



Connect. Inspire. Grow.

Mayo Clinic Care Network Affinity Group Conference



May 5-6, 2022 | Fairmont Scottsdale Princess, Scottsdale, Arizona

Connect. Inspire. Grow.

This conference brings Mayo Clinic Care Network colleagues together to reconnect and make new connections. Leveraging the power of being together, attendees will have an opportunity for full-group learning and networking as well as customized sessions for each affinity group. A meaningful and open exchange of ideas will expand knowledge and inspire transformation.

Health-care professionals have demonstrated incredible resilience over the past two years, and this conference will provide energizing opportunities that will lead to growth and the ability to be well-equipped for what's next.

Members



Affinity Group Leaders

C-SUITE PHYSICIAN AND CHIEF MEDICAL OFFICER AFFINITY GROUP



Dan Roline, MA
Vice Chair

CHIEF MEDICAL INFORMATION AND CHIEF INFORMATION OFFICER AFFINITY GROUP



Steve Peters, M.D.
Chief Medical Information Officer



Becky Pautz, MA
Operations Administrator



Cris Ross, MBA
Chief Information Officer



Tyson Stackhouse, MS
Integration Director

CHIEF NURSING OFFICER AFFINITY GROUP



Ryannon Frederick, MS, RN
Chief Nursing Officer



Diane Twedell, DNP, RN, CENP
Nurse Administrator

NURSING PROFESSIONAL DEVELOPMENT AFFINITY GROUP



Kelly Kiker, MSN, RN
Nursing Education Specialist



Dawn Nelson, MSN, RN
Nursing Administrator

QUALITY AND EXPERIENCE AFFINITY GROUP



Timothy Morgenthaler, M.D.
Quality and Affordability Vice
Chair



Sheri Nemec, MS, CPXP
Consultation and Relationship
Manager

MARKETING AND COMMUNICATIONS AFFINITY GROUP



Teresa Watkins, MBA
Senior Marketing Manager



Lisa Teske, MBA
Marketing and Communications
Manager

EQUITY, INCLUSION AND DIVERSITY AFFINITY GROUP



Lezli Kuster, MS
Manager, Education Operations

Conference Agenda

THURSDAY, MAY 5	FAIRMONT SCOTTSDALE PRINCESS	
5:45 a.m.	Optional: Gateway Loop Trail Hike	Princess Porte Cochere
7 a.m.	Breakfast	East Palomino Plaza
7 a.m.	Registration	North Foyer
8:45 a.m.	Welcome Mark Larson, M.D	Salon H & I
9 a.m.	Connect. Inspire. Grow. Mayo Clinic Platform – What’s Coming Next? Clark Otley, M.D. and Kari Turkowski, PhD We will explore the future of healthcare and share how Mayo Clinic Platform (MCP) partners to develop and deploy innovative health care solutions by utilizing their advanced data/technical capabilities. MCP is founded on Mayo Clinic’s values, driven by its expertise in complex clinical care, medical research, education and data science. With a strong focus on transformational initiatives in digital health care, MCPs vision is to create a healthier world where personalized, predictive, and innovative care is accessible to all.	Salon H & I
9:50 a.m.	Transition to Breakout Sessions	
10 a.m.	Breakout Session 1*	
10:45 a.m.	Break	North Foyer
11:15 a.m.	Breakout Session 2*	
12 p.m.	Lunch	East Palomino Plaza
1 p.m.	Buses to Mayo Clinic Phoenix Campus	Princess Porte Cochere
1:30 p.m.	Mayo Clinic Tours – Phoenix Campus	Phoenix Campus
3:15 p.m.	Buses to Fairmont Scottsdale Princess	Phoenix Campus
3:45 p.m.	Break	North Foyer

