

## Engaging Patients: Building Trust and Support for Safety Surveillance

Washington Plaza Hotel • Washington, DC

Tuesday, June 23, 2015

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### Agenda

**8:30 a.m. Registration**

**9:00 a.m. Welcome and Overview**

**Mark McClellan**, Senior Fellow and Director, Health Care Innovation and Value Initiative, The Brookings Institution

**Gregory Daniel**, Fellow and Managing Director, Evidence Development & Innovation, The Brookings Institution

**Robert Ball**, Deputy Director of the Office of Surveillance and Epidemiology (OSE), U.S. Food and Drug Administration

**9:15 a.m. Session I: Exploring the Current Patient and Sentinel Data Partner Relationship**

Panelists:

- **Bray Patrick-Lake**, Duke CTSA, Director of Patient Engagement, and Clinical Trials Transformation Initiative (CTTI), Director of Stakeholder Engagement
- **Jamie Brocki**, Staff Vice President, Member Engagement & Communications; Anthem Inc.
- **Lyn Ketelsen**, Vice President and Chief Patient Experience Officer, Hospital Corporation of America
- **Jaewon Ryu**, Segment VP and President, Integrated Care Delivery, MSO JV Oversight, Humana
- **Darla Tufto**, Vice President, Consumer Office, UnitedHealthcare
- **Nancy Falk**, Senior Director, Marketing Program Innovation, Kaiser Foundation Health Plan Inc., Kaiser Permanente

**10:30 a.m. Break**

**10:45 a.m. Session II: Approaches to Engage Patients in Understanding Sentinel's Public Health Benefits**

Panelists:

- **J. Stephen Mikita**, Patient Engagement Rep for Sentinel; Planning Board Member, Mini-Sentinel; Patient Representative, CTTI
- **Sally Okun**, Vice President for Advocacy, Policy & Patient Safety, PatientsLikeMe
- **Barbara J. Evans**, Professor of Law and George Butler Research Professor; Director, Center on Biotechnology & Law, University of Houston Law Center

**12:00 p.m. Lunch**

**1:00 p.m.      Session III: Learning from Promising Mechanisms to Improve Patient Communication and Engagement**

Panelists:

- **Eric Gascho**, Assistant Vice President of Government Affairs, National Health Council
- **Consuelo Wilkins**, Associate Professor of Medicine, Vanderbilt University School of Medicine and Meharry Medical College; Executive Director, Meharry Vanderbilt Alliance
- **Jan Oldenburg**, Senior Manager and Healthcare and Consumer Advisory Service, Ernst and Young

**2:15 p.m.      Session IV: Catch All**

**2:45 p.m.      Closing Remarks**  
Mark McClellan

**3:00 p.m.      Adjourn**

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