



ATA Insights Summit: Virtual Nursing Agenda

Provider burnout, staff turnover and shortages, and practice inefficiencies have taken their toll on our nurses, causing major disruption in delivery systems' productivity. No system is free from these challenges, and there doesn't appear to be much relief in sight.

How can your system create a sustainable virtual nursing strategy? And how can hospital-based technology alleviate these challenges and create new efficiencies?

The ATA's Insights Summit on Virtual Nursing is a curated opportunity to share challenges, solutions, and lessons learned in virtual nursing with executives from top healthcare organizations. Speakers will share actionable strategies for building virtual nurse care programs, and insights into how to bring value to your organization now.

Co-chaired by **Murielle Beene**, DNP, MBA, MPH, MS, RN-BC, PMP, FAAN, and **Kristi Henderson**, DNP, NP-C, FAAN, FAEN, this summit will provide you with the tools, connections and frameworks that will accelerate the value of your virtual nursing program and help future-proof your digital strategy,

Day 1: Wednesday, November 15, 2023

1:00 – 3:30 PM **Conference Registration**

3:30 – 3:35 PM **Conference Welcome**

- Ann Mond Johnson, CEO, ATA [@AnnMondJohnson](#)
- Paul Samargedlis, Senior VP, Business Development and Strategy, ATA [@PaulSamargedlis](#)

3:35 – 3:45 PM **Conference Chair Opening Remarks**

- Kristi Henderson, DNP, NP-C, FAAN, FAEN, CEO, Confluent Health and Chair, ATA, [@KristiHenderson](#)

3:45 – 4:15 PM **Fireside Chat: Why Virtual Nursing? Navigating the Conundrum**

As you consider setting a new nursing strategy, first, consider the big picture. What are you trying to solve? There are several paths to navigate, options to consider and decisions to make before getting started. What service programs and staffing options are available? What technical requirements should be considered and what are the pros and cons? And what are the best business cases for your team that will optimize ROI and your staffing program?

- Moderator: Kristi Henderson, DNP, NP-C, FAAN, FAEN, [@KristiHenderson](#)
- Sarah Pletcher, MD, MHCDS, VP and Executive Medical Director, Strategic Innovation, Houston Methodist, [@MethodistHosp](#)



4:15 – 5:05 PM

Panel: Your Team Needs Help: Launching Your Virtual Nursing Investment

When creating change in an organization, often it's not about the tech – but about the culture. Speakers will unravel the necessary components in building a virtual nursing program strategy. Topics will include changing the culture of your organization so that change can happen and be successful, making the case internally for building a program, exploring various models, tech requirements to launch and support programs, how to navigate and evaluate the myriad of tech choices, specific operational strings that need to be tackled, financial strategies, key challenges and barriers that inhibit implementation – and how we can define success.

- Moderator: Teta Alim, Managing Editor, [@HealthTechMag](#) and Editor, Manifest
- Tearsanee Carlisle Davis, DNP, FNP-BC, PMHNP-BC, FAANP, Director, Clinical Programs and Strategy, UMMC Center for Telehealth [@UMMCTelehealth](#)
- Kelsea Cox, MSN, RN, CENP, Director of Patient Care Services St. Luke's East Hospital
- Hope Miller, MS, GNP-BC, Senior Vice President, Clinical Operations, Home & Community Care, [@Optum](#)

5:05 – 5:30 PM

FireSide Chat: "How Disney + Tesla + Google = Success in Virtual Nursing"

Intimate discussion of what must health system leaders must understand from other industries to create smart care teams and smart hospitals – and how to apply those learnings to virtual nursing, at scale, to be the catalyst for transformational change in healthcare.

- Moderator: Ann Mond Johnson, CEO, ATA, [@AnnMondJohnson](#)
- Executive Speaker: Chakri Toleti, Founder and CEO, CARE.AI, [@ChakriToleti](#)

5:30 – 5:45 PM

Break

5:45 - 6:15 PM

System Spotlight: Mayo Clinic: Advancing Virtual Nursing: Lessons Learned and Future Prospects

In the rapidly evolving landscape of healthcare, virtual nursing has emerged as a transformative approach to care for our patients and our nursing staff. This session intends to focus on lessons learned, best practices, and the future of virtual nursing, shedding light on the critical factors that drive its successful advancement.

