



# Transcription

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Justin: Thank you very much. And thank you for joining us. A lot of people here in person, and certainly our numbers keep on up ticking there online. We're over a couple of thousand now. So thank you very much, everybody who's joined us online. And I'm very excited about my next guest. A long time friend now from the Atlanta area, Jennifer Dennard. You have many titles. But Jennifer and HIStalk, or Jenni HIStalk, Digital Diva, and also founder of HITchicks.

Jennifer: HealthITchicks, yes.

Justin: HealthITchicks.

Jennifer: We re-branded a little while ago.

Justin: That's right. We talked about that on air. So welcome back to the show as well.

Jennifer: Thanks for having me. It's always a pleasure.

Justin: Yeah, you're wonderful. And I appreciate what you do for our industry. So let's start off at a higher level. And I guess, first of all, what are your goals to come to HIMSS16 this year? What were you hoping to accomplish, and hoping to see out here?

Jennifer: Well, I'm in the content business. I'm always looking for what providers are in need of. What are their pain points? How can I translate that into a compelling story for HIStalk? Especially this go round at HIMSS, I've been really trying to tune into what ONC and CMS have been busy talking about.

And they've had so much news come out in the past several days. I have been very fortunate to be afforded a few minutes with Andy Slavitt. And it was really great to be able to pick his brain about interoperability, the great work that they're trying to do in terms of easing back on meaningful use, getting MACRA rolled out. So it's always nice to have face time with folks like that.

Justin: Sure. No, I know. We had Karen on the show yesterday. So she came in, and talked a little bit about her day, and some of those meetings. So it certainly is great. And also, I just love every single year they seemed to be more engaged in our industry.

Jennifer: I agree.

Justin: And that's impressive.

Jennifer: I agree.

Justin: They have busy day jobs. But they also have to realize this is their day job. Coming to these conferences, and sitting with stakeholders, and educating populations. And we can do anything with education. So I think just continuing that openness, and transparency.

Jennifer: Yeah, I think they tag team really well.

Justin: I agree.

Jennifer: When Andy Slavitt tweeted that comment about meaningful use earlier in the year, it wasn't long after that, that you saw the blog come out co-authored by the two of them. And then I attended the session yesterday where they brought us up to speed on where meaningful use got started, where it's been, what their hopes are for MACRA. And there's just a really great sense that the patient is number one.

Andy was very clear in that his customer is the millions of people who are on Medicaid and Medicare. And that's at the end of the day what it's all about. So while we're out here on the exhibit hall, the show floor looking at technology. And I'm reporting on it. I like that our government leaders are trying to put patients first.

Justin: Yeah, that's fantastic. So let's talk a little bit about what are some of the top trends that you're seeing out there in the industry from your perspective? What are you seeing?

Jennifer: I have felt a really nice sense of validation. You're not the first person to ask me that question. I got that question on the flight out here, which was, of course, filled with Atlanta Health IT folks. And as we both know, Atlanta is the nation's capital of Health IT.

Justin: Yes.

Jennifer: So my initial answer to that on Monday, before I even landed in Las Vegas, was population health management, cyber security, chronic care management. And that's not too different from last year. But I have been validated when providers come up to the booth and talk about reading HIStalk, and they say, "Oh, we're here on the show looking for cyber security solutions."

Nobody wants to be the next ransomware victim. So I feel like I'm doing my job. I've got my ear to the ground.

Justin: That's fantastic. So I always ask this question as a follow up in the ways that you're addressing. So I guess, being a content provider, you're addressing it through education, and communication, and collaboration. How do you address those trends from HlStalk and HlStalk's perspective?

Jennifer: Well, we have a really strong readership. And our readers love to tell us what's going on in their world. Sometimes they'll report the news before the vendors or the government even reports the news.

Justin: Oh, yes.

Jennifer: We get our news, sometimes, through that lens. And then we'll validate it, verify it. I think we're tuned in really great to what's going on in terms of generating content. We really value originality. We really value thought leaders. And I had no idea before joining HlStalk that there's a lot of people of there who are technology geeks, and they're interested in standards. But they're also really creative. And they know how to write. And they know how to be funny. So we really prize that. And I think that helps get the message across sometimes because when you talk about FHIR, and you talk about HL7, it can get a little overwhelming and dense. So putting a creative spin on it is always helpful.

Justin: No, that's actually a very good point. So you guys host HlStalkapalooza every single year.

Jennifer: Oh, yeah.

Justin: It's always a ton of fun. And thank you very much. I was a guest this year. What are some of the HlSsies you can talk about? Do you remember a lot from that night?

Jennifer: Do I remember? Yes, I had water the whole time. So I remember.

Justin: And then we'll go into your secret admirer after that. But let's go into the HlSsies first.

Jennifer: So the HlSsies are our annual awards. Nominees come through reader submissions. So it's very reflective of what our readers are interested in, and who they think should be awarded, or not awarded as the case may be. They're not afraid to call out stupid decisions, smart decisions. John Halamka won, I

think, best CIO award or most person you'd like to hang out with. Jonathan Bush, I don't really need to say much more than, Jonathan Bush.

He won person I'd most like to have a beer with. He did a fantastic Donald Trump impersonation. If you didn't get to see it, Google it. It's well worth your time. He's always good fun. And what was funny about that is I got to see Jonathan Bush, and John Halamka on stage at the House of Blues in a loose, fun environment.

And then the following day I went to the Rock of Ages Theater here and saw their presentation on just health care, future proofing healthcare IT. And they were just as amusing. More sober, but just as amusing. And I had no idea that Halamka was so funny, and charismatic, and engaging. He's an absolute genius, and to be able to speak publicly. He's the whole package.

Justin: No, I agree. Actually, I'd only worked with John on Capitol Hill. And then I asked him to help kick off the show yesterday. And he was my second guest.

Jennifer: Okay, so you know.

Justin: Oh, yeah, and I was as surprised as you because I've worked with him a lot at the White House, and then in Congress. And it's always very serious topics and conversations.

Jennifer: Sure, sure.

Justin: But when we got him on air, very charismatic, just a great guy, and just fun to talk with.

Jennifer: Did he allude to his title as the nation's premier expert on poisonous mushrooms?

Justin: No, he did not.

Jennifer: Yeah, he does a BRISK [SP] telemedicine business in dealing with toddlers that have ingested garden-variety mushrooms. Anyway, it was fascinating.

Justin: No, that's fascinating. He did talk about how he had to roll off his stint as standard's chair and all that after he was termed out after, I think, it was 10 years or something.

Jennifer: Yeah.

Justin: Yeah. No, impressive. Well, Jennifer, thank you very much for joining us on air today.

Jennifer: Thanks for having me.

Justin: And also, obviously, welcome back to the show. So I look forward to seeing you back in Atlanta.

Jennifer: Great.

Justin: Jennifer Dennard with HlStalk.

Jennifer: Thanks again.

Justin: Thanks so much.