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Presents

# The Third Annual SUMMIT ON PATIENT SAFETY & INFORMATION TECHNOLOGY:

*BAR CODING, RFID, CPOE & OTHER INNOVATIVE  
APPROACHES FOR MEDICAL ERROR REDUCTION*



**November 18-19, 2004**  
**Paradise Point Resort & Spa**  
**San Diego, California**

The Premier Conference & Exhibition For  
IT, Quality Improvement,  
Clinical & Administrative Staff From Hospitals,  
Integrated Delivery Networks, Managed Care  
Organizations and Physician Groups

## Featuring Speakers From These Leading Healthcare Organizations

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## SUPPORTING ORGANIZATIONS



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## ABOUT THE THIRD ANNUAL SUMMIT ON PATIENT SAFETY & INFORMATION TECHNOLOGY

The Summit on Patient Safety & Information Technology is the premier conference and exhibition that focuses exclusively on effective use of information technology to reduce medical errors and promote patient safety. The Summit will provide balanced, unbiased information and analysis combined with the opportunity to network with leading executives and clinicians from across the U.S., as well as prominent and highly-regarded consultants and vendors. Potential customers of patient safety products and services will have the opportunity to hear diverse perspectives from nationally known experts and practitioners and to develop the foundation of knowledge necessary to make informed IT decisions.

The goal of the Summit is to bring together innovative healthcare organizations to discuss, analyze and formulate practical and cost-effective patient safety IT solutions that can be implemented not only at large academic institutions, but also at community hospitals. A significant amount of time will be devoted to **detailed case study presentations by leading healthcare providers**. This event builds on the strength of our two previous summits, which attracted hundreds of high-level attendees from across the US.

### Keynote Speakers

*Jean A. Balgrosky, MPH, RHIA, Senior Vice President & CIO, SCRIPPS HEALTH*  
*John Hummel, Senior Vice President Information Systems & CIO, SUTTER HEALTH*  
*Mark Neuenschwander, President, THE NEUENSCHWANDER COMPANY*  
*Jeff Otten, CEO, STENTOR*  
*William A. Spooner, Senior Vice President & CIO, SHARP HEALTHCARE*  
*Laurene West, RN, BS, Senior Director Programs & Corporate Relations, NATIONAL PATIENT SAFETY FOUNDATION*

### Learn:

- The relative merits (as well as limitations) of various IT options for medical error reduction, including bar coding, automated infusion pumps, CPOE and RFID technologies
- How to overcome challenges in implementing bar code systems
- How bar coding compares to other technologies such as RFID and CPOE
- Regulatory impact on bar code acceptance, from FDA to JCAHO
- How IT leaders can become fully engaged in the clinical change process
- The prerequisites to an effective patient safety culture
- How to strengthen an organization's patient safety culture using technology
- How to integrate or interface multiple solutions comprising a provider's "best-of-breed" strategy for clinical automation
- How to use Failure Mode Effects Analysis techniques to assess and minimize the risks associated with critical interfaces among key systems
- How to apply automation to the medication use process
- How different medication automation technologies such as CPOE, point of care systems, distribution and dispensing technologies interrelate
- Customer perspectives on the various bar coding / medication administration products currently available in the marketplace
- How PACS systems enhance patient safety through promotion of increased efficiency, enhanced accuracy and improved access to vital information
- Current state of CPOE adoption and use
- Strategies for promoting physician acceptance of CPOE
- Key considerations in implementing a CPOE system
- How CPOE fits with EHRs
- The most prevalent types of errors at the point of care, and their causes
- The costs, benefits and productivity implications of implementing technologies to reduce medical errors at the point of care
- How industry software standards can drive interoperability and increase patient safety at the point of care
- How evidence-based medicine can be delivered at the point of care to reduce medical errors and improve outcomes
- How to link intelligent infusion devices to the electronic health record
- How ePrescribing can reduce medication errors
- Best practices for implementation of ePrescribing as well as critical success factors
- Strategies for improving patient safety in the ambulatory setting
- How electronic medical records/electronic health records can improve patient safety
- Approaches for measuring the success of bar coding, CPOE and other approaches for medical error reduction
- How an outcomes-focused strategy minimizes problems, optimizes the favorable use of data for improving organizations and empowers patients, physicians and others served
- How RFID and IR technologies can reduce medical errors
- The cost and productivity implications of implementing RFID and IR technologies
- The types of ROI—clinical, operational and financial that can be generated from implementing RFID and IR technologies

## WHO SHOULD ATTEND

*CIOs, CMOs, Presidents, CEOs, COOs and CFOs, as well as IT, Pharmacy, Nursing, Case Management and Quality Improvement Staff from Hospitals, Integrated Delivery Networks, Health Plans, Insurance Companies, and Physician Groups; IT and Other Patient Safety Vendors, Pharmaceutical, Medical Device and Diagnostics Companies, as well as Contract Research Organizations, Medical Transcription Companies, Security Companies, Wireless Companies, Pharmacy Chains, Health Information Portals, Group Purchasing Organizations and Employers*

## THE SUMMIT ON PATIENT SAFETY & INFORMATION TECHNOLOGY ADVISORY BOARD

*Mark R. Anderson, FHIMSS, CPHIMS, CEO & Healthcare IT Futurist, AC GROUP, INC.*

*Eric Weber, Vice President, Business Advancement, AMERICA'S HEALTH INSURANCE PLANS (AHIP)*

*Brian F. Shea, PharmD, FCCP, BCPS, Senior Manager and Patient Safety Lead, CAPGEMINI HEALTH*

*Bruce Spurlock, MD, President, CONVERGENCE HEALTH CONSULTING (Formerly, Executive Director, CALIFORNIA HEALTHCARE ASSOCIATION)*

*Mark Neuenschwander, President, THE NEUENSCHWANDER COMPANY*

*William A. Spooner, Senior Vice President & CIO, SHARP HEALTHCARE*

*John Hummel, Senior Vice President Information Systems & CIO, SUTTER HEALTH*

*Jay Srinji, Vice President, Emerging Technologies, UNIVERSITY OF PITTSBURGH MEDICAL CENTER*

*Mitch Work, President & CEO, THE WORK GROUP*

## ABOUT THE SUMMIT ORGANIZER

The Center for Business Innovation (TCBI) develops and markets conferences and other educational programs in the U.S. and internationally. TCBI is an independent company and is not part of any consulting firm, investment bank, information technology firm or any other corporate entity. The company is well-positioned to provide objective, balanced information and analysis on a wide range of topics.

TCBI currently focuses on the U.S. healthcare market, with a strong commitment to organizing programs that offer detailed information and insight on clinical, technological, financial, strategic and regulatory aspects of healthcare. These programs are carefully designed to meet the information needs of executives, scientists and clinicians from hospitals, managed care organizations, physician groups, pharmaceutical and biotechnology companies, medical device companies, information technology vendors and a host of other players in the rapidly evolving healthcare industry. For additional information, please visit [www.tcbi.org](http://www.tcbi.org)

*For additional information on our events or to discuss a potential conference topic, please contact:*

*Satish Kavirajan, Managing Director, TCBI: Phone: 310-265-2570 Email: [sk@tcbi.org](mailto:sk@tcbi.org)*

## SPONSORSHIP & EXHIBITION OPPORTUNITIES

*Sponsorship / exhibition is an effective means of promoting your products and services to key decision makers at hospitals, integrated delivery networks, health plans and physician groups. Key benefits of sponsorship include space to exhibit at the Summit, an advance listing of attendees, passes for staff members and clients/potential clients and exposure on TCBI's website and other promotional media.*

*For additional information, please contact TCBI:*

*Ph: 310-265-2570 Email: [sk@tcbi.org](mailto:sk@tcbi.org)*

# THE THIRD ANNUAL SUMMIT ON PATIENT SAFETY & INFORMATION TECHNOLOGY AGENDA

Please visit [www.tcbl.org](http://www.tcbl.org) for agenda updates

## DAY ONE: Thursday, November 18, 2004

The program is detailed and practical, with a focus on how to use information technology to reduce medical errors and to promote patient safety. The Summit features a variety of formats, including panel discussions, case study presentations and an intensive workshop.

7:15 **Registration / Continental Breakfast / Exhibitor Showcase**

8:00 **CHAIRPERSONS' OPENING REMARKS  
DOING THE BEST NEXT THING**

It is not uncommon for hospitals to focus on the parts rather than the whole—to zero in on a piece here and a piece there of the information/automation puzzle rather than zoom out on the big picture. Too often this results in their doing the next best thing rather than the best next thing when applying technology for safer healthcare. This presentation will pull us back to gain some general perspective before we plunge into the particulars, which by the way, have some very interesting potential.

**Mark Neuenschwander, President, THE NEUENSCHWANDER COMPANY**

### **PATIENT SAFETY: A PRESCRIPTION FOR CHANGE**

Death and injuries due to medical errors outnumber deaths due to diabetes, influenza and pneumonia, Alzheimer's disease, and renal disease. A complex web of technology, process, policy and incentives is key to changing the status quo. Barriers to change cannot be underestimated. Culture change is difficult and tenuous. Government initiatives such as the Medicare Prescription Drug and Modernization Act of 2003 and Dr. Brailer's Strategic Framework will have a positive impact on patient safety. Only through the amalgamation of the right technology with the right process coupled with the right incentives and the right legislation can we make significant strides in patient safety and quality. What cannot be measured cannot be managed; to tie all this together, we need to have a standard way of measuring, monitoring and reporting patient safety and quality.

