

HEALTHFUTURE: THE SHIFTING PARADIGM OF HEALTH TECHNOLOGY INNOVATION AND EVIDENCE-BASED ADOPTION

May 1, 2023 | 10 AM – 4 PM CT

10–10:05 AM: CTA/EXCITE Introduction to HealthFuture

- Leslie Levin, Chief Executive and Scientific Officer, EXCITE International
- René Quashie, Vice-President of Digital Health, Consumer Technology Association (CTA)®

10:05–10:45 AM: The Health innovation Landscape: Trends and Outlook

Through the lens of a payer, provider, and technology developer this session will outline the shifting landscape of health technologies including both the barriers and opportunities for how they are being deployed in patient care.

Speakers:

- Meg Barron, Vice President, Digital Health Strategy, AMA (moderator)
- Dr. Sarah Pletcher, System Vice-president, Executive Medical Director, Strategic Innovation, Houston Methodist
- Ranndy Kellogg, President and CEO, Omron Healthcare
- Carlos Nunez, Chief Medical Officer, ResMed

10:45–11:15 AM: Trust but Verify: How Verification Drives Adoption

In this interactive discussion, speakers and the audience will explore the role verification for the application of health technology plays in driving evidence-based adoption and payment. Specifically, the session will survey the gaps and opportunities in current framework tools, standards, etc.

Speakers:

- Jennifer Goldsack, CEO, Digital Medicine Society
- Drew Schiller, CEO, Validic

11:15–11:45 AM: The Path to Validation

In this interactive discussion, speakers and the audience will discuss the role validation for the application of health technology plays in driving evidence-based adoption. Specifically, the session will explore the gaps and missed opportunities for the lack of use of virtual assessment tools, what is successfully improving outcomes, and how to avoid unintended consequences in the application of the technologies.

Speakers:

- Dr. Jesse Ehrenfeld, AMA's president-elect
- Robert McDonough, Head of Clinical Policy Research and Development, Aetna

11:45 AM–12:15 PM: Quality over Quantity in the Application of Health Technologies

In this interactive discussion, speakers and the audience will explore how health technologies are being deployed in practice, including some of the opportunities and challenges for long-term engagement through quality solutions to help improve outcomes.

Speakers:

- Dr. Blake Long, Chief Medical Officer, ALVA10
- Michael Crawford, Associate Dean for Strategy Outreach, and Innovation, Howard University College of Medicine

12:15–1:30 PM: Lunch and Fireside Chat

Bridging the Gap of Care: Opportunities and Challenges in Adopting Health Technology

In this fireside chat, hear from industry executives on the current landscape of digital health technologies, what are the barriers and opportunities towards bridging the gap of care, and what “non” health technology might be the biggest disruptor to the healthcare in the next 5 years.

Speakers:

- Kinsey Fabrizio, Sr. Vice President, Membership, CES Sales
- Dr. Vidya Raman-Tangella, Chief Medical Officer, Teladoc Health
- Carol Haines, Chief Operating Officer, United Clinical Services, UnitedHealthcare

1:30–2 PM: Improving Experience in the Use of Health Technologies

In this interactive discussion, speakers and the audience will explore the role that the experience of usage of a specific digital health technology play in increasing adoption. Specifically, the session will explore questions around incentivizing adoption, the role of access to data, and critical questions about patient safety for tool usage.

Speakers:

- Carolyn Walsh, Chief Commercial Officer, BioIntelliSense
- Chris Eschbach, Senior Manager, Exponent

2:15–3:15 PM: Dollars and Sense: What is Needed to Drive Coverage and Reimbursement of Health Technology

In this panel session, industry experts will outline what are the core issues and challenges facing the sector as it strives to ensure broad reimbursement and payment of digital health technologies, including which are evidenced-based, improve outcomes, and ultimately help bridge the gap of care.

Speakers:

- Greg Carey, Director, Government & Regulatory Affairs, athenahealth (moderator)
- Lisa Mazur, Partner-in-Charge, Health Strategy, McDermott Will & Emery
- Danielle Lloyd, Sr. Vice President, Private Market Innovations and Quality Initiatives, AHIP
- Nick Schram, Principal Employee Health & Benefits, Mercer
- James Bailey, Technology, Coding and Pricing Group, Centers for Medicare & Medicaid Services

3:30–4 PM: What Comes Next – Strategic Direction for the Shifting Paradigm of Health Technology Innovation and Evidence-based Adoption

In this interactive discussion, speakers and the audience will recap the learnings from the day and outline some key actions and take aways to bring forward.

Speakers:

- Leslie Levin, Chief Executive and Scientific Officer, EXCITE International
- Kerri Haresign, Sr. Director, Technology and Standards, CTA

4–5:30 PM: Networking Reception