



2025 PAC SYMPOSIUM

MAY 13-15, 2025 | HOUSTON, TX



welcome

to the

2025 Patient Access Collaborative Annual Symposium

Location: Houston Marriott Medical Center

+ Various Sites on the Campus of Texas Medical Center

Hotel WiFi in Conference Area

Marriott Conference Network; PACS2025

Addresses to Know

Houston Marriott Medical Center: 6580 Fannin Street, Houston, Texas 77030

Astros Baseball Park (Daikin): 501 Crawford St, Houston, Texas 77002

Tuesday, May 13, 2025

8:30am – 12noon **Pre-Conference Session: Introduction to Ambulatory Capacity Management**
Marriott Hotel -- Conference Rooms 1 & 2

12:00pm – 4:00pm **Conference Registration: Marriott Hotel Grand Ballroom Foyer (3rd Floor)**

1:00pm - 4:15pm **Concurrent Sessions**

Session I – Access Journey - Marriott Hotel Grand Ballroom Salons ABCD

Moderator: Brent Bizwell, Principal, Access Advisors

1:00pm to 1:15pm: Networking & Introductions

1:15pm to 2:15pm: Emory Healthcare: *Update on EmoryNow* - Haley Bolton, MPH, Vice President, Access Performance Management and Elizabeth Johnson, Vice President, Patient Access Contact Centers

2:15 to 2:30: Break

2:30pm to 4:00pm: University Hospitals: *Consumer-Focused Access Transformation* - Lisa E. Griffin, MBA, CCCM, Chief Consumer Officer; Dick Ingersoll, Director, Surgical Specialties and Anesthesia Services; Marcus Paschall, Vice President, University Hospitals Seidman Cancer Center; Percival Kane, Chief Operating Officer, University Hospitals Ahuja Medical Center; and Samuel Derrick, Senior Project Manager, University Hospitals

4:00pm to 4:15pm: Conclusion

Session II – Digital Transformation in Access - Marriott Hotel Grand Ballroom Salons EFG

Moderator: Chris Profeta, MPH, Senior Director, Research and Instruction, Patient Access Collaborative

1:00pm – 1:20pm – Networking & Introductions

1:20pm - 2:15pm - The Promise of the System-Level CRM: Out or In?

Let's engage with an external partner: Philip Quick, MPS, CHAM, Chief System Access Operations Officer, University of Chicago Medicine

Let's leverage internal resources: Leslie Sehr, Director of Patient Access Services and Aramis Cherrington, Vice President, Patient Access Services, RWJBarnabas Health Medical Group

2:15pm – 2:40pm - Streamlining Referral Transcription – Jennifer Ward, MBA, Director of Patient Access, UT Southwestern Medical Center

2:40pm – 2:55pm - Break

2:55pm – 3:20pm – Patient Engagement: Live Chats, Care Gap Closure Texts – Suzanne Ronner, Vice President, Patient Access Center, Digital Engagement, Hackensack Meridian Health

3:20pm – 4:10pm: Idea Lab with Table Leaders with Speakers, and...

- Cindy Rogers, Executive Director, Support Services, University of Florida Jacksonville Physicians
- Denise Davis, Program Director of Operations and Digital Solutions, Johns Hopkins Medicine
- Jesse Dodd, Director, Access Services, University of Texas Medical Branch
- Joan Broers, Operations Manager, Mayo Clinic
- Lisa Whitty, System Director, Contact Centers, Henry Ford Health
- Marco Mejia, Director, Access Analytics and Technology, Geisinger
- Marcy Cohen, Senior Director, Ambulatory Capacity Management, Mount Sinai Health System
- Matt Long, Executive Director, Enterprise Patient Access, Medical University of South Carolina Health
- Patrick Healy, Director of Enterprise Registration and Scheduling, Penn Medicine
- Tiffany Northcutt, AVP, Access to Care Partnerships and New Ventures, Ochsner Health System

4:10pm – 4:15pm: Conclusion

Session III – Medical Director Roundtable - Marriott Hotel Conference Room 1 & 2
Moderator: Dominic King, DO, Sports Medicine Physician, Associate Chief Improvement Officer for Access, Cleveland Clinic

