THE Business OF Healthcare Summit

PROGRAM

THE HEALTH COLLABORATIVE

XAVIER UNIVERSITY

Healthcare is BIG business. And the impact of the ongoing pandemic has both challenged and pushed innovation in an industry rife with challenges. Now in our second year, the Business of Healthcare Summit's vision is to accelerate engagement across the healthcare ecosystem through connections and thought-provoking discussions.

We've gathered our region's thought leaders in the areas of **price transparency, payment, workforce, consumerization, supply chain, and data** for breakout panel discussions. And then we asked the most senior leaders representing health systems, payers, startups, and suppliers to provide insight on the future of healthcare related to these six themes at our keynote lunch.

We're glad you've joined us today for inspiring conversations and we look forward to your contribution. Listen, learn, contribute and take your insights back to your teams. Our hope is that the Business of Healthcare Summit provides a platform for the healthcare community to lead the dialogue and development of better healthcare and the business processes that support it.

Thank you for coming,

Collin Jeffries
Vice President Marketing and Communications
BrightView – Cincinnati

Daron Fender
Regional Director
Shamrock Companies

Megan Leasher, PhD
Talent Enthusiast and Forbes HR Council

Rick Browne
Director, Master of Health Services Administration
Xavier University

Steve King
President
People at Your Service

Waleed Fadayel
Director, Proposals and Grant Submissions
CareStar

SCHEDULE:

Registration & Networking
9:30 – 10:30am
Lobby

Vendor Showcase
9:30 – 6:00pm
Lobby

Session 1 Breakouts:
10:30 – 11:30am

PRICE MATTERS: Understanding Cost Transparency in Healthcare
Ballroom A

ENGAGING THE WORKFORCE: Stabilizing, Empowering, & Optimizing Our Healthcare Workforce
Ballroom B

11:30 – 11:45am
Break

Lunch Service
11:45am – 12:15pm
Junior Ballroom CD

Lunch & Keynote Panel Presented by HORAN HEALTHCARE BUSINESS TRENDS & OUTLOOK: A Conversation with Regional System Leaders
12:15 – 1:45pm

Session 2 Breakouts:
2:00 – 3:00pm

SUPPLY CHAIN: Strategic Operations, Supply Chain Integration, & Saving Lives
Ballroom A

DATA: Providing Analytics that Model the Future of Healthcare
Ballroom B

3:00 – 3:15pm
Break

Session 3 Breakouts:
3:15 – 4:15pm

CONSUMERIZATION: Capitalizing on Changing Trends in Healthcare Competition
Ballroom A

THE FUTURE OF PAYMENT MODELS: Balancing Margin & Patient Experience
Ballroom B

Networking & Cocktails
4:15 – 6:00pm
Lobby

Session 1 Breakout:
10:30 – 11:30am

PRICE MATTERS: Understanding Cost Transparency in Healthcare
Ballroom A

MODERATOR:



Robert V. Miller, PhD
President & CEO
IntelliQ Health Insights

PANELISTS:



Ross Klosterman, MPH
Co-Founder
Poppins Health



Craig Osterhues
Global Health Services Lead
GE Aviation



Michael Thompson
President & CEO
National Alliance of Healthcare Purchaser Coalitions

Session 1 Breakout:
10:30 – 11:30am

ENGAGING THE WORKFORCE: Stabilizing, Empowering, & Optimizing Our Healthcare Workforce
Ballroom B

MODERATOR:



Megan Leasher, PhD
Forbes HR Council member
SIOP Fellow

PANELISTS:



Hope Arthur
Executive Director, Workforce Innovation
The Health Collaborative



Steve Boymel
President
The Healthcare Management Group



Brandi Fields, DNP, RN, NEA-BC
Cincinnati Market
Chief Nursing Officer
Bon Secours Mercy Health – Cincinnati



Stephen Gibson, MBA
Director, HR Strategic Partner
Bon Secours Mercy Health – Cincinnati



David Krier, MHA
Vice President, Operations
Cincinnati Children's Hospital Medical Center

Lunch & Keynote Panel
12:15 – 1:45pm

HEALTHCARE BUSINESS TRENDS & OUTLOOK: A Conversation with Regional System Leaders
Ballroom CD

MODERATOR:



Karen Mueller, CBC
Executive VP & Partner
HORAN

PANELISTS:



