



HEALTH  
CONNECT  
PARTNERS

*Bringing Providers and Suppliers Together*

# HCP18 FALL

Hospital & Healthcare I.T. Conference

October 15–17, 2018 **Chicago IL**

# agenda

titlesponsor

Mercy<sup>+</sup>  
Technology Services

**11:30am–7:00pm**

Grand Registration - Entry Level

**11:30am–4:00pm**

Grand Ballroom H - Entry Level



**12:00pm–4:00pm**

Grand Ballroom E - Entry Level

**2:30pm–2:50pm**

Rosemont Ballroom - Entry Level

**4:15pm–5:30pm**

Rosemont Ballroom - Entry Level

**5:30pm–6:30pm**

Grand Ballroom C - Entry Level

**6:30pm–9:30pm**

Meeting Rooms - International Level

## Registration for Suppliers & Sponsors

### Provider Registration

This special Provider Registration is for all Hospital & Healthcare I.T. Directors and GPO Executives. Relax and enjoy a light meal & networking with your peers as you register for the conference. Lunch will be served between noon and 3:00pm.

### Supplier Showcase

Select Suppliers will showcase their products, services and technology. Showcases are designed to provide a limited number of supplier attendees with an opportunity to demonstrate their products, services and solutions for the provider executives. To maximize this experience for everyone, only Providers and Supplier attendees from companies with a showcase exhibit will be permitted into the showcase area. Please contact us to learn how you can participate.

### Supplier Orientation

All Suppliers are welcome to attend this orientation meeting. This informational orientation meeting is an excellent opportunity for first time Supplier attendees to gain a clear understanding of our conference, specifically the [reverseexpo](#) and how it works.

### Provider Orientation & Sponsor Spotlight

All Hospital & Healthcare I.T. Directors and GPO Executives are required to attend this orientation meeting, which will provide important information pertaining to the conference and introduce a few of our sponsors.

### Welcome Reception & Networking Event *All Attendees*

### Evening Suites Hosted by our Sponsors *All Attendees*

**7:00am–6:00pm**

Grand Registration - Entry Level

**7:00am–8:00am**

Grand Ballroom C - Entry Level



**8:00am–9:30am**

Rosemont Ballroom - Entry Level



## Registration Desk Open

Our Registration Desk will be staffed throughout the conference. If you have questions or need assistance with anything, please stop by and let us know. We are happy to help.

## Breakfast *All Attendees*

## Opening Remarks & Keynote Address *All Attendees*

### *Thinking Differently, The Psychology of Illusion*

#### **Vinh Giang**

Magic is much more than sleight of hand. It's the ability to guide perspective, spotlight influence, and challenge belief systems. With humor, heart, and captivating showmanship, Vinh Giang transforms these three powerful components and shares how creating and cultivating the RIGHT influence in our lives can make the difference between tremendous success or limited mediocrity. What we know in this world is that everything that once seemed impossible can be reimagined and overcome. It takes suspending old belief systems. Unlocking mindsets. Innovating. Deliberate and definitive action. And yes, even a little magic.

With only six months to graduate, Vinh Giang left his degree in commerce and law to become an online magic teacher ultimately building a hugely successful online business, 52kards, which now serves over 800,000 students all around the world. This earned him the award of Top Young Entrepreneur in Australia.

Vinh Giang's real magic journey began when he finally understood what Robert Houdin (an amazing magician) meant when he said: "A magician is an actor playing the part of the magician." Once Vinh understood the meaning behind this quote, he focused all his energy on studying the art of performance and not the art of presentation. He has spent the last 15 years mastering the art of performance-enhanced communication, helping thousands of professionals worldwide to learn these skills.

Vinh is also the CEO of Luminary Productions which produces exceptional video for individuals and companies all around the globe.

Vinh's presentation will bring out the magic in you!

