

2023 Western PA Healthcare Summit
Friday, May 19, 2023
Regional Learning Alliance
CEUs Available

AGENDA

8:00am - 9:00am	Registration & Light Breakfast
9:00am - 9:15am	Welcoming Remarks
9:15am - 10:30am	Keynote: Creating a Culture for Success Brian Garver, Senior Vice President, Keybridge Medical Revenue Care <i>Discover how to create a culture of success that produces superior financial results, optimal employee satisfaction AND drives patient satisfaction. No matter what business you're in, your success can very often boil down to one thing – your culture. You may offer the very best medical care for your patients with the big dollars to promote it, but it's the people that will really define how successful you are. Your employees have the power to make or break your brand. A deeply embedded culture of success inspires loyalty in employees and makes them want to be a part of a team. It motivates people to do the right thing, not just the easy thing. At companies with winning cultures, people not only know what they should do, they know why they should do it. This session will provide you with the knowledge to:</i> • <i>CHOOSING your culture rather than culture by default.</i> • <i>Design a patient-first culture around 4 core principles</i> • <i>The impact of culture on patient satisfaction and how to use it as a strategic competitive advantage</i> • <i>Ensure complete buy-in from every member of your team</i>
10:30 - 10:45am	BREAK
10:45am - 12:00pm	Population Health & Risk Contracting Jim Brown, SVP, Network Performance, Quest Analytics

12:00pm - 12:45pm

LUNCH

12:45pm - 1:30pm

Fireside Chat: Ethics in Healthcare

Margaret Larkins-Pettigrew, MD, MEd, MPPM, FACOG

Stephanie Dorwart, CEO, Altius Consulting Group

1:30pm - 2:15pm

Brewing Data for Community/Population Health: Analytics, AI & Machine Learning

William M. Costantini, RN, BSN, UPMC Enterprise Architecture and Analytics, Principal EMR Architect

Healthcare organizations not only work to make strides in patient care and treatment, but they are not learning how to take data and make it into healthcare tools. In this presentation we will discuss how Data morphs to become Information that fuels that evolution in both healthcare and digital care.

2:15pm - 2:30pm

BREAK

2:30pm - 3:15pm

Empowering People to Embrace Technology through DEI Initiatives

Crystal Morgan, Systems Engineer – Intermediate, Enterprise Architecture – Corporate IT, UPMC

This presenter will share insights and best practices to help companies and their employees thrive in the Age of AI:

- *Bridging the digital divide and using networking to grow diverse talent pipelines*
- *Digital transformation upskilling and imposter's syndrome*
- *Strategies for empowering people to feel confident in adopting new technology*

3:15pm - 4:00pm

Adopting a Population Health Mindset

Catherine Zito, Lighthouse Healthcare Advisors, LLC.

The healthcare industry is shifting focus. The way in which we provide, receive, access, and pay for health care is turning upside down due to a polarizing force we call population health. This presentation will define population health from both the perspective of the individual patient and healthcare organizations. The session will explain how to adopt a population health mindset by

focusing on preventive service, utilizing accessible technology, and aligning incentives.

4:00pm - 4:15pm

Closing Remarks

***** Suggested dress for the conference is Business Casual. *****

2023 Western PA Healthcare Summit SPEAKERS



Brian K. Garver
Senior Vice President, KeyBridge Medical Revenue Care

Brian Garver is a passionate business development leader in the Healthcare Revenue Cycle space with over 20 years of leadership experience. Brian is also nationally recognized as an expert facilitator and speaker focused on Patient Experience, Organizational Culture and Business Leadership. In his presentations, Brian delivers actionable content with an engaging, compelling message that will inspire new, thoughtful changes within your team.

His ability to touch every attendee with humor, emotion, empathy and care have made his presentations nationally recognized and highly sought after. His powerful speaking engagements have taken him across the country from New York to Los Angeles with many stops in between.

Brian resides in Lima, Ohio and is an active member of the American Association of Healthcare Administrative Management (AAHAM) and the Healthcare Financial Management Association (HFMA). He also hosts the live podcast series... "The Revenue Cycle Rundown".



Crystal Morgan

Systems Engineer – Intermediate, Enterprise Architecture – Corporate IT, UPMC

Crystal has connected people with their digital spark for more than 20 years. Her DEI advocacy work within the tech industry has empowered people to feel confident using technology and understand the benefits of embracing technical solutions. She has taught 1K+ tech workshops in an effort to bridge the digital divide and was recognized with the Award for Commitment and Excellence in Service (ACES) for exemplifying UPMC's five core values during the remote work transformation amid the COVID-19 pandemic.

After participating in the Edge Experience, an annual women's group coaching cohort targeting mid-career leaders with the Pittsburgh Technology Council, Crystal applied to the Harvard School of Business and was accepted into the Harvard Business Analytics Program where she is studying AI and Digital Transformation. In her work at UPMC, she is a Generalist within the Enterprise Architecture team and an SME for the Microsoft Stack.

