

MARCH 3-4, 2021

2021 MISSISSIPPI TELEHEALTH EXPO

Mississippi Telehealth Association



March 3, 2021

- 12:00 ● **Welcome**
- 12:15 ● **Telehealth Utilization Among Mississippi Employers**
Murray Harber, Ryan Kelly, Maury Hull, Brandy Grovich, Alison Tyler, Melissa Robbins
- 1:15 ● **Digital Therapeutics**
Dr. Randy Vogenberg
- 1:45 ● **Review of Proposed 2021 Telehealth Policy / Legislation**
Ryan Kelly
- 2:00 ● **Transforming School Health with Telehealth**
Michael Summers, Shannon Fryery, Robert Weathersby
- 2:45 ● **Telehealth Coding Update**
Shannon Fryery, Jennifer Grant
- 3:30 ● **How to Leverage Wireless Technologies to Meet Your Operational, Security, and Contact Tracing Needs**
Brian Dalhover
- 4:00 ● **Industry Overview and Outlook for Funding and Growth**
Brian Donahue, Angela Connor, Matt McCormick
- 4:30 ● **Adjourn**



March 4, 2021

12:00



Welcome

12:15



Virtual Telehealth Technology Showcase

Jordan Berg, Doris Barta

1:45



2020 Most Active Telehealth Services for UMMC

Dr. Tearsanee Davis

2:45



C Spire Health Partnership with Vivify Health for RPM and CCM

Jack Bobo, John Rogers

3:30



Howard Industries Telehealth Cart Demo

Michael Baker

4:15



Adjourn



Telehealth Utilization Among Mississippi Employers

This session will provide a general overview of the growth of telehealth utilization, analyze the results of the recent Mississippi employers telehealth survey, discuss telehealth success stories by Mississippi employers, and highlight the future of digital health and digital therapeutics.

Presenters: Murray Harber, Ryan Kelly, Maury Hull, Brandy Grovich, Alison Tyler, Melissa Robbins

Digital Therapeutics

Digital therapeutics are easily scalable technologies that impact complex healthcare challenges by increasing patient access to safe and effective therapies, providing real-world insights and data for patient care, and allowing providers to use technology for treating a variety of conditions. This presentation will explain how digital therapeutics are influencing the healthcare sector and how providers can utilize these tools to best care for their patients.

Presenter: Dr. Randy Vogenberg

Review of Proposed 2021 Telehealth Policy / Legislation

This session will explore proposed policy and legislation respective to the 2021 state legislative session.

Presenter: Ryan Kelly

Transforming School Health with Telehealth

This session will feature a panel of speakers discussing their pursuit of school-based telehealth programs and the benefit that they have shown for increases to access to care.

Presenters: Michael Summers, Shannon Fryery, Robert Weathersby



Telehealth Coding Update

This session will provide an update to common in-patient and out-patient telehealth billing codes and requirements for reimbursement.

Presenters: Shannon Fryery, Jennifer Grant

How to Leverage Wireless

Technologies to Meet Your Operational, Security, and Contact Tracing Needs The COVID-19 pandemic has not only underscored the increased strain on networks but also the need for contact tracing capabilities. This session will dive into methods that you might consider implementing for COVID-19 response as well as provide an update on wireless technologies you can employ that meet the ongoing operational, security, and emerging response needs at your facilities. This session will also explore the day-to-day struggles impacting healthcare networks, including three common Wi-Fi planning mistakes to avoid and steps to optimize design for connected care environments, both wired and wireless.

Presenter: Brian Dalhover

Industry Overview and Outlook for Funding and Growth

This presentation will describe the national outlook for the telehealth industry, featuring trends among users and health system partners. The presentation will also discuss American Well's work with telepsychiatry and opportunities for grant funding and preparation.

Presenters: Brian Donahue, Angela Connor, Matt McCormick



Virtual Telehealth Technology Showcase

This presentation from the National Telehealth Technology Resource Center will demonstrate innovative technologies and approaches to telehealth and telemedicine.

Presenters: Jordan Berg, Doris Barta

2020 Most Active Telehealth Services for UMMC

This presentation will highlight 3 of the most active Telehealth services for UMMC Center for Telehealth.

Presenter: Dr. Tearsanee Davis

C Spire Health Partnership with Vivify Health for RPM and CCM

This session will provide an overview and demonstration of a telehealth encounter using remote patient monitoring and chronic care management services with C Spire Health in partnership with Vivify Health.

