

# Virtual-First Care Summit

## Boston, October 25-26 2022

— AGENDA —

### Conference Day 1, October 25th

**8:00am Registration, Breakfast and Networking**

**9:00am Chairs Opening Remarks**

**Joe Connolly**, Co-Founder & Chief Executive Officer, **Visana Health**

**9.10am Keynote Presentation: Setting the Scene: the Evolution of Virtual-First, the Impact of the Pandemic and the Transformation of Healthcare**

*Pre-2020, the use of virtual and digital in the healthcare system was on the rise. However, with the pressure brought on by the pandemic to treat patients remotely, the delivery of care rapidly shifted to become more virtual. Since the 'end' of the pandemic, virtual-first care continues to grow U.S. healthcare systems, however key challenges remain. Knowing what we know now from Virtual-First's journey into the industry, how can we approach present challenges in Virtual-First Healthcare?*

- How well has Virtual-First Healthcare integrated itself into the U.S. Healthcare system?
- Why is Virtual-First Healthcare still being adopted post-pandemic? What benefits is it providing that more traditional models based on brick and mortar facilities can't?
- How has Virtual-First Care itself changed to accommodate for the healthcare systems needs, pre, during and post-pandemic?
- What are key challenges now in Virtual-First Care? What steps need to be taken in the future, and how can we learn from the past?
- How has the healthcare system reorientated to integrate Virtual-First Healthcare, what more rebalancing needs to be done?

**Todd Thames**, Vice President, Clinical Market Initiatives, **Included Health**

**9.35am Keynote Panel Discussion: Defining Virtual-First Care and Finding Where Virtual Care Fits**

## into the Healthcare Ecosystem

*With the proliferation of digital and virtual ventures into healthcare, it can be hard to define exactly what is 'Virtual-First Healthcare' and where exactly it fits into the healthcare ecosystem. This panel will help define the current meaning of Virtual-First Healthcare and where it currently fits into the healthcare fabric.*

- How can we clearly define Virtual-First Healthcare?
- How has the meaning of Virtual-First Healthcare evolved over time?
- Where does Virtual-First Healthcare currently sit in the healthcare ecosystem?
- What does Virtual-First Healthcare mean to the audience and to different stakeholder groups, for example healthcare providers, healthcare payers, virtual-first care companies and policy makers?

**Marcus Thygeson**, Chief Health Officer & Clinical Lead, **Bind Benefits**

**Maulik Majmudar**, Chief Medical Officer & Co-Founder, **Biofourmis**

**Donald Jones**, IMPACT Co-Founder, Chair, Virtual First Medical Practice Collaborative, **Digital Medicine Society (DiMe)**

**Ana Gupte**, Principal, **AG Health Advisors**

10:15am

## Morning Break, Refreshments & Networking

### Ensuring Equitable Access to Virtual First Care

**10.55am Presentation Case Study: How are Providers Innovating from Within to enable Virtual-First Care for Patients.**

- Why is it important that Virtual First Care becomes more implemented into healthcare by providers?
- What evidenced-based benefits, both to provider and patient, has Virtual First Care shown?
- What wealth of care can Virtual-First Care offer, and how does this mode of care compare to more traditional in person care?

**Tania Elliott**, Chief Medical Officer, Virtual Care and Vice President, Clinical and Network Services, **Ascension**

**11.20am Panel Discussion: Can Virtual-First Care Improve Health Equity and Patient Access Barriers?**

*Virtual-First Care has the potential to improve health equity, through providing more convenient, cheaper and holistic care. Key access barriers still remain however, for example for those with connectivity issues in rural areas. What issues must we consider when thinking about health equity and virtual care, and how can we strategize and have methodologies to address these issues?*

- How can Virtual-First Care address the healthcare needs of individuals from traditionally underserved populations?
- How can we get creative and innovate around the needs of those unwilling or unable to use Virtual-First care?
- What groups are at risk of being left out and how can we mitigate that risk?

**Lisa LaCarrubba**, Medical Director, [CloseKnit](#)

**Sheila Phicil**, Director of Innovation, Health Equity Accelerator, [Boston Medical Center](#)

**Brooke Benton**, Senior Clinical Director, [Cecelia Health](#)

**Fahimeh Sasan**, Founding Physician and Chief Innovation Officer, [KindBody](#)

**Holly Dubois**, Chief Clinical Officer, [MindStrong Health](#)

#### **12:00pm Presentation: Redefining the Role of the Primary Care Physician through Accessibility by means of Telehealth**

- How HealthTap is redefining the role of the primary care physician by centering an enduring doctor-patient relationship, supported by the pillars of accessibility and affordability.
- How HealthTap built a telehealth platform, and a business that operates both D2C for families and B2B with employers and insurance companies