Keith Bricking, MD, MBA, FAAEM
Chief Clinical Officer
Premier Health



Stephen Feagins, MD
Chief Clinical Officer, Bon Secours Mercy Health – Cincinnati
Medical Director, Hamilton County Public Health



Deborah Hayes, RN, MS, MSN, MBI, MBA
President
The Christ Hospital Health Network



Jim Kirby, PharmD, BCPS, FAPhA
Chief Commercial Officer
Kroger Health



Shawn Ryan, MD, MBA
President & Chief Medical Officer
BrightView



John Sebastian, BBA, MBA
CEO
Health Carousel



Pamela Zipperer-Davis, MHA, FACHE, FACMPE
President
CareStar, Inc.



Jeff Wells, MD
Chief Executive Officer and Co-Founder
Marathon Health

Session 2 Breakout:
2:00 – 3:00pm

SUPPLY CHAIN: Strategic Operations, Supply Chain Integration, & Saving Lives
Ballroom A

MODERATOR:



Myron Hughes
Managing Director
Blue Rose Supply

PANELISTS:



Kevin Connor
Vice President, Supply Chain Management
TriHealth



Harold Dillow
Assistant Vice President, Supply Chain
UC Health



Sylvester Dupree III
Assistant Vice President, Supply Chain Management
Cincinnati Children's Hospital Medical Center



Andy Nelson
Executive Director, Supply Chain Field Operations
Bon Secours Mercy Health – Cincinnati / Advantus Health Partners

Session 2 Breakout:
2:00 – 3:00pm

DATA: Providing Analytics that Model the Future of Healthcare
Ballroom B

MODERATOR:



Peter Mallow, PhD
Director, Health Economic and Clinical Outcomes Research
Xavier University

PANELISTS:



Phil Hagedorn MD, MBI
Chief Research Information Officer
Cincinnati Children's Hospital Medical Center



Timothy Hsu
Director, Healthcare Technology Initiatives
AFDO/RAPS Healthcare Products Collaborative



Alex Vaillancourt, CPHIMS
Senior Vice President, Informatics and Chief Information Officer
The Health Collaborative



Ran SenGupta
Chairman & CEO
Rx Predict



Matthew Robben
Co-Founder and CTO
Serif Health

Session 3 Breakout:
3:15 – 4:15pm

CONSUMERIZATION: Capitalizing on Changing Trends in Healthcare Competition
Ballroom A

MODERATOR:



Chad Eckhart
Managing Associate, Industry Team Leader
Frost Brown Todd

PANELISTS:



Colin Cassady MBA
Employee Benefits Practice Leader
USI Insurance Services – Midwest



Chris Cato DC
Chief Population Health Officer
Airrosti Rehab Centers, LLC



Kim Majick
Chief Development Officer
Carespring



Liz Phillips
Executive Vice President, Product Strategy
PatientPoint



Courtney Seitz MSN
Chief Operating Officer
Bon Secours Mercy Health Physicians



Shana Tate
Senior Vice President, Revenue Cycle
Ensemble Health Partners



Rob Whitehouse
Vice President, Marketing & Community Relations
TriHealth

Session 3 Breakout:
3:15 – 4:15pm

THE FUTURE OF PAYMENT MODELS:
Balancing Margin & Patient Experience
Ballroom B

MODERATOR:



Deirdre Beluan MBA, MHSA
Interim CEO, Chief Strategy Officer
The Health Collaborative

PANELISTS:



Caitlin Clipp MBA
Executive Director
UnitedHealthcare



Brian Gockerman MBA
Founder & CEO
Unlimited Systems



Kevin P. Hartman MD
Chief Medical Officer, Medical Group
Bon Secours Mercy Health



Terri Hanlon-Bremer MSN, RN
Executive Vice President &
System COO
TriHealth

Vendor Showcase

AccuracyNow Language Services
accuracynow.com

AccuracyNow ensures language is never a barrier. Our mission is to provide non-English speakers the ability to communicate with providers to receive medical, legal, education, public and social services. With our highly trained native speakers, you can be sure your message is clear through our interpretation, translation, and transcription services.

AccuracyNow is a social enterprise of Catholic Charities Southwestern Ohio with 100% of our profits used to support vulnerable or at-risk families in the Greater Cincinnati area through programs of Catholic Charities. We serve clients in healthcare, education, legal and social services in the Greater Cincinnati area providing in-person and remote interpretation services 365 days a year, 7 days a week, 24 hours a day.

