



NC HEALTH  
INNOVATION  
DISTRICT

# DIGITAL HEALTH SUMMIT

FEBRUARY 7-8, 2024 Accelerating Health  
Innovation Adoption  
CHARLOTTE, NC



# Thank you to our Sponsors + Partners



Northeastern University  
**Charlotte**



**INNOVATE  
CAROLINA**



# JOIN THE NCHID TODAY FOR **FREE!**

1 Engage with the Digital Health Community

2 Participate in Communities of Practice

3 Access market resources and insights



Scan to join!



# AGENDA

## February 7

**8:00 - 8:45**

Breakfast + registration

**8:45 - 9:00**

Welcome + Opening Remarks

**9:00 - 9:45**

From Healthcare to Health

**9:45 - 10:45**

**SESSION 1** | Integrating Into the Healthcare Ecosystem

**10:45 - 11:45**

**SESSION 2** | Innovating the Business Model

**11:45 - 12:45**

**SESSION 3** | Driving Successful Adoption and Usage

**12:45 - 1:45**

Lunch + Networking

**1:45 - 2:45**

**SESSION 4** | Demonstrating Impact

**2:45 - 3:45**

**SESSION 5** | From Healthcare to Health

**3:45 - 4:00**

BREAK

**4:00 - 4:45**

THE FUTURE OF HEALTH

**4:45 - 5:00**

Wrap Up

**5:30 - 7:30**

Digital Health Happy Hour + Startup Pitches + Tech Showcase

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## February 8

**9:00 - 12:00**

Matchmaking

8:45

WELCOME

8:45

## WELCOME



**CINDY HALLBERLIN, JD**

Chair of the Summit and Head of  
Partnerships

**DHIT**

Welcome to the NCHID 2024 Digital Health Summit.

We're excited for the opportunity to **Convene,  
Connect and Collaborate.**

We have an amazing program today and look  
forward to engaging everyone to build a rising tide.



8:45

## WELCOME



### Northeastern University **Charlotte**



#### **LESLIE SYKES**

Director, Strategic Partnerships

**Northeastern University,  
Charlotte**

**Designed to improve health outcomes, in Charlotte and beyond**

In Charlotte, a region with a fast-growing healthcare sector, we're focused on one goal: working alongside our many partners in the Charlotte community to help people live not just longer, but healthier, lives.

# PURPOSE + GOALS

Our mission is to bring the NC ecosystem and beyond together with the purpose of knowledge share and insight creation

## CONVENING

Creating knowledge together by coordinated discussions

Events and programs drive community engagement

## CONNECTING

Establishing a level of appreciation and trust that more powerful together than individually (force multiplier)

Collaboration Platform drives member engagement

## COLLABORATING

Taking all the knowledge and put to use by our Communities of Practice

Communities of Practice allow for matching of supply and demand



# A Big Thank You to Our Summit Organizing Committee

**Rosie Fitzgerald** Senior Designer, DHIT

**Matthew Floyd** Charlotte Chapter Director, DHIT

**Cindy Hallberlin** Head of Partnerships, DHIT

**Jennifer Levy** Director of Education and Training, DHIT

**Joshua Malaguti** Program Coordinator, DHIT

**Rick Melnyck** Chief Operating Officer, DHIT

**Lee Phillips** CEO, Bluedoor + DHIT Board Member

**Kevin Tugman** Chief Creative Officer, DHIT

**And to our many DHIT interns, volunteers and ecosystem partners!**

# Thank you to our sponsors & Partners



# LOGISTICS + HOUSEKEEPING

**12:45 - 1:45**

Lunch + Networking

**3:45 - 4:00**

Break

FIND THE  
FULL AGENDA  
IN THE  
BROCHURE



## WIFI

- › Select NUwave-guest
- › Click Sign-In Options
- › Add One Day Conference Login Code:  
**conf219776**

9:00

# FROM HEALTHCARE TO HEALTH

*This discussion will explore the rapidly changing landscape of healthcare, the emerging technology and capabilities that are driving the changes, and a vision of what a future health system could look like.*

