



THE AI IN HEALTH CARE SUMMIT  
JANUARY 12-14, 2025  
PHOENIX

PAST AGENDA

- SUNDAY
- MONDAY
- TUESDAY
- TIME ZONE: MST

SUNDAY - JANUARY 12, 2025

11:00 AM

Registration Open

5:00 PM



1:00 PM

Workshop: AI Regulatory and Compliance Issues in Health Care

Designed for professionals from health plans and payers with beginner to intermediate knowledge of AI, this workshop is focused on practical applications, emerging risks, and opportunities of AI in the managed care sector.

- Examine current trends, legislation, risks and opportunities in the field of AI
- Discuss the governance and ethical principles of AI
- Explore essential AI technologies reshaping health care and dive into the applications / uses for health plans and risk-bearing provider groups
- Overview of the current landscape and how trends are evolving
- Review landscape for AI enabled tools and where certain tools fall into the buckets of non-medical devices vs. medical devices
- Outline of the FDA regulatory guidance
- Summary of Administrative Support Tools
- Look at real-life case studies how AI is benefitting managed care organizations

Nakis Urfi, *Senior Manager*  
**Abbott**

Brenna Loufek, *Director – AI Regulatory & Quality*  
**Mayo Clinic**

Helen Chow, PhD, RAC  
**Mayo Clinic**

**\*There will be the letter W on your badge if you are registered for this program. A refreshment break at 3:00pm is included.**

5:00 PM

5:00 PM

Exhibit Hall Open

6:00 PM

5:00 PM

Welcome Cocktail Reception

Join us for drinks, hors d'oeuvres, and face-to-face networking with peers. (All conference attendees invited.)

6:00 PM

MONDAY - JANUARY 13, 2025

8:00 AM

Registration Desk Opens and Networking Breakfast

9:00 AM

8:00 AM

Exhibit Hall Open

6:00 PM

9:00 AM

Welcome Remarks

Rohit Shinde, *VP*

9:10 AM

Healow

9:10 AM

Keynote Address: Empowering Business Transformation: Leading with AI Across Your Organization

Ken Huang, CISSP

AI Expert, Advisor, Author, and Chair Member

Co-Chair, AI Safety Working Groups and AI STR Working Group

10:00 AM

10:00 AM

Navigating AI Adoption Challenges in Health Care

- Explore the main obstacles in adopting AI technology in healthcare, including data privacy, interoperability, and ethical considerations
- Examine strategies for overcoming challenges related to disparate data sources and formats by investing in interoperable systems, standardized data formats, and the use of APIs for seamless data exchange
- Gain insights into creating a strategic plan for AI implementation that addresses these challenges while maximizing the potential benefits for health plans and payers

Moderator

Andrew Lockhart, CEO

Fathom

Panelists

Brenna Loufek, Director – AI Regulatory & Quality

Mayo Clinic

Laura Sheriff, Contracting Risk Adjustment Specialist

10:50 AM

10:50 AM

Networking Break

11:10 AM

11:10 AM

AI Governance in Health Care: Strategies to Manage, Decide, Test, and Validate

- Learn how to set up robust governance structures that ensure the safe and effective use of AI within healthcare organizations
- Explore strategies for health plans and payers to make informed decisions regarding AI tool deployment, focusing on the predictability of information needs and the transparency of decision-making processes
- Understand the importance of rigorous testing and validation methods for AI applications in healthcare to ensure they meet clinical safety standards and operational requirements

Moderator:

Shannon Decker, PhD, MBA, MBA, M.Ed, M.Ed, Founder & CEO

VBC One

Panelists:



Jon Burow, *Vice President, Customer Experience & Digital Transformation*  
**Independent Health**

12:00 PM

Karen Marie Joswick, *Faculty*  
**Jefferson University**

12:00 PM

**Exploring Generative AI in Health Care**

- Gain a foundational understanding of generative AI technologies, including Large Language Models (LLMs) like ChatGPT, and Retrieval-Augmented Generation (RAG)
- Learn about the potential uses of generative AI for health plans and payers, such as automating customer support, enhancing patient communication, and providing personalized health advice
- Discover how Large Language Models can be utilized to meet specific health care needs