Crystal leads several initiatives within the UPMC employee resource groups 'Women in IT' and 'Diversity Experience Network' with a focus on building the networks and technical skills of those she meets. Her research is focused on People Analytics and Ethical AI.



William Costantini

From 1988 to 1998 worked as a RN in Liver Transplant ICU at UPMC Presbyterian Hospital.

- In those years of practice, was involved in precepting graduate nurses from the areas Universities and Colleges in ICU practice. I was also involved as a preceptor for a number of the international projects for training RN's from various countries on caring for transplant patients. Taught Liver Transplant anatomy, physiology, and pre-, intra-, and post-transplant nursing care for UPMC nursing classes.
- Worked with Dr Alan Rosenbloom to develop a computer training aid to teach physicians performing Bronchoscopy's using interactive computer images and guiding tips.
- Worked on and developed documentation for the Cardiac Profile Assessment application that was developed by Dr Howard Doyle for use in fluid management for ICU patient care.

From 1998 to 2001 worked as a Clinical Systems Analyst in developing the build for UPMC's Cerner implementation.

- This allowed me to bring my experiences of Nursing into helping to develop and reengineer workflows processes from manual to automated.
- Helped to develop a number of the core functional components as the base of the system.

From 2001 to 2010 moved over to the technology side of the project and began to use my experiences from nursing and from the application development and include those in the new areas of technology that I began to work in and lead.

- This allowed me to better translate what the technology impacts were and how they translated to patient care for the groups I worked with.
- Helped in developing and leading production and development support, infrastructure development and planning, and also disaster recovery.
- Worked on our transformation of Cerner infrastructure from a disaster recovery model to a business continuity model. With the goal of obtaining zero downtime for systems and applications.

From 2010 to 2012 Managed Integrated Operations Center (IOC) in addition to Cerner Technology groups.

- Technology groups transformed over to Application Technology Management Services.
- Reorganized IOC from operator based to an integrated operations management facility staffed with systems analysts and operating systems engineers.
- Teams responsible for monitoring the data centers and systems.

- Provide coherent and concise communication as well as assist in directing large scale planned and unplanned events to resolution and normal operations.
- Developed Applications and Systems Status Dashboard (Uoogle) (uoogle3.upmc.com) for use in providing a 1 stop shopping location on system status and communications.
- Developed and facilitated eHelp.upmc.com self-service ticketing process. Used by PC Support at all facilities and in various other application areas (MACD, Vista, FirstNet, SurgiNet, Registration, and others). Seamlessly allows end-users to submit tickets to Service Center/Service Manager requesting support.

From 2012 to 2013 working as Cerner Solutions Architect / Technology Strategist

- Provided insights on expansion of functionality from a technical perspective for the Cerner system.
- Provided input and planning for development of further deployment of the Cerner system across UPMC.

From 2013 to 2017 working as Development Manager at UPMC Enterprises

- Lead a team of 8 to 12 Software Engineers, QA Engineers and analysts in developing software for various functionality and uses across multiple domains in healthcare
- eRound/ParlaisQ – Application for engagement with patients and collection of satisfaction surveys and actions. Deployed across all of UPMC and to 1 external client, over 500K surveys completed in first year.
- GoldenKey – Soap and Rest API based solution to assist with providing domain specific data access across multiple EMR's and data sources using 1 consistent platform as the collaborator.

From 2017 to 2018 working as Clinical Subject Matter Expert (SME) at UPMC Enterprises

- Provided SME services for various clinical data needs and translations into technical aspects for engineering teams.
- Developed FHIR mapping for various data domains that were consistent with the specifications for FHIR.
- Developed reporting and data extraction processes for various data domains from multiple data sources and EMR's across UPMC for project needs.

From 2018 to Present working as Principal Architect of EMR's and Infrastructure

- Provide services as principal EMR architect across all UPMC.
- Engage in assisting with issues and needs as they arise with various systems and projects when they involve EMR's.
- Provide services in developing reporting, data extraction and collection across various systems for use within UPMC Clinical Analytics projects.
- Primary Architect for Certify Projects
 - Develop usage of the Certify Catalog of products for use within UPMC domestically and internationally.
 - Conceptualize, design and develop new software with Certify for use within UPMC domestically and internationally to meet healthcare and business needs as they arise.
 - Frequent guest lecturer for University of Pittsburgh in their informatics programs, as well as covering

Health Information System topics for Carlow College/University and Duquesne University. I have also presented on various topics at the Regional Users group meetings and Cerner's Health Care Conference. Both as it relates to technology and to practice where such subjects touch on patient care, disaster recovery, and system support best practices.



