>Facilitators:</u></p> <ul style="list-style-type: none"> Erica Marx, MS, Founder, Executive and Team Coach, Erica Marx Consulting Fred Brown, MFA, Workplace Team Trainer, Erica Marx Consulting

NOTES:



TRACK SESSIONS – TUESDAY APRIL 26, 2022

TIME (EDT)	 IN-PERSON	 VIRTUAL
8:45 AM – 9:45 AM Concord F-J	GENERAL TRACK SESSION - TUESDAY	
10:15 AM – 11:45 AM Carolina	<p>Plenary Panel: Evolution of the Telehealth Workforce: Opportunities and Challenges</p> <p>Be careful what you ask for, because you just might get it! How has the landscape of telehealth changed now that telehealth has become synonymous with healthcare? The approaching full assimilation of telehealth into existing care models is demanding that the health care sector adapt and evolve in terms of new and modified roles and responsibilities. Where telehealth expertise was once held by a few, it is now dispersed throughout many sectors within an organization. This has resulted in the creation of new positions, such as patient navigators, tech runners and digital educators. It is also leading to modifications in existing position descriptions and job responsibilities, including changes to what are desired or even required knowledge, skills and abilities. On top of that, it is also creating entirely new categories of professionals who are perhaps virtual or hybrid workers.</p> <p>Join us for some lively discussion around telehealth workforce opportunities and challenges from a diversity of perspectives. What types of new roles are needed as we look into the future? What are the implications of a virtual or hybrid worker on salary structure, physical office space planning, organizational policies (including things like vaccination mandates), training and/or retraining requirements and more? What are some of the real or potential legal or policy challenges?</p> <p><u>Moderators:</u></p> <ul style="list-style-type: none"> • Bryan Arkwright, Founder and Chief Research Officer, Cromford Health • Robert McKenna, PhD, Deputy Regional Administrator, Health Resources and Services Administration <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Bobbie Kumar, MD, MBA, FAAFP, Director of Clinical Transformation; Healthful Medical Director, Infect Health at Vituity & Healthful • Sally Na, JD Associate General Counsel, Inova Health System • Kathy Schwarting, MHA, CEO, Palmetto Care Connections • Rob Sprang, MBA, Director, Kentucky TeleCare, University of Kentucky HealthCare 	
10:15 AM – 11:45 AM Fairway A	<p>Community Paramedicine, Mobile Integrated Healthcare and Telehealth</p> <p>Paramedicine is being recognized for use in new and innovative ways in population health and emergency medicine. Paramedics and emergency medical technicians can now operate in expanded roles that include assisting with public health, primary care and preventive services in underserved communities. Hear more about programs using telehealth in Community Paramedicine and Mobile Integrated Healthcare models of care.</p> <p><u>Moderator:</u> LCDR Jenna Cope, MPH, RD, LD, CHES, Public Health Analyst, Health Resources and Services Administration</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Jared Smith, Program Manager, The Queen Anne's County Mobile Integrated Community Health Program, Queen Anne's County Department of Health • Nina J. Solenski, MD, Associate Professor, Neurology, UVA Health • Novella W. Thompson, MA, ALM-C, Administrator, Population Health, UVA Health 	
	<p>Re-imagining Comprehensive Musculoskeletal Care with Telemedicine and other Digital Health Innovations</p> <p>This session will describe the future of musculoskeletal care regarding injury prevention, acute/chronic care, and rehabilitation. Novel ideas regarding patient navigation along the injury continuum will be discussed. Also, a futuristic, revitalized model of how patients enter the musculoskeletal healthcare ecosystem will be presented.</p> <p><u>Moderator:</u> Whitney Wiggins, MA, MS, Public Health Analyst, Health Resources and Services Administration</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Alfred Atanda Jr. MD, Pediatric Orthopedic Surgeon and Director, Center for Sports Medicine, A.I. DuPont Hospital for Children • Lauren Haegele, DPT, Doctor of Physical Therapy, New York Presbyterian – Columbia University 	

