IDGA
Institute for Defense and
Government Advancement

Patient Experience
for Veterans

September 22-24, 2020
Online Event

**Delivering Quality
Patient-Centered
Healthcare Services
for our Nation's Veterans**

Sponsored by:

**potentia
ANALYTICS™**
Artificial Intelligence For Healthcare

**All Active Government
Employees Can Attend
at No Cost**

Disclaimer: Although the subject matter of this IDGA
conference relates to VA programs, this is not an
official VA event, nor does the Department endorse or
officially sanction IDGA or its events.

WELCOME

SPEAKERS

HIGHLIGHTS

BUDGET

AGENDA

SPONSORS

PRICING

REGISTER

WELCOME

Dear Colleagues,

Welcome to the Institute for Defense and Government Advancement's **2nd Annual Patient Experience for Veterans Conference**. We are driven by emerging ideas and initiatives from leading stakeholders across the rapidly evolving patient experience community **to benefit our Nation's Veterans.**

The conference is strategically designed to increase awareness, collaboration and communication regarding the latest efforts to establish patient satisfaction among our nation's veterans.

As the Department of Veterans Affairs enters its next decade, **delivering excellent patient experience** has become a crucial segment across the agency. Secretary Robert Wilkie designated Customer Experience (CX), better known around the industry as Patient Experience (PX) a top priority and a prime directive for the 2021 Fiscal Year. The Veteran's Experience Office (VEO) was established in 2015 to confront the latest challenges to ensure that Veterans are getting the best experiences possible when they visit VA facilities across the country. Since its genesis, the VEO and other segments of the VA have been engaging in everything from new online portals to enhancing feedback processes to rolling out helpful RedCoat volunteers for patient direction, all with the aim of instituting practical but innovative ways to enhance the quality of care given to patients.

Our conference will focus on topics such as **process excellence, IT and analytics integration, patient-clinician communication and telehealth** as well as **strengthening cultures of empathy and compassion.** Our conference will also take an in depth look at how coronavirus impacts patient experience outcomes. Ultimately, we will provide you with an opportunity to network and share innovative ideas with patient experience leaders, health care administrators, practitioners, clinicians and solutions providers. Join us this September to learn the ins-and-outs of capturing and delivering the ideal Veteran's experience.

Respectfully,

Justin Ederheimer

Justin Ederheimer
Conference Producer, IDGA
Program Director, Patient Experience for Veterans 2020

WELCOME

SPEAKERS

HIGHLIGHTS

BUDGET

AGENDA

SPONSORS

PRICING

REGISTER

Our Speakers

Michael Renfrow
Deputy Director for Patient
Experience
**U.S. Department
of Veterans Affairs**

Jerry Michaud
Executive Director
Office of Communications,
Veterans Health Administration

Gerard Cox
Deputy Under Secretary for Health
for Organizational Excellence
Veterans Health Administration

Joseph Ronzio, MD
Deputy Chief Health
Technology Officer
U.S. Department of Veterans Affairs

Deb Brisch-Cramer
Chief Nursing Officer, Mental
Health, Minneapolis VA
**U.S. Department of
Veterans Affairs**

Paul Tibbits, MD
Executive Director Office
of Technical Integration
**U.S. Department
of Veterans Affairs**

Sherri Bauch
Associate Director
Office of Patient Advocacy
**U.S. Department of
Veterans Affairs**

Jennifer Perez
National Director, Transition and Care
Management
Veterans Health Administration

Maureen Khung
Associate Director, Office of
Patient Centered Care and Cultural
Transformation
Veterans Health Administration

Nic Meyer
Patient Experience Coach
PX University
**U.S. Department
of Veterans Affairs**

WELCOME

SPEAKERS

HIGHLIGHTS

BUDGET

AGENDA

SPONSOR

PRICING

REGISTER

Our Speakers

Sabrina C. Clark
Director
VA Voluntary Service
Veterans Health Administration

Stephanie Newson
LGBT Veteran Care Patient
Advocate, Tennessee
Valley Healthcare System,
**Department of Veterans
Affairs**

Sean Bozorgzad MD
CEO and Co-Founder
Potentia Analytics

Paula Roe
BSN, MBA/HCM FACHE
IBM

Jim Champy
**Healthcare Business
Consultant** and **Author**

Don Prisby
President and Founder
NorthPoint Advocates

Vincent Rizzo, MD
Associate Director
Department of Medicine
NYC Health + Hospitals

David Weisman
Director of Patient Experience
NYC Health + Hospitals

Rosetta Carrington Lue
Former Senior Advisor
Architect and Design
**U.S. Department
of Veterans Affairs**

