

2017 Leadership Summit: Transforming Maryland's Healthcare System

Please join us on May 16, for the 2017 Leadership Summit, Maryland's most important one day, high impact conference of the year. This year's summit will focus on how Maryland's healthcare system is being transformed by data, both big and small. The conference brings together partners from across the continuum of care and is hosted by LifeSpan, The Beacon Institute, Maryland Hospital Association (MHA), The Maryland State Medical Society (MedChi), the Maryland National Capital Homecare Association (MNCHA), and Chesapeake Regional Information System for our Patients (CRISP).

With the future of healthcare at the federal and state level hanging in the balance, fact-based decision making can drive your business and help you succeed in these uncertain times. Quality improvement is dependent upon making critical patient data available to the right people at the right time.

You will hear from recognized experts, local innovators and creative strategists who will help you determine how to best use information to navigate the changing healthcare landscape and work toward population health. Our speakers will share what they've learned about using data to improve communication and collaboration, and to build quality-based preferred partner networks. We will address the following:

- How can your organization take operational advantage of the data being collected at the state and national levels?
- How can real-time data and data analytics drive quality improvements and operational success?
- What will the future of healthcare look like and how will organizations innovate to achieve their goals?

Target Audience

Leaders at Hospitals, Continuing Care Retirement Communities, Skilled Nursing and Rehabilitation Centers, Assisted Living Communities, and Home Health Providers

INCLUDING: Hospital Executives, CEOs, CFOs, CMOs, CIOs/CTOs, Physicians, Owners, Executive Directors, Administrators, Medical Directors, and Clinical Leaders



Agenda



- 8:15 – 8:45 am **Exhibitor Set Up**
- 9:00 – 9:30 am **Registration, Breakfast with Exhibitors**
- 9:30 – 9:45 am **Welcome: Kevin Heffner, President, LifeSpan Network**
- 9:45 – 10:00 am **Opening Remarks and Speaker Introductions**
Robb Kerr, Managing Director, Healthcare Practice; Chief Information Officer, Harman Executive Advisors, (Summit Facilitator)
- 10:00 – 10:45 am **Keynote: Creating Competitive Advantage: The Increasing Importance of Data Analytics**
In 2017 data and analytics drive strategy and determine competitive advantage. This fast paced session will identify the mega-trends reshaping the sector, the accelerating importance of data (both big data and 'small data'), its use and the implications of not knowing or not applying data driven knowledge.
Scott E. Townsley, J.D., Managing Principal, Trilogy Consulting, LLC; Professor, UMBC Aging/ The Erickson School
- 10:45 – 11:00 am **BREAK WITH EXHIBITORS**
- 11:00 – 11:45 am **Innovative Use of Secure Texting and Telemedicine**
Cindy Gingrich, Anne Arundel Medical Center and Baltimore Washington Medical Center
Colin Ward, Vice President, Population Health/Clinical Integration, University of Maryland's Upper Chesapeake Health
- 11:45 – 12:30 pm **LUNCH AND EXHIBITS**
- 12:30 – 1:00 pm **An Envisioned Future for Health Care Delivery**
It is impossible to predict exactly what health care will look like in 20 years. However, we can sense that the health care delivery system is in the midst of a transformation. Technology and scientific discovery will allow a revolution in the democratization, access, and quality of care. In this talk, we will explore the possibilities.
Susan Kennedy, Program Area Manager, National Health Mission Area, Johns Hopkins University Applied Physics Laboratory
- 1:00 – 1:30 pm **Home Health Data: Tracking, Trends and Truth**
Data in Home Health is used as a comparison measure to an agency's self-tracking, provides trends for rolling quarters over 3 years, and helps guide an agency with a plan of improvement to meet Medicare's Triple Aim by benefitting patients with quality care, reducing avoidable hospitalizations and keeping patients in their homes.
Kelly K. Arthur, Improvement Consultant, Health Quality Innovators
- 1:15 – 2:15 pm **Health Information Exchange Panel**
Dusanka Delovska-Trajkova, CIO, Ingleside at King Farm
Maria Lou, Health Informatics, Ingleside at King Farm
Craig Behm, Customer Success Liaison, Post-Acute Care, CRISP
Jesse Sadikman MD, Medical Director, Aledade
- 2:15 – 2:30 pm **BREAK WITH EXHIBITORS**
- 2:30 – 3:30 pm **Factors Accelerating the Development of Preferred Post-Acute Provider Networks**
What data elements are hospitals prioritizing when building and managing preferred networks? Understand how data can be used as the common language when communicating and collaborating across care settings and how relationship building and management with post-acute partners is a key tactic for programmatic success.
Susan C. Westgate, MBA, MSW, LCSW-C, Co-chair of LifeBridge Skilled Nursing Facility Collaborative; Clinical Instructor, University of Maryland, School of Social Work
Bernie Galla, RN, BSN, MBA, Director, Information Services, Enterprise Systems, Lifebridge Health
- 3:30 – 3:45 pm **Closing Remarks: Rob Kerr**

