ATA Nexus Insights Workshop on   
Virtual Nursing

## Saturday, May 4 – Sunday, May 5

**Room N 227C**

Attendee resources and reference materials are available [here](https://info.americantelemed.org/insights-workshop-on-virtual-nursing-0), or you can scan the following   
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#### **ATA Insights Workshop on Virtual Nursing - Day 1**

*Note: Schedule subject to change.*

**2:00 – 2:10 PM** Welcome Opening Remarks

* Murielle Beene, DNP, MBA, MPH, MS, RN, NI-BC, PMP, FAMIA, FAAN, Senior VP and CHIO, Trinity Health
* Kristi Henderson, DNP, NP-C, FAAN, FAEN, CEO, Confluent Health and Chair, ATA
* Paul Samargedlis, Senior VP, Business Development and Strategy, ATA

**2:10 – 2:20 PM**: Setting the Stage: Insights Workshop Orientation

#### Section 1: Building a Healthy Work Environment

In the dynamic landscape of healthcare, the integration of virtual nursing practices presents both opportunities and challenges. This session delves into the crucial aspects of creating a culture of change within healthcare organizations to effectively embrace virtual nursing.

**2:20 – 3:00 PM** IDEA STAGE Panel:Nurturing Change: Empowering Virtual Nursing Through Organizational Adaptation

Participants will explore strategies for assessing organizational readiness, including evaluating existing structures, resources, and stakeholder engagement. Through interactive discussions, we will identify systematic barriers such as challenges and obstacles that hinder the seamless implementation of virtual nursing, examine essential thought processes involved in crafting a robust change strategy to include defining a clear vision for virtual nursing integration, establishing governance frameworks to ensure accountability and oversight, and fostering sustainability models for long-term success. By sharing insights and best practices, this session aims to equip attendees with the tools and knowledge needed to navigate the complexities of virtual nursing implementation and drive positive change within their organizations.

* Moderator: Lisa-Mae Williams, PhD, RN, CNO, Intercept Telehealth and Senior Telehealth Consultant, Blue Cirrus
* Amanda Pate, MSN, OCN, RN-BC, Director of Nursing and Virtual Services, Oncology Care Partners
* Melinda Stretzinger, RN, CCRN, Manager, Critical Care Telemedicine & Virtual Nursing, Ochsner Health
* Paul Malito, MHA, BSN, RN, Director of Nursing Services, eMedicine, University of Alabama at Birmingham Hospital
* Karie Ryan, MS, BSN, RN, CENP, CNO, Artisight

**3:00 – 3:20 PM** Working Group Discussion

**3:20 – 3:30 PM** Working Group Report-out’s

**3:30 - 3:35 PM** Transition

**3:35 – 3:50 PM** Fireside Chat:

* Noel Khirsukhani, Chief Growth Officer, Andor Health
* Jason Swoboda, Director of Innovation, Tampa General Hospital

**3:50 – 4:30 PM** PLANNING STAGEPanel: Optimizing Virtual Nursing: Strategies for Resource Assessment and Staffing Models

In the evolving landscape of healthcare delivery, optimizing virtual nursing practices requires a comprehensive approach to assessing resources and staffing models. This session offers invaluable insights into effectively navigating the complexities of resource allocation and staffing within virtual nursing programs. Participants will engage in discussions surrounding resource allocation and governance models tailored to support the unique needs of virtual nursing initiatives. We will explore strategies for optimizing staffing within virtual nursing programs, addressing regular staffing challenges where downsizing is not feasible, and fostering flexibility in staffing arrangements. Speakers will share insights in examining key metrics such as nursing hours per patient day and explore modifications to care models to enhance efficiency and efficacy in virtual nursing delivery. Drawing from industry standards such as AACN staffing guidelines and ANA staffing resources, and healthy work environment standards, participants will gain practical knowledge to inform their staffing decisions and ensure alignment with best practices. In addition, this session will outline the roles and competencies expected of virtual nurses, competency assessment frameworks and strategies for ensuring the proficiency of virtual nursing staff, thereby enhancing the quality and safety of care delivery.

* Moderator: Julie Miller, BSN, RN, CCRN, Clinical Practice Specialist-Practice Excellence, American Association of Critical Care Nurses (AACN)
* Jada Dockery, MSN, RN, NEA-BC, CMSRN, AVP SE Resource Team and Virtual Nursing/Observation Services, Atrium Health
* Lisa-Mae Williams, PhD, RN, CNO, Intercept Telehealth
* Jeffrey Blake Hoegger, Director of Virtual Care, Texas Oncology
* Lisbeth Votruba, MSN, RN, Chief Clinical Officer, AvaSure

**4:30 – 4:50 PM** Working Group Discussion

**4:50 – 5:00 PM** Working Group Report-out’s

**5:00 PM** Close Day 1

**5:45 - 6:45 PM Reception at the Renaissance**

#### **Sunday, May 5 7:30 AM – 1:30 PM**

**7:30 – 8:15 AM** Networking Breakfast

**8:15 - 8:25 AM** Day 2 Overview, Discuss Learnings from Day 1, etc.

#### Section 2: Aligning Your Team for Success

Unlocking the full potential of virtual nursing programs requires a strategic approach to mitigate ROI concerns while ensuring quality outcomes. This session is designed to equip healthcare professionals with practical insights and strategies for navigating the complexities of implementing and scaling virtual nursing initiatives.

