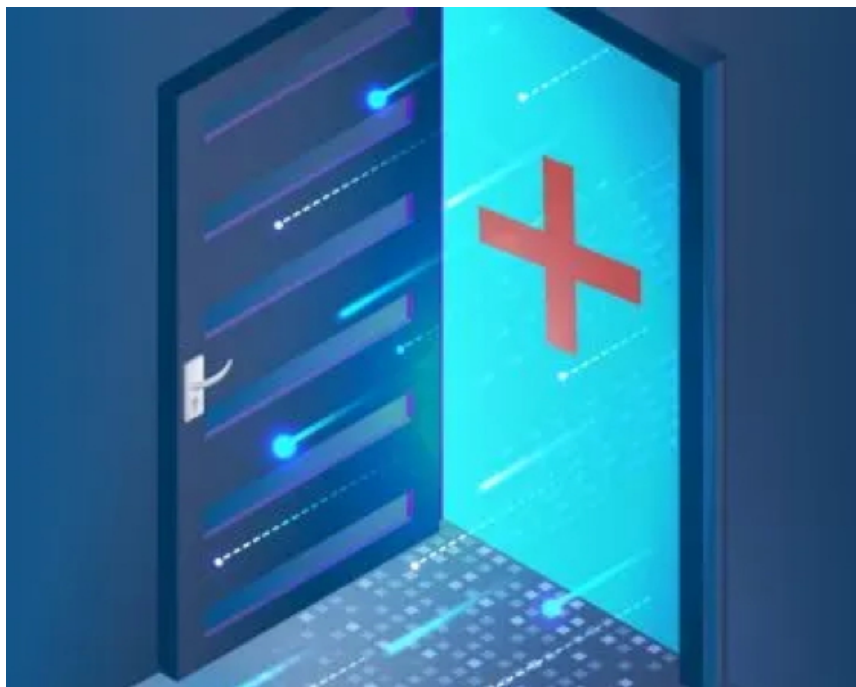


# Digital Front Door

Health System Perspective on Going from a Traditional Patient Setting to a Transformed Way of Giving Care

February 8, 2022



*Partnership for a Connected Illinois*  
**broadbandillinois.org**

The Illinois Telehealth Initiative (ITI) is a project of the nonprofit Partnership for a Connected Illinois (PCI). Over the last five years, ITI organized Law and Policy Forums examining the telehealth landscape in Illinois and the broader Midwest. The Forums feature interactive panel discussions on the current legal and regulatory environment for telehealth, reimbursement trends and opportunities, and telemedicine delivery and business models. <http://www.broadbandillinois.org/index.html>

**H**ealth systems, Payers, EHR Companies and all of today's healthcare incumbents recognize the importance of productively engaging consumers through digital means. The purpose, level, and means of accomplishing this vary widely. Why digital engagement? How can it be done successfully? How can incumbents compete with the myriad of digital health companies that threaten to win consumer allegiance at their expense? Join us for a lively session where we will share some of the latest strategies and resources for digital engagement by incumbents and hear a debate as to its strengths and weaknesses, and how we can expect the battle for healthcare consumer engagement to play out in the coming years.

Host:



# Speakers

**Lee Shapiro** is Managing Partner at 7wireVentures, an investment firm he co-founded over a decade ago. He also served as Chief Financial Officer of Livongo Health [NASDAQ:LVGO] until November 2020. Lee serves on the board of Senior Connect, a special purpose acquisition company [NASDAQ:SNRH], Click Therapeutics, the American Heart Association (currently treasurer) and also serves on the board and committees of various 7wireVentures portfolio companies.



**Carter Dredge**, is Lead Futurist of SSM Health, a large Catholic not-for-profit health system serving communities across the Midwest. Mr. Dredge oversees SSM Health's research and development, innovation, and new venture activities, with focus on national/global healthcare business model redesign. Mr. Dredge currently serves on multiple boards and is a member of the Aspen Global Leadership Network and co-leads the Healthcare Utility Initiative in the United Kingdom..

**Dr. Shikha Jain** is a board-certified hematology and oncology physician, an assistant professor of medicine in the Division of Hematology and Oncology at the University of Illinois in Chicago, Director of Communications Strategies in Medicine and the Associate Director of Oncology Communication and Digital Innovation for the University of Illinois Cancer Center.



# Moderator



**Terry Murphy** is CEO of Edgehealth LLC and co-chairs the Digital Health Selection Committee for ACHRM, an employer health coalition. He teaches Digital Health and Disruptive Innovation in Cornell's Sloan executive MHA program.

# Date

**Tuesday, February 8, 2022, Noon to 1:00 pm CT**

Online

Sustaining Partner:



**McDermott  
Will & Emery**

[\*\*Register for Forum Here\*\*](#)