Julia Perry, PhD, LP
Mental Health Program
Manager and Ethics
Consultation Committee
Co-chair
**U.S. Department
of Veterans Affairs**

WELCOME

SPEAKERS

HIGHLIGHTS

BUDGET

AGENDA

SPONSOR

PRICING

REGISTER

An Experience-Driven Conference

EQUIP YOUR FACILITIES FOR EFFECTIVE RESPONSES COVID-19
Grasp the complex impact of COVID-19 on patient experience and acquire strategies for adjustment from innovative leaders in the healthcare space

UNDERSTAND HOW TO DELIVER PROCESS EXCELLENCE ACROSS PATIENT'S HEALTHCARE JOURNEY
Learn from the top minds at the VA and within the private sector about how to create effective processes and cultures for bettering patient experience

LEARN ABOUT THE LATEST IT AND ANALYTICS TECHNOLOGIES FOR EASY AND EFFECTIVE USE BY PATIENTS, CLINICIANS AND ADMINISTRATORS
Network with some of the leaders in enterprise technology integration at the VA and other leading hospital facilities and hear about how they are being used to optimize patient experience

HEAR FROM OUR EVENT INDUSTRY PARTNERS
Learn more about efforts and initiatives within the healthcare industry to bolster patient experience processes and functions.

WELCOME

SPEAKERS

HIGHLIGHTS

BUDGET

AGENDA

SPONSOR

PRICING

REGISTER

2021 VA Budget Priorities

Total VA Budget:

$243.3B

The VA has also requested an additional $16 billion in emergency COVID funds from Congress and the White House

Veterans Experience Office:

$11.5M

Many PX initiatives are carried out through the budgetary resources of other VA offices

Telehealth:

$1.3B

(Increase of $271 million from FY 2020)

With COVID, the VA has shifted a large amount of outpatient care to telehealth to minimize contact

Information Technology:

$4.9B

(Increase of 12% since FY 2020)

Electronic Health Record Modernization:

$2.6B

(Increase of 82% since FY 2020)

Office of Enterprise Integration:

$30M

Office of Acquisitions, Logistics and Construction:

$46M

(2019 enacted)

WELCOME

SPEAKERS

HIGHLIGHTS

BUDGET

AGENDA

SPONSOR

PRICING

REGISTER

Main Day 1 -- Date: September 22	
1130	**Logging Into Conference Platform and Networking**
1200	**Patient Experience at the VA – A Rundown** The session will discuss how the Veterans Experience Office (VEO) is creating new solutions to provide quality care to Veterans and future developments that plan to take place. It will deliver key insights as to how the VEO are integrating strategies to bolster patient experience, as well as address the latest challenges surrounding COVID-19. *Speaker: Michael Renfrow, Deputy Director for Patient Experience, VA*
1230	**Using Data to Better PX Outcomes** Feedback on patient experience is an important tool for the VA and other organizations to articulate best practices across the care continuum. However, managing data is always a constant challenge. This session will focus on how particular software tools and API integration can allow for administrators, clinicians and patients to collaborate to deliver optimized patient experience outcomes. *Speaker: Paul Tibbits, MD, Executive Director Office of Technical Integration, U.S. Department of Veterans Affairs*
1300	**Break**
1330	**Tools for Improved Patient Advocacy** This session will look at how the VA's patient advocate tracking system (PATS) has been used as a tool for cultural transformation at the VA. When combined with other PX programs, tools like PATS become revolutionary for improving PX processes. *Speaker: Sherri Bauch, Associate Director, Office of Patient Advocacy U.S. Department of Veterans Affairs*
1400	**Patient Experience and Telehealth – Challenges and Opportunities** Telehealth has become a major segment of care delivery across both private and public health systems. However, its continuing adoption is set to rise with the impacts of COVID-19 related quarantines. This session will explore the positives and negatives of telehealth services and examine ways to make the experience better among both clinicians and patients. *Speaker: Representative from the Office of Telehealth Services, U.S. Department of Veterans Affairs*
1430	**Break**
1500	**Patient Flow Command Center: How To Optimize Patient Care In Complex Systems Leveraging Data And AI** Sponsorship Session *Speakers: Sean Bozorgzad MD, CEO and Co-Founder, Potentia Analytics;* *Paula Roe BSN, MBA/HCM, FACHE, IBM*
1545	**Effective Communication with Patients in the Age of COVID-19** The VA Office of Communications is deeply involved in pushing out messaging to vet patients and does so through social media, email, apps such as the MyHealthyVet portal, telehealth services and other tools. This session will focus on the lessons learned by the Communications office in rolling out COVID-19 messaging, with a focus on how unique messaging is necessary to allay the fears and specific needs of the veteran community during COVID-19. *Speaker: Gerald Michaud, Executive Director, Office of Communications, Veterans Health Administration*
1615	**End of Conference Day, Networking Sessions**

