



**RowdMap's
Institute for the Delivery of High-Value Care
May 17th - 18th - Louisville, KY
DETAILED AGENDA**

WEDNESDAY, MAY 17TH - Best Practice Vignettes to Learn from Your Peers

The Mandate: Payment vs. Know-How – 9:30am-9:45am, Main Stage

David Wennberg, MD; Steve Ondra, MD & Josh Rosenthal

Healthcare leadership has a Know-How Problem that has historically blocked the delivery of High-Value Care. A lack of reliable data, and financial incentives are easy to point out and solid gains have been made on these fronts. But the business and management skills necessary to face down tough cultural resistance and nurture high-performing teams are the focus here.

Clinician to Clinician, Part 1: A High Value Conversation – 9:50am-10:05am, Main Stage

Matt Collins, MD; Julie Blehm, MD; Lisa Faust, MD; Robert Del Junco, MD & Eric Andreoli

How to Talk to Clinicians about High-Value Care, from a Clinician's Perspective. Tips, tricks and techniques for avoiding pitfalls and having a high-value conversation with a Clinician.

System Frenemies? Hospitals Vs. Groups – 10:10am-10:25am, Main Stage

Cathy Mesnik; Niki Balginy; John Stites; Kevin Manemann; Kristie Genzer & Ashley Distler

Challenges, ideas and successes in building and aligning infrastructure, between Hospitals and Groups, around High-Value Care to sustainably deliver it at scale. Tips, tricks and techniques for talking about high-value care from a Hospital's, vs. a Group's, perspective with keys to facing down cultural resistance in each context.

Flowing Downhill: PCPs vs. Specialists – 11:05am-11:20am, Main Stage

Tim Rodgers; Robert Del Junco, MD; Thomas Groves; Dave Janiec; Greg Downing, DO & Ryan Melander
Challenges, ideas and successes in building and aligning infrastructure, between Primary Care Providers and Specialists, around High-Value Care to sustainably deliver it at scale. Tips, tricks and techniques for talking about high-value care from a PCP's, vs. a Specialist's, perspective with keys to facing down cultural resistance in each context.

West Coast vs. Fly-over Country – 11:25am-11:40am, Main Stage

Elizabeth Curran; Kent Cerneka; Sean Nyhus & Bryant Hutson

Challenges, ideas and successes in building and aligning infrastructure, between Diverse Regional Markets and Delivery System Geographies, around High-Value Care to sustainably deliver it at scale. Tips, tricks and techniques for talking about high-value care from a West Coast, vs. a Fly-over Country, perspective with keys to facing down cultural resistance in each context.



WEDNESDAY, MAY 17TH - Interactive Games-Based Workshops to Practice Skills

A – Moneyball: An MBA for Healthcare – 1:00pm-1:50pm, Main Stage

Jodie Uhl; Sean Nyhus; John Stites; John Bulger, MD; Alex Brayton & Mac Davis

An interactive workshop focusing on the concept of high-value care using analogies from other industries (aka sports) **examining the economic fundamentals, systemic pressures and market and geographic forces driving or inhibiting the delivery of High-Value Care.**

H – Comm. 101 – Culture and Consensus – 1:00pm-1:50pm, Room #1

John Smith, MD; Troy Smith; Mark Werner; Lisa Faust, MD; Julie Blehm, MD; David Wennberg, MD; Rachel French & Ashley Herbison

An interactive games-based workshop focusing on **how to achieve consensus and create a culture that values and works towards delivering High-Value Care.** Tips, tricks and techniques for making progress, answering objections and turning the tide.

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B – Behind Closed Doors – Clinicians to Clinicians – 2:00pm-2:50pm, Room #1

David Wennberg, MD; Greg Downing, DO; Matt Collins, MD; Robert Del Junco, MD; Jay LaBine, MD; Eric Andreoli & Ryan Melander

An MD-only interactive workshop focusing on the art and science, and the reality of the delivery of High-Value Care. You must know the secret handshake to get into this workshop and be prepared to keep your oath of secrecy.

