



# DISRUPTIVE INFLUENCES IN HEALTHCARE: CHALLENGES AND OPPORTUNITIES

Thursday, March 11 & Tuesday, March 16, 2021

This past year has had an unprecedented effect on the delivery of healthcare. Payers, providers, and patients have had to adapt to new approaches to care and become adept at using new technologies. This conference will focus on the future of primary care, highlight the inequities around access to care and how those inequities can be eliminated, look at the impact of new technologies in addressing the needs of various populations, and whether traditional forms of service delivery can continue to meet the demands from patients, payers, and providers.

**Learning Objectives:**

- Listen to updates on the healthcare scene in Massachusetts and how COVID has affected healthcare equity and delivery of care;
- Learn about new disruptive technologies in healthcare and how they impact patients, payers and providers;
- Hear from experts about the future of primary care and how it is changing.

**Program Coordinators:**

Kim Carlozzi, PwC  
 Karen Granoff , Massachusetts Health & Hospital Association  
 Gary Janko, Sencio Systems  
 Krista Katsapetses, IBM Watson Health

**Educational Committee Chair:**

Annamarie Monks, CHFP, Healthcare Consultant

## Registration:

**Cost for All Four Webinars:**

HFMA Members: \$80  
 HFMA Student Members: \$20  
 HFMA Retiree Members: \$20  
 Non-Members: \$150

Group Internet Based Presentation		
Program	Category	CPEs
March 11, 9:00 am	Specialized Knowledge - Technical	1.2
March 11, 10:00 am	Specialized Knowledge - Technical	1.2
March 16, 9:00 am	Specialized Knowledge - Technical	1.2
March 16, 10:00 am	Specialized Knowledge - Technical	1.2
<b>Program Level:</b> Intermediate		
<b>Pre-requisite Requirements:</b> No advanced preparation necessary		
In order to obtain CPE Credits, attendees must attend the live webinar session and answer all polling questions.		

**Registration:**

Registration is Available Online at [www.MA-RI-HFMA.org/Event-Registration](http://www.MA-RI-HFMA.org/Event-Registration).

**HFMA MA-RI National Sponsor Registry Number: 129053**

HFMA Massachusetts-Rhode Island is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org).

**Contacting the Office:**

Any questions, concerns, or complaints can be addressed to [admin@ma-ri-hfma.org](mailto:admin@ma-ri-hfma.org) or 781-647-4422

# **Session Information**

**Thursday, March 11, 2021**

**9:00 – 10:00 am EST**

## **Keynote Speaker**

### **Building Toward Racial Justice and Equity in Health: A Call to Action**

This webinar will provide participants with an understanding of inequities in health care and how they can be addressed.

#### **Learning Objectives:**

- Understanding the history of inequities in healthcare
- Provide information about how these problems can be addressed
- Review what is being done in Massachusetts

#### **Speakers:**

**Sandra Wolitsky**, Assistant Attorney General and Deputy Chief of the Health Care Division, AGO

**Noam Yossefy**, Health Care Analyst, AGO

#### **CPE and CEU Credits:**

**HFMA 1.2 / CPE 1.0**

To obtain CPE Credits, attendees must attend the live webinar session and answer the polling questions.

---

**Thursday, March 11, 2021**

**10:00 – 11:00 am EST**

## **The Future of Primary Care**

This webinar will provide participants with an ....

#### **Learning Objectives:**

- Understanding the role of primary care
- Provide a perspective on how primary care is changing
- Review effects of COVID on delivery of care

#### **Speakers:**

**Stuart Pollack, MD**, Regional Medical Director, Primary Care, Brigham Health

**Barbra Rabson**, President & CEO, Massachusetts Health Quality Partners

**Zirui Song, MD PhD**, Assistant Professor of Health Care Policy, Harvard Medical School; Internal Medicine Physician, Massachusetts General Hospital

#### **Moderator:**

**Claus Hamann, MD, MS, FACP**, Internal & Geriatric Medicine; Chief Health Officer, Sencio Systems, Inc.

#### **CPE and CEU Credits:**

**HFMA 1.2 / CPE 1.0**

To obtain CPE Credits, attendees must attend the live webinar session and answer the polling questions.

---

**Tuesday, March 16, 2021**

**9:00 – 10:00 am EST**

## **Keynote Speaker**

### **Telehealth, Digital Therapeutics and Artificial Intelligence: What's Coming, When, and How Will it Affect You?**

This webinar will provide participants with information about the current and future world of digital therapeutics, telehealth and AI.

#### **Learning Objectives:**

- Understanding the digital world
- Provide a perspective on the future
- Review what works for patients and providers

#### **Speaker:**

**Joseph Kvedar, MD**, Professor of Dermatology, Harvard Medical School,  
Senior Advisor, Virtual Care, Mass General Brigham,  
Chair of the Board, American Telemedicine Association,  
Editor-in-Chief, NPJ Digital Medicine

#### **CPE and CEU Credits:**

**HFMA 1.2 / CPE 1.0**

To obtain CPE Credits, attendees must attend the live webinar session and answer the polling questions.

---

**Tuesday, March 16, 2021**

**10:00 – 11:00 am EST**

## **Aligning the Needs of Patients, Providers, Payers**

This webinar will provide participants with an overview of how payers, providers and patients can develop and align incentives to maximize delivery of care and increase patient satisfaction.

#### **Learning Objectives:**

- Understanding what payers and providers are doing to innovate care
- Provide an understanding of how these processes affect the patient experience
- Review the importance of alignment in objectives among all stakeholders

#### **Speakers:**

**Matt Day**, Senior Vice President, Network Payment Innovation & Contract Management BCBSMA

**Denise Schoen, MSN, RN-BC, CPXP**, Chief Patient Experience Officer, Baystate Health

**Thomas Scornavacca, DO**, Chief Medical Officer, Population Health Medical Director, Employee Health Plan, UMass  
Memorial Health Care - Office of Clinical Integration

#### **Moderator:**

**Nancy Turnbull**, Senior Associate Dean for Professional Education, Harvard T.H. Chan School of Public Health

#### **CPE and CEU Credits:**

**HFMA 1.2 / CPE 1.0**

To obtain CPE Credits, attendees must attend the live webinar session and answer the polling questions.

---

## Thank you to our 2020-2021 Corporate Sponsors

### Platinum

Alekman DiTusa, LLC  
ARMS, LLC  
Bank of America  
BESLER  
Foley Hoag LLP  
HBCS  
Latham & Watkins LLP  
LogixHealth

### Gold

Baker Newman Noyes  
Change Healthcare  
Deloitte & Touche LLP  
Healthcare IP  
PwC  
Revecore BLS | MRA  
The CCS Companies  
Verrill

### Silver

AccessOne  
Action Collection Agency of Boston  
Active & Balanced Healthcare Receivables, LLC  
Avadyne Health  
BerryDunn  
Cloudmed  
Gragil Associates, Inc.  
Healthcare Financial Inc.  
KPMG LLP  
Olive  
P.V. Kent and Associates, P.C.  
Patientco  
PROMEDICAL  
Revecore  
RTR Financial Services  
Withum