Presenters: Jack Bobo, John Rogers

Howard Industries Telehealth Cart Demo

This session will provide a demonstration and overview of the carts that are used for telehealth connectivity across the world.

Presenter: Michael Baker





Murray Harber

Executive Director | Mississippi Business Group on Health

Murray is the Executive Director of the Mississippi Business Group on Health, a coalition of more than 70 Mississippi employers that seek continuous improvement in the quality and cost effectiveness of health and health care. He is a Board member and Fellow of the Employer-Provider Interface Council which is part of the Hospital Quality Foundation. Murray began his career serving as a strength and speed coach before moving into employer health management where he put in some of the early onsite clinics and wellness centers in the employer setting. During his career he has developed award winning employer health and wellness programs including at Southern Farm Bureau Life Insurance Company (SFBLI), the University of Minnesota, Hennepin County, MN, Park Nicollet Health Services, and UAW Ford Motor Company. He is a columnist for the Mississippi Business Journal, HR Professionals Magazine, and is a national speaker on employer health and wellbeing, value-based benefit designs, and human performance. Murray has a Bachelor of Science Degree in Education majoring in Human Performance and Sports Studies from the University of Tennessee at Knoxville.



Ryan Kelly

Executive Director | Mississippi Telehealth Association

Ryan Kelly, MS, is a Mississippi native and founder/CEO of Horizon Professional Services. In this role, he serves as the executive director of the Mississippi Telehealth Association. He previously served as Chief Advancement Office for William Carey University and Director of External Relations for The University of Southern Mississippi College of Health. Kelly earned a bachelor's of science with honors from The University of Southern Mississippi in 2005 and a master's of science with honors from Mississippi College in 2007. He is a graduate of the Area Development Partnership's Leadership Pinebelt, the Mississippi Economic Council's Blueprint Mississippi committee, the Association of Fundraising Professionals, and the Mississippi Society of Association Executives. In addition to professional activities, Kelly also serves as a deacon at Temple Baptist Church,, member of The Gideon's International, Pi Kappa Phi Alumni Association, the United Way of Southeast Mississippi, and others. His areas of professional interest and expertise include healthcare, education, business, technology, economic development, and politics.



Maury Hull, PHR

Vice President of Human Resources | Hol-Mac Corporation

Maury Hull is Vice President of Human Resources for Hol-Mac Corporation and the elected President of MASI, the Mississippi Association of Self-Insurers. MASI is a statewide organization which represents the interests of self-insured employers in workers' comp and health issues. Maury started his career working as a lobbyist, spending ten years at our state capitol. He has been working in the human resources field for the past eighteen years. Maury joined the Hol-Mac Corporation HR team in 2005 as the Human Resources Director at HMC 's sister manufacturing facility; Anel Corporation in Winona Miss. Maury was promoted in 2010 to Corporate Vice President of Human Resources, directing the Human Resources agenda of five manufacturing facilities located in Mississippi.



Brandy Grovich

Manager, Health & Safety | Levi Strauss & Co.

Brandy has been with Levi Strauss & Company since August 2005. In her role as Manager, Health & Safety Americas she provides support for U.S. Customer Service Centers and various other business units including corporate offices and retail stores. Prior to joining LS & Co., Brandy was the Practical Nursing Program Director for Copiah-Lincoln Community College and was awarded the NISOD Teaching Excellence award. She is an American Heart Association Instructor, a member of the American Association of Occupational Health Nurses and serves on the Board of Directors for the Mississippi Business Group on Health. Brandy holds a nursing degree from Alcorn State University, a bachelor's degree in Healthcare Management from Bellevue University and a master's degree in Occupational Health and Safety/ Environmental Management from Columbia Southern University. Brandy enjoys volunteering with the Canton Distribution Center Community Involvement Team and the local Habitat for Humanity. She has also volunteered her time in Andhra Pradesh, India working with local organizations to provide necessities to poverty-stricken areas of India.



Alison Tyler

Executive Vice President and Chief Human Resources Officer | BankPlus

Alison Tyler is the Executive Vice president and Chief Human Resources Officer for BankPlus and holds 20 years of Human Resources expertise with a demonstrated history working with talented professionals in banking, accounting, and healthcare. She is skilled in employee development, talent management, wellness programs, employee benefit design, compensation, and salary administration. Alison's experience also includes mergers and acquisitions, recruiting methodologies, employee relations, and Human Resources compliance with multi-state employment regulations. Alison attended the University of Southern Mississippi and holds a degree in Social Science with a minor in Psychology. Alison has a passion for helping people and is a certified PHR® Human Resources professional. She is a member of the Society for Human Resources Management (SHRM) and the Capital Area Human Resources Association (CAHRA). Alison currently serves on the MS Bankers Association HR Committee and on the Board of the Mississippi Telehealth Association.



