



2014 Statewide Telehealth Conference Agenda

April 28-29, 2014

Monday, April 28, 2014

7:00 – 5:00 Registration Open

7:00 – 8:00 Buffet Breakfast *(CTRC workshop attendees)*

8:00 – 11:00 California Telehealth Resource Center Telehealth Workshop

Join us for the California Telehealth Resource Center (CTRC) Workshop, “Identifying and Overcoming Barriers”. In this fully interactive workshop, you will brainstorm with your colleagues as you help each other identify and tackle barriers that stand in the way of your success. Individuals with all levels of telehealth experience are encouraged to attend and share their questions, insights and practical experience in this event where the participants drive the discussion topics and everyone is both the student and the teacher!

- **Kathy J. Chorba**, Executive Director, California Telehealth Resource Center
- **Tamara Perry**, Outreach Coordinator, South Central Telehealth Resource Center, University of Arkansas for Medical Sciences

There is an additional fee to attend this workshop. The 2014 Telehealth Summit: Growing California’s Connections begins immediately following the workshop. Both events will be held at the Hyatt Regency Newport Beach.

12:00 – 12:15 Conference Kick-off

Welcome and Overview

- **Eric Brown**, President & CEO, California Telehealth Network
- **Kathy J. Chorba**, Executive Director, California Telehealth Resource Center

12:15 – 1:15 Opening Luncheon: Growing Our Connections

Introduction: Michael Minear, CIO, UC Davis Health System, CTN Board Co-Chair

Our community is growing faster than ever. The opening luncheon is a time to expand your network - your horizons - and your knowledge – by taking advantage of time to network with your peers and hear from members of our community.

1:30 – 2:30 Overview of National and State Telehealth Policy Trends

This presentation will summarize the latest research in the field of telehealth as relates to legislation and policy trends in California and throughout the nation. The panel will profile ways in which policies diminish or create barriers to the use of telehealth. It also includes policy developments at the State and federal level.

Introduction and Panel Moderator:

- **Mario Gutierrez**, Executive Director, Center for Connected Health Policy; CSRHA Board Delegate and CTN Board Member

Panelists:

- **Lishaun Francis**, Associate Director, California Medical Association
- **Timi Leslie**, Principal, Blue Path Consulting
- **Jeffrey Sinsheimer**, Of Counsel, Coblenz Patch Duffy & Bass LLP

2:30 – 3:00 Refreshment Break with Exhibitors

3:00 – 4:00 Telemedicine from the Community Partners Perspective

This panel will showcase veteran telehealth healthcare providers and how they use technology enabled healthcare delivery to expand access to specialty care and other services for patients within their communities. Learn about their challenges and key success factors.

Introduction and Panel Moderator:

- **Andie Patterson**, Deputy Director of Regulatory Affairs, California Primary Care Association, CTN Board Member

Panelists:

- **Karen Davis**, MD, Clinical Services Director, Riverside San Bernardino County Indian Health, Inc.
- **Margaret B. Martinez**, MPH, CEO, ChapCare
- **Dawn Sampson**, Director, Social Services, Catalina Island Medical Center
- **Jim Sorg**, Ph.D., Director of Information Technology, Tarzana Treatment Centers
- **Ann Truscott**, R.N., Telemedicine Coordinator, Barton Health

4:00 – 5:00 California Telehealth Network

Receive an update on the FCC Healthcare Connect Fund broadband subsidy program and how CTN plans to leverage the funding on behalf of California healthcare providers. You will also learn about current and planned expanded CTN member offerings including an entertaining review of 100 different ways to use CTN.

Introduction:

- **Dr. Jon Lehrman**, Project ACCEL

Presented by:

- **Eric Brown**, President & CEO, California Telehealth Network

5:30 – 7:00 Excellence in Telehealth Networking Reception

Join us at the beautiful outdoor amphitheater for an evening of celebration as we recognize CTN member sites and board stakeholder organizations that have distinguished themselves in the area of telehealth adoption.

Tuesday, April 29, 2014

7:30 – 8:45 Continental Breakfast/Exhibits Open

9:00 – 10:00 Breakfast Plenary: ROI For Telemedicine

This panel will showcase business entities that have developed a business case for telemedicine. The panelists will share business models with working Return On Investment (ROI) models. The panel will address outpatient care, inpatient care and remote patient monitoring aspects of telehealth delivery.

Introduction and Panel Moderator:

- **Steven Henry**, Senior Director, Treasury Investment Management, UnitedHealthcare, West Region, CTN Board Member

Panelists:

- **Hank Fanberg**, Director, Technology Advocacy and Innovation, CHRISTUS Health
- **Scott Feinberg**, Director of Innovation and Technology, UnitedHealth Group
- **Renee Kavon**, Vice President, TeleMed2U
- **Yulun Wang, Ph.D.**, Chairman & CEO, InTouch Health

10:00 – 10:30 ROI For CTN Membership

While Telehealth applications are first to come to mind when thinking of uses for the CTN, there are several other cost saving benefits the CTN offers its members that are oftentimes overlooked. This session will take a look at analysis recently performed on the financial benefits of CTN membership.

Presented by:

- **Stefan Bewley**, Director, Altman Vilandrie & Company
- **Kate Rodriguez**, Manager, Altman Vilandrie & Company

10:30 – 11:30 Health Plan Policy Update

Hear from major California health plans discussing current and future policy plans for telehealth coverage throughout the state.