9:00

## FROM HEALTHCARE TO HEALTH



**DON JONES, JD, MBA**

Operating Partner  
**Takeda Digital Ventures**



**MICHAEL LEVY, MBA**

CEO + Co-founder  
**DHIT**

9:45 SESSION 1

# INTEGRATING INTO THE HEALTHCARE ECOSYSTEM

*Dive into the complexities and challenges associated with selling digital health solutions into points of care across the healthcare system.*

9:45

SESSION 1

INTEGRATING INTO THE HEALTHCARE ECOSYSTEM



**TRUDY BUCKINGHAM,  
MSPH**

Executive Director, Patient-  
Focused Implementation Science  
**Gilead Sciences Inc.**

Gilead Sciences, Inc. is a biopharmaceutical company that has pursued and achieved breakthroughs in medicine for more than three decades, with the goal of creating a healthier world for all people.

Gilead Sciences, Inc. is committed to advancing innovative medicines to prevent and treat life-threatening diseases, including HIV, viral hepatitis, COVID-19, and cancer.

9:45

**SESSION 1**

**INTEGRATING INTO THE HEALTHCARE ECOSYSTEM**

moderator



**TRUDY BUCKINGHAM,  
MSPH**

Executive Director, Patient-  
Focused Implementation  
Science

**Gilead Sciences Inc.**

panelists



**SPENCER DORN, MD,  
MPH, MHA**

Vice Chair & Professor  
of Medicine

**UNC-Chapel Hill**



**JENNIFER  
MCCAFFERTY-  
FERNANDEZ, PHD**

Senior Vice President, External  
Affairs, Chief of Staff to CEO  
**Nicklaus Children's Health  
System**



**MICHAEL VACCARO,  
DNP, RN, BSN,  
MHA/MBA, CENP**

Senior Vice President of Acute  
Inpatient Nursing  
**Novant Health**

9:45

## SESSION 1

# INTEGRATING INTO THE HEALTHCARE ECOSYSTEM



**SPENCER DORN, MD,  
MPH, MHA**

Vice Chair & Professor  
of Medicine  
**UNC-Chapel Hill**

### MUST HAVES

- › Know the **PROBLEM** you're solving
- › Know **WHO** you're solving for and why
- › Know how you **FIT** into the system

### RED FLAGS

- › Trying to solve **too many** problems
- › ROI is **too far** into the distance
- › Technology **in search** of a problem



9:45

## SESSION 1

# INTEGRATING INTO THE HEALTHCARE ECOSYSTEM



### JENNIFER MCCAFFERTY- FERNANDEZ, PHD

Senior Vice President, External  
Affairs, Chief of Staff to CEO  
**Nicklaus Children's Health  
System**

### MUST HAVES

- › Know the **regulatory path** needed
- › Know the **funds flow** mapping
- › Know whether to **partner or sell**

### RED FLAGS

- › Proof of Concept **looking** for validation
- › Value story is **undefined**
- › **Confusion** as to what type of relationship you are seeking.

9:45

## SESSION 1

# INTEGRATING INTO THE HEALTHCARE ECOSYSTEM



### MICHAEL VACCARO, DNP, RN, BSN, MHA/MBA, CENP

Senior Vice President of Acute  
Inpatient Nursing  
Novant Health

## MUST HAVES

- › A solution built for the **End User**
- › A solution that integrates into the **EHR**
- › A solution that delivers **cost reduction** to the system

## RED FLAGS

- › A solution with **limited** end user engagement
- › A **standalone** solution that requires duplicative workflows
- › A solution that drives revenue but **does not** adjust cost

10:45 SESSION 2

# INNOVATING THE BUSINESS MODEL

*An analysis from health tech investors on what business models drive success  
and how innovators can focus their efforts in a competitive marketplace.*

10:45

**SESSION 2**

**INNOVATING THE BUSINESS MODEL**

# Microsoft for Startups

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**SALLY ANN FRANK, MS,  
MBA**

Worldwide Lead, Health and Life  
Sciences

**Microsoft for Startups**

## **Build the future**

Microsoft for Startups Founders Hub helps startups radically accelerate innovation by providing access to industry-leading AI services, expert guidance, and the essential technology needed to build a future-proofed startup.

