



2018 Annual Conference

Leveraging Data to Improve Access and Care

May 17, 2018 — Doubletree Hotel, Portland, OR

Detailed Agenda

8:00 - 9:00 am **Check-In, Day-of Registration, Vendor Visits and Passport Program (Foyer)**

9:00 - 9:10 am **Opening remarks, Tom Finnerty, President, Oregon Chapter of HIMSS (Holladay Room)**

9:10 - 10:10 am **General Session #1 (Holladay Room)**
Transforming Health Care Delivery in Oregon Through Technology and Robust Health Information Exchange

Health information technology (HIT) and health information exchange (HIE) are key components for improving patient care and health outcomes. Join our presenters and learn how Oregon is working across sectors to address the state's healthcare challenges and maximize opportunities. Gain an understanding of:

- HIT/HIE's critical role in advancing healthcare transformation, including the use of data and technology to improve patient outcomes, facilitate behavioral health integration, support value-based purchasing, and inform business intelligence
- The current status of HIE in Oregon, including EDIE/PreManage implementation and HIT/HIE use in the field of behavioral health
- OHA's ongoing HIT/HIE efforts, including support for new payment models, Prescription Drug Monitoring Program connectivity, and other efforts.
- How health systems and CCOs are leveraging HIT/HIE for successful patient care

Presenters:
Susan Otter, Director of Health Information Technology, Oregon Health Authority
Andy Zechnich, Chief Medical Information Officer, Oregon Region, Providence St. Joseph Health
Liz Whitworth, PreManage Project Manager, CareOregon

10:10 - 11:00 am **General Session #2 (Holladay Room)**
Live! Live! Live! A Patient's Perspective
Maya Angelou said it best: "My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style." Lisa Layton will share her story of thriving through a diagnosis of stage IV Cholangiocarcinoma against all odds. Five years later she is here to share her story of inspiration, navigating many top healthcare systems throughout the country, burgeoning scientific breakthroughs, and challenges for us all.

Presenter:
Lisa Layton, M.S.-CCC

11:00 - 11:15 am Break

11:15 am - 12:00 pm General Session #3 (Holladay Room)
Decision Support: An Interdisciplinary Approach
Clinical Decision Support (CDS) is one of the many promises of the electronic health record; when used thoughtfully, it can save lives, reduce waste, standardize practice, and alert providers and healthcare workers to patients' key concerns, from clinical to financial. When used poorly, CDS tools can cause alert fatigue, present conflicting information, and silo practices. Most healthcare organizations now employ teams of informaticists to create meaningful CDS tools to align with their strategy and patients' needs. This session will feature a Q&A panel with informaticists from the medicine, nursing, pharmacy, and imaging disciplines who will address key questions on CDS and share how the role of informatics plays out in their organization, such as interdisciplinary collaboration, organizational structure, current strategies to address alert fatigue, thoughts on artificial intelligence in CDS, and best practices.

Presenters:

Brett Downen, Lead Manager of Imaging Informatics, Kaiser Sunnyside Medical Center
TJ Anderson, Director of Knowledge Management and Decision Support, Department of Medical Informatics, Northwest Permanente
Bill Dussin, PharmD., CPHIMS, Informatics Pharmacist, Providence St. Joseph Health
Joseph Lassiter, President, The Robertson Group (TRG)
Ruth Schleyer, Chief Nursing Informatics Officer, Legacy Health

12:00 - 1:15 pm Lunch (Holladay Room)
Vendor Visits and Passport Program

1:15- 2:00 pm General Session #4 (Holladay Room)
Social Determinants of Health: How Data Demonstrates Their Impact on the Health of a Population

Population Health is closely tied to the Social Determinants of Health (SDoH)—the conditions in which people live, learn, work, and play. These conditions are shaped by the distribution of money, power, and resources globally and locally, and a number of studies report that they account for more than 50 percent of modifiable health outcomes, while actual medical care accounts for 10 to 20 percent (American Journal of Preventative Medicine). In this session, we will hear from four healthcare organization leaders on how they are using SDoh to inform care and services—and how technology and data have supported or may be on the roadmap for supporting SDoh and population health management.