**Geoff Rutledge**, Chief Medical Officer & Co-Founder, [HealthTap](#)

**12:15pm**

#### **Lunch and Networking**

#### **1:30pm Panel Discussion hosted by Takeda Digital Ventures: It's Not One Size Fits All: How to Optimize your Clinical Teams**

*Learn the many ways to successfully build your provider network and deliver a best-in-class experience.*

- 1099 or W2—what's better for business?
- Navigating credentialing/licensing complexities
- Motivating clinicians (attracting and retaining top talent)

- How to create a thriving virtual team environment

Moderator: **Bruce Meadows**, Managing Partner, **Takeda Digital Ventures**

**Guy Friedman**, Chief Executive Officer & Co-Founder, **SteadyMD**



### 2:15pm Interactive Round Tables

During these intimate breakout sessions, attendees will discuss the key questions surrounding Virtual-First Care. Through deep-dive discussions, examples and peer-to-peer learning, these interactive sessions will allow attendees to uncover answers to questions that are not possible through presentations and panels. The topics in session A and B will remain the same; giving you the opportunity to participate in two sessions.

#### 2:15pm Round Table 1 - Demonstrating Health Economic Value

This session will tackle how to measure and execute value, in terms of patient outcomes, in Virtual-Care. Learn and discuss what metrics can be used in measuring the value of virtual-care, and how to maximize the value of Virtual-Care visits.

**Josephine Li-McLeod**, Member of the Executive Committee, **ISPOR Boston**

#### 2:15pm Round Table 2 - Reimbursement and Payment Models

This session will outline the current landscape of reimbursement and provide you with the space to have innovative cross-industry conversations on evolving Virtual First Care with your peers.

**Linette Demers**, IMPACT Program Director, **Digital Medicine Society (DiMe)**

### Time to Swap!

#### 3:00pm Round Table 2 - Reimbursement and Payment Models

This session will outline the current landscape of reimbursement and provide you with the space to have innovative cross-industry conversations on reimbursement with your peers.

**Linette Demers**, IMPACT Program Directors, **Digital Medicine Society (DiMe)**

#### 3:00pm Round Table 1 - Demonstrating Health Economic Value

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**Josephine Li-McLeod**, Member of the Executive Committee, **ISPOR Boston**

### 3.45pm Afternoon Break and Refreshments

## Reimbursement

### 4.00pm Fireside Chat: How are Payers Adopting Virtual-First Care?

- How are payment models adjusting to Virtual-First Care?
- What guidance do payers need to adopt Virtual-First Care?
- How much of a concern is Provider Abrasion for Payers looking to Integrate Virtual-First Care?

Moderator: **Shriya Palekar**, Assistant Vice President, Health Plan Solutions, **TytoCare**

**Timothy Law**, Vice President & Executive Medical Director for Clinical Services, **Highmark Health**  
**Joseph Kvedar**, Professor, **Harvard Medical School**



### 4.25pm Panel Discussion: Diving in Deeper to Reimbursement...

*The nature of reimbursement for Virtual-First Care is complex. This panel will address these more complex challenges and tackle how to simplify reimbursement for Virtual-First Care.*

- How can Virtual First Care Providers be compensated for the team-based and whole person care they are built to deliver?
- How can Virtual-First Care and Telehealth help move the healthcare industry to value-based models of care? Is value-based contracting the new norm for Virtual-First Company and Payer Partnerships?
- CPT codes: How can we innovate with CPT codes and work with policy makers to provide smooth reimbursement pathways for virtual-first care?
- How can we incentivize providers to utilize virtual-first care?
- How can payers and providers be guided as to how to appropriately reimburse for Virtual-First Care?

**Lucia Savage**, Chief Privacy and Regulatory Officer, **Omada Health**

**Sam Holliday**, Chief Executive Officer, **Oshi Health**

**Joseph Kvedar**, Professor, **Harvard Medical School**

**Erika Pabo**, Co-President of AuthorCare, **Humana**

**Karen Silgen**, General Manager and Vice President of Virtual Care **UnitedHealth Group**

**5.05pm Chair's Closing Remarks and End of Day 1**

**Joe Connolly**, Co-Founder & Chief Executive Officer, [Visana Health](#)

**5:10pm: Takeda Digital Ventures Drinks Reception**

A 1.5 hours drinks reception hosted by Takeda Digital Ventures.



