

# HITCON 18

RURAL HOSPITAL INFORMATION TECHNOLOGY CONFERENCE



## PROGRAM SYLLABUS



HOSTED BY

The TEXAS ORGANIZATION OF RURAL & COMMUNITY HOSPITALS (TORCH) – a nationally recognized hospital association representing more than 160 rural and community hospitals.

The TORCH FOUNDATION – a nonprofit affiliate of TORCH that provides programs and services on health IT, network support, grant support, leadership development and education.



OCTOBER  
25-26, 2018

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## HITCON 18 Conference

The TORCH Foundation and the Texas Organization of Rural & Community Hospitals (TORCH) are pleased to host the 13th Annual Rural Hospital Information Technology Conference & Exhibition (HITCON18).

With the accelerated use of information technology systems and the growing number of devices and applications working within a complex, multi-layered network environment, the same forces that enable new efficiencies are also opening doors to new and emerging vulnerabilities like never before! The IT threat landscape is today's newest healthcare battleground.

HITCON is a premiere education and networking event and solutions marketplace designed specifically for rural and community hospitals and clinics. These session topics are of critical financial, operational and clinical relevance to all rural hospitals and providers and address many of the challenges facing your IT Departments every day.

## Thursday, October 25

**7:30AM**

### **Light Continental Breakfast**

Complimentary full cooked-to-order breakfast available in hotel restaurant

**8:00AM**

### **Vendor Exhibitor Set-up General Session Opens**

**10:10AM**

### **Break in Exhibit Hall**

**12:00PM**

### **Awards Luncheon, all invited**

**6:00PM**

### **Exhibits close for the day**

## Friday, October 26

**7:00AM**

### **Light Continental Breakfast**

Complimentary full cooked-to-order breakfast available in hotel restaurant

**7:45 - 8:15AM**

### **General Session**

#### **OPTION 1**

**8:15 - 9:15AM**

### **MobileSmith product showcase and demonstration, Frisco 4**

**9:15 - 10:15AM**

### **Pegwin product showcase and demonstration, Frisco 4**

#### **OPTION 2**

**8:15 - 10:15AM**

### **MEDITECH EHR product showcase and demonstration, Frisco 3**

**10:30 - 11:30AM**

#### **OPTION 1**

### **XFERALL, LLC product showcase and demonstration (patient transfer solution), Frisco 3**

#### **OPTION 2**

### **VersaSuite product showcase and demonstration, Frisco 4**

**11:30AM**

### **Adjourn**

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## Thursday, October 25

**7:30AM**

### **Light Continental Breakfast**

Complimentary full cooked-to-order breakfast available in hotel restaurant

**8:00 - 8:10AM**

### **Opening Remarks**

*John Henderson, President/CEO, TORCH, Austin, TX*

*Quang Ngo, President, TORCH Foundation, Austin, TX*

**8:10 - 9:10AM**

### **The Digital Revolution and the Transformation of Healthcare**

*Kevin Fickenscher, MD, CEO/Founder, CREO Strategic Solutions, LLC, Boston, MA*

With a confluence of technologic, societal and market forces working together to transform healthcare, the challenges and opportunities providers face today have never been greater. These catalysts are changing the traditional notion of how care is delivered, where it is delivered and by whom. Rapid change requires creative responses and strategic solutions. In this session, learn how the digital revolution and the liquidity of data are accelerating change in healthcare and what these changes mean for rural providers.

#### **LEARNING OBJECTIVES**

- Learn how the digital revolution is accelerating the transformation of healthcare
- Learn how technology is enabling continuity, connectivity and integration of care (telecare)
- Understand the key drivers of change and learn how to sharpen your focus on telehealth in response to high consumer demand

**9:10 - 10:10AM**

### **Top Challenges and Opportunities for EHR Optimization**

*Jeffery Dairepont, EEMP, CMPE, Senior Vice President, Coker Group, Alpharetta, GA*

The adoption of digital health technology has been on an upward trajectory. Given that the encounter-based EHR is the electronic interface most clinicians use today and given that Meaningful Use requirements are phasing out to be replaced by a new focus on advancing interoperability, EHR optimization is becoming a top imperative for healthcare leaders. In this session, understand the key challenges and opportunities to optimize the use of your EHR system to improve data-driven outcomes and enhance financial and operational efficiency and to improve data-driven outcomes at the point of care.