**Jay Srin, Vice President, Emerging Technologies, UNIVERSITY OF PITTSBURGH MEDICAL CENTER**

8:45 **KEYNOTE ADDRESS: UNDERSTANDING HEALTHCARE IT ISSUES FROM A PATIENT'S PERSPECTIVE--  
TEACHING AND REACHING THE PATIENT COMMUNITY**

- Patients are at the center of healthcare technology
- Reach out and engage!
- The market will reward you!

*As Senior Director of Programs and Corporate Relations for the National Patient Safety Foundation, Ms. West is charged with developing and enhancing the culture of receptivity to patient safety, raising public awareness, and fostering communications between patients and providers. She has long been an advocate for patients. During the Y2K challenge, she held the position of National Patient Advocate on the President's Council for Healthcare. Her testimony before the Senate Y2K committee persuaded the Senate and the White House that healthcare should be listed as a critical sector and resources were deployed immediately to address critical issues, such as the medication supply system. Ms. West began her healthcare career as a Registered Nurse in a Critical Care setting and then transitioned to medical informatics, where she designed and implemented hospital information systems and managed care and claims auto-adjudication systems. She has frequently testified before Congress as an expert on issues of healthcare policy, patient safety, patient accountability and medication compliance.*

**Laurene West, RN, BS, Senior Director Programs and Corporate Relations,  
NATIONAL PATIENT SAFETY FOUNDATION**

9:15 **KEYNOTE ADDRESS: PATIENT SAFETY AND IT LEADERSHIP**

The role of IT leadership has placed the healthcare CIO squarely in the middle of the patient safety program wave that is sweeping healthcare. How do today's IT leaders provide the requisite business, clinical and technical leadership as we approach the Digital Hospital and "wired" patient? This presentation will cover:

- How leadership is fully engaged in the clinical change process
- How to use a multi-project approach to accelerate adoption of these systems in a very diverse marketplace

Sutter Health is one of the largest integrated delivery networks in the United States. Located in Northern California and Hawaii, Sutter Health has over 37,000 employees, 28 hospitals, 18 clinics and over 30 other health care facilities. Sutter Information Technology Services has been recognized by *Information Weekly* as one of the top 500 IT Innovators (US and Canada all industries) and by *Hospitals and Health Networks* as a Most Wired Hospital.

*Mr. Hummel has over 30 years in information services and healthcare, with extensive national and International experiences. Prior to joining Sutter Health, Mr. Hummel was a CIO for an international esoteric genetic reference lab and for a national for-profit hospital chain. In addition, Mr. Hummel was for several years an international bio-medical engineer/ surgery instructor for lithotripsy and laparoscopic devices.*

**John Hummel, Senior Vice President Information Systems & CIO, SUTTER HEALTH**

9:45 **KEYNOTE ADDRESS: INTEGRATING PATIENT SAFETY INTO THE IT MISSION**

When it comes to patient safety, proper integration or interfacing of the multiple solutions comprising a provider's 'best-of-breed' strategy for clinical automation becomes as important as implementing the individual applications themselves. The presenter will describe Sharp's best-of-breed strategy and key tools employed in its quest for seamless integration. The presentation will highlight Sharp's clinical desktop utilizing single sign-on and context management. It will also describe the application of Failure Mode Effects Analysis techniques to assess and minimize the risks associated with critical interfaces among key systems.

*Mr. Spooner has been CIO for the past 8 of his 25 years at Sharp HealthCare in San Diego. Sharp is an IDN with over 1800 hospital beds, 2 medical groups, an independent physicians association, an HMO, 450,000 managed care lives, 2,400 physicians, 12,000 employees and \$1.5 billion in net operating revenue. He has led an aggressive IT effort that has placed Sharp on the Hospitals and Health Networks 100 Most Wired list for all 6 years since the list was established. Sharp has adopted common applications across all facilities. Mr. Spooner is leading a best-of-breed strategy towards Sharp's electronic medical record which includes Clinicomp documentation, IDX CPOE, Fuji PACS and other systems on a common clinical desktop using CCOW, single sign-on and fingerprint recognition. As a highly-penetrated managed care environment, Sharp has been an early leader in its EDI development among its payers and providers. Sharp was also recognized as an early adopter for its leading edge consumer web site. Mr. Spooner is currently serving on the College of Healthcare Information Management Executives (CHIME) Board of Trustees.*

**William A. Spooner, Senior Vice President & CIO, SHARP HEALTHCARE**

10:15 **Refreshments / Exhibitor Showcase**

10:45 **KEYNOTE ADDRESS: APPLYING AUTOMATION TO THE MEDICATION USE PROCESS**

Medication errors make up a significant portion of medical errors. For the better part of the last two decades, we have been applying automation to the medication-use process with promises and hope for making it safer for caregivers and patients. In this session, we will review where the medication errors occur along the way and how technology has been and may yet be applied to reduce them. We will invest time thinking about the more mature technologies in the middle (e.g. pharmacy information systems and drug distribution and dispensing technologies) as well as the less mature technologies at either end (e.g. computerized physician order entry on the front and point of administration systems on the back). While we will drill most deeply into distribution and dispensing technologies, we will also set the stage for later sessions, which will zero in on CPOE and point of care systems. Along the way we will consider the relationship of each technology to the other and the ramifications this could have on setting priorities for, selecting and implementing automation.

*Mark Neuenschwander of Bellevue, WA is considered by many as the world's leading publisher and consultant in the field of pharmacy dispensing automation and barcode point-of-care systems. He is best noted for The Neuenschwander Reports, the latest entitled "To The Bedside: A Review of Point of Administration Barcode Scanning Systems". Mr. Neuenschwander has been a leading advocate and activist for promoting regulation to require bar codes on all medication packaging. In 2002, he testified before the FDA on proposed regulations related to barcode labeling of medications. Mr. Neuenschwander wrote a chapter on "Dispensing Automation and Medication Errors" in Michael Cohen's Medication Errors, a textbook that is considered by many in the profession as the Bible on the subject. He also wrote the chapter "The Role of Automated Dispensing Technology in a Safe Medication Use Process", in the HIMSS award-winning book The Impact of Information Technology on Patient Safety.*

**Mark Neuenschwander, President, THE NEUENSCHWANDER COMPANY**

11:15 **PANEL DISCUSSION: THE EVOLUTION OF BAR CODING AND PATIENT SAFETY--UPDATE 2004**

Bar coding has quickly become a powerful, proven tool to reduce medical errors. This panel will provide an update on where this technology is being used to improve patient safety, and present an assessment of future opportunities and barriers to bar coding as a key patient safety solution. The panel will address the following areas:

- Definition of bar coding and a brief historical overview of bar coding in healthcare
- Where are we? Presentation of where bar coding has been successful in reducing medical errors
- Approaches for measuring success
- Regulatory impact on barcode acceptance from FDA to JCAHO
- Where are we headed? Bar coding vs other solutions (such as CPOE and RFID) and other barriers. What to expect going forward

Moderator:

**Mitch Work, President & CEO, THE WORK GROUP, INC.**

Panelists:

**Doris Mulder, Vice President Nursing, BELOIT MEMORIAL HOSPITAL**

**Mike Wisz, Vice President Product Management and Customer Support, BRIDGE MEDICAL**

**John Milligan, President and COO, CARE FUSION, INC.**

**Marisa S. Barbieri, MS, Senior Software Designer, NORWALK HOSPITAL & Member,**

**Patient Safety Systems Committee, HEALTH INDUSTRY BUSINESS COMMUNICATION COUNCIL (HIBCC)**

**Debra Roach, Clinical Sales Specialist, OMNICELL, INC.**

**Hospira Client Panelist To Be Announced**

12:45 **Luncheon**

2:00 **BAR CODING / MEDICATION ADMINISTRATION: A PREVIEW OF VENDOR PERFORMANCE**

This presentation will look at the vendors, both sole source and best of breed, with currently marketed products in the Bar-Coding / Medication Administration space. KLAS recently conducted an in-depth study where they spoke with nearly

every site in the country doing Bar Coding / Medication Administration with a commercially viable product. Also presented will be an overview of findings from hundreds of interviews conducted with several hundred live provider customers, from the CIO, Nursing, and Pharmacy perspective. Details on vendor selection win/loss, quantifiable benefits from implementing Bar Coding / Medication Administration solutions, software implementation timeframes, etc. will be covered in this presentation.

