



The 5th Annual HIMSS Gulf Coast Chapters Conference (GC3)

November 15th – 17th, 2017

New Orleans Marriott

555 Canal Street, New Orleans, LA

Preconference Symposium: *Combating the Opioid Crisis*

Wednesday, November 15, 2017

1:30 PM - 4:30 PM CST

~Separate registration required. Space is limited~

This three-hour symposium will focus on the current opioid crisis and provide a forum for discussion of the current challenges that this epidemic presents and solutions that are being implemented here in the region. Speakers include:

- Danny Schneider, Rph, Tunnel of Hope
- Dr. Todd Burstain, Ochsner CMIO
- Dana Crenshaw, Director, Mississippi Prescription Monitoring Program
- Dr. Rayvelle Stallings, Chief Medical Officer, VP of Government Programs, DST Health

REGISTRATION INFORMATION

GC3 Attendees: Registration FREE with your GC3 registration

Symposium Only: \$25

[Register HERE](#)



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GC3 Conference – Day 1

Thursday, November 16, 2017

- 7:30 am - Registration Open
- 7:45 am C Suite Breakfast (invitation only)
Sponsored by Postlethwaite & Netterville
- 9:00 am State Department of Health Panel
*Dr. Esteban Gershanik, CIO and Director of Bureau of Health Informatics,
Louisiana Department of Health
Meg Pearson, PharmD, MS, Pharmacy Director, Mississippi State Department of
Health
Michael Smith, Telehealth Director, Alabama Department of Health*
- 10:00 am- Vendor Hall Open
5:00 pm
- 10:15am Digital Empathy in the 21st Century
Dr. Mazi Rasulnia, President, Pack Health, LLC
- 10:15am The Future of the ACO and Bigger Demand for Docs
Lincoln Godfrey, DO, CMIO, Truitt Health
- 11:30am Designing a User Experience that Drives Patient Engagement



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David Issa, Chief Experience Officer, PointClear Solutions

- 11:30am – 1:30 pm** **Lunch available**
- 12:30 pm** **Reducing Preterm Births and the Progression of Diabetes in the Mississippi Delta**
Shenetta Drone, AVP of Health Information Technology Programs, Delta Health Alliance
- 1:45 pm** **Improving Patient Experience in the Era of Consumer-Driven Healthcare**
Maureen Williams, Marketing Solutions Manager, MEDITECH
- 1:45 pm** **Managing Risk: The Challenges of Complex Health and Social Needs Patients**
Christie Lawrence, Vice President, MPR, XDRA Health Solutions
- 3:00 pm** **Powering Low-Cost Virtual Visits and Telehealth Platforms Using Skype for Business**
Charlotte Hovet, MD, MMM, Medical Director, Healthcare Solutions & Consulting, NTTData Services, LLC
- 3:00 pm** **Learning to Walk Before You Run: Analytics Strategies to Optimize Health Data Utilization**
James Deren, PMP, CPHIMS, Senior Healthcare IT Strategist, CareTech Solutions



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- 4:15 pm** **Keynote Speaker**
Dr. Vindell Washington, Former National Coordinator for Health Information Technology (ONC), Clinical Thought Leader and Spokesperson for Blue Cross Blue Shield of Louisiana
- 5:30 pm – 7:00 pm** **Sunset Social – Vendor Hall**

GC3 Conference – Day 2

Friday, November 17, 2017

- 7:30 am -** **Registration Open**
- 8:00 am-** **Vendor Hall Open**
11:00 am
- 8:00 am** **IT Governance: Principles, Policies and Process**



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*Tom Gerace, Assistant Vice President for Enterprise Services and Deputy CTO,
Tulane University*

- 8:00 am** **Are Compliance and Quality Communicating?
Navigating the Quality Payment Program**
*Dirk Rhodes, Director of Quality Reporting and Compliance,
XDRA Health Solutions*
- 9:00 am** **Coffee and Beignets – Vendor Hall**
- 9:45 am** **Investigating Barriers to Increased Use of Electronic Health Records
in Rural Mississippi**
*Monte Luehlfing, DHA, PMP, Adjunct Faculty,
University of Mississippi Medical Center*
- 9:45am** **The Art of Performing Risk Assessments**
Uday Ali Pabrai, CEO, ECFirst
- 11:00 am** **CIO Panel**

Bennett Cheramie. VP of IT, Baton Rouge General Medical Center, Baton Rouge, LA
Vance Green, CTO, Forrest General Hospital, Hattiesburg, MS
Chris Davis, CMIO / CIO, Brookwood Baptist Health, Birmingham, AL

Moderator: Chris Belmont, Former VP & CIO, MD Anderson and Ochsner Health System
- 12:00 pm** **Closing Comments**