TRACK SESSIONS – TUESDAY APRIL 26, 2022

TIME (EDT)	 IN-PERSON	 VIRTUAL												
	GENERAL TRACK SESSION - TUESDAY													
10:15 AM – 10:55 AM Piedmont	Poster Session													
	Poster Session E: Moderated by Tim Bickel													
	<table><tr><th>NAME OF POSTER</th><th>PRESENTER</th></tr><tr><td>Development of Telehealth Elective Curriculum for Rotating Residents</td><td>Yasser Ajabnoor</td></tr><tr><td>Using Standardized Patients to Assess Learner Competence in a Distant Learning Telehealth Course</td><td>Tina Gustin</td></tr><tr><td>How a Digital Health Curriculum is Creating Connections Beyond the Clinical Setting</td><td>Colton Hood</td></tr><tr><td>Telehealth in Public Libraries: The Future of Healthcare</td><td>Nick Martin</td></tr><tr><td>Creating New Academic Practice Partnerships Aimed at Improving Care While Leveraging Telehealth</td><td>Erin Topalian</td></tr></table>		NAME OF POSTER	PRESENTER	Development of Telehealth Elective Curriculum for Rotating Residents	Yasser Ajabnoor	Using Standardized Patients to Assess Learner Competence in a Distant Learning Telehealth Course	Tina Gustin	How a Digital Health Curriculum is Creating Connections Beyond the Clinical Setting	Colton Hood	Telehealth in Public Libraries: The Future of Healthcare	Nick Martin	Creating New Academic Practice Partnerships Aimed at Improving Care While Leveraging Telehealth	Erin Topalian
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Telehealth in Public Libraries: The Future of Healthcare	Nick Martin													
Creating New Academic Practice Partnerships Aimed at Improving Care While Leveraging Telehealth	Erin Topalian													
11:05 AM – 11:45 AM Piedmont	Applications of Virtual and Augmented Reality and Artificial Intelligence in Health Care Virtual, Augmented and Mixed Reality (collectively referred to as Extended Reality or XR) is gaining increasing adoption in medicine and telehealth. We will demonstrate XR use cases in surgical planning, healthcare education and healthcare training. But are these futuristic sounding technologies only relevant to well-funded progressive research institutions? The answer is no. Also hear how AI is benefitting a rural free clinic! <i>Moderator:</i> William L. “Bill” England, PhD, JD , Senior Advisor, Office for the Advancement of Telehealth, HRSA <i>Panelists:</i> <ul style="list-style-type: none">• Vimal Mishra, MD, MMCI, Medical Director, Office of Telemedicine, VCU Health System• Teresa Tyson, DNP, MSN, FNP-BC, FAANP, Executive Director, Health Wagon• Shanaka Wijesinghe, MD, Associate Professor, School of Pharmacy, Virginia Commonwealth University													
	LEADING TRANSFORMATION TRACK SESSIONS – TUESDAY													
8:45 AM – 9:45 AM Carolina	Plenary Session: Leading Physicians Toward Excellence in the Delivery of Telehealth The COVID-19 health crisis catapulted virtually all physicians into the use of telehealth, and many who tried out virtual visits for the first time had a poor experience, leading them to rely on telephonic visits only. Even with improvements in technology and connectivity, many physicians are still on the fence about the use of virtual visits and virtual first in general, preferring the familiar in-person care delivery model. In this talk, hear from the perspective of an experienced Telehealth Physician Leader how to best engage and support their physician peers in delivering extraordinary care via video and beyond. At the conclusion of this session, the participants will be able to: <ul style="list-style-type: none">• Understand the benefits of virtual visits and virtual care in your practice.• Integrate tools to add telehealth to your care delivery.• Understand how a quality framework for telehealth can be created. <i>Moderator:</i> Christian Milaster , Founder and CEO, Ingenium Digital Health Advisors <i>Presenter:</i> Matthew Faiman, MD, MBA, FACP , Virtual Health Medical Director, NextCare Health													

