



## 2024 MUSE Inspire Conference - Product Showcases

### **501 – A Holistic Cybersecurity Approach: Take Action to Comply, Detect, and Respond**

Presenter: John Gomez

Organization: CloudWave

Scheduled: Wednesday May 29 at 3:10 pm

There were 734 healthcare-related breaches in 2023, impacting 135,285,719 individuals. Hospital organizations must take measures to protect their patient data and, more importantly, patients. Yet, with healthcare organizations dealing with decreased budgets, limited resources, and a lack of skilled cybersecurity resources, advancing cybersecurity measures may seem daunting or impossible.

To help small to mid-size hospitals, CloudWave's Sensato Cybersecurity-as-a-service (CaaS) platform handles your entire cybersecurity program for you by monitoring and detecting threats, ensuring you comply with regulations and best practices, and managing a tactical incident response program, providing one holistic end-to-end managed solution, including monitoring of medical devices. With robust threat detection and advanced knowledge of threat actors, you can leave the cybersecurity of your environment and your patients with trusted advisors.

CaaS is a cybersecurity program for your entire organization. CaaS takes the workload and burden off your IT and Security teams and provides you with cybersecurity experts to manage your organization's compliance, detection, and response, all within a budget that works for you.

In this session, CloudWave Chief Security and Engineering Officer John Gomez will share how the Cybersecurity-as-a-Service program supports small to medium-sized hospital network environments to reduce hospital and IT staff burdens and protect patients. You'll also learn about a new technology that uses automation to reduce staffing costs, enhance security incident response, and works across the cloud and on-premises environments.

You'll learn how the program:

- Supports compliance, detection, and response activities in a single platform
- Provides advanced threat detection, 24x7 monitoring, and incident response
- Integrates risk management, threat tracking, policy exceptions, and asset data management
- Provides a method for understanding your cybersecurity maturity as a basis to set priorities
- Utilizes a centralized intelligence framework to reduce costs and improve time to detection

We look forward to meeting you at MUSE Inspire to share how you can elevate your cybersecurity strategy with a cost-effective, holistic approach.

*John Gomez is the Chief Security and Engineering Officer for CloudWave. Prior to joining CloudWave, John was the founder and CEO of Sensato, a cybersecurity solutions provider that was acquired by CloudWave in November 2022. John has a strong background in developing cybersecurity solutions for Critical*



*Infrastructure. John has been involved in cybersecurity and high technology for more than three decades. John has lectured on cybersecurity and physical security worldwide. To ensure that his presentations are timely and accurate, John remains extremely hands-on in understanding and evaluating attacks on digital and physical infrastructure. Before founding Sensato, John held executive roles at Allscripts, WebMD and Microsoft.*

### **502 – Collaborative Partnerships: Creating Patient Success with MEDITECH Expanse**

Presenter: Aditya Bansod

Organization: Luma Health

Scheduled: Thursday May 30 at 2:45 pm

We will explore the power of collaborative, API-driven integration development to enable more successful workflows in Expanse. Aditya Bansod, Luma Health's co-founder and CTO, will detail how Phelps Memorial Health Center achieved cutting-edge patient self-scheduling into Expanse and digitized patient forms with 82% completion. He will share a framework for evaluating technology that integrates with Expanse and answer questions about the collaborative integration process.

*Aditya Bansod is CTO and co-founder of Luma Health. With a lifelong passion for building software, Bansod leads Luma Health's technical vision and strategic direction for building a Patient Success Platform that empowers healthcare providers to better serve their patients and improve healthcare outcomes. With over 15 years of experience as a product management leader developing mobile solutions at Adobe and Microsoft, and at venture-backed start-ups, Bansod made the transition from B2B software solutions to healthcare in 2015 in order to have a meaningful and measurable impact on how providers use mobile technologies to engage with and communicate with their patients.*

### **503 – Less Risk, Less Paper: Why it's Time to Digitize Your Forms with Access eForms**

Presenter: JJ Lane

Organization: Phreesia

Scheduled: Thursday May 30 at 9:15 am

Want to eliminate the expenses, risks, and inefficiencies of paper-based workflows? Access eForms, now from Phreesia, can help.

During this session, JJ Lane, Associate Director of Market Development at Phreesia, will discuss how Access eForms helps MEDITECH organizations remove paper and make their forms processes completely electronic from start to finish. We'll show you how staff can leverage Access via a contextual launch within MEDITECH to pre-populate and present forms for completion during registration, in the clinic, or at the bedside.



Attend this session to:

- See how our multi-modal approach means you can capture forms at registration and in any clinical setting
- Learn how to use our unique processes, including a specialized handoff process to collect esignatures for forms compliant with CMS, Joint Commission, state, and local regulations
- Hear success stories showing how Access eForms helps healthcare organizations collect information faster—without printing or scanning

*JJ Lane is an Associate Director, Market Development, at Phreesia, where he oversees the strategy and operations teams for our health systems offerings, including Access eForms. Prior to working at Phreesia, he led account management and product strategy at Medumo, a patient engagement startup acquired by Philips Healthcare.*

#### **504 – Introducing Virtual Nurse Concierge Care by Experis Health Solutions**

Presenters: Anne Marie Herrera and Margaret Ptacek

Organization: Experis Health Solutions

Scheduled: Thursday May 30 at 3:40 pm

We know that healthcare systems are facing many challenges, including many healthcare workers feeling that they're suffering from burnout. The U.S. Surgeon General is calling it a "crisis." The US Department of Health and Human Services cites many reasons for burnout to healthcare workers due to societal, cultural, structural, and organizational factors.