Presenters

Rob Kerr, SUMMIT FACILITATOR

A long-time leader in healthcare services, Rob Kerr has lived through many changes in healthcare practice, regulation and reimbursement. His role has been to make sure healthcare organizations are getting the information they need to succeed through those changes. Throughout his career, Rob has been engaged in the full spectrum of healthcare IT, from staffing, budgeting and operations to application development and implementation. He knows the industry, and believes it's at a tipping point in this country; it's time for care providers to get strategic about their technology to improve patient care.

Rob provides C-level technology strategy to clients in Hartman Executive Advisors' healthcare practice. He identifies their challenges and opportunities, and provides insight and direction to allow them to grow while simultaneously improving care quality and patient outcomes. Rob also helps healthcare organizations focus on their data, knowing that strong business intelligence represents an opportunity for leaders to make timely and accurate decisions in a rapidly changing environment.

Scott E. Townsley, KEYNOTE SPEAKER

Scott Townsley has more than 30 years' experience in the senior living and senior care field. He formed Trilogy Consulting, LLC after serving as the managing Principal of Third Age, Inc. – one of the largest firms dedicated to consulting and strategy for senior living organizations. For the last seven years he was a Principal within the senior living practice of CliftonLarsonAllen, LLP. Scott has worked with hundreds of organizations across the country as they have grappled with how to successfully navigate and drive change.

Scott currently serves on the faculty of the University of Maryland Baltimore County's Erickson School where he leads the graduate courses on Strategy, Entrepreneurship, and Innovation. He most recently co-founded the Center for Innovation a newly formed social enterprise and innovation accelerator associated with the Erickson School.

Mr. Townsley has led hundreds of client assignments involving strategic planning, governance, market analysis, affiliations and mergers and project development. He pioneered the development of a demand methodology for determining the market for Continuing Care at Home, created an interactive demand model for assisted living and has designed a unique approach to strategy, called the "Vision-driven Strategy" process. He has a Bachelor of Science, Business Administration, Drexel University; Juris Doctorate, Villanova University Has been a licensed Nursing Home Administrator and has served as a member

Susan B. Kennedy

Susan Kennedy is a Principal Professional Staff member at the Johns Hopkins University Applied Physics Laboratory (JHU/APL) and Program Area Manager in the National Health Mission Area. Susan joined the laboratory in 1985 after completing her undergraduate work in physics at Holy Cross College. She also holds a Masters degree in Applied Physics from the Johns Hopkins University. Over a 30-year career, Susan developed deep systems engineering expertise working on critical challenges for the Department of Defense. In 2014 she transitioned to the National Health Mission Area, applying her systems engineering and leadership skills to the health domain. Susan currently manages a \$30M portfolio focused on the design and development of health technologies, and the integration and optimization of health systems.

Prior to joining the JHU/APL's National Health Mission Area, Susan lead a \$100M organization focused on meeting the needs of a variety of Navy, Air Force and Intelligence community sponsors. She is proven

Previously, Rob led IT operations at Remedi SeniorCare, an institutional pharmacy provider. In this role, he decreased infrastructure costs by 30 percent by moving the company to an integrated, high-performance technology platform. He was also involved in the development of a robotic medication dispensing system and an industry-leading electronic medication order entry system. Rob also held IT leadership roles at several midsize and large healthcare organizations in Maryland, Pennsylvania and California.



Outside of work, Rob remains focused on the advancement of healthcare issues, including improving care for phenylketonuria (PKU) patients. He is the former CFO of the National PKU Alliance and former president of the Maryland Alliance of PKU Families. He also enjoys traveling, especially to his native Ireland, and keeping up with his kids' busy lives. Rob has a BS from Stevenson University and an MBA from Loyola University Maryland.

of the Board of Directors of two retirement communities, a for-profit subsidiary of a large nonprofit CCRC, and a multi-facility provider.

