

MM&M ONLINE EXPO

7.23.20
10:30AM ET | 9:30AM CT

Sponsors



10:30am-11:30am ET: Environment Opens

11:30am-12:15pm ET: The Evolving and Expanding Role of the NP and PA in Today's Healthcare Landscape



NPs and PAs make up 30% of prescribers, account for over 30% of retail Rx's and handle 1.5 billion patient visits annually. They are of increasing influence in a changing healthcare system beset by doctor shortages and expanded case load. This session will feature NP and PA National Association leaders discussing how NPs and PAs want to interface with Pharma and what you can do as a marketer to engage them now and in the future.

Speakers:

- David Mittman, DMSc(h), PA, DFAAPA
- Angela Golden, DNP, FAANP
- Sacha Ward, Chief Client Officer, Point of Care Network
- Moderator: Marc Iskowitz, Executive Editor, MM&M

12:15pm-12:30pm ET: Exhibit Hall

12:30pm-1:15pm ET: From Barriers and Bias to Better: What it Will Take to Create More Diverse and Inclusive Clinical Trials



Recent events have laid bare the wounds of racial inequality and no institution has emerged unscathed - our healthcare system included. Access to care, health literacy disparities, and a shameful history of unethical experimentation has contributed to a dismal participation rate of minorities in clinical research, even as these communities are often disproportionately affected by everything from Diabetes to COVID-19.

Speakers:

- Megan-Claire Chase, Patient Advocate
- Dr. John H. Stewart, IV, MD, MBA
- April Lewis, EVP, Clinical Solutions team, W2O
- Moderator: Steve Madden, Vice President and General Manager, Haymarket Business Media Group

1:15pm-1:30pm ET: Exhibit Hall

1:30pm-2:15pm ET: Healthcare Transformation: Modernizing Your Patient Experience for Today's Consumer



COVID-19 has forced healthcare providers to redefine the patient journey overnight. Patient experience leaders have been tasked with finding new strategies to increase online leads, streamline patient communications, deploy telehealth solutions and even transact digitally to safely serve the patients in their care. Innovative healthcare providers are rapidly changing the way they do business to deliver a modern patient experience powered by messaging—from chat to check-up—100% digitally.

Speakers:

- Craig Daly, VP Enterprise Solutions, Podium
- Marcello Gasperini, Head of Strategic Business Development, Podium
- Marc Hansen, Marketing Director, Podium

2:15pm-2:30pm ET: Exhibit Hall

2:30pm-3:15pm ET: Experiential Learning for Patients and HCPs Using Virtual and Augmented Reality



Learn-by-doing experiences like medical simulations and acquiring empathetic perspectives through patient journeys bring unique awareness about diseases, procedures and treatments. The immersive qualities of augmented and virtual reality work to let learners see and feel life through the patient's eyes and give them long-lasting emotional connections to patients and their stories. Join Tipping Point Media in discussing empathy and simulation-based education for patients and healthcare providers and how using augmented and virtual reality can enhance learning and communications.

Speakers:

- William Garner, President & Chief Creative Officer, Tipping Point Media
- Sean Purcell, Director of Business Development, Tipping Point Media
- Elena Coarse, Sr. Learning Strategist, Tipping Point Media

3:15pm-4:30pm ET: Exhibit Hall

4:30pm ET: Environment officially closes and contest winners will be determined

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