



SUSAN GOSSELIN
CORPORATE WRITER

Humana, Uber and Papa partner with the Coalition to End Social Isolation and Loneliness for an innovative new program for seniors called Far From Alone. They'll be talking about it at our conference panel on Wednesday, September 2. But you can get a preview here!

<https://populationhealth.humana.com/social-determinants-of-health/social-isolation-and-loneliness/far-from-alone/>

With the aging of society, a secondary healthcare crisis emerges—the economic and social strain of caregiving. How should society address their social isolation, financial strains, and work-life balance issues? Check out the report Caregiving in the US 2020 from the National Alliance for Caregiving, who's CEO, Grace Whitling, will be speaking to our conference.

<https://www.caregiving.org/caregiving-in-the-us-2020/>

Conference speaker Bruce Greenstein, EVP and Chief Strategy Innovation Officer for LHC Group, talks HHS Interoperability, COVID, and the steps healthcare organizations must take to prepare for the future in this episode of WTF (What's the Future) Health. It's a great listen!

<https://www.youtube.com/watch?v=Q-7IsnDtGj8>

What does it really feel like to be a senior, battling ongoing health challenges? Conference speaker Josh Goode, CIO of SCAN Health Plan, leads a company that's created an award-winning virtual reality experience of the daily challenges of aging—and is using it for training professional caregivers. <https://www.scanhealthplan.com/tradingages>

What are the three biggest trends affecting the future of senior care? Dr. David Rhew, Chief Medical Officer and VP Healthcare, Worldwide Commercial Business for Microsoft weighs in during this interview with Healthtech magazine. He'll be part of our System Connections and Interoperability panel on September 2!

<https://healthtechmagazine.net/article/2020/03/microsofts-dr-david-rhew-3-tech-trends-shaping-senior-care>

Dr. Mona Siddiqui, MD, MPH, MSE was formerly the head of data for HHS, but has this year joined Humana as the SVP of Enterprise Clinical Strategy and Quality. She'll be on our panel September 2, but until then, you might enjoy this fireside chat she did with StartupHealth last year on the future of healthcare. <https://www.facebook.com/watch/?v=334964940526488>

Conference Moderator Jon Rousseau, President and CEO of BrightSpring Health Services, made headlines recently when his home health company merged with PharMerica, bringing together pharmacy with direct senior care. Check out his pioneering vision for the future of senior care.

<https://homehealthcarenews.com/2020/06/changemakers-jon-rousseau-president-and-ceo-brightspring-health-services/>

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How do you leverage work culture to make your senior care center a better workplace? Conference speaker and Trilogy Health Services CEO Leigh Ann Barney offers her take in this recent blog in McKnight's Senior Care News. <https://www.mcknights.com/marketplace/get-on-the-bus-workplace-culture-can-drive-success/>

How has the COVID-19 recession impacted your healthcare workforce? How has that stress affected the SDoH for those individuals? Conference speaker Alan Berube, Senior Fellow and Deputy Director of the Brookings Institution, writes about the subject in this latest Brookings Institute article <https://www.brookings.edu/research/who-are-the-workers-already-impacted-by-the-covid-19-recession/>

Nurses have always been hugely important to society. But that importance is increasing in the midst of a global pandemic. Conference speaker Christy Dempsey, Chief Nursing Officer Emerita at Press Ganey discusses Press Ganey's 2020 study that analyzes the impact of nursing during the challenges of Coronavirus. <https://www.healthleadersmedia.com/nursing/impact-nursing-excellence-pretty-much-everything-healthcare>

Want to know what AARP has cooking in its innovation labs? Take a peek! And look forward to hearing from conference moderator Jacqueline Baker, director of Innovation Programming in AARP's Innovation Labs at our conference. <https://technical.ly/dc/2019/10/23/aarp-innovation-labs-tech-innovation-initiatives-hatchery-chinatown/>

Katy Fike, partner in healthcare investors Generator Ventures, will be speaking in our panel on innovation and tech in senior care. If you're wondering where their "smart money" is being bet, check out the line up of Generator's startup portfolio! <https://generatorvc.com/portfolio>

While many communities are reeling from the multi-faceted impacts of COVID, one entrepreneur, Wendy Lea, started Energize Colorado. This bold new non-profit takes an unusually holistic SDoH approach to community support, offering an innovative mix of supports for the business community as well as the general public. Wendy will speak at our innovation panel. Stay tuned! <https://energizecolorado.com/>

Where are we on health data, electronic records, and the ability of patients to manage their own health history? Hear the answer from the source, conference speaker Dr. Fatima Paruk, Chief Medical Information Officer at Microsoft. <https://www.angelmd.co/en/blog/the-health-halo-fatima-paruk-of-microsoft>

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How is AI changing healthcare data? Conference speaker Tom Lawry, National Director of Artificial Intelligence at Microsoft, offers his predictions in this podcast for Marketscale. <https://info.marketscale.com/blog/how-ai-is-changing-healthcare-with-tom-lawry-of-microsoft>

Health at home for seniors, now more than ever. Here a recent podcast featuring our conference speaker, Stefani Benefield, SVP of Best Buy Health, on creating a better healthcare landscape for seniors.

