

Primary Care Payment Reform Implementation Summit

PBGH Partner



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7:30 – 8:30 a.m. CT

Breakfast and Registration (Gallery Ballroom)

8:30 – 8:35 a.m. CT

Welcome Message (Gallery Ballroom)

Aldy Duffield, Interim PBGH Board Chair, Apple ([virtual](#))

8:35 – 8:55 a.m. CT

Introduction, Overview and Goals for the Day

Linda Brady, ACO Portfolio Manager-Healthcare Strategy and Well-Being,
The Boeing Company

Elizabeth Mitchell, President and CEO, PBGH

8:55 – 9:15 a.m. CT

Setting the Course: PBGH's Strategic Goals

Rob Paczkowski, Senior Director, Global Benefits, eBay

Lisa Woods, Vice President, Physical & Emotional Wellbeing, Walmart ([virtual](#))

9:15 – 9:45 a.m. CT

The Moral Imperative - A Consumer's Voice for Change

Karen Wolk Feinstein, PhD, President and Chief Executive Officer,
Jewish Healthcare Foundation

9:45 – 10:45 a.m. CT

National Standards, Regional Implementation

Linda Brady, ACO Portfolio Manager-Healthcare Strategy and Well-Being,
The Boeing Company

Margareta Brandt, Quality Improvement Manager, Covered California

Julia Logan, MD, Chief Medical Officer, CalPERS

Rob Paczkowski, Senior Director, Global Benefits, eBay

Michele Ritala, Benefits Strategist, King County

Judy Zerzan-Thul, MD, Chief Medical Officer,
Washington Health Care Authority

Moderator: Crystal Eubanks, Senior Director, Care Redesign, PBGH

10:45 – 11:00 a.m. CT

Networking Break (Gallery Foyer)

11:00 – 11:45 a.m. CT

Purchaser Leadership and Collective Action

Linda Brady, ACO Portfolio Manager-Healthcare Strategy and Well-Being, The Boeing Company

Warren Brown, MD, Vice President Medical Affairs, Whole Foods ([virtual](#))

Elizabeth Mitchell, President and CEO, PBGH

11:45 – 12:30 p.m. CT

Networking Lunch (Gallery Ballroom)

12:30 – 1:30 p.m. CT

You Want us to do What? Provider Reaction Panel

Rushika Fernandopulle, MD, Chief Innovation Officer, One Medical

Farzad Mostashari, MD, CEO and Co-Founder, Aledade

Nate Murray, Founder, Crossover

Kevin Wang, MD, Chief Medical Officer, Vera Whole Health

Moderator: Elizabeth Mitchell, President and CEO, PBGH

1:30 – 2:00 p.m. CT

Purchaser Leadership: Advanced Primary Care in Action

Derek Mydlarz, MD, Executive Global Medical Director, GE Appliances, *a Haier company*

Raymond Tsai, MD, Executive Medical Director, The Wonderful Company ([virtual](#))

Suzanne Usaj, Senior Director, Total Rewards, The Wonderful Company ([virtual](#))

Moderator: Randa Deaton, Vice President, Purchaser Engagement, PBGH

2:00 – 2:15 p.m. CT

Networking Break (Gallery Foyer)

2:15 – 3:15 p.m. CT

Purchasers and Partners: Meaningful Dialogue for Meaningful Outcomes

Facilitator: Crystal Eubanks, Senior Director, Care Redesign, PBGH

3:15 – 3:45 p.m. CT

Building a Better System: Next Steps

Linda Brady, ACO Portfolio Manager-Healthcare Strategy and Well-Being, The Boeing Company

Elizabeth Mitchell, President and CEO, PBGH



Anti-Trust Reminder

All PBGH meetings are to be conducted in full compliance with anti-trust law. The antitrust laws **prohibit competitors from agreeing on prices** to be charged or otherwise taking steps that harm free and fair competition among them.

Even companies that do not compete in the sale of their goods and services may nevertheless compete in their efforts to hire and retain talented employees and they **cannot legally agree with one another on the salaries, wages or benefits they will offer**, the recruiting practices they will utilize or the human resources policies they will put in place.

There should be no communications among PBGH members that could be interpreted, or misinterpreted, as negotiations, coordination or agreement on these issues.