Zachary Kirby, *Senior Data Scientist, Advanced Analytics*  
**Louisiana Blue**

Jason Ouyang, *Director of Analytics*  
**Louisiana Blue**

Dr. Sterling Thomas, *Chief Scientist | Science, Technology Assessment, and Analytics*  
**U.S. Government Accountability Office**

1:00 PM

**Networking Lunch**

2:00 PM

**Concurrent Sessions    2:00 PM - 2:50 PM**

Track Chairs:

2:00 PM

*Track - AI for Payers*

**How Payers Are Thinking About AI: Key Considerations and Insights**

- Explore the key areas within the payer ecosystem that are most suitable for AI integration
- Discover how payers make informed decisions when integrating AI
- Gain insights from real-world AI use cases within the payer sector

Jay Patel, *VP, Pharmacy Growth Strategy & Product Management*  
**Humana**

Zachary Kirby, *Senior Data Scientist, Advanced Analytics*  
**Louisiana Blue**

Jason Ouyang, *Director of Analytics*  
**Louisiana Blue**

2:50 PM

2:00 PM

*Track B - Cybersecurity Foundations*

**Prioritizing High-Impact Cybersecurity Practices and Readiness in Health Care**



- Gain a comprehensive understanding of HHS’ newly established Cybersecurity Performance Goals - CPGs
- Learn how the CPGs affect health care organizations, including implications for compliance and risk management
- Discover how to critically assess your organization's security program against the CPGs

Jennifer Franks, *Director, Center for Enhanced Cybersecurity*  
**US Government Accountability Office**

Tamara Lilly, *Assistant Inspector General, Cybersecurity & IT Audits*  
**U.S. Department of Health and Human Services**

2:50 PM

2:50 PM

**Networking Break**

3:10 PM

Concurrent Session 3:10 PM - 4:05 PM

Track Chairs:

3:10 PM

Track - AI for Payers

**Enhancing Coding and Documentation Capture with Generative AI**

- Develop a comprehensive roadmap with advanced and generative AI into current documentation capture and computer-assisted coding systems, optimizing productivity while maintaining quality, financial, and denial metrics
- Identify key use cases where large language models can effectively reduce the workload on coders, physicians, and Clinical Documentation Improvement (CDI) teams
- Establish a robust AI governance strategy with clear guardrails to mitigate risks, track key metrics, and ensure revenue realization throughout the AI integration process

Cassi Birnbaum, MS, RHIA, CPHQ, FAHIMA, *Board Strategist, Advisor, Consultant, Educator*

Rohit Shinde, *VP*  
**Healow**

4:05 PM



3:10 PM

4:05 PM

Track B - Cybersecurity Foundations

Review Implications of Recent Heath Care Cyber Attacks

- Examine the vulnerabilities that led to recent attacks
- Learn how the attack affected healthcare providers and patient access to care
- Gain insights into actions taken post-attack

Tamara Lilly, Assistant Inspector General, Cybersecurity & IT Audits

U.S. Department of Health and Human Services

Cliff Steinhauer, Director, Information Security and Engagement

National Cybersecurity Alliance

4:05 PM

4:55 PM

4:55 PM

5:00 PM

Transforming Member Experience with AI

- Explore how AI-driven personalization, enhanced communication, and advanced analytics are revolutionizing interactions and service delivery in member engagement
- Learn about impactful AI use cases and hear directly from a health plan effectively leveraging AI to transform member engagement
- Discover actionable strategies for securing leadership buy-in, optimizing governance frameworks, and practical steps to get started with AI today