Melissa Robbins, , SHRM-CP, PHR, CBP, FLMI, ACS

Benefits Coordinator/Human Resources | Southern Farm Bureau Life Insurance

Melissa Robbins is the Human Resources Supervisor at Southern Farm Bureau Life Insurance Company in Jackson. She received a Bachelor of Business Administration from The University of Mississippi. Melissa has earned the SHRM Certified Professional (SHRM-CP) certification and the Professional in Human Resources (PHR) certification. Other credentials held by Melissa include the Certified Benefits Professional (CBP), Fellow Life Management Institute (FLMI) designation and the Associate Customer Service (ACS) designation. With over fifteen years of experience, she is responsible for benefits, recruiting, employee relations, and many other human resources related duties. Melissa is currently the Past President for the Capital Area Human Resources Association, and has previously served in many other roles. She has also served on the board, including President and Employer Director, for the Mississippi Association of Colleges and Employers. Melissa is involved with her church, Pinelake and serves as a committee member for the Make-A-Wish of Mississippi Evening of Wishes. She is also a member of the Junior League of Jackson. Melissa lives in Brandon with her husband Kevin and sons K.J. and Kole.



Randy Vogenberg, PhD

Principal | Institute for Integrated Healthcare

Dr. Randy Vogenberg, Principal, Institute for Integrated Healthcare (IIH) is a national thought leader and health care expert on health care delivery & economics, and employer focused healthcare business relationships driving innovative solutions. He founded WellSpent to link business & economic development with healthcare through the Employer-Based Interface Council "EPIC" and serves as its Founding Board Chair. His broad hospital and managed care expertise includes future trends around financing, market excellence, digital and genomic or digital health, and delivering on commitments about benefit or value based coverage design. Work with employer groups nationally led Randy to partner as Co-Leader on the National Employer Biologics & Specialty Pharmacy Initiative through the Midwest Business Group on Health. As a thought leader & healthcare insider Dr. Vogenberg is a highly requested speaker on applied health research along with employer insurance trends. He has authored books or publications on self-funded health benefits, managed markets, hospitals, & integrated medical-pharmacy benefit management. His academic relationships today include Rutgers Univ. H.O.P.E. Center, and Adjunct Professor at both the University of Rhode Island & the Univ.of Illinois-Chicago.



Robert Weathersby, RN-BSN

Director of Clinical Outreach | St. Dominic Hospital

Robert is a native of Jackson, Mississippi. He currently resides in Clinton, Mississippi with his wife and two daughters. Robert received a Bachelor's of Science degree from The University of Southern Mississippi, Associate Degree Nursing from Hinds Community College, and a Bachelor's of Science in Nursing from Mississippi University for Women. He is currently working on his Masters in Healthcare Administration at the University of Mississippi Medical Center. Robert has worked in various health care roles including behavior health, cardiology, intensive/critical care, neurology, and community health. Robert has been with St. Dominic's Hospital for 13 years. He serves as the Director of Clinical Outreach & Telehealth. He oversees seven specialty clinics in various rural areas across the state. Robert works with a group of physicians to facilitate these outreach clinics. Four of these locations have been enhanced to provide tele-clinic options to patients in the community. Most recently, Robert has begun work on several pilot school telehealth programs. Robert also heads up the Healthy Heart and Lung Cancer Screening Programs at St. Dominic's Hospital, which have had tremendous growth over the years.



Shannon Fryery, FNP-BC

Director of Telehealth | North Mississippi Health Services

Shannon Fryery, FNP-BC currently serves as the Director of Telehealth for North Mississippi Health Services. In this dual role, she is both administrator and provider as Family Nurse Practitioner for Infectious Disease. Her passion to improve access to care for her own patients and desire to integrate specialties sparked the desire to lead the program for the hospital system. She is responsible for training and recruiting staff, standardizing processes, exploring growth opportunities and on boarding providers. She has held numerous management and leadership roles for NMHS including Director of Nursing Support with focus on Nursing Leadership, Education, Recruitment, Informatics, Pharmacy Partnership, Accreditation and Safety for the Tupelo campus and coordination of their meaningful use implementation and attestation. Shannon has 22 years of nursing experience including public health care, women's healthcare, pediatric health care and infectious diseases. Shannon has written and implemented eight grants and co-authored NMHS' Category 4 application for the Malcolm Baldrige National Quality Award, which the organization won in 2012. Shannon received her Bachelor of Science degree from Mississippi University for Women and her Master of Science degree in nursing from The University of Southern Mississippi. She is past board member of Mississippi Nurses Foundation, past board president of the North Mississippi Affiliate Susan G. Komen for the Cure and past president of the Mississippi Statewide Immunization Coalition.