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*"I believe that magicians are salespeople; they sell one of the most difficult products in the world. They sell magic - they sell the illusion. The way they're able to sell magic is by working ridiculously hard. It takes thousands and thousands of hours to be able to sell the illusion, to be able to really sell the magic. Imagine if you applied the same mindset to your company - imagine if you applied the same dedication to your business - think about what you could achieve."*

### Learning objectives:

**After attending this presentation, attendees will learn to:**

- *Gain Perspective: Collaboration -remove Silo Mentality*
- *Understand Influence: Eliminating negativity, Assessing Top 5 influencers in your circle*
- *Foster Communication: To connect in ways that foster leadership, teamwork, and exponential growth. Build Self Confidence and deliver your message with authority*
- *Recognize Beliefs (Anything is Possible): Mindshift for better problem solving*

### Coffee Break

**9:30am–9:45am**

Rosemont Foyer - Entry Level

**9:45am–10:45am**

Rosemont Ballroom - Entry Level

### Educational Session

#### ***What Pop Health Actions Should I Do to Survive and Thrive?***

#### **Bryan Fowler**

As an experienced executive in healthcare, information technology, and non-profits, Bryan brings over 22 years of deep success implementing fluid operational leadership structures in organizations experiencing a high level of change.

During the past two decades Bryan has served in organizations as a CEO, CIO, COO, and CTO and was able to help lead and develop new divisions at Arthur Andersen, ADS Consulting, Grant Thornton, Protiviti, KMBS, the United Methodist Church, and Methodist Healthcare. He currently leads Truitt Consulting Group which houses Truitt Health, a management consulting firm that specifically helps CEOs align technology, and Acorn and Arrow, a strategic marketing firm that assists executives shift the story from themselves to their customers.

Bryan is primarily known for trademark achievement in anticipating change and applying creative solutions with practical installations. He is specifically know for implementing organizational improvements associated with healthcare operational change. Bryan has a BA in Communications (broadcasting), a MBA, and a Master of Divinity degree. He serves on the Board of Directors for the Technology Association of Georgia's Health Society, Honduras Outreach Incorporated, and Kennesaw State University's Masters of Health Management and Informatics Program.

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### Learning objectives:

#### After attending this presentation, attendees will learn to:

- Discuss official definition of population health and the two main derivatives.
- Communicate basic steps for repairing the EHR problem cycle without overspending
- Implement at least three of the primary factors that shape the path for growth
- Explain the number one reason a health system will survive and thrive: creative leadership

### Educational Session

#### Legacy Data Management

#### Matt Dearborn

Matt Dearborn currently serves as the Enterprise Sales Director at Trinisys, a technology company that provides enterprise data archival, migration, integration and web application solutions for the healthcare industry. In his current role, Matt works closely with healthcare organizations to navigate the unforeseen risks associated with legacy systems while providing tailored solutions to fit their unique legacy data needs while maximizing cost savings and increasing organizational efficiency throughout the enterprise.

Prior to joining Trinisys, Matt worked as National Account Director at a healthcare IT consulting firm where he worked with health system and independent ambulatory care executives to assist with the improvement of clinical, operational, and technical efficiencies while protecting provider and staff productivity.

Matt holds a BA in Business Management from the University of Georgia and is a member of the TN HIMSS Ambassador program.

### Learning objectives:

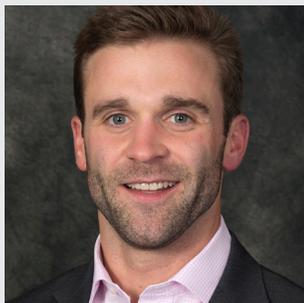
#### After attending this presentation, attendees will learn to:

- Gain understanding around the unforeseen risks and complexities associated with legacy systems and the overall impact to the organization
- Discuss strategies when addressing healthcare legacy data management
- Evaluate third party vendor technology and methodology that best align with your organization's unique environment and strategy

### Lunch All Attendees

11:00am–12:00pm

Rosemont Ballroom - Entry Level



12:00pm–1:15pm

Grand Ballroom C - Entry Level

**1:30pm–3:30pm**

Donald E. Stevens Convention Center  
Hall G

**reverse expo** Session I

The Hospital & Healthcare I.T. Directors and GPO Executives host the exhibit booths in this very unique **reverseexpo**.

