

Virtual-First Care Summit West 2023

San Diego, June 28-29th 2023

DAY 1 - June 28th

8:00am

Registration, Breakfast and Networking

9:00am **Chairs Opening Remarks**

Bruce Meadows, Managing Partner, [Takeda Digital Ventures](#)



9:10am **Keynote Panel: Diving Straight In...The Future of Virtual-First Care**

Continuously looking to the future and strategic thinking will be key in ensuring Virtual-First Care becomes a sustainable and longstanding approach to care. How can we keep our eye on the ball and ensure implementing solutions for the future becomes a core focus when developing the Virtual-First model of care.

Moderator: Laura Pasternak, Chief of Staff, [Takeda Digital Ventures](#)

Charles Fan, Chief Commercial Officer, [Babylon](#)

Vincent Balsamo, Chief Revenue Officer, [Wheel](#)

John Mattison, Former Chief Medical Information Officer, [Kaiser Permanente](#)

Demetria Malloy, Regional Vice President, Strategic Physician Executive, [Anthem Blue Cross Blue Shield](#)



9:50am **Panel Discussion: Understanding the Versatility of Virtual First Care**

This panel discussion will explore the various health areas which Virtual-First Care can treat and look at the versatility within care that Virtual-First care provides in comparison to more traditional models of care.

- How are Virtual-First Care companies being innovative in treating a breadth of healthcare disorders through using Virtual-First Care?
- How can Virtual-First Care enable greater flexibility not just for the patients, but for providers and payers as well?
- How do Virtual-First Care models show versatility in terms of how they can adapt to each patient and provide more holistic care?

Sam Holliday, Co-founder & CEO, [Oshi Health](#)

Susan Conover, Co-founder & CEO, [Piction Health](#)

Jill FitzGerald, Senior Vice President of Clinical Operations, [Confidant Health](#)

Quentin Soulet de Brugière, Co-founder & CEO, [Dreem](#)

Marina Tarasova, Co-founder & Chief Operating Officer, [Paloma Health](#)

10:30am **Morning Break, Refreshments & Networking**

The Patient's Perspective in Virtual-First Care

11:05am **Stories from the Front Line: A Patient's Perspective on Virtual-First Care**

During this session, Joe Connolly will ask Johanna Esser, an Oshi Health patient, various questions about their experience using Virtual-First Care.

Moderator: **Joe Connolly**, Co-founder & CEO, [Visana Health](#)

Patient: **Johanna Esser**, Patient, [Oshi Health](#)

11:35am **Panel Discussion: Co-Creating an Excellent Patient Experience**

This panel will discuss how we can understand and strategize around the patient's challenges with utilizing this relatively new model of care. Focusing on how we can ensure patient's contributions and feedback is collected in the most meaningful way, to ensure all patient's experiences are considered when developing Virtual-First Care.

- How are patient's and caregiver's feedback being integrated into Virtual-First Care Development? How can we be innovative on how we source this feedback and ensure the feedback we collect is reflective of the experience of all patient populations?
- Which patients find using Virtual First Care the most challenging, and how can we innovate around these challenges to ensure Virtual-First Care can be an effective and easy model for all? For example with more senior patients.
- How can we ensure the care team supports the patient and their caregiver throughout their journey?
- How can we ensure that clinicians are comfortable with using Virtual-First Care and can use this model in a way that aids them in building relationships with their patient?

Moderator: **Ardy Arianpour**, CEO and Co-founder, [SEQSTER](#)

Sheena Franklin, Founder & CEO, [K'ept Health](#)

Kristin Dean, Medical Director, Clinical Education & Quality, [Included Health](#)

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

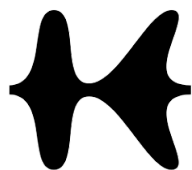
Seth Staton, Head of Clinical Programs & Innovation, [Walgreens](#)

12:15pm Presentation: Kintsugi Voice: Empowering Virtual Care Organizations to Close the Gaps in Mental Healthcare

With the introduction of GPT-4 and LLMs, healthcare is re-imagining its AI strategy for 2023 and 2024. Advances in machine learning and signal processing has allowed companies like Kintsugi to seamlessly screen for signs of depression and anxiety from short clips of free form speech, and further transform Mental Healthcare access with the proper triage by severity in a demo Kintsugi will share for the first time, today. Join Grace Chang, Founder and CEO of Kintsugi, as she delves into the application of AI and voice analysis in real-time identification of mental health conditions.