Before the COVID-19 pandemic, 54% of doctors and nursing were already experiencing burnout, but the pandemic made things even worse. Did you know that 66% of nurses have considered resigning from their jobs? We are starting to experience a critical impact where we will soon be without the number of doctors, nurses, and critical health workers that we need, which puts our entire healthcare system at risk. By 2033, it is estimated that there will be a shortage of 54,100 to 139,000 physicians, as demand will continue to grow faster than supply. Rural communities and primary care organizations are expected to feel the hardest impacts.

The effects that burnout is causing and will continue to cause within the healthcare system will impact everyone from the healthcare workers to the communities and societies in which we live. More than 50% of public health workers today display at least one symptom of depression or anxiety, which is often caused by burnout. They also suffer from other conditions like insomnia, heart disease, and diabetes. They suffer from substance abuse and feel isolated.

Patients will feel the impact of burnout because they will get to spend less time with clinical staff. Patients will experience lengthy delays in care and diagnosis – resulting in unfavorable outcomes,



including death. The quality of care will decrease, and trust amongst patients will decrease. There is an elevated risk of errors, opening medical systems and practitioners up to lawsuits from malpractice. Patient satisfaction will decrease. The workforce will continue to experience shortages and retention obstacles.

All of this will lead to problems within our communities and societies with the lack of trust in healthcare workers and healthcare systems. Health outcomes are going to worsen. We will be under-prepared for public health crises, such as another pandemic like COVID-19.

- What impacts have you already noticed within your healthcare system?
- What impact has the nursing shortage had on the utilization of healthcare resources related to patient inquiries or medical concerns?
- How do you prioritize patient inquiries or medical concerns that require immediate attention?
- What are your current processes for handling patient inquiries and medical concerns during office hours and outside of office hours?

Many of the organizations we work with have said that their workers are burnt out due to staffing shortages because of all the reasons we just discussed. Additionally, there are physicians and nurses who take call rotations to triage patient inquiries, which is furthering the burnout crisis. While many large, urban healthcare systems have after-hour ER protocols for Provider On-Call, many sub-urban and rural communities do not. To help combat the worker shortage, as well as to ease the huge problem of people using the emergency room for non-critical needs, Experis Health Solutions is excited to launch our new service, Virtual Nurse Concierge Care.

## **505 – Unlocking the Power of Extractive AI for Fax Workflows**

Presenter: Doug Taylor

Organization: Consensus Cloud Solutions

Scheduled: Friday May 31 at 9:20 am

Learn how you can easily implement AI with Clarity CD - a solution that meets your organization where it is today. Access data that was once locked in an image, speed transitions of care, reduce paperwork and manual entry with extractive AI for fax workflows.

*Doug Taylor is a product leader with over 20 years experience bringing healthcare IT solutions to market. As Senior Product Marketing Manager at Consensus Cloud Solutions, Doug educates and connects healthcare organizations with intuitive solutions to real-world problems. A BYU alumni, Doug now resides in Plano, Texas with his family.*



**506 – Forms Fit for the Future: Advancing Data Collection & Scalability with Cloud-Hosted, MEDITECH-Integrated eForms**

Presenters: Ann Hill, Dessiree Paoli, and Diane Gaudons

Organization: Interlace Health; Nathan Littauer Hospital, Gloversville, New York

Scheduled: Thursday May 30 at 10:05 am

The Interlace Health Nova Platform is a fully-cloud hosted solution design for enhanced form processes to make workflows - such as Forms on Demand, eSignature at Registration, Informed Consent, and Secure Online Forms - simpler, faster, and more efficient.

Recognizing the crucial role of Informed Consent in patient decision-making and outcomes, Nathan Littauer Hospital embraced Interlace Health's Informed Consent Nova solution to revolutionize this aspect. Informed Consent Nova enhances data collection, integrates seamlessly with MEDITECH, and offers fully cloud-hosted options. Leveraging the Next Generation technology from Interlace Health, Nathan Littauer swiftly improved integration, alleviated staff burnout, enriched the patient experience, and more.

In this session, you will hear directly from Nathan Littauer on their experience with Informed Consent Nova and the transformative benefits it brings to their organization. We will dive into the details behind this transformation and how your healthcare system can also enhance document automation within MEDITECH this year.

