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UPMC INTERMOUNTAIN NORTHWELL MOUNT SINAI MASS GENERAL PROVIDENCE LIFE BRIDGE BAYLOR SCOTT & WHITE MEMORIAL CARE

Hospital Innovation
October 7–9, Dallas

The Nation’s Top Health System Innovators Together in One Event

IDEAS WITH PROVEN VALUE THAT ARE INCUBATED, FUNDED, AND BUILT BY HEALTH SYSTEMS. LEADERS EXPERIENCED IN TAKING PRODUCTS FROM CONCEPT TO MARKET.

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NEXT Hospital Innovation leaps to the forefront in healthcare innovation, gathering the nation’s best health systems to showcase applications and tools they are creating and share how they did it.

THIS FIRST-OF-ITS-KIND SUMMIT FEATURES PROVEN INNOVATORS WITH HEALTH SYSTEM EXPERIENCE AND CAPITAL TO BRING INNOVATION TO MARKET.

YOU WILL:
- Discover proven revolutionary innovations to transform healthcare delivery
- Learn best practices about applying innovation at a health system
- Hear advice from progressive healthcare executives about their experience with innovation
- Tour the leading-edge Baylor Scott & White Sports Therapy and Research Facility to view the latest sports therapy research

WHO SHOULD ATTEND
- Hospital and health system CEOs
- Chief innovation officers
- Chief strategy officers
- VPs of business development
- Venture capitalists

Giving you expanded opportunities to connect with more healthcare-specific innovation leaders than ever before.

83% of leaders rank provider innovation as top priority *2017 HealthLeaders reader survey

3+ hours of direct access to innovation experts. Benchmark ideas and work through situations specific to your organization.

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AGENDA

DAY 1 | Sunday, Oct. 7

5:00–7:00 P.M.
Welcome Reception
Location: The Edge Terrace at Omni Frisco

DAY 2 | Monday, Oct. 8

7:30–8:30 A.M.
Registration and Continental Breakfast
Location: Baylor Scott & White Sports Therapy & Research Facility

8:30–10:00 A.M
Show and Solve
GENERAL SESSIONS: DYNAMIC SHOWCASES OF REAL INNOVATION
Location: Baylor Scott & White Sports Therapy and Research Facility

Offshore Solutions to CRM
LifeBridge Health, Baltimore, MD
Jonathan Ringo, MD, president and COO, Mt. Sinai; Neil Carpenter, vice president, LifeBridge Strategic Planning, Research and Transformation
Learn how an offshore engagement platform offers primary care physicians an easy way to connect with hospital-based providers so they can exchange notes, engage in warm handoffs with CRM technology, and lower the cost of offshore nursing support.

SmartRx: Transforming Real-Time EMR Querying
Massachusetts General Hospital, Boston, MA
Maulik Majmudar, MD, associate director, Healthcare Transformation Lab; cardiologist, Corrigan Minehan Heart Center, Massachusetts General Hospital, Harvard Medical School
A look at how Massachusetts General Hospital integrated the natural language processing—based software platform, SmartRx, to transform their real-time querying of the electronic medical record.

Emergence of Digital Medicine Platform to Support Value-Based Healthcare
Mount Sinai Medical Center, New York City, NY
Ashish Atreja, MD, chief innovation officer, medicine, Icahn School of Medicine at Mount Sinai

10:00–10:15 A.M.
Refreshment Break
Location: Omni Frisco

10:15–11:45 A.M.
Lead and Build
BREAKOUT SESSIONS: DEEP DIVE INTO INNOVATION BEST PRACTICES
Location: Omni Frisco

Bringing a $10B Health System to a Five-Inch Screen
Baylor Scott & White Health, Dallas, TX
Nick Reddy, chief digital officer and senior vice president, information services; LaVone Arthur, chief strategy officer, Baylor Scott & White Health
Baylor Scott & White Health is focusing on the voice of the consumer, consumer journeys, consumer segmentation, and consumer personalization across its 48 hospitals, more than 800 patient care sites, and 7,800 active physicians.

Tools and Methods for Filtering, Selecting, and Applying an Innovation
Intermountain Healthcare, Salt Lake City, UT
Todd Dunn, director of innovation, Intermountain Healthcare Transformation Lab, Intermountain HealthCare
All hospitals and health systems must develop their own reliable systems to identify which innovations in a crowded market will have value for their clinical mission. In this session, Intermountain will share what it has learned in deploying innovative solutions with proven clinical value across its 22 hospitals and 185 clinics.