*See pages 8-13 for breakout session descriptions and locations

THURSDAY, MAY 5 FAIRMONT SCOTTSDALE PRINCESS		
4:15 p.m.	Our Bold. Forward. Future Together Richard Gray, M.D., Paula Menkosky , Marialena Murphy, MSN, RN, Mark Larson, M.D. Hear from Richard Gray, M.D., CEO of Mayo Clinic in Arizona, about Mayo Clinic's Bold. Forward. strategy to 2030 including how Arizona will play a pivotal role in the organization's future. This brief address will be followed by a fireside chat with Arizona chief administrative officer Paula Menkosky and Arizona chief nursing officer Marialena Murphy, moderated by Mark Larson, M.D.	Salon H & I
4:45 p.m.	Break	North Foyer
5 p.m.	Group Picture	Lagoon Lawn
5:15 p.m.	Networking Reception	Hacienda Plaza & Trellis
7 p.m.	Adjourn	
FRIDAY, MAY 6 FAIRMONT SCOTTSDALE PRINCESS		
6 a.m.	Optional: Gentle Stretch Activity	Canyon Lawn
7 a.m.	Breakfast	East Palomino Plaza
8:15 a.m.	Welcome and Recap Mark Larson, M.D. Ryan Uitti, M.D.	Salon H & I
8:45 a.m.	Transition to Breakout Sessions	
8:50 a.m.	Breakout Session 3*	
9:40 a.m.	Break	North Foyer
10:05 a.m.	Breakout Session 4*	
10:55 a.m.	Transition to Main Session	Salon H & I
11 a.m.	Transition: Emerging from the Pandemic Jeffrey Staab, M.D. As the COVID-19 pandemic shows signs of receding, expectations of returning to normal are growing. Yet, there are challenges to successfully navigating the end of the pandemic and standing down from two years of its influence on medicine and medical care. This presentation will discuss potential pitfalls and countermeasures for them as we emerge from the pandemic.	Salon H & I
12 p.m.	Adjourn & To-Go Lunch	East Palomino Plaza

*See pages 8-13 for breakout session descriptions

Breakout Sessions

C-SUITE PHYSICIAN AND CHIEF MEDICAL OFFICER AFFINITY GROUP

Breakout sessions will be hosted in Moor 2 unless otherwise noted.

SESSION & DESCRIPTION		PRESENTER(S)
THURSDAY, MAY 5		
BREAKOUT 1 10 – 10:45 a.m.	Keynote Debrief, Networking and Next Steps Discuss key takeaways and ask questions of Mayo Clinic physician leaders of the Mayo Clinic Care Network and Mayo Clinic Platform. Survey input will be reviewed and discussed, allowing for a great opportunity for networking among colleagues from across the care network.	Mark Larson, M.D. Clark Otley, M.D. Ryan Uitti, M.D.
BREAKOUT 2 11:15 a.m. – 12 p.m.	Mayo Clinic Platform 101 for Physicians: A Primer Discover what Mayo Clinic Platform is and how it will improve and enhance health care and the Mayo Clinic Care Network.	Ed Simcox Bill Gillis Clark Otley, M.D. Steve Bethke, MBA
FRIDAY, MAY 6		
BREAKOUT 3 8:50 – 9:40 a.m.	Mayo Clinic Care Network Solution Suggestion Discuss pain points in health care, propose technological solutions, and learn about what Mayo Clinic is doing to combat the challenges.	Ed Simcox Kari Turkowski, PhD Richard Larsen, MBA
BREAKOUT 4 10:05 – 10:55 a.m.	Clinical Roundtable Discussion Share best practices and connect and network with other C-suite physicians from the Mayo Clinic Care Network and Mayo Clinic.	Mark Larson, M.D. Ryan Uitti, M.D.

CHIEF MEDICAL INFORMATION AND CHIEF INFORMATION OFFICER AFFINITY GROUP

Breakout sessions will be hosted in Bourbon 11 unless otherwise noted.

SESSION & DESCRIPTION		PRESENTER(S)
THURSDAY, MAY 5		
BREAKOUT 1 10 – 10:45 a.m.	Leveraging Technology in Revenue Cycle	Brenda Brault, RN, MBA Jared Staal, MS
BREAKOUT 2 11:15 a.m. – 12 p.m.	Mayo Clinic's Telemedicine Journey	Steve Ommen, M.D., FACC, FAHA
FRIDAY, MAY 6		
BREAKOUT 3 8:50 – 9:40 a.m.	Mayo Clinic's Journey to Cloud Technology: Migration to and Leveraging of the Cloud	Vish Anantraman, MBBS, MS James Buntrock, MS Bill Gillis
BREAKOUT 4 10:05 – 10:55 a.m.	Solutions Pipeline, Member Feedback and Solicitation for Future Development	Kari Turkowski, PhD Ed Simcox

CHIEF NURSING OFFICER AFFINITY GROUP

Breakout sessions will be hosted in Moor 1 unless otherwise noted.

SESSION & DESCRIPTION		PRESENTER(S)
THURSDAY, MAY 5		
BREAKOUT 1 10 – 10:45 a.m.	Workforce of the Future: New Models of Care Powered by Innovation The workforce shortage has caused many challenges in health care organizations across the country. Share new ideas of creative staffing strategies, how to recruit and retain staff, and how to best utilize the workforce to its maximum.	Ryannon K. Frederick, MS, RN Diane Twedell DNP, RN, CENP
BREAKOUT 2 11:15 a.m. – 12 p.m.	Workforce of the Future: New Models of Care Powered by Innovation (continued) Continue the discussion from the previous session with colleagues from across the Mayo Clinic Care Network.	Ryannon K. Frederick, MS, RN Diane Twedell DNP, RN, CENP
FRIDAY, MAY 6		
BREAKOUT 3 8:50 – 9:40 a.m.	Academic Practice Partnerships (combined with NPD) – Salon H & I Explore how to work with academic partners to integrate the current nursing graduates into the modern-day workplace.	Jane Foote, EdD, MSN, RN, CNE
BREAKOUT 4 10:05 – 10:55 a.m.	Navigating Innovation in Academic Practice Partnership Discuss career pathways and innovative academic practice partnership models.	Jane Foote, EdD, MSN, RN, CNE

EQUITY, INCLUSION AND DIVERSITY AFFINITY GROUP

Breakout sessions will be hosted in Moor 3 unless otherwise noted.

