



Welcome to the CMSS Virtual Annual Meeting

As the leading organization that represents medical specialty societies, CMSS meetings address emerging and critical issues across specialty societies that influence the future of healthcare and the patients we serve.

During the pandemic, specialty societies have ensured that members and the public have up-to-date information, led calls for science-based policy, and provided tools and resources to navigate changes in the healthcare system. At the CMSS Virtual Annual Meeting, specialty society members will describe how they have led transformation in healthcare, education, quality, research, and scholarship in a time of crisis. The program features a variety of session formats that highlight member innovations as well as presentations by invited guests.

The schedule and sessions have been designed in shorter programming time blocks to minimize Zoom fatigue while maximizing your engagement. Sessions will be recorded, and recordings will be available to registrants for 90 days following the meeting – so you don't have to miss a thing!

We hope you enjoy the program, speakers, and sessions and find meaningful takeaways for your work. We also hope you take time to start a conversation with a colleague on the Conversations page, join the discussion on Twitter (#SparkMed2021), and visit with our Industry Partners in the Partner Hall to thank them for their continued support of CMSS.

Enjoy the virtual meeting!

Navigating the Virtual Meeting Platform

Tips & Tricks:

- You must use the same email address to access the platform as you did to register for the meeting.
- For optimal usage, we recommend using Google Chrome, Firefox, or Safari when accessing the platform.
- Most PowerPoint presentations will be made available to registered attendees, in PDF format, after the meeting concludes.
- Sessions will be recorded and available for on-demand viewing on the platform beginning Friday, October 15 at 4pm ET until January 15, 2022.

For more instructions and screenshots for navigating the virtual platform, [click here](#).

Join the Conversation!

Stay connected during the meeting by following and using the hashtag **#SparkMed2021**. Follow [@CMSSmed](#) for the latest on the meeting and to discuss the sessions. Be sure to use the hashtag **#SparkMed2021** when tweeting about the meeting.



CMSS Challenge

The CMSS Challenge will help guide you through the CMSS Virtual Annual Meeting on the conference platform and offers a chance to win prizes along the way! Once you've accessed the virtual meeting, you are automatically entered into the Challenge.

As you explore and engage in the meeting, the platform will capture your participation, so you won't have to keep track or report your visits later. Explore all CMSS has to offer and be entered for a chance to win prizes!

CMSS CHALLENGE PRIZES!



Terms & Conditions:

- Points will be earned during the following dates/times: 7:00am ET on Wednesday, October 13 – 4:00pm ET on Friday, October 15
- All registered attendees are eligible to play (excludes staff)
- Registered attendees are automatically entered into the contest
- The top 4 attendees on the Leaderboard on Friday, October 15 at 4:00pm ET will win a prize.
- Winners will be notified via email following the meeting.

**All times are in EASTERN time

DAY 1

Wednesday, October 13, 2021

9:00 - 10:00 AM OPENING PLENARY FIRESIDE CHAT

Reflections on the Covid-19 Pandemic: Lessons Learned and the Role of Specialty Societies



Megan Ranney, MD, MPH, FACEP

Director, Brown-Lifespan Center for Digital Health, Warren Alpert Endowed Professor of Emergency Medicine, Brown University, Associate Dean of Strategy and Innovation, School of Public Health, CNN Commentator



Facilitator - Darilyn Moyer, MD, FACP

Executive Vice President and Chief Executive Officer, ACP, and CMSS President

10:30 AM - 12:30 PM PROFESSIONAL PEER GROUP (PPG) MEETINGS

Held via Zoom - CMSS Members Only

CEO Council, CIOs, COO and HR (Joint Meeting), Corporate Development & Industry Relations, CPD, CPG Developers, DEI, Governance Support, Publishing, and Quality

11:30 AM - 1:30 PM PROFESSIONAL PEER GROUP (PPG) MEETINGS

Held via Zoom - CMSS Members Only

Communications & Marketing and Membership (Joint Meeting)

12:30 PM - 1:30 PM VIRTUAL EXHIBITS HOUR

Visit our Industry Partners in the Partner Hall



1:30 PM - 3:30 PM PROFESSIONAL PEER GROUP (PPG) MEETINGS

Held via Zoom - CMSS Members Only

CEO Council, CIOs, Compliance Officers, CPD, CPG Developers, Publishing, and Research

DAY 2

Thursday, October 14, 2021

10:00 AM - 11:00 AM **PLENARY SPEAKER**

Stemming the Tide on Misinformation - Specialty Societies as Purveyors of Evidence to Members and the Public



Garth Graham, MD, MPH, FACP, FACC

Director and Global Head of Healthcare and Public Health Google / Head of YouTube Health

11:00 AM - 11:30 AM **PLENARY INNOVATION SHOWCASE**

Lightning Talks



Deborah Samuel, MBA

Director, Live Education Activities, AAP
A CME/CPD Roadmap to Enhance Teaching and Learning



