Professionalism Today and Tomorrow:
Sustaining Trust in a Technology-Driven Health Care World

Monday, August 18, 2014	
7:00 a.m.	Registration and Continental Breakfast
8:00 a.m.	Welcome and Conference Overview *C. Michel Harper, Jr., M.D. , executive dean of practice, Mayo Clinic*
8:10 a.m.	Professionalism as a Trust Agent *Michael D. Brennan, M.D., director, Program in Professionalism and Ethics*
8:30 a.m.	Technological Imperative *Paul S. Mueller, M.D., associate director, Program in Professionalism and Ethics*
Moderator: *Vivien J. Williams*	
Module I: Trust in Medical Technology	
8:45 a.m.	Professionalism-Drives Performance & Builds Trust *Enid N. Montague, Ph.D.*
9:45 a.m.	Sustaining Confidentiality: Medical Data Integrity *Christopher J. Ross*
10:15 a.m.	Networking & Refreshments
10:45 a.m.	What Are Our Patients Telling Us? *Katherine Leon, patient*
11:15 a.m.	The Impact of Health Technologies: Finding the patient fit *Aaron L. Leppin, M.D.*
11:45 a.m.	Designing for Trust: Insights from Patient-Centered Prototypes *Julia-Rose (Rose) J. Anderson; Matthew R. Gardner; Marnie J. Meylor*
12:15 p.m.	Lunch
1:15 p.m.	Panel Discussion & Reflections/Lessons from Module I *Julia-Rose (Rose) J. Anderson; Matthew R. Gardner; Katherine Leon; Aaron L. Leppin, M.D.; Marnie J. Meylor; Enid N. Montague, Ph.D.; Christopher J. Ross*
Module II: eHealth	
2:15 p.m.	Telehealth in Department of Veterans Affairs *Adam W. Darkins, M.D.*
3:00 p.m.	Refreshment Break
3:15 p.m.	Clinical Vignettes: • Remote Breast Cancer Management, *Sandhya Pruthi, M.D.* • Remote Stroke Management, *Kevin M. Barrett, M.D.* • eICU, *Sean M. Caples, D.O. ; Sarah J. Grothe, R.N.*
4:15 p.m.	Panel Discussion & Reflections/Lessons from Module II *Kevin M. Barrett, M.D.; Sean M. Caples, D.O.; William P. Cheshire Jr., M.D.; Adam W. Darkins, M.D.; Sarah J. Grothe, R.N.; Sandhya Pruthi, M.D.*
5:00 p.m.	Reflections on the Day *Michael D. Brennan, M.D.*
5:15 p.m.	Adjourn
6:15 p.m.	Course Dinner – Rochester Marriott Mayo Clinic Area Ballroom

Tuesday, August 19, 2014	
7:30 a.m.	Continental Breakfast
8:00 a.m.	Welcome and Overview of the Day *Darcy A. Reed, M.D., associate director, Program in Professionalism and Ethics*
Moderator: *Vivien J. Williams*	
Module III: Patient Portal	
8:15 a.m.	15 Years of Transparency: PatientSite and OpenNotes *Henry J. Feldman, M.D.*
9:15 a.m.	Patient Portals: Reflections on the Mayo Experience *Sidna M. Tulledge-Scheitel, M.D.*
9:45 a.m.	What do Patients Say? *Patient Testimonial*
10:15 a.m.	Refreshment Break
10:45 a.m.	Panel Discussion & Reflections and Lessons Learned from Module III *Henry J. Feldman, M.D.; Patient; Sidna M. Tulledge-Scheitel, M.D.*
12:00 p.m.	Lunch
Module IV: Social Media	
1:00 p.m.	The Case for Social Media in Professionalism *Lee A. Aase*
1:30 p.m.	Real Time Patient and Colleague Interactions in 3D, Virtual Worlds *Brian H. Kaihoi*
2:00 p.m.	Appropriate Use to Sustain Patient Trust *Darcy A. Reed, M.D.*
2:30 p.m.	Refreshment Break
Module V: Reliable Health Information	
2:45 p.m.	The Creation, Publication and Mass Dissemination of High-Quality Medical Information *William L. Lanier Jr., M.D.*
3:30 p.m.	Electronic Patient Education: Evolution and Future Trends *Karl W. Oestreich; Ronald D. Petrovich; Vivien J. Williams*
4:15 p.m.	Panel Discussion & Reflections/Lessons from Modules IV & V *Lee A. Aase; Brian H. Kaihoi; William L. Lanier Jr.; Karl W. Oestreich; Ronald D. Petrovic; Darcy A. Reed, M.D.; Vivien J. Williams*
5:00 p.m.	Closing Remarks & Adjourn *Michael D. Brennan, M.D.*