



WESTMARC HEALTHCARE INNOVATION SUMMIT

Join us for a comprehensive conversation on the rapidly changing healthcare environment. This Summit will address the future of healthcare including new settings and design innovations, services and workforce implications, as well as innovations in healthcare delivery including telemedicine and shifting regulations and requirements for healthcare professionals. Learn from key industry experts about policy and operational changes requiring new approaches to ensure your company's continued competitiveness.

The WESTMARC Healthcare Summit is designed for key decision makers, influencers, and thought leaders that operate in the health care space. The valuable information shared will help organizations in a variety of sectors—from providers such as hospitals, pharmacies, behavioral health, and long-term care to universities, payers, investors, entrepreneurs, and technology companies—compete and thrive in this fast-changing environment.

Date: September 15, 2020

Time: 8:45 am - 12:00 pm

Location: Virtual Summit

Cost: \$75 Members, \$85 Non-Members

Register online at www.westmarc.org/healthcaresummit2020

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PANEL INFORMATION

PANEL 1: Future of Healthcare: “New” Settings

Healthcare is an ever-evolving industry, but nothing has rocked the core of how we deliver care and the future of medical delivery as much as the COVID-19 pandemic. If ever there were an industry ripe for disruption through innovation, it's healthcare. The post-pandemic delivery of care demands a multipronged, innovative effort and, therefore, has entry points for all types of delivery models and effective collaboration across traditional boundaries. This panel of experts ranges from all aspects of the healthcare industry; from hospital leadership, naturopathic doctors, healthcare architects, and medical brokers. These leaders in healthcare will share challenges brought on by the current state of the industry and the creative solutions to meet the new era of healthcare consumer demand.

PANEL 2: Innovation in Healthcare Delivery

Innovations in healthcare are not new to us. However, the current COVID-19 environment has turned things upside down, requiring immediate response. The use of telemedicine has drastically increased, providing flexibility to both patients and providers. While this option offers convenience to most, regulatory/HIPPA and insurance funding questions keeps the rest of the industry up at night. Behavioral health delivery has also been disrupted, requiring providers and patients to seek alternative options for care. This panel of experts are currently tackling these challenges and will share their fast-tracked COVID-19 response experience and thoughts on future trends.

PANEL 3: Healthcare Services & Workforce

The healthcare workforce today looks vastly different than yesterday. The past decade has brought about incredible change in Arizona's healthcare, transforming delivery systems nationwide. As Arizona's healthcare industry continues to evolve, so too must its healthcare workforce. Healthcare education and practice have developed in such a way that most professions today share some skills or procedures with other professions. As a result training and healthcare education needs to remain responsive to this everchanging landscape. This panel of experts will discuss the innovative approaches in education, assisting to fill the industry gaps, and attracting new physicians to the valley.

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