**4:00pm–5:00pm**

Rosemont Ballroom – Entry Level

**Educational Session** *All Attendees*

**Regulatory Update**

**Co-presenter: Melody Mulaik**

Melody W. Mulaik, MSHS is the President of Coding Strategies, Inc. and Revenue Cycle, Inc. These companies work with physician practices, billing companies, hospitals, and other industry stakeholders to address their coding and compliance needs through auditing and educational services. Melody is a frequent speaker and author for Coding Strategies and other nationally recognized professional organizations and publications and she often speaks at national conferences on radiology specific issues. She is the AHRA liaison to the American College of Radiology (ACR) Economics Commission and also the Vice-Chair of the AHRA Regulatory Affairs Committee.

Melody holds a Master of Science in Health Systems (MSHS) degree and a Bachelor of Industrial Engineering (BIE) degree, both from the Georgia Institute of Technology (Georgia Tech), in Atlanta, Georgia. She also holds the professional certification of Certified Radiology Administrator (CRA), Certified Professional Coder (CPC), Certified Professional Coder - Hospital (CPC-H) and Radiology Certified Coder (RCC). Melody has also been awarded Fellow status with the AHRA (FAHRA) and the prestigious Gold Award for her organizational and industry contributions to the field of Radiology.

**Co-presenter: Sheila M. Sferrella, MAS, RT(R), CRA, FAHRA**

Sheila M. Sferrella has a successful 30+ year history of facilitating growth, productivity and efficiencies for multi-hospital systems. She delivered \$12 million in total savings over the last decade through process redesign and contract negotiation. Sheila is known for navigating complex environments and producing results from negotiating complex joint ventures with physicians to standardizing clinical operations across the system. Sheila is a partner and President at Regents Health Resources, Inc., a healthcare consulting firm, and has worked with academic medical centers, community hospitals of all sizes, physician practices and joint ventures.

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In 2006, Sheila was recruited to Saint Thomas Health as Vice President for Ambulatory Services. During her tenure she developed a strategy for ambulatory services in the Nashville markets. Sheila had oversight of medical imaging, 19 physical therapy clinics, 3 breast centers, an urgent care center, the research institute, ambulance services, 14 joint venture surgery centers and 9 joint venture imaging centers in the Saint Thomas Health system. She served on a team that closed a \$100 million joint venture outpatient imaging transaction. Sheila also served on a number of boards, both non-profit and for-profit.

Prior to her arrival at Saint Thomas, Sheila served as the Administrator of Diagnostic Services at Lehigh Valley Health Network in Allentown, PA.

A graduate of the University of Maryland, she earned a Masters of Administrative Science degree from The Johns Hopkins University. Sheila is a member of the American College of Healthcare Executives and a fellow and member of the American Healthcare Radiology Administrators where she served as President from 2001-2002, Education Foundation chair from 2004-2007 and received AHRA's Gold Award in 2003, the organization's highest honor. Sheila has received numerous awards for the development and implementation of projects in healthcare. She has written numerous publications and given many presentations in the field of radiology, customer service and process redesign.

#### **Learning objectives:**

***After attending this presentation, attendees will learn to:***

- *Discuss key regulatory initiatives affecting imaging providers*
- *Ensure attendees understand the short and long term issues associated with regulatory changes*
- *Ensure attendees are aware of existing and potential regulatory issues impacting reimbursement for hospitals and imaging centers*



