



Center for
Healthcare
Innovation

THURSDAY, DECEMBER 14, 2023
San Francisco, California

Digital Health, Innovation & Health Equity Workshop





INTRODUCTION

The proliferation of digital health technologies (DHTs) and artificial intelligence & machine learning (AI/ML) has rapidly increased in recent years, partly spurred by the covid-19 pandemic. This increased role of DHTs and AI/ML in healthcare presents a unique opportunity for advancement and innovation; however, also poses equity challenges as health disparities still plague the US healthcare system. Advantages of technology in healthcare include increased preventative measures, health education, improved detection and intervention, and increased patient engagement. However, the presence of coded bias, which describes the bias within tools, algorithms, and artificial intelligence that discriminate against already marginalized patient groups, may limit the scalability and impact of these innovations to improve the health of US communities. This workshop brings together digital health and technology experts, providers, health equity professionals, healthcare executives, investors, and researchers, to discuss the intersection of innovation, technology, and health equity. Building upon discussion from CHI's 11th Annual Diversity, Inclusion, & Health Equity Symposium, this Workshop will foster a collaborative, engaging, and highly interactive exchange of ideas and information on digital health equity.

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Center for Healthcare Innovation

The Center for Healthcare Innovation (CHI) is an independent, non-profit 501(c)(3) research and educational institute dedicated to making healthcare more equitable for all patients. Our vision is to be the leading global platform for meaningful change in health equity. Our mission is to bring together experts and ideas from all over the world to improve healthcare for everyone, regardless of socioeconomic status, gender, race, ethnicity, or other social determinants.

PROGRAM AGENDA

1840 GATEWAY DRIVE, 3RD FLOOR,
SAN MATEO, CA 94404

THURSDAY, DECEMBER 14, 2023

8:30 AM - 9:00 AM	Registration & Networking
9:00 AM - 9:40 AM	Opening & Welcoming Keynote Address
9:45 AM - 10:45 AM	Case Study - Coded Bias - Building Equitable DHTs & AI/ML Systems in Clinical Research
11:00 AM - 11:45 AM	Panel Discussion - The Opportunity to Advance Health Equity with Digital Health
11:45 AM - 12:00 PM	Closing Remarks
12:00 PM - 1:00 PM	Networking & Lunch

DISTINGUISHED SPEAKERS



Ms. Michon Pinnix, MS, MBA

Vice President of Business Transformation, BeiGene

**WELCOMING KEYNOTE ADDRESS | 9:10 AM - 9:40 AM
PST**

Michon Pinnix has been serving as Vice President of Business Transformation with BeiGene, a Global Oncology Company, since 2021. Prior to joining the company, she worked as the COO of Chimera Bioengineering and served as an executive advisor for several early stage startups in Neuroscience. Ms. Pinnix secured Series A equity financing, negotiated non-dilutive financing and framed companies' infrastructure for growth and innovation. She has a proven track record of outstanding leadership and excellent execution in operational strategy. Ms. Pinnix is a dynamic individual with a passion for applying machine learning and artificial intelligence to not only foster discovery and innovation, but also improve productivity within the Life Sciences sector. She also has a wealth of experience working in and navigating established multinational public companies in Corporate Development, Operational Strategy, and Manufacturing at DuPont, PRTM, Amgen and Theravance Biopharma. In addition to her 20+ years of work experience, Michon Pinnix is an active volunteer at both the local and national levels. She has been on the Executive Board of Directors with the West Valley Boys and Girls Club since 2013 and joined the Board of Directors at the San Francisco based Museum of Craft and Design (MCD) in 2021. Ms. Pinnix is an advocate for social and economic justice, chairing the Scholarship committee for the American Association of University Women (AAUW) to promote access and equity in institutions of higher education since 2008. She is a founding member at both Chief (an executive support and development network for women) and FirstBoard.io (group of female executives proactively focused on increasing the representation of women on boards). She is a Magna Cum Laude dual-degree graduate of Spelman College and Georgia Institute of Technology and a member of Delta Sigma Theta, Inc. She received her Masters in Civil and Environmental Engineering from Stanford University and her Masters in Business Administration from Harvard Business School. Michon and her partner, Tim Wilson, live in Berkeley, California with their three children and dog.

