Agenda

1:00 - 1:10 pm Welcome & Introductions
Jennifer Covich Bordenick, Chief Executive Officer, eHealth Initiative & Foundation
Lance Rodela, Founder and Chief Executive Officer, Shift Health

1:10 - 1:40 pm Panel Discussion Moderated by Lance Rodela
Panelists: Austin Walters, Co-Founder, Managing Partner, SpringTide Investments
Patty Jones, Director of Revenue Cycle, Southwest Spine and Pain
Adam Rasmussen, CEO, Valley Women’s Health

1:40 – 1:55 pm Q&A

1:55 – 2:00 pm Closing Remark
Our Work

EDUCATION
- Expert Roundtables
- Education Programs
- Webinars, Workshops
- Networking
- Receptions
- Surveys Reports

ADVOCACY
- Recommendations
- Privacy Policy
- Comment Letters
- Policy Steering Committee (PSC)
- Capital Hill Briefings
- HHS, FTC, OCR, Relationships
- Hill Meetings

THOUGHT LEADERSHIP
- Expert Roundtables
- Advisory Boards, Workgroups
- Grants/Partnerships
- HHS, FTC, OCR, Relationships
- Surveys, Reports
- Expert Faculty
Current Critical Issue Areas

- Consumer Privacy for Health Data
- Virtual Care
- Analytics, Social Determinants of Health (SDOH) & Artificial Intelligence
- COVID-19 Best Practices & Education
Recent Forums & Webinars

- SDOH Impact on Equity and Diversity in Clinical Trials
- Release of Consumer Privacy Framework for Health Data
- How Providers are Scaling Virtual Care: Best Practices and Lessons Learned from the Leaders
- Expert Perspectives on Virtual Care
- Patient Matching to Combat COVID-19
- Survey Results: Readiness for the ONC and CMS Interoperability Rules
- Improving Access to Healthcare Data via the FHIR Payer Endpoints Directory
Recent Releases

- Feb 9 Release of Consumer Privacy Framework for Health Data with RWJF & CDT
- Launch Executive Spotlights for Annual Conference and Critical Webinars
Important Dates

Webinars
- AI and Automation in a Post-Pandemic World- February 17
- Impact of Information Blocking Rules on Health Information Exchanges - March 1
- Improving Eligibility & Formulary Files - March 10
- The Case for a Learning Health System: Lessons from COVID - March 11

Workgroups
- SDOH/Data Analytics Workgroup- February 25, April 22
- Policy Workgroup - March 16, April 20

Roundtable
- Maturing Virtual Care in Tribal Communities - March 24

For a full list of virtual events: https://www.ehidc.org/events
Thank You to the Sponsor

Shift Health
Panelists

Jen Covich Bordenick  
CEO  
eHealth Initiative and Foundation

Lance Rodela  
CEO  
Shift Health

Austin Walters  
Co-Founder,  
Managing Partner  
SpringTide Investments

Patty Jones  
Director of Revenue Cycle  
Southwest Spine and Pain

Adam Rasmussen  
CEO  
Valley Women’s Health

www.ehidc.org
BETTY BOT
Rev Cycle Goddess

CONTACT
I’m in your computer (not on a CD)

Objective: Make life more efficient for Rev Cycle humans

Skills/Attributes:

- I work 24/7
- I never call in sick or take PTO
- I don’t know what a personal emergency is
- Zero backtalk – I do exactly as I’m instructed
- Math is such a yawn...I do it flawlessly
- If I make a mistake it’s YOUR fault, dummy!

Work History:
Southwest Spine and Pain
08/2020 – infinity and beyond

Accomplishments:

- Sending copay texts thru Podium (1 FTE savings)
- Submitting Office Visit Claims (1 FTE)
- Gather and upload appointment reminders to Podium
- Sending patient review links (1 FTE)
- Verify and document insurance eligibility (6 FTE)
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