D – Comm. 101 – Talking to Physicians – 2:00pm-2:50pm, Main Stage

Sean Nyhus; John Smith, MD; Justin Schulte & Kelly Krawiec

An interactive games-based workshop focusing on **how to talk to Physicians about High-Value Care,** exploring how to communicate the strategy and tactics for its delivery for **Physicians,** the opportunity and advantages for **Physicians,** and ideas for answering objections and breaking down roadblocks from **Physicians.**

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C – Translation – Talking to Clinicians – 3:00pm-3:50pm, Main Stage

Steve Sternberg; Lisa Faust, MD; Julie Blehm, MD; Rehan Waheed, MD; Eric Andreoli & Ashley Distler

An interactive games-based workshop focusing on **how to talk to Clinicians about High-Value Care,** exploring how to communicate the strategy and tactics for its delivery for **Clinicians,** the opportunity and advantages for **Clinicians,** and ideas for answering objections and breaking down roadblocks from **Clinicians.**





E – Comm. 101 – Talking to Actuaries – 3:00pm-3:50pm, Room #2

Gary Stanford; Troy Smith; Alex Brayton; Rachel French & Liz Young

An interactive games-based workshop focusing on **how to talk to Actuaries about High-Value Care**, exploring how to communicate the strategy and tactics for its delivery for **Actuaries**, the opportunity and advantages for **Actuaries**, and ideas for answering objections and breaking down roadblocks from **Actuaries**.

F - Comm. 101 – Talking to Analysts – 3:00pm-3:50pm, Room #1

Kurt Ringo; Chris Bush; Niki Balginy; Kent Cerneka; Kathleen Murphy; Bryant Hutson & Katie Claiborne

An interactive games-based workshop focusing on **how to talk to Analysts about High-Value Care**, exploring how to communicate the strategy and tactics for its delivery for **Analysts**, the opportunity and advantages for **Analysts**, and ideas for answering objections and breaking down roadblocks from **Analysts**.

THURSDAY, MAY 18TH - Best Practice Vignettes to Learn from Your Peers

Mandate, Market & Momentum – 9:30am-9:45am, Main Stage

Paul Diaz, C.R. Burke & Marshall Votta

Healthcare leadership has a Know-How Problem that has historically blocked the delivery of High-Value Care. A lack of reliable data, and financial incentives as well as the business and management skills are all culprits. But payers and providers are making notable gains and gaining **Momentum across a wide variety of Markets in doing the hard work to deliver High-Value Care**.

Clinician to Clinician, Part 2: High Value Hang Ups & Solutions – 9:50am-10:05am, Main Stage

Matt Collins, MD; Beau Raymond, MD; Jay LaBine, MD; Rehan Waheed, MD & Eric Andreoli

How to Talk to Clinicians about High-Value Care, from a Clinician's perspective. Advanced tips, tricks and techniques for crafting an extraordinarily meaningful a high-value conversation with a Clinician.

Tying the Knot: High-Value Care Model as a Payer Strategic Advantage – 10:10am-10:25am, Main Stage

John Bulger, MD; Sean Nyhus; Zeev Neuwirth, MD & Justin Schulte

Challenges, ideas and successes in building and aligning infrastructure between a **'High Value Care Model'** and a health **'Health Plan's Strategy'**, around High-Value Care. Tips, tricks and techniques for talking about high-value care from a **High-Value Care Model delivery**, vs. a **Payer Strategy**, perspective with keys to facing down cultural resistance in each context.





Commercial vs. Government Programs – 11:05am-11:20am, Main Stage

Gary Stanford; Troy Smith; Mark Werner & Rachel French

Challenges, ideas and successes in building and aligning infrastructure, between 'Commercial Individuals' and 'Government Programs Individuals' within the Same Organization, around High-Value Care to sustainably deliver it at scale. Tips, tricks and techniques for talking about high-value care from a Commercial Individual's, vs. a Government Programs Individual's, perspective with keys to facing down cultural resistance in each context.

