



The Patient Experience SYMPOSIUM

AGENDA AT-A-GLANCE

September 16-18, 2024

MONDAY, SEPTEMBER 16

9:00 – 9:15 am

Chairperson's Welcoming Remarks & Introduction to Roundtable Discussions

LAURA COOLEY, PhD, Editor-in-Chief, The Journal of Patient Experience

TERRACE ROOM (LOBBY LEVEL)

9:15 – 10:00 am

Proven Premise: Healthy + Engaged Staff = Better Patient Experience

JEREMY SEGALL, MA, RDT, LCAT, FPCC, System Chief Wellness Officer; **KOMAL LODARIA**, MA, FPCC Senior Director, Care Experience, NYC Health + Hospitals

TERRACE ROOM (LOBBY LEVEL)

10:00 – 10:45 am

Beyond the Walls of Patient Experience

ZEEV NEUWIRTH, Author, Beyond the Walls; **KEVAN MABBUTT**, Chief Marketing, Consumer, and Experience Officer, Advocate Health; and **JOSEPH MACHICOTE**, Chief Diversity Officer, Premier

TERRACE ROOM (LOBBY LEVEL)

10:45 – 11:15 am

“Drum it Out” Putting Purpose to Pain

JOSH ROBINSON, Drummer

Sponsored by Praia Health

TERRACE ROOM (LOBBY LEVEL)

11:15 – 11:45 am

Facilitated Roundtable Discussions

LAURA COOLEY, PhD, Editor-in-Chief, The Journal of Patient Experience

TERRACE ROOM

11:45 am – 1:00 pm

Luncheon in Sponsor Showcase

TERRACE ROOM (LOBBY LEVEL)

1:00 – 1:35 pm

CHOOSE BETWEEN CONCURRENT TRACKS

TRACK A

Empowering Healthcare Access for People with Disabilities: Bridging Gaps and Breaking Barriers

SUSAN SOLMAN, Associate Professor, FIU College of Medicine Physician Assistant Program

TERRACE ROOM (LOBBY LEVEL)

TRACK B

Laying the Foundation to Enhance the Patient's Experience in Primary Care: Stories from Mass General Hospital

SUSAN EDGMAN-LEVITAN, Executive Director John D. Stoeckle Center for Primary Care Innovation Massachusetts General Hospital

WHITE HILL (4th FLOOR)

TRACK C

Just Work—How to Design Fair and Equitable Workplaces

TRACY PARRIS-BENJAMIN, Managing Partner, The Outcomes Architect

WHITTIER (4th FLOOR)

MONDAY CONTINUED

1:45 – 2:20 pm

CHOOSE BETWEEN CONCURRENT SESSIONS

TRACK A

Impact of Physician Leadership Style on Internal and External Outcomes – and How to Influence

ALISON SOILEAU, PhD, FACHE, System Vice President, Patient Experience and Service Excellence, Ochsner Health and **NIGEL GIRGRAH**, MD PhD, Chief Wellness Officer, Ochsner Health System; Medical Director, Liver Transplantation, Ochsner Medical Center

TERRACE ROOM (LOBBY LEVEL)

TRACK B

Measured Equity: Working Together to Measure and Reduce Racial and Ethnic Disparities in Patient Experiences of Care

BARBRA RABSON, MPH, President and CEO of Massachusetts Health Quality Partners (MHQP)

WHITE HILL (4th FLOOR)

TRACK C

Hope for Henry: Transforming Pediatric Care with Compassion and Innovation

Laurie Strongin, Founder & CEO, Hope for Henry

WHITTIER (4th FLOOR)

2:30 – 3:05 pm

CHOOSE BETWEEN CONCURRENT SESSIONS

TRACK A

Expanding What's Possible with Digital Consumer Experiences

JUSTIN DEARBORN, Founder and CEO, Praia Health; **JARED JOHNSON**, Chief Marketing Officer, Praia Health, and Host, Healthcare Rap Podcast

TERRACE ROOM (LOBBY LEVEL)

TRACK B

Advancing Experiences for Patients and Families in Pediatric Primary Care

SARA TOOMEY, MD, MPhil, MPH, MSc SVP, Chief Safety and Quality Officer & Chief Experience Officer, Boston Children's Hospital

WHITE HILL (4th FLOOR)

TRACK C

Delivering a Sustainable Acute Care Patient Experience Strategy in a Large, Complex Health System

SASHA PEREZ-LOOR, MSHSA, PMP, CPXP, CCMP,

Director, Experience Sustainment and Improvement, AdventHealth and **JULIE RISH**, PhD, Vice President of Consumer Experience, AdventHealth

