



## ATA EDGE 2023 Policy Conference Detailed Agenda

### *Subject to updates*

The ATA EDGE 2023 Policy Conference is the premier event focused on the latest in state, federal and international telehealth policies, to address the challenges and identify the opportunities for access to digital health. This year's conference will answer questions about where virtual care policy stands during this extension period and what lies ahead. We'll explore obstacles to overcome and new opportunities on the horizon, while maintaining telehealth's positive momentum and bipartisan support.

EDGE 2023 will convene the innovators, policymakers, and pundits to discuss key perspectives—from The White House to state capitals across the country. Network with the changemakers, innovative healthcare delivery system executives and clinicians on the front lines, and telehealth policy advocates from all corners of healthcare.

Get ready for an exciting three days as we get ready for 2024—a year that promises to be the “[Telehealth Super Bowl](#)”!

### Day 1: Wednesday, December 13, 2023

- |                |   |
|----------------|---|
| 1:00 – 6:30 PM | <b>Conference Registration Open</b> —Made Possible by: <b>Faegre Drinker</b>  |
| 4:00 – 4:10 PM | <b>Welcome to ATA EDGE 2023!</b> <ul style="list-style-type: none"><li>• Sree Chaguturu, MD, Executive VP and Medical Officer, CVS Health</li><li>• Kristi Henderson, DNP, NP-C, FAAN, FAEN, ATA Chair of the Board and CEO, Confluent Health</li><li>• Kyle Zebley, Senior VP, Public Policy, the ATA, and Executive Director, ATA Action</li></ul>  |
| 4:10 – 4:25 PM | <b>Keynote: Telehealth Policy Updates and Priorities from CMS</b> <p>Ellen Lukens will share latest updates from CMS around transitioning to value-based care and its link to telehealth, models and tools to expand virtual and telehealth services reimbursement and how telehealth and virtual care fit into priorities and considerations of political leadership.</p> <p>Ellen Lukens, Deputy Director of the Innovation Center, Center for Medicare &amp; Medicaid Innovation/CMS</p> |



4:25 – 4:50 PM

#### **Fireside Chat: Insights from the AMA**

AMA President, Dr. Jesse Ehrenfeld will share his team’s latest updates and priorities to advance digital and telehealth, including legislative initiatives, perspectives on payment, scope of practice and state licensure of digital care.

- Moderator: Sree Chaguturu, MD, Executive VP and Medical Officer, CVS Health
- Jesse Ehrenfeld, MD, MPH, President, the American Medical Association

4:50– 5:20 PM

#### **Discussion: Is the Jury Still Out for Remote Monitoring Coverage and Reimbursement?**

Telehealth has played an essential role in expanding access to care delivery, and it’s not going away. Despite all its benefits, financial and reimbursement challenges remain major challenges for remote monitoring. This dynamic discussion will engage varying perspectives to include the argument for expanding coverage and reimbursement for remote monitoring versus lingering challenges from the payer perspective.

- Ateev Mehrotra, MD, MPH, Professor of Health Care Policy and Medicine, Harvard Medical School and Hospitalist, Beth Israel Deaconess Medical Center
- Carrie Nixon, Esq., Co-Founder and Managing Partner, Nixon Gwilt Law Association

5:20 – 6:00 PM

#### **Panel: Policy Considerations for Mental and Behavioral Health**

Gain perspectives around policy priorities specific to behavioral health. Stakeholders will share what is necessary to advance State and Federal policies that will ensure continued access to mental health and addiction care.

- Moderator: Michelle Turner, VP, Clinical Talent and Delivery, Hazel Health
- Stephen Gillaspay, PhD, Director of Health and Healthcare, American Psychological Association
- Jackie Weinrich, Health Policy Advisor, U.S. Congresswoman Doris Matsui (D-CA)
- Abby Worthen, Deputy Director, Digital Health, American Psychiatric Association

6:00 – 6:25 PM

#### **Fireside Chat: Dr. Meena Seshamani, CMS Center for Medicare**

- Moderator: Kristi Henderson, DNP, NP-C, FAAN, FAEN, CEO, Confluent and Chair, ATA
- Meena Seshamani, MD, PhD, Director, CMS Center for Medicare