Presenters:

Matthew Mitchell, Data Strategist, Central City Concern
Yelena Rozenfeld, Senior Data Scientist, Providence St. Joseph Health
Juliana Wallace, LCSW, Director of Services, Unity Center for Behavioral Health
Craig Rusch, Chief Information Officer, Albertina Kerr Centers

2:00 - 2:15 pm Break

2:15 - 3:00 pm

Breakout Session: Technology Risk (Morrison Room)**Are You Vaccinated Against Risk? Cultural, Technological, and Process Tools**

This session looks at the question of risk management in the modern business environment. Understanding the threats, the steps you can take to inoculate your business, and how to check their efficacy are key requirements to ensuring the safety of your organization and that of your patients, customers, and partners. We'll examine the general strategies and techniques that can help strengthen your organization, protect your interests, and build a safer culture of security. Who should attend? Business leaders, decision makers, and those with an interest in risk management.

Presenters:

Matt Beland, Chief Executive Officer, Smooth Sailing Solutions

David Strickland, VP / Regional CIO, Kaiser Permanente – Northwest

2:15 - 3:00 pm

Breakout Session: Analytics (Holladay Room)**Process and Technical Infrastructure for Data Science ROI. Case Study: Predicting and Preventing Clinic No-Shows**

This session presents the history of work done by Providence St Joseph Health on no-show prediction and prevention. The solution has evolved from isolated experimentation to an integrated web app with demonstrable ROI. This is given as a case study of evolution in data science maturity for healthcare systems, and describes the challenges solved and caused by each level of maturation. Specific attention is given to the tools, workflows, and relationships that have been used to transition the team from working in isolation toward being integrated with the rest of the data/analytics infrastructure, and how these can be prioritized with very limited resources. Who should attend? Analytics and Data Science leaders, Chief Data Officers, and Chief Analytics Officers.

Presenters:

Tristan Markwell, Principal Strategic Scientist, Providence St. Joseph Health

Lindsay Mico, Senior Data Scientist, Providence St Joseph Health

3:00 - 3:20 pm

Reception Break (Foyer)**Refreshments, Vendor Visits, and Passport Program**

3:20 - 4:20 pm

General Session #5 (Holladay Room)**Healthcare Leadership Panel: One Big Problem We Solved and How**

There are always opportunities and obstacles when leading healthcare teams. Listen as Oregon healthcare leaders detail problems they solved recently and how. They will also be available for a lively question-and-answer session.

Presenters:

Laureen O'Brien, Principal, LOB Consulting (moderator)

David Strickland, VP / Regional CIO, Kaiser Permanente – Northwest

Maili Boynay, Vice President of Applications, Information Systems & Services, Legacy Health

Michael I. Lieberman, Chief Health Information Officer, Oregon Health & Science University

Valerie Fong, RN, MSN, Chief Nursing Informatics Officer, Providence Health & Services

Charlie Earle, Chief Information Officer, Unity Care Northwest

4:20 - 4:30 pm

Closing Remarks, Tom Finnerty, President, Oregon Chapter of HIMSS**Passport Drawing, Rex Eads, Sponsorship Chair, Oregon Chapter of HIMSS**

(Holladay Room)

4:30 - 5:30 pm

Networking Reception (Foyer)

The Oregon Chapter of HIMSS would like
to thank our sponsors and exhibitors for
their generous support



Presenters

Susan Otter, Director of Health Information Technology, Oregon Health Authority

Susan Otter is the Director of Health Information Technology at the Oregon Health Authority (OHA). As Director, Susan is focused on supporting Oregon's health system transformation efforts with the right level of health information technology-related state policy, guidance, direction, and technology services. Prior to this position, Susan was the Project Director for the Medicare/Medicaid Alignment Project at OHA and led a stakeholder process to align Oregon's new Medicaid Coordinated Care Organizations (CCOs) and Medicare to benefit individuals eligible for both programs. Previously, she directed the Medicaid Health Information Technology (HIT) Project and was responsible for development of Oregon's State Medicaid HIT Plan and the implementation of Oregon's Medicaid Electronic Health Record (EHR) Incentive Program. A native Oregonian, Susan graduated from the University of Chicago with a degree in Sociology.

