




Louisiana HIMSS Chapter Fall Conference 2011

Speakers

Day 1 Speakers – November 3, 2011

	<p>MICHAEL BERTAOUT is a Certified Health Consultant and Professional of the Academy of Healthcare Management. He has 20 years of Analytical Experience in the Healthcare, Telecom, and Retail Sectors. In 2007 his collaboration on a Position Paper on Doctor Populations in Post-Katrina New Orleans was honored with a Lantern Award, the highest honor given by the Southern Public Relations Federation.</p> <p>In May of 2010, he was asked to join the editorial board of the Healthcare Journal of Baton Rouge. In September 2010 he was invited as a keynote speaker to the International Medical Tourism Conference in Los Angeles, speaking four times to three different conferences and hundreds of attendees in just two days. He now sits on the Advisory Board of the National Healthcare Reform Conference and Magazine.</p> <p>Michael earned his MBA and BA from Louisiana State University. He is a lifelong Louisiana Resident and a Licensed Health and Life Producer currently employed as a Healthcare Economist and Exchange Coordinator for Blue Cross and Blue Shield of Louisiana.</p>
	<p>MARYANN STUMP, President of Innovation International, joined Generate Companies, whose mission is to connect innovation leaders worldwide, in January 2011. Previous to that, she served as Chief Strategy and Innovation Officer for Minnesota's largest health plan, Blue Cross and Blue Shield of Minnesota. Additionally, she was President and CEO of a Blue Cross affiliate company, Consumer Aware. Among the successful healthcare innovations she has been instrumental in evolving are the first Cardiac Centers of Excellence, retail health clinics, such as MinuteClinic, and online health care.</p> <p>A former cardiac critical care nurse, she is involved in both state and national healthcare quality efforts. MaryAnn serves as the Vice Chair of the Yale College of Nursing Advisory Board, is on the Robert Wood Johnson Foundation Executive Nurse Fellows Board, and a national healthcare Innovation Council. She was recognized in 2008 as one of the "Top 100" most influential people in Minnesota Healthcare by Minnesota Physicians and in 2009 as a "Women in Business Industry Leader" by the Minneapolis-St. Paul Business Journal.</p>
	<p>PAUL MURPHY, who leads the IT Strategy & Planning division for Encore Health Resources, has more than 20 years of experience in Operations, Information Management and IT consulting. He is currently leading initiatives focused on payment reform readiness including accountable care, meaningful use and analytics planning. Paul has supported clients in a wide range of consulting engagements including IT Strategic Planning, IT Operations Planning, Systems Vendor Selection, Implementation Oversight and Contract Negotiations. Paul's depth of experience in vendor selection across both clinical and financial/administrative systems in a wide range of provider settings has provided him a very thorough understanding of the health care information systems marketplace and key trends for future development. Similarly, his experience in developing innovative strategic plans for a diverse range of provider entities and stakeholder groups has equipped Paul with a deep understanding of the tools and processes needed for success in our industry.</p>

**Healthcare Reform 3:00 PM Thursday Nov. 3
Main Hall**

**ACO Panel 4:00 PM Thursday Nov. 3
Main Hall**

**ACO Panel 4:00 PM Thursday Nov. 3
Main Hall**

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BETSY BLOCK is the director of Dell Accountable Care Organization (ACO) Consulting Solutions. She has over 15 years of provider experience in the areas of marketing and strategic planning. Betsy joined Dell Services from Indiana University Health, a system made up of twelve hospitals serving a large part of central and southern Indiana. Prior to her current role, Ms. Block was a project manager for their clinical integration program, which transitioned into an ACO in 2010. The physician-directed ACO is contracted with over 3,000 physicians including the faculty of the Indiana University School of Medicine and thousands of community physicians representing all medical specialties. The ACO will be a provider network for two large self-funded employers in 2011, covering over 20,000 lives.

Ms. Block worked in strategic planning and marketing for Wake Medical Center in Raleigh, North Carolina, University of North Carolina-Chapel Hill Hospitals, and was the director of marketing for Charter Medical Corporation in Indianapolis, Indiana. Ms. Block organized the Indiana's first behavioral health managed care network for employee assistance programs for Charter Medical. She was the recipient of Oprah's "Big Give" award in 2008 for her fundraising efforts with a local woman's shelter.

