



FOR IMMEDIATE PRESS RELEASE:  
September 18<sup>th</sup>, 2018

## GNY 2018 Healthcare Executive Symposium

Big Data, Analytics, Next-Generation Technology, Best Practices and Strategies to Transform Healthcare Delivery, Patient Experience, Population Health, ACO & Value-Based Purchasing

**Registration is now open. Early bird savings (33%) ends 9/25.**

Keynote Speakers include Dr. Omar Baker, Co-President, Chief Quality and Safety Officer and Director of Performance Improvement, Riverside Medical Group who was recently named in Becker's Hospital Review 2018 list of Top 90 Healthcare Leaders Under 40. This symposium will convene senior healthcare leaders including Chief Population Health Officers, CNOs, Chief Quality Officers, CDOs, CMOs, CFOs, CIOs/CTOs, Physicians, VPs and Sr. Directors of Big Data, Advanced Analytics, DSRIP, ACO, IT and Infrastructure, Technologists and other functional healthcare executives to dialogue Key Issues, Challenges, Best Practices and Trends facing the Healthcare Ecosystem of Providers, Hospitals, Pharmacy Managers and Plans.

**New York City, NY** - aVM Health announced today that it is proud to officially open registration for the GNY 2018 Healthcare Executive Symposium. The symposium will be held over two half-days at the beautiful DeVry Paramus (NJ) venue and one of the oldest and most prestigious social clubs in Midtown, the Union League Club. The program is packed with rich real-world use cases and panel topics that will be shared and discussed by leading Tristate healthcare providers, community hospitals and major health network systems.

"We are thrilled to welcome Dr. Omar Baker, MD., as a keynote speaker. Dr. Baker's advocacy and leadership in digital health innovation, population health, value-based care, accurate and measurable improvements, using data and technology, holistic patient-centric care and standardizing care delivery models are exactly aligned to the themes of this event. His insights would greatly benefit attendees and positively influence the broader healthcare leadership community. We are also excited to bring a very talented and seasoned panel of clinical and non-clinical leaders together to discuss key challenges faced by healthcare executives and their organizations, and dialogue about what works, and what doesn't in terms of applying big data, predictive analytics, next generation technologies, tools and techniques to combat rising costs, and increased demand for better patient experience," said Alan Cooper, Ph.D., senior healthcare principal of aVM Health and associate dean of Adelphi University. The panel of experts include a former US Air Force Emergency Physician, Medical Director of Utilization Management for Presbyterian Healthcare Services and Medical Director of Innovation Lab, Thomas Pascuzzi, MD; Chief Population Health Officer of St. John's Episcopal Hospital Natalie Schwartz; VP of Accountable Care Data Analytics at Northwell Health, Mohamed Humaidi; Sr. Director of Operational Excellence at Hartford Healthcare Mohamed Saleh; Sr. Director of DSRIP Data Analytics at Catholic Health Services, Tannasia Gonzalez; and former CEO of Kindred Hospital and current VP of CareOne (NJ) - Hospital Division, Michael Pizzano.

"The cost of delivering services for hospitals and health systems continues to rise at rates greater than new revenue coming in. Additional demands for operating and capital expenditures erode what small margins may have existed in the past. Now with shifts to value-based purchasing, risk-based models and accountable care arrangements, the importance of providing cost effective treatment and a superior patient experience are key for success. These challenges are here today and will be with us into the foreseeable future. We will not be successful unless we address the engagement of physicians and key stakeholders in creating a leaner, more efficient, patient and provider-friendly system. This event is designed to bring stakeholders together to share insights in using data and analytics to create strategies around best practices for value-based purchasing. I am enthusiastic about the dialogues we will have at this unique event," said Dr. Thomas Pascuzzi.