Kavitha Neerukonda, JD, MHA

Associate Executive Director, Quality & Research Initiatives, AAPM&R
Finding an Opportunity for Positive Change Amidst the Long COVID Crisis: How AAPM&R's Focus on Long COVID Changed How it Engages Membership and Other Stakeholders with Meaningful Conversation and Guidance



Lisa Howley, PhD

Senior Director Strategic Initiatives and Partnerships, AAMC
Competency Based Telehealth Education: Preparing the Workforce



Emily Tucker, MS

Senior Manager, Evidence Development, ASH Research Collaborative
Responding to the COVID-19 Pandemic Crisis: The ASH Research Collaborative's COVID-19 Registry



Monique Talbot

Director of Membership, ACR
ACR 2020/2021 Member Retention Campaigns: Your JOURNEY to Radiologic Excellence

11:45 AM - 12:45 PM CONCURRENT SESSIONS

Guided Session: Innovation in Research and Registries



Heidi Bossley, MSN, MBA

CMSS Quality Consultant

Kavitha Neerukonda, JD, MHA

Associate Executive Director, Quality & Research Initiatives, AAPM&R

Emily Tucker, MS

Senior Manager, Evidence Development, ASH Research Collaborative

Panel Session: The Impact of the Pandemic on Innovations in Education



Hilary Haftel, MD, MHPE, FAAP

Senior Vice President, Education, AAP

Vince Loffredo, Ed.D.

Vice President Continuing Professional Development, AAFP

Deborah Samuel, MBA

Director, Live Education Activities, AAP

Moderator: **Rebecca DeVivo, MPH, MSW, CHCP**

Associate Executive Director, Education, AAPM&R

Panel Session: The Evolution of Telehealth: How the Pandemic has Spurred Innovation and Learning



Lisa Howley, PhD

Senior Director Strategic Initiatives and Partnerships, AAMC

Stacy Hurt, MHA, MBA

Patient Consultant / HIMSS Digital Influencer

Aditi Joshi, MD, MSc

Chair, Telehealth Section, ACEP

Moderator: **Helen Burstin, MD, MPH, MACP**

CEO, CMSS

DAY 2

Thursday, October 14, 2021

12:45 PM - 1:45 PM VIRTUAL EXHIBITS HOUR

Visit our Industry Partners in the Partner Hall

1:45 PM - 2:45 PM INDUSTRY SYMPOSIUM BY IQVIA HEALTHCARE SOLUTIONS (SPONSORED SESSION)

Innovating in a Time of Healthcare Uncertainty: Maintaining Leadership in a Healthcare System Crisis

Angela Kennedy, DC, MBA, Director, Strategic Operations, Healthcare Solutions
Adam Mariano, Esq., MPHS, Sr. Director, Strategic Operations, Integrated Health Practice
David Voccola, Sr. Director, Strategic Planning, Integrated Health Practice

2:45 PM - 3:45 PM PLENARY SESSION

Covid-19 and Beyond: Rapid Use of Evidence to Guide Clinical Decision-Making

Keynote



Christine Laine, MD, MPH

Editor in Chief, Annals of Internal Medicine and Professor of Medicine, Division of Internal Medicine, Sidney Kimmel Medical College, Thomas Jefferson University

Lightning Talks



Rob Kunkle, MA

Deputy Director for Quality Improvement Programs, ASH
Rapid Development and Dissemination of Clinical Guidance during a Pandemic



Erin Landis

Vice President of Publications, AGA
Cutting Through the Noise: Applying Research to Practice During a Time of Crisis



Liz Guzman

Senior Manager, Education Programs, ATS
ATS Covid-19 Critical Care Training Forum



Tyler Hughes, MD, FACS

Secretary, ACS
The ACS Bulletin Brief: An innovative, timely and educational response to the Pandemic

Panel Discussion

DAY 2

Thursday, October 14, 2021

4:00 PM - 5:00 PM CONCURRENT SESSIONS

Panel: Innovations around Data and Interoperability



Kyle Nicholls Cobb

Branch Chief, Office of the National Coordinator for Health Information Technology (ONC), HHS

Benjamin Hamlin, MPH

Sr Research Informaticist, Quality Measurement and Research Group, National Committee for Quality Assurance (NCQA)