	Main Day 2 -- Date: September 23
1130	**Logging Into Conference Platform and Networking**
1200	**Patient Experience Processes and Covid-19 at the VA** Instituting ICARE values (Integrity, Commitment, Advocacy, Respect and Excellence) amongst staff across VA facilities have been a major focus for VA facilities aiming to achieve organizational excellence. This coordination of staff culture changes and process excellence at VA facilities will be the focus of this session at our conference, and will include updates and recommendations for how the VA has been shifting and optimizing these PX processes for COVID-19. *Speaker: Gerard Cox, MD, MHA, Deputy Undersecretary for Health, Office or Organizational Excellence, Veterans Health Administration*
1230	**PX University – Training VA Healthcare Professionals Across the Country** VA facilities across the country can always use assistance and training for better optimization of patient experience processes. The Veterans Experience Office is rolling out PX University, a training and classes regimen where VA professionals can get certified in PX processes. This session will go over the growth and development of PX university and its plans for responding to COVID-19 and other PX challenges. *Speaker: Nic Meyer, Patient Experience Coach, PX University, Veterans Experience Office, U.S. Department of Veterans Affairs*
1300	**Break**
1330	**Centering Cultural Transformation within VA Facilities** Human focused design of procedures and services at VA facilities are imperative for transforming internal cultures at VA facilities and have a major impact on patient experience. This session will look at how the Office of Patient Centered Care and Cultural Transformation are leveraging technology, partnerships with other departments and rewriting new, bold strategies for enhancing patient experienced with human focused design. *Speaker: Maureen Khung, Associate Director, Office of Patient Centered Care and Cultural Transformation, VHA*
1400	**Challenges for Transition Care** US servicemen and women recently returning from Iraq, Afghanistan and other military theaters are a unique demographic. To optimize patient experience for this group with specifically tailored care for transitioning back into the workforce and into civilian life brings numerous challenges, which will be the major focus. *Speaker: Jennifer Perez, National Director, Transition and Care Management, U.S. Department of Veterans Affairs*
1430	**Break**
1500	**Resource and Data Sharing – Challenges for PX** This session will cover the challenges of integrating complex data into visionary PX plans, including: • Utilizing predictive analytics to tell future healthcare outcomes • Navigating privacy issues with Electronic Health Records • Updating old tools and integrating old data *Speaker: Representative from the Office of the Chief Technology Officer, Veterans Health Administration*
1530	**Critical Technology Challenges for Patient Experience** This session will dive into the most pressing technology matters regarding PX in a post-COVID-19 world. This includes an exploration of the expansion and challenges for telehealth, data integration and other important topics. *Speaker: Joseph Ronzio, DHSc, CPHIMS, FHIMSS, Deputy Chief Health Technology Officer, U.S. Department of Veterans Affairs*
1600	**End of Conference Day, Networking Sessions**

	Culture and Process Focus Day -- Date: September 24
1130	**Logging Into Conference Platform and Networking**
1200	**Healthcare and Hospitality** Besides the name, there are numerous overlapping processes and technologies between the hospitality sector and hospitals. The VA in recent years has frequently followed customer service processes that are standard in the hospitality industry and this session will focus on how continued collaboration is necessary for delivering effective patient experience. *Speaker: Don Prisby, President and Founder, NorthPoint Advocates*
1230	**Process Excellence for the PX Process – A Broad Look at the Healthcare Sector** Offices at the VA have completely revamped their PX processes over the past few years to better center patients within the care continuum. This session will include prescription of how organizations - including the VA - must change in order to manage the future that technology will enable. *Speaker: Jim Champy, Business Consultant and Author*
1300	**Break**
1330	**Culture Changes – Empathy Across the Patient Experience Care Continuum** This panel will focus on: Training employees using ICARE strategies; Ensuring service recovery is a primary tool used to fix real time situations; Enhancing patient experience by coaching employees on core values *Speakers: David Weisman, Director, Patient Experience, NYC Health + Hospitals;* *Vincent Rizzo MD, Associate Director, Depart. of Medicine, NYC Health + Hospitals*
1400	**Enhancing Patient Experience for Veterans of Color** We will discuss microaggressions, the importance enhancing staff diversity (especially at senior levels), and engaging staff members in difficult discussions; as well as Veterans' perspectives. *Speaker: Deb Brisch-Cramer, Chief Nurse Executive, Minneapolis VA Medical Center, U.S. Department of Veterans Affairs;* *Julie Perry, PhD, Mental Health Program Manager and Ethics Consultation Committee Co-chair, U.S. Department of Veterans Affairs*
1430	**Break**
1500	**Understanding And Responding To LGBTQ Veterans Needs** LGBTQ veterans make up a unique segment of the veteran community. Understanding and responding to their care needs is crucial, and delivering an inviting and positive patient experience is a large factor for the success of VA facilities that serve them. This session will focus on the challenges and solutions necessary to deliver great PX to the LGBT community. *Speaker: Stephanie Newson, LGBT Veteran Care Patient Advocate, Tennessee Valley Healthcare System, U.S. Department of Veterans Affairs*
1530	**Developing Comfortable And Inviting Environments For Patients** First impressions set the tone for patients and their experiences at VA facilities. Everything from sanitation, bathrooms, interior design and wayfinding to access to technology such as charging stations and wifi all impact patient experience immensely. This session will focus on both environmental design in VA facilities as well as volunteer services like the Redcoats, all with the aim of better enhancing patient experience. *Speaker: Sabrina C. Clark, Director, VA Voluntary Service, Veterans Health Administration*
1600	**End of Conference Day, Networking Sessions**