10:45

**SESSION 2**

**INNOVATING THE BUSINESS MODEL**

moderator



**SALLY ANN FRANK,  
MS, MBA**

Worldwide Lead, Health and  
Life Sciences

**Microsoft for Startups**

panelists



**ELENA BRONDOLO,  
MPH, MBA, EDD**

Director, Future of Healthcare  
Founder Residency

**Northeastern University**



**LINDSAY DENEAULT,  
MBA**

AVP, Partnership Development

**Atrium Health**



**CLAIRE ELIZABETH  
SMITH**

Principal

**SpringTide Ventures**

10:45

## SESSION 2

# INNOVATING THE BUSINESS MODEL



**CLAIRE ELIZABETH SMITH**

Principal  
**SpringTide Ventures**

### KEYS TO SUCCESS

- › Know the difference between “Nice to” vs “Need to” Haves
- › Know the sales cycle of your customer
- › Have an answer for integration into workflows

### RED FLAGS

- › Flexing what the solution can do and not what benefit it delivers
- › Short on cash and long on runway
- › Expects the system to adopt vs. built for the system

10:45

## SESSION 2

# INNOVATING THE BUSINESS MODEL



### ELENA BRONDOLO, MPH, MBA, EDD

Director, Future of Healthcare  
Founder Residency  
**Northeastern University**

#### CASE STUDY

### MOTHER OF FACT

Integrated nutrition therapy for fertility,  
pregnancy + postpartum patients

#### Business Model

- › Digital nutrition care by credentialed RDs
- › New revenue stream
- › Interoperability
- › Covered by commercial + Medicaid

10:45

**SESSION 2**

**INNOVATING THE BUSINESS MODEL**



**ELENA BRONDOLO,  
MPH, MBA, EDD**

Director, Future of Healthcare  
Founder Residency  
**Northeastern University**

CASE STUDY

**THE PROBLEM WITH PLATFORMS**

Platform tech company to streamline  
provider onboarding

**Business Model**

- › Upfront implementation fee
- › Annual subscription
- › Customer ROI based on efficiency gains + digitalization



10:45

## SESSION 2

# INNOVATING THE BUSINESS MODEL



**LINDSAY  
DENEAULT, MBA**

AVP, Partnership  
Development  
**Atrium Health**

## THE FUTURE OF HEALTH FOUNDATION PILLARS

- › Build for patients, physicians and clinicians
- › Design with an equity lens
- › Recenter care around the patient-physician relationship
- › Improve and adopt payment models that incentivize high-value care
- › Create technologies and policies that reduce fragmentation
- › Scale evidence-based models quickly

## ENVIRONMENTAL VARIABLES

- › Payment arrangement
- › SDOH of patient population
- › Clinical use case
- › Virtual care modality

## VALUE STREAM

- › Clinical outcomes, quality and safety
- › Access to care
- › Patient, family and caregiver experience
- › Clinician experience
- › Financial and operational impact
- › Health equity

11:45 SESSION 3

# DRIVING SUCCESSFUL ADOPTION AND USAGE

*Understand the challenges to adopt solutions from real patients and caregivers.*

**KEVIN HAGAN, MA**

President & CEO  
PAN Foundation

“We help underinsured people with life-threatening, chronic, and rare diseases get the medications and treatments they need by assisting with their out-of-pocket costs and advocating for improved access and affordability.”



