

Radically Convenient Health Care

Health System Reinvention through Digital Health

Thursday
December 1, 2022
1:00 pm CST

[Register
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This Webinar is a case study in health system innovation, exploring the real world experience of MercyOne health system in Iowa. Discussed will be the future imperative for health systems to reinvent themselves with bold vision and thoughtful implementation. Internal and public-facing digital health strategies and tools will be examined including personalizing care from the beginning through psychographic patient provider matching, improving convenience through virtual triage and more.

Online Host:

ConnectedHealthInitiative

Bob Ritz

Chief Executive Officer, **MercyOne**

MercyOne is an integrated health care system with 40 hospitals and more than 230 clinics designed to provide outstanding health care services to help people throughout Iowa and surrounding areas live their best life. MercyOne cares for more than 3 million patients each year through the dedicated work of more than 18,000 colleagues. for more than 3 million patients each year through the dedicated work of more than 18,000 colleagues.



Janell Pittman

Chief Marketing and Digital Strategy Officer,
MercyOne

Janell Pittman is the Chief Marketing and Digital Strategy Officer for MercyOne. In this role she led the team behind the unified MercyOne brand. She is also responsible for leading passionate teams to advance MercyOne's Culture and Digital Strategy along with Communications and Decision Support. Janell was recently recognized by Beckers as one of 50 top chief digital strategy officers to know.



Moderator:

Terry Murphy

Adjunct Faculty, Cornell University
Sloan MHA Program; Chair, Digital
Behavioral Health Selection Committee;
ACHRM Employer Health Coalition