CASE STUDY - CODED BIAS - BUILDING EQUITABLE DHTS & AI/ML SYSTEMS IN CLINICAL RESEARCH

In-Person

Thursday, December 14, 2023 | 9:45 AM - 10:45 AM PST

The healthcare ecosystem has seen rapid adoption and use of digital health technologies spurred by the COVID-19 pandemic. Despite the vast potential of these rapidly growing health technologies, challenges to health equity remain. Especially in the realm of clinical research, we must be intentional to ensure equitable rollout to prevent the exacerbation of existing disparities in clinical research participation. This case study utilizes clips from CHI's Digital Health Equity: Lessons Learned from COVID-19 webinar to foster a collective dialogue on how to build equitable digital health technologies and best practices for the implementation of these technologies in the realm of clinical research.



CO-MODERATOR - Ms. Marissa Gilman, MBA

Senior Director of Operations, Arine

Marissa Gilman is an experienced health professional and former management consultant with 14 years of experience at the intersection of health, equity, and the private sector. She has consulted for clients in strategy, research, and innovation, advising on areas ranging from new product development to institutional change management in health systems. Marissa also co-led a program called the Inclusive Innovation Exchange, spotlighting startups and large organizations centering health equity and access in their offerings. Past employers and clients range from Fortune 500 companies to startups, including Johnson & Johnson, Accenture, The Global Fund, USAID, and Google. She received her MBA from The Wharton School at the University of Pennsylvania and her undergraduate degree in anthropology from Grinnell College. Marissa is a senior director of operations at Arine, a company that provides a comprehensive medication intelligence platform empowering health plans and providers to improve patient outcomes at scale.



CO-MODERATOR - Ms. Lindsay Moore-Fields

Executive Director, CHI

Lindsay Moore-Fields is a dedicated and action-oriented public health professional committed to advancing diversity & inclusion and addressing disparities in healthcare through an equity lens. As Executive Director at the Center for Healthcare Innovation, Lindsay leads the Center's research and education initiatives and oversees daily operations. She actively manages stakeholder relationships and leads the Management Team in the execution of programs that align with operational objectives. In addition, she serves as the lead organizer of virtual and in-person health equity events for over 1,000 healthcare professionals annually on topics including the disproportionate impact of chronic diseases on communities of color, strategies to increase BIPOC participation in clinical trials, increasing healthcare workforce diversity, and the effects of maternal health disparities on African American communities. Lindsay is a skilled moderator on social justice and diversity topics and regularly leads CHI's focus groups. Before her current role, Lindsay served as CHI's Program Manager, where she worked closely with the Center's CEO and ran CHI's STEM and healthcare mentoring program for young women, the Science Runway. Lindsay received a bachelor's degree in health and human biology with a focus on the social context of disease from Brown University. While completing her undergraduate degree, Lindsay worked as a Project Manager for the Black Healthcare & Medical Association (BHMA) and as a Healthcare Analyst at CHI. In addition, at Brown, she served as the President of the Lambda Iota Chapter of Delta Sigma Theta Sorority Incorporated from 2019-2021. Her interests include health equity, health innovation, and increasing the representation of underrepresented communities in healthcare. Outside of work, Lindsay is an avid baker and enjoys volunteering and reading.

PANEL DISCUSSION - THE OPPORTUNITY TO ADVANCE HEALTH EQUITY WITH DIGITAL HEALTH

In-Person

Thursday, December 14, 2023 | 11:00 AM - 11:45 AM PST

As we are in an increasingly technologically driven society, leveraging digital health technologies (DHTs) presents a unique opportunity to advance health equity. According to the American Medical Association over 93% of physicians, irrespective of age or specialty, see advantages in utilizing digital health technologies in patient care. From improved access, health education, patient engagement, and improved detection and intervention, DHTs can be leveraged to close health equity gaps and increase positive patient outcomes, particularly for patients from underserved communities and historically marginalized groups. By convening a group of digital health and health equity experts, this panel will consider the opportunity to leverage DHTs as a tool of health equity, best practices for implementing DHTs, and potential areas for caution to prevent exacerbating existing disparities.



MODERATOR - Mr. Julius Pryor III

Head of Diversity and Global Health Equity at Biotech Innovator, BeiGene & Chair of Board of Directors, CHI

