



THE ROAD TO INNOVATION

**MEDICAL
MAIN STREET®**

POWERED BY OAKLAND COUNTY, MICHIGAN



MARCH 2019
26

Technology Advancements that Extend *Senior Independence*

A PANEL DISCUSSION

Automation Alley
2675 Bellingham, Troy, MI

AGENDA

8:30 a.m. **Networking Breakfast and Badge Pick-Up**

9:00 **Welcome and Introductions**
Dom Holmes, *Medical Main Street program manager, Oakland County, Waterford*

9:10 **Panel Discussion and Q&A**

Moderator

Kevin Lasser, *founder and CEO, JEMS Technology, Lake Orion*

Panelists

Barry S. Cargill, *CAE, president & CEO, Michigan HomeCare & Hospice Association, Okemos*

Steve Prucher, *CEO, National Coding Center, LLC, Troy*

Kari Rennie, *associate executive director, Henry Ford Village – Life Care Services, Dearborn*

Rick Kraniak, *managing participant, advisor, investor, strategist and business developer, Cavendish Global, New York*

Irma O'Brien, *director of government programs, Health Alliance Plan, Southfield*

10:00 **Wrap-Up and Extended Networking**

10:30 a.m. **Close**

Hear nationally-known experts discuss technologies and approaches that are extending safe and productive independence for our senior citizens, whether they choose to stay at home or move to an active community. You will learn what has been done in the past and is being done currently – along with what is anticipated for the future.

This discussion will be valuable to investors and professionals in areas such as home health, long-term care and hospice; health insurance and billing; and medical equipment manufacturing and supply.

Questions? Contact:
Chelsea Schutz
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(248) 858-0978

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OAKLAND COUNTY MICHIGAN
ECONOMIC DEVELOPMENT & COMMUNITY AFFAIRS
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Panelists | Technology Advancements That Extend Senior Independence: A Panel Discussion



Barry S. Cargill, CAE, president & CEO, Michigan HomeCare & Hospice Association (MHHA), Okemos

Cargill is highly skilled in public policy, legislative relations and government regulatory affairs. He has worked as a legislative policy director for the Michigan Senate, and for the past eight years, he has been president and CEO of MHHA.

MHHA is the unified voice, principal resource and advocate for the success of its member organizations, including best practice providers of home health, hospice, private duty, home medical equipment and pharmacy-infusion services for Michigan residents.



Rick Kraniak, managing participant, advisor, investor, strategist and business developer, Cavendish Global, New York

Specializing in medical and health care technology, Kraniak is internationally recognized as an investor with great instincts for commercially innovative and viable businesses.

He has a long track record of growing successful companies. His entrepreneurial background includes launching a number of businesses in the media and entertainment, health, software, internet and technology verticals. His entertainment industry

experience has informed a unique approach to strategy and creating value with diverse enterprises ranging from startup ventures and mature public companies to supporting social cause related organizations and charitable non-profits.



Kevin Lasser, founder and CEO, JEMS Technology, Lake Orion

Lasser is founder and CEO of JEMS Technology, a medical device provider of HIPAA-compliant mobile live-streaming video (TeleVideo). The technology permits clinicians to safely use mobile technology, such as smartphones, to consult anytime and anywhere—while complying with patient privacy laws. Having developed best-in-class encryption security and having served as chairman of the Michigan Homeland Security consortium, he launched JEMS in 2010. JEMS is generally recognized as the first company worldwide

to deliver medical-grade TeleVideo direct to a smart device.

In 2017, he started vetting artificial intelligence (AI) and predictive analytics platforms on behalf of his health care clients. Through the discovery process and needs analysis, he has been able to deliver, in a short period of time, an AI solution for Henry Ford Village (largest long-term care facility in Michigan), the Health Ministry of Canada and McLaren Home Health.

Lasser is a member of Oakland County's Medical Main Street Advisory Committee and ALS Association of Michigan's Board of Directors and was an inaugural member of the HIMSS Mobile Health Committee.