<https://agenparl.eu/health-at-home-today-more-than-ever/>

How can we help isolated seniors survive and thrive during a pandemic? Conference speaker Ginna Baik, senior care practice leader at CDW Healthcare, says the answer is in collaborative technology. Check out her reasons in this article for Healthtech magazine.

<https://healthtechmagazine.net/article/2020/07/how-collaborative-tech-improves-senior-living-during-pandemic>

Conference moderator Brian Kane, chief financial officer of Humana, talks about why the company's innovative partnership with senior care clinics could be a growing new model in healthcare.

<https://healthpayerintelligence.com/news/humana-primary-care-clinics-boost-senior-patient-care-access>

What is Humana's strategy for a holistic approach to health? Take a minute to meet the conference speaker Caraline Coats, VP of Bold Goal and Population Health Strategy for Humana, as she discusses the future in this podcast. <https://www.youtube.com/watch?v=qMUTknhuFdM>

Humana isn't the only insurer out there working on SDoH issues. Anthem is on the case, too, with many innovative approaches. Check out conference speaker Alan Gilbert, VP of new business initiatives and drivers of health strategy, as he discusses their latest initiatives.

<https://www.youtube.com/watch?v=JQAE0iY8cxo>

How can payors help address food insecurity? Centene's innovative new food box project is one interesting new solution. Conference speaker Laura Sankey, VP of Product Strategy SDoH at Centene, and CEO of Social Health Bridge, explains. <https://healthpayerintelligence.com/news/building-cross-sector-partnerships-to-address-food-insecurity>

What are some of the leadership priorities for Kindred Healthcare?

Conference speaker Benjamin Breier, president and CEO of Kindred, talks them over in this recent interview with WAVE-TV. Look for him on our CEO panel, where he'll be talking with other industry leaders about innovating by using a systems approach in aligning incentives.

<https://www.youtube.com/watch?v=oJPHdAKvZR8>

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Gerard Colman is the new CEO of Baptist Healthcare Systems, and he'll be taking the conference stage with us on our CEO panel. If you're wondering what he's excited to tackle, check out this recent story that appeared when he took the helm. <https://www.medicalnews.md/gerard-colman/>

What could a focus on the senior care industry mean to Louisville? Learn the vision the city has from one of the founding fathers of the movement, Signature HealthCARE President and CEO, Joe Steier. Check him out in our CEO panel, too, where he'll be discussing innovation, and systems approach in aligning incentives. <https://www.lanereport.com/114285/2019/06/payoff-will-be-billions-if-louisville-can-be-best-at-aging-innovation/>

CareTech2.0 Pitch Company Alert: Take a look at Amava, a tech company that helps seniors tap into education opportunities, and discover their next. <https://www.globenewswire.com/news-release/2019/09/18/1917574/0/en/Amava-Announces-the-First-Unified-Platform-for-a-New-Generation-of-Empty-Nesters-and-Retirees-to-Discover-Their-Next.html>

CareTech2.0 Pitch Company Alert: Famileo is a European company that helps family members to send secure communications and photos to each other—perfect for keeping seniors in the loop. https://play.google.com/store/apps/details?id=com.entourage.famileo&hl=en_US

CareTech2.0 Pitch Company Alert: MyFamilyChannel battles social isolation for seniors through a ground-breaking, easy-to-use television interface. <https://myfamilychannel.com/>

CareTech2.0 Pitch Company Alert: Roster Health harnesses community healthcare to help improve patient outcomes. <https://rosterhealth.com/faqs>

CareTech2.0 Pitch Company Alert: TomBot brings robotic animals as comfort strategies for people undergoing medical difficulties. <https://tombot.com/>

CareTech2.0 Pitch Company Alert: Soundmind offers seniors and their families a voice activated care assistant that helps reduce social isolation. <https://www.soundmindinc.com/>

How has COVID affected the promise of telehealth? Conference speaker Russ Cox, president and CEO of Norton Healthcare, shares his opinions. <https://nortonhealthcare.com/news/norton-healthcare-ceo-discusses-telehealth-learning-from-crisis-and-more-in-podcast/>

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Conference speaker Phil Marshall, president and CEO of Hosparus Health, has a lot to say about persevering in the midst of COVID.