Betsy has a Bachelor of Arts degree in public policy from Duke University and a Masters in Business Administration with an emphasis in health administration, summa cum laude, from the University of North Carolina. She is a member of Beta Gamma Sigma honorary business society.

**ACO Panel 4:00 PM Thursday Nov. 3
Main Hall**



DR. STEPHANIE MILLS serves as President and CEO of Franciscan Health & Wellness Services, a division of the Franciscan Missionaries of Our Lady Health System, Inc. (FMOLHS), Baton Rouge, Louisiana. In 2007, Dr. Mills joined FMOLHS as the CIO/CMIO, later transitioning as the Vice President, Quality and Health Care Innovation, where she lead quality improvement, information technology and clinical transformation initiatives. She practiced pediatric emergency medicine and served as Medical Director of the Pediatric Emergency Department at FMOLHS subsidiary, Our Lady of the Lake Regional Medical Center.

Dr. Mills is a 1991 Summa Cum Laude graduate with a Bachelor of Science in Zoology and Physiology from Louisiana State University, Baton Rouge. She earned a Doctor of Medicine in 1995 from The Johns Hopkins University School of Medicine, Baltimore, Maryland, followed by the completion of residency training in pediatrics at Baylor College of Medicine and Texas Children's Hospital. In 2005, she completed a Masters of Health Care Management from the Harvard University School of Public Health in Cambridge, Massachusetts. A native of Lafayette, Louisiana, she resides in Baton Rouge with her husband, Dr. Andrew McWhorter, and son, Ben.

**Healthy Lives/Patient Wellness 5:00 PM Thursday Nov. 3
Main Hall**

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Day 2 Speakers – November 4, 2011



BRUCE D. GREENSTEIN is the Secretary of the Louisiana Department of Health and Hospitals. He has extensive experience in the health care field, having worked in both the private and public sector. On the state level, Bruce worked for Governor Lawton Chiles in Florida leading the design and administration of health care programs. On the federal level, he served as Associate Regional Administrator and Director of Waivers and Demonstrations in U.S. Department of Health and Human Services (HHS), where he oversaw the state Medicaid programs and led the federal government's Medicaid state reform efforts. Most recently, he served as the managing director of worldwide health for Microsoft Corp. Bruce enjoys combining his technological knowledge and health care experience in his role as DHH Secretary.

Provides leadership and technical support services, while maximizing resources, in order to fulfill the mission of the Department.

**Keynote 8:30am Friday November 4
Main Hall**



JENNY SMITH serves as Program Manager of Health Information Exchange for the Louisiana Health Care Quality Forum. Jenny leads the health information exchange (HIE) initiatives within the organization. She and her staff direct and coordinate the planning and implementation of Louisiana's statewide HIE, LaHIE.

Prior to joining the Quality Forum, Jenny served as Section Chief for the Louisiana Department of Health and Hospitals (DHH), Medicaid Management Information Systems Section and managed daily operations to ensure timely and accurate Medicaid reimbursement to providers. While with DHH, she also managed an HIE prototype project for the state.

She earned a Master of Science degree in Information Systems from Middle Tennessee State University and a Bachelor of Science degree in Information Systems and Decision Sciences from Louisiana State Univ.

**LaHIE 9:30 AM Friday November 4
Main Hall**



NADINE ROBIN has nearly 10 years of business and economic development as well as project management experience. Nadine serves as Regional Extension Center (REC) Program Manager for the Louisiana Health Care Quality Forum.

The mission of the REC is to assist providers with the adoption, implementation and meaningful use of health information technology. As Program Manager, Nadine is responsible for planning and implementing the REC services. She oversees the daily operations, staffing and resource requirements; establishes quality standards and evaluation procedures; and ensures value for clients.



Previously, Nadine spent seven years as Project Manager with a regional engineering firm, working with more than 15 communities and other non-profit groups to develop projects and seek grant funding. In addition, she also served as Executive Director of the Tangipahoa Economic Development Foundation and was responsible for expanding business and workforce opportunities in the parish.

Nadine holds a Bachelor of Arts degree in Marketing from Southeastern Louisiana University in Hammond.