Julius Pryor helps companies accelerate innovation and drive business results. Having created and led groundbreaking strategies at six global corporations, Julius practically created the role of the modern Strategic Diversity Officer. He is currently Head of Diversity and Global Health Equity at Biotech innovator, BeiGene. He's held executive roles at Johnson & Johnson, Roche, Coca-Cola, Russell Athletic, Abbott, Takeda, and Cerner. Julius served as Head of Innovation, Diversity & Inclusion at Genentech. He is Chair of the Board of Directors at the Center for Healthcare Innovation, an independent, non-profit research institute dedicated to driving Health Equity, by leveraging technology, data analytics, and innovative marketplace platforms. Julius is not a traditional diversity officer. His focus is leveraging foundational principles of DEI to drive revenue, market share, new products, and unique services. He builds organizational diversity maturity which drives ideas across lines of demarcation and enables leaders to make better decisions. Julius learned a great deal about agility and clarity of mission during his service in the U.S. Navy. He notes that, "The Navy is requirement driven - you can delegate authority, but not responsibility". He is a U.S. Navy Captain, Surface Warfare Officer, and instructor for the Navy Officer Leadership Development Program. He held significant roles in Atlantic and Pacific fleets. He had the honor of serving on the re-commissioning crew of the historic USS Missouri (BB-63). Julius is a graduate of Morehouse College and The Williston Northampton School (Easthampton, Massachusetts). He is on the following boards: Andrew Young Center for Global Leadership; Dr. Ernest Everett Just, Life Science Society; AArete Corporation; The Center for Healthcare Innovation (Board Chair). He was initiated into the legendary Psi Chapter of the Omega Psi Phi Fraternity while at Morehouse.



Ms. Parul Kashyap, MBA, MPH

Director of Provider Solutions, Amwell

Parul Kashyap (she/her) is Director of Provider Solutions at Amwell, a leading digital care delivery organization looking to democratize healthcare with health systems, payers and employers. Her 13+ years in healthcare explores the crossroads of public health, technology & business. She co-founded Amwell's Diversity, Equity and Inclusion Committee and spearheads health equity initiatives. She has her MBA and MPH from Boston University and is a bay area native that loves hiking and dogs.



Ms. Linda Konkoski, MA

Marketing Director, Rare Blood Disorders, Genentech

Linda Konkoski has worked in healthcare marketing since 2009, with a focus on understanding and connecting with patients and care partners. She is currently a Marketing Director on Genentech's Rare Blood Disorders team, leading work on responsive AI and social media. She previously led patient and care partner strategy for Alzheimer's Disease and Multiple Sclerosis, including work to improve healthcare education and outcomes for Black and Hispanic patients. Before joining Genentech, she led digital marketing teams in the addiction treatment and behavioral healthcare space. Her greatest passion in healthcare is co-creating solutions with patients, care partners and advocacy organizations, leading to her recognition from DTC Perspectives as one of the top 25 DTC Marketers of 2021. Her marketing career also includes work with agencies, non-profits, and educational fundraising groups. Before finding her calling in healthcare marketing, she worked as a high school art teacher, taught graduate courses at Syracuse University, and owned a yoga studio in Asheville, North Carolina. She holds graduate degrees in Museum Studies from Syracuse University and in Art Education from State University of New York at Oswego. Linda lives in Berkeley with her husband John and dog Mimi. Her adult step-kids, Silas and Stella, live in Berlin. In her free time, she likes to hike, draw, play ping-pong, cook big meals for friends, and find things to make her laugh.



Mr. Cameron McClure, PMP, CBAP®, SAFe 5 SPC

Associate Director of Clinical Trial Diversity, Global Clinical Operations, BeiGene

Cameron McClure is an Associate Director of Clinical Trial Diversity within Global Clinical Operations at BeiGene. Prior to this role he has had several leadership positions within Clinical Business Operations overseeing site contracts, budgets, payments, and a team of Business and Data Analysts. Cameron has worked in Academia for institutions such as Stanford University and Emory University in Clinical Research Finance and began his career at Morehouse School of Medicine as a Clinical Research Coordinator. He is an agile project manager, a leader, and a visionary with a focus on process improvement through innovation. He currently resides in Long Beach, CA with his family and enjoys traveling, music production, and learning.



Dr. Bhupendra Sheoran, MBBS, MBA

Digital Health Expert

Dr. Bhupendra Sheoran is a physician and public health thought leader working at the intersection of equity, technology, and innovation with experience in both social and for-profit sectors. He began his career caring for HIV/AIDS patients in India, and since then has worked throughout Asia, Latin America, Africa, and the US on social impact, youth development, LGBTQ+ healthcare access, and digital health technology/innovation. Dr. Sheoran specializes in empowering cross-functional global teams, building accessible solutions through community-centered design, and enabling collaboration with government, NGOs, and tech industry stakeholders.



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- Dr. Marco Quarta, PhD, Co-Founder & CEO, Rubedo Life Sciences Inc.
- Dr. Kate Rosenbluth, PhD, Founder and Chief Scientific Officer, Cala Health
- Dr. James Su, PhD, Chief Science Officer, Lap IQ

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**Our vision is to be
the leading
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for meaningful
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