Mr. Townsley is a frequent speaker at national and state conferences as well as Board Retreats and Planning Sessions. Recent national and state presentations include: Cheerios or Oat Cereal: Creating Competitive Advantage in a Fast Changing Market, LeadingAge, Nov. 2016, Be the Change: Leading Innovation and Transformation, LeadingAge Maryland Keynote, April 2016, Big Challenges, Bigger Solutions, SFCS By Design Conference, February 2016, Strategic Success in a Changing Environment, Institute for Senior Living (2016) and National Green House Project Conference, November 2015, The Future of CCRCs – A Heretic's Perspective, Virginia CCRC Collaborative, July 2015, Innovation, Strategy and the Business Case for Change, American Health Care Association, February 2015, Health Facilities Association of Maryland October 2015, UMBC Aging Memory Care Summit, January 2016, Accelerating Change, UMBC Aging Memory Care Summit, January 2015, Turning Innovation Into Strategy, LeadingAge, October 2014, Top Trends in Senior Living – Reality Check, Environments for Aging, April 2014.



executive with over three decades of success outlining strategies and leading execution to deliver organizational goals. She is highly skilled in assessment of problems, identification of novel solutions and alignment of systems and processes to attain results. She is proficient at establishing and sustaining collaborative partnerships across corporate, government, military and non-profit entities. Ms. Kennedy earned an M.S. in Applied Physics, Johns Hopkins University; a B.A. in Physics, Holy Cross College, Worcester, MA; was an Executive Scholar in Leadership and Management at Northwestern University's Kellogg School of Management and attended the MIT Seminar XXI Program.



Kelly Arthur

Ms. Arthur has more than 25 years of experience in geriatric healthcare. At Health Quality Innovators (HQI), she supports communities as they improve care coordination for patients. She assists these coalitions as they bring together diverse stakeholders, collect and interpret data, and implement evidence-based best practices for improving care transitions. As a result, patients spend more time at home and benefit from better care coordination. Ms. Arthur's previous experience includes social work in home health, skilled nursing, hospice, outpatient services and



vocational rehabilitation. She later worked at the corporate level in business development for one of the larger long-term care chains in the country.

Dusanka Delovska-Trajkova

Dusanka Delovska-Trajkova is the CIO of Ingleside, a non-profit that operates three CCRCs in DC, Virginia and Maryland, a foundation, and home and community based services. Dusanka and her technology team of 5 plan, support all technology activities for the company, including business function applications, resident wellness and safety applications, and health information systems. In her nine years at Ingleside Dusanka has overseen all technology investments while Ingleside transitioned to multisite organization serving more than 900 residents and employing more than 1,000 staff. This includes a major network optimization and consolidation, and deployment of an integrated and interoperable electronic health records system connecting two campuses to the regional

health information exchange. Prior to joining Ingleside Dusanka had a career in variety of environments, corporate, government, educational, and nonprofit in Macedonia and USA. Dusanka attended Saints Cyril and Methodius University in Macedonia and graduated with an electrical engineering degree back in the time when computer science and automation were described as part of the electrical engineering programs. Dusanka was born in Skopje, Macedonia and now lives in Olney, Maryland.



Craig Behm

Craig Behm is a Director at Audacious Inquiry, a health information policy and technology company in Baltimore, Maryland. He primarily serves as the Director of Hospitals Services for CRISP, the state-designated health information exchange. In that role, Mr. Behm works directly with hospitals and their community partners to execute population health activities leveraging CRISP. Previously, he was the program director for the reporting and analytics services provided by CRISP. Mr. Behm is also an instructor at the University of Maryland Baltimore County Master's program in Health Information Technology, where he teaches students how to design, measure, prioritize, and implement improvement efforts

across complicated health care systems. Prior to working with the state HIE, Mr. Behm led the start-up and operations of three physician-led, Advance Payment Medicare Shared Savings Program Accountable Care Organizations as the Executive Director of MedChi Network Services, a subsidiary of the Maryland state medical society. He has a Master's of Business Administration from Loyola University.