**Meaningful Use Panel 11:00 AM Friday Nov. 4
Main Hall**

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<p><i>Photo not available</i></p>	<p>TRAVIS BROOME, MPH, MBA Special Assistant to the Consortium Administrator Quality Improvement and Survey and Certification Centers for Medicare & Medicaid Services</p> <p>Travis is a Health Insurance Specialist in the CMS Dallas Regional Office. He works on the development of the criteria for meaningful use for the Medicare & Medicaid EHR Incentive Programs for the Office of E-Health Standards and Services. He also serves as a special assistant to the Consortium Administrator for Quality Improvement and Survey and Certification Operations. During the development of the regulations for EHR incentive programs he was the writer for the meaningful use and other sections as well as a project manager for the regulation. Prior to his work on the EHR incentive programs, Travis was a Presidential Management Fellow in CMS and participating in programmatic and administrative activities across every regional division of CMS. He received his Master of Public Health and Master of Business Administration from the University of Alabama at Birmingham.</p> <p>Meaningful Use Panel 11:00 AM Friday Nov. 4 Main Hall</p>
	<p>CHRIS BELMONT System Vice President & CIO</p> <p>Chris joined Ochsner as Assistant Vice President of Corporate Systems in September, 2006 before moving into the SVP and CIO role in January, 2009. Chris has over 25 years healthcare experience in various IT positions at East Jefferson General Hospital and Children's Hospital. He later spent 10 years with SMS/Siemens Medical Solutions in the New Orleans region including Ochsner. Additionally, he worked for Healthlink/IBM in the Global Services division as a consultant and Executive VP in the Central Region.</p> <p>He is currently leading a three year project to replace Ochsner's core EMR, clinical and revenue cycle information systems. The project budget is \$126M and includes growing the project team by 87 employees.</p> <p>CIO Panel 2:00 PM Friday Nov. 4 Main Hall</p>
	<p>LYNN R. WITHERSPOON, M.D. Ochsner Health System, New Orleans, Louisiana</p> <p>Dr. Witherspoon is a graduate of the University of Wisconsin Medical School in Madison. He trained in Internal Medicine and Nuclear Medicine at the Ochsner Medical Institutions in New Orleans and Duke University Medical Center in Durham and is Board Certified in both. After serving in the United States Navy he joined the staff of the Ochsner Clinic in New Orleans where his practice included Endocrinology, Nuclear Medicine, and the creation and management of Ochsner's immunoassay laboratory. Dr. Witherspoon served in an Informatics role or as CIO during much of his Ochsner career. He conceptualized and built a clinical repository in the mid-1980s and subsequently shepherded the design, development, deployment, and certification of Ochsner's EHR platform. Ochsner is now implementing a broad suite of Epic applications, providing an integrated practice support and clinical care platform for our system of clinics, hospitals, and community providers. Dr. Witherspoon is now System Vice President and Chief Medical Information Officer for the Ochsner Health System.</p> <p>CIO Panel 2:00 PM Friday Nov. 4 Main Hall</p>

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PAUL E. KIRK *Vice President of Information Systems.* Mr. Kirk joined the Hospital in March, 2002, as Director of Information Systems, and was promoted to Vice President in May, 2005. He has administrative responsibility for the areas of Information Systems, Facilities Management, Telecommunications, Bio Med, and Department of Defense Initiative. Mr. Kirk received his Bachelor of Science degree in Industrial Technology from Louisiana State University in 1982. Prior to joining the Hospital, Mr. Kirk served as Senior Vice President of Information system and Support Service at United Companies Financial Corporation in Baton Rouge Louisiana from 1983 to 2001. He also served as President of United Communication Corporation a subsidiary of United Companies Financial Corporation from 1984 to 2001. Mr. Kirk is a member of Healthcare Information and Management Systems Society (HIMSS), College of Healthcare Information Management Executives (CHIME), CIO's of Baton Rouge and Louisiana Chapter of HIMSS (LaHIMSS) where he serves on the board. He also services on the board of Health Care Centers in Schools. Mr. Kirk has severed on the board of Family Service of Greater Baton Rouge and Intecom User's Group Association. He is a member of the 2007 class of Leadership Baton Rouge and 2008 class of Leadership of Louisiana.

