



HEALTH  
CONNECT  
PARTNERS

*Bringing Providers and Suppliers Together*

# HCP18 SPRING

Hospital & Healthcare I.T. Conference

May 2-4, 2018 **Atlanta GA**

# agenda

Title Sponsor



**KONICA MINOLTA**



11:30am–7:00pm

## Registration for Suppliers & Sponsors

11:30am–4:00pm

### Provider Registration

This special Provider Registration is for all Hospital I.T. 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.



12:00pm–4:00pm

### 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.

2:30pm–2:50pm

### 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.



4:15pm–5:30pm

### Provider Orientation & Sponsor Spotlight

All Hospital I.T. 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.

5:30pm–6:30pm

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



6:30pm–9:30pm

### Evening Suites Hosted By Our Sponsors *All Attendees*





7:00am–6:00pm

### 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.

7:00am–8:00am

### Breakfast *All Attendees*



8:00am–9:30am

### Opening Remarks & Keynote Address *All Attendees*

#### *Hacking the Learning Curve*

#### **Bronkar Lee**

Bronkar is a peak performance expert, author, internationally acclaimed performer, entertainment producer, and keynote speaker. He uses his authentic passion for connecting with people and his creative talents (which he's honed through discipline and commitment) to motivate audiences, lighting a spark of possibility and delivering powerful results.

Bronkar has always been fascinated by learning, as both an enthusiastic student and insightful teacher. He has learned musical instruments and languages, crafted beatboxing techniques, and mastered numerous physical skills – even to the point of breaking world records. More impressively, he's transformed his personal abilities in record time. He applies these skills (as well as his interpersonal expertise in human connection) as a performer, coach, and educator, to inspire countless audiences and individuals. A sampling of credits includes touring Europe as ringmaster to a world-renowned circus, teaching at-risk youth to develop the confidence to overcome abuse and addiction, and appearing with Jay Leno on the Tonight Show.

As a peak performance coach, Bronkar has helped clients to achieve personal breakthroughs and accomplish goals for health, success, and well-being. His one-man variety show continues to be in great demand - everywhere from Disney cruise ships to corporate conferences for Google and Facebook to half-time shows at Madison Square Garden. As a keynote artist and speaker, he delivers an innovative experience using original artforms, personal connection, and applied technology in order to help others find greatness within themselves.



HEALTHCARE  
DELIVERED IT

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Over the years, Bronkar's desire to produce, coach, and collaborate has led him to form multiple performance groups including duo show *Collision of Rhythm*, 4-man variety show *Bounce*, and even fronting the rock band *All Styles to Groove*. In 2014, Bronkar collaborated with original STOMP member and Blue Man Group coach Ameenah Kaplan to create *Raditactical* – a multimedia-filled, rhythm-based theatrical show with a 6-person cast that enjoyed success at the Ricardo Montalban Theater in Hollywood.

Most recently, Bronkar collaborated with his wife Cyndi Harvell Lee to write the book *BAM: Bold Achievement Method*, outlining his 6-step process for accelerated learning. They used the methodology to complete the book and (most importantly) in raising their newborn son, Elijah.

**Learning objectives:**

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

- Accelerate learning in your organization
- Acquire the tools needed to leverage skills more effectively
- Gain a fresh perspective and unique approach that will subsequently increase creativity and productivity
- Inspire your people to take action, create accountability and achieve massive success in every endeavor
- Ignite innovation and be at the top of your business game every day

9:30am–9:45am



**Coffee Break**





9:45am–10:45am



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## Educational Session

### *Leveraging Technologies To Improve The “Patient Experience”*

#### **Kristen Hagerman, RN, MS**

Kristen is a seasoned health informatics executive with over 20 years of experience. She began her career as an ICU nurse and quickly realized that technology would drive profound change and innovation in the industry. With significant health care experience in both Canada and the US, Kristen is recognized as an influential leader and change agent.

