



HIMSS™



HIMSS MICHIGAN CHAPTER

DRIVING HEALTH CONNECTIONS

Today's Impact. Tomorrow's Promise

## 2024 Fall Conference Program

**When: October 8th, 2024**

**What: Tuesday – Main Conference Program & Exhibit**

**Where: Treetops Resort | Gaylord, MI**

### Agenda | “Driving Health Connections: Today’s Impact, Tomorrow’s Promise”

**7:00 – 7:45 AM: Registration / Breakfast / Vendor Exhibit**

**7:45 – 8:00 AM: Welcome & Administration**

- Sharon Kim, HIMSS Michigan Chapter President

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**HealthFocus**

### **8:00 – 8:30 AM: Morning Keynote: A Practical Approach: The Promise and Pitfalls of Artificial Intelligence – The Transformative Potential of Digital Health in Mental Healthcare**

Dr. David L. Pennington will discuss the transformative potential of digital health in mental healthcare, with a special focus on the integration of artificial intelligence (AI) and virtual reality (VR). Dr. Pennington will explore some of the best use cases of AI and VR in healthcare, demonstrating how these advanced technologies are being leveraged to develop innovative cognitive training paradigms and digital health interventions that improve treatment outcomes for patients with mental health conditions, including substance use disorders, PTSD, and traumatic brain injury. Additionally, he will review the limitations and barriers to the widespread adoption of these technologies, such as issues related to accessibility, cost, and technological infrastructure, which are particularly relevant for communities with limited healthcare resources. By sharing insights from his research and practical applications, Dr. Pennington aims to highlight the critical role of AI and VR in shaping the future of mental healthcare while addressing the unique needs and considerations of diverse communities. Featured speaker:

- Dr. David L. Pennington, Clinical Psychologist Investigator/Mental Health Technology Innovator

### **8:30 – 9:15 AM: Digital Therapeutics VR Technology to Enhance Therapeutic Outcomes**

Virtual Reality is rapidly emerging as a transformative tool in mental health treatment. Recent research highlights VR's effectiveness in treating conditions such as PTSD, body-image disturbances and stress related disorders, heralding a new era in mental healthcare. A Use Case presented by Dr. Dave Pennington and Firefly CEO Shel Mann. VR headsets will be available for hands-on interaction by the audience. **Special HIMSS Announcement.** Speakers include:

- Dr. David L. Pennington, Clinical Psychologist Investigator/Mental Health Technology Innovator
- Shel Mann, CEO, Firefly

### **9:15 – 10:15 AM: Gen Health AI: Navigating the New Frontier of Health Data**

The frontier of healthcare is expanding with new LLM based AI, and this session aims to explore the terrain. We'll discuss the vast opportunities for AI to revolutionize health data analytics, the risks of data exposure, AI hallucination and bias, and the crucial role of responsible AI stewardship in this new era. This talk will feature:

- Moderator: Jeff Garnai, Director of Health & Life Sciences, Microsoft
- Eric Shelley, Vice President of IS, Northwestern Medicine & Head of Analytics and Digital Products
- Kathy VanEnkevort, Industry Leader – US Health & Life Sciences, Microsoft
- Nailah Henry, Health Policy Analyst, Center for Health & Research Transformation (CHRT)

**10:15 – 10:30 AM: Vendor Exhibit / Snack Break**



Electronic Agenda

### **10:30 – 11:30 AM: Your Sky, Your Story – SUNY Update Medical University Roundtable Case Study**

This is a discussion on the use of drones for healthcare innovation, access to resources, ROI, replicating existing programs and ensuring all organizations and patients benefit from advancements in healthcare.

- Steve Roberts, Director IMT-Autonomous Machines, SUNY
- David Syverud, Robotics, SUNY
- Jeff Causey, CEO, Causey Aviation Unmanned
- Melinda Marion, Director of Business Development, Northeast UAS Airspace Integration Research Alliance (NUAIR)
- Alison Arnold, Executive Director, CMU Rural Health Equity Institute

### **11:30 – 12:15 PM: Lunch / Vendor Visits – Main Lobby**

### **12:15 – 2:00 PM: “On the Road(map) Again” - Michigan HIT Commission & MDHHS Update**

- Moderator: Michael Zaroukian, MD, PhD, MACP, FHIMSS – Retired, HIT Commission Co-Chair
- Marissa Ebersole-Wood, PhD, Vice President of Regulatory Implementation & Data Governance, BCBSM, HIT Commission Co-Chair
- Ninah Sasy, BS, MS, MPH, Planning & Policy Director, MDHHS
- Jessica Robinson, MA, PMP, Digital Inclusion Manager, Michigan High Speed Internet Office (MIHI)
- Janée Tyus, MPH, Head of Community Mobilization, IMPaCT Care & HIT Commissioner
- MDHHS HITC Coordinators: Elizabeth Hartig & Natalie Holland
- Jonathan French, Senior Director of Public Policy & Content Development, HIMSS Global Government Relations

### **2:00 – 2:15 PM: Break / Vendor Exhibit**

### **2:15 – 3:15 PM: Popular Payer Pain Points Roundtable**

This roundtable discussion will bring together payers and providers to delve into the popular pain points faced by healthcare organizations today in addressing data integration and exchange. Participants will share experiences, insights, and strategies for overcoming these hurdles. Additionally, the session will also cover the rise of artificial intelligence (AI) in healthcare, examining how AI can be leveraged to enhance interoperability, improve data quality, and drive efficiencies to support improved patient care and outcomes. Featured speakers:

- Charles Bloom, DO, FACOEP - VP, Chief Medical Officer - Health Alliance Plan
- Kevin J. Bohnsack, MD, MPH, CPE, FFAFP - Executive Medical Director, Population Health Management - Trinity Health Michigan
- Faiyaz Syed, MD, MPH - Chief Medical Officer – MPCA
- Shay Raleigh, MPH - Executive Director - Great Lakes Physicians Organization PC
- Amy Milewski McKenzie, MD, MBA, Vice President & Associate Medical Director, BCBSM

### **3:15 – 4:00 PM: Lightning Round Updates**

- **Tribal Health / HIMSS Native American & Indigenous Community:** Krystal Schramm, Data Strategy Administrator, Bureau of Laboratories, Michigan Department of Health and Human Services; Vice Chair Native American and Indigenous Community, HIMSS National; Co-Chair Advocacy and Public Policy Committee, MI HIMSS
- **Connecting Care Today, Powering Health for Tomorrow: Michigan's Path Forward:** Dr. Isabel Pacheco, DSC, FACHE, Michigan Health Information Network Shared Services (MiHIN)
- **Academic Consortium - MiHIVE Update:** Allen Flynn, DPHARM, PhD, Adjunct Assistant Professor and Member of knowledge Systems Laboratory, Department of Learning Health Sciences, Michigan Medical School, University of Michigan; Mary Kratz, Executive Vice President Interoperability Institute, LLC

### **4:00 – 4:30 PM: Closing Keynote: Four Factors for Delivering Patient Experiences in the Age of AI**

- Christiana Voelker, Health Industry Lead, Avanade - Michigan

### **4:30 – 4:45 PM: Closing Remarks & Raffle**

- Must be present to win!