#### **LEARNING OBJECTIVES**

- Learn about the key changes in the EHR market, as well as new requirements in EHR functionalities and usability with the shift from Meaningful Use to Advancing Interoperability
- Learn about the top challenges and opportunities to optimize your EHR system to achieve better care outcome

**10:10 - 11:00AM**

### **Networking Break – Exhibit Hall**

*Sponsored by Discovery Healthcare Consulting Group*

**11:00AM - 12:00PM**

### **Cutting Edge Technologies: Keeping Healthcare in the Community**

*Bryan Merckling, CEO/Founder, THINaër, Richardson, TX*

*Kurt Heiss, SVP Operations/GM of Healthcare, THINaër, Richardson, TX*

Rapid advances in consumer-facing technologies and digital health tools are shining a brighter spotlight on consumer centricity in healthcare – and for good reasons. Patients want their providers to use technologies that would simplify patient-facing aspects of healthcare services to enhance patient experience and engagement. In this session, learn about how real-time technologies, like remote patient monitoring, combined with data and predictive analytics, are enabling the continuity of care and drive better outcomes and patient satisfaction.

#### **LEARNING OBJECTIVES**

- Learn how telehealth technologies like remote patient monitoring can help keep care in the community and enhance the patient experience
- Hear about the imperative of how patient-centric technologies combined with analytics can positively impact the continuum of care, increase clinician engagement, improve operational efficiencies and improve patient satisfaction

**12:00 - 1:00PM**

### **Lunch (all welcome)**

### **Presentation of IT Awards**

**1:15 - 2:15PM**

### **The Promise of Telemedicine: Bringing Care to the Patient**

*Wendy Layton, Director, Telehealth Program, St. David's Healthcare, Austin, TX; Scott Gentile, Account Manager, InTouch Health, San Antonio, TX and Jeremy Ned, Account Manager, InTouch Health*

Many rural hospitals serve in communities with low patient volume, making it extremely difficult to recruit providers to offer essential primary care and specialty care services. Moreover, transportation is a big barrier for rural patients. Telemedicine has the potential to counterbalance these challenges – it is the great geographic leveler. In this session, learn about the promise of telemedicine and how it may improve access to much-needed care to your community. Hear about the “what” and “why” and see an example of how one model is working to remotely connect patients to providers.

#### **LEARNING OBJECTIVES**

- Discuss key principles, opportunities and challenges with telemedicine
- Learn about the promise of telemedicine as a strategy and means to expand access to specialty care to patients in your community
- See a demonstration of one model and how it is working to remotely connect patients to providers

**2:15 - 3:15PM**

## **The Power of Rural IT: Panel Discussion on IT Challenges and Opportunities in Rural Hospitals**

*Clint Walker, IT Director, Hereford Regional Medical Center, Hereford, TX*

*Mike Huckabee, IT Director, Coryell Memorial Healthcare System, Gatesville, TX*

*Troy McKenzie, IT Director, Faith Community Hospital, Jacksboro, TX*

Health IT is instrumental to the success of rural healthcare delivery. Yet, we often talk from the point of challenges and deficit when it comes to rural hospital IT. But there are many points of strengths in rural health and this session is focused on not just knowing our challenges, but also acting on our rural advantage – our assets! Join your peers as they share their stories, experiences and successes and let's rally around how rural health IT can succeed from points of strength, collaboration and solutions.

### **LEARNING OBJECTIVES**

- Understand the role and implication of health IT in the evolution of care delivery
- Explore how rural health IT can succeed from the points of strengths, collaboration and solutions

**3:15 - 4:00PM**

## **Networking Break – Exhibit Hall**

**4:00 - 5:00PM**

## **Leveraging Scale: Essential IT Solutions for Rural Hospitals**

*Clay Price, IT Manager, TORCH Foundation, Austin, TX*

*Peter Porter, IT Help Desk, TORCH Foundation, Austin, TX*

The TORCH Foundation provides a variety of IT-related support and solutions for rural and community hospitals within our membership at TORCH. Through you – our members – we leverage economy of scale to offer key services and the support you need. Join us in this session to learn more about some of our services, including hosted email and help desk, remote network monitoring, security risk assessments and much more. We also want to hear from you – what your needs are and how we can be of assistance!

### **LEARNING OBJECTIVES**

- Learn about the various services offered through the TORCH Foundation including: hosted email services, remote network monitoring, security risk assessments and more
- Discover the unique benefits of being a TORCH Foundation Member

**5:00 - 6:00PM**

## **Networking Reception – Exhibit Hall**

## **Friday, October 26**

**7:00 - 7:45AM**

### **Light Continental Breakfast**

Complimentary full cooked-to-order breakfast available in hotel restaurant

**7:45 - 8:15AM**

### **General Session**

#### **Exhibit Hall**

#### **PRODUCT INNOVATION LAB**

(Registrants can pick from one of two options to learn more about various technology solutions)

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## **Rick Bradford**

Rick Bradford is an Account Executive for InTouch Health and has been in the healthcare industry for 33 years, with the last 18 focused on healthcare IT. Rick is certified as a Six Sigma Lean Black Belt, Change Management Specialist, and Six Sigma Lean Professional. He has been with InTouch Health for nearly two years and has extensive experience in secure clinical communications.