**CIO Panel 200 PM Friday Nov. 4
Main Hall**



JENIFFER ARTIGUE has served as the Director of Health Information Management at Our Lady of the Lake RMC for the past 4 years and has been part of the Franciscan Missionaries of Our Lady Health System for the past 30 years. She is a Registered Health Information Technologist, a Certified Coding Specialist and an AHIMA approved ICD-10 trainer. Jennifer has an extensive background in the areas of coding, reimbursement and chargemaster management. She is a member of the American Health Information Management Association and serves as Coding Roundtable Coordinator for Louisiana. She was recognized by AHIMA as a 2009 and 2010 RACE award winner for coding excellence. Jennifer has been selected as a member of the Louisiana Health Care Quality Forum's Quality measures committee. She has participated as a speaker for LHIMA, AHIMA, HFMA and various revenue cycle organizations. In addition, Jennifer is a member of the National Provider Roundtable, a prestigious group of healthcare providers selected to attend and present information to the CMS Advisory Panel on a bi-annual basis.

**ICD10 State of Readiness 10:30a Friday November 4
Breakout Room 1**

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MICHAEL (Mac) H. McMILLAN

Chief Executive Officer; CynergisTek, Inc.

Chair, HIMSS Privacy & Security Policy Task Force

Mac McMillan is co-founder and CEO of CynergisTek, Inc., a firm specializing in the areas of information security, regulatory compliance and IT audit. CynergisTek has developed and delivered focus information security services to healthcare for over 10 years. Mr. McMillan personally brings over 30 years of combined government and private sector experience in managing security organizations and programs to his philosophy information risk management. He is the current Chair of the newly created HIMSS Privacy and Security Policy Task Force. He is the former Chair of HIMSS Information Systems Security Working Group and HIMSS Privacy & Security Steering Committee. He was a contributing author and editor for the HIMSS book, *Information Security in Healthcare: Managing Risk*. CynergisTek, in addition to its IT security services, has completed hundreds of security, compliance and risk assessments for healthcare entities, large and small. Prior to his private sector experience, Mac served as Director of Security for two Department of Defense agencies, where he directed all security programs and served as the Designated Approval Authority (DAA) for more than 60 sensitive worldwide information networks and information systems. The Defense Threat Reduction Agency was responsible for missions involving arms control and nonproliferation of weapons of mass destruction and other International Treaty obligations. Mr. McMillan holds a Master of Arts degree in National Security and Strategic Studies from the U.S. Naval War College in Newport, Rhode Island; and a Bachelor of Science degree in Education from Texas A&M University in College Station, Texas. He was a 1993-4 Excellence in Government Fellow and is a graduate of the Senior Officials in National Security program from the John F. Kennedy School of Government, Harvard University. He was awarded both the Department of Defense Silver and Gold Medals for Exceptional Meritorious Service. Mr. McMillan spoke regularly while in the government and presented at various government and industry forums on information security and risk assessment. Mr. McMillan speaks frequently on information security topics to healthcare audiences and is a contributing author to various periodicals.

**Privacy and Security 11:30 AM Friday Nov. 4
Breakout Room 1**

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DR. MELISSA STEWART has served patients in a multitude of roles ranging from direct care provider to Chief Executive Officer of a hospital. Stewart has worked as a nurse across the care continuum from acute care to community based delivery services. From bedside to boardroom, Stewart has strived to holistically meet patients' needs through shared knowledge in the patient-provider relationship.

Dr. Stewart presently serves as faculty at Our Lady of the Lake College and works as Health Literacy Expert – CMS at eQHealth Solutions. Dr. Stewart is committed to addressing health literacy through patient-centered communication. Stewart presently teaches health care professionals how to improve their educational efforts through the utilization of a patient-centered approach which is detailed in her book *Practical Patient Literacy: The Medagogy Model* which will be released late 2011.

Dr. Stewart's patient literacy work and her UPP (Understanding Personal Perspective) tool were used the Centers for Medicaid and Medicare Services (CMS) pilot - Care Transitions. eQHealth Solutions integrated Stewart's innovations in their quality initiative pilot and was nationally acknowledged by CMS with an award for their Care transitions pilot work. In 2010, Stewart authored a resolution for the American Nurses Association making health literacy an initiative for ANA.