- Samantha Holligan, MBA, BSN, RN, N.E.-B.C., Nurse Administrator, Mayo Clinic [@MayoClinic](#)
- Erika Rolland, MSN, RN, RN-BC, Enterprise Virtual Care Nursing Nurse Leader, Mayo Clinic [@MayoClinic](#)



6:15 – 6:40 PM

Fireside Chat: Why is an Ecosystem of Partners Essential to Delivering Effective Virtual Nursing?

Understand the key reasons and takeaways on why an ecosystem of partners is essential to delivering effective virtual nursing. Virtual nursing, which involves providing healthcare services remotely through technology, relies on a complex network of interconnected components and stakeholders to ensure its success.

- Moderator: Ann Mond Johnson
- Labinot Bytyqi, Founder and CEO, hellocare, [@Labinot](#)

6:40 – 7:00 PM

Day 1 Wrap-Up and Audience Q&A

7:00 – 9:00 PM

Opening Reception - Sponsored by: AMWELL, SYNZI, and Avel eCare

Meet and network, share insights from day one, and get ready for day two!

Day 2: Thursday, November 16, 2023

7:30 – 9:00 AM

Networking Breakfast - Sponsored by Hicuity Health

9:00 – 9:05 AM

Conference Chair Day 2 Opening Remarks

9:05 – 9:35 AM

System Spotlight: Trinity Health

- Murielle Beene, DNP, MBA, MPH, MS, RN, NI-BC, PMP, FAMI, FAAN, Senior VP and CHIO, Trinity Health, [@TrinityHealthHQ](#)
- Gay Landstrom, PhD, RN, NEA-BC, FACHE, Senior VP and CNO, Trinity Health, [@TrinityHealthHQ](#)

9:35 – 10:05 AM

System Spotlight: Houston Methodist: Virtual Nursing Program Development and Operational Insights

This session will highlight the rapid 29-day deployment of a large-scale virtual nursing program, including strategic planning, FTE modeling/general staffing, analytics/reporting and key takeaways/lessons learned from the program. Plans for further expansion will also be discussed.

Steve Klahn, MBA, RN, CCRN-K, FACHE, Virtual Medicine - Inpatient Clinical Director, Houston Methodist, [@MethodistHosp](#)



10:05 – 10:55 AM

Panel: Technology to Take Your Program to the Next Level

Explore how hospital-based technology can alleviate challenges and create new efficiencies for teams. Speakers will discuss solutions in AI and immersive tech to optimize virtual nursing platforms, provide clinical decision and staffing support/training and improve patient outcomes—and how teams evaluate technology options. Discover novel approaches in how technology is being integrated into nursing command centers to solve challenges and provide care delivery support.

- Moderator: Elliott Wilson, Principal, Flying Pig Consulting, [@M_ElliottWilson](#)
- Menchee Berris, MSN, RN, CNL, CCRN, Clinical Nurse Program Coordinator, Tele-Cardiac ICU Command Center, Children's - National Hospital, [@ChildrensNatl](#)
- Caitlin Rawlins, MSN, RN, CHFM, Deputy Director, Clinical Tech Innovation, OHIL, VA Immersive Program Manager, Veterans Health Administration, [@DeptVetAffairs](#)
- Patches Seely, MBA, BSN, RN, EVP, Clinical Solutions, Carenet, [@CaretHealth](#)

10:55 AM – 12:00 PM

Case Study Presentations

In highly interactive case study sessions, solution providers, through the end-user lens, will discuss challenges, strategies, implementations, outcomes, and the future of virtual nursing.

12:00 – 1:00 PM

Networking Lunch – Sponsored by Philips

12:40 – 1:00 PM

ATA Policy Insights

Hear latest updates in the state of the industry relative to virtual nursing policy issues, priorities, and implications.