TRACK SESSIONS – TUESDAY APRIL 26, 2022

TIME (EDT)	 IN-PERSON	 VIRTUAL
10:15 AM – 11:45 AM Concord F-J	LEADING TRANSFORMATION TRACK SESSIONS – TUESDAY	
	<p>Leading Telehealth Optimization</p> <p>The process of continuous improvement (CI) has long been the hallmark of high-performing healthcare organizations. While the common principles of CI are well understood, applying them to a domain as new as telehealth can be challenging. Especially when the realization hits that telehealth is about recreating a new set of workflows and policies parallel to yet integrated with the traditional in-person care delivery world.</p> <p>This 90-min workshop will walk participants through the development of a blueprint on how to plan and execute on the optimization of their organization's telehealth services - including strategy, leadership, clinician engagement, financial sustainability, performance management, governance, support, workflows, policies, training, technology, and marketing.</p> <p>By the end of the session, participants will be able to</p> <ul style="list-style-type: none"> • Describe the benefits of an optimized set of telehealth services. • Identify the five most relevant telehealth optimization aspects for their organization. • List the next steps for their organization's telehealth optimization endeavor. <p><i>Moderator: Kathy Letendre, MHSA, Organizational Excellence Advisor, Ingenium Healthcare Advisors/ Letendre & Associates</i></p> <p><i>Presenters:</i></p> <ul style="list-style-type: none"> • Trevor Cunningham, MHA, MPH, Consultant and Project Manager, Ingenium Digital Health Advisors • Samantha Lippolis, MPA, Telehealth Consultant, Clinical Trainer, Implementer & Founder/CEO, Telehealth Easy and Physician Practice Telemedicine Advisor, Ingenium Digital Health Advisors • Christian Milaster, Founder and CEO, Ingenium Digital Health Advisors 	
8:45 AM – 9:45 AM Kannapolis	BEHAVIORAL HEALTH TRACK SESSIONS – TUESDAY	
	<p>Plenary Session: The Future of Digital Mental Health</p> <p>Clinical informatics and consumer technologies have made psychiatry and mental health care more accessible and more convenient. How can we best harness digital transformation to help those suffering from depression, anxiety, substance use disorders, and more? We'll cover mental health apps, digital therapeutics, and telemental health – plus upcoming technologies coming in the near future – to boost one's quality of life, happiness, and productivity.</p> <p><i>Moderator: Jay Ostrowski, MA, LPC/S, NCC, ACS, BC-TMH, CEO, Behavioral Health Innovation and CEO, Adaptive Telehealth</i></p> <p><i>Plenary Speaker: Steven Chan, MD, MBA, Clinical Informaticist, Psychiatrist and Clinical Assistant Professor, Stanford University School of Medicine</i></p>	
10:15 AM – 11:45 AM Kannapolis	<p>Telehealth Enabled Primary Care – Behavioral Health Integration Models</p> <p>Studies show that behavioral health integrated into primary care increases the effectiveness and efficiency of care while reducing overall costs. How can primary care practices work symbiotically and efficiently with behavioral health providers? Panelists will describe the most common options, benefits, and challenges of integrated care.</p> <p><i>Moderator: Jay Ostrowski, MA, LPC/S, NCC, ACS, BC-TMH, CEO, Behavioral Health Innovation and CEO, Adaptive Telehealth</i></p> <p><i>Panelists:</i></p> <ul style="list-style-type: none"> • Yun L. Boylston, MD, MBA, Burlington Pediatrics • Kristi Vo, MD, Head of Psychiatry, Vida Health 	