6:25 – 8:00 PM

#### **Welcome Reception—Made Possible by: Amazon**



## Day 2: Thursday, December 14, 2023

7:00 AM – 6:30 PM

**Registration Open**

7:45 – 8:30 AM

**Breakfast Available**

8:30 – 8:40 AM

**Wake Up, Washington! Welcome and Morning Program Kickoff**

- Kyle Zebley, Senior VP, Public Policy, the ATA, and Executive Director, ATA Action
- Nathaniel Lacktman, Partner and Chair, Telemedicine and Digital Health Industry Team, Foley and Lardner LLP and ATA Board
- Sarah Pletcher, MD, MHCDS, VP and Executive Medical Director, Strategic Innovation, Houston Methodist

8:40 – 8:55 AM

**Keynote: U.S. Senator Marsha Blackburn (R-TN)**

8:55 – 9:05 AM

**Keynote: U.S. Congressman Troy Balderson (R-OH)**

9:05 – 9:15 AM

**Keynote: U.S. Congresswoman Doris Matsui (D-CA)**

9:15 – 10:00 AM

**Panel: Eliminating Health Disparities Through Policy Change**

The CEO's Advisory Group on Using Telehealth to Eliminate Healthcare Disparities and Inequities (Disparities Advisory Group) developed a framework and materials to address healthcare gaps that can be mitigated using virtual care modalities. In this session, we will examine how the framework and associated tools can advance policies that improve connectivity, access, and care to those most often furthest from quality services.

- **Moderator:** Tym Rourke, Vice President of People and Senior Director, Third Horizon Strategies
- Adimika Arthur, Health Tech 4 Medicaid
- Ellie Hamburger, Pediatrician, Children's National
- David Smith, Founder and CEO, Third Horizon Strategies

10:00 – 10:20 AM

**Networking Break**—Made Possible by: **ATA Action**

10:20 – 10:45 PM

**Panel: ATA State Policy Updates and a Look Forward**

Hear the latest developments in state telehealth policy and what's in store for 2024.

- **Moderator:** Tom Mann, Senior Policy Associate, State Affairs, ATA
- Quinn Shean, **Managing Director, Tusk Venture Partners and State Policy Advisor, ATA**
- Greg Mills, Government Affairs Manager, Capital Results
- Claudia Tucker, Senior VP, Government Affairs and Public Policy, Teladoc Health



10:45 – 11:25 PM

**Panel: Insider’s Look Around Federal Advocacy Strategy**

Government affairs leaders share best practices in interacting with policymakers. Gain an insider’s perspective on what should be considered in developing an advocacy strategy. What should be prioritized, what are ways to best manage time, and how does one best prepare to optimize discussions around telehealth policy advocacy.

- Moderator: Sarah-Lloyd Stevenson, MPH, Senior Manager and Telehealth Policy Lead, Amazon
- David Critchlow, Senior VP, Government Relations, LifePoint Health
- Kevin Harper, VP, Government Affairs, Teladoc Health
- Matt McGinley, Principal, Advanced Policy Consulting, LLC

11:25 AM – 12:05 PM

**Fireside Chat: The Latest in Medicare: From B to C**

Speakers will provide the latest updates and priorities in Medicare Parts B and C and telehealth policy, including the payer perspectives on Medicare Advantage and remote monitoring coverage.

- Moderator: Alexis Apple, Director, Federal Affairs, ATA Action
- Mark Hayes, Senior VP, Federal Policy and Advocacy, Ascension
- Michael Hoak, VP of Public Policy, Humana

12:05 – 12:35 PM

**Panel: Heard on the Hill**

Hear the latest in important telehealth legislation, the outlook for telehealth permanency, and Hill priorities such as the CONNECT for Health Act, and the challenges and opportunities ahead for telehealth legislation.