Session IV – Executive Forum (invite only) - Houston Methodist, Dunn 200 Executive Boardroom with Moderator: Tesha Montgomery, SVP, Access, Houston Methodist

4:15pm - 5:00pm Break

5:00pm – 6:00pm **New Member & Mentor Mingle** - Marriott Hotel Grand Ballroom Foyer (3rd Floor)

6:00pm - 7:30pm **Welcome Reception. Networking, Drinks & Appetizers** - Marriott Hotel Salon D&E (3rd Floor)

Wednesday, May 14, 2025

7:00am – 4:00pm **Conference Registration** - Marriott Hotel Grand Ballroom Foyer (3rd Floor)

7:00am - 8:15am **Breakfast Buffet** - Marriott Hotel Grand Ballroom (3rd Floor) – *Please note that you may continue breakfast in the ballroom at your table as the main symposium session is starting.*

8:15am - 12:00pm **Main Symposium – Access 2030: Our Future** – Marriott Hotel Grand Ballroom

8:15am – 8:50am - Elizabeth Woodcock, Founder and Executive Director, Patient Access Collaborative - *Welcome, Opening – We Go Farther Together*

8:50am – 9:25am – Fulfilling the Community's Access to Care: Baystate's OATH Model -- Adrienne Seiler, MD, Chief Clinical Officer, Baystate Health

9:25am – 10:00am – Transforming Patient Access: Innovating the Future towards 2030 - Kari Houser, MBA, CPA, Operations Administrator, Office of Access Management, Mayo Clinic; Ruple Laughlin, MD, Professor of Neurology, Medical Director, Office of Access Management, Vice-Chair, Rochester Outpatient Practice, Mayo Clinic; and Rachel Pringnitz, Vice Chair of Administration, Mayo Clinic Rochester.

10:00am - 10:20am – Awards (Best Practices, Access Innovation) – Rebecca Carey, PMP, MBA, Vice President, Ambulatory Access, Stanford Children's, and Julie Miller, BSN, RN, PMP, Director of Ambulatory Systems, Penn State Health, Members, Patient Access Collaborative Membership & Recognition Committee

10:20am – 10:40am – Coffee Break

10:40am - 11:15am – System-Level Access Strategies: Weaving Access into the Fabric of Michigan Medicine -- Balqis Elhaddi, MHSA, MLS, ASCP, Senior Director, Patient Access Services, Michigan Medicine

11:15am - 11:45am – Access: From Scapegoat to Strategic Powerhouse - James Kern, MBA, Senior Director, Access & Capacity Management, The Ohio State University Wexner Medical Center

11:45am – 11:50am – Elizabeth Woodcock - *Close*

12:00pm – 1:15pm **Buffet Lunch** - Marriott Hotel Restaurants (2nd Floor) -- Oncology Access proceeds to MD Anderson Cancer Center for lunch & session

1:15pm - 4:00pm Concurrent Workshops

1:15pm – 4:00pm **Access Center Management** – Marriott Hotel Grand Ballroom Salons EFG

Moderator: Clara Doan, Senior Director, Patient Access Center, UMass Memorial

1:20pm to 1:45pm - Introductions - Clara Doan

1:45pm to 2:10pm Spanish Language Call Center – Holly Koehler, Vice President, Access, Northwell Health

2:10pm to 2:35pm Flexible Staffing – Joshua Bosire, VP, Patient Access, Cooper University Health

2:35pm to 3:00pm Service Level Agreements - Amanda Thompson, MHA, Health System Executive Director for UNC Health Access Center, UNC Health

3:00pm to 3:15pm - 2025 PAC Access Center Benchmarks - - Elizabeth Woodcock, Executive Director, Patient Access Collaborative

3:15pm to 4:00pm - Table Topics: "Which metric pays the bills? Which metric gets you fired?!"