Dr. Melissa Stewart completed her Doctorate of Nursing Practice at Case Western Reserve University in Cleveland Ohio. She completed her master studies in education at the University of Louisiana at Lafayette, she holds a Masters of Nursing in administration from Louisiana State University and holds a Bachelor's of Science in Nursing from Southeastern Louisiana University.

**Patient Education/Engagement 1:30 PM Friday Nov. 4
Breakout Room 1**




EDNA BOONE, MA,
CPHIMS, Senior Director HIMSS

Edna Boone, MA, CPHIMS is Senior Director, Healthcare Information Systems, for the Healthcare Information and Management Systems Society (HIMSS), the largest U.S. not-for-profit healthcare association focused on providing global leadership for the optimal use of information technology. HIMSS represents approximately 37,000 individual members, more than 450 corporate members and over a 100 not-for-profit organizations that share its mission.

**Mobile Health 10:30 AM Friday Nov. 4
Breakout Room 2**

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	<p>DR. ANJUM KHURSHID is the Director of Health Systems Development for the Louisiana Public Health Institute (LPHI). Dr. Khurshid oversees a wide range of community health initiatives including quality improvement of primary care and behavioral health services within community health clinics, comprehensive wellness and clinical services in school-based health centers and the Crescent City Beacon Community program, a federally-funded pilot program focused on improved management of chronic diseases, such as diabetes and cardiovascular disease, through the use of information technology and electronic medical records.</p> <p>Dr. Khurshid was the former Director of the Health & Behavioral Risk Research Center at the University of Missouri-Columbia and Assistant Professor in the Department of Health Management & Informatics. He was also the Director of Evaluation and Research for the Integrated Care Collaboration, a community collaborative of providers and public health agencies that maintains a fully functional health information exchange in Central Texas to coordinate care for vulnerable populations.</p> <p>Dr. Khurshid earned his PhD in Public Policy and Master in Public Affairs from the LBJ School of Public Affairs at the University of Texas at Austin and his medical degree from King Edward Medical University, Lahore. He is a recipient of the Hubert Humphrey Fellowship, LBJ Foundation Academic Excellence Award, J.J. Pickle Fellowship, and the University of Texas at Austin's Merit Fellowship. His work has been presented and published both in the United States and abroad.</p> <p>Community Health/Beacon 11:30 AM Friday Nov. 4 Breakout Room 2</p>
<p><i>Photo not available</i></p>	<p>TOM WINCHELL LSU Health Care Services Division, Telemedicine Program Coordinator</p> <p>Mr. Winchell has twenty-five plus years experience in telemedicine, telecommunications, networking and videoconferencing as an administrator, project manager, consultant, and business owner/entrepreneur.</p> <p>He has been with the LSU Health Systems telemedicine program since its inception. He has been involved in the planning, implementation and operation of the videoconferencing solutions for clinical, educational and administrative applications for LSU and partner organizations.</p> <p>He served as the Director of Data Operations for <i>netLibrary</i>, one of the early ebook providers; he also worked in the State of Louisiana Division of Administration – as a member of the Management Review Section, as well as in the Office of Telecommunications Management, where he filled many roles, including Director.</p> <p>He has presented testimony before the Louisiana Public Service Commission, the Louisiana Legislature, and has been accepted as an expert witness in Telecommunications Management before the Middle District of Louisiana Federal Court. He has authored several papers and presentations in the area of telemedicine.</p> <p>He is a graduate of LSU- BR with a Masters in Public Administration.</p> <p>Tom and his wife Sherry live with four rescued dogs and for most of this year he has spent his free time working on adding a garage to their camp.</p> <p>Telehealth 1:30 PM Friday Nov. 4 Breakout Room 2</p>

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Ivo Nelson, a twenty-eight year veteran in the healthcare industry, is the founder and Chairman of Encore Health Resources, and the Chief Executive Officer of startup investment advisory firm, Encore Connect.