- Moderator: Elliot Vice, Director, Health Policy & Government Relations, Faegre Drinker
- Jack Ganter, Health Legislative Assistant, Congressman Buddy Carter
- Deepa Patel, Senior Policy Advisor, Congressman David Trone
- Gabrielle Schechter, Health Policy Advisor, U.S. Senator Brian Schatz
- Conor Sheehy, Senior Health Policy Advisor, Finance GOP

12:35 – 12:45 PM

**Keynote: U.S. Congressman Bill Johnson (R-OH)**

12:45 – 1:50 PM

**Lunch Buffet Available**



1:00 – 1:25 PM

**Fireside Chat with the Author: WSJ USA Today Best Seller - Dead Wrong: Diagnosing and Treating Healthcare's Misinformation Illness**

In the new publication, *Dead Wrong: Diagnosing and Treating Healthcare's Misinformation Illness*, a team of health misinformation experts delivers a first-hand account of the dangers posed by false narratives and snake oil in the face of deadly healthcare crises, like the COVID-19 pandemic. Dr. Geeta Nayyar, co-author, will share perspectives from the book, including some of the challenges facing those who fight to restore truth to a place of primacy in the United States healthcare system, the strategies they use, and lessons from real-world stories.

- Moderator: Joseph Kvedar, MD, Professor, Harvard Medical School; Editor-in-chief, npj Digital Medicine; Immediate Past Chair, ATA; Senior Advisor, Mass General Hospital Center for Innovation in Digital HealthCare
- Geeta Nayyar, MD, MBA, Nationally Recognized Leader in Health IT, Author of "Dead Wrong"

1:25 – 1:50 PM

**Fireside Chat: The Inside Scoop: Journalists' Perspectives in Covering Telehealth Policy**

Journalists covering telehealth policy will switch places in this session, taking the role of interviewees to share their perspectives covering virtual care. What stories around policy have generated the most interest, what have been their most interesting observations over the past two pivotal years, and what are their crystal ball insights for the months ahead?

- Moderator: Gina Cella, Senior VP, Strategic Communications, ATA
- Ben Leonard, Reporter, Politico
- Cara Smith, Associate Editor, Inside Health Policy

1:50 – 2:40 PM

**Fireside Chat: International Perspectives on Policy**

This conversation will explore trends and challenges in international telehealth policy and law, specifically around AI challenges and updates, experiences in navigating the regulatory waters around consumerization and data privacy, and other priorities around virtual care.

- Moderator: Rebecca Gwilt, Partner, Nixon Gwilt
- Andrew Barnhill, Head of Policy, Global Legal, IQVIA
- Declan Kirrane, Founder and Managing Director, ISC Intelligence in Science





2:40 – 3:20 PM

**Discussion: Telehealth’s Dilemma: Addressing Vexed Questions Around Payment**

While payers have seen the benefits of virtual care to expand care to patients, some are pulling back on covering these services, particularly since the end of the federal public health emergency. What’s going on here? This session will explore myriad perspectives around costs and utilization, pay parity and the argument to support, and specific challenges and barriers to payer coverage.

- Nathaniel Lactman, Partner and Chair, Telemedicine and Digital Health Industry Team, Foley and Lardner LLP
- Kyle Zebley, Senior VP, Public Policy, the ATA

3:20 – 3:40 PM

**Networking Break—Made Possible by: Foley and Lardner LLP**

3:40 – 3:50 PM

**Keynote: U.S. Senator Brian Schatz (D-HI)**

3:50 – 4:40 PM

**Panel: Policy Considerations for AI**

As AI becomes more immersive in virtual care delivery, speakers will share the latest legislative and regulatory perspectives around these innovations and implications to telehealth policy.

- Moderator: Emma Beavins, Reporter, Inside Health Policy
- Joseph DeVivo, President, CEO and Chair of the Board, Butterfly Network; ATA Treasurer
- Alexis Gilroy, Co-Leader, Global Health Care & Life Sciences Practice, Jones Day
- Leslie Krigstein, Vice President, Communications & Government Affairs, Transcarent
- Kapil Parakh, MD, MPH, PhD, Senior Medical Lead, Google

4:40 – 5:05 PM

**Fireside Chat: Cracking Down on Security Risks**

Speakers will discuss the FTC’s latest work in telehealth privacy regulations, to include initiatives in data privacy and tracking around mergers and acquisitions in the industry and privacy questions companies need to consider.

- Moderator: Andy Taylor, Associate, Faegre Drinker
- Elisa Jillson, Attorney, Federal Trade Commission



5:05 – 5:45 PM

**Panel: Unlocking Strategies for Telehealth Privacy**

Speakers will discuss federal and state challenges and priorities around data privacy compliance and governance, risk management and cybersecurity as well as latest policy initiatives to support these areas in protecting patient data.