Dr. Larkin Pettigrew

Margaret Larkins-Pettigrew, MD, MEd, MPPM, FACOG, is an international diversity, inclusion and equity expert, healthcare strategist and maternal/infant health care equity advocate. She is the Senior Vice President and Enterprise Chief Diversity, Equity and Inclusion Officer for Allegheny Health Network / Highmark Health. As a practicing physician, she cares for women in her general OB/GYN practice, with a special interest in providing care for women living with HIV and those in under-resourced communities. Her passion for health equity and building programs that improve outcomes for women, people of color, vulnerable and marginalized communities has been a common thread throughout her highly-respected career and commitment to service.

A professor of Obstetrics/Gynecology at Drexel University and founder and President of JustWONDOOR, a global health nonprofit specialty training organization, Dr. Larkins-Pettigrew continues to train and mentor learners focused on cultural humility in medicine. She is recognized nationally and abroad for her robust career and contributions as a sustainable and transformational change agent utilizing the Pillars of Internal Transformational Equity, a model created by Larkins-Pettigrew, LLC. Additionally, her research and insights are published by several health organizations and publications and she is a frequent speaker on healthcare strategy, DEI in the workforce and in our communities, women's health and empowerment.

Dr. Larkins-Pettigrew has been featured as an expert and consultant on several platforms, including appearances on CNN, MSNBC and others. She is the recipient of many honors and awards for her work, including Crain's Business Magazine "Woman of Note" award, the YMCA's "Distinguished Woman" Awards (Pittsburgh and Cleveland) and a four-time Anthem Award winner. Additionally, the nurse turned clinician was named on Savoy Magazine's Most Influential Black Executives in Corporate America, Becker Hospital Review's list of 75 Black Health Care Leaders to Know and Modern Healthcare's Top 25 Diversity Leaders list.

Dr. Pettigrew has a prestigious education and academic profile that includes several advanced degrees and certifications, including clinical expertise and advanced training in leadership, strategic planning, diversity, equity and inclusion. She is also a proud Navy veteran holding the rank of lieutenant commander and the author of *The Colors of My Heart: Embracing My Blackness with History, Family, Fear, and Faith*.



Catherine M. Zito, CPA, FHFMA, CPC

Cathy founded Lighthouse Healthcare Advisors, LLC in 2013. With over 30 years of experience working in financial analysis, budgeting, process improvement, medical billing, and physician practice management, Cathy created a company, unlike the rest, to provide a personalized approach to business and change. She is an active member and Fellow of Healthcare Financial Management Association (HFMA), a past Regional Executive and President of the HFMA Maryland Chapter, a Certified Public Accountant (CPA), a Certified Professional Coder (CPC) and has obtained a Six Sigma Green Belt in Healthcare Certificate of Achievement from Villanova University. Passionate about her work, Cathy continues to expand services to match the needs of her clients.

Directions

The RLA Learning and Conference Center

850 Cranberry Woods Drive
Cranberry Township, PA 16066
724-741-1000

Alternate Address:
1170 Freeport Road
Mars, PA 16046



Directions to:
850 Cranberry Woods Drive
Cranberry Township, PA 16066

From Pittsburgh and South

- Take Interstate 79 North to Exit 78 - Route 228 -Cranberry/Mars
- Turn right onto Route 228 East
- At the first traffic light, turn right onto Cranberry Woods Drive (the Marriott Hotel will be on the right)
- Continue straight through 2 stop signs. In 100 yards turn right (no street sign). The MSA building will be on your left
- Follow drive straight ahead for 250 yards to the entrance of the RLA

From Erie and North

- Take Interstate 79 South to Exit 78 - Route 228 - Cranberry/Mars
- Turn left onto Route 228 East
- At the second traffic light, turn right onto Cranberry Woods Drive (the Marriott Hotel will be on the right)
- Continue straight through 2 stop signs. In 100 yards turn right (no street sign). The MSA building will be on your left
- Follow drive straight ahead for 250 yards to the entrance of the RLA

From Ohio and West

- Take Interstate 76 East to Exit 28 (Old Exit 3) – Follow signs for Interstate 79 North
- Take the second exit - Exit 78 - Route 228 - Cranberry/Mars
- Turn right onto Route 228 East.
- At the second traffic light, turn right onto Cranberry Woods Drive (the Marriott Hotel will be on the right)
- Continue straight through 2 stop signs. In 100 yards turn right (no street sign). The MSA building will be on your left
- Follow drive straight ahead for 250 yards to the entrance of the RLA

From Harrisburg and East

- Take Interstate 76 West to Exit 28 (Old Exit 3) - Follow signs for Interstate 79 North
- Take the first exit - Exit 78 - Route 228 - Cranberry/Mars
- Turn right onto Route 228 East
- At the second traffic light, turn right onto Cranberry Woods Drive (the Marriott Hotel will be on the right)
- Continue straight through 2 stop signs. In 100 yards turn right (no street sign). The MSA building will be on your left
- Follow drive straight ahead for 250 yards to the entrance of the RLA