

Sparking Innovation in Healthcare Value Agenda

July 9th and 10th – UCSF Mission Bay, Genentech Hall, Byers Auditorium

Saturday, July 9th	
8:30-9:00 am	Breakfast
9:00-9:15 am	Introductions and Overview on Healthcare Value Laura Esserman Jeff Belkora
9:15 - 10:00 am	Historical Perspectives and Current Landscape: A conversation with Alain Enthoven – Laura Esserman/ David Gellis
10:00 – 10:20 am 10:20 - 10:40 am 10:40 - 11:00 am	Healthcare Innovation: Overcoming Traditional Reimbursement Policies and Addressing System Barriers Jeff Belkora – Patient Education and Engagement Michael Rabow / Redwing Keyssar - Early Integration of Palliative Care Laura Esserman/ Marcus Thygeson– Personalized Screening: ATHENA, WISDOM, & PCORI
11:00 – 11:40 am	Teaching to Choose Wisely & Caring Wisely Awardee Presentations <ul style="list-style-type: none"> • Ryan Padrez – Pediatric Value Module • Matthew Truesdale – Teaching Resident Surgeons the Costs Associated with Surgical Supplies • Lee-Lynn Chen – Perioperative Surgical Homes • Shannon Fogh – Teaching to Choose Wisely <p>10 minute presentations – What problem were you solving? What is the idea you are presenting? What are the barriers? How do you plan to implement?</p>
11:45 – 12:45 pm	Lunch
12:45-1:15 pm	Healthcare Hackathon: Rules of Engagement – Releasing Your Innovative Self Amanda Samman ** Will include goals/explanation of hackathon
1:15 – 2:00 pm	Healthcare Value Hackathon – Empathy Session ** Individuals will discuss with one another their pain points and experiences with healthcare and the healthcare system
2:00 - 3:15 pm	Healthcare Value Hackathon - Group Formation and Brainstorming Ideas

Saturday, July 9th (Day one continued)	
3:15 – 3:30 pm	Break
3:30 – 3:50 pm	Inspiring Innovation in Healthcare Value in the Next Generation Q&A Molly Cooke
3:50 – 4:10 pm 4:10 – 4:30 pm	Recognizing and Addressing Financial Toxicity of Healthcare Kevin Grimes - Case Study Example Anda Kuo – Case Study Example
4:30 – 5:30 pm	Healthcare Value Hackathon – Prototyping Ideas
5:30 pm	End of Day 1

Sunday, July 10th	
8:30-9:00 am	Breakfast
9:00 – 9:30 am	Iora Health Case Study: From Intern to Innovator – Everything I Learned About Value, I Learned at the BCC David Gellis
9:30 – 9:50 am	How Are Prices Really Set? (The PET CT Example) Laura Esserman/Kara Campbell/ Molly McCrea/Marcus Thygeson
9:50 – 11:30 am	Healthcare Value Hackathon – Refining Ideas, Putting Pen to Paper
11:30 – 12:30 pm	Lunch
12:30 - 1:00 pm	When Technology is Transformative: What drives transformation in other industries and how can it happen in healthcare? John Wookey
1:00 – 1:45 pm	Healthcare Value Hackathon Group Presentations
1:45 – 2:00 pm	Next Steps and Recommendation Deliberations Committee Members: John Wookey, David Gellis, Laura Esserman, Jeff Belkora, Marcus Thygeson, Tom Andriola, Kevin Grimes
2:00 – 2:15 pm	Hackathon Projects: Moving Forward Closing Remarks by Laura Esserman and Jeff Belkora