**Learning objectives:**

- Understand the significance of future forms and why they should be prioritized
- Insights from Senior Financial Analyst at Nathan Littauer, Diane Gaudons, on how they reduced their form templates by over 90% and addressed the challenge of transferring forms from ambulatory clinics to the surgical team at the hospital
- Explore how Interlace Health's Nova platform simplifies all forms processes

*Ann Hill is a Solution Architect at Interlace Health. She provides expertise to healthcare organizations wishing to incorporate Interlace Health's solutions, services, and integration technologies to optimize patient, provider, and staff workflow. She relies on her experience in Healthcare IT, including 20+ years in a variety of roles at MEDITECH, to provide tailored solution demonstrations, define scope and align technical requirements during the sales cycle.*

*Dessiree Paoli is the Director of Product Marketing & Strategy at Interlace Health, a healthcare IT company that is solving common workflow challenges for staff with integrated eForms and eSignature solutions. Dessiree has over 20 years of experience in developing strategic marketing plans, leading teams, and driving integrated campaigns. A passion for helping people led her to the healthcare industry, where she has been expanding her skills for more than 15 years. Dessiree enjoys uniting cross-functional project teams, translating complex information into consumer-facing stories and public speaking engagements.*



*Diane Graudons is the Senior Financial IT Analyst at Nathan Littauer Hospital where she has been for over 26 years.*

**507 – Transforming your Accounts Payable with Digital Payment Processing: A Case-Study with Magnolia Regional Health Center**

Presenters: Bill Clausen and Haven Caldwell

Organization: ECHO; Magnolia Regional Health Center, Corinth, Mississippi

Scheduled: Wednesday May 29 at 2:20 pm

MEDITECH Alliance Partner, ECHO's seamlessly integrated PayPilot allows MEDITECH Expanse Facilities Expanded Capabilities

**Introduction:**

- Brief overview of the importance of digital payment processing in healthcare.
- Highlight staggering costs, delays and risks associated with traditional paper checks.
- Introduce ECHO PayPilot as a solution for seamless integration with MEDITECH AP.

**Integration with MEDITECH AP:**

- Stress the importance of seamless integration with existing systems.
- Quote from Christine Parent, AVP, MEDITECH, emphasizing the partnership and efficiency provided by PayPilot.
- Emphasize ECHO PayPilot's Bridge component, connecting seamlessly with MEDITECH AP and any payment platform, including ECHO's Digital Payment Capabilities.

**Digital Payment Capabilities:**

- Discuss various digital payment options offered by ECHO, including direct deposit, direct to debit, echeck and virtual cards with cash-back rebates.
- Introduce additional capabilities such as full outsourcing of print and mail processing for check payments.
- Highlight the self-service payee portal for patient refunds, emphasizing convenience and efficiency.

**Case Study:**

- Introduce Haven Caldwell, Controller at Magnolia Regional Health Center, as a live case study.
- Briefly outline Magnolia's experience with implementing ECHO PayPilot and its impact on their payment processes.
- Allow Haven Caldwell to share insights and firsthand experiences with ECHO PayPilot integration and its benefits.



#### Benefits of PayPilot for MEDITECH:

- Summarize the benefits of using ECHO PayPilot for MEDITECH, including:
- Seamless integration with MEDITECH for payment issuance and reconciliation.
- Automation of payment processes, reducing manual workload.
- Enhanced reconciliation capabilities, improving accuracy and efficiency.

#### Addressing Industry Challenges:

- Discuss common challenges faced by healthcare organizations, including staffing shortages and overwhelming options from banks and FinTechs.
- Emphasize ECHO PayPilot's role in simplifying the implementation of digital disbursement capabilities, reducing IT expenditure, security risks, and maintenance efforts.
- Highlight ECHO PayPilot's ability to deliver a positive impact and ROI for healthcare organizations.

#### Conclusion:

- Reinforce the ease, simplicity, and rewards of utilizing digital payments through ECHO PayPilot for MEDITECH.
- Encourage attendees to explore further and consider implementing ECHO PayPilot to enhance their payment processing capabilities.

*Bill Clausen is EVP of Partner Relations for ECHO. Clausen has built a career shepherding and applying innovative technology to legacy-encumbered organizations. He brings 25+ years of experience working in technology-related industries. Bill is a frequent speaker at key industry events offering his insights on trends relating to improving workflows around payment processes.*

*Haven Caldwell is the Controller at Magnolia Regional Health Center.*

#### **508 – IPeople Offline Suite**

Presenters: Ryan Dickerson and Joe Sainz

Organization: IPeople; Frederick Health, Frederick, Maryland

Scheduled: Wednesday May 29 at 1:30 pm

This session will dive into the IPeople Offline suite, looking at it's ability to give hospitals a source of data resiliency when the MEDITECH system is unreachable, as well as showcasing the ability to fully register, transfer, edit, and discharge while the MEDITECH system is unavailable. Co-presenting with IPeople Health is Joe Sainz, IT Manager at Frederick Health who will discuss the usage during an unplanned downtime event.

*In Ryan Dickerson's 12-year history with IPeople Healthcare, he has played an integral part in a variety of roles and has helped to shape many aspects within the organization. Throughout his tenure, he has*





*focused on the advancement of critical sales and partnership agreements. As CEO, Ryan will continue to oversee the innovative commitment to excellence with the IPeople Offline product line and strong relational client involvement.*

*Joe Sainz is a Healthcare IT professional with almost forty years of experience leading Information Technology initiatives. As an IT Executive, he has led major complex initiatives including EHR implementations and advanced clinical initiatives.*