**8:25 - 8:50 AM** System Spotlight: Houston Methodist

* Aroub Khleif, PhD, Administrative Director, Innovation and Ambulatory and Clinical Systems
* Sarah Pletcher, MD, MHCDS, VP and Executive Medical Director, Strategic Innovation, Houton Methodist Medical System

**8:50 – 9:30 AM** BUILDING STAGE Panel: Choices, Choices: Evaluating Technology and Partner Collaborations

This session will focus on how to implement successful virtual nursing models by navigating crucial decision points and assembling the right resources. Explore the pivotal choice between buying and building technology solutions, considering organizational readiness and resource constraints. Speakers will share practical steps for standing up wireframes and achieving integration, deciphering technical jargon, and ensuring alignment with nursing needs. Gain insights into assembling the right team and fostering effective communication for successful implementation. Join us to ensure your virtual nursing initiatives are equipped with the right tools to meet diverse healthcare needs.

* Moderator: Tearsanee Davis, DNP, FNP-BC, PMHNP-BC, FAANP, Director, Clinical Programs and Strategy, UMMC Center for Telehealth, University of Mississippi Medical Center
* Denise Pimintel, RN, MN, MS, CCRN, System Manager, Clinical, CommonSpirit
* Sarah Pletcher, MD, MHCDS, VP and Executive Medical Director, Strategic Innovation, Houston Methodist Medical System
* John Sharpe, Principal Product Manager, CommonSpirit Virtual Health
* Mauri Williams, RN, MBA/MHA, NE-BC, CSSBB, Vice President, Chief Nursing Informatics Officer, Vice President, Chief Nursing Informatics Officer, UNC Health

**9:30 – 9:50 AM** Working Group Discussion

**9:50 – 10:00 AM** Working Group Report-out’s

**10:00 – 10:15 AM** Fireside Chat: hellocare

* Moderator: Murielle Beene, DNP, MBA, MPH, MS, RN, NI-BC, PMP, FAMIA, FAAN, Senior VP and CHIO, Trinity Health
* Labinot Bytyqi, Founder & CEO, hellocare

**10:15 – 10:30 AM** Break

**10:30 – 11:10 AM** ESTABLISHED/OPTIMIZATION STAGE Panel: Strategic Alignment: Navigating the Path to Success

Discover practical insights for optimizing virtual nursing programs, focusing on mitigating ROI concerns, defining quality metrics, and overcoming common barriers. Explore strategies for sustainable scaling aligned with organizational objectives, ensuring enhanced patient care and long-term success.

* Moderator: Barbara Edson, RN, MBA/MHA, Executive Director, Virtual Care Center, UNC Health
* Summer Blackerby, MSML, BSN, NI-BC, CNIO, CoxHealth
* Dawn Hatchew, MSN, RN, C-EFM Nursing Practice Associate, Corewell Health
* Melinda Stretzinger, RN, CCRN, Manager, Critical Care Telemedicine & Virtual Nursing, Ochsner Health
* James Wilson, Virtual Health Specialist, Corewell Health

**11:10 – 11:30 AM** Working Group Discussion

**11:30 - 11:40 AM** Working Group Report-out’s

**11:40 AM – 12:05 PM** System Spotlight: Mayo Clinic

* Samantha Holligan, MBA, BSN, RN, N.E.-B.C., Nurse Administrator, Mayo Clinic
* Holly Martinez, DNP, MSN, RN, Virtual Care Nurse Manager, Mayo Clinic

**12:05 PM – 12:45 PM:** Fireside Chat: It’s All About the Data! Exploring the Impact and State of Virtual Nursing - From Research to Quality Outcomes

In recent years, the integration of virtual nursing into healthcare systems has shown promising potential in enhancing patient care, accessibility, and overall healthcare outcomes. However, understanding its effectiveness requires rigorous research and analysis. This session dives into the realm of virtual nursing research, focusing on its effectiveness and contribution to Return on Investment (ROI) in healthcare settings. Speakers will also share best practices in investigating, compiling, and publishing research, data and quality outcomes.

* Ann Fronczek, PhD, RN, Associate Professor and Director UG and PhD Programs, Decker College of Nursing and Health Sciences, Binghamton University
* Saif Khairat, PhD, MPH, FAMIA, Professor and Beerstecher-Blackwell Distinguished Term Scholar, The University of North Carolina at Chapel Hill School of Nursing

**12:45 – 1:20 PM:** Networking Lunch

**1:20 – 1:30 PM:** Discussion

**1:30 PM** Close