- Moderator: Jennifer Everett, Partner, Jones Day
- Aaron Maguregui, Senior Counsel, Foley
- Mercer May, Director of Government Affairs, Teladoc Health

5:45 – 6:25 PM

**Panel: Medicaid Overview and Updates**

- Moderator: Adimika Arthur, Health Tech 4 Medicaid
- Melisa Byrd, Senior Deputy Director and Medicaid Director, DC Department of Health Care Finance
- Lisa Price Stevens, MD, MPH, MBA, CMO, Commonwealth of Virginia Department of Medical Assistant Services

6:25 – 8:30 PM

**Networking Reception**

6:25 – 7:10 PM

**Book Signing: Dr. Geeta Nayyar**

Meet Dr. Geeta Nayyar, co-author of the book, *Dead Wrong: Diagnosing and Treating Healthcare's Misinformation Illness*, which examines the threat misinformation poses to an already-fragile healthcare system, impacting both patients and clinicians.

**Day 3: Friday, December 15, 2023**

7:30 AM – 12:00 PM

**Registration Open**

7:45 – 8:30 AM

**Breakfast Available**

8:25 – 8:30 AM

**Morning Program Kickoff**

- Ann Mond Johnson, CEO, the ATA
- Kyle Zebley, Senior VP, Public Policy, the ATA, and Executive Director, ATA Action

8:40 – 9:05 AM

**Fireside Chat: Telehealth's Super Bowl: What's at Stake for Federal Policy**

2024 is set to be a landmark year for federal telehealth policy. With multiple legislative and regulatory deadlines approaching on December 31, 2024, the next year is set to be telehealth's "Super Bowl." Policy and regulatory decisions made in 2024 will have significant impact and consequences on virtual care's future in care delivery. Speakers will provide a landscape of the industry and implications to Federal telehealth policy. After this two-year reprieve, what's next for policy?



- Kyle Zebley, Senior VP, Public Policy, ATA
- Nisha Quasba, Manager, Health Policy and Government Relations, Faegre Drinker

9:05 – 9:45 AM

**Panel: Licensing Across State Lines**

Speakers will share perspectives of state licensure boards on telehealth to include regulation of practice, license portability and other priorities impacting virtual care.

- Moderator: Quinn Shean, Managing Director, Tusk Venture Partners and State Policy Advisor, ATA
- Micah Matthews, Deputy Executive and Legislative Director, Washington Medical Board
- Janet Orwig, MBA, CAE, Associate Executive Officer, Member Services and PSYPACT Executive Director, Association of State and Provincial Psychology Board
- Lisa Robin, MLA, Chief Advocacy Officer, Federation of State Medical Boards

9:45 – 10:15 AM

**Fireside Chat: Bringing Care to the Patient**

This session will explore the economic and policy impact of keeping patients in their communities, specifically within a rural community and how telehealth has helped expand access to care.

- Adam Hornung, VP, Intermountain Health
- James Marshall, President and CEO, Uintah Basin Healthcare

10:15 – 10:25 AM

**Keynote: U.S. Senator Mark Warner (D-VA)**

10:25 – 10:45 AM

**Networking Break**

10:45 – 10:47 AM

**Keynote: U.S. Senator Steve Daines (R-MT)**

10:47 – 10:48 AM

**Keynote: U.S. Senator Catherine Cortez Masto (D-NV)**

10:50 – 11:20 AM

**Fireside Chat: Perspectives from the Federation of American Hospitals**

- Moderator: Ann Mond Johnson, CEO, ATA
- Charles “Chip” Kahn, President and CEO, Federation of American Hospitals

11:20 AM – 12:10 PM

**Panel: Safe Prescribing of Controlled Substances**

- Moderator: Libby Baney, Partner, Faegre Drinker
- Dori Martini, Founder and Principal, HealthTech Dynamics
- Jessica Rigsby, JD, CHC, VP of Legal and Compliance, Ophelia
- Kate Steinle, MSN, WHNP, Chief Clinical Officer, Folx Health





12:10 PM

Program Close—Thank You!