- Gain insights and ask questions about real-world case studies, including how Kintsugi Voice helped one of the country's largest payors successfully identify over 30% more depressed patients within their maternal health and ED populations, compared to the PHQ2 assessment.
- With patient consent, see first-hand how technology can 'listen' passively during virtual care calls to predict depression results by severity in under a minute, helping clinicians connect those in need to the right behavioral health resources at the right time.

Grace Chang, Founder and CEO, [Kintsugi](#)



KINTSUGI

12:40pm

Lunch and Networking

2:00pm

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.

2:00pm Topic A - Engagement as a Leading Indicator of V1C Outcomes, an initiative co-hosted by Digital Medicine Society and the American Telemedicine Society.

Currently, V1C providers, buyers, and payers use the term 'engagement' as a leading indicator of desired long term outcomes, e.g, improved clinical outcomes, lower cost of care, and higher care satisfaction. Platforms are optimized for

2:00pm Topic B - How to Successfully build a Virtual-First Care Model (Start Up Competition)

This workshop will offer Virtual-First Care Start-Ups the opportunity to present to a multi-stakeholder audience on their biggest challenges facing their company. In this workshop the audience will have the opportunity to work together to grapple on these commonly experienced challenges and provide feedback to the Start-Ups.

<p><i>engagement and payment contracts are often anchored to engagement metrics. However, there is not yet alignment across the industry on what constitutes productive “engagement” with V1C and how engagement relates to outcomes of interest. Participants in this workshop will share emerging best practices with peers and explore a framework for measuring meaningful V1C engagement.</i></p> <p><i>Workshop leaders:</i></p> <p>Gabrielle Goldblatt, Partnerships Lead, Care Delivery & Public Health, Digital Medicine Society (DiMe) Ellen Su, Chief Product Officer, Wellinks Ankita Despande, Head, Digital Health and Experience Innovation, Alexion Pharmaceuticals</p>	<p>Moderator: Deepak Ghosh, Head of Product, Kintsugi</p> <p>Start-Up 1: William Cherniak, Founder and CEO, Rocket Doctor Inc</p> <p>Start-Up 2: Emily Mischel, Founder and CEO, FlexTogether</p>
<p>2:45pm Topic B - How to Successfully build a Virtual-First Care Model (Start Up Competition)</p> <p><i>This workshop will offer Virtual-First Care Start-Ups the opportunity to present to a multi-stakeholder audience on their biggest challenges facing their company. In this workshop the audience will have the opportunity to work together to grapple on these commonly experienced challenges and provide feedback to the Start-Ups.</i></p> <p>Moderator: Deepak Ghosh, Head of Product, Kintsugi</p> <p>Start-Up 1: William Cherniak, Founder and CEO, Rocket Doctor Inc</p> <p>Start-Up 2: Emily Mischel, Founder and CEO, FlexTogether</p>	<p>2:45pm Topic A - Engagement as a Leading Indicator of V1C Outcomes, an initiative co-hosted by Digital Medicine Society and the American Telemedicine Society.</p> <p><i>Currently, V1C providers, buyers, and payers use the term ‘engagement’ as a leading indicator of desired long term outcomes, e.g, improved clinical outcomes, lower cost of care, and higher care satisfaction. Platforms are optimized for engagement and payment contracts are often anchored to engagement metrics. However, there is not yet alignment across the industry on what constitutes productive “engagement” with V1C and how engagement relates to outcomes of interest. Participants in this workshop will share emerging best practices with peers and explore a framework for measuring meaningful V1C engagement.</i></p> <p><i>Workshop leaders:</i></p> <p>Gabrielle Goldblatt, Partnerships Lead, Care Delivery & Public Health, Digital Medicine Society (DiMe) Ellen Su, Chief Product Officer, Wellinks</p>

Ankita Deshpande, Head, Digital Health and Experience Innovation, [Alexion Pharmaceuticals](#)

3:30pm

Afternoon Break and Refreshments

4:10pm Panel Discussion: Hybrid Care -The Integration between Virtual and In-Person Care

This panel will discuss the current challenges in the integration between Virtual and In Person Visits, looking at how we can measure the quality of care between the two as well as ensure a seamless handoff in the integration of the two.

- How can we enable a more seamless data exchange between virtual and traditional care whilst being cautious of the issues that surround data privacy/sharing?
- As the Public Health Emergency comes to an end, what does this mean for providers and the waivers they currently have in place to utilize virtual-first care?
- How can Virtual-First Care Companies and healthcare systems successfully partner with one another? And Virtual-First Care Companies + Payers?