Prior to JEMS, he was CEO and co-founder of Encryption Security Solutions (ESS) and Pure Entropy Technologies (PET)—both companies were acknowledged as best-in-class providers of encryption and cyber security solutions for private (through ESS) and public (through PET) institutions; and president and founder of Sage Financial Corporation, consistently honored with “Top Ten Money Finders Group” awards from financial organizations such as GE Capital, Pitney Bowes Financial and Maryland National Financial Corp. Sage funded approximately \$230 million for small to mid-size businesses over 10 years.

Kevin Lasser, *Continued*

Lasser is a recipient of various entrepreneurial and professional awards and recognitions including, Information Week's "Nine Mobile Healthcare Applications to Watch" and the Edward C. Lowe Foundation's "50 Companies in Michigan to Watch." He graduated from the University of Michigan's Ross School of Business with high honors.



Irma O'Brien, *director of government programs, Health Alliance Plan (HAP), Southfield*

As the director of government programs, O'Brien leads HAP's care management with a focus on government programs including Medicare, Medicaid and HAP Empowered Duals (MMP demonstration), as well as a DSNP (dual eligible special needs plan in Genesee county) members. She has more than 25 years of experience in care management with health care organizations and community case management. During her career, she has held positions with Centene Corporation; Trillium Community Health Plan; and Health

Net, director of case management; Fidelis Secure Care, manager of case management; Genesis Total Home Health Care, case manager; and has extensive experience in home health care.

She has successfully led and developed case management systems increasing the Healthcare Effectiveness Data and Information Set (HEDIS), received star ratings from the National Committee for Quality Assurance (NCQA) and exceeded the core measures for the Centers for Medicare & Medicaid Services (CMS).

O'Brien has created several notable programs for case management around the opioid crisis, ensuring a healthy start for newborn babies, nursing facility team improvements and reducing hospital readmissions with her transitions of care program. With a nursing degree from Mercy College of Detroit, she is a licensed registered nurse in Michigan and Oregon. She is also a Certified Case Manager (CCM) and earned a Commission for Case Management Certification.

Steve Prucher, *CEO, National Coding Center, LLC (NCC): Home Health Care Coding & CQA Reviews , Troy*



Prucher is an entrepreneur that enjoys developing creative solutions to improve processes and reduce costs for his clients. He is CEO and part owner of NCC, a Michigan based company that provides comprehensive quality assurance reviews and diagnosis code sequencing services to home health care and Hospice agencies nationwide.

He has a Mechanical Engineering degree from Kettering University, with a specialty in bioengineering applications. With his technical background, Prucher has an extraordinary ability for accuracy and attention to detail — that he applies to all projects.

Kari Rennie, *associate executive director, Henry Ford Village — Life Care Services, Dearborn*



Rennie is an innovative leader with extensive experience working in the health care industry. She is skilled in nonprofit organizations, operations management, physician relations, team building and budget operations. A strong and driven professional, Rennie has a Bachelor of Science degree focused in Kinesiology and Exercise Science from Michigan State University.



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Medical Main Street® is a network of world-renowned hospital systems, universities and companies in life science, medical device, IT and health care — driving a global center of innovation in Southeast Michigan.

Expand Your Business in Oakland County and Join the Medical Main Street Network

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MedicalMainStreet.com

OUR BUSINESS SERVICES INCLUDE:

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- SBA real estate and equipment loans
- Industrial Revenue Bond financing

Site Location

- Database of available properties
- Detailed property information
- Confidential site tours arranged
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- Assistance with state and local permitting

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Workforce Development Assistance

- Talent recruitment resources
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- Candidate pre-screening
- Workforce assessments

Entrepreneurial Support

Confidential consulting, training and workshops including:

- Financial management and analysis
- Marketing and advertising
- Demographic trends
- Location analysis
- Market research and industry trends
- Strategic planning and business expansion

International Business Support

- Free or low cost office space at international business center
- Introductions to international banks, accounting and legal services
- Expat services: visa assistance, relocation services, cultural connections, education resources
- Market research and industry trends

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