## **Jeffery Daigrepoint, EFMP, CMPE**

Jeffery is a senior vice president at Coker Group, specializes in healthcare automation, system integration, operations, and deployment of enterprise information systems for large integrated delivery networks. A popular national speaker, Jeffery is frequently engaged by highly-respected organizations across the nation, including many non-profit trade associations and state medical societies.

Mr. Daigrepoint authored a top-selling book, *Complete Guide and Toolkit to Successful EHR Adoption*, published by Healthcare Information and Management Systems Society (HIMSS) in 2011 and was a contributing author to Coker's book, *The Healthcare Executive's Guide to ACO Strategy*, published in March 2012. Mr. Daigrepoint is often interviewed by various national media outlets and is frequently quoted in publications.

For fiscal year 2009, Mr. Daigrepoint chaired the Ambulatory Information Systems Steering Committee of HIMSS. In addition, as the Ambulatory Committee liaison for FY09 to the ACEC planning Committee, he represented the HIMSS Ambulatory and AISC members. Mr. Daigrepoint is credentialed by the American Academy of Medical Management (AAMM) with an Executive Fellowship in Practice Management (EFMP).

Mr. Daigrepoint also serves as an independent investor advisor to many of the nation's top health care venture capitalist firms such as Kleiner Perkins Caufield & Byers (KPCB) and Silver Lake Partners.

## **Kevin Fickenscher, M.D., CPE, FACPE, FAAFP**

Kevin currently serves the President/CEO of CREO Strategic Solutions, LLC – a consulting, advisory and management services company involved in all aspects of the telecare field. He is also extensively involved in leadership development for organizations of all sizes. CREO is an organization which provides a network of senior-level people resources with extensive backgrounds in all aspects of healthcare. He has also previously served as the Director for Healthcare at The MITRE Corporation, a federally funded research and development corporation providing services to the federal government; Interim CMO for AMC Health, a remote care management programs; and, CEO of the American Medical Informatics Association (AMIA), the leading association of informaticians throughout the world. Prior to serving as CEO and President of AMIA, he was Chief Strategy and Development Officer for Healthcare at Dell. He has also served as the Executive Vice President of International Healthcare at Perot Systems prior to Dell purchasing the company in 2009.

## **Scott Gentile**

Scott Gentile is the Clinical Services Specialist and has worked for InTouch Health in the telemedicine industry for four years. His experience with Customer Success strategies and Program Development have helped to increase sustainable proven value for both the hospital system and the patients those hospitals provide care for. He is an Army combat veteran where he was a Sergeant and worked on computer systems in the Air Defense Artillery for four years.

## **Kurt Heiss**

Kurt has founded, served and led multiple companies over the past 18 years. Predominately focused within the healthcare space, he's worked with large hospital enterprises, IDNs, ASCs and rural hospitals in order to assist them in achieving and adopting services geared toward providing better patient care, building a culture of accountability, achieving higher employee retention levels and earning better ratings as a whole.

Within two years, while serving as the SVP of Sales and Marketing at United Allergy Services, Kurt led the growth of a company founded on an idea to the nation's largest provider of allergy testing and therapy services.

As CSO of OnPoint Healthcare Services consulting firm, Kurt served as the CEO of an Integrated Delivery Network hospital system, the COO of a 200+ location Primary Care Network, and as COO of a Rural Health System.

A graduate of the United States Military Academy at West Point, NY, Kurt leads from the front. Passionate about building teams of focus, character and integrity, Kurt is committed to developing Thinaer's healthcare division into the nation's most respected provider of IoT services.

## **Mike Huckabee**

Mike is the IT Director for Coryell Health since 2005. Coryell Health is a 25 bed CAH hospital based in Gatesville with an independent living area, assisted living facility, a skilled nursing facility, a hospital-based clinic, a rural health clinic, an EMS Service, a home health agency, a dialysis center and a wound care center. There is an extensive surgery line including general, orthopedics, neuro and spine and pain management surgeries. As an organization, Coryell Health currently has 55 providers associated with us or practicing at our various locations.

## **Wendy Layton**

Wendy Layton, director of Telehealth for St. David's Healthcare, has been in the healthcare industry for 20 years, 16 of those years have been with St. David's Healthcare. Hospital experience includes Health Information Management, Program Development, Quality & Regulatory Oversight, Neuroscience Operations and program development of the Telehealth Program for the last four years.

### **Troy McKenzie**

Troy is has been with Faith Community Hospital for four years now, he started out as a desktop tech, and became IT director after two years of hard work. Troy continues to expand his knowledge by continuing to take classes in college.

Before his IT work at Faith, he was a tech support supervisor at Xerox for Verizon. Troy has also been an infantry soldier.