Moderator: **Brad Younggren**, President and Chief Medical Officer, [98point6](#)

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

Brian Wheeler, Vice President, Provider Collaboration & Network Transformation, [CareFirst BlueCross BlueShield](#)

Geoff Rutledge, Chief Medical Officer and Co-founder, [HealthTap](#)

Stuart Blitz, Co-founder & Chief Operations Officer, [Hone Health](#)

Ryan Fix, President, Retail Health and Strategic Partnerships, [MultiCare Health System](#)



4:50pm Case Study Presentation: Virtual-First Care Lessons from Europe

How is the European Healthcare system adjusting to the Virtual-First Model of Care, and what lessons can the US take from the European adoption of this.

Benjamin Vandendriessche, Chief Medical Officer, [Byteflies](#)

5:15pm Panel Discussion: Reimbursement in Virtual-First Care

The business of reimbursement for Virtual-First Care still remains very complex. As we come out of the public health emergency, there is ambiguity as to which waivers are ending or staying in place. How can we prepare for the future when reimbursing for Virtual-First Care models?

- What are the current payer strategies in adopting virtual first care?
- A lot of issues are still persisting with regards to using codes for reimbursing for Virtual-First Care? What are these issues, who are they most affecting and what is needed to turn this around?

- How can we innovate around reimbursement policies for Virtual-First Care? In particular, how can we provide more specialized reimbursement for Virtual-First Care solutions?

Moderator: **Donald Jones**, IMPACT Co-Founder, Chair, Virtual First Medical Practice Collaborative, [Digital Medicine Society \(DiMe\)](#)

Timothy Law, Chief Medical Officer, [Highmark Inc](#)
Benjamin Vandendriessche, Chief Medical Officer, [Byteflies](#)
Navi Mudahar, Director, Virtual Care, [Blue Shield of California](#)
Barbara Levy, Chief Medical Officer, [Visana Health](#)

5:55pm Chairs Closing Remarks

Bruce Meadows, Managing Partner, [Takeda Digital Ventures](#)



6:00pm End of Day 1 Virtual-First Care Summit West

6:00pm Takeda Digital Ventures Drinks Reception

A 1.5 hours drinks reception hosted by Takeda Digital Ventures.

DAY 2 - June 29th

8:00am	Registration, Breakfast and Networking
9:00am	Chair's Opening Remarks Ryan Vega , Physician in Residence, Digital Medicine Society (DiMe)
9:05am	Panel Discussion: Accounting for Virtual-First Care within Traditional Reimbursement

Processes

In this session, experts from different domains of the issue of reimbursement for virtual first care will use a Digital Medicine Society case study to spark a dialog about the challenges and opportunities we collectively face when considering how to account for virtual first care within traditional reimbursement processes. Dr Zeke Silva, MD, a radiologist and chair of the American Medical Association AMA/Specialty Society Relative Value Scale Update Committee (RUC) will be joined by Ryan Vega, Physician in Residence at Digital Medicine Society (DiMe) and Lucia Savage, Chief Privacy & Regulatory officer at Omada Health, the first virtual first health care provider to successfully obtain a CPT code.

Zeke Silva, Radiologist & Chair of the American Medical Association Speciality Relative Value Scale Update Committee (RUC), [American Medical Association](#)
Lucia Savage, Chief Privacy & Regulatory Officer, [Omada Health](#)
Ryan Vega, Physician in Residence, [Digital Medicine Society \(DiMe\)](#)

9:40am **Panel Discussion: Adoption - How are Healthcare Systems Beginning to Adopt Virtual-First Care?**

This panel will hone in on how providers are adopting the virtual-first model of care into their provider systems, and examine the problems which come with embedding this new model of care into traditional brick and mortar systems.

- What progress has there been in harmonizing in-person care with virtual-first care? What progress is there still to be made?
- Fragmentation remains a key challenge as we introduce virtual care into traditional care settings, how can we navigate this challenge and mitigate fragmentation?
- What are the largest challenges for providers as they transition into a more virtual mode of care? Who can assist providers in this transition and how?
- How are providers strategizing for the shift to virtual care?

