



2025 Industry Partner Showcase

Agenda

12:30pm – 12:40pm: Opening Remarks – Elizabeth Woodcock, DrPH, MBA, FACMPE, CPC, Founder and Executive Director, Patient Access Collaborative.

12:40pm – 1:00pm: *Key Strategies for Your Access Digital Roadmap*, Michael Kraft, MD, FAAFP, CAQSM, DipABLM, Associate Chief Health Information Officer, Medical Director of Patient Access, Emory Healthcare.

1:00pm – 1:20pm: Luma Health and Geisinger - *Less Phone Tag, More Patient Retention: How Geisinger Keeps Patients In-System* - Aditya Bansod, Co-Founder and CTO, Luma Health and Amanda Jones, Senior Director of Digital Engagement, Geisinger.

1:20pm – 1:40pm: Genesys Cloud and Emory Healthcare - *Reimagining Access: Emory Leads with Genesys Cloud and Epic Cheers Integration* - Elizabeth Johnson, Vice President, Patient Access Contact Centers, Emory Healthcare and Tara Mahoney, Vice President, Healthcare, Genesys.

1:40pm to 2:00pm: Break

2:00pm – 2:20pm: Hyro and Hackensack Meridian Health - *AI-Powered Patient Communications: Transforming Access to Care at Hackensack Meridian Health* - Adrienne Woods, Vice President of Digital Engagement, Hackensack Meridian Health and Israel Krush, CEO and Co-Founder, Hyro.

2:20pm – 2:40pm: T2 Flex and Geisinger - *The Flex Advantage: Powering Patient Access Through Remote Call-Center Support* - Marco Mejia, Director, Access Analytics & Technology, Geisinger and Kevin Torf, Managing Partner, T2 Group.

2:40pm – 3:00pm – ActiumHealth and Houston Methodist - *Automated Outreach for Radiology: Creating Access, Capacity & Cost Savings at Houston Methodist* - Lyndsey Palumbo, Director System Access Services, Houston Methodist and Dana Marley, Director, Client Success, ActiumHealth.

3:00pm – 3:20pm – Five9 and Penn Medicine - *How Automated Quality Management (AQM) is Used in an Agent Performance Incentive Program* - William Stewart, Sr. Manager, Quality, Penn Medicine, Cole Lyons, Quality Management Analyst, Penn Medicine and Roni Jamesmeyer, Sr. Manager, Healthcare Vertical, Five9.

3:20pm – 3:40pm – eHealth Technologies and Tampa General Hospital - *Enhancing Patient Access: Faster, Smarter Access to Clinically Organized Medical Histories* - Dawn Mickan, MBA, BSHA, CHAM, Sr. Director of OncComm and Access, Tampa General Hospital and Michelle Donowsky, Executive Director of Clinical Optimization, eHealth Technologies.

3:40pm – 4:00pm: Closing Remarks – Elizabeth Woodcock, Founder and Executive Director, Patient Access Collaborative.

All times listed in Eastern Standard Time.

Patient Access Collaborative does not endorse or sponsor any commercial product or service.