

# Accenture @ HIMSS21

#HumanizingHealthcare

**August 9–13, 2021**  
Sands Expo Center,  
Las Vegas, NV

In-person and Digital  
**Event Booth #7629**



We're thrilled to share with you Accenture's vision for a new paradigm in health at HIMSS21. Meet industry experts who will share their insight into how we're helping to humanize healthcare. Experience premier innovation around health intelligence, hear clinicians' perspectives on the future of healthcare, access the latest data on health trends, and engage with us on so much more.

## Tuesday, August 10, 2021

**Digital Adoption In Healthcare: Reaction Or Revolution?:** **In-person**  
**2:45 pm – 3:45 pm PDT | Venetian, Delfino 4104**

**Kaveh Safavi, MD**

Senior Managing Director, Consulting, Global Health

The pandemic has accelerated us into a new era of digital health—but are the gains made in the past year lasting? Our survey of more than 11,000 people in 14 countries revealed several signs that digital health adoption has stalled. People also aren't having positive healthcare experiences and they lack trust in ecosystem players. In our session, we'll share US research findings around customer experience, technology and trust. Join us to discover what types of technologies, services and care models the healthcare system needs to deliver accessible care, superlative experiences and better outcomes to all people. Most importantly, we will discuss ways in which healthcare and pharma organizations can harness the power of technology and human ingenuity to humanize healthcare.

**Capturing Senior Loyalty: Blending IT With A Human Touch:** **In-person**  
**4:00pm – 5:00 pm PDT | Venetian, Delfino 4104**

**Suzanne Hendery, MA/APR**

Chief Marketing and Customer Officer  
Renown Health

**Linda MacCracken**

Senior Principal/Faculty  
Accenture/Harvard School of Public Health

Consumer loyalty and engagement help providers defend against leakage risk and boost care continuity—two essentials for quality outcomes. Accenture's research shows that one in four seniors will switch providers to make sure they get what they expect. With 25% of the Medicare business basically up for grabs, health systems are in a race to acquire and retain customers. Research shows retention is more likely after one and three years, making the value of loyalty worthwhile. Renown Health sought to develop a senior loyalty program, to better serve this customer group. The team focused on using Renown's their senior customer data warehouse, and held design research sessions to test and refine the ideal loyalty program. Renown built a program to offer new health service channels and connections that inevitably lead to expanded health spend walletshare, engagement and leakage reduction.

## Wednesday, August 11, 2021

**Preparing Future Clinicians for the Digital Workforce:** **Digital Event**  
**9:05 am – 9:35 am PDT**

**Scott Cullen, MD**

Managing Director & Chief Clinical Innovation Officer  
Accenture

**Shenita Freeman, CPHIMS**

Senior Director Analytics and Informatics  
Centurion

**Mountasser Kadrie, CPHIMS, FACHE, FACMPE, MHA, PhD**

Associate Professor, Fulbright US Scholar Programs, Director  
The George Washington University

**Ruth Schleyer, MSN, RN-BC**

Chief Nursing Informatics Officer  
Legacy Health

As technology continues to have an important, and quickly evolving, role in care, how can we ensure that the healthcare workforce has the skills needed to follow-through with the system's larger transformation goals? This trend provides a great opportunity for academics to embrace a robust digital curriculum and prepare the next generation of providers with the required digital literacy needs, although this generation of "digital natives" may be ahead of the curve. Hear from a panel of experts as they discuss how investing skills into the future workforce will be critical for the imminent transformation of care delivery.

**Future of Healthcare:** **In-person**  
**11:30 am – 1:00 pm PDT | Palazzo Ballroom 3325**

**Darryl Gibbings-Isaac, MD**

Clinical Innovation Subject Matter Expert, Accenture

The inaugural Future of Healthcare event is the culmination of a research effort carried out by the HIMSS Trust, gathering data on the trends and challenges that have defined the past year and how they will impact the future. This consortium of leaders from across the healthcare and technology space will share data-driven market insights from four perspectives: health systems, payers, clinicians and patients. Accenture will deliver insights from the clinician findings.

## Thursday, August 12, 2021

**Future of Healthcare:** **Digital Event**  
**8:25 am – 10:00 am PDT**

(See above for speaker and description.)

**Leadership in Turbulent Times: Inspiring the Next Generation of Female Technology Executives:** **In-person**  
**11:30 am - 12:30 pm PDT | Venetian, Murano 3204**

**Lisa Caplan**

Executive VP, Technology and Innovation  
HIMSS

**Kathleen Linder**

Chief Information Officer for CareMore  
Anthem

**Madhu Narasimhan**

Executive VP and Strategy, Digital, and Innovation  
Chief Operations Officer  
Wells Fargo

**Amy Tong**

Director and State Chief Information Officer  
California Department of Technology

**GL Zunker**

Managing Director  
Accenture

Unrest. Disorder. Change. In healthcare, we find ourselves in an era of disarray that has quickly become the norm. Since March 2021, a global pandemic changed our world forever: we have been challenged and tested as technology executives in many profound ways. Embracing change that matters in times of turbulence is both an art and a science: it takes insight, stamina, drive and determination balanced with a passion to achieve excellence rather than perfection. In this session, moderated by Lisa Caplan, Executive Vice President of Technology and Innovation at HIMSS, our esteemed panel of female technology executives who will share information on their journey to their current roles, what is needed to assume the role of a senior leader, and what advice you would give your younger self or others when seeking an executive leadership position.