**Jason Hess, Director of Business Development, KLAS ENTERPRISES**

2:30 **PANEL DISCUSSION: CREATING A CULTURE OF PATIENT SAFETY**

Transformational strategies to improve patient safety require organizational learning and active change strategies. Using any of the technologies available to improve patient safety requires effective implementation. Many believe organizational readiness depends on an effective organizational culture. Recent research in the area of patient safety culture suggests several organizational characteristics that are important for successful deployment of patient safety initiatives. This panel participated in the early development of safety culture research and is also deploying new technologies. In order to better understand the linkage between safety culture and effective implementation, the panel will examine:

- How leadership addresses patient safety culture
- The prerequisites to effective safety culture
- Where safety culture impacts implementation
- How to strengthen culture using technology

Moderator:

**Bruce Spurlock, MD, President, CONVERGENCE HEALTH CONSULTING (formerly Executive Vice President, CALIFORNIA HEALTHCARE ASSOCIATION & Co-Author of the California Healthcare Foundation Report Legislating Medication Safety: The California Experience)**

Panelists:

**Peter Bastone, President & CEO, MISSION HOSPITAL REGIONAL MEDICAL CENTER & Chair, HOSPITAL ASSOCIATION OF SOUTHERN CALIFORNIA**

**Nancy Pratt, Senior Vice President Clinical Effectiveness, SHARP HEALTHCARE**

3:15 **KEYNOTE ADDRESS: PACS AND PATIENT SAFETY--HOW PACS ADDRESSES PATIENT SAFETY ACROSS THE HOSPITAL ENTERPRISE**

By 2007, experts estimate that 65 percent of U.S. hospitals will have a PACS that stores and delivers digital radiology images in a rapid, accurate, and user-friendly environment. Today's PACS are addressing medical errors that relate to patient identification, miscommunication among care givers, and incorrect procedure inputs. PACS can play a significant role in reducing error potential by eliminating steps in the distribution and management of images and associated patient information across the enterprise. This session will focus on the ways PACS can save – and is currently saving – lives through increased efficiency, enhanced accuracy and improved access to vital information.

*Jean Balgrosky is a Senior Vice President and CIO at Scripps Health in San Diego, California; a role she has served in for seven years. She came to Scripps from Holy Cross Health System in South Bend, Indiana, where she served as CIO and Vice President of Information Resources for 11 years. At Scripps, she has created an innovative IT plan, focusing on integrating, enhancing, standardizing and consolidating the information technology and systems, and is six years into implementing that plan. Mrs. Balgrosky has authored many articles and speaks frequently at national healthcare professional society meetings. She has been accredited by AHIMA as a registered health information administrator since 1975.*

*Jeff Otten is CEO of Stentor, a world leader in enterprise-wide medical image and information management, and former CEO of Boston's Brigham and Women's Hospital (1994-2002), where he was awarded the Outstanding Leadership in Healthcare Award for transforming the Brigham into one of the nation's leading hospitals. During Mr. Otten's tenure, Brigham and Women's Hospital was recognized by US News & World Report as one of the nation's top ten hospitals seven years in a row. In 1994, Mr. Otten was instrumental in the founding of Partners Healthcare, an integrated healthcare system created between Brigham and Women's Hospital and the Massachusetts General Hospital, which is recognized as one of the United States' most successful and innovative integrated delivery systems. While Mr. Otten was CEO of Brigham and Women's Hospital, two successful hospital information technology companies, Eclipsys and Medicalis, were founded based on Brigham and Women's-developed technology. Prior to Brigham and Women's Hospital, Mr. Otten served as Chief Operating Officer at the Hospital of the University of Pennsylvania (HUP). Mr. Otten also held the position of Associate Director and Chief Financial Officer at UCLA Medical Center. He has lectured at the Harvard School of Public Health and the University of Pennsylvania, Wharton School.*

**Jean A. Balgrosky, MPH, RHIA, Senior Vice President & CIO, SCRIPPS HEALTH**

**Jeff Otten, CEO, STENTOR**

3:45 **Refreshments / Exhibitor Showcase**

**Track A -- Strategies for reducing medication errors through use of information technology, including in-depth coverage of computerized physician order entry (CPOE), bar coding and RFID**

**Track B -- Strategies (other than medication error reduction) for reducing medical errors through use of information technology (may also include discussions of bar coding and RFID applications)**

4:15A **PANEL DISCUSSION: CPOE—CURRENT STATE AND FUTURE DIRECTION**

CPOE was heralded as a major breakthrough in safe medication use. Many hospitals throughout the country heard this clarion call and are deploying this technology. However, several high-profile facilities have delayed full implementation or abandoned their project altogether. This presentation explores where hospitals will go with future plans to install CPOE systems. The panel will discuss:

- What is the current state of CPOE adoption and use?
- Is CPOE really necessary?
- What are the alternatives?
- Does CPOE deliver on the promise of major reductions of errors?
- CPOE: a tool or a process?
- Where does CPOE fit with EHRs?
- Is CPOE worth the resources required?
- Why is it tough to install?
- Will we see a vendor shakeout?

Moderator:

**Bruce Spurlock, MD, President, CONVERGENCE HEALTH CONSULTING (formerly Executive Vice President, CALIFORNIA HEALTHCARE ASSOCIATION & Co-Author of the California Healthcare Foundation Report Legislating Medication Safety: The California Experience)**

Panelists:

**Neal W. Rawlins, MD, ASSOCIATED PHYSICIANS FOR WOMEN & Medical Staff Quality Chairman, KADLEC MEDICAL CENTER**

**Douglas Jones, Vice President, DEARBORN ADVISORS (Formerly CIO, CEDARS-SINAI HEALTH SYSTEM)**

**Clifton Sheets, MD, FAAEM, MARY WASHINGTON HOSPITAL & Advisor, PATIENT CARE TECHNOLOGY SYSTEMS, LLC**

5:15A **PANEL DISCUSSION: INNOVATIVE APPROACHES FOR REDUCING MEDICATION ERRORS**

- Are there unique approaches to mitigating medication errors such as drugs not taken/given, the wrong medication being given, the wrong dosage being given?
- How can the number and impact of medication errors best be detected, measured, tracked, evaluated and mitigated?
- What technology will have the greatest impact on reducing medication errors in the next three to five years?
- What are the risks and benefits associated with 1) a “best of breed” approach to technology? 2) an integrated solution?
- What major procedural/policy changes will be required for hospitals to significantly reduce medication errors?
- How can the clinical documentation associated with meds administration be simplified to reduce the risk of incorrect charting?
- How should improving medication safety fit into the overall organizational approach to patient safety?
- A discussion of innovative approaches including: bar coding, smart IV pumps and other drug dispensing systems (including dispensing robots) and systems to detect frequency of adverse events

Moderator:

**Brian F. Shea, PharmD, FCCP, BCPS, Senior Manager and Patient Safety Lead, CAPGEMINI HEALTH**

Panelists:

**Daniel Farb, M.D., CEO, UNIVERSITYOFHEALTHCARE**

**Sam Bierstock, MD, BSEE, Vice President and Chief Medical Officer, HEALTHLINK INCORPORATED**

**Manisha Shah, Patient Safety Specialist, HCA - HOSPITAL CORPORATION OF AMERICA**

6:00 **Day One Concludes; Networking Cocktail Reception Sponsored By:  Hospira / Exhibitor Showcase**

**Track B -- Strategies (other than medication error reduction) for reducing medical errors through use of information technology**

4:15B **PANEL DISCUSSION: REDUCING MEDICAL ERRORS AT THE POINT OF CARE**

Focus on acute care, ICU, ER, including key inpatient clinical services for error reduction. This session looks at tools and technologies which provide information and safeguards to clinicians for their patient care delivery and decision-making.

- What are the most prevalent types of errors at the point of care, and what are their causes? What are the regulatory and market drivers that are in place now and in the future to address these errors?
- What practices, technologies and/or systems are available today (or on the near horizon) that offer the greatest potential to improve the quality of patient care operations and help to achieve a high level of patient safety?
- What practices, technologies and/or systems have not demonstrated improved performance?
- What are the costs, benefits and productivity implications of implementing these technologies?
- What are the barriers to success that other organizations might face when evaluating or implementing some of these practices, technologies and/or systems?

Moderator:

**Christy Kindler, Senior Consultant, PRICEWATERHOUSECOOPERS**

Panelists:

**Graham Billingham, MD, Executive Vice President Clinical Services, EMERGENCY MEDICINE PATIENT SAFETY FOUNDATION & Advisor, PATIENT CARE TECHNOLOGY SYSTEMS, LLC**

**To Be Announced, GENERAL DATA**

**Alan Portela, Vice President of Strategic Initiatives, PATIENT CARE TECHNOLOGY SYSTEMS, LLC**

**Tom Leonard, eMAP RN Project Manager, SUTTER HEALTH**

5:00B **POINT OF CARE EVIDENCE IMPROVES PATIENT SAFETY**

Evidence-based medicine is an accepted approach to improving patient outcomes; however its impact on patient safety is novel. We will review how the science of evidence-based medicine can be delivered at the point of care to reduce medical errors and improve outcomes. Evidence-based information at the point of care via CPOE impacts patient safety by targeting three medical error domains: 1) under use, 2) misuse and 3) over use. A discussion of the available peer reviewed literature will be covered coupled to real success studies from the field.

**Gregory Dorn, MD, MPH, General Manager, ZYNX HEALTH**

5:30B **THE NEXT WAVE IN PATIENT SAFETY**

Reducing morbidity and mortality requires that practitioners intervene earlier in the care of unstable patients. "Rapid Response" or "Medical Emergency" Teams have been shown to improve hospital mortality. New advances provide proactive, hospital-wide clinical surveillance with the ability to identify patients before they completely decompensate. Such tools provide a systematic and effective safety net by putting IT tools in the hands of supervisors, as well as individual caregivers. This presentation will discuss the concepts of errors of omission and failure to rescue and other important developments which will help improve patient safety.