Moderator: **Ryan Vega**, Physician in Residence, [Digital Medicine Society \(DiMe\)](#)

Timothy Law, Chief Medical Officer, [Highmark Inc](#)
Siva Nadarajah, President and Co-founder, [JOGO Health](#)
Pei Nie, Attending Clinical Faculty, [UCLA](#)

10:15am **Panel Discussion hosted by Awell: Using CareOps to Win**

The combination of cost pressures, labour shortages and the rise of physician burnout make one thing clear: current healthcare workflows are driving us straight into the wall. If healthcare organizations want to succeed, they need to find ways to redesign workflows from the ground up. Successful companies will be those that can figure out how to scale and continuously improve their clinical workflows faster, and better, than their competitors. As with everything, embracing an agile mindset when it comes to clinical workflows comes with specific challenges. Luckily, we don't have to reinvent the wheel and can learn from others who have charted the path before us. That's why Awell's Co-founder and CEO Thomas Vande Castele will host a panel together with industry leaders who already have seen (and overcome) common challenges when it comes to building and adopting a CareOps mindset within their organization

Moderator: **Thomas Vande Castele**, Co-founder & CEO, [Awell](#)

Ellen Su, Chief Product Officer, [Wellinks](#)
Jeff Ammons, Senior Director of Engineering, [One Medical](#)
Meghan Haycraft, Co-founder, [Imagine Pediatrics](#)



11:00am

Morning Refreshments and Networking

11:30am **Panel Discussion: The Expanding Virtual-First Ecosystem**

There has been a proliferation of new entrants venturing into the Virtual-First care ecosystem, such as retailers and big tech companies. This panel will discuss how the emergence of these companies in virtual-first can embed themselves successfully into the Virtual-First Care system.

- Where are we in the current state in Virtual-First Care?
- How is the technology infrastructure of companies outside of the main healthcare ecosystem set up to provide Virtual-First Care?
- How can the involvement of retailers and big tech companies help build sustainability for the virtual first care industry?
- How can companies, traditionally not embedded within the healthcare system, partner effectively with payers and other virtual first care providers effectively?
- How should we think differently about the delivery of Virtual-First Care?

Moderator: **Ryan Vega**, Physician in Residence, [Digital Medicine Society \(DiMe\)](#)

Harry Saag, National Medical Director, Virtual Care, [Walgreens Health](#)
Srinath Adusumalli, Senior Medical Director, Enterprise Virtual Care, [CVS Health](#)

12:05pm **Panel Discussion: Investor Panel - Ticking the Boxes for Investment within Virtual-First Care**

This session will focus on the crucial question of what investors are looking for from companies to invest in Virtual-First Care.

- How has the investment landscape in Virtual-First Care changed in the last year? What is the appetite for investment in Virtual-First Care now that this model of care has been around for some years?
- What was the last investment you made in Virtual-First Care and why?
- What business models are resonating with investors at the moment?
- What criteria do you look for when choosing to invest in a Virtual-First Care company?
- What was the last investment you made in Virtual-First Care and why?
- What key piece of information would each panelist give to Virtual-First Care companies looking to secure investment?

Moderator: **Bruce Meadows**, Managing Partner, [Takeda Digital Ventures](#)



Michelle Snyder, Partner, [McKesson Ventures](#)
Dan Gebremedhin, Partner, [Flare Capital Partners](#)
Matt Scholl, Partner, [Lemhi Ventures](#)
Branden Fini, Principal, [Providence Ventures](#)

12:45pm Panel Discussion: How can We Make Access to Virtual-First Care more Equitable?

This panel discussion will dive into Virtual-First Care's role in improving access to care and will discuss how we can strategize to ensure access to Virtual-First Care can be improved and reach all populations.

- What long standing policies inhibit / may be a detriment to accessing virtual-first care?
- What have been and continue to be the main barrier to accessing virtual-first care? Which strategies have worked in overcoming these barriers? And which barriers still require innovative solutions?
- How can we, as professionals, more closely engage with communities to provide high quality and accessible virtual-first care?
- Who are the target users for Virtual-First Care and are we missing people? How can we ensure Virtual-First healthcare expands across all ethnic and social determinants?

Moderator: **Pei Nie**, Attending Clinical Faculty, [UCLA](#)

Adimika Arthur, Executive Director, [HealthTech for Medicaid](#)

Tracy Rico, Director, Virtual Care Services at Superior HealthPlan, [Centene Corporation](#)

Neil Parikh, Chief Medical Officer, [Thirty Madison](#)

Vijay Patel, Co Founder & Partner CVS Health Ventures, [CVS Health](#)

Nabomita Dutta, Senior Vice President, Commercial Strategy and Partnerships, [Teladoc Health](#)



1:30pm Chairs Closing Remarks

Ryan Vega, Physician in Residence, [Digital Medicine Society \(DiMe\)](#)

1:50pm End of Virtual-First Care Summit West