

AGENDA

MaHIMA Annual Conference

June 16, 2025

The Hogan Center, College of Holy Cross

Worcester, MA

Speaker Bios

EXHIBITOR SET UP: NOTE

7:30am: Vendor Set Up for vendors located inside of the conference room

11:00am: Vendor set up for vendors located in the room outside of the conference room

7:30am: **Breakfast** – Full breakfast buffet and coffee available to start the day! Sign up onsite or in advance for your headshot.

8:15am – Welcome



Melissa Young, MHA, RHIT - Outgoing President, MaHIMA
Senior Director, Enterprise Coding at CommonSpirit

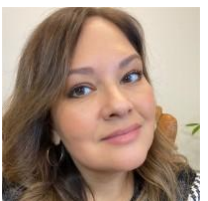
8:30am - 9:25am

Keynote Presentation 1: Unstoppable: Owning Your Expertise, Power, and Impact

Summary: As dedicated professionals in health information management, your expertise is vital to healthcare's success—yet too often, your value goes unrecognized. Let's explore how you can confidently own your professional impact, embrace a growth mindset, and take bold action to position yourselves as driving forces in healthcare innovation and excellence.

Key Takeaways:

1. **Own Your Value:** Learn how to effectively articulate your expertise and contributions to demonstrate your indispensable role in healthcare information management.
2. **Embrace a Growth Mindset:** Discover strategies to turn challenges into learning, growth, and career advancement opportunities.
3. **Take Bold Action:** Learn practical steps to advocate confidently for your ideas, build influence, and drive meaningful organizational change.



Keynote Presenter: Luz Carrasquillo Frazier, Founder & CEO, The LeadHumano Collective

Luz Frazier is a highly regarded authority in the field of Early Career Development, Leadership Development, and Leader and Executive Leadership Coaching. With an impressive 20-year tenure as a Senior HR Executive, Luz has consistently achieved significant results, earning her a stellar reputation as a catalyst for optimizing people and culture. Clients consistently praise her ability to ignite positive

change and enhance talent capabilities.

9:30am - 10:25am

Presentation 2: Social Determinants of Health: Homelessness – Government payer policies, revenue opportunities, and current state of analyses

Summary: Mass General Brigham (MGB) first implemented the Social Determinants of Health (SDOH) Screening tool across ambulatory clinics in March 2018. Since then, it has expanded to most ambulatory and select specialty outpatient departments; as February 2024 the SDOH screening tool was adapted and launched across our hospital inpatient settings.

Learning objectives:

1. Understand how CMS's strategic refresh has focused attention on health equity and is driving policy changes and influencing MGB's SDOH strategy,
2. Build awareness of validated analysis, its impact, and identified revenue opportunities with key leaders to support improvement opportunities.
3. Understand how and where SDOH is captured from patients in Epic and the current state of coding SDOH.

Presenters:



Kameron Knab, MHA, Director of Government Payer Policy, Mass General Brigham

Kam Knab is the Director of Government Payer Policy at Mass General Brigham. In this role, Kam works with the health system, hospital, and physician organization finance teams to drive the overall revenue strategy for the health system and with the value-based care leadership team to shape the risk contracting approach for the organization. Prior to MGB, Kam was a consultant with Manatt Phelps Phillips, a law firm specializing in CMS waivers and Medicaid reimbursement and a Fellow at

Maryland's Health Services Cost Review Commission (HSCRC). Kam and his husband can be found hiking on the weekend with their two dogs or gardening.



Shalina Patel, Project Specialist, Social Determinants of Health and Health Equity, Office of the Chief Medical Officer, Mass General Brigham

Shalina is a Project Specialist in Health Equity within the Office of the Chief Medical Officer (OCMO) at Mass General Brigham. Shalina manages the Social Determinants of Health Program where she sets system-wide strategies for screening and responding to health-related social needs. She ensures the program meets new regulatory requirements under Joint Commission, CMS, and additional

Massachusetts-based requirements. She is responsible for executing strategy through the expansion of SDOH screening across the system and developing standard measurement of SDOH data collected. She is also managing 5 project teams within the United Against Racism Clinical Equity Improvement Program, aiming to foster a community of quality improvement with a health equity focus and reduce health disparities in the specialty departments. She is currently a Master's candidate at Brown University and received her Bachelors in Health Services Management and a certificate in Health Information Management from East Carolina University.

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10:30am-11:25am

Presentation 3: Healthcare Legislative Panel – Our Healthcare Legislative Panel is a gathering of experts, policymakers, and stakeholders who come together to discuss various aspects of healthcare policies, reforms, and issues affecting health systems. The main objective of the panel would be to provide insight into the current healthcare landscape, review the effectiveness of existing laws, and propose new legislative measures to improve healthcare delivery, access, and outcomes.



Moderator: [Amy Bittle](#), RHIA, Manager of HIM & Privacy Officer, Shriner's Children's Hospital and Incoming MaHIMA President

Panelists:



[Samuel Hoff](#), Associate at Foley Hoag, LLP

Sam Hoff's practice is focused on compliance issues and the business of healthcare, with a particular emphasis on data privacy and security matters. He assists clients ranging from hospitals and physician practices to cutting-edge life sciences and digital health companies on issues related to HIPAA and state data privacy laws. Sam helps to prepare data privacy compliance programs, draft website privacy notices and HIPAA-compliant documents including Business Associate Agreements and Notices of Privacy Practices, implement procedures for responding to consumer requests under state data privacy laws (e.g., CPRA), and coordinate incident response following a breach. He also assists U.S.-based telehealth providers and medical device companies to comply with EU/UK GDPR and other international rules when providing services or selling products overseas.