**Richard Kremsdorf, MD, President & CEO, CLINICOMP, INTL.**

6:00 **Day One Concludes; Networking Cocktail Reception Sponsored By:  Hospira / Exhibitor Showcase**

## DAY TWO: Friday, November 19, 2004

7:30 **Continental Breakfast / Exhibitor Showcase**

8:00 **CHAIRPERSONS' OPENING REMARKS**

**Mark R. Anderson, FHIMSS, CPHIMS, CEO & Healthcare IT Futurist, AC GROUP INC.**

**Mitch Work, President & CEO, THE WORK GROUP**

Please note that on Day Two, both Track A and Track B will contain sessions focusing on medication error reduction as well as other approaches for enhancing patient safety through use of information technology. Please review session descriptions to determine whether or not a session is appropriate for you.

**Track A -- Primary (but not exclusive) focus will be strategies for medication error reduction**

8:15A **CASE STUDY: LINKING INTELLIGENT INFUSION DEVICES TO THE ELECTRONIC HEALTH RECORD**

This case study will describe the implementation of an electronic health record that consists of Internet-based access to core clinical applications for physicians and a bar code-driven workflow for medication administration, including intravenous solutions. The incorporation of intelligent pumps, both general purpose and patient-controlled analgesia devices, will be discussed. Our Lady of the Lake Regional Medical Center (OLOLRMC) is an 852-bed, acute-care, full-service hospital serving the residents of Baton Rouge and the surrounding area that covers 12 parishes. It was founded in 1923 and is the largest hospital in Louisiana. Specialties include critical care, emergency services, imaging, nuclear medicine, surgical services, and telemetry. OLOLRMC specializes in cardiographics, cardiac rehabilitation, and recently added the new facility, the Heart Center. Our Lady of the Lake Regional Medical Center is a subsidiary of Franciscan Missionaries of Our Lady Healthcare.

**Gary Jump, CIO, OUR LADY OF THE LAKE REGIONAL MEDICAL CENTER**

9:00A **CASE STUDY: CPOE—PAST, PRESENT & FUTURE**

Physicians Hospital is an El Paso, Texas-based acute care hospital opened in December 2003. Specializing in orthopedic and cardiac surgery, Physicians Hospital also provides an active GI outpatient department as well as general surgery and internal medicine inpatient accommodations. The PYXISVISUALMED™ system is deployed hospital-wide and is currently being used by all physician, nursing, and paramedical personnel. Prescriptions entered by physicians are automatically transcribed into the medication administration record, where they are accessed by nursing staff that administer automatically scheduled medications to the appropriate patient. The system is used to access all transcriptions; laboratory, radiology results, and contains more than 24 current levels of built-in decision support. The system contains the complete electronic medical record in which all patient-related documentation and progress notes are maintained by users. This presentation details the process and some of the post live metrics that evaluate the system.

**Sam Huntley RN, Administrator on Duty, PHYSICIANS HOSPITAL**

9:30A **PANEL DISCUSSION: E-PRESCRIBING AND ITS ROLE IN PATIENT SAFETY**

American physicians write nearly 4.5 billion prescriptions on paper each year, and if a doctor's handwriting is stereotypically illegible, errors are a possibility. Each year, medication errors account for 7,000 patient deaths. An ePrescription system



enables the physician to confidentially transmit a prescription or renewal electronically to the patient's pharmacy. Such systems also give physicians access to a patient's medication history and allergies, and alert doctors to dangerous drug-to-drug interactions. Physician adoption of eRx is expected to experience significant growth through 2006. However, considerable challenges remain in this market sector -- namely demonstrating the value to the end-user physician.

This panel discussion will focus on:

- The impact of the Medicare Prescription Drug and Modernization Act of 2003 (HR1), which would require all doctors who prescribe drugs for Medicare patients to write and submit those prescriptions electronically by Jan. 1, 2007
- Where are we now with respect to standards?
- What is the role of CafeRx?
- What must be done to break down barriers of skepticism among physicians?
- What incentives could be used to spur more widespread adoption, especially for early implementers?
- Electronic prescribing systems are available in a variety of graduated levels. Where is the biggest bang for the buck? Should there be minimum standards mandated by the government?
- Who is going to pay for the upfront cost of implementation?
- Who are the main players in this market? Where are their gaps in functionality?
- How will the EHR specifications tie in with the ePrescription specifications?
- Best practices for implementation
- Critical success factors
- The Veterans Administration's experience with ePrescribing, including a discussion of successes, as well as lessons learned

Moderator:

**Jay Srinii, Vice President, Emerging Technologies, UNIVERSITY OF PITTSBURGH MEDICAL CENTER**

Panelists:

**Donald Gravlin, Vice President & CTO, CAPGEMINI HEALTH & Founding Member, CAFERX  
(Steven) Hank Rappaport, MD, Enterprise Systems Manager for Provider Systems Office of Information, Veterans Health Administration, DEPARTMENT OF VETERANS AFFAIRS  
Kathy Colwell, Vice President of Health Services Systems, HIGHMARK BLUE CROSS BLUE SHIELD**

10:15 **Refreshments / Exhibitor Showcase**

10:30A **CASE STUDY: NURSING WORKFLOW AUTOMATION AT THE BEDSIDE**

The case study will describe how this innovative, technology-savvy Louisiana hospital has implemented a hospital-wide patient safety initiative, including SafetyMed™ RN, a medication administration solution. The presenter will share how the implementation of the solution has allowed the hospital to address system and process issues and has resulted in improved patient safety.

**Jared Lormand, Vice President of Information Technology & CIO, OPELOUSAS GENERAL HEALTH SYSTEM**

11:00A **CASE STUDY: THE ROLE OF SMART INFUSION SYSTEMS IN REDUCING MEDICATION ERRORS**

The most serious potential for harm occurs with intravenous (IV) administration errors. This session will help healthcare leaders better understand critical errors, patient safety priorities, and potential solutions. Particular attention will be paid to critical medication errors with the greatest potential for harm, and to the use of advanced technology to avert high-risk errors and improve patient outcomes. Sharp HealthCare is an integrated, regional health care delivery system based in San Diego, CA. Sharp includes four acute care hospitals, three specialty hospitals and three medical groups plus a full spectrum of other facilities and services. Serving a population of 3 million in San Diego County, Sharp operates 1,587 beds, has approximately 2,541 physicians on medical staffs, 1,587 physicians in medical groups and more than 11,000 employees. The Sharp system represents \$852 million in assets and \$1.1 billion in income.

**Tim Vanderveen, PharmD, MS, Executive Director, THE ALARIS® CENTER FOR MEDICATION SAFETY AND CLINICAL IMPROVEMENT**

**William A. Spooner, Senior Vice President & CIO, SHARP HEALTHCARE**

11:30A **CASE STUDY: THE BARCODING EXPERIENCE AT BELOIT MEMORIAL HOSPITAL**

This case study examines a recent implementation experience with Care Fusion's barcode-enabled medication delivery system accessed through the wireless network at Beloit Memorial Hospital in Beloit, Wisconsin, to improve patient safety and reduce medication errors. Beloit Memorial is a community-owned hospital with 175 licensed beds and four offsite clinics serving a primary population of around 175,000 residents in southwestern Wisconsin and northwestern Illinois. The hospital has a formal affiliation with the University of Wisconsin hospital system and an informal but active affiliation with Rockford Hospital in Rockford, Illinois. The hospital's primary focus is to provide high quality healthcare to the surrounding community.

This is a retrospective study that examines the hospital's selection, implementation, the first year of experience with the system and future plans for additional barcode enabled applications. The major focus of this study was to identify and document the benefits related to the use of barcode enabled technology realized by Beloit Memorial Hospital. The hospital reported a decrease of 67% in the average monthly medication administration error rate after implementing Care Fusion's barcode system.

**Doris Mulder, RNC, BSN, MBA, Vice President of Nursing, BELOIT MEMORIAL HOSPITAL**

12:00A **CASE STUDY: REDUCING PATIENT FALLS AT ANAHEIM MEMORIAL MEDICAL CENTER**

Anaheim Memorial Medical Center is the first hospital in Orange County, California to go live with SafeTGlOw lighting, having recently installed the fiber optic system in 50 rooms on the critical observation and tower telemetry units. Funded by a grant from The Anaheim Memorial Foundation, the new lighting system is designed to improve overall patient care

and comfort, as well as to help meet the 2005 JCAHO Goal for Hospitals to “reduce the risk and of patient harm resulting from falls.”

SafeTGlOW improves lighting of the physical environment and patient spatial orientation by:

- Providing a frame of reference whereby the patient can more quickly identify their surroundings and know where they are at all times
- Providing illumination of pathways to and from the bathroom
- Providing the required illumination for completion of many nursing tasks, reducing the need to use conventional lighting that can disrupt sleep.
- Withstanding extreme conditions (e.g. tornado, earthquake, hurricane, etc.) to provide continued illumination

Committed to ensuring patient safety, Anaheim Memorial has installed SafeTGlOW as part of a comprehensive fall reduction strategy that also includes ongoing staff training and patient/family education.