Table Leaders:

- Speakers, and...
- Amber Daugherty, Director, Access, University of Arkansas for Medical Sciences
- Amber Townsend, Director, USF Tampa General Physicians
- Andrew Hubal, Director, Training, Quality and Support, UC Davis Health System
- Brian Murray, Vice President, Enterprise Contact Center, Baylor Scott & White Health
- Carla Truell, AVP, Patient Access, Cooper University Health Care
- Cassie Miller Georgakopoulos, Directors, UNC Health
- Connie Lee, Senior Director, Patient Access, UCLA Health
- Eve Fischer, Operations Administrator, Access and Scheduling Operations, Mayo Clinic Health System
- Greg Lewin, Senior Director, Patient Access, Montefiore Health System
- John Schultz, Director, Contact Center Operations, Ambulatory Services, Children's National
- Neil Christiansen, Operations Director, University of Iowa Health Care
- Robin Van Marter, Assistant Director of Patient Access, Centralized Patient Access Services, UT Southwestern Medical Center
- Trish Hanley, Scheduling Services Administrator, University of Pittsburgh Medical Center

4:00pm - Conclusion - Clara Doan

12:15pm – 4:00pm **Lunch & Oncology Access Roundtable** –Hickey Auditorium – MD Anderson Cancer Center - 10 to 15-minute walk to venue).

Co-leaders Dr. Victor Hassid, Associate Vice President, Access Strategic Operations and Alexandra Blake, Associate Vice President, Access Strategic Operations, MD Anderson Cancer Center. Speakers include Jeanne Silva, MSN, RN-BC, CN-BN, CMSRN, AVP Oncology Access and Navigation, RJWBarnabus; Kate Levine, Senior Director, Patient Access and Megan Dunne, NP, Associate Clinical Director, Patient Access Programs, Memorial Sloan Kettering Cancer Center

- 12:15pm – 4:00pm **Lunch & Diversity, Equity, and Inclusion in Access** – Marriott Hotel Conference Room 1
Moderators: Arthur Price, Vice President, Access, Metro Health and Tasia McLeod, Program Director, Access to Care, NewYork Presbyterian Hospital
- 1:15pm – 4:00pm **Capacity Management** - Marriott Hotel Grand Ballroom Salons ABCD
- Moderator: Chris Profeta, MPH, Senior Director, Research and Instruction, Patient Access Collaborative
- 1:10pm to 1:20pm - Introductions- Chris Profeta
- 1:20pm to 1:45pm - Expanding Clinic Capacity: In-Basket & Prescription Refill Support – Jessica Nordstrom, MD, Access Medical Director, & Chris Jurma, Operations Director, Centralized Prescription Refill Center, BSW Medical Group, Baylor Scott & White Health
- 1:45pm to 2:10pm - Rapid Access Program - Michelle Neeley, MHA, Senior Project Manager, Population Health, Michigan Medicine
- 2:10pm to 2:35 – Dermatology Access Strategies/Stand-By Program – Stephanie Schmidt, MS, Senior Director, Ambulatory Operations, OHSU Health
- 2:45pm to 3:00pm - Break*
- 3:00pm – 3:25pm - Space Utilization Mary Baker, VP, Ambulatory Services, UC Health
- 3:25pm – 3:50pm - Leverage APPs to Augment Access - Leslie Holtzapple, MBA, Senior Director, Capacity Management and Scheduling, Access, Geisinger
- 3:50 to 4:00pm - Conclusion - Chris Profeta
- *An extra 10 minutes to allow for overage*
- Evening Event **Baseball Game!**
- 5:45pm or 6:30pm – Board bus to Daikin Park for Houston Astros/Kansas City Royals Game at 7:10 pm - 501 Crawford St, Houston, TX 77002. (Rotation of buses returning to Marriott start at 8:45pm; on-your-own rideshares also readily available for those who do not wish to wait. The final bus will leave Daikin Park at 10:00 pm, regardless of the conclusion of the game.)