40 to 60 % of patients receive inappropriate care (Lilian Snodgrass, Becker's Hospital Review, July 31, 2018). Nicole Blazek, Senior Digital Science Writer/Editor of NYU Langone Health wrote in the Clinical Advisor (2014) that the recently minted CEO, surgeon and best-selling author, Dr. Atul Gawande told a packed room of Physician Assistants at the American Academy of Physician Assistant IMPACT meeting that "We have been cowboys when what patients need are pit crews." "If you read Dr. Gawande's Checklist Manifesto and his numerous New Yorker publications and listen to his TED Talks you will come away understanding that *to successfully transform patient experience and outcomes, we must promote a culture of cohesiveness, coordinated systems, use Big data, deploy checklists (aka 'mistake-proofing' in Lean Six Sigma lingo) to standardize delivery, foster stakeholder buy-in from all the players that affect the end-to-end process of delivering care, and apply change management to foster physicians' pact with administrators.* To this end, we are honored and thrilled that Mohamed Saleh, Sr. Director of Operational Excellence at Hartford Healthcare, one of the Tristate's leading healthcare organizations has accepted to speak with us at this event and share their success and war stories in leveraging some of the same principles to drive dramatic improvements in quality, efficiency, and safety while reducing cost," said Lilian Snodgrass, a senior principal of aVM Health. "It is incredibly important that all the players in the value chain of providing patient care come together from within and outside their immediate organizations to interact and collaborate in our joint endeavor to positively change healthcare delivery for the better. The speakers at this event represent many facets of healthcare functions and this notion."

Panel topics and learning objectives include:

- Learn how Northwell Health, a 23-hospital system with more than 60,000 employees serving four (4) million patients transformed itself to become a formidable data-driven powerhouse, significantly improving patient experience, quality outcomes and successfully shifting to a value-based purchasing model while also slashing costs without headcount reductions.
- Learn how New York State's largest healthcare provider uses Big Data, Predictive Analytics and Tableau to increase revenue by 105%, attain 98% patient satisfaction, and yield \$20M in cost savings.
- Learn how healthcare organizations significantly boost performance and enable physicians and radiologists to receive critical patient (big) data dramatically faster with the adoption of Silver Peak's next-generation technology capabilities.
- Learn how Hartford Healthcare leveraged Lean Six Sigma, data and best practices to drive positive healthcare change and become one of the most respected healthcare providers for safety, quality and patient experience in the Tristate area.
- Network over breakfast in the elegant Grant Room of the Union League Club, home to portraits of Lincoln's great Generals and the Secretary of War, Edward McMasters Stanton. Participants are invited to sign up for a private tour of the historical property where former Presidents and their First Ladies including the revered late Barbara Bush frequently stayed when visiting the Big Apple.

*Figure A - Presentation Excerpt - Courtesy of Mohamed Humaidi, VP of Northwell Health*



This event is organized by aVM Health in collaboration with its sponsors and co-organizers. aVM Health is a joint venture data-driven management and technology consulting firm dedicated to helping healthcare organizations dramatically improve organizational performance through implementation of Big Data, Advanced Analytics, Next-Generation Technologies, Risk Management, Governance, Process Excellence, Lean Six Sigma and Organization Change. Sponsored by Platinum Sponsor, Silver Peak, a Gartner ranked leader in next-generation WAN optimization, SDWAN and advanced networking, this event is packed with rich case studies and information planned for event participants by speakers from many leading and community healthcare organizations including Riverside Medical Group (of NJ), Northwell Health, Hartford Healthcare, Catholic Health Services, St. John's Episcopal Hospital and CareOne - Hospital Division. Additional sponsors include DeVry University (Paramus), Hararei, Inc., Versatile MED Analytics and Arete Advisors.

For more information and to register for the event, visit:

Eventbrite: <https://avmhealth2018fallgnyhealthcareexecutivesymposium.eventbrite.com>

Or

Event website: <https://www.areteadvisorsltd.com/avmhealthevents>

Lilian Snodgrass  
 Alan Cooper, Ph.D.  
 Angelica Brunhke  
 aVM Health  
 (862) 295-1488  
 info@avmhealth.com

###