<https://www.courier-journal.com/story/opinion/2020/04/16/coronavirus-distributors-health-care-goods-helping-save-lives/5135557002/>

Did you know the largest nursing school in the nation is headquartered in Louisville? Check out this story, which features conference speaker Mark Vogt, president and CEO of Galen College of Nursing, talking about their plans for expansion. <https://www.prnewswire.com/news-releases/galen-college-of-nursing-to-create-regions-largest-education-facility-dedicated-solely-to-nursing-education-300898355.html>

Wondering what the long-term impact of COVID will be on the senior care industry? Signature HealthCARE chief medical officer Dr. Arif Nazir, one of our speakers for the Innovation Summit, discusses his predictions in this recent podcast interview with Skilled Nursing News. Give it a listen!

<https://skillednursingnews.com/2020/03/rethink-podcast-24-arif-nazar-of-signature-healthcare-and-amda/>

Is American healthcare in need of a reframe? One of our Innovation Summit speakers, Michellene Davis, EVP and chief corporate affairs officer for RWJ Barnabas Health, talks with the Docwirenews.com podcast about the changes COVID has wrought on the industry, and how organizations will be thinking creatively about disease prevention, the social determinants of health, combatting social isolation and more in the future.

<https://www.docwirenews.com/docwire-pick/how-covid-19-is-reframing-healthcare-in-america-with-michellene-davis-of-rwjbarnabas-health/>

Did you know that as many as 24 percent of adults over the age of 65 describe themselves as socially isolated? And that isolation often leads to statistically worse healthcare outcomes for these individuals? We'll be talking about on September 2 at the Summit but thought you might want to take a look at some of the compelling stats coming out in this January 2020 article in the Journal of Gerontology.

<https://academic.oup.com/psychsocgerontology/article/75/1/107/4953727>

We all know that the Social Determinants of Health (SDoH) affect patient's health outcomes. Opportunity for exercise, access to healthy food, healthy home environments, clean water, clean air, and access to healthcare can be a driving force in the well-being of seniors. But what is the responsibility of healthcare providers and senior care companies in driving SDoH? Humana CEO, Bruce Broussard addresses the business case for SDoH at the summit, and what it will mean to insurers and healthcare providers in the 21st century.

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Social Determinants of Health (SDoH) can determine 80 percent of a health outcome. What should insurers and healthcare providers do improve it for their patients? What kinds of societal changes should they advocate for, as companies? We'll be talking about this at the summit, but you can read up about some of the latest industry chatter here...

<https://www.modernhealthcare.com/patient-care/social-determinants-health-impact-members-health-outcomes-and-bottom-line>

Humana has been working on bold goals around SDoH for years. Take a look at their partnerships and community action report here!

<https://populationhealth.humana.com/2020-bold-goal-progress-report/>

What can we do to use nursing staff to improve the SDoH (Social Determinants of Health) for patients? We'll be talking about this at the summit, but this article touches on some of the issues.

<https://patientengagementhit.com/news/supporting-nurses-to-address-the-social-determinants-of-health>

Wondering who will be pitching in our CareTech 2.0 competition? Take a look at our lineup of promising new companies here (provide a link to the lineup)

How does Signature Healthcare battle social isolation for their residents? The answer lies in tech. <https://www.ltcrevolution.com/how-signature-healthcare-is-easing-nursing-home-isolation/>

Hosparus is using tech to think creatively about family connections. <https://hosparushealth.org/blog/telehealth-technology-allows-daughter-a-final-goodbye/>

Anthem is working on aligning health incentives around patient education. See how here. <https://www.anthem.com/press/california/anthem-blue-cross-and-joint-commission-align-quality-recognition-criteria-for-coordinated-care/>

Anthem has its own spin on healthcare trends beyond COVID. Check out their predictions here. <https://www.anthem.com/blog/living-healthy/healthcare-trends-2020/>

Remote PT for special populations during COVID. BrightSpring Health Services is thinking differently about service delivery. <https://www.brightspringhealth.com/blog/ellies-story/>

Passport announces its new Medicaid Hub in West Louisville, changing the face of healthcare access in the area. <https://passporthealthplan.com/wp-content/uploads/2020/03/Passport-Press-Release-3.5.20.pdf>

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