Introduction and Panel Moderator:

- **Patrick Johnston**, President and CEO, California Association of Health Plans, CTN Board Member

Presented by:

- **Gary Baldwin**, Department of Managed Health Care
- **Greg Buchert**, MD, MPH, CEO, California Health and Wellness
- **William B. Walker MD**, Director and Health Officer, Contra Costa Health Services

11:30 – 12:00 Visit Exhibitors/Buffer Lunch

12:00 – 1:00 Luncheon Keynote Presentation: The Role of the Government in Driving Health and Wellness Reform

Guest Speaker: Herb Schultz, Director, Region IX, U.S. Department of Health and Human Services

1:15 – 2:15 Workshop Sessions (concurrent sessions)

1. Telehealth IT Solutions Roundtable

This session is designed to be an open roundtable discussion for IT professionals interested in sharing best practices and lessons learned about telehealth equipment, services and broadband applications. Hear about equipment solutions that minimize required upfront investment. Share your own organizational experiences and learn from others about the latest in telehealth technology advancements.

- **Eric Brown**, President & CEO, California Telehealth Network
- **Adam Culich**, Information Systems Officer, California Rural Indian Health Board
- **Daniel Kurywchak**, CEO, Telemedicine.com, Inc.
- **George Lillig**, Regional Director for Government, Education and Healthcare Sales-West, Polycom Inc

2. Behavioral Health Solutions - Expanding Access and Enhancing Addiction Treatment Services Using Telehealth Technologies

This workshop will provide an overview of behavioral health telemedicine trends focusing on substance abuse and addiction treatment, lessons learned, and resources currently available, including a capacity assessment tool developed to determine organizational readiness to implement telehealth in delivering SUD treatment/recovery services.

- **Terra Hamblin**, MA, NCC, DCC, Project Manager, Center for the Application of Substance Abuse Technologies
- **Kim Johnson**, Co-Deputy Director, NIATx National Program Office
- **Jim Sorg**, Ph.D., Director of Information Technology, Tarzana Treatment Centers

3. Health Information Exchange Roundtable

This workshop will discuss the business, policy and challenges associated with health information exchange (HIE) as well as hear from experts about ways to be successful in various stages of HIE implementation.

- **Robert Cothren**, Executive Director, California Association of HIE's

4. In's and Outs of Teledentistry

This presentation will describe the Virtual Dental Home—a new, innovative approach that uses technology to bring dental care to underserved individuals in community health sites. Participants will describe how it is working on-the-ground, including what technology is used, in urban and rural communities across the state. Furthermore, this presentation will discuss lessons learned and results from an evaluation of the program.

- **Jenny Kattlove**, Director, Strategic Health Initiatives, The Children's Partnership
- **Maureen Harrington**, Instructor and Program Manager, Pacific Center for Special Care at the University of the Pacific, Dugoni School of Dentistry

5. Tribal Health Roundtable – The Road to Telemedicine

Hear from medical professionals at tribal health clinics as they discuss how to successfully begin and maintain a telehealth program and explore how to share specialty care and other resources within the tribal health communities. Objectives include: Setting Your Goal; Equipment Choices; Policies and Procedures; Billing & Coding; Finding Specialists; Pre-Visit Prep and Case Management and Consultations.

- **Rosario Arreola Pro**, MPH, Health Systems Development Director, California Rural Indian Health Board

- **Karen Davis**, MD, Clinical Services Director, Riverside San Bernardino County Indian Health, Inc.
- **Jennifer Hone**, MD, American Indian Health Services
- **Kendall Shumway**, MD, Riverside San Bernardino County Indian Health Inc.

6. Telemedicine Equipment Demonstration (Exhibit Hall)

Participate in select telemedicine mini-demonstrations (ten minutes per exhibit) held in the exhibit hall.

Get your questions answered and discover new products to assist in the delivery of telemedicine.

2:15 – 2:45 Refreshment Break with Exhibitors

2:45 – 4:45 Academic Medical Center Update and Specialty Care Provider Overview

Hear updates on currently available telemedicine services from California’s academic medical centers and CTN partner Specialty Care providers.

Academic Medical Center Panelists:

- **Moderated by Cathryn Nation**, MD, Associate Vice President, Health Sciences University of California Office of the President
- **Jana Katz-Bell**, Assistant Dean, Interprofessional Programs, UC Davis School of Medicine & Betty Irene Moore School of Nursing
- **Neal H. Cohen**, M.D., M.P.H., M.S., F.C.C.M., Vice Dean Professor, Anesthesia and Perioperative Care and Medicine Director, International Medical Service, UCSF School of Medicine
- **Lawrence S. Friedman**, MD, Interim CEO, UC San Diego Health System Faculty Practice, Interim Dean, Clinical Affairs, UC San Diego Health Sciences
- **Peter Kung**, Director, Strategic Technologies, UCLA Health

Specialty Care Provider Panelists:

- **Moderated by Eric Brown**, President & CEO, California Telehealth Network
- **Tom Bell**, Chief Operating Officer, Clinicians Telemed
- **Ivy Lee**, MD, Medical Director, Direct Dermatology
- **Javeed Siddiqui**, MD, MPH, Chief Medical Officer, TeleMed2U; Medical Director ,The TeleMedicine Group, LLC.

4:45 – 5:00 Closing Remarks and Conference Wrap Up

- **Eric Brown**, President & CEO, California Telehealth Network
- **Kathy J. Chorba**, Executive Director, California Telehealth Resource Center