Dr. Jesse Sadikman

Dr. Jesse Sadikman graduated with distinction from the George Washington University Medical School in 2000. He completed his residency in Family Medicine in 2003 at the Mayo Clinic in Rochester MN, where he served as chief resident. He has been in clinical practice since that time. He has worked in a large group private practice, a solo practice and for a health system, and currently is in private practice with one PA. Dr. Sadikman has an added certification in Clinical Informatics. He served on the small practice advisory board for CRISP in 2011. Since October of 2015 he

has served as the Medical Director for Aledade's Primary Care ACO, a multi-state based ACO with 14,000 Medicare beneficiaries. He also serves as the Medical Director for primary care integration for Holy Cross Health and is on the board of the Montgomery County Medical Society. He believes that the future of health care lies with independent primary care clinicians.



Susan C. Westgate, MBA, MSW, LCSW-C

Susan Westgate is a board approved clinical supervisor in the state of Maryland. She obtained her Masters in Social Work at the University of Maryland, School of Social Work and a Masters in Business Administration with a focus on Leadership and Management at the University of Baltimore. She is currently employed as a full time Clinical Instructor at the University of Maryland, School of Social Work. She also currently serves as a consultant to LifeBridge Health, assisting with Quality and Post-Acute Initiatives such as their Skilled Nursing Facility (SNF) Collaborative. Prior to her current work, she served as an Inpatient Social Worker at LifeBridge and developed expertise in critical care, oncology, hospice and palliative care, and trauma. Teaching is of central impor-

tance to Susan and she has taught and has forthcoming lectures on a variety of topics in professional development venues on subjects such as: healthcare forecasting, end of life care, supporting oncology patients and their families, industry and institutional challenges to hospital care, Emergency Department diversion programs, Population Health Management, and vicarious trauma. As a faculty member in the University of MD, School of Social Work's graduate program she has received numerous teaching awards including the of the Exemplary Faculty Member of the Year Award along with the Dean's Teaching Award for several consecutive semesters. She has been published in The New Social Worker, The Journal of Employee Assistance, Infusion Magazine, and Provider Magazine.

Bernie Galla

Bernie Galla is the Director of Information Services at LifeBridge Health. He is a healthcare leader with expertise in advancing healthcare delivery through technology solutions for healthcare systems, academic medical centers, acute care, ambulatory care, and post-acute care settings. Bernie has a technology solution focus with key partners such as IS teams and Executive Teams and has provided successful accomplishments with electronic medical records, meaningful use, information exchange and

other technology optimizations. He has been an advisory board member for the DC's HIE and Maryland's HIE (CRISP). Prior to joining LifeBridge Health, Bernie was CIO of Howard Hospital. He attended the University of Pittsburgh.



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Take I-695 to exit 16 (I-70 West toward Frederick). Follow I-70 to exit 83 (Marriottsville Road.). At the stop sign turn left onto Marriottsville Road. At the second traffic light, turn left onto Route 40. Go 7/10 mile and turn left onto Turf Valley Road. Turf Valley's entrance will be on your left.

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Take I-70 East towards Baltimore. Take Exit 82 - Ellicott City / 40 East. Go through one stop light. Continue Approximately 7/10 of a mile and turn left onto Turf Valley Road. Turf Valley's entrance will be on your left.

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Registration

2017 Leadership Summit

Transforming Maryland's Healthcare System

Registration and Cancellation Policy

Visit our website www.lifespan-network.org to read the Registration Policy. Refunds, minus a \$75.00 processing fee per registrant, will be honored if requested in writing TEN (10) business days prior to the date of the seminar. In the event of emergency, attendees may send substitutions in their places without prior notification. Additional fees may apply.

Continuing Education: CEUs

This program is approved for 5.0 credit/contact hours. This program is approved by the National Continuing Education Review Service (NCERS) of the National Association of Boards of Examiners of Long Term Care Administrators. The Beacon Institute is an approved provider of continuing education by the Maryland Board of Social Worker Examiners and this course is approved for Category I continuing education credit for Social Workers license in Maryland. The program is approved by the Office of Health Care Quality (OHCQ) for continuing education credits for assisted living managers.

3 CMEs provided by our partner MEDCHI

Deadline: May 10, 2017

Registration Fee: LifeSpan Members/MHA/MEDCHI: \$200
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2017 LEADERSHIP SUMMIT

Transforming Maryland's Healthcare System



May 16, 2017

9:00 am – 4:00 pm

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2700 Turf Valley Road, Ellicott City, Maryland