Michael Summers, BSRT (R) (CT), CNMT, RVS, RCS

Administrative Executive Director | Choctaw Regional Medical Center

Mike is a lifelong resident of Mississippi who has worked in healthcare for 16 years in a variety of capacities including: imaging, pharmacy, healthcare data analytics, telehealth, and administration. Currently, he works as the Administrative Executive Director of Choctaw Regional Medical Center where he oversees ancillary services including radiology, lab, respiratory, pharmacy, telehealth, an infusion center, and an Outpatient Specialty Clinic. Mike has a passion for rural healthcare and joins us from Ackerman, MS.



Jennifer Grant

Office Director | Mississippi Division of Medicaid

Jennifer Grant is an Office Director at the Mississippi Division of Medicaid (DOM) in the Office of Medical Services, where she oversees many medical program areas and contracts. Mrs. Grant began her employment with DOM in June of 2008. The Office of Medical Services is responsible for: Ambulatory Surgical Centers, Dental and Orthodontia, Dialysis, Durable Medical Equipment, Early and Periodic, Screening, Diagnostic, and Treatment (EPSDT) services, Expanded EPSDT benefits, Federally Qualified Health Centers (FQHCs), Hearing, Home Health, Laboratory, Physician/Nurse Practitioner/Physician Assistant services, Preventive Health Services, Private Duty Nursing (PDN), Radiology, Speech/Physical/Occupational Therapies, Telemedicine, Transplant, Transportation (Emergency and Non-Emergency), and Vaccines for Children (VFC). Additionally, the Office oversees the Utilization Management and Quality Improvement Organization (UM/QIO) contract for DOM, as well as the Non-Emergency Transportation (NET) Broker contract.University.



Brian Dalhover

Director, Solutions Engineering & Healthcare Services | ENA

Brian joined the ENA family in 2014 as a national solutions engineer after an 11-year career in the carrier industry where he worked in field operations, engineering, project management, and sales engineering. With more than 15 years of experience in the telecom industry, Brian has a strong background in both technology and business. Now, as the director of solutions engineering, Brian manages and champions a team of technical solutions engineers to match solutions with customer requirements across the ENA national network footprint. Brian has also taken an active role in developing policies and strategies to improve organizational operation, drive exceptional customer support, and ensure company goals and initiatives are realized



Brian Donahue, MHA

Director, Provider Solutions | Amwell

Brian has 15 years of healthcare experience with the past 6 coming in the telehealth industry. Brian joined Amwell in 2015 where he served as program manager helping to implement and expand Amwell with key strategic clients. He is currently working with provider organizations to help select the appropriate technology to expand their telehealth footprint and improve operational efficiencies. Prior to Amwell, Brian worked with health systems across the country to optimize their EHR systems. Brian holds a Bachelor of Arts degree in Psychology from Amherst College and a Masters in Health Services Administration from the University of Michigan. Brian lives in Boston, MA with his wife Jessica



Angela Connor, MA

Director, Grants & Public Funding | Amwell

Angela has over 20 years of experience in healthcare-focused, non-profit fundraising, including 18 years as a healthcare grant writer. Through this work, Angela has secured nearly \$75 million dollars in funding from federal, state, and foundation sources for clients throughout the country, including close to \$10 million from the USDA's Distance Learning & Telemedicine Program alone. Angela has also provided grant training for health care professionals on multiple occasions and has highlighted grant-funded programs through articles published in the Journal of Health Care for the Poor and Underserved and The Remington Report, among others. Angela's expertise in health care grant funding led her to establish the Grants and Public Funding Program at Amwell in 2018. Through this program, Angela and her team assist health care organizations in securing federal, state and foundation funding to support their telehealth strategies. Angela lives in North Carolina with her husband and their 16-year-old daughter.



Matt McCormick, MPH, M.Ed.