**Garfield E. Thompson, CEO, PRIMETECH**

**John B. Squicciarini, Founder, SAFETGLOW**

12:30A **A METHODOLOGY FOR GAINING PHYSICIAN ACCEPTANCE OF CPOE**

Business problem: The enabler between the expense of CPOE implementation and the value of clinical decision support is physician acceptance and usage. Presentation topics will include:

- A brief overview of the current state of CPOE utilization
- A review of the ROI business case for CPOE
- The need for a true methodology for gaining physician acceptance
- Overview of the clinician acceptance methodology (CAM), including a review of the model and specific steps
- Lessons learned about physician acceptance of CPOE

**Douglas Jones, Vice President, DEARBORN ADVISORS (Formerly CIO, CEDARS-SINAI HEALTH SYSTEM)**

1:00 **The Third Annual Summit on Patient Safety & Information Technology Concludes; Luncheon for Attendees of Afternoon Workshop and Focus Group**

**Track B -- Primary (but not exclusive) focus will be strategies (other than medication error reduction) for reducing medical errors through use of information technology**

8:15B **PANEL DISCUSSION: “WHO’S ON FIRST” – PATIENT SAFETY AND CPOE IN THE AMBULATORY SETTING**

- How big of a problem is Patient Safety in the Ambulatory Setting?
- What is the effect on healthcare costs and quality of care?
- How do you determine if the Organization is ready to attack the problem?
- How can new technologies, like EMR/EHR, improve quality of care?
- What Patient Safety measurements should be monitored?
- Where is the greatest opportunity for improvement?
- Will health plans and the government pay for improved Patient Safety?

Moderator:

**Mark R. Anderson, FHIMSS, CPHIMS, CEO & Healthcare IT Futurist, AC GROUP, INC.**

Panelists:

**Neal W. Rawlins, MD, ASSOCIATED PHYSICIANS FOR WOMEN & Medical Staff Quality Chairman, KADLEC MEDICAL CENTER**

**To Be Announced, GE HEALTHCARE**

**To Be Announced, NEXTGEN HEALTHCARE**

9:15B **CASE STUDY: ENHANCING PATIENT SAFETY AT THE POINT OF CARE**

Learn how implementing industry software standards can drive interoperability and increase patient safety at the point of care. Carefx Corporation from Scottsdale, Arizona will co-present this case study with Children’s Medical Center Dallas. Both parties will describe what was implemented, how it works and how it has brought clinician ease of use and patient safety to the forefront of its operations. Children’s Medical Center Dallas is the fourth largest pediatric medical center in the United States and provides care to more than 250,000 children annually.

**Dr. John Brimm, Vice President of Development, CAREFX**

**Allen Roeseler, Group Manager, Advanced Systems Management Group, CHILDREN’S MEDICAL CENTER DALLAS**

9:45B **CASE STUDY: USING INNOVATIVE TECHNOLOGY TO ADDRESS PATIENT SAFETY, INCREASED REIMBURSEMENT, AND COMMUNITY IMAGE IN THE OR – THE BEACHFRONT PROPERTY IN YOUR HOSPITAL**

CPOE is being implemented hospital-wide by a number of organizations, but the OR or Perioperative Services is usually left out when it comes to implementing CPOE, bar coding of IV Medications, and enhanced coding systems. The OR in every hospital is the beach front property of any organization in that it drives the hospital’s admissions and revenues. Yet, all too often, it is left out of consideration for computerization to address clinical documentation, CPOE, and bar coding. Specialized and innovative technology is necessary to address the challenges of the OR successfully. Palomar Pomerado Health has taken a unique approach to this area by looking at innovative technology to address the digitization needs of the OR. Benefits of this departmental system for the OR include heightened level of patient safety, increased reimbursement as well as a positive impact on Palomar’s community image and branding efforts.

**Ben Kanter, MD, Chief Medical Officer, PALOMAR POMERADO HEALTH**

10:15 **Refreshments / Exhibitor Showcase**

10:30B **FIRST COMPREHENSIVE NATIONAL PATIENT SAFETY SYSTEM FOR PRODUCT RECALLS**

Many healthcare organizations rely on photocopies, emails, faxes and sticky notes to manage their handling of product recall notices that come to their attention. The shortcomings of this approach have placed patients and hospital staffs at risk. Mitretek Systems has developed a web-based service that replaces the current manual processes with an effective automated system. Mitretek will describe the major features of the service and its positive impact on risk management and patient safety practices, including performance improvement outcomes from its use in a major academic medical center, integrated delivery system and a community hospital.

**Dick Fiddleman, RASMAS Program Manager, MITRETEK SYSTEMS**

**Ann Magee, RN, BSN, MITRETEK SYSTEMS**

11:00B **PANEL DISCUSSION: MEASURING OUTCOMES & BENCHMARKING PATIENT SAFETY EFFORTS**

In the Institute of Medicine's *Crossing the Quality Chasm* report, creating an infrastructure to support evidence-based practice is considered critical. Facilitating the use of information technology is necessary to transform healthcare systems. This panel discussion will delve into:

- Real-world application of outcomes and how an outcomes-focused strategy minimizes problems, optimizes the favorable use of data for improving organizations, and empowers patients, physicians and others served
- Background for maximizing utility and applicability of data while minimizing pitfalls through appropriate analytic and reporting techniques
- Pragmatic recommendations for improving the use of current data available within most healthcare organizations, and prioritizing improvements in data and related systems
- Results of actual and ongoing studies, projects and initiatives for improving patient safety and reducing untoward outcomes

**Samantha Collier, MD, MBA, Vice President, Medical Affairs, HEALTHGRADES and Lead Author, HealthGrades Patient Safety in American Hospitals Study**

**Sam Bierstock, MD, BSEE, Vice President and Chief Medical Officer, HEALTHLINK INCORPORATED**

**Melinda Yates-Costin, Vice President, HEALTHLINK INCORPORATED**

11:45B **PANEL DISCUSSION: THE EMERGING ROLE OF RFID AND IR TECHNOLOGIES IN REDUCING MEDICAL ERRORS**

Carlo Luciano of the University of Pittsburgh Medical Center will discuss their current RFID pilot implementation, which addresses both administrative efficiency and patient safety in the cardiology department. He will provide a brief overview of UPMC's future plans to use RFID for enhancing patient safety. The panel will then discuss the following facets related to the adoption of RFID in healthcare:

- What are the most prevalent types of passive technologies? How are they different?
- What considerations are being made for active RFID technology?
- What technologies and systems are available today and how are they being employed?
- Which technologies have demonstrated patient safety and workflow improvements?
- What are the cost and productivity implications of implementing these technologies?
- Considerations in using identification and sensor technology to aggregate data from multiple telemetry sources
- Identifying barriers to success that organizations might face when evaluating deployment of these technologies
- What are the types of Return on Investment - clinical, operational and financial that can be generated from implementing these technologies?

Moderator:

**Carlo Luciano, Director Medical Technology Networking and Data Communications BioTronics, UNIVERSITY OF PITTSBURGH MEDICAL CENTER PRESBYTERIAN SHADYSIDE**

Panelists:

**Dan Neuwirth, Executive Vice President, AGILITY HEALTHCARE**

**Evan J. Bontemps, CEO, EXAVERA TECHNOLOGIES**

**Tony Marsico, CEO, HEALTHCARE IT, INC.**

**John Pantano, Vice President of Marketing, RADIANCE, INC.**

**Atul Salgaonkar, Founder, RFID SOLUTIONS, LLC**

1:00 ***The Third Annual Summit on Patient Safety & Information Technology Concludes; Luncheon for Attendees of Afternoon Workshop and Focus Group***

## OPTIONAL POST-SUMMIT WORKSHOP: IMPLEMENTING BAR CODE SYSTEMS

Workshop Hours: 2:00 to 5:30 pm, November 19th

**This intensive, interactive workshop will be designed to meet the information needs of hospital and healthcare system executives and clinicians.**

Design and implementation of a medication safety initiative is a complex multidisciplinary effort in order to realize meaningful improvements. While the underlying barcode technology has been standardized for some time outside of healthcare, the implementation within healthcare environments poses a number of unique challenges. This informative and interactive workshop will discuss deployment of bar-code enabled medication management / administration, offering detailed and practical instruction on design principles and implementation.

Specifically, the workshop will cover medication safety design principles, intended benefits, process issues, interdepartmental considerations, technologies, pre-implementation considerations, interfaces and integration issues, detailed workplans and timeframes, joint design or conference-room pilot techniques, testing and end-user training and deployment / rollout schedules. There will be a discussion of progress and improvements-to-date, making specific note of lessons learned through implementation. Although time does not permit an exhaustive discussion of each element, the instructors will be prepared to discuss any of these topics in substantial detail in accordance with the preference of the attendees.