The Tactics: Competition vs. Tough Cultures – 11:25am-11:40am, Main Stage

John Smith, MD; Kristie Genzer; Jennifer Brady, MD; Rachel French & Melanie Rosenthal

Healthcare leadership has a Know-How Problem that has historically blocked the delivery of High-Value Care. Tips, tricks and techniques for cracking the tough nuts around of Tough Cultural Resistance.

THURSDAY, MAY 18th - Interactive Games-Based Workshops to Practice Skills

A – Moneyball: An MBA for Healthcare – 1:00pm-1:50pm, Room #1

John Stites; John Bulger, MD; Alex Brayton & Mac Davis

An interactive workshop focusing on the concept of high-value care using analogies from other industries (aka sports) examining the economic fundamentals, systemic pressures and market and geographic forces driving or inhibiting the delivery of High-Value Care.

K – Healthcare &/vs. High-Performing Leadership – 1:00pm-1:50pm, Main Stage

Lisa Brubaker; Marja Wilson; Jennifer Brady, MD; Melanie Rosenthal & Rachel French

An interactive games-based workshop focused on discovering your leadership profile and how to use it successfully delivery High-Value Care. Tips, tricks and techniques to use in healthcare to make tough decisions, take action based on information and build a team and culture to successfully deliver High-Value Care.

J – Hot Takes & Trends – Real vs. Hype – 1:00pm-1:50pm, Room #2

Clese Erikson; Elizabeth Curran; Sean Nyhus & Bryant Hutson

An interactive games-based workshop focusing on telling the difference between hype and real tools and trend to help organizations deliver High-Value Care. Tips, tricks and techniques for discovering what is truly meaningful and valuable for the delivery of High-Value Care.





B – Behind Closed Doors – Clinicians to Clinicians – 2:00pm-2:50pm, Room #1

Greg Downing, DO; Matt Collins, MD; Zeev Neuwirth, MD; Jay LaBine, MD; Gerald Maccioli, MD; Eric Andreoli & Ashley Distler

An MD-only interactive workshop focusing on the art and science, and the reality of the delivery of High-Value Care. You must know the secret handshake to get into this workshop and be prepared to keep your oath of secrecy.

I – Comm. 101 – Talking to Your ELT – 2:00pm-2:50pm, Main Stage

Marja Wilson; Gary Stanford; Mark Werner; Ryan Melander & Jorge Serrano

An interactive games-based workshop focusing on how to talk to an Executive Leadership Team about High-Value Care, exploring how to communicate the strategy and tactics for its delivery for an Executive Leadership Team, the opportunity and advantages for an Executive Leadership Team, and ideas for answering objections and breaking down roadblocks from an Executive Leadership Team.

G – Comm. 101 – Talking to Sales – 2:00pm-2:50pm, Room #2

Michael Abate; Ryan Keith; Kip Haffner; Bob Hartman; Thomas Groves; Kristin Senac & Ben Frauhiger

An interactive games-based workshop focusing on how to talk to Sales and Marketing individuals about High-Value Care, exploring how to communicate the strategy and tactics for its delivery for Sales and Marketing, the opportunity and advantages for Sales and Marketing, and ideas for answering objections and breaking down roadblocks from Sales and Marketing.

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L – Pulling This all together – What Are We Doing Here and What Are You Going to Do about It on Monday – 3:00pm-3:50pm, Main Stage

Kristie Genzer; Jennifer Brady, MD; Cupid Gascon, MD; Meredith Williams McKiernan, MD; Melanie Rosenthal & Rachel French

An interactive games-based workshop tying together what an individual and team needs to tactically do to deliver High-Value Care exploring specific steps to take for different contexts.