Future Forward: Innovation and Impact at Scale
University of Pittsburgh (UPMC), Pittsburgh, PA
Rasu B. Shrestha, MD, chief innovation officer, UPMC; executive vice president, UPMC Enterprises
Most startups and innovators are in a hurry. Most of healthcare is not. The imperative for us in healthcare—to challenge the status quo, stay nimble, and get innovation right—is more important today than ever before. Innovators need to find the right collaborators who have a shared vision and a shared sense of urgency. This talk spotlights the possibilities in innovating and creating impact at scale.
12:00–1:30 P.M.
**Keynote Lunch: Innovation to Win**
*Location: Omni Frisco*
Jim Hinton, president and CEO, Baylor Scott & White Health, and Michael Dowling, CEO, Northwell Health  
**Moderator:** Jim Molpus, editor-in-chief, HealthLeaders Media

Health systems that can’t innovate can’t compete in the current and future healthcare marketplace. In our CEO panel, we explore how CEOs can drive their broad healthcare enterprises to seek innovation in the market, drive innovation through investment, and create strategic provider partnerships to bring new innovations to the industry.

1:45–2:45 P.M.
**Lead and Build**
**BREAKOUT SESSIONS: DEEP DIVE INTO INNOVATION BEST PRACTICES**
*Location: Omni Frisco*

**Improving the Ecosystem of Innovation Through Collaboration, Clinical and Business Rigor, and Structure**
*LifeBridge Health, Baltimore, MD*
Neil Carpenter, vice president, LifeBridge Strategic Planning, Research and Transformation; Brian Van Winkle, director of innovation, LifeBridge Health

How to co-fund research with vendors, collect data to prove value, and scale the data through professional societies for adjudicating studies.

**Incubating New Innovations in a Health System**
*Providence St. Joseph Health (PSJH), Seattle, WA*
Aaron Martin, executive vice president, chief digital officer, PSJH, and managing general partner, Providence Ventures

How to identify and move the needle with digital innovation opportunities—quantifying, prioritizing, and delivering digital solutions at scale for PSJH and other partner health systems.

3:30–4:45 P.M.
**Show and Solve**
**GENERAL SESSIONS: DYNAMIC SHOWCASES OF REAL INNOVATION**
*Location: Omni Frisco*

**Conversa: Digital Conversations With Patients**
*Northwell Health, Great Neck, NY*
Thomas Thornton, senior vice president and executive director, Northwell Ventures, Northwell Health

Learn how Northwell Health uses the Conversa platform to empower patients, families, and providers to improve patient outcomes through a focus on access, coordination, activation, integration, and alignment. Conversa, a provider of a SaaS platform, is enabling Northwell to use innovative, scalable technology to improve care coordination, patient satisfaction, and ongoing patient relationship management, resulting in improved customer well-being while also reducing costs.

**Xealth: Connecting EMRs and Patient-Facing Apps**
*Providence St. Joseph Health (PSJH), Seattle, WA*
Aaron Martin, executive vice president, chief digital officer, PSJH, and managing general partner, Providence Ventures

A spinout from PSJH’s digital innovation group, Xealth connects EMRs and patient-facing apps, allowing physicians to not just prescribe apps to patients but also track the patients’ usage of apps and schedule reminders to use them. Xealth allows any physician or clinician to prescribe a digital app, content, product, or service right from the EMR just as they would a pharmaceutical. The physician can also see if the patient has used what’s prescribed in the EMR via an embedded dashboard.

5:00–6:30 P.M.
**Networking Reception**
*Location: Omni Frisco*
DAY 3  |  Tuesday, Oct. 9

7:30–8:30 A.M.
Continental Breakfast
Location: Baylor Scott & White Sports Therapy and Research Facility

8:30–10:00 A.M.
Show and Solve
GENERAL SESSION: DYNAMIC SHOWCASES OF REAL INNOVATION
Location: Baylor Scott & White Sports Therapy and Research Facility

Telehealth Platform as a Bridge
Eric Rock, CEO, Vivify Health in conjunction with University of Pittsburgh Medical Center

Aging populations and decreasing numbers of healthcare professionals leave a gap in care that can be bridged by appropriate use of technology, triggering timely human intervention for patients of all risk levels and conditions. Vivify Health's end-to-end solution includes instant-on, fully managed kits; a scalable web and app solution; an interactive voice response solution; and integrated tools for clinical monitoring and population health management. All feature clinical content and algorithms to engage, educate, and monitor for over 50 conditions.