WHITTIER (4th FLOOR)

3:15 – 3:40 pm

Networking Break in Sponsor Showcase

TERRACE ROOM (LOBBY LEVEL)

3:40 – 4:15 pm

CHOOSE BETWEEN CONCURRENT SESSIONS

TRACK A

Examining the Evolution from Patient Satisfaction to Human Experience

THOMAS HOWELL, MD, Medical Director for Patient Experience, Mayo Clinic Health System

TERRACE ROOM (LOBBY LEVEL)

TRACK B

Leading Patient Experience in Ambulatory Care

ANNIE IDEKER, MD, Associate Sr Medical Director for Physician and Clinician Experience, Health Partners

WHITE HILL (4th FLOOR)

4:25 – 5:10 pm

CHOOSE BETWEEN CONCURRENT SESSIONS

TRACK A

Cultivating the Payer-Provider Relationship to Improve Patient and Member Experience in Healthcare

AMBER MARACCINI, VP of Industry Executive Advisory, Medallia; **TOM TULL**, VP Chief Experience Officer, Ballad Health; **DARREL WEAVER**, MD, Vice President of Provider Engagement and Support, Blue Cross and Blue Shield of Alabama; **TARA TALLEY**, PMP, Operations Manager, Program Development, Blue Cross and Blue Shield of Alabama

TERRACE ROOM (LOBBY LEVEL)

TRACK B

Patient Narratives as a Catalyst for Reducing Staff Burnout in Ambulatory Care

INGRID NEMBARD, PhD, MS, Fishman Family President's Distinguished Professor, The Wharton School, University of Pennsylvania

WHITE HILL (4th FLOOR)

5:10 pm

Opening Night Reception

TERRACE ROOM (LOBBY LEVEL)

TUESDAY, SEPTEMBER 17

9:00 – 9:20 am

Chairperson's Opening Remarks

LAURA COOLEY, PhD, Editor-in-Chief, The Journal of Patient Experience

TERRACE ROOM (LOBBY LEVEL)

9:20 – 10:05 am

From Venerable to Vulnerable: how Patient Experience is reshaping the American Hospital

KEDAR MATE, MD, President and CEO, Institute for Healthcare Improvement

TERRACE ROOM (LOBBY LEVEL)

10:05 – 10:50 am

Delivering on What Matters Most: You Make a Difference

TOMMY WHITEAW, National Lead Person Centered Voices Health and Social Care Alliance Scotland

TERRACE ROOM (LOBBY LEVEL)

10:50 – 11:20 am

Networking Break in Sponsor Showcase

TERRACE ROOM (LOBBY LEVEL)

11:20 am – 12:05 pm

Investing in the Bottom Line: The Value Case for Improving Human Experience in Healthcare

STACY PALMER, CPXP, Senior Vice President & COO, The Beryl Institute; **BRIAN CARLSON**, VP of Patient Experience, Vanderbilt University Medical Center; **JENNIFER CARRON**, Patient Experience Officer, BJC HealthCare; and **MARTIE CARNIE**, Senior Patient Experience Advisor, MGB; Brigham and Women's Hospital

TERRACE ROOM (LOBBY LEVEL)

12:05 – 12:30 pm

Facilitated Roundtable Discussions

LAURA COOLEY, PhD, Editor-in-Chief, The Journal of Patient Experience

TERRACE ROOM (LOBBY LEVEL)

12:30 – 2:00 pm

Lunch on Your Own

2:00 – 3:00 pm

CHOOSE BETWEEN CONCURRENT SESSIONS

TRACK A

Pocket Presentations

TERRACE ROOM (LOBBY LEVEL)

TRACK B

Loving Healthcare Organizations

ZEEV NEUWIRTH, Author, Beyond the Walls; **APURV GUPTA**, MD, MPH, Vice President, Advisory Services, Premier Inc; **SHANNON CONNOR PHILLIPS**, MD, MPH, Chief Health Officer, Joyous and **JULIE RISH**, PhD / Vice President of Consumer Experience, AdventHealth

WHITE HILL (4th FLOOR)

TRACK C

Cultivating Relationships: Implementation and Operationalization of Communication Skills Training Programs

LAURA KIRK, Assistant Director of Advanced Practice Providers, Ambulatory Service, UT Southwestern Medical Center; **RACHYL PINES**, PhD, Research Scientist, Stanford Health Care; **CYNTHIA GEORGE**, MSN, FNP, Senior Director, Partnerships for Sustaining Daily Care; and **AGNES BARDEN**, DNP, RN, CPXP, Deputy Chief Experience Officer, Northwell Health

WHITTIER (4th FLOOR)

