




HealthCare Executive Group – 2021 Partner Presentations


Over the last years and throughout 2021, the [HealthCare Executive Group](#) has partnered with select healthcare organizations to help advance HCEG’s mission of “Guiding Executives Through Innovation, Change, and Growth.” In these partnerships, HCEG board members typically moderate or participate in one or more sessions centered on one of more of the [HCEG Top 10](#) focus areas. Members of the HCEG Network typically receive complimentary or discounted access to these partner events.



The following are some of partner presentations HCEG participated in during 2021.

Date	Partner Event
Jan 2021	<p>Reprioritizing Healthcare Priorities in Wake of COVID</p> <p>Ferris Taylor discusses HCEG’s Top 10+ annual list of challenges, issues, and opportunities for healthcare executives in 2021 with Michael Passanante on Besler’s The Hospital Finance Podcast®</p> <p>Listen to this month’s interview here and last year’s January 2020 interview here.</p>
Apr 2021	<p>Use Data to Uncover Insights and Create Actionable Strategies that Address Member Needs</p> <p>In a webinar hosted by World Health Care Congress, Senior leaders from BCBS of Tennessee, Anthem, and Wellframe shared information and insight with HCEG’s Ferris Taylor about their strategic and tactical focus on using data and analytics to find new, actionable insights to facilitate access, improve outcomes, and reduce costs. Read and listen to details shared in this blog post.</p> 
May 2021	<p>Leveraging Edge Computing to Fuel Your ACA Strategy</p> <p>Kevin Deutsch of HCEG’s long-term sponsor Softheon and HCEG’s Ferris Taylor presented a special Tech Showcase at WEDI Spring 2021 Conference addressing:</p> <ul style="list-style-type: none"> • Key considerations for building or expanding your ACA footprint. • The compliance issues you might need to include in your strategy and solutions. • How to leverage technology for more success in the ACA market 
Jun 2021	<p>World Health Care Congress - 2021 Virtual</p> <p>Ferris Taylor moderated two sessions at the 2021 World Health Care Congress Virtual event</p>  <p>The Perfect Storm for Consumerism: Keeping the Consumer Front and Center</p> <p>HCEG board members Dee Cruz, Chief Operating Officer at BMC HealthNet Plan, and Angela Perri, Vice President, Strategic Alignment, Transformation & Innovation at UPMC Health Plan joined Jon Burow, VP Customer Experience & Digital Transformation at Independent Health in a session at the 2021 World Health Care Congress Virtual event moderated by Ferris Taylor.</p> <p>View the on-demand webinar here to hear how the shift toward improved healthcare consumer experience is playing out functionally at their organizations AND how payers and providers should prepare to deliver a more personalized, engaging, integrated member experience.</p>

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Jun 2021	<p>Build Data Ecosystems to Maximize the Impact of Technology on Patient Care</p> <p>At the 2021 World Health Care Congress Virtual event, Ferris Taylor moderated a discussion where senior leaders from two health systems and a health plan discuss how an analytics platform integrating multiple digital health streams supports real-time, point-of-care decision making.</p> <p>View this webinar on-demand here.</p>
Jul 2021	<p>How Digital Transformation Has Enhanced Member Experiences and Engagement</p> <p>World Health Care Congress webinar series event on July 28th</p> <p>In this keynote webinar kicking off a series of three webinars, Ferris Taylor moderates a panel of senior leaders from three health plans - Premiera Blue Cross, Anthem, and Geisinger - share how they are approaching digital innovation and transformation, garnering insights about their members to address gaps in care, social needs, and more; and developing strategies that improve member communications, experiences, and overall health outcomes.</p> <p>Learn more about this complimentary webinar here.</p>
Oct 2021	<p>2021 WEDI National Conference</p> <p>This year the 2021 WEDI National Conference presents an in-depth look at how data affects SDOH, the new healthcare app economy, cybersecurity, new rules/regulations, and implementation guidance.</p> <p>See the Conference Agenda and Speakers here</p> 
Nov 2021	<p>No Surprises Act National Summit</p>

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