10:00–10:30 A.M.
Refreshment Break
Location: Omni Frisco

10:30–11:30 A.M.
Lead and Build
BREAKOUT SESSIONS: DEEP DIVE INTO INNOVATION BEST PRACTICES
Location: Omni Frisco

How to Scale Digital Health Solutions in an Academic Medical Center
Massachusetts General Hospital, Boston, MA
Maulik Majmudar, MD, associate director, Healthcare Transformation Lab; cardiologist, Corrigan Minehan Heart Center, Massachusetts General Hospital, Harvard Medical School

Academic medical centers and all health systems have a common challenge when it comes to digital solutions: how to scale them across the enterprise in a coordinated fashion. In this session, Massachusetts General will share how it reevaluated and planned a new digital health strategy and process to deliver measurable value to patients and providers.

Innovation From the Outside In: Utilization of a Venture Capital Model
Summation Health Ventures: MemorialCare Health System and Cedars-Sinai Medical Center, Los Angeles, CA
Brant Heise, senior managing director, Summation Health Ventures

Drawing from its vast experience in accelerating entrepreneurial solutions for the nation’s healthcare systems, Summation Health Ventures shares the expertise of MemorialCare and Cedars-Sinai, who serve as a gateway for innovators to refine and grow their products, and help providers fulfill their mission in a new way.

Engaging Clinical Champions to Develop Ideas
Northwell Health, Great Neck, NY
Thomas Thornton, senior vice president and executive director, Northwell Ventures, Northwell Health

How to engage clinical champions to implement new technologies in a healthcare system and partner with companies to co-develop the ideas.

11:30 A.M.
Adjourn

Agenda subject to change.
MEET OUR INNOVATORS

LaVone Arthur, FHIMSS,
chief strategy officer, Baylor Scott & White Health

LaVone Arthur is chief strategy officer at Baylor Scott & White Health, where she is responsible for assisting the CEO and executive team with developing, communicating, executing, and sustaining enterprise strategic initiatives. She is also responsible for marketing and communications, integration, and partnership management. Prior to that, she served as the chief integration officer, responsible for the coordination of activities related to the integration of Baylor Health Care System and Scott & White Healthcare, including providing project leadership and direction in developing and executing post-merger integration strategies. She also served as senior vice president of business development, where she coordinated all aspects of new business transactions and joint venture arrangements.

Dr. Ashish Atreja has received formal training in public health and is board-certified in gastroenterology, clinical informatics, and internal medicine. Over the last 15 years, he has led numerous public health and informatics initiatives at Cleveland Clinic and Mount Sinai Medical Center, which includes developing online education modules, leading EHR implementation, performing analytics on healthcare data, and developing enterprise-wide mobile apps. As chief innovation and engagement officer of medicine, he leads the Sinai AppLab (http://www.applab.nyc) to build and test disruptive mobile health technologies. In addition, Dr. Atreja established the Network of Digital Medicine (www.nodehealth.org) to connect innovation centers worldwide and share best practices for digital medicine innovation and implementation between industry, payers, and health systems. He serves as scientific co-founder and chief strategy officer for Rx.Health, a Mount Sinai spinoff that brings an enterprisewide app curation, prescription, and engagement platform to risk-sharing hospitals and payers in an affordable and scalable manner.

Michael Dowling is president and CEO of Northwell Health, which delivers world-class clinical care throughout the New York metropolitan area, pioneering research at the Feinstein Institute for Medical Research, and a visionary approach to medical education highlighted by the Donald and Barbara Zucker School of Medicine at Hofstra/Northwell and the Hofstra Northwell School of Graduate Nursing and Physician Assistant Studies. Northwell Health is the largest integrated healthcare system in New York state and the state’s largest private employer. Dowling is also chair of the Healthcare Institute and the Institute for Healthcare Improvement.