PATIENTS AND CAREGIVERS

**Vanessa Wyser-Pratte: raising her voice to help invisible illness be seen**



PATIENTS AND CAREGIVERS

**Bill Allen: advocating for his health and serving his community**



PATIENTS AND CAREGIVERS

**Brenda Howell: a birthday celebration that keeps on giving**



PATIENTS AND CAREGIVERS

**John T. John: receiving the support he once provided**



PATIENTS AND CAREGIVERS

**Scott and Jennifer Matsuda: supporting one another**



PATIENTS AND CAREGIVERS

**Mary-Ellen's story: breaking the stigma and choosing kindness**

11:45

**SESSION 3**

DRIVING SUCCESSFUL ADOPTION AND USAGE

moderator



**KEVIN HAGAN, MA**

President & CEO  
**PAN Foundation**

patients



**SAMIRA DASWANI, MS**

Founder & CEO  
**Manta Cares**



**DONALD GOODWIN**

Managing Partner, Business  
Development & Strategy  
**Bluedoor Group**



**TONY NEWBERNE**

Founder & Coach  
**Changing Lives FITNESS**

11:45

## SESSION 3

# DRIVING SUCCESSFUL ADOPTION AND USAGE



**SAMIRA  
DASWANI, MS**

Founder & CEO  
Manta Cares

## A BREAST CANCER SURVIVOR + FOUNDER OF MANTA CARES

Samira will share her experience with surviving cancer and how that motivated her to change the system by founding Manta Cares, providing interactive maps to help caregivers and patients navigate their healthcare journeys.



### Manta Planner

For cancer patients, caregivers, and survivors. This **all-in-one** tool helps you stay organized and overcome anxiousness during the overwhelming journey.

Manta Planner helps **both** patients and caregivers make decisions about **treatment options**, track and manage **symptoms**, stay **organized**, and **mindfully connect** with their emotions.

Take this planner to all your **medical appointments** to **keep track** of what your doctor says!

[Get It Now](#)

11:45

### SESSION 3

## DRIVING SUCCESSFUL ADOPTION AND USAGE



### TONY NEWBERNE

Founder & Coach

**Changing Lives  
FITness**

An advocate of Patient Access Network (PAN) + a fitness coach whose drive to help others came from the caregiving he provided to his grandfather and grandmother.



“Multiple Myeloma does not define me and will not control me. And it should not define or control you! But it didn’t always feel that way.”

11:45

## SESSION 3

# DRIVING SUCCESSFUL ADOPTION AND USAGE



### DONALD GOODWIN

Managing Partner,  
Business Development  
& Strategy  
**Bluedoor Group**

A seasoned healthcare executive living with leukemia and primary caretaker to a wife with complex health issues affecting her cognitive abilities.



12:45 – 1:45

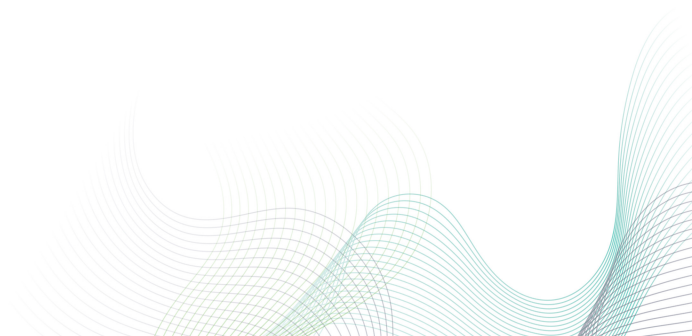
# LUNCH + LEARN





# LUNCH + LEARN OPTIONS

- › Grab a wonderful box lunch
- › Join a discussion on GTM integration presented by Bluedoor
- › Continue the discussion with the patient panel
- › Enjoy a tour of NEU Sim labs
- › Network to learn and share



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# Transforming health & life by driving digital health innovation to impact

**Bluedoor** is a full service digital health agency providing strategy, design and execution through a diverse team of healthcare, life science, and technology leaders and doers. We work across the digital health ecosystem with start-ups, scale-ups, health systems, and multinationals to transform the way healthcare is designed, delivered, and experienced.