Join the Conversation by Contacting:

Rhys Davies
IDGA Sales Director – North America
T: 212-885-2772
E: Rhys.Davies@iqpc.com

EMAIL ME

Networking
Ensure that you have the opportunity to engage with the key decision makers within your industry.

Branding
Your company can be elevated to a position where they are seen as a market leader.

Thought Leadership
If you think that you should be viewed as a true industry leader then your need to demonstrate your market knowledge and expertise through a thought leadership opportunity, such as speaking or chairing.

Become a Sponsor

Patient Experience for Veterans 2020 is a unique and annual opportunity to participate, share knowledge and connect with those in the healthcare community.

6 Reasons the conference can benefit you:

1 GENERATE NEW SALES LEADS

2 LAUNCH NEW PRODUCTS OR SERVICES

3 DEMONSTRATE THOUGHT LEADERSHIP

4 ENTER NEW MARKETS

5 STRATEGICALLY POSITION YOUR COMPANY BRAND

6 BROKER NEW BUSINESS PARTNERSHIPS

Sponsored by:

potentia ANALYTICS™
Artificial Intelligence For Healthcare

WELCOME

SPEAKERS

HIGHLIGHTS

BUDGET

AGENDA

SPONSOR

PRICING

REGISTER

3 EASY WAYS TO PURCHASE YOUR PASS

Email idga@idga.org

Visit www.idga.org/events-patient-experience-veterans

Call 1-800-882-8684

Active U.S. Military & Government Employees	
2 DAY ONLINE EVENT	**NO COST TO ALL ACTIVE U.S. MILITARY AND GOVERNMENT EMPLOYEES**

Academia, Non-Profit, Vendors, Consultants & Solution Providers	Register & Pay By July 31, 2020	Standard
2 DAY ONLINE EVENT	$1,299 **SAVE $200**	$1,499

TEAMWORK MAKES THE DREAM WORK!

Team Discounts*	Savings
Groups of 3 to 4 10%	10%
Groups of 5+	15%

*Discounts apply to registrations submitted together, at the same time. Cannot be combined with any other discount.

*IQPC reserves the right to determine who is considered an End-User or a Vendor upon registration for an event. Those who are determined a vendor will be denied access to End-User pricing. These prices are featured as a limited time only promotion. IQPC reserves the right to increase these prices at its discretion.

Please note multiple discounts cannot be combined. A $99 processing charge will be assessed to all registrations not accompanied by credit card payment at the time of registration.

MAKE CHECKS PAYABLE IN U.S. DOLLARS TO: IQPC

*CT residents or people employed in the state of CT must add 6.35% sales tax.

Team Discounts: For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

Special Discounts Available:

A limited number of discounts are available for the non-profit sector, government organizations and academia. For more information, please contact customer service at 1-800-882-8684.

Details for making payment via EFT or wire transfer:

Bank Name: JP Morgan Chase & Co.
Name on Account:
Penton Learning Systems LLC dba IQPC
Account #: 937-332641
ABA/Routing #: 021000021
Reference: 27896.005

Payment Policy: Payment is due in full at the time of registration and includes lunches and refreshment. Your registration will not be confirmed until payment is received and may be subject to cancellation. For IQPC's Cancellation, Postponement and Substitution Policy, please visit www.iqpc.com/cancellation

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

WELCOME

SPEAKERS

HIGHLIGHTS

BUDGET

AGENDA

SPONSOR

PRICING

REGISTER