### **WORKSHOP INSTRUCTORS:**

#### **Augustus "Tuck" Crocker, Jr., Managing Director, BEARINGPOINT**

*Augustus T. Crocker, Jr is a Managing Director in BearingPoint's Sacramento office, where he leads the firm's Western US Provider Healthcare Consulting Practice. Mr. Crocker has over 25 years of service to the physician, hospital and payer segments of the industry. Mr. Crocker's background includes Information Technology, Revenue Cycle, Clinical Operations Improvement and Supply Chain consulting. He is the designer and principal architect of a medication safety process framework and ROI tool, and he designed an industry-leading clinical process documentation tool that has been used at over 100 hospitals. Mr. Crocker is a frequent presenter on topics related to healthcare process efficiency and effectiveness and clinical adoption. He has led the professional services arms of two Fortune 500 healthcare services companies, and was a partner in two of the Big-4 audit and consulting firms.*

#### **Julie Ann Cooper, eMap Product Manager, Project Management Office, SUTTER HEALTH**

*A sixteen-year employee, Julie Cooper began her career at Sutter Health transitioning her experience gained in 11 years in health insurance administration into a leading IT position, concentrating on installation and support of Managed Care applications and the Ambulatory Electronic Medical Record across Sutter Health.*

*In 2002 Sutter Health allotted 30 million dollars to Patient Safety and engaged Bridge Medical to deploy their MedPoint software across Sutter Health. As eMAP<sup>sm</sup> (electronic Medication Administration Program) Product Manager, Julie managed the implementation of the bar code point of care technology successfully in six acute care facilities by the end of 2002 and continues to roll out through Sutter Health with an estimated completion date of EOY 2006. This includes deploying wireless networks and 3,000 bedside devices for 6,000 beds and medication bar-coding solutions for twenty-six facilities. Recipient of CIO Award, Sutter Health 2003, 2004.*

## OPTIONAL FOCUS GROUP (SEPARATE FROM OPTIONAL WORKSHOP)

One focus group, 90 minutes in duration, is currently planned. The focus group will be held between 2:00 and 3:30 pm on Day Two, November 19th.

Format: A vendor can obtain exclusive feedback on current and future product and service offerings from potential customers (5 customers per session). Please note that the focus group is not part of any sponsorship package, and therefore must be purchased separately. TCBI will create a focus group customized to meet your company's specifications.

For additional information, including prices, please contact TCBI: Ph: 310-265-2570, Email: [sk@tcbi.org](mailto:sk@tcbi.org)

## UPCOMING EVENTS

### FOURTH ANNUAL HEALTHCARE OUTSOURCING CONGRESS

*The Premier Conference & Exhibition on Strategies for Outsourcing Information Technology & Business Processes  
March 21-22, 2005, Las Vegas, Nevada*

### SECOND ANNUAL HEALTHCARE UNBOUND CONFERENCE & EXHIBITION

*Special Focus on Remote Monitoring & Telehomecare  
July 2005, Cambridge, Massachusetts*

For additional information, please visit [www.tcbi.org](http://www.tcbi.org) or contact TCBI:  
Ph: 310-265-2570 Email: [info@tcbi.org](mailto:info@tcbi.org)

*The Center for Business Innovation would like to thank the following sponsors  
for their generous support of  
The Third Annual Summit on Patient Safety & Information Technology*

## PLATINUM SPONSOR



Hospira (NYSE: HSP) is a global specialty pharmaceutical and medication delivery company dedicated to Advancing Wellness™ by developing, manufacturing and marketing products that help improve the safety and efficacy of patient care. Created from the core global hospital products business of Abbott Laboratories, Hospira is a new company with 70 years of service to the hospital industry. The company's portfolio includes one of the industry's broadest lines of generic acute-care injectables, integrated solutions for medication management and infusion therapy, and a full-service contract manufacturing business. Hospira is one of the largest manufacturers of hospital products in the United States, with sales of approximately \$2.5 billion. Headquartered in Lake Forest, Ill., north of Chicago, the company has more than 14,000 employees and 15 manufacturing facilities worldwide.

With leading positions in most of its U.S. markets, Hospira offers essential hospital products, broad and unique manufacturing capabilities, and new technology solutions for hospitals to improve medication and safety management. By working with its customers to integrate technologies at the point of care, Hospira is positioned to become the partner of choice for improving patient and workplace safety, clinical outcomes and cost management, and caregiver efficiency and effectiveness.

Hospira is a pioneer in providing innovative medication management and healthcare worker safety solutions. Several recent initiatives have demonstrated leadership in this area:

- The company completed one of the largest bar coding efforts in the industry, encompassing more than 1,000 hospital injectable pharmaceuticals and I.V. solutions almost a year before the U.S. Food and Drug Administration's (FDA) final rule on bar coding and three years before the FDA's mandated implementation date.
- Hospira is at the forefront of eliminating needles from its products to protect healthcare workers against needlestick injuries and blood exposure, resulting in improved workplace safety. A partnership between Hospira and Cerner Corporation on point-of-care systems for infusion therapy will provide enhanced capabilities for tracking patient care data. The system will integrate point-of-care infusion and diagnostic medical devices, bar coding, clinical information and knowledge-based decision support tools at the patient's bedside.
- Hospira's news releases and other information can be found at [www.hospira.com](http://www.hospira.com).

Contact Information:  
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275 North Field Drive, D-097J Bldg H1  
Lake Forest, IL 60045  
Tel: 1-877-9-HOSPIRA  
Website: [www.hospira.com](http://www.hospira.com)

## SILVER SPONSORS



Since 1996 Bridge Medical, Inc., An AmerisourceBergen company, has been 100% focused on providing patient safety solutions that reduce point-of-care errors and improve clinical and financial outcomes. Bridge is uniquely positioned to assist healthcare organizations in accomplishing their patient safety goals with MedPoint™, MedStorm™, InfoPoint™ and industry-leading implementation methodologies for each. A combination of technology, clinical expertise and consulting services make certain that hospitals achieve substantial benefit from Bridge solutions. MedPoint™ provides clinicians at the bedside, solutions that safeguard medication administrations, blood transfusions and positive specimen identification. MedStorm™ provides automated clinical decision support rules that alert Pharmacists to potential medication ordering errors. InfoPoint™ is a robust tool that assists in analyzing clinical and financial indicators for process improvement and cost containment. To guarantee a failsafe investment in patient safety solutions, Bridge offers a broad array of services such as bar code readiness assessment, supplemental staffing, observational studies, and medication error data analysis.

These systems and services come together to ensure healthcare providers make no mistake about patient safety.

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Patient Care Technology Systems (PCTS) provides advanced clinical information systems designed to improve patient safety, streamline clinical workflows and enhance department management for high acuity segments. Built by a team of experienced emergency department clinicians, our flagship solution Amelior ED® is a comprehensive information system from triage to disposition with integrated clinical decision support and CPOE for safer patient care. Amelior ED® customers have been recognized nationally for department productivity and emergency nursing excellence. Through our solution partners, we offer advanced passive tracking, wireless remote access and executive information system solutions. PCTS Consulting Services offers healthcare providers of all sizes a variety of packaged and custom consulting services including functional cluster, change management and clinical transformation strategies. PCTS is located online at [www.pcts.com](http://www.pcts.com). Headquarter offices are located in Aliso Viejo, CA and can be reached at (949) 349-9409.

Contact Information: Patient Care Technology Systems, LLC.  
32 Journey, Suite 250, Aliso Viejo, California 92656  
Tel: (949) 349-9409 x4209, Website: [www.pcts.com](http://www.pcts.com)



Zebra Technologies is a global manufacturer of thermal bar code printers and supplies, card printers, RFID printer/encoders, mobile and wireless printers, and connectivity and networking solutions. Zebra has been a pioneer in developing bar code solutions for the healthcare industry and has successfully helped thousands of hospitals, long-term care facilities, and labs worldwide prevent errors and improve the quality of care. Our bar code solutions ensure more accurate information for superior health care.

Zebra bar code solutions can be used for the accurate identification of patients and medications. Zebra offers the widest range of bar code label and wristband printers in the market, for a range of applications, including bar code wristband printers that produce accurate, tamper-proof identification wristbands, employee ID cards for automatic identification and tracking of employees, label printers for use in pharmacy and at bedside, and labeling solutions for patient care, lab, research, pharmacy, and blood bank management. Count on Zebra to help prevent errors and improve the quality of patient care.

Contact Information: Zebra Technologies  
333 Corporate Woods Parkway, Vernon Hills IL 60061  
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## BRONZE SPONSORS



AC Group, Inc. (ACG), formed in 1996, is an information technology advisory and research service dedicated to healthcare. Since 1972, ACG advisors have been helping IT professionals make better strategic and tactical decisions. For our healthcare vendor clients, ACG provides independent advisory and consultative services designed to assist vendors in their Business Strategies, Market and Customer Strategies, Competitive Analysis, and Product Profiling.

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Cardinal Health, the leading provider of products and services supporting the healthcare industry, offers Pyxis automation products that improve patient safety and the quality of clinical care. Pyxis medication, supply and information management products help healthcare facilities cut costs and save time by streamlining the medication and supply-distribution processes.

Contact Information: Burt Finkelstein, Pharm. D. Manager, Pharmacy Automation and Information  
Cardinal Health, 3750 Torrey View Court, San Diego, CA 92130  
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Care Fusion's modular array of applications unlock the power of barcode scanning to positively identify patients and ensure the accuracy of medication administration, specimen collection, blood transfusions, patient charting and viewing, and charge capture. Care Fusion has designed its product suite for easy expansion. Hospitals can begin with one product and add additional applications in the future, all of which are accessible from one highly portable handheld or tablet device. One vendor. One device. Many powerful solutions.