Advanced Online Insights
advancedonlineinsights.com

Healthcare businesses of all sizes need to compete in the ever-changing online world. Small, local urgent cares, multi-location regional clinics as well as large, nationwide hospitals understand that having an updated, visibly compelling, virtual presence is essential for modern business. We exist to make that possible for you. Based in Cincinnati, Ohio, Advanced Online Insights helps you get found online with:

360° GOOGLE & WEBSITE VIRTUAL TOURS
Google & Website Virtual Tours are a one-of-a-kind way to introduce prospective patients to your business. High-quality, 360° imagery provides an unforgettable first impression. Whether it's your patient rooms, family consulting spaces, or reception areas, virtual tours give searchers an idea of what to expect before they visit.

STREET VIEW ON DEMAND
Street View On Demand puts you in control of your Google Maps data. Add private drives, enhance navigation, update building details, and capture images of exteriors when they look their best.

Vendor Showcase

Airrosti Rehab Centers, LLC
airrosti.com

Airrosti is a nationwide provider-led Musculoskeletal (MSK) solution, offering in-person and virtual care. The only MSK solution with over 18 years of experience and 1 million cases treated, Airrosti delivers significant savings to patients and plan sponsors through a 43% reduction in total episode cost. Our licensed providers eliminate muscle and joint pain within 3-4 visits and 9 out of 10 patients report full injury resolution, allowing patients to return to pain-free activity. We work with employers and health plans to improve access to MSK therapy patients want, combined with the consistent provider relationship that keeps them engaged. Wellness information, virtual outreach and digital engagement is included at no up-front cost. Discover our superior results and why 99% of patients say they would recommend Airrosti to friends and family!

BlueRose Supply
bluerosesupply.com

BlueRose Supply is a facility solutions company that provides a diverse portfolio of services, products, and supplies to a wide range of businesses, including medical, janitorial service companies, commercial and industrial buildings, government buildings and retail establishments including restaurants and childcare operations. We help our customers save money, time, and improve their financial performance and increase their productivity. “If you have a facility, we have the solutions for your operation”.

Cincinnati VA Medical Center
va.gov/cincinnati-health-care

VA is the largest employer of nursing personnel, with more than 100,000 nursing professionals and projections for continued growth as we continue to fulfill the vision of advancing nursing and transforming health care. Nurses make up 30% of the total VHA workforce and serve as the foundation for providing outstanding care and contributing to positive outcomes for Veterans and their families every day. As a VA employee, you have more than a job – you have a mission to serve Veterans who’ve borne the battle with honor. In carrying out this mission, you’ll discover a career with competitive pay, opportunities for growth and mobility, a wealth of benefits and rich rewards.

Ensemble Health Partners
ensemblehp.com

Ensemble Health Partners is a tech-driven revenue cycle management company that helps healthcare providers focus on what matters most. We adapt emerging technologies to practical uses — cutting through tech hype to deliver concrete solutions that bring maximum impact to providers’ bottom line.

Expense Reduction Analysts
us.expensereduction.com

ERA helps organizations facing the effects of historic inflation and rising costs to drive needed cash to their bottom line and raise EBITDA. This “value through insight” approach does this without making changes to staff or services. Because all fees are self-funded, client organizations assume little to no risk in their analysis and engagement process. The proven ERA methodology has been developed over 30 years and 40,000 interactions, driving billions of dollars to clients, and providing leverage to them to fund their people, projects, and priorities.

Vendor Showcase

Hoxworth Blood Center
hoxworth.org

Hoxworth Blood Center, an internationally recognized leader in transfusion medicine, was founded in 1938 and is the second oldest blood bank in the country. Hoxworth serves more than 30 hospitals in 18 counties in Southwestern Ohio, Northern Kentucky and Southeastern Indiana. Annually, Hoxworth collects more than 100,000 units of blood from local donors to help save the lives of patients in area hospitals. Hoxworth Blood Center: Saving Lives Close to Home.

MIS Solutions
missolutions.com/

We'll help your staff provide exceptional care by providing that same level of care for your ever-growing IT needs. Here at MIS Solutions we love working with healthcare partners because we know the root of it all is providing exceptional patient care. The last thing or your staff should be worrying about is constant IT management, HIPAA compliance protocols and software issue resolution. That's why we've built a standardized partner program to support you no matter what type of healthcare organization you're running. From hardware procurement and cybersecurity solutions to cloud patient software and everything in between, MIS Solutions is your single source resource for all Healthcare IT.