Andy Zechnich, Chief Medical Information Officer, Oregon Region, Providence St. Joseph Health

Dr. Zechnich is a practicing emergency physician at Providence St. Vincent Medical Center. He completed a fellowship in medical informatics at OHSU and is board certified in both Emergency Medicine and Clinical Informatics. He is heavily involved in EHR optimization, provider engagement, and improving interoperability. He serves on Epic's Care Everywhere Governing Council and leads a regional Care Everywhere Regional Users Group. He also serves on the board of Reliance eHealth Collaborative and on the State's HIT Commons Governance Board.

Liz Whitworth, PreManage Project Manager, CareOregon

Liz Whitworth is the PreManage Project Manager for CareOregon. In her role, Liz supports care coordination teams using PreManage and assists the network team in engaging clinic partners with PreManage adoption. Previously, she worked with the Oregon Healthcare Quality Corporation (QCorp) and the Oregon Perinatal Collaborative to launch the Oregon Maternal Data Center.

Lisa Layton, M.S.-CCC

Lisa Layton, M.S.-CCC, graduated from Loma Linda University with a degree in speech-language pathology. She has experience in hospitals and schools as a clinician and administrator as well as in private practice. Lisa is a mother of two young daughters, and a "liver." Lisa's philosophy since being diagnosed with stage IV cholangiocarcinoma (a rare form of liver cancer) in 2013 has been to "Live, Live, Live" —a line from the film *Auntie Mame*. She is in treatment for recurrent, metastatic disease. Lisa volunteers for The Cholangiocarcinoma Foundation.

Brett Downen, Lead Manager of Imaging Informatics, Kaiser Sunnyside Medical Center

As the Lead Manager in Imaging Informatics, Brett Downen oversees the implementation and daily support of a growing collection of medical imaging systems (23 and counting). His career in medical imaging began a dozen years ago as a radiologic technologist at Kaiser Sunnyside Medical Center, but his previous background in software development soon led him into a newer field of both medical imaging and high tech as a PACS Administrator. Brett has since moved into management but still prefers the unique challenges of medical imaging; he now manages Imaging Informatics, a department that encompasses both medical imaging applications and HIS/RIS data management.

TJ Anderson, Director of Knowledge Management and Decision Support, Department of Medical Informatics, Northwest Permanente

TJ Anderson, MD, FAAP, is the Director of Knowledge Management and Decision Support as part of the Department of Medical Informatics for Northwest Permanente. Dr. Anderson has been in his current role for almost two years and is a board-certified Clinical Informaticist. Prior to this position, he was the Ancillary Physician Lead for the Department of Medical Informatics and the Pediatric Department Physician Champion for about four years prior. His duties currently consist of managing the Champion Program and directing the knowledge management and decision support strategy and technical build for users in the Northwest region of Kaiser Permanente. Areas of focus include establishing effective processes for intake, review, and maintenance of clinical content and decision support requests. He also focuses on trying to limit alert fatigue by optimizing and scrutinizing decision support tools such as pop-up warnings and medication interaction warnings.

Bill Dussin, PharmD, CPHIMS, Informatics Pharmacist, Providence St. Joseph Health

Bill Dussin is the Pharmacy Informatics Lead at Providence St. Joseph Health System, focusing on EHR optimization and governance for medication-related initiatives within the organization. Dr. Dussin graduated from Oregon State College of Pharmacy in 2009 and has been in an informatics role with Providence since 2011.

Joseph Lassiter, President, The Robertson Group (TRG)

Joseph Lassiter, MS, PharmD, BCPS, is the President and Managing Advisor for The Robertson Group (TRG), a clinical informatics consulting firm based in Portland, OR. Dr. Lassiter previously served as Chief Pharmacy Officer and Senior Consultant for TRG. His consulting practice focuses on strategically optimizing the safety, quality, and efficiency of clinical information systems across the continuum of the health system. Prior to starting his full-time consulting practice, Dr. Lassiter was an Associate Director for Medication-Use Informatics and Technology at the University of Michigan Health System. He also currently serves as the elected Chair of the Section of Pharmacy Informatics and Technology for the American Society of Health-System Pharmacists (ASHP).