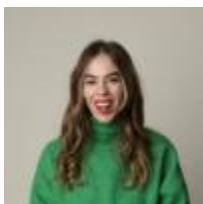
[Melissa Fitzgerald](#), CIPP, Chief Privacy Officer, Mass General Brigham

Melissa is a seasoned privacy attorney with experience consulting large, global organizations on privacy laws and data strategy. Currently serving as the Chief Privacy Officer for Mass General Brigham, Melissa has previously worked as Privacy Officer & co-founder of the AI Center of Excellence at Olympus, Head of Privacy Operations at Dell Technologies, and General Counsel & VP of Consulting at Gryphon Networks. Melissa's experience has expanded through consumer-driven businesses, emerging technologies, medical devices, and now healthcare. Practicing privacy law for the last 20 years, Melissa has ridden the wave of privacy laws in the landscape of evolving regulations and technologies like AI. Melissa is a Certified Information Privacy Professional (CIPP) and holds a certificate from MIT Sloan School on AI & Business Strategy. Passionate about government, policy, and technology, Melissa appreciates the opportunity to serve organizations that are on the forefront of onboarding cutting-edge technologies while navigating emerging regulations.

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[Elizabeth McElhiney](#), MHA, CHPS, CPHIMS, Director of Compliance and Government Affairs, Verisma **Elizabeth** is responsible for the administration of Verisma's privacy and compliance programs, working with clients to implement evidence-based best practices, and overseeing Verisma's thought leadership initiatives. Ms. McElhiney has worked in Health Information Management and Release of Information for over 15 years; covering all areas of the industry from customer service to compliance. She currently sits on the Illinois Health Information Management Association (ILHIMA) Board of Directors as the lead delegate to the American Health Information Management Association (AHIMA) House of Delegates. In addition, she is the current Regulatory Chair at the Association of Health Information Outsourcing Solutions (AHIOS).



[Sophia Blanchard](#), MS, Senior Strategic Partnerships – Healthcare Lead, Wolf & Company, P.C. Sophie Blanchard is an experienced Cybersecurity Governance and Compliance professional currently leading the growth strategy and strategic partnerships within the Healthcare Vertical at Wolf & Co. P.C. Early in her career, Blanchard worked at NCC Group as a Risk Management and Governance Specialist, where she received mentorship from the Director of Healthcare Services, Vice President of Government Services, and Chief Operating Officer. In her current role, Blanchard assists in the strategic development of services related to HITRUST, HIPAA Security & Privacy, NIST, FedRAMP, CMMC, PCI, SOC2, Penetration Testing, and Business Continuity Planning.

Beyond her cybersecurity compliance experience, Blanchard is actively engaged in public policy within the healthcare information technology sector. She serves as a member of both the New England HIMSS Advocacy Committee and the National HIMSS Working Group for the HIPAA Security Proposed Rule. Through these roles, she strives to promote dynamic, equitable regulations aimed at strengthening healthcare cybersecurity and fostering meaningful connections between Information Security professionals and policymakers.

Presentation 4. 11:30am - 12:15pm – Emerging Technology Presentations and vendor networking

11:30am: Emerging Technology Presentation 1



Summary: TBA

Representative: Verisma

11:45am: Emerging Technology Presentation 2:



Summary: TBA

Representative: Barb Baker, MRO

12:00pm: Emerging Technology Presentation 3:



Summary: TBA

Representative: TBA

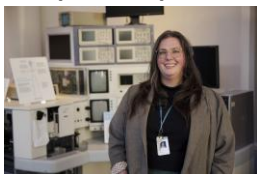
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12:15pm - 1:15pm – Lunch & Networking with colleagues and vendors

1:15pm – 2:05pm – Presentation: Networking round robin with attendees, vendors and students

Moderator: Karen Bogard

2:15pm-3:15pm – The Fairy Godmother of Health Information Management: Grace Whiting Myers



Lucy Ross is the Archivist of Massachusetts General Hospital. After a brief detour through the world of fine art registration, she earned her MLIS in archives management from Simmons University.

3:15pm – 3:45pm –MaHIMA Business Meeting & AHIMA Updates, Installation of Officers

Winter Meeting Minutes for Approval

Quorum – Please complete if you are a MaHIMA member.

3:45pm– 4:15pm – Individual Achievement Award Presentations

MAHIMA DISTINGUISHED MEMBER AWARD - 2025 -

MAHIMA PROFESSIONAL ACHIEVEMENT AWARD - 2025 -

MAHIMA CHAMPION AWARD - 2025 -

MAHIMA OUTSTANDING MENTOR AWARD - 2025 -

MAHIMA STUDENT ACHIEVEMENT AWARD – 2025 -

MAHIMA RISING STAR AWARD – 2025-

4:30pm: Closing Remarks –



Amy Bittle - RHIA, Manager of HIM & Privacy Officer, Shriners' Children's Hospital and **Incoming President, MaHIMA**

Conclusion with Exhibitor booth giveaways.

4:30pm- 5:30pm – 95th Anniversary Celebration & Reception –

Silent Auction Award Winners ticket drawing announced at 5:15pm.

Full Day conference = Total of 7 CEUs. Including presentations and exhibitor networking.