**Close of Day 1 of Virtual-First Care Summit**

## Conference Day 2, October 26th

**8:00am Registration, Breakfast and Networking**

**9:00am Chairs Opening Remarks:**

**Joe Connolly**, Co-Founder & Chief Executive Officer, [Visana Health](#)

**9:05am Presentation: How to Bridge In-Person and Virtual Touchpoints in a Virtual-First Care Environment**

**Pooja Aysola**, Executive Medical Director, [Wheel](#)

**9:30am Panel Discussion: How Can We Navigate the Infrastructural Challenges in Implementing Virtual Care?**

*Transitioning from a system designed around buildings and a cadence of visits to a more convenient system for patients that enables anywhere access to the right kind of care involves a number of infrastructural challenges. This panel will discuss what these key challenges are, and how all providers can overcome these challenges to embrace this evolution of healthcare and enable seamless integration of Virtual-Care into Provider Systems?*

- What support do Providers need in transitioning to a virtual care system?
- How do care pathways need to change to accommodate for Virtual-First Care?
- How can Virtual- First Care enable streamlined, patient-centric workflows that attenuate the administrative burdens and frustrations for clinicians?
- How can we close the loop on virtual visits and get the patient's information seamlessly

back to the rest of the patient's care team?

**Timothy Puri**, Associate Chief Medical Officer of Care Partners, [ConcertoCare](#)

**Hoy Garvin**, Executive Director of On-Demand Care and Network Telehealth, [Community Health Network](#)

**Sameer Berry**, Chief Medical Officer, [Oshi Health](#)

**Varun Choudhary**, Chief Medical Officer, [Talkspace](#)

**Jamie Meyerson**, Vice President, Provider Operations, [Maven Clinic](#)

### **10:10am Panel Discussion and Interactive Q&A : Ticking the Boxes for Investment within Virtual First-Care**

*Whether you're looking to secure your initial round of funding, or undergoing your series C funding it is best to understand what investors are looking for and how best to demonstrate this. Here is your chance to not only hear from seasoned veterans of the investors space, but also to pose your questions with an interactive Q&A.*

- What evidence do Virtual-First Care companies need to demonstrate to secure funding?
- What are investors and VC firms looking for in a Virtual-First care company that would pull their trigger on investment?
- What key piece of information would each panelist give to Virtual-First Care companies looking to secure investment?
- What intricacies must Virtual-First Care companies bear in mind for different rounds of funding?
- To all panelists - what would stop you from pulling the trigger on investment for a Virtual-First Care company?

*Speaker TBC*, [Takeda Digital Ventures](#)

**Ian Chiang**, Partner, [Flare Capital Partners](#)

**Shelly Lanning**, Founder, [SWL Healthcare Ventures](#)

**Vijay Patel**, Co-founder and Partner, CVS Health Ventures, [CVS Health](#)

**Arvin Grover**, Digital Health Venture Capitalist, Corporate VP at CCA, [Commonwealth Care Alliance](#)

**Veda Eswarappa**, Vice President, [Great Hill Partners](#)

**10:55am**

### **Morning Break, Refreshments & Networking**

### **Scaling Virtual Care**

### **11.20am Slice of Healthcare: How to Scale Virtual-First Care across US & Beyond**

In this live recording of the *Slice of Healthcare* Podcast, Jared Taylor will host a fireside chat featuring Sameer Berry, Chief Medical Officer at Oshi Health on scaling virtual-first care nationally and internationally.

**Sameer Berry**, Chief Medical Officer, [Oshi Health](#)  
**Jared Taylor**, Podcast Host, [Slice of Healthcare](#)

**11.45am Presentation: A Check Engine Light for Health: Creating the Future of Virtual Care**

**Omid Toloui**, Vice President, Innovation, [Elevance Health](#)

**12.10pm Panel Discussion: What is the Future of Virtual-First Care / How High is the Ceiling for Virtual First Care?**

*The pandemic has demonstrated to patients, providers and payers that Virtual-First Care can tackle a multitude of problems within the healthcare system, whether that be access to care, costs or improving patient outcomes. Looking to the future, how can Virtual-First care continue to prove its value in the healthcare industry and prove itself as a sustainable solution to enabling a more efficient, effective and streamlined healthcare system.*

- How can Virtual-First Care prove itself not just as a temporary measure for the pandemic, but as a healthcare approach which can show longevity and sustainability?
- Is the future of Virtual-First Care complete consolidation?
- What policy changes are needed to enable thorough integration of Virtual-First into the healthcare system?
- What role can providers and payers play in the future of Virtual-First Care?
- What steps need to be made to encourage provider and patient trust in this new and innovative approach to care?

**Adam Myers**, Chief Clinical Transformation Officer, [Blue Cross Blue Shield Association](#)

**Andy Ellner**, Founder and Chief Clinical Officer, [Firefly Health](#)

**Swapnil Prabha**, Vice President of Workforce Wellness Solutions, [Unum](#)

**Jamie Feusner**, Chief Medical Officer, [NOCD](#)

**Brad Kittredge**, Founder and Chief Executive Officer, [Brightside Health](#)

**Erica Jain**, Co-founder and Chief Executive Officer, [Healthie](#)



**12.30pm Chair's Closing Remarks**

**Joe Connolly**, Co-Founder & Chief Executive Officer, [Visana Health](#)



**End of Virtual-First Healthcare Summit**