Vice President | Amwell Psychiatric Care

Matt has over 25 years of healthcare experience, spending the past nine years in the telemedicine industry. Matt joined Amwell Psychiatric Care (formerly Aligned Tele-Health) in 2019 to lead national business development initiatives in large acute care and integrated delivery network (IDN) facilities. Prior to joining Amwell / Aligned, Matt served as the head of sales for Forefront Telecare and was the Senior Vice President of Sales for SOC Telemed. Matt also held the VP of Sales position with SEERHealth and REACH / In-Touch Health. During his tenure in the pharmaceutical industry, Matt led hospital sales for Novartis Pharmaceuticals and Pfizer Pharmaceuticals. Matt holds a dual master's degree in Public Health and Education from the University of Georgia.



Doris Barta

Director | National Telehealth Technology Assessment Center

Doris T. Barta is the Director of the National Telehealth Technology Assessment Center (TTAC), one of two National Telehealth Resource Centers. TTAC provides in-depth objective assessments for all types of telehealth technology and publishes the results of those assessments, as well as provides technology showcases during regional TRC conferences throughout the US. Ms. Barta has worked in the telehealth field since 1992, serving in the capacity of a telehealth network director as well as in the role of fund development for telehealth. Ms. Barta also served as the Principal Investigator for the Northwest Telehealth Resource Center for 10 years, advance the development, implementation, and integration of telehealth through sharing information, leveraging resources and creating a synergistic telehealth community. The NRTRC represents seven western states (Alaska, Idaho, Oregon, Montana, Utah, Washington and Wyoming). Through her wealth of experience in program planning and operations, Ms. Barta continues to assist healthcare organizations, networks, and providers implementing cost-effective telehealth programs serving rural and medically underserved populations, with a special emphasis on program development through shared training and expertise.



Jordan Berg

Technology Assessment Specialist | National Telehealth Technology Assessment Center

Jordan Berg is the Technology Assessment Specialist at National Telehealth Technology Assessment Center (TTAC). Jordan has over thirteen years of hands on experience working with the Alaska Tribal Health System in both administrative and technical roles with ten of those years working in telemedicine. Jordan is passionate about working with people, helping them to understand, evaluate, and assimilate telemedicine technology.



Dr. Terasanee Davis

Director for Clinical and Advanced Practice Operations | Center for Telehealth at UMMC

Dr. Tearsanee Davis is the Director for Clinical and Advanced Practice Operations for the Center for Telehealth at the University of Mississippi Medical Center in Jackson, Mississippi. She is responsible for the oversight of all clinical programs in the Center for Telehealth. With over 19 years of nursing experience, Dr. Davis has worked in various healthcare settings, which include private practice, community health, emergency medicine, and academia. She is a member of numerous professional organizations and participates in committees that promote the profession of nursing and takes great joy in mentoring young nurses. She is the Principal Investigator for the Mississippi Diabetes Telehealth Network and the Southwest Mississippi Telehealth Initiative. Dr. Davis received her Doctorate of Nursing Practice (DNP) from the University of Alabama at Birmingham in 2010, Master's degree (MSN) with a focus in Family Nurse Practitioner from Alcorn State University in 2005. She received her Bachelor of Science degree in Nursing (BSN) from the University of Southern Mississippi in 1997.



John Rogers
Regional Sales Director | Vivify Health

John Rogers is the Regional Sales Director at Vivify Health. He has 30+ years of experience in Hospital Medical Sales & Consulting, Remote Patient Monitoring, Medical Capital Equipment, Disposables, Secondary Alarm Notification, In-Building Communication, SaaS & EMR Integration.



Jack Bobo
C Spire Telehealth

Jack is a lawyer and Business Consultant from Clarksdale. He received Accounting and Law degrees from The University of Mississippi, graduating from Law School in 1978. His family has lived in the Mississippi Delta for 9 generations. In his 40+ years as a business developer he has utilized technology to advance companies in various business sectors including the toy industry, the oil field drill bit industry, and, most recently, the Assisted Living industry. In the 13 years he spent with rural chronic Assisted Living residents, Jack became an avid proponent of Telehealth and after a short retirement, began his present work with C Spire Telehealth in its quest to advance healthcare technology in Mississippi. Jack is author of the book, “Enjoying God” first published in 2015.



Michael Baker

Telehealth Solutions Specialist | Howard Technology Solutions

Michael Baker is a Telehealth Solutions Specialist for the Medical division of Howard Technology Solutions based in Ellisville, MS. He has a Bachelors of Business Administration from the University of Southern Mississippi and over 13 years of experience in the healthcare industry with a focus on medical technology at the Point of Care. His responsibilities include the evaluation and guidance on the development of telehealth solutions to meet the growing demand for virtual care.



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