TRACK SESSIONS – TUESDAY APRIL 26, 2022

TIME (EDT)	IN-PERSON	VIRTUAL
	BEHAVIORAL HEALTH TRACK SESSIONS – TUESDAY	
10:15 AM – 11:45 AM Fairway B	<p>Telebehavioral Health: Working with Courts and Criminal Justice</p> <p>Criminal justice systems face significant challenges in addressing the mental health needs of the people they serve. According to a report from the Bureau of Justice Statistics (BJS), more than half of those incarcerated in the United States have mental health issues. Without treatment, mental health conditions can linger or even worsen. During this session, you will hear how telebehavioral health has been used to enhance access to mental health services at multiple points in the system.</p> <p><u>Moderator:</u> Michelle Carnes, PhD, Program Coordinator, National/Regional Telehealth Resource Center Program, Office for the Advancement of Telehealth, HRSA</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Sarah Edwards, DO, Assistant Professor, Director and Medical Director, Child and Adolescent Psychiatry Services, University of Maryland • Edward Kaftarian, MD, CEO, Orbit Health Telepsychiatry • Evan Vitiello, MD, Clinical Assistant Professor, Psychiatry, UNC School of Medicine • Eric Weintraub, MD, Professor, Psychiatry, University of Maryland School of Medicine 	
10:15 AM – 10:55 AM Blueridge	<p>The Telehealth Science of Addressing Addictive Behaviors and Psychosocial Lifestyle Challenges</p> <p>In this session you will learn and experience how to apply cognitive and behavioral telehealth engagement techniques to help people with behavioral challenges form new routines, schedules, and habits that change their outlook and build self-trust and credibility. The use cases also demonstrate how they increased impact, productivity, and joy in practice of the care teams including peer support specialists.</p> <p><u>Moderator:</u> Louise Nott, Public Health Analyst, Health Resources and Services Administration</p> <p><u>Presenter:</u> Bob Gold, MS, Chief Behavioral Technologist, GoMo Health</p>	
11:05 AM – 11:45 AM Blueridge	<p>Understanding and Assessing Telebehavioral Health Options</p> <p>Given the recent proliferation of novel behavioral care apps, technology tools and coaching programs, it can be difficult and overwhelming to evaluate the various options. Join us for a panel discussion about the various categories into which the world of behavioral health has evolved and the different types of technology and services now available in this space. Learn real-world guidance on how healthcare providers and consumers should navigate to the right option for them.</p> <p><u>Moderator:</u> Geoffrey Boyce, MBA, CEO, Array Behavioral Care</p> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> • Dennis Morrison, Clinical Strategist, Eleos Health • Mohsen Omrani, MD, PhD CEO, OPTT Inc. and Adjunct Assistant Professor, Queen's University 	

SAVE THE DATE

THURSDAY / MAY 1 12:30 PM - 2:00 PM



Grab your lunch and join this special post-summit event just for @MATRC2022 registered attendees!

TTAC Virtual Telehealth Technology Showcase

The National Telehealth Technology Assessment Center (TTAC) has developed a virtual Telehealth Technology Showcase that provides an opportunity for conference attendees or people interested in telehealth technology to be able to review and assess similar medical peripherals virtually in a vendor agnostic environment.

TTAC will demonstrate a range of current and up and coming telehealth technologies through the Showcase. The Showcase includes a range of medical peripheral devices, including "Innovation Watch" technologies that are either new to the market or soon to be released.

The Showcase is designed for participant interaction through live demos and Questions and Answer segments. Program staff are on hand to answer questions about the technology presented, as well as technology options for those organizations new to telehealth, or who are planning an expansion of their telehealth program.

Moderator: Anita Browning, Outreach Coordinator, Mid-Atlantic Telehealth Resource Center

Presenter: Jordan Berg, Telehealth Technology Assessment Specialist, Telehealth Technology Assessment Center

Exhibit Hall Hours

Exhibit Hall

We want to thank all of our exhibitors for helping to make this event possible, and we would like to encourage all of our attendees to spend some time in the In-Person or Virtual Exhibit Hall with our exhibitors. The In-Person Exhibit Hall area will be open all day; however, to allow our exhibitors to fully participate in our program, we are not requiring that they be present at their exhibit area other than at the specified times. Please feel free to make an appointment with any of our exhibitors by messaging them directly to make an appointment using either our mobile app/ virtual event platform or through Airmeet (our Virtual Exhibit Hall platform).