Pfizer
pfizer.com

Propio Language Services
propio-ls.com

At Propio Language Services, we believe in genuine relationships and satisfying partnerships, which is why we approach every encounter with our clients' perspectives in mind.
Propio is an industry-leader in language services, and provides translation and localization of written documents in a wide variety of industries and languages. Our ability to accommodate client-specific workflows in conjunction with our established quality assurance process ensures the best quality, accuracy, and consistency for document translation.

SurgiHealth Solutions
surgihealth.com

SurgiHealth Solutions is a provider of high-quality sterile processing products, services, and solutions. From the beginning we've had a very speciic mission: to create and deliver solutions that increase quality, productivity, and management for our customers while providing excellent customer service. We are excited to offer our experience and passion to the growing and evolving needs of our customers.

Trebnik Systems
trebnick.com

Trebnick Systems is a WBENC and WOSB-owned global supplier of flexographic specialty tags and labels. Trebnick Systems' reputation for extremely durable labels stems from our development of the material Valéron® used to wrap dynamite for harsh environment applications. This material is now the industry's standard. Leading the way with innovative labels and tags is what Trebnick does best, and we take pride in the many material and design awards that have been presented to us for our printing excellence.

VIE Ability
VIE-Ability.org

VIE Ability is the office supply social enterprise of the Cincinnati Association for the Blind and Visually Impaired (CABVI) and proud to be the preferred office supply provider for The Health Collaborative's GPO. CABVI launched VIE Ability in 2013 to provide professional-level job opportunities to people who had established careers, but unexpectedly lost their vision later in life. The name VIE Ability places emphasis on our employees who are visually impaired using their abilities to provide viable solutions to our customer's office supply needs. With the help of advanced computer magnification and screen reading software, our team checks inventory levels, manages logistics and ensures your order is on a truck for next-day delivery. VIE Ability has more than 60,000 office supplies, breakroom supplies, janitorial, and maintenance products. Aside from the social impact purchases make, our customers receive competitive pricing and outstanding local customer service. Purchase with a purpose!

Vendor Showcase

THC Workforce Innovation
workforce.healthcollab.org

The Health Collaborative gathers human resources elements and data points from our member health systems that allow us to understand which jobs are in-demand, now and in the future. Together with employers and educators, we work with students as early as middle school to expose and prepare them for careers in healthcare. Visit our booth to learn how we're supporting the top employment sector in our region.

Xavier University
xavier.edu

Xavier University is a Jesuit Catholic University in Cincinnati, Ohio, annually ranked among the nation's best universities. Founded in 1831, Xavier's mission is to educate each student intellectually, morally, and spiritually. Personal attention and academic excellence are hallmarks of a Xavier education.

Through the direction and dedication of our outstanding faculty, Xavier offers over 40 world-class masters and doctorate programs, including MBA, Health Services Administration, Nursing, Occupational Therapy, Social Work, and Counseling. To remain responsive and adaptable to student needs, Xavier offers both on-campus and fully online graduate degree programs.

Xavier Leadership Center has been delivering high-impact leadership and business professional development programs to organizations and individuals for over 50 years. Xavier offers a comprehensive and flexible range of professional development and leadership programs, globally recognized certificates and expert advisory services that address today's business challenges.









Knowledge. Resources. Experience.

Proud to support the Health Collaborative

At USI, we combine proprietary analytics, broad experience and national resources to custom-fit an insurance and risk management program that meets your needs. For decades, our team has provided the solutions and services that companies count on to protect their businesses and employees.

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Frost Brown Todd Attorneys

ENSEMBLE® HEALTH PARTNERS

Our Power In Numbers:

9,400+ Associates	**4,000+** Specialty Certifications	**$22B** Client NBR Managed	**9+** Tech Patents

We adapt emerging technologies to practical uses — cutting through tech hype to deliver concrete solutions that bring maximum impact to providers' bottom line.

WE WANT TO HEAR FROM YOU!

Take our survey on your phone by snapping the QR code below.

Interested in participating on a panel at our next Summit?
Have a suggestion for a topic?

Visit ***thebusinessofhealthcaresummit.com/contact***

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