

THE HEALTHCARE SUMMIT AT JACKSON HOLE



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2021 PROGRAM GUIDE



THE HEALTHCARE SUMMIT AT JACKSON HOLE

ROUNDTABLE PROGRAM - 2021

Exploring Healthcare's Current Top Influencers: COVID, the Capitol, and the Consumer

2020 was an unprecedented year in healthcare history due to the COVID-19 pandemic. Combine that with changes in the Supreme Court of the United States and an election year, and you have a perfect storm of influence on our healthcare system. At the center of it all is the need to serve consumers who are more concerned about healthcare access, cost, and quality than ever before. Are these pressures of our time really affecting priorities for healthcare stakeholders, or are they just accelerating the opportunity for change?

This year's Roundtable Program will explore this topic in greater detail, including:

COVID:

- Revenue hit / financial sustainability for providers
- Potential for sicker populations ahead due to deferred preventive care
- Acceleration of digital, analytics, and automation initiatives
- Site of care changes

The Capitol:

- Influence of recent election
- Influence of supreme court changes
- Changing role of CMS
- Continued expansion of Medicare Advantage

The Consumer:

- Acceleration of digital health and the digital front door
- The need for a frictionless consumer experience
- Use of data and analytics
- Alternative access to care options

Thursday Afternoon 2 PM – 5 PM MST

Welcome to Jackson Hole

David Bjork, Chairman
Healthcare Summit at Jackson Hole

**Exploring Healthcare's Current Top Influencers:
COVID, the Capitol, and the Consumer**

Topic Introduction and Session Facilitation

Peter Dunphy, Partner,
Commonwealth Health Advisors

The Capitol

Andrew Croshaw, CEO
Leavitt Partners

COVID as a Catalyst for Healthcare Change

Kevin Ban, MD CMO
Walgreens

Open Discussion

Friday Morning 8 AM – 11 AM MST

8:00 – 11:00 HS@JH Roundtable Panels: The Consumer

Consumerism in the Healthcare Ecosystem

Andrew Croshaw, CEO
Leavitt Partners

The Changing Consumer-Provider Relationship

Jami Doucette, President
Premise Health

Panelists:

Ford Koles, Jr., Vice President, Executive Insights, Advisory Board Research
Michael Hoben, MD, Senior Physician Executive, Novant Health Physician Network
Fay Rotenberg, President and CEO, Firefly Health

Key Topics:

- COVID impact on consumer behavior and expectations
- How alternative contracting models are changing the consumer experience
- Use of data and analytics
- Changing options for access to care
- The changing role of primary care

Exploring Healthcare Economic Sustainability

Josh Honaker, MD,
Chief Medical
Administrative Officer
Norton Medical Group

Panelists:

Andrew Colbert, Managing Director, Ziegler
Jonathan Bush, Firefly Health

Key Topics:

- Macro spending trends and backpressures on bringing costs down
- Financial impact of COVID on health systems
- Financial Impact of COVID on consumers
- Rebooting the ambulatory experience
- Consumer economics—by-passing providers for care

**Advancing the Frictionless Consumer Experience
through Digital and Telehealth**

Monica Bolbjerg, CEO
Qure4u

Panelists:

Patrick Easterling, Senior Vice President, Novant Health
Josh Honaker, MD, Chief Medical Administrative Officer, Norton Medical Group

Key Topics:

- COVID as an accelerant for change and meeting the new demand
- Technology infrastructure considerations
- Adoption hurdles
- Impact on engagement and care quality
- Opportunities to improve the consumer experience
- Lessons learned from 2020
- The art of the possible—what does a digital health future hold?

Behavioral Health in Crisis

Nicole Bradberry
CEO, Florida
Association of ACOs,
and Chief Growth
And Innovation Officer,
Vinifera Health

Panelists:

Kevin Holst, Chief Commercial Officer, Groups Recover Together
Cooper Zelnick, SVP Corporate Development and Strategy, Groups Recover Together
Jeff Spight, CEO, Vinifera Health

Key Topics:

- Breaking the stigma of mental health
- Getting rid of old thinking in order to bring new models to the table
- Discussion around new models and tighter integration with traditional health settings
- Turning the payment structure for mental health upside down
- Real stories of success



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