Contact Information: Cristina Pessotti, Care Fusion  
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Tel: (703) 714.0730, E-mail: [info@carefusion.com](mailto:info@carefusion.com), Website: [www.carefusion.com](http://www.carefusion.com)



Along with its partners, Carefx provides healthcare organizations (HCOs) with clinically oriented software and services that streamline clinician access to patient information, enhance security, and address HIPAA requirements. These solutions apply state of the art technology to existing information systems and improve patient care, reduce costs, and increase clinical productivity.

Carefx Corporation was founded in 2002 to bring value to the healthcare market in areas such as context management through CCOW, web integration and auditing tools. The Carefx management team has over 115 years of combined HIT experience, while the development and installation team has 200 plus years of building and delivering successful HIT solutions.

Contact Information: Tina M. Nunziato, Carefx, Director of Marketing  
Tel: (480) 833-5010 x421, Website: [www.carefx.com](http://www.carefx.com)



Founded in 1983, CliniComp Intl., develops enterprise-wide clinician documentation and electronic medical record solutions for hospitals, integrated delivery networks, academic medical centers and other acute care providers. With Essentris™, CliniComp customers automate patient charting and transform medical records management for greater efficiency and effectiveness. Essentris™ solutions work seamlessly together to provide clinical charting, computerized provider order entry, electronic medication administration record, results reporting, a global data repository, and decision support tools. Aimed at the in-patient setting, products within the suite include Essentris™ Critical Care, Essentris™ Perinatal, Essentris™ Acute Care, Essentris™ ED, Essentris™ CPOE, Essentris™ GDR, and their latest offering Essentris OnWatch™ - Proactive Clinical Surveillance Tools. A pioneer in the clinical computing field, CliniComp enjoys distinction as a world-class innovator and a trusted partner. For more information, call (800) 350 8202 or visit [www.clinicomp.com](http://www.clinicomp.com).

Contact Information: Tel: (800) 350 8202, Website: [www.clinicomp.com](http://www.clinicomp.com)



DocuSys, a Digital Medical Solutions company, designs and markets an intravenous drug monitor, unit-dose cradles, and information management systems that enable communication with formulary and coding databases, physiologic monitors and other information systems. The Anesthesia Perioperative Information Management System is a suite of applications built on a Microsoft.NET platform. The system utilizes bar-coding and digital imaging to digitize drug delivery data in real time without clinician input, merge clinical record keeping with drug billing and ICD-9 coding, and warn of adverse drug events (ADEs) prior to administration. For more information on DocuSys and its products, visit DocuSys at [www.docusys.net](http://www.docusys.net).

Contact Information: Teecie Cozad, VP of Marketing  
Tel: (251) 461-9903 ext. 116 Website: [www.docusys.net](http://www.docusys.net)



General Data is recognized nationally as a premier provider of innovative bar code labeling and identification products and solutions for the healthcare industry. PersonalID™ patient identification wristbands provide true positive patient identification by utilizing barcodes and patient photographs on a durable, easy-to-print wristband. StainerShield™ is a pre-stainer slide labeling and identification system that can withstand extended exposures to harsh chemicals and stains used in lab processes. CryoDentity™ is a unique solution for labeling and identification in environments that are subjected to extremely cold environments and/or immersed in liquid nitrogen. Get more information on all our healthcare ID solutions at: [www.general-data.com/healthcare](http://www.general-data.com/healthcare).

Contact Information: Ralph Moher, Director of Corporate Marketing  
General Data Company, Inc., 4354 Ferguson Drive, Cincinnati, Ohio 45245  
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Website: [www.general-data.com](http://www.general-data.com)



**GE Healthcare**

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Contact Information: GE Healthcare Technologies  
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Mitretek Systems, headquartered in Falls Church, VA is a nonprofit scientific research and system engineering organization that works exclusively on behalf of the American people. Mitretek conducts basic and applied research to create solutions that benefit the public in the areas of criminal justice, environment, health, safety, energy, homeland security, space, transportation, and telecommunications.

In healthcare, we believe quality healthcare should be delivered in the most cost effective and efficient manner possible. The Risk and Safety Management Alert System, developed by Mitretek and endorsed by the AHA, is the first comprehensive national patient safety system for product alert management. For more information about Mitretek or the Risk and Safety Management Alert System, contact:

Contact Information: Ann Magee, RN, BSN  
Mitretek Systems, 3150 Fairview Park Drive, Falls Church, VA 22042  
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NextGen Healthcare is a leading provider of EMR and practice management software. Ideal for the multi-provider enterprise or the solo practitioner, our award-winning solutions are proven to increase efficiencies, improve the quality of care and cut costs—all while delivering a healthy ROI.

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Omnicell (NASDAQ: OMCL) is a leading provider of patient safety solutions preferred by nurses. Omnicell's MedGuard™ line of solutions for the medication-use process includes systems for physician order management, automated pharmacy retrieval, medication packaging, medication dispensing, and nursing workflow automation with bar code medication administration. For the medical-surgical supply chain, Omnicell's OptiFlex™ product line provides open bar code systems, cabinet-based supply management, integrated open and cabinet-based systems, and Web-based procurement.

For information, call (800) 850-6664, e-mail [info@omnicell.com](mailto:info@omnicell.com), or visit [www.omnicell.com](http://www.omnicell.com).

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PrimeTech is a leading provider of healthcare consulting, technology, staffing, planning, implementation, decision support, project management, and outsourcing for hospitals, long-term care and managed care. PrimeTech provides a full range of consulting and telecommunications, database development and database management.

SafeTglow, PrimeTech's patient safety lighting system, utilizes a unique and patented fiber-optic LED subdued lighting technology designed to reduce patient injury through reduction of falls. Presently in use in California hospitals, SafeTglow has earned praise from nurses, physicians and patients. Working with national studies such as CalNOC (California Nursing Outcomes Coalition) and TRIP (Translating Research Into Practice), our clients continue to identify the impact of patient falls that occur during patient stays.

Contact Information: Soo Kim, Marketing Director, PrimeTech, One Pacific Plaza  
7777 Center Avenue Suite 220, Huntington Beach, California 92647

Tel: (714) 894-1461, E-mail: [skim@primetech-consulting.com](mailto:skim@primetech-consulting.com)

Website: [www.primetech-consulting.com](http://www.primetech-consulting.com)



Stentor® is a world leader in enterprise-wide medical image and information management. The company has developed iSite®, the first image and information management system to deliver on-demand diagnostic-quality images over existing hospital networks, advanced radiology reading stations for radiologists, and "always online" long-term storage. iSite is based on Stentor's patented iSyntax® technology which matches the delivery of image data to the speed of human perception. iSite's workflow engine is driven by Imaging Suite™, the medical industry's leading RIS worklist and workflow solution.

Contact Information: Stentor, Inc. 5000 Marina Blvd., Suite 100 Brisbane, CA 94005

Tel: (650) 228-5555, E-mail: [info@stentor.com](mailto:info@stentor.com), Website: [www.stentor.com](http://www.stentor.com)



Zynx Health, a subsidiary of The Hearst Corporation, is the leading developer of evidence-based medicine knowledge products. Zynx Health delivers the latest scientific research results and best-practice guidelines for individual providers, health care organizations, including more than 800 hospitals nationwide and organizations enrolled in pay-for-performance incentive programs (e.g., the CMS-Premier demonstration project). By integrating this knowledge into CPOE systems, health care providers can readily deliver evidence-based care, improving the quality of care, lowering costs and reducing medical errors, thereby enhancing patient safety. Zynx Health solutions have been proven to work in real-world settings and to be customizable at the local level (e.g., in health systems and community hospitals). For more information about Zynx Health, visit [www.zynx.com](http://www.zynx.com).

Contact Information: Zynx Health, Marck DuBois, Director, Business Development

Tel: (317) 571-7224 or 888.333.ZYNX, E-mail: [mdubois@zynx.com](mailto:mdubois@zynx.com), Website: [www.zynx.com](http://www.zynx.com)

## SPONSORSHIP & EXHIBITION OPPORTUNITIES

Sponsorship / exhibition is an effective means of promoting your products and services to key decision makers at hospitals, integrated delivery networks, health plans and physician groups. Key benefits of sponsorship include space to exhibit at the Summit, an advance listing of attendees, passes for staff members and clients/potential clients and exposure on TCBI's website and other promotional media.

**For additional information, please contact TCBI: Ph: 310-265-2570 Email: [sk@tcbi.org](mailto:sk@tcbi.org)**

## Supporting Publications



**Healthcare Informatics Magazine** provides timely, high-quality intelligence about information technology for the executives and managers on the decision-making team in every type of healthcare facility and organization. Healthcare Informatics presents news, features and resource lists, analyzes and interprets major trends influencing the healthcare market, and covers both domestic and global issues. Healthcare Informatics is consistently chosen as the number one healthcare IT publication in independent studies. It's "The One They Read". [www.healthcare-informatics.com](http://www.healthcare-informatics.com)



### **HealthLeaders Magazine**

HealthLeaders Magazine is our monthly look at the issues and trends that are shaping the business of healthcare in the United States today. More than 40,000 high-level healthcare executives already have discovered they can't work without it.