SESSION & DESCRIPTION		PRESENTER(S)
THURSDAY, MAY 5		
BREAKOUT 1 10 – 10:45 a.m.	Mayo Clinic's Commitment Against Racism and the Importance of Leadership Engagement In July 2020, Mayo Clinic publicly committed to investing \$100 million over the next 10 years to address health disparities, eliminate racism, and advance equity and inclusion on its campuses. The speakers of this session will share how with leadership support, they worked as site liaisons to understand local issues and develop a plan to move the conversation forward and adjust the dial as it pertains to race relations.	Diane Jelinek, PhD Britany McElroy, MHA
BREAKOUT 2 11:15 a.m. – 12 p.m.	Mayo Clinic Commitment Against Racism: The Medical Apartheid Grant Project Experience Share Mayo Clinic's experience establishing a DEI & anti-racism book club, which focused on "Medical Apartheid," an award-winning text by Harriet Washington, and inspired the organization of a larger book club within the institution.	Rashmi Halker Singh, M.D. Cumara O'Carroll, M.D., MPH
FRIDAY, MAY 6		
BREAKOUT 3 8:50 – 9:40 a.m.	Transforming Staff and Nurse Manager Career Development: Building Nurse Leaders of Tomorrow How do you recruit and keep great nurses? One academic medical center, during a journey toward a better understanding of equity, inclusion, and diversity for nursing, made a targeted effort to enhance access to employment and professional growth opportunities through a series of external and internal programs and knowledge growth. Learn how a focus on the nursing work environment, principles of equity, inclusion and diversity, and individual career development resulted in increased organizational commitment, nurse satisfaction, and decrease turnover.	Kathleen Matson, DHA, MSN, RN, NE-BC
BREAKOUT 4 10:05 – 10:55 a.m.	Equity, Inclusion and Diversity: How Do We Start, Improve or Sustain Our Efforts? (Combined with Marketing and Communications) – Salon H & I Equity, diversity and inclusion takes all of us — we are all in different places within our journey, none of us have arrived. How do we build a culture that accurately and authentically reflects our patient experience, marketing, community and staff engagement and ultimately our brand? Be a part of the discussion led by Mayo Clinic and member representatives who all have a critical role in guiding this movement, together.	Barb Hamilton-Sustad, MBA Marion Kelly, BA, BS Tripp Welch, MBA Alieu Nyassi, MS-ELOC

MARKETING AND COMMUNICATIONS AFFINITY GROUP

Breakout sessions will be hosted in Salon F unless otherwise noted.

SESSION & DESCRIPTION		PRESENTER(S)
THURSDAY, MAY 5		
BREAKOUT 1 10 – 10:45 a.m.	Shifting Values and Emotions, Digital and Data Dynamics, and the Impact on Consumer Expectations Dig into some of the insights and learning around changing consumer behaviors and expectations and build understanding of the shifting values and emotions influencing consumer choice, how digital is redefining the way we work and play, data use and consent expectations to prepare health systems for the future healthcare consumer.	Cindy Roberts, MBA
BREAKOUT 2 11:15 a.m. – 12 p.m.	Brand and Experience: The Service Promise at Mayo Clinic (combined with Quality and Patient Experience) – Salon H & I Share the principles of the service triangle: making, enabling and keeping promises. Demonstrate how different departments support these principles by focusing on the Mayo Clinic values. Discuss how collaboration is key to supporting Experience throughout the patient journey.	Laurie Wilshusen, MA Tripp Welch, MBA
FRIDAY, MAY 6		
BREAKOUT 3 8:50 – 9:40 a.m.	Paid Search Primer: Enhancing your marketing strategy with Google ads and more Search engines represent enormous opportunities for health-care marketers — in both the organic and paid realms. Join Sarah and Chloe, who will provide a guide to getting started in paid search as well as some intermediate approaches. Whether you're just curious or actively looking to enhance your marketing strategy with paid search, join us on this journey and bring your questions.	Sarah O'Brien Chloe Liu
BREAKOUT 4 10:05 – 10:55 a.m.	Equity, Inclusion and Diversity: How Do We Start, Improve or Sustain Our Efforts? (Combined with Equity, Inclusion & Diversity) – Salon H & I Equity, diversity and inclusion takes all of us — we are all in different places within our journey, none of us have arrived. How do we build a culture that accurately and authentically reflects our patient experience, marketing, community and staff engagement and ultimately our brand? Be a part of the discussion led by Mayo Clinic and member representatives who all have a critical role in guiding this movement, together.	Barb Hamilton-Sustad, MBA Marion Kelly, BA, BS Tripp Welch, MBA Alieu Nyassi, MS-ELOC