6:00pm–9:30pm

# JOE'S *Live*

## Dinner & Entertainment *All Attendees*

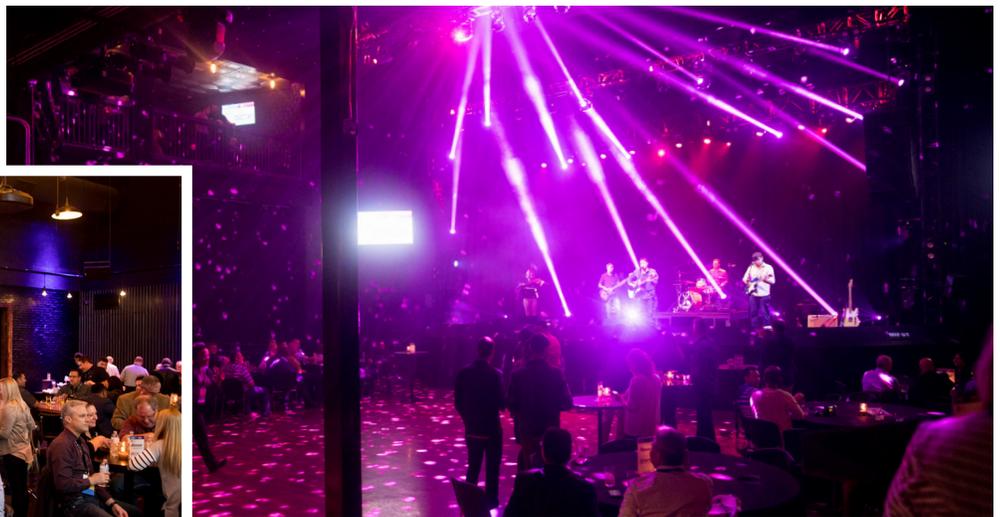
### *Joe's Live*

On Tuesday night, join us at **Joe's Live** for a little taste of Nashville.

Joe's Live is a mega music venue and barbecue restaurant all under one roof. Nominated for an Academy of Country Music Award for 2017 Nightclub of the Year, the venue hosts weekly lineups of country music's biggest names, up-and-comers, local talent, DJs and more.

Come prepared for an evening full of wonderful BBQ and Southern comfort food, open bars, and dancing 'till late.

*Shuttles will run continuously between the hotel and Joe's Live from 5:45pm–9:30pm.*



**GCX**<sup>®</sup>  
Mounting Solutions

**7:00am–12:00pm**

Grand Registration - Entry Level

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**6:45am–7:45am**

Grand Ballroom C - Entry Level

### Breakfast *All Attendees*



**8:00am–10:00am**

Donald E. Stevens Convention Center  
Hall G



The Hospital & Healthcare I.T. Directors and GPO Executives host the exhibit booths in this very unique **reverseexpo**.

**10:30am–11:30am**

Rosemont Ballroom - Entry Level

### Educational Session

#### *Information Security - New Threats, Challenges and Options*

#### **Sriram Bharadwaj (Sri)**

Sriram Bharadwaj (Sri) is Director, Information Systems and CISO, University of California, Irvine, Healthcare (UCI Health) and has over 25 years of Information Management Systems experience in multiple industries including healthcare. Sri has held many leadership positions in health plans and prior to his current work at UCI, Sri consulted with Integrated Delivery Network (IDNs) around ACO, HIE and Clinical integration. Sri has expertise in Applications Development, Enterprise-wide IT Infrastructure and Operations. Sri is well known for his process knowledge delivering performance improvements in multiple industries during his long tenure with Deloitte in various parts of the Americas, Asia Pacific and EMEA region.



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Sri is a CHCIO, CPHIMS, PMP, CISSP, Chartered Global Management Accountant (FCGMA) (U.K.), and a Six Sigma Black Belt (ASQ). Sri was Chair, Privacy and Security Committee, National HIMSS and is a member of the Global Conference Committee, HIMSS. Sri is Chair of the AEHIS Fall Forum Committee for CHIME.

### Learning objectives:

**After attending this presentation, attendees will learn to:**

- Understand the latest series of threats impacting Privacy and Security in Healthcare
- Consider the advent of new IOT devices and its impact on healthcare information security
- Blockchain, Genomics, AI - how do they change the cybersecurity landscape
- Engage in a conversation with the C-Suite around Cybersecurity



## Registration and Sponsorship contact

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