Thursday, May 15, 2025

- 7:00am - 8:15am **Breakfast Buffet** - Marriott Hotel Grand Ballroom (3rd Floor) - *Please note that you may continue breakfast as the main symposium session is starting.*
- 8:00am - 4:45pm **Optimizing Patient Access through Nurse Triage** – Marriott Hotel Conference Room 1 & 2
- Agenda under separate cover. Dinner to follow program, exclusively for our Optimizing Patient Access through Nurse Triage registrants.
- 8:15am – 10:00am **Houston Highlights: The Texas Medical Center Showcase** - Marriott Hotel Grand Ballroom
- Houston Methodist: Erica Simon, Director, System Patient Access & Specialty Scheduling and Kola Ogunrinde, Director, System Access & Capacity Management, Referral Management Center
- MD Anderson Cancer Center: Dr. Victor Hassid, Executive Medical Director Access Strategic Operations and Alexandra Blake, Executive Director, Ambulatory Access Operations
- Texas Children's Hospital: Grace Karon Fangman, Director, Business Operations & Strategic Planning and Laura Hardy, Vice President, Department of Pediatrics

10:00am – 10:30am	Awards (Community Impact & Leaders) - Marriott Hotel Grand Ballroom
10:30am – 11:45am	Poster Walk & Table Talks - Marriott Hotel Grand Ballroom
11:45am – 1:00pm	Buffet Lunch – Marriott Hotel Restaurants
1:00pm - 3:30pm	Concurrent Sessions – Smaller-group, workshop-based forums where participants can take a deep dive into subjects.
	<p>Session 1: Analytics: Benchmarks, Dashboards, ROI - Marriott Hotel Salons B&C</p> <p>Featuring Stephanie Schmidt, Senior Director, Ambulatory Operations and Adam Stone, Director, Data and Analytics, Oregon Health & Science University Health</p> <p>Session 2: Templates, Tickets, Decision Trees, Automated Waitlists - Marriott Hotel Salon D</p> <p>Featuring Elizabeth Beasley, Director, Access, Children's Hospital, University of Mississippi Medical Center and Kim Pacheco, Director, Patient Access, University of Utah Health</p> <p>Session 3: Access: Strategy, Planning, Implementation - Marriott Hotel Salons F&G</p> <p>Featuring Baylor Scott & White Health (Brett Butler, Vice President, Access Services & Brent Bizwell, Principal, Access Advisors)</p> <p>Session 4: Performance Improvement & Change Management - Marriott Hotel Conference Rooms 3 & 4</p> <p>Featuring Jalana McCasland, VP, Ambulatory Services, VCU Health, Dan Gregg, Director of Access Strategy and Performance Management, Emory Healthcare. Remarks by Chris Munoz, Patient Access Administrator, University of Florida Jacksonville Physicians</p> <p>Session 5: Managing Excess Demand: Telemedicine, eConsults, Strategic Alliances - Marriott Hotel Salon A</p> <p>Featuring Paul Rohrer, Director, Access, University of Colorado Medicine. Remarks by Melissa Blakeman, MD, Medical Director for Patient Access, Johns Hopkins Community Physicians and Gina Engel, MD, Associate Chief Medical Officer Ambulatory, UVA Health</p> <p>Session 6: Access Center Deep Dive - Marriott Hotel Salon E</p> <p>Featuring Pat Michael, Patient Contact Services Director, Patient Experience/Access and Matt Kurtz, Ambulatory Contact Center Manager, Nebraska Medicine and Andrea Mumaw BSN, RN, Deputy Director of Patient Access, SIU Medicine</p>
4:00pm	Board Shuttle to Depart for Houston Hobby Airport or George Bush Intercontinental Airport. (Advance reservation required; approximately 30-minute trip).
6:00pm	Optional Dutch-Treat Small-Group Dinner Sign-Up (advance reservation required). Please note: You are "assigned" to a group; the reservation will be made for you at a restaurant within walking distance.

Friday, May 16, 2025

7:00am – 12:00pm	<p>Optimizing Patient Access through Nurse Triage</p> <p>7:00am - 8:00am - Breakfast Buffet - Marriott Hotel Conference Room 1 & 2</p> <p>8:00am – 12noon – Nursing program continues – Marriott Hotel Conference Room 1 & 2</p>
------------------	--