

# IBM Health Forum 2020

June 24th  
11:00am - 4:00pm\*  
*\* all times are EST*

[Register here →](#)

## General Information

This document contains a recommended agenda for the IBM Health Forum's keynotes and breakout sessions. Starting at 1pm, all sessions will be available on demand. A resource center with supporting documents, demos and other information will be available during the event as well.

## Agenda

### Featured Keynote 11:00-11:45 EST

#### **Challenging existing norms in abnormal times**

Paul Roma, General Manager, IBM Watson Health

Luke Williams, Professor, NYU Stern School of Business; Founder and Executive Director of the NYU Innovation Lab

### Keynote Panel 12:00-12:45 EST

#### **How data and technology can help us emerge smarter**

Kyu Rhee, MD, MPP

Tina Moen, PharmD

Bill Kassler, MD, MPH, FACP

Irene Dankwa-Mullan, MD, MPH

[Breakout sessions located on page 2 →](#)

## Tracks and breakout sessions

\*\*\*Below is the recommended sequence of sessions - all sessions will be available on demand starting at 1pm.

*All times are EST	<b>Hospital / health system</b> <i>Building a smarter health system post-COVID</i>	<b>Employer</b> <i>Optimizing for success in the new normal</i>	<b>Health plan</b> <i>Accelerating change with data solutions</i>	<b>Social program management / care management</b> <i>Deploying critical programs with agility and scale</i>	<b>State Medicaid</b> <i>Advanced analytics for COVID-19 recovery and population health</i>	<b>Program integrity</b> <i>Program integrity insights to identify exposures and control costs</i>	<b>Real-world data and commercialization</b> <i>Real-world data: A global perspective</i>	<b>Clinical development</b> <i>Enhancing clinical development efficiency with data, integration, and interconnectivity</i>	<b>Cardiology</b> <i>Integrating data across the cardiology service line</i>	<b>Enterprise imaging</b> <i>Building an enterprise imaging strategy</i>
1:00-1:30	Trends & directions: Rethinking the health system post-COVID-19 <i>30 min</i>	Return to work: Optimizing for success in the new normal <i>30 min</i>		Promising practices in health and human services <i>30 min</i>	Meet the challenge of COVID-19 with a telehealth toolkit and telework playbook <i>30 min</i>		Assessing the impacts of a pandemic on pharmaceutical and medical device utilization <i>30 min</i>		Reimagine and streamline cardiology workflows with Watson Health Imaging data analytics <i>30 min</i>	Tri-Health: Improving patient care with an enterprise imaging solution <i>30 min</i>
1:30-2:00	Engaging patients during and after a pandemic <i>30 min</i>		Digital transformation: How to deliver an impactful member experience <i>30 min</i>	Contact tracing and care management: Population health for COVID-19 and beyond <i>30 min</i>		Oversight of managed care program integrity during the COVID-19 pandemic: Iowa's perspective <i>30 min</i>		Get your protocol design right the first time with real-world data insights <i>30 min</i>	Harnessing the power of CVIS <i>30 min</i>	Enterprise imaging: Envisioning the discovery journey <i>30 min</i>
2:00-2:30		Using AI to help employees make smarter benefits decisions <i>30 min</i>		Transform citizen services for the cloud era <i>30 min</i>		Using analytics, services and AI to fight fraud, waste and abuse on the Colorado front lines <i>30 min</i>	COVID-19 epidemiology using clinical and claims data <i>30 min</i>		How AI can help turn visual cardiac observations into quantitative clinical assessment <i>30 min</i>	HealthPartners: Increasing system uptime, performance and user satisfaction <i>30 min</i>
2:30-3:00	Accelerating delivery of evidence-based clinical information to the front lines <i>30 min</i>		Insights to manage your Medicare Advantage and Medicaid Managed Care lines of business <i>30 min</i>	Innovate in child welfare for COVID-19: Rethinking our assumptions <i>30 min</i>	Government use cases for COVID-19 patients/ populations using electronic medical records, claims, and social determinants of health data <i>30 min</i>			Set your data free – Transform your clinical trials with ICD's open platform <i>30 min</i>		An operational approach to driving enterprise imaging outcomes <i>30 min</i>
3:00-3:30		Gaining insights from your data to help optimize future programs and strategy <i>30 min</i>		Lessons from a generational transformation: Canada's benefits delivery modernization project <i>30 min</i>		Remain on guard for fraud in a time of crisis – insights from panelists: IN, LA and NV <i>40 min</i>	Modernize your value and evidence strategy with global real-world data <i>40 min</i>			
3:30-4:00	What does it take to have a winning culture? Interviews with CEOs of 100 Top Hospitals Award winners <i>30 min</i>		Supporting your journey to interoperability <i>30 min</i>	Build scale while maintaining trust with citizens <i>30 min</i>	Analytic focus areas for Medicaid during COVID-19 <i>30 min</i>			New ways to apply decentralized trials during COVID-19 <i>30 min</i>		