Ruth Schleyer, Chief Nursing Informatics Officer, Legacy Health

Ruth Schleyer, MSN, RN-BC, COI, is the new Chief Nursing Informatics Officer for Legacy Health, Portland, OR. She serves as dyad partner with the CMIO and is the strategic liaison for health IT initiatives representing nursing and clinician needs. Ruth collaborates with Legacy's nursing, physician, and operational leaders to ensure that the strategy, development, and implementation of information management and technology solutions effectively support nursing, nursing practice, clinical applications, and clinical and administrative decision-making. Prior to joining Legacy Health, Ruth served as CNIO for Providence Health & Services at both the Oregon Region and System levels and led design and implementation of an online Applied Health Informatics Certificate program at the University of Providence, where she continues to serve as faculty. She is inspired each day by the power and possibilities of connecting compassionate care and innovative technologies for health and well-being.

Matthew Mitchell, Data Strategist, Central City Concern

Matthew Mitchell is the data strategist at Central City Concern, a homeless services nonprofit and federally qualified health center in Portland, OR. Matthew leverages analytics and human-centered design to shape strategic responses to complex health and social needs. He has worked in homeless services and health care for over a decade and is committed to ensuring that our most vulnerable neighbors have access to high quality care.

Yelena Rozenfeld, Senior Data Scientist, Providence St. Joseph Health

Yelena Rozenfeld is a Senior Data Scientist at Providence St. Joseph Health, where she provides analytical and leadership expertise for operational strategic and research projects. She works on developing Predictive Analytical Models and other advanced analytics. With experience in outcome research and evaluation, Yelena provides expertise in investigative study designs and actively participates in the system effort to integrate Social Determinants of Health information with clinical data. She is passionate about the work she does and believes that her work in healthcare is not only important and satisfying but also makes a difference in people's lives. Among other accomplishments, Yelena authored or co-authored more than 15 peer-reviewed publications. She holds an undergraduate degree in mathematical statistics from Tartu University (Estonia) and Master of Public Health in biostatistics and epidemiology from the Oregon Health & Science University.

Juliana Wallace, LCSW, Director of Services, Unity Center for Behavioral Health

Juliana Wallace is the Director of Services at Unity Center for Behavioral Health. A licensed clinical social worker, Juliana received her bachelor's and master's degree in social work from the University of Central Florida. She has worked in social services for more than 13 years, including more than 10 years with homeless youth in Portland. She is an adjunct professor at the Portland State University School of Social Work, teaching a course on trauma-informed care. She has presented at many national conferences on health care and homeless issues. Her clinical practice concerns the connection of trauma and stress to coping skills.

Craig Rusch, Chief Information Officer, Albertina Kerr Centers

Craig Rusch has been with Albertina Kerr Centers as CIO since 2003. Over the past three years he has been working closely with Legacy to implement the Epic EHR while engaging directly with Epic to develop its just-released Social Care module, a suite of tools designed to support the coordination of care between social organizations and medical institutions. During his time at Kerr, Craig also served as acting CIO for Trillium Family Services in 2012-2013. Prior to joining Kerr, he worked for a variety of for-profit companies including Andersen Consulting, Tele-TV (one of the earliest developers of video on demand services), and Nike, where he led a business-to-business internet strategy group, resulting in more than \$1 billion in online sales.

Matt Beland, Chief Executive Officer, Smooth Sailing Solutions

Matt Beland, CISSP, is a 25-year information security expert with experience in a wide range of industries. Previously the Chief Security Officer of Davis Wright Tremaine LLP, a multi-national law firm, he has a particular focus on balancing technical, administrative, and cultural approaches to risk and security management.

David Strickland, VP / Regional CIO, Kaiser Permanente – Northwest

David Strickland is Vice President of Telehealth and Northwest Information Officer for Kaiser Permanente's Care Delivery Technology Services. In this role, he directs the strategic planning, leadership, and oversight for Information Technology teams supporting Kaiser Permanente hospitals and clinics as well as the care delivery and business functions that support them in the Oregon and southern Washington markets. David is a member of the Northwest Joint Senior Leadership Team and ensures both regional and national technology initiatives meet the needs of Kaiser Permanente's members. He is also the accountable technology leader for Telehealth across Kaiser Permanente.