### **Bryan Merckling**

Bryan is a visionary technologist. With the world's largest B2B online exchange CommerceOne.net, Bryan connected companies from all over the world and re-engineered the supply chains of multiple industries.

Bryan then built Webify as co-founder and COO, where he connected the healthcare industry using web services technology. After major health networks and insurance companies including BCBS and Aetna adopted the technology, Webify was acquired by IBM.

Bryan served as Director of Worldwide Software Strategy for IBM where he analyzed emerging technologies and the potential market sizes of each new technology stream. Bryan also led the channel due diligence for IBM business acquisitions.

### **Jeremy Ned**

Jeremy is a Product Specialist at InTouch Health and has over 10 years of experience in IT and networking. He has been with InTouch for two years and holds multiple Cisco certifications. His experience helps drive InTouch Health to continue to stay on the cutting edge where telemedicine technology meet hospital system's patient care goals.

### **Peter Porter**

Peter Porter is the TORCH Foundation Help Desk Administrator. Originally from El Paso, TX, Peter relocated to Austin in 2006. Over the last 10 years, he's worked for Austin area schools, hospitals, and corporations as well as local and state government offices while providing support for hardware, applications, mobile devices, video conferencing, and administration of Windows and Mac operating systems.

### **Clay Price**

Clay has worked in the IT industry for 20 years in many roles. He has worked as Network Administrator for a K-12, Senior Engineer and Mentor at a well-established managed service provider, IT Manager, as well as most everything in between at one point or another. He has worked on the smallest of networks up to wide area network spanning the entire state. TORCH is his first full time health-care related position, but he has worked extensively with doctor offices, clinics, and a large nursing facility management company in the past.

His outside interests include cooking and video gaming.

### **Clint Walker**

Mr. Walker a graduate of the Community College of the Air Force has 29 years of IT experience in Military IT, State and Local Government IT, and as owner of a consulting firm.

At Hansford County Hospital District he stepped in just in time to be IT Director and project manager for the conversion from Healthland Classic to Centriq. Thanks to his team he was nominated and won the TORCH IT Director of the Year award in 2014.

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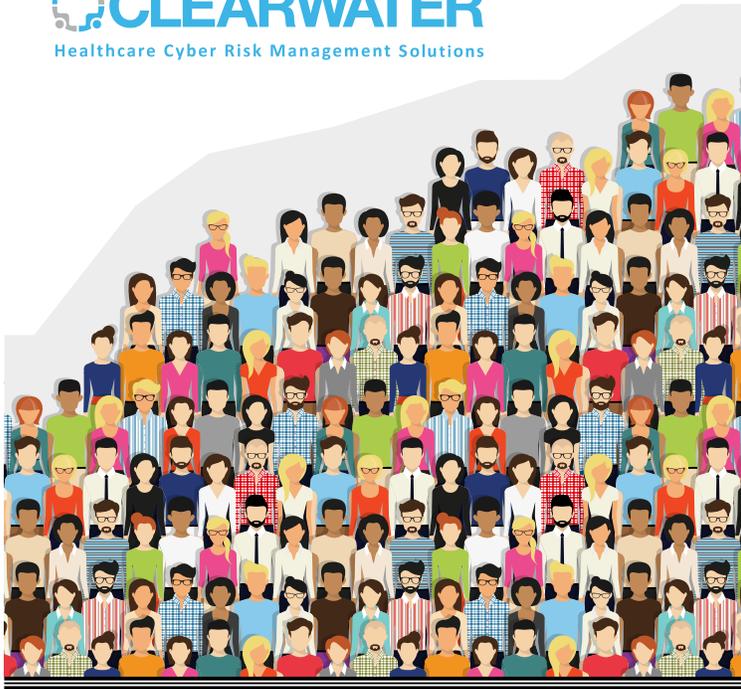
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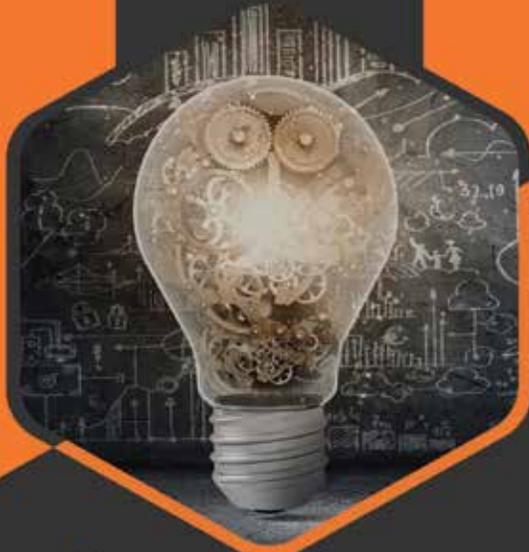
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