DESIGN



STRATEGY



EXECUTION





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1:45 SESSION 4

# DEMONSTRATING IMPACT

*A discussion on key factors that innovators should consider while measuring and building a case of evidence to show demonstrable impact of their solution.*

# Conseil de l'innovation du Québec

## Mandate of the Québec Innovation Council

The mission is divided into four pillars



**ANNE NGUYEN, LSSBB**  
Chief AI Officer  
Québec Innovation Council



Advise the government and other actors to continuously update relevant policies, strategies and programs



Promote innovation and stimulate a culture of innovation within companies and institutions that support them and Québec society



Boost business performance, share know-how and provide support with a



Inform the ministry's decisions through data and analysis, objective performance measures, studies, relevant analyses and collective intelligence.



International  
Symposium

# METVERSE & HEALTH

Impact of extended realities

Empowering Healthcare Innovations



April 8, 2023  
Montreal, Canada





1:45

## SESSION 4 DEMONSTRATING IMPACT

moderator



**ANNE NGUYEN, LSSBB**  
Chief AI Officer  
**Quebec Innovation Council**

panelists



**ANNE LORD BAILEY,  
PHARMD, BCPS**  
Executive Director, Strategic  
Initiatives Lab  
**U.S. Department of Veterans  
Affairs**



**DAN DODSON, MBA,  
MSMI**  
System Director, Digital Health  
and Innovation  
**UNC Health**



**COREY MERCY, MBA,  
PHD**  
Head of Delivery Excellence,  
Health + Human Services  
**Google**

1:45

## SESSION 4 DEMONSTRATING IMPACT



**ANNE LORD  
BAILEY,  
PHARMD, BCPS**

Executive Director,  
Strategic Initiatives Lab  
**U.S. Department of  
Veterans Affairs**

### MUST HAVES

- › Convening of engaged stakeholders with end-user feedback and design iteration
- › An understanding of the many perspectives that are needed to solve a problem

### RED FLAGS

- › A top-down deployment plan that simplifies the problem
- › Lack of understanding of the “Day in the Life” each stakeholder
- › The wrong key indicators that drive value



**DAN DODSON,**  
**MBA, MSMI**

System Director, Digital  
Health and Innovation  
**UNC Health**

### MUST HAVES

- › Deliver a clear value proposition to the system
- › Showcase early success and why
- › Understand what is needed from the system's technical team

### RED FLAGS

- › Your "reasons to believe" are too soft an ROI
- › You have part of a solution, not the whole solution
- › Too much focus on what the solution can do vs the benefits that have been delivered

1:45

## SESSION 4 DEMONSTRATING IMPACT



### **COREY MERCY, MBA, PHD**

Head of Delivery  
Excellence, Health +  
Human Services  
**Google**

### **MUST HAVES**

- › A clear path to success
- › The right indicators measured
- › A good test plan

### **RED FLAGS**

- › An enabling technology that is innovative, but is only part of a solution
- › No demonstrated impact
- › Lack of understanding of what moves the needle

2:45 **SESSION 5**

# FROM HEALTHCARE TO HEALTH

*An examination of crossing the chasm from healthcare to health, with particular focus on community ecosystems and digital health readiness.*

2:45

**SESSION 5**

FROM HEALTHCARE TO HEALTH



**KIMBERLY  
HAMES, MBA, MS**

Engagement Director  
**Deloitte Digital**

**At Deloitte Digital we connect brands with the right strategies and tools to create great impact.**

We combine the discipline of Deloitte with the power of creativity—connecting people, ideas, technology, and capabilities in innovative ways to help our clients tackle their biggest challenges.