Matthew Popovich, PhD

Quality and Regulatory Affairs Executive, ASA

Moderator: **Helen Burstin, MD, MPH, MACP**

Chief Executive Officer, CMSS

Panel: Innovative Approaches to Meeting Member Needs During the Pandemic



Florence Freeman, MBA, CAE

Division Director, Membership, ASCO

Cory Suzan Petty, MBA

Sr. Manager, Division of Member Services, ACS



Monique Talbot, CAE

Director of Membership, ACR



Mahnaaz Wolf

Membership Marketing Manager, ACR

Moderator: **Damon Marquis, MS, MA**

CMSS Education Consultant

Guided Session: How Specialty Societies are Combating COVID Misinformation



Chris Busky, CAE

Chief Executive Officer, IDSA

Karen Collishaw, CAE

Chief Executive Officer, ATS

Christopher M. Zahn, MD, FACOG

Vice President, Practice Activities, ACOG

5:15 PM - 6:00 PM INDUSTRY SYMPOSIUM BY MADGEX (SPONSORED SESSION)

Careering to Success: How Societies Can Improve Their Career Support Service to Members (and Why That Matters)

Richard Green, Director, Business Development, Madgex

DAY 3

Friday, October 15, 2021

8:45 AM - 9:45 AM VIRTUAL EXHIBITS HOUR

Visit our Industry Partners in the Partner Hall

10:00 AM - 11:00 AM PLENARY SESSION

The Moral Responsibility of Specialty Societies to Address Inequities and Racism in Healthcare



Margot Savoy, MD, MPH, FAAFP, FABC, FAAPL, CPE, CMQ
Senior Vice President, Education, AAFP

Jen Villavicencio, MD, MPP
Lead for Equity Transformation, ACOG

Moderator: **Bonnie Simpson Mason, MD, FAAOS**
Vice President, Diversity, Equity & Inclusion, ACGME

11:00 AM - 11:30 AM PLENARY INNOVATION SHOWCASE

Lightning Talks



Salandra Thomas
Vice President, Talent and Organizational Development, IDSA, and

Laura Titkemeyer, MS
Learning and Talent Manager, IDSA
Disparities and Culturally Competent Care Site

Helen Burstin, MD, MPH, MACP
Chief Executive Officer, CMSS
CMSS CDC Cooperative Agreement on Adult Immunization

Devon Cortright, MEd
Senior Director, Continuing Professional Development, ASCP
Driving Change in Learner Engagement: A Transformation of Continuing Professional Development (CPD)

Tod Ibrahim, MLA
Executive Vice President, ASN
Removing Race from Clinical Algorithms

Komal Bajaj, MD, MS-HPed
Chief Quality Officer, Prof., Obstetrics and Gynecology and Women's Health, NYC Health + Hospitals/Jacobi and Albert Einstein College of Medicine
Using Simulation to Identify and Mitigate Diagnostic Errors that Occur during Maternal Hemorrhage Care

DAY 3

Friday, October 15, 2021

11:45 AM - 12:45 PM CLOSING PLENARY

Past as Prologue: The Evolving Role of Specialty Societies



David Hoyt, MD, FACS

Executive Director, ACS

David Parke, MD

Chief Executive Officer, AAO

Sue Sedory, MA, CAE

Executive Director, ACEP

Wendy-Jo Toyama, MBA, FASAE, CAE

Chief Executive Officer, AAHPM

Moderator: **Marty Liggett, Esq.**

Executive Director, ASH, CMSS President-Elect

12:45 PM MEETING ADJOURNS

Industry Partners

Thank you to our Industry Partners!

Premier Level Partner



Platinum Level Partner



Gold Level Partner



Bronze Level Sponsor



Bronze Level Partner



Be sure to visit these companies in the Industry Partner section of the platform and thank them for their continued support of CMSS.

The Council of Medical Specialty Societies (CMSS) is a coalition of 45 specialty societies representing more than 800,000 physicians across the house of medicine. CMSS works to catalyze improvement across specialties through convening, collaborating, and collective action.

Our Mission

CMSS will be indispensable to specialty societies and the medical profession by:

- Supporting and strengthening member societies to address future challenges
- Catalyzing improvement through convening, collaboration, collective voice and action across specialties
- Providing a proactive platform to assess and address emerging and critical issues across specialty societies that influence the future of healthcare and the patients we serve

Our History

Founded in 1965 as the Tri-College Council, CMSS was created to provide an independent forum for the discussion by medical specialists of issues of national interest and mutual concern. Founding members were the American College of Obstetricians and Gynecologists, the American College of Physicians, and the American College of Surgeons. In 1967, as other specialty societies joined, CMSS adopted its current name. Today, CMSS is a coalition of 45 specialty societies representing more than 800,000 physicians across the house of medicine.

Get Involved with CMSS

We would love to engage with you and discuss how we can work together as a collective voice for collaboration and action. Visit our website and follow us on **Twitter (@CMSSMed)** and **LinkedIn** for up-to-date information on everything happening with CMSS.

If your society is interested in Membership with CMSS, visit our **website** to review member benefits and eligibility. To discuss membership or other opportunities for collaboration, please contact Julia Peterson, CMSS Operations Manager at jpeterson@cmss.org. We look forward to hearing from you!