Tristan Markwell, Principal Strategic Scientist, Providence St. Joseph Health

Tristan Markwell serves as Principal Strategic Scientist for Providence St Joseph Health, where he focuses on assessing and evaluating industry trends and new technologies for their potential value to the system, as well as evaluating ROI for analytics projects. Tristan has more than a decade of experience in healthcare analytics and data science and holds a Master's degree in Economics from the University of Nebraska.

Lindsay Mico, Senior Data Scientist, Providence St. Joseph Health

Lindsay Mico is a Senior Data Scientist at Providence St Joseph Health, where he focuses on the development of advanced analytics and predictive modeling tools to improve patient care and reduce costs. A biologist and statistician by training, Lindsay has over 15 years of analytics experience in the healthcare, environmental, and telecommunications industries. He holds a Master's degree in Neuroscience from UC San Diego and is currently working towards a second Master's in Systems Science at Portland State University.

Laureen O'Brien, Principal, LOB Consulting

Laureen O'Brien serves as an independent consultant working with the Oregon Health Leadership Council and the Oregon Health Authority on statewide initiatives to improve the quality, safety, and affordability of healthcare delivery in Oregon. Laureen retired from her VP/CIO position where she had a long and distinguished career as a leader and innovator in health care information technology. She is known as an IT professional with a proven track record of developing high-performing teams that share her passion for results. Laureen serves on community boards and also volunteers with the Oregon Chapter of HIMSS to ensure focus and development of the next generation of HIT leaders.

Maili Boynay, Vice President of Applications, Information Systems & Services, Legacy Health

Maili Boynay joined Legacy Health in 2006 and has since been a leader in the organization for the past 10 years. In 2017 she became Vice President of Applications, Information Systems and Services. Maili oversees more than 100 analysts performing design, implementation, maintenance, and optimization of software applications and business solutions to meet organizational needs. She has held successively more responsible positions since joining Legacy, and as IS applications director, she led the highly successful work in care transformation, population health, health information exchange, LEAP and now LEAF (Facilities), ambulatory and urgent care, telehealth, and revenue cycle. Her work on the Epic Connect program made Legacy the first customer hosting Epic for external partners to earn 2017 certification. She was a key IS leader guiding the successful implementation of Epic at Legacy Silverton Medical Center.

Michael I. Lieberman, Chief Health Information Officer, Oregon Health & Science University

Michael I. Lieberman, MD, MS, is the Chief Health Information Officer at Oregon Health & Science University (OHSU). As a physician informaticist, he has worked in the field of electronic medical records, decision support, and performance measurement using electronic health data for over 15 years. His areas of focus include implementing electronic health records across affiliated healthcare organizations and developing clinical reporting systems to drive clinical quality and performance. Prior to working at OSHU, Dr. Lieberman was an informatics leader for an EHR vendor. He has been active in numerous national initiatives around measuring quality through electronic data. He is a practicing general internist and is board certified in Clinical Informatics.

Valerie Fong, RN, MSN, Chief Nursing Informatics Officer, Providence Health & Services

Valerie Fong, RN, MSN, serves as the Chief Nursing Informatics Officer (CNIO) for Providence Health & Services in Oregon. Clinical knowledge paired with business and technological experience with EHR design and implementation, IS governance, and transitions of care allows her to lead diverse teams in partnership with clinical and business operations to manage and align strategies that improve and transform healthcare. She has presented at regional, national, and international conferences and contributed to numerous educational webinars and publications on clinical informatics topics. Valerie has also served as adjunct faculty, teaching graduate students on informatics theory and concepts, clinical information systems, and consumer health informatics.

Charlie Earle, Chief Information Officer, Unity Care Northwest

Charlie Earle is now beginning his third year as CIO for Unity Care Northwest, an FQHC providing medical, dental, and behavioral health services in Bellingham, WA. Charlie is a Bellingham native and returned home to the great Pacific Northwest to join Unity Care after spending 10 years in Austin, TX., bringing to the role nearly 20 years of experience in Information Technology and 10 years specializing in Healthcare IT. Prior to this role, he spent seven years as the Director of Affiliate IT Consulting for Planned Parenthood Federation of America, working with the organization's affiliates across the country to help improve their Health IT infrastructure, security, and organizational sustainability. Charlie holds industry-related certifications including from Microsoft and Cisco and is excited to be utilizing his experience in contributing to the mission-driven work of providing healthcare services to the underserved in our communities.