Ivo's many accomplishments include building some of the largest outsourcing and consulting firms in the healthcare IT industry, as well as developing global business in Asia Pacific, Europe, and the Middle East. This broad global experience gives Ivo a deep understanding of each unique market and an appreciation for the common threads of healthcare solutions and skills across the world.

Prior to founding Encore and Encore Connect, Ivo was the leader of IBM's Global Healthcare Provider business where he provided sales leadership, created healthcare strategies, and conducted Healthcare Summits in India, Singapore, Australia, China, Brazil, Dubai, Italy, Spain, Czech Republic, Poland, Russia, Sweden, Netherlands, and the UK. Before joining IBM, he cofounded Houston-based Insource Management Group, later renamed Healthlink, the largest privately-held, provider-focused healthcare information systems consulting firm. While leading Healthlink, Ivo engineered six acquisitions and mergers making Healthlink one of the fastest growing companies in Houston and the healthcare industry. Prior to Healthlink, he served with corporations such as EDS and Perot Systems. While at Perot Systems, he developed the Healthcare Division and grew it to be one of the largest outsourcing firms in the healthcare industry.

Ivo has been recognized for his many and varied accomplishments both within the HIT industry and by larger, national organizations. In 2005, he was the recipient of the prestigious Ernst & Young Entrepreneur of the Year Award for the Houston and Gulf Coast Region in the IT category. In 2009, he was the recipient of the CHIME Foundation Lifetime Achievement Award, given by healthcare CIO's to one individual per year who most contributed to healthcare IT over a twenty-year period. Most recently, Ivo was recognized in 2011 as one of "HIMSS 50 in 50: Memorable Contributors in HIMSS 50-Year History" for lasting and influential contributions to the theory, adoption, and use of healthcare information systems.

Ivo continues to devote service time to the healthcare IT industry and to mentor tomorrow's leaders through his involvement in many of the industry's leading organizations, associations, and his alma mater. He currently serves on the MedSynergies advisory board, is a Director on the Board for Health Care DataWorks, and is on the Advisory Board of Cetrea, a healthcare technology firm based in Denmark. He is a former Vice Chair of the Health Information and Management Systems Society (HIMSS), the largest association in the healthcare information systems industry, representing more than 20,000 professionals from provider, payer, and life sciences organizations. He is also former Chairman of the Texas Institute for Health Policy Research, one of the few policy research institutes dedicated to healthcare. Ivo is also an active member of the Baylor Angel Network, and serves as a regular guest lecturer for Baylor College of Business teaching case studies.

**Closing Keynote 3:00 PM Friday Nov. 4
Main Hall**

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Karen B. DeSalvo, MD, MPH, MSC

President, Louisiana Health Care Quality Forum

Dr. DeSalvo is the City of New Orleans Health Commissioner and serves as Senior Health Policy Advisor to the Mayor. Her responsibilities include direction of the Health Department, whose mission is to protect and promote the health of New Orleanians. Dr. DeSalvo also advises the Mayor on local, state and federal health policy matters. She has 20 years of practice, research and policy experience aimed at improving access to quality, affordable community health care for all. She has been a leader in health sector recovery and health care reform efforts since Hurricane Katrina. In addition to broad health reform, the focus of her work included the creation of national award winning models of neighborhood-based medical homes for low income, uninsured and other vulnerable populations. Dr. DeSalvo was recognized as a Woman of Excellence in Health Care by the Louisiana Legislative Women's Caucus for her health care reform efforts in 2008 and led a delegation who received an award from the National Committee for Quality Assurance to receive an Annual Quality Award in 2010. Dr. DeSalvo is the current President of the Louisiana Health Care Quality Forum and 504HealthNet. She is past President of the National Association of Chiefs of General Internal Medicine. She has served on numerous local and national professional boards and is active in the community. She was most recently Professor of Medicine and Vice Dean for Community Affairs and Health Policy at the Tulane University School of Medicine. Dr. DeSalvo received her Bachelor of Arts from Suffolk University in Boston, Massachusetts, and her Medical Doctorate and Masters of Public Health from Tulane University Health Sciences Center. She is trained as an internist. Dr. DeSalvo completed a Master's in Clinical Epidemiology at the Harvard School of Public Health and was a Robert Wood Johnson Generalist Physician Faculty Scholar.