### Our Sponsors





## Our Speakers



**Alexis Apple**  
Director, Federal  
Affairs,  
ATA Action



**Adimika Arthur**  
Health Tech 4  
Medicaid



**U.S.  
Congressman  
Troy Balderson**  
(R-OH)



**Libby Baney**  
Partner  
Faegre Drinker



**Andrew Barnhill**  
Head of Policy,  
Global Legal,  
IQVIA



**Emma Beavins**  
Reporter, Inside  
Health Policy



**U.S. Senator  
Marsha  
Blackburn**  
(R-TN)



**Melisa Byrd**  
Senior Deputy  
Director and  
Medicaid  
Director, DC  
Department of  
Health Care  
Finance



**Gina Cella**  
Senior VP,  
Strategic  
Communications,  
ATA



**Sree  
Chaguturu, MD,**  
Executive VP  
and Medical  
Officer,  
CVS Health



**U.S. Senator  
Catherine  
Cortez Masto**  
(D-NV)



**David Critchlow**  
Senior VP,  
Government  
Relations,  
LifePoint Health



**U.S. Senator  
Steve Daines**  
(R-MT)



**Joseph DeVivo**  
President, CEO  
and Chair of the  
Board, Butterfly  
Network,  
ATA Treasurer



**Jesse Ehrenfeld**  
MD, MPH,  
President, the  
American  
Medical  
Association



**Jennifer Everett**  
Partner,  
Jones Day



**Stephen  
Gillaspy, PhD,**  
Director of  
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**Alexis Gilroy**  
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**Rebecca Gwilt**  
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**Ellie Hamburger**  
Pediatrician,  
Children's  
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**Kevin Harper**  
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**Mark Hayes**  
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**Kristi  
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ATA Chair of  
the Board and  
CEO, Confluent  
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**Megan Herber**  
Director, Health  
Policy and  
Public  
Relations,  
Faegre Drinker



**Michael Hoak**  
VP of Public  
Policy, Humana



**Adam Hornung**  
VP,  
Intermountain  
Health



**Elisa Jillson**  
Attorney,  
Federal Trade  
Commission



**U.S. Congressman  
Bill Johnson**  
(R-OH)



**Charles "Chip"  
Kahn,** President  
and CEO,  
Federation of  
American  
Hospitals



**Declan Kirrane**  
Founder and  
Managing  
Director, ISC  
Intelligence in  
Science



**Leslie Krigstein**  
Vice President,  
Communications  
& Government  
Affairs,  
Transcarent



**Joseph Kvedar**  
MD, Professor,  
Harvard Medical  
School; Editor-in-  
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Immediate Past  
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**Nathaniel  
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Partner and  
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and Digital  
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and Lardner  
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**Ben Leonard**  
Reporter,  
Politico



**Ellen Lukens**  
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Center, Center  
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Medicaid  
Innovation/CMS



**Aaron  
Maguregui**  
Senior Counsel,  
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**Tom Mann**  
Senior Policy  
Associate, State  
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**James Marshall**  
President and  
CEO, Uintah  
Basin  
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**Dori Martini**  
Founder and  
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HealthTech  
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**U.S.  
Congresswoman  
Doris Matsui**  
(D-CA)



**Micah  
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Deputy  
Executive and  
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**Matt McGinley**  
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**Greg Mills**  
Government  
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**Geeta Nayyar**  
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Recognized  
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**Deepa Patel**  
Senior Policy  
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Congressman  
David Trone



**Janet Pippin  
Orwig**  
MBA, CAE,  
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Executive  
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Provincial  
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**Bleddyn Rees**  
Chair,  
The Digital  
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**Jessica Rigsby**  
JD, CHC, VP of  
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Compliance,  
Ophelia





**Lisa Robin**  
MLA, Chief  
Advocacy  
Officer,  
Federation of  
State Medical  
Boards



**U.S. Senator  
Brian Schatz**  
(D-HI)



**Gabrielle  
Schechter**  
Health Policy  
Advisor, U.S.  
Senator Brian  
Schatz



**Meena  
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CMS Center for  
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**Quinn Shean**  
Managing  
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**Conor Sheehy**  
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**Andy Taylor**  
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**Michelle Turner**  
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**U.S. Senator  
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(D-VA)



**Jackie Weinrich**  
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