3:10 – 3:45 pm

CHOOSE BETWEEN CONCURRENT SESSIONS

TRACK A

Harmonizing Quality, Safety, and Experience in Healthcare

TONI LAND, BSN, MBA, CPXP, Founder/CXO, Landing Exceptional Experiences, LLC

TERRACE ROOM (LOBBY LEVEL)

TRACK B

Enhancing Patient Care in Rural NHS Primary Clinics: Strategies and Innovations

CARL DEANEY, General Practice and **LISA HAITH**, Practice Manager and Patient Experience Lead, Marsh Medical Practice

WHITE HILL (4th FLOOR)

TRACK C

Introduction to ICHOM and Patient-Reported Outcome Measures

CHRISTINA NIELSEN, Outcomes Research Project Manager and Learning Collaboratives Project Facilitator, International Consortium for Health Outcomes Measurement (ICHOM)

WHITTIER (4th FLOOR)

TUESDAY CONTINUED

3:55 pm - 4:55 pm

CHOOSE BETWEEN CONCURRENT SESSIONS

TRACK A

Pocket Presentations

TERRACE ROOM (LOBBY LEVEL)

TRACK B

Hospital at Home: Deconstructing the Patient and Caregiver Experience of High Acuity Care in the Home

ROBERT MOSKOWITZ, Chief Medical Officer, Contessa; **JATIN DAVE, MBBS, MPH, FACP**, Chief Medical Officer, MassHealth; **JESSICA KIM**, Cofounder and Executive Chairwoman, ionacare; and **KAMIA THAKUR**, Medical Director of Hospital at Home, Penn State

WHITE HILL (4th FLOOR)

5:00 – 6:00 pm

The Beryl Institute Community Reception

TREMONT ROOM (4TH FLOOR)

WEDNESDAY, SEPTEMBER 18

7:30 – 8:30 am

Continental Breakfast in Sponsor Showcase

Sponsored by The Joint Commission

TERRACE ROOM (LOBBY LEVEL)

8:30 am

Opening Remarks

LAURA COOLEY, PhD, Editor-in-Chief, The Journal of Patient Experience

TERRACE ROOM (LOBBY LEVEL)

8:45 – 9:45 am

Fireside Chat with Dr Geeta Nayyar, MD, MBA / Chief Medical Officer, Technologist, and WSJ Best Selling Author

TERRACE ROOM (LOBBY LEVEL)

9:45 – 10:00 am

Networking Break in Sponsor Showcase

TERRACE ROOM (LOBBY LEVEL)

10:00 – 10:45 am

Exploring the Relationship between Patient Experience, Health Outcomes, and Value-based Care

RACHEL BIBLOW, Associate Editor, Journal of Patient Experience; **NAMITA SETH MOHTA**, MD, Executive Director NEJM Catalyst; **PRAKASH JAYAKUMAR** M.D., Ph.D., Innovations in Care Delivery; Orthopedic Surgeon, Assistant Professor of Surgery and Perioperative Care and Director of Value-Based Health Care and Outcome Measurement, University of Texas at Austin, Dell Medical School; and **DAVID BERNSTEIN**, MD, PhD, MBA, MEI, Senior Researcher, Harvard Business School Resident Physician, Harvard Combined Orthopedic Residency Program, Mass General Brigham

TERRACE ROOM (LOBBY LEVEL)

10:45 — 11:05 am

Facilitated RoundTable Discussions

LAURA COOLEY, PhD, Editor-in-Chief, The Journal of Patient Experience

TERRACE ROOM (LOBBY LEVEL)

11:05 – 11:45 am

How to Improve the Patient Experience: Best Practices Assimilated from the Trenches

EDWARD W. MARX, CEO, Marx Advisory

TERRACE ROOM (LOBBY LEVEL)

11:45 am – 12:00 pm

Closing Remarks

LAURA COOLEY, PhD, Editor-in-Chief, The Journal of Patient Experience

TERRACE ROOM (LOBBY LEVEL)

12:00 pm – 1:00 pm

Lunch on Your Own For Workshop Participants

1:00 – 3:30 pm

OPTIONAL POST CONFERENCE WORKSHOP

Relationship-Centered Coaching to Enhance Patient and Team Experience

CALVIN CHOU, MD, Professor of Clinical Medicine, University of California San Francisco, **ELLEN PEARLMAN**, MD, Associate Dean for Professionalism & Doctoring Skills, Donald and Barbara Zucker School of Medicine, **LAURA KIRK**, Assistant Director of Advanced Practice Providers, Ambulatory Service, UT Southwestern Medical Center

WHITE HILL (4th FLOOR)