She has held leadership positions in nursing, hospital operations, and informatics departments, including Systems Director at Christus Health in Dallas, TX, and Vice President, Chief Nursing Informatics Officer at Advocate Health Care in Chicago. Kristen successfully built high-performing clinical informatics teams through staff development and realignment strategies in both organizations. She also worked in the private sector as the Vice President, Chief Nursing Officer for an artificial intelligence health-tech firm.

Recently, Kristen founded Connected Care Advisors to work with health care organizations in achieving the Quadruple Aim. Her expertise focuses on EMR implementation, optimization, clinical mobile deployment, informatics/IT resource alignment, population health strategies, patient experience solutions, and emerging technology selection. Kristen is a Registered Nurse with a Bachelor of Nursing Informatics and a Master’s of Science in Health Informatics.

#### **Learning objectives:**

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

- Discuss what the “patient experience” includes and the impact on health organizations
- Describe how to leverage an organization’s existing and new emerging technologies to improve the patient experience
- Describe approaches to engaging consumers and discuss potential barriers with technology adoption
- Analyze how social media technologies influence the patient experience and how health organizations should to adopt them
- Identify steps to create a patient experience digital strategy for any size health care organization





11:00am–12:00pm



## Educational Session – Panel Discussion

### Best Practices for Healthcare Data Security

#### Moderator – Andrew Jimenez, VP of Technology, Anixter

Andrew Jimenez has over 25 years experience in the fields of telecommunications testing and product certification. He has held various engineering and management positions with test laboratories specializing in the certification of network communications systems and components. While an engineer at Underwriters Laboratories (UL), he directed the launch of their Category 5 connecting hardware verification program. Currently, his primary responsibilities include the management of the day-to-day operations of Anixter's Infrastructure Solutions Lab and Solutions Briefing Centers, standards development, and product research.



#### Panelist – Greg Adgate, VP of Global Partners & Alliances, Equinix

Greg brings 22 years of technology experience to his role as VP of Global Partnerships and Alliances at Equinix. In his role, he and his team collaborate with leading cloud and technology companies, managed service providers and integrators to build hybrid solutions that enable secure, scalable digital transformation solutions. Additionally, Greg provides unique thought leadership around market trends, technology adoption and business models, and routinely consults with industry leaders, end users and industry technologists.



#### Panelist – Fred Holston, Director of Healthcare, Sirius Computer Solutions

Frederick Holston's history in technology started in the mid '80s with early mainframe and PC technologies. His background includes work in the financial, federal government, military and manufacturing sectors.

Most recently, Mr. Holston spent 19 years with Intermountain Healthcare, a globally respected leader in high-quality and low-cost healthcare based in Salt Lake City. At Intermountain, Mr. Holston was chief technology officer and executive director of their Healthcare Transformation Lab. He has experience delivering healthcare related technologies ranging from data center technologies and EMRs to medical device integration.

Prior to Intermountain, Mr. Holston worked for Oracle, where he was a principle consultant primarily for the military and a federal agency. He has been quoted in a number of healthcare and healthcare-technology articles, and was featured in the February 2013 issue of Health Leaders.

Mr. Holston holds a degree in electronics engineering technology. He is a member of the Institute of Electronics and Electrical Engineers (IEEE), and a voting member of the IEEE Standards Association.

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**Panelist – Scott Richert, Vice President of Infrastructure Services, Mercy Technology Services**

Scott Richert leads the team responsible for engineering, implementing and ensuring the operations of critical health care technology at Mercy. His team supplies infrastructure, network and application delivery technologies for Mercy's enterprise data centers and over 300 remote locations. Between IT services for Mercy's 40-plus hospitals as well as external health care organizations, Scott's staff manages over 9,000 virtual machines.

Following in the footsteps of his father, Scott is a second generation IT leader at Mercy and has had a 28-year career in health care technology. He has served the last 22 years at Mercy in a variety of roles providing leadership for many technical and business initiatives.