Joel Radford, Co-Founder and Managing Partner

Engagys

Jon Burow, Vice President, Customer Experience & Digital Transformation

Independent Health

Closing Remarks

Rohit Shinde, VP

Healow

5:00 PM

6:00 PM

Networking Cocktail Reception

TUESDAY - JANUARY 14, 2025

8:00 AM

9:00 AM

Registration Desk Opens and Networking Breakfast

Registration closes at 11:00am

8:00 AM

1:00 PM

Exhibit Hall Open

COOKIE SETTINGS

https://ai.risehealth.org/agenda/

6/9

9:00 AM

Welcome Remarks and Day One Takeaways

Karen Marie Joswick, *Faculty*

Jefferson University

9:10 AM

9:10 AM

Guarding the Digital Pulse: AI and Cybersecurity in Modern Health Care

Diana Kelley, AI Expert, Advisor, Board Member and Instructor

*Former Cybersecurity Field CTO, Microsoft*

*Former Global Executive Security Advisor, IBM Security*

10:00 AM

10:00 AM

Harnessing the Power of AI and Cybersecurity: Strengthening Defenses Through Synergy

- Understand the emerging AI-driven threats, such as adversarial machine learning and AI-augmented phishing attacks
- Explore how health plans are integrating AI to detect and prevent data breaches, automate threat detection, and ensure regulatory compliance
- Delve into how healthcare practitioners can start thinking about leveraging AI models and algorithms

Maria-Kristina Hayden, Founder & CEO

OUTFOX

Diana Kelley, AI Expert, Advisor, Board Member and Instructor

Former Cybersecurity Field CTO, **Microsoft**

Former Global Executive Security Advisor, **IBM Security**

Dr. Sterling Thomas, Chief Scientist | Science, Technology Assessment, and Analytics

**U.S. Government Accountability Office**

10:50 AM

10:50 AM

Networking Break

11:10 AM

11:10 AM

Navigating Vendor Management

- Learn how to effectively identify and evaluate the specific needs and opportunities for AI within your organization
- Gain insights into the comprehensive process of vetting potential AI vendors, focusing on criteria such as technological capability
- Discuss the pros and cons of developing AI capabilities in-house versus outsourcing

Laura Sheriff, RN, MSN, CPC, CRC, *Risk Adjustment Industry Expert*

12:00 PM

Susan L Waterman, RHIT, CCS, CPC, CRC, AHIMA ICD-10-CM/PCS Trainer  
*Director, Risk Adjustment*  
**Baylor Scott and White Healthcare**

12:00 PM

Networking Lunch

1:00 PM

Concurrent Session 1:00 PM - 1:45 PM

Track Chairs:

1:00 PM

Track A - AI for Payers

Revolutionizing Revenue Cycle Management with AI

- Understand AI fundamentals and terminology
- Explore how AI technologies can streamline revenue cycle processes, from patient registration to final billing, reducing administrative costs and improving accuracy in coding and billing
- Gain insights into practical steps for integrating AI into existing revenue cycle management systems, including assessing organizational readiness and selecting appropriate AI tools

Rose T. Dunn, MBA, RHIA, CPA, FACHE, FHFMA, *Chief Operating Officer,*  
**First Class Solutions, Inc.**

1:45 PM

1:00 PM

Track B - Cybersecurity Foundations

Business Continuity & Disaster Recovery Planning

- Understand the critical role of business impact analysis in identifying potential risks and vulnerabilities
- Learn the essential steps for developing a robust and actionable contingency plan to ensure efficient recovery
- Discover the key types of documentation needed for effective business continuity and disaster recovery, and how to ensure everything is in place when it matters most

Jennifer Franks, Director, Center for Enhanced Cybersecurity  
**US Government Accountability Office**

Clay Smith, IT Risk & Resilience  
**Premera Blue Cross**

1:45 PM





1:45 PM

Navigating the Future of AI: Strategy and Compliance

- Develop a comprehensive AI business strategy, considering current capabilities, future goals, and the evolving regulatory landscape
- Explore how to integrate AI to drive efficiency, improve member services, and stay competitive
- Focus on readiness across technology, personnel, and processes to leverage AI effectively and responsibly

Moderator:

Karen Marie Joswick, *Faculty*  
**Jefferson University**

Panelists:

Karen June Kuipers, *CEO*  
**Incentivize Consulting Inc.**

Anil Jain, MD, *Chief Innovation Officer*  
**Innovaccer**

Lauren Riplinger, JD  
*Chief Public Policy & Impact Officer*  
**AHIMA**

2:30 PM

2:30 PM

Closing Remarks

2:35 PM



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