NURSING PROFESSIONAL DEVELOPMENT AFFINITY GROUP

Breakout sessions will be hosted in Bourbon 9 unless otherwise noted.

SESSION & DESCRIPTION		PRESENTER(S)
THURSDAY, MAY 5		
BREAKOUT 1 10 – 10:45 a.m.	Nursing Orientation Review how to expedite onboarding of nurse travelers and explore transitioning to an effective virtual orientation while retaining organizational culture and values.	Rhyan Weaver, MSN-ed, CEN, TCRN
BREAKOUT 2 11:15 a.m. – 12 p.m.	Preceptorship Discuss the structure of preceptor training and review resources for preceptors outside of formal training.	Rhyan Weaver, MSN-ed, CEN, TCRN
FRIDAY, MAY 6		
BREAKOUT 3 8:50 – 9:40 a.m.	Academic Practice Partnerships (Combined with CNO) – Salon H & I Explore how to work with academic partners to integrate the current nursing graduates into the modern-day workplace.	Jane Foote, EdD, MSN, RN, CNE
BREAKOUT 4 10:05 – 10:55 a.m.	Grace, Gratitude and Grit: Wellness in the Workplace In these challenging times, wellbeing is more important than ever. Explore practices that promote wellness at the individual and workplace level.	Kelly Kiker, MSN, RN Dawn Nelson, MSN, RN

QUALITY AND EXPERIENCE AFFINITY GROUP

Breakout sessions will be hosted in Salon G unless otherwise noted.

SESSION & DESCRIPTION		PRESENTER(S)
THURSDAY, MAY 5		
BREAKOUT 1 10 – 10:45 a.m.	Enduring Quality Focus After the Pandemic Discuss the COVID-19 pandemic and the significant challenges it brought to quality assurance and improvement activities within health-care institutions. With COVID-19 case numbers, answer key questions about lessons learned, reclaiming improvements in areas that have regressed and how quality improvement work will be handled going forward.	Timothy Morgenthaler, M.D. Katherine Noe, M.D., PhD Judy Henderson, MSAH-M, RN Dustin Flanary
BREAKOUT 2 Option 1 11:15 a.m. – 12 p.m.	Creating Connections Among Members – a World Café Experience Interact with quality and safety colleagues over your top quality and safety priorities and needs for 2022-23 and build valuable network connections. Organizational strengths and needs will be matched for highly engaging discussions.	Sheri Nemec, MS, CPXP Tim Brennan, MBA Dustin Flanary
BREAKOUT 2 Option 2 11:15 a.m. – 12 p.m.	Brand and Experience: The Service Promise at Mayo Clinic (combined with Marketing and Communications) – Salon H & I Share the principles of the service triangle: making, enabling and keeping promises. Demonstrate how different departments support these principles by focusing on the Mayo Clinic values. Discuss how collaboration is key to supporting Experience throughout the patient journey.	Laurie Wilshusen, MA Tripp Welch, MBA
FRIDAY, MAY 6		
BREAKOUT 3 8:50 – 9:40 a.m.	Improvement Partnerships: Building Practice Relationships to Drive Success Mayo Clinic aims to deliver an unparalleled experience with the most trusted clinical expertise and knowledge. Focus on the Mayo Clinic Experience Improvement Partnership (IP) program line, which supports the practice to take meaningful actions to enhance the experience for all. Discuss how the Experience team engages practice leadership to identify opportunities for improvement and implement best practices across the spectrum of care, the Experience approach to partnership meetings, and how the Experience team inspires, guides and supports innovation and continuous improvement to meet patients' needs.	Ellen Meltzer, M.D., MSc, FACP Amy Sherman, MA, MSW
BREAKOUT 4 10:05 – 10:55 a.m.	Taking Aim with Data for Quality Concentration Present tactics and tools to help distill performance related data into actions that promote targeted metric movement. Key topics include prioritization matrix development, prior performance reflection, metric affinity opportunities and championing alignment.	Dustin Flanary Tim Brennan, MBA



Scan for presenter biographies, Mayo Clinic Care Network member attendees, an electronic copy of the agenda and resort information.

carenetworkmembers.mayoclinic.org