### **HealthLeaders Online News**

HealthLeaders News is our daily online product featuring abstracts that condense healthcare news from more than 100 daily newspapers and important periodicals, and use our easy navigation to reach the original article. More than 50,000 members already have. HealthLeaders News also offers daily, weekly & special monthly e-mail delivery of the news. Call 615-385-4131 or email [research@healthleaders.com](mailto:research@healthleaders.com)

## Modern Healthcare

**Modern Healthcare** is the industry's only healthcare business news weekly, providing healthcare executives and physician leaders with the most reliable and comprehensive business news and information. Modern Healthcare delivers the most up-to-date online news as well, via a daily e-newsletter, the Daily Dose and Web site, [modernhealthcare.com](http://modernhealthcare.com).



**RFID Journal** is the world's RFID authority™. It publishes only original content and focuses on one thing: helping companies cut costs and boost revenue by deploying RFID technologies. More than 100,000 people turn to RFID Journal each month for reliable information, in-depth case studies, insightful special reports and objective vendor profiles. RFID Journal Live! 2005 will be held in Chicago, from April 10 to 12, 2005. This is the leading executive conference for those interested in hearing from early adopters and seeing technology exhibits from more than 100 key vendors. For more information about RFID Journal subscriptions and events, visit [www.rfidjournal.com](http://www.rfidjournal.com)

## Supporting Organizations



A principal mission of America's Health Insurance Plans is to nurture an environment in which its members can thrive by promoting innovative, evidence-based, cost effective coverage and care. America's Health Insurance Plans, through its vendor affinity program AHIP Solutions, identifies and strategically partners with the industry's most capable and leading innovators to provide the services and products that support member health plans and health insurers in areas such as Medicare/Medicaid, HIPAA, risk and re-insurance, eHealth and eBusiness solutions, claims processing, outsourcing, disaster recovery, and consumer-directed health care. In each area, America's Health Insurance Plans partners with a Solutions provider that is best able to leverage access to America's Health Insurance Plans, diverse membership of more than 1,300 health plans and insurers and to deliver a tailored AHIP Solutions program that best supports the members' interests.

To learn more about AHIP Solutions, check out [www.ahipsolutions.org](http://www.ahipsolutions.org) today or contact the AHIP Business Advancement Team at 202-778-3225 or [businessadvancement@ahip.org](mailto:businessadvancement@ahip.org).



The California Institute for Health Systems Performance (CIHSP) is an independent nonprofit corporation dedicated to improving healthcare in California and to increasing the accountability of the provider community. CIHSP is a leader in public reporting of performance data, performance improvement, patient safety and error-reduction.

To learn more about CIHSP, visit [www.cihsp.org](http://www.cihsp.org)



### **Supporting Chapters: Northern California, Southern California & Western Pennsylvania**

HIMSS chapters regularly meet to learn from expert speakers, share knowledge, and network. To keep members posted on industry and HIMSS events, chapters publish newsletters and maintain websites. Chapters may also offer educational sessions designed to help you in your workplace. They are one of the best resources you can have for keeping abreast of local issues--right in your own backyard.

Northern California: [www.nocalhimss.org](http://www.nocalhimss.org)

Southern California: [www.himss-socal.org](http://www.himss-socal.org)

Western Pennsylvania: [www.wpahimss.org](http://www.wpahimss.org)

## You may register by:

Phone: 310-265-0621  
Fax: 310-265-2963  
Email: [info@tcbi.org](mailto:info@tcbi.org)  
Website: [www.tcbi.org](http://www.tcbi.org)

Mail:  
The Center for Business Innovation, Inc.  
944 Indian Peak Road, Suite 220  
Rolling Hills Estates, CA 90274

Phone Registration Hours: 9 am to 4 pm Pacific time

### TUITION:

<b>Standard Registration (Summit Only)</b>	<b>\$1295</b>
<b>Standard Registration (Summit Plus Optional Post-Summit Workshop)</b>	<b>\$1695</b>

The standard rate applies to all vendors, consultants and other non-customers of patient safety products and services.

<b>Patient Safety Customer Registration (Summit Only)</b>	<b>\$395</b>
<b>Patient Safety Customer Registration (Summit Plus Optional Post-Summit Workshop)</b>	<b>\$695</b>

The customer rate applies only to full-time employees of hospitals, integrated delivery networks, health plans and physician groups. TCBI reserves the right to determine whether or not a registrant qualifies for this special rate.

**To register, please use the registration form on the back cover of this brochure. For optimal service, TCBI recommends that you register by phone, fax or through our website. If you plan to mail a check to TCBI, please register in advance by phone, fax or through our website, then mail the check with a copy of the registration form.**

### SUPPORTING ORGANIZATION DISCOUNT:

TCBI is offering a discount of \$100 off the applicable registration fee above for all members of the America's Health Insurance Plans (AHIP) and Healthcare Information and Management Systems Society (HIMSS) Northern California, Southern California and Western Pennsylvania Chapters. Those who are members of more than one of these associations cannot combine discounts--the full discount available is \$100. Proof of membership required.

### EARLYBIRD DISCOUNT FOR PATIENT SAFETY CUSTOMERS:

Patient safety customers (as defined above) are eligible for a \$100 earlybird discount on the registration fee. To receive this discount, you must register and make payment by *October 26, 2004*. The earlybird discount may not be combined with any other discounts offered by TCBI.

### GROUP DISCOUNTS:

If your Company sends two delegates to the Summit, the third and subsequent delegates from your Organization receive \$200 off the applicable registration fee. We recommend that you register by phone or fax if you qualify for this discount. Organizations sending three or more delegates may find sponsorship an economical alternative (please see bottom of page). For discounts on groups of five or more, or for additional information, please contact TCBI: Ph: 310-265-0621 or Email: [info@tcbi.org](mailto:info@tcbi.org)

### PAYMENTS:

Payments must be made in U.S. dollars by American Express, Diners Club, Discover, Mastercard, Visa, company check (drawn on a U.S. bank), or by wire transfer. Please make checks payable to The Center for Business Innovation and send to: TCBI, 944 Indian Peak Road, Suite 220, Rolling Hills Estates, CA 90274. In the memo area of the check please write the name of the registrant and the conference code C107. For information about wire transfers, please call 310-265-0621 or email us at [info@tcbi.org](mailto:info@tcbi.org)

### HOTEL INFORMATION:

Paradise Point Resort & Spa, 1404 West Vacation Road, San Diego, CA 92109-7905

**To secure your accommodations, reservations must be made directly through Paradise Point Resort & Spa Room Reservation Department at (800) 344-2626.** To receive the preferred group rate of \$159 plus tax, you must mention "**TCBI SUMMIT**". In order to secure the preferred group rate, reservations must be made no later than **Thursday, October 28, 2004**. Any individual cancellation within 48 hours of the date of arrival will be billed for one night room and tax.

### CANCELLATION POLICY:

For cancellations received in writing:

Four weeks or more prior to the event	Full Refund or Credit Voucher
Between two weeks and four weeks prior to the event	\$200 Cancellation Fee or Full Credit Voucher
Two weeks or less prior to the event	No Refund; Full Credit Voucher Will Be Issued

Credit vouchers may be applied toward any future TCBI event within one calendar year. If TCBI decides to cancel any portion of this event, the organizers are not responsible for covering airfare, hotel or any other costs. Speakers, networking events and the agenda are subject to change without notice. This cancellation policy applies to paid registrations only, not sponsorship.

### SUBSTITUTIONS:

Registrant substitutions may be made up to the day of the event.

## SPONSORSHIP & EXHIBITION OPPORTUNITIES

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For additional information, please contact TCBI: Ph: 310-265-2570 Email: [sk@tcbi.org](mailto:sk@tcbi.org)

# SUMMIT ON PATIENT SAFETY & INFORMATION TECHNOLOGY REGISTRATION FORM

November 18-19, 2004, Paradise Point Resort & Spa - San Diego, CA

Please choose one of the following options:

## TUITION:

**Standard Registration (Summit Only)** **\$1295**

**Standard Registration (Summit Plus Optional Post-Summit Workshop)** **\$1695**

The standard rate applies to all vendors, consultants and other non-customers of patient safety products and services.

**Patient Safety Customer Registration (Summit Only)** **\$395**

**Patient Safety Customer Registration (Summit Plus Optional Post-Summit Workshop)** **\$695**

The customer rate applies only to full-time employees of hospitals, integrated delivery networks, health plans and physician groups.

TCBI reserves the right to determine whether or not a registrant qualifies for this special rate.

TCBI is offering a discount of \$100 off the applicable registration fee above for all members of America's Health Insurance Plans (AHIP) and Healthcare Information and Management Systems Society (HIMSS) Northern California, Southern California and Western Pennsylvania Chapters. Those who are members of more than one of these associations cannot combine discounts--the full discount available is \$100. Proof of membership required..

**I am a member of AHIP and/or the HIMSS Chapter listed above and am entitled to a \$100 discount on the applicable registration fees above.**

**I am a patient safety customer (as defined above) and would like to take advantage of the \$100 earlybird discount. I will register and make payment by October 26, 2004 to qualify for \$100 off the applicable registration fee above. This discount cannot be combined with any other discounts.**



The Center for Business Innovation

**Send Completed Registration Form With Payment (if Applicable) To:**

**The Center for Business Innovation**

**944 Indian Peak Road, Suite 220**

**Rolling Hills