Neil Carpenter, vice president, LifeBridge Strategic Planning, Research and Transformation, LifeBridge Health

Neil Carpenter oversees strategic planning for the enterprise as well as its clinical research and innovation efforts. Innovation at LifeBridge Health, a $2 billion integrated healthcare delivery system in Maryland, includes initiatives such as the Bioincubator at Sinai Hospital, the system’s offshore call center, and consulting team agreements. Previously, Carpenter was an engagement manager for Deloitte and the Chartis Group, where his clients included Kaiser Permanente, Sisters of Mercy Health System, the Military Health System, Montefiore, and the University of Virginia. He serves on various state task forces related to health system planning and is a guest lecturer at the Johns Hopkins Carey Business School.
Todd Dunn is director of innovation for Intermountain Healthcare’s I.S. Organization, leading Intermountain’s Healthcare Transformation Lab. Leveraging his experience at Cisco, Siemens, and GE, Dunn instills the fundamentals of innovation and employee engagement in his current role. In addition to his work at Intermountain, he advises startups and early-stage companies.

Brant Heise leads Summation Health Ventures’ overall activities and investment initiatives with a focus on healthcare information technology and medical device investments. He also serves as managing director of the MemorialCare Innovation Fund. Heise’s experience includes participation on the board of directors for several privately held, venture capital–funded companies within the investment portfolios. His career has also spanned business development and operating experience in entrepreneurial startup companies, physician organizations, community hospitals, and academic medical centers.

Jim Hinton is CEO of Baylor Scott & White Health, the largest not-for-profit health system in Texas, which provides a full continuum of healthcare services with more than 1,000 patient access points across the state. In addition, Hinton leads the Scott and White Health Plan, the Baylor Scott & White Research Institute, and the Baylor Scott & White Quality Alliance—a network of clinical providers and facilities focused on improving quality, managing the health of patient populations, and reducing the overall cost of care.

Dr. Maulik Majmudar is a practicing cardiologist and associate director of the Healthcare Transformation Lab at Massachusetts General Hospital in Boston, and assistant professor at Harvard Medical School. He is an active member of the healthcare innovation and entrepreneurship community, focused on technology-enabled healthcare innovation to improve the experience and value of care. He was a founding member and chief clinical officer of Quanttus, Inc., a venture-backed medical wearables startup. In addition, he is a lecturer in the Harvard-MIT HST Program and co-faculty for the course Healthcare Ventures.
Aaron Martin is executive vice president and chief digital officer of Providence St. Joseph Health (PSJH), and managing general partner of Providence Ventures (PV). Martin is responsible for the digital, web, mobile, and online marketing channel for PSJH, a not-for-profit health system that combines Providence Health & Services and St. Joseph Health. His team also drives innovative new programs across PSJH that improve convenience, lower cost, and improve quality. In addition, he oversees early-stage/venture technology and medical device investments for PV’s $150 million fund. He serves as a board member with PV portfolio companies AVIA, Kyruus, and Xealth. Prior to PHS, Martin worked for Amazon, McKinsey & Company, and was an executive and founder of two early-stage technology companies funded by New Enterprise Associates and Mayfield. At Amazon, he was general manager of CreateSpace, Amazon’s self-publishing and print on-demand business. Martin went on to lead the Kindle North American Trade publisher business, helping publishing partners Random House, Simon & Schuster, and HarperCollins transition their businesses to e-books.

Nick Reddy is the chief digital officer and senior vice president of Baylor Scott & White Health (BSWH). After beginning his career at Scott & White Healthcare (S&W) as a management consultant, he was asked to join the Information Services (IS) Leadership team as the Senior Vice President of Investments. In October 2013, S&W completed a merger with Baylor Healthcare, allowing Reddy to expand his role as SVP of the combined IS organization. Nick was recently asked to lead the digital innovation agenda for BSWH. Nick has a BBA from Texas A&M, achieved his Executive MBA from Southern Methodist University in 2008, and has received several healthcare certifications. He was awarded CIO Magazine’s One to Watch in 2014. In his role as a healthcare executive, Nick strives to lead industry transformation through the science of critical analysis, the art of communication, and the discipline of execution.