2:45

## SESSION 5 FROM HEALTHCARE TO HEALTH

moderator



**KIMBERLY HAMES,  
MBA, MS**

Engagement Director  
**Deloitte Digital**

panelists



**FABRICE BRUNET, MD,  
PHD**

President and CEO  
**QIS**



**EUGENE BUFF,  
MS, MD, PHD**

Director, Health Sciences  
Entrepreneurship + Innovation  
**Northeastern University**



**JENNIFER D'ANGELO,  
MSHCM**

Senior Vice President +  
General Manager  
**New Jersey Innovation  
Institute**

2:45

## SESSION 5 FROM HEALTHCARE TO HEALTH



**FABRICE BRUNET,  
MD, PHD**

President and CEO  
QIS

### KEY TRENDS

- › Healthcare systems are facing growing challenges
- › Individual and collective health are the new continuum
- › Learning health systems are emerging

### FUTURE FOCUS

- › Do more with less, and do it better
- › All care pathways need to be digitally enabled
- › Analysis over time of all drivers of health to create a knowledge graph of a population and individual



2:45

## SESSION 5 FROM HEALTHCARE TO HEALTH



### EUGENE BUFF, MS, MD, PHD

Director, Health Sciences  
Entrepreneurship +  
Innovation  
Northeastern University

### KEY TRENDS

- › **Digital Health:** AI, telehealth, wearables for proactive management
- › **Preventive Care Shift:** Lifestyle, early detection, personalized strategies
- › **Community Health:** Local solutions, active community involvement
- › **Interdisciplinary Collaboration:** Combining tech, healthcare, business, social sciences for health innovation

### FUTURE FOCUS

- › **Health Equity:** Innovation ensuring access for all communities
- › **Sustainable Health:** Eco-friendly practices and policies
- › **Entrepreneurial Health:** Startups focused on preventive wellness
- › **Health Education:** Empowerment for personal management

2:45

## SESSION 5 FROM HEALTHCARE TO HEALTH



**JENNIFER  
D'ANGELO,  
MSHCM**

Senior Vice President +  
General Manager  
New Jersey  
Innovation Institute

### KEY TRENDS

- › Community ecosystems are a key enabler to shift
- › Funding, education and digital equity are major barriers
- › Fast moving markets make it difficult to invest using traditional means

### FUTURE FOCUS

- › New models of collaboration are fueling transition from sick care
- › Real-time analysis of emerging trends are needed to support shift to health continuum support
- › Digital Transformation is tech, data, process and people



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4:00 CLOSING DISCUSSION

# THE FUTURE OF HEALTH

*A discussion with Ramin Bastani, CEO OF Healthvana, on engaging patients through a unique AI platform that helps drive education, empowerment and health equity.*

4:00

## CLOSING DISCUSSION THE FUTURE OF HEALTH



### RAMIN BASTANI

CEO and Founder  
**Healthvana**



THE INTERNET IS MY RELIGION

Take what you're meant to do & make it bigger.  
As big as you can imagine. Bigger than you can do by yourself.

February 7

## HAPPY HOUR + SHOWCASE 5:00 – 7:30pm

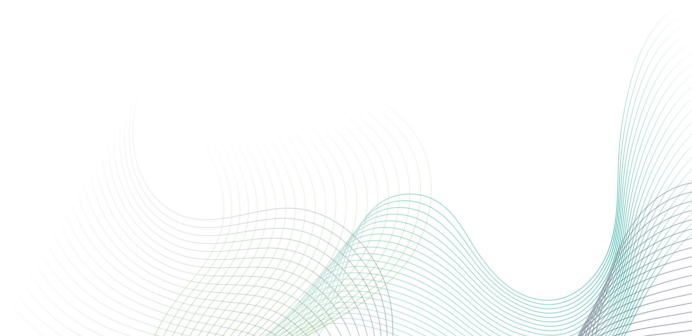
- › Connect with fellow innovators and ecosystem partners to discuss the output of the Summit while enjoying a selection of wine, beer and non-alcoholic beverages.
- › During the Happy Hour we will hear pitches from selected startups as well as showcase a portfolio of hand selected innovations that will be on hand to demo and discuss.

February 8

## MEETINGS + MATCHMAKING 9:00AM – 12:00PM

This session will be guided by DHIT and NCHID partners, offering an opportunity to explore exciting business and investment prospects.

Its also an ideal occasion to arrange meetings or follow-ups with newfound connections from Wednesday's Summit.



5:00

# HAPPY HOUR + SHOWCASE



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**And to our many DHIT interns, volunteers and ecosystem partners!**



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