**Learning objectives:**

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

- Describe key considerations for protecting data when moving data centers off premise
- Discuss a layered security strategy that addresses logical and physical security concerns
- Apply best practices to harden their facility with advanced technology solutions

11:45am–1:00pm



**Lunch** All Attendees

1:30pm–3:30pm



The Hospital I.T. and GPO Executives host the exhibit booths in this very unique **reverse**expo.







4:00pm–5:00pm



## **Educational Session** *All Attendees*

### ***Strategic Leadership Development: Do we need it?***

#### **Melissa Jackowski, Ed.D., R.T.(R)(M)**

Melissa Jackowski has been in healthcare for over 30 years. She earned her certificate in radiography at Wilkes Regional Medical Center. Dr. Jackowski obtained her Bachelor's degree in Radiologic Science from the University of North Carolina at Chapel Hill and both her Master's and Doctoral degree in Health Professions Education from North Carolina State University. She has worked as a diagnostic radiographer, a hospital administrator and a university professor.

Dr. Jackowski has over 15 years of experience in developing healthcare communication skills and leadership talents in the classroom, through involvement in management and through leadership roles and coaching in state and national organizations. She is currently the President-Elect of the American Society of Radiologic Technologists Board of Directors and is employed as a Competency Management Development Specialist for Siemens Healthineers.

#### **Learning objectives**

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

- Improve the skills and traits needed to be an effective leader
- Describe the key success factors in designing a leadership development program
- Apply the specific leadership skill of "giving feedback"





6:00pm–10:00pm



GEORGIA AQUARIUM

## Dinner & Entertainment *All Attendees*

### Georgia Aquarium

On Thursday night, join us for an unforgettable evening in the Ocean's Ballroom at the Georgia Aquarium, one of the world's most magical aquariums. You'll enjoy a spectacular view of the Ocean Voyager gallery, as well as the playful antics of beluga whales with a view of their habitat. Ocean Voyager is the world's largest indoor aquatic exhibit at 6.3 million gallons of water which houses four whale sharks - the largest fish in the world - and four manta rays - the only manta rays in a U.S. aquarium - in addition to hundreds of other animals.

Come prepared for a spectacular evening of wonderful food, open bars, live music and dancing in this enchanting setting.



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NEC Display Solutions



7:00am–12:00pm

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6:45am–7:45am

### Breakfast *All Attendees*



8:00am–10:00am



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10:30am–11:30am

### Educational Session

#### *Retention Strategies in Healthcare Technology*

#### **Steve Bennett, Vice President, CPC**

Steve has over a decade of executive search experience with Kirby Partners and an extensive background in marketing and advertising. In 2014, he was accepted into The Pinnacle Society, a premier consortium of top recruiters in the country.

Steve's career background includes nearly 25 years with regional and national advertising agencies, developing campaigns for well-known brands including a national pizza chain. Steve has presented on topics ranging from staff retention to crisis communication. A notable project he completed was co-authoring a book "Marketing I.T.: Marketing Strategies and Case Studies in the Healthcare Environment," which won the 2010 CHIME Collaboration Award.

He has a Bachelor's degree in Journalism from Central Michigan University and a Master's degree in Communication from the University of Michigan. Steve is an Eagle Scout and enjoys backpacking.



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### **Bryan Kirby, Vice President, CPC**

Bryan has been part of the Kirby Partners team since January of 2010. Before joining Kirby Partners, Bryan worked as a Senior Recruiter at Northwest Staffing Resources in Portland, Oregon.

Bryan received his Bachelor's degree in Marketing from the University of Colorado at Boulder - Leeds School of Business.

Bryan enjoys sailing and running. He is always planning his next adventure; past adventures have included bicycling over 4,200 miles from Washington State to Maine and hiking the entire 2,200 mile Appalachian Trail.

### **Learning objectives:**

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

- Implement strategies for addressing new hire challenges
- Provide an exceptional candidate experience
- Understand tips for engaging a multi-generational workforce
- Engage team member retention strategies

join us in **atlanta**



## Registration and Sponsorship contact

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