As president and chief operating officer of Sinai Hospital of Baltimore, Dr. Ringo is responsible for the system’s move from fee-for-service to value based care. Sinai Hospital is the flagship member of the LifeBridge Health system, and the state of Maryland’s largest independent teaching and research hospital with tertiary services in trauma, advanced orthopedic, cardiovascular and neurosurgery, neonatal level III, and a children’s hospital. Dr. Ringo also serves as senior vice president for LifeBridge Health, which includes Northwest Hospital, Carroll Hospital, Levindale Hebrew Geriatric Center and Hospital, as well as urgent care centers, retail pharmacies, ambulance services, home health services, two accountable care organizations, an assisted living center, and over 800 employed physicians.
Eric Rock launched Vivify Health in 2009, delivering the first cloud-based remote care management platform connecting providers with their patients via wireless mobile devices. Prior to Vivify Health, Rock founded MEDHOST, the first touchscreen EMR including other innovations such as geographic bed/facility views, patient self-service kiosks, multi-touch data visualization, and an enterprise operational visibility engine. Rock has also founded ProHost, the first restaurant table management and reservations system, ultimately acquired by OpenTable.com. He has presented at HIMSS, ATA, Connected Health Conference, Health Evolution Summit, Piper Jaffray, and TED.

As chief innovation officer at UPMC, a $17 billion healthcare provider and insurer based in Pittsburgh, Dr. Rasu Shrestha is responsible for driving innovation strategy—serving as a catalyst in transforming the organization into a more patient-focused and economically sustainable system. In addition, he serves as executive vice president of UPMC Enterprises and is part of an executive team that leads over 200 technology professionals innovating toward intelligent healthcare, building patient-centric, value-based technology solutions that are transforming the industry. Prior to his current roles, Dr. Shrestha served as vice president of information technology and was medical director of interoperability and imaging informatics at UPMC. He is the chairman of the Healthcare Information and Management Systems Society (HIMSS) innovation committee, and co-chair of Health Datapalooza 2018.

As senior vice president and executive director of Northwell Ventures, Tom Thornton is responsible for identifying and fostering innovative ideas that enhance the growth of Northwell Health’s clinical and nonclinical enterprises. He works with senior leadership to develop and advance ideas in these areas, bringing ideas into practice and the market, as well as building strategic partnerships and relationships within the broader regional ecosystem and beyond. In this role, he also manages all of Northwell Health’s innovation programs, including technology commercialization, enterprise growth, and investment management. Prior to joining Northwell Health, Thornton led the Healthcare Innovation Alliance at Cleveland Clinic Innovations, a program aimed at forming multi-institutional collaborations to foster and accelerate the commercialization of medical innovations.

Brian Van Winkle directs innovation at LifeBridge Health, which is focused on incorporating digital technologies and innovative concepts designed to transform the industry. Van Winkle leads strategic projects on reinventing access and breaking the cost curve. In addition, he serves as an executive board member for NODE Health (Network of Digital Evidence in Health), a nonprofit consortium of more than 25 premier healthcare systems, founded to drive change by supporting the integration of clinical and business rigor with emerging digital solutions.

Speakers subject to change.
CONFERENCE LOCATION

Omni Frisco, Dallas, TX

Room rate: $225/night
Hotel cut-off date is Monday, September 17, 2018
Hotel website: www.omnihotels.com/hotels/frisco

Baylor Scott & White Sports Therapy and Research Facility

A portion of this event will take place at the Baylor Scott & White Sports Therapy and Research Facility at The Star. This world-class sports performance and research center in Frisco, Texas, serves as the headquarters and training facility of the Dallas Cowboys.

EXHIBITORS

Join us along with innovative healthcare executives who are seeking to diversify revenue and ready to move, along with those who can provide funding to make that happen, including:

- Hospital and health system CEOs
- Chief innovation officers
- Chief strategy officers
- VPs of business development
- Venture capitalists

For details and a prospectus, please contact your area manager:

NORTHEAST/WEST
Pam Wilson
pwilson@healthleadersmedia.com

MIDWEST/NORTHWEST
Chris Cote
ccote@healthleadersmedia.com

SOUTHEAST
Cathleen Martindale
cmartindale@healthleadersmedia.com

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- Registrants who cancel less than 14 days prior to the event will be considered “no shows” and will not be eligible for refunds/credits.
- Registrants who do not cancel and do not attend are liable for the full registration fee.
- Please notify the conference registrar at 800-650-6787 with any requests for changes.

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PARTICIPATING ORGANIZATIONS

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Massachusetts General Hospital
PROVIDENCE ST. JOSEPH HEALTH
Mount Sinai
UPMC Life Changing Medicine

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