

AGENDA

July 31, 2020

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Healthcare ECONOMICS SUMMIT

*Purple Solutions to Fix Healthcare in America:
A Bipartisan Roadmap to Better Healthcare*



Remedium eXchange

A Healthcare Economics Think Tank



**CONCORDIA
UNIVERSITY**
W I S C O N S I N

**HEALTHTECH
MKE**
powered by **BioForward**
WISCONSIN

**All times reflect Central Time Zone*

Why Healthcare Reform Needs a Bipartisan Approach, but with Functioning Markets

7:40-7:45: Welcome – Purple Solutions to Fix Healthcare in America:

Dr. Daniel Sem, Batterman School of Business Dean, CUW

7:45-8:00: Problems in Healthcare that need Purple Solutions:

Dr. Barbara McAneny, CEO of New Mexico Oncology HEMatology Consultants

8:00-8:30: The Need for Healthcare Reform; Q&A:

Senator Ron Johnson

8:30-9:00: Purple Solutions to Empowering the Physician-Patient Relationship:

Dr. Susan Bailey, President of the AMA

Introduced by **Dr. Greg Watchmaker**

Red Side: Consumerizing Healthcare - Transparency & Competition in Private Markets

9:00-9:20: With 2020 Vision: See the Impact of Healthcare Price Transparency to American Consumers:

Cynthia Fisher, Founder and Chairman of PatientRightsAdvocate.org

9:20-9:40: Transparent, Direct, Bundled Pricing - A Successful Case Study for Better Healthcare, at the Oklahoma Surgery Center:

Dr. Keith Smith, Founder of the Surgery Center of Oklahoma and the Free Market Medical Association

9:40-10:00: Direct Care – Empowering Patients:

David Balat, Director of the Right on Healthcare Initiative, Texas Public Policy Forum

10:00-10:20: Rethinking Medical Licensure:

Dr. Murray Feldstein, Visiting Fellow, Goldwater Institute

10:20-10:40: Consumerizing Healthcare and Expanding Licensure in a Retail Setting:

Ed Kaleta, VP of US Government Relations, Walgreens

Amanda Deegan Winters, Director of Global Public Policy, Walmart

10:40-11:00: Trump Administration Policies on Transparency, Choice and Competition:

Dr. Brian Blase, Former Special Assistant to the President, White House National Economic Council

Blue Side: Healthcare Safety Net – Can Universal Healthcare and Private Markets Coexist?

11:00-11:30: Wisconsin's Attempt at Universal Healthcare with Private Market Competition:

Former representatives **Curt Gielow** (R) and **Jon Richards** (D)

David Riemer, Senior Fellow of the Community Advocates Public Policy Inst.

11:30-11:45: The Economist Perspective on Healthcare Safety Nets –

What Would Friedman and Hayek Say?

Dr. Tyler Watts, Economics Prof. at Ferris State Univ. (Adjunct at CUW)

11:45-12:00: Argument Against Insurance, Public or Private:

Dr. Michel Accad, Cardiologist (in a free market setting) and co-host of the Accad and Koa Report Podcast

12:00-12:20: Argument for a Limited Healthcare Safety Net:

Charlie Stevens, Partner at Michael Best

James Tarasovitch, South Region CFO at Ascension-Wisconsin

12:20-12:40: The Biden Healthcare Proposal and Obamacare (12:30 Lunch Included):

David Riemer, Senior Fellow of the Community Advocates Public Policy Inst.

Telehealth and the Post-Covid World: The Future of Healthcare - Accelerated

12:40-1:40: Keynote: Is There an Avatar in the House: From Covid to Consumerism

Stephen K. Klasko, MD, MBA, President of Thomas Jefferson University and CEO of Jefferson Health

1:40-2:00: Accelerating Drug Development – Simplifying FDA Regulations Before & During Covid

Anne Marie Finley, President, Biotech Policy Group

Naomi Lopez-Bauman, Director of Healthcare Policy, Goldwater Institute

2:00-2:20 The Future of Technology-Enabled Healthcare, Post-Covid

Robert Graboyes, Senior Research Fellow, Mercatus

Telehealth Intensive Sessions:

2:20-2:40: Implementation of Telehealth at the Large Provider Networks in Southeast WI:

Dr. Brad Crotty, Medical Director of Digital Innovation, Inception Health;
Medical Informatics Liaison, MCW-Froedtert

Dr. Timothy Lineberry, CMO, Aurora Health Care Medical Group

2:40-3:00: Legal Considerations in Implementing Telehealth: From Large Providers to Disruptive Venture-Backed Startups:

Lisa Gingerich, Partner, Michael Best & Friedrich law

3:00-3:30: Telehealth Implementation by Disruptive innovators, Post-Covid:

a. Disruptive and Empowering New Regulations for Patient Ownership of Medical Records – Perspective from a HealthTech Solutions Provider:

Will Tesch, CEO, Tesch Global

b. Virtual and Telemedical Care Post-Covid:

Eric Haberichter, CEO of Access HealthNet

3:30-3:45: Reimbursement/Billing and Insurance Considerations in Telehealth:

Dr. Kim Cronsel (Medical Dir. for Digital Health and Experience) and
Dr. Trish Wnek (Sr. Project Manager, Digital Health and Experience),
Children's Hospital of Wisconsin

3:45-4:00: Corporate Innovation at ProHealth Care: Dissection of a Customer Discovery Innovation Exercise to Understand Telehealth Needs – Focused on Price Transparency:

Darcy Lorenzon, Vice President of Planning, ProHealth Care

Emily Connors, Market Research & Planning Analyst, ProHealth Care

4:00-4:30: Telehealth Implementation: The Frontline Provider Perspective, and What Healthcare Faculty and Students Need to Know: Concordia Panel Discussions

Dr. James Lokken, Assist. Prof. of Pharmacy, CUW

Dr. Margaret Thew, Med. Dir., Adolescent Medicine, MCW

Dr. Carrie Bath-Scheel, Chair, OT, CUW

Dr. Angela Haendel, Speech-Language Pathology Clinic Director, CUW

a. Practical Considerations from Healthcare Providers

b. Telehealth Curriculum Recommendations for Health Professional Students