IN-PERSON	VIRTUAL
SUNDAY APRIL 24 6:00 PM – 8:30 PM Welcome and Networking Reception	SUNDAY APRIL 24 7:30 PM – 8:30 PM Virtual Exhibit Hall
MONDAY APRIL 25 10:15 AM – 11:10 AM Break in Exhibit Hall	MONDAY APRIL 25 10:45 AM – 11:10 AM Virtual Exhibit Hall
3:15 PM – 3:55 PM Dessert & Coffee in Exhibit Hall	
5:30 PM – 6:30 PM Networking Reception in Exhibit Hall	
Tuesday April 26 9:45 AM – 10:15 AM Break in Exhibit Hall	



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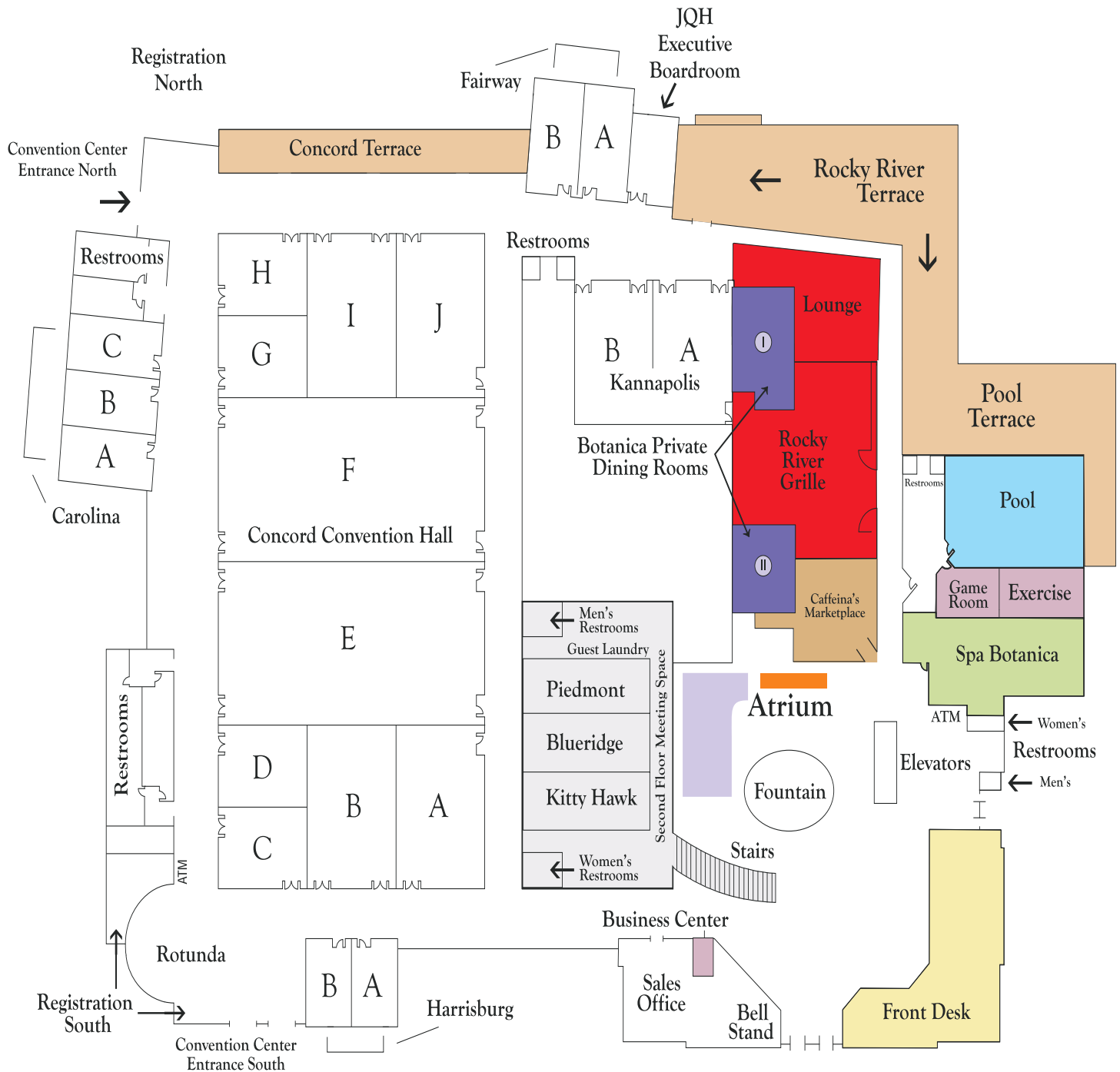
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