Kyle Zebley, Senior VP, Public Policy, ATA, and Executive Director, ATA Action [@KyleZebley](#)

1:00 – 1:15 PM

Break



1:15 – 1:45 PM

System Spotlight: UNC Health: Virtual Nursing, Transforming Bedside Care

This session will highlight the experience of a state health system with urban, rural, academic and community hospitals ranging in size from large to critical access. Participants will collaborate and share their experiences producing greater implementation knowledge and best practices.

- Barbara Edson, RN, MBA/MHA, Executive Director, Virtual Care Center, UNC Health, [@NCHealthNews](#)
- Mauri Williams, RN, MBA/MHA, NE-BC, CSSBB, Vice President, Chief Nursing Informatics Officer, Vice President, Chief Nursing Informatics Officer, UNC Health, [@NCHealthNews](#)

1:45 – 2:35 PM

Panel: Supporting Critical Care through Virtual Nursing

Speakers will share latest initiatives in virtual nursing through the perspective of critical care and the AACN (American Association of Critical Care Nursing). Topics will include implementing a program to address nurse turnover and pediatric nurse expertise in caring for patients with pediatric congenital heart disease, virtual nursing's role in care delivery through the pandemic and beyond and elements of a healthy work environment and its relevance to the role of tele-critical care nurses.

- Moderator: Teresa Rincon, PhD, RN, FCCM, Telehealth Senior Consultant, Blue Cirrus Consulting and Asst Professor, University of Massachusetts Medical School, [@teresarincon_rn](#)
- Maggie Cunningham, VP and CNIO, Inova Health, [@InovaHealth](#)
- Julie Miller, BSN, RN, CCRN-K, Clinical Practice Specialist, AACN, [@AACNme](#)
- Kellie Swink, BSN, RN, CCRN, Virtual Care Coordinator, Tele-Cardiac ICU Command Center, Children's National Hospital, [@ChildrensNatl](#)
- Lisa Mae Williams, PhD, RN, CCRN-K, Operations Director, Telehealth Center – Tele-critical Care & Virtual Sepsis Unit, Baptist Health South Florida, [@BaptistHealthSF](#)

2:35 – 3:00 PM

Fireside Chat: The Future of Nursing Innovation

During the pandemic, Patricia Mook led her nursing team to quickly pivot to a virtual plan – setting a national example. In conversation with Molly McCarthy, Patricia will share her perspectives on what it takes to build and launch a successful virtual nursing program and her vision on the future of innovation to support our nursing teams.

- Molly McCarthy, MBA, RN-BC, Senior Health Tech Advisor
- Patricia Mook, MSN, RN, NEA-BC, CAHIMS, FAONL, VP of Nursing Operations, Professional Development and Practice, Atrium Health, [@AtriumHealth](#)



3:00 – 4:15 PM

Case Study Presentations

4:15 – 5:05 PM

Panel: Next Steps and a Look Ahead: Strategizing for the Future

Nursing visionaries will share their insights on future internal workforce needs, criteria for further building system program successes, critical elements needed in developing, attracting and retaining a workforce pipeline, tech’s role to support the Nursing Command Center of the Future, and strategies to design a remote team structure for transforming patient care.

- Moderator: Sarah Pletcher, MD, MHCDS, VP and Executive Medical Director, Strategic Innovation, Houston Methodist, [@MethodistHosp](#)
- Murielle Beene, DNP, MBA, MPH, MS, RN-BC, PMP, FAAN, Senior VP and CHIO, Trinity Health and Board Member, ATA, [@TrinityHealthHQ](#)
- Kathleen Craig, Nurse Manager, Department of Veterans Affairs, [@DeptVetAffairs](#)
- Brandi Clark, VP, Digital Care, OSF Health, [@OSFHealthcare](#)
- Rachelle Longo, AVP, Telemedicine, Ochsner Health, [@OchsnerHealth](#)

5:05 – 5:30 PM

Audience Insights and Closing Remarks

5:30 – 6:30 PM

Break

6:30 – 7:15 PM

Reception

7:15 – 9:15 PM

Dinner and Insights Awards

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