

Digital Health Leaders Podcast

Episode 61

[Note: This script was crafted for a guest who was more comfortable with a full script than an outline. She was also quite good at delivering a written script in a natural, spontaneous way, so full scripting was the natural choice.]

Friday, January 14, 2021
11:00 AM ET

Intro for podcast:

Hello! And welcome to the Digital Health Leaders podcast, where we bring the best of the best in digital health leadership to you.

I'm Russ Branzell, your host for this podcast and President and CEO of the College of Healthcare Information Management Executives. We're all living through unprecedented times for healthcare professionals, their industry partners, and the people we all serve. Leaders across the industry are showing their talent and determination as they transform their organizations to meet the moment and shape the future. We're proud to know those leaders and support them here at CHIME.

Today our guest is a wonderful CIO who is an amazing leader and role model for so many in the industry. She is our 2022 CHIME Board Chair, and very active in many other areas of CHIME and in the healthcare community.

Introduction for guest:

We are absolutely pleased to have Tanya Townsend, SVP and CIO for LCMC Health (Louisiana Children's Medical Center) in New Orleans as our guest for the second time.

Tanya, welcome back to the CHIME Digital Health Leaders Podcast.

Questions:

1. Every time we seem to get the upper hand on COVID there is a new twist, variant or guidance change. How are you, the great folks at LCMC Health and your family doing this continual stress?

(Tanya answers)

2. RUSS: Tell us a little about LCMC Health.

(TANYA answers)

3. RUSS: After two long years as Chair Elect, you've just begun your time as CHIME Chair! What are you excited about and looking forward to the most?

TANYA:

- First, there's **ViVE – A brand-new, groundbreaking digital health event** coming up in early March in Miami. CHIME is in partnership with HLTH, which as most of our listeners know is a fantastic organization with a great industry conference record. We're bringing our best resources together to offer a conference for everybody in digital health, with education and networking opportunities that are unprecedented. We have heard so much excitement in the industry in response, and our speakers and sponsors are pouring in.
- Another major development is **CHIME University's new graduate degree programs** – this is incredibly exciting: we are now launching a licensed graduate program

offering both Master of Digital Health and Doctor of Digital Health. We're building on three decades of great professional education to take it to the next level.

- This university will offer instruction from both expert industry professionals and academic resources.
- It is completely self-paced and completely online, so learners can progress at their own speed.
- And it is very affordable, because we are committed to making this experience available to as many people as possible who want to develop their digital health careers.

○ And another terrific aspect of 2022 is our **30th Anniversary** – this is a big milestone year for us!

- We're going to have a major celebration in San Antonio at the CHIME22 Fall Forum – so that is going to make our Fall Forum one to remember. It's just going to be amazing to celebrate all these years of the ways we have served our members and the industry, and most importantly, the great relationships that CHIME has fostered for so many digital health leaders over the years. It's a big, welcoming extended family, and this is going to be an incredible reunion for old friends and new ones.

4. The industry truly flexed, adapted and thrived despite the pain of COVID. What do you believe the biggest learnings and changes are from the last 24 months?

TANYA:

- *Add some thoughts of your choice about industry challenges and changes*
- Agility had been key. We've learned that we can change and transform a lot faster than many people thought we could: for example, the way virtual healthcare sprang up practically overnight when it became a must after the pandemic struck. I think it showed everyone that digital health is the future, and now, transformation is coming very fast.
- One challenge is that remote work has led us to a talent war not only in the USA but internationally as well. On one side, it's great to be able to hire from anywhere in the world. But smaller organizations or groups in rural areas with lower pay scales due to the cost of living are having to compete for workers with major cities like New York and San Francisco where employers can offer double the salary to health professionals. So that is a new staffing issue that leaders are facing in addition to the overall need for more IT talent in our pipeline.

5. How has CHIME and its Board also flexed to respond during this time?

TANYA:

- Discuss any examples of your choice from the CHIME Board.
 - But as we respond in 2022, we're always focused on our **CHIME 3.0 strategy to be a complete digital health association for our members and the entire industry**. It began as a vision a couple of years ago. Now CHIME 3.0 has flourished and become a reality as we see all these major new programs that CHIME is launching to build leadership in our industry and bring people together for innovation, collaboration, and top-flight education.
6. As you think about guiding CHIME along our 3.0 strategy journey, what do you see as the greatest opportunities for our industry?

TANYA:

- We are now at a moment when digital innovation is truly Revolutionizing Healthcare –
- We are seeing advanced technologies, solutions and processes that change the way healthcare is delivered and consumed.
- Complete transformation is coming from AI and machine learning, advanced analytics, patient portals that offer total engagement for patients 24/7.
- CHIME has a special role to play because we offer a unique space for collaboration, and collaboration will play a key role. To fully implement these advanced technologies, the industry will have to come together to share data and work in whole new way. And we are here

to help create those collaborative opportunities and advocate for good federal policy to support this digital revolution.

7. Looking to ViVE and the CHIME Spring Forum in March, are there any unique opportunities you're looking forward to taking advantage of?

TANYA

- This new and completely unique event is designed and lead by Senior Digital Health Leaders for Digital Health Leaders.
- ViVE is not your average health industry conference: it is a highly interactive experience focused on **digital transformation**: this is all about innovation and making those connections for the creative, collaborative work it's going to take to get where we are headed.
- The CHIME22 Spring Forum is at ViVE: it's a full 3-day conference with special members-only education and all the exclusive networking opportunities that our CHIME Forums always offer.
- BUT, there is going to be so much more! We're going to have scores of C-suite speakers offering the latest insights from the field.
- and a Hosted Buyer Program that uses a special algorithm to match buyers with partners for the ultimate curated networking experience

- Everything about the conference is about encouraging interaction: even the meeting spaces are designed to foster those networks and dialogue.
 - And there are going to be c-suite executives from every vertical and every sector, and the most innovative startup leaders and idea people. The energy is going to be unbelievable.
 - And speaking of energy, there's a reason we chose Miami for this event. It's one of America's most beautiful and innovative cities in addition to its gorgeous beaches and hotels. So, I just can't wait to see this phenomenal event and all the relationships and ideas that will come out of it.
8. We are blessed to have you at the helm as we embark what is certain to be an interesting year! Final thoughts to our membership and our industry as a whole?

Conclusion for each podcast:

Well, we greatly appreciate you being on the program today. Please take care of the great people in New Orleans. Thank you, Tanya, for all you do for CHIME, your community and your patients. (pause for Tanya's response).

And for all of you listening, thank you for joining us for this episode of the Digital Health Leaders podcast.

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Please consider getting vaccinated and getting your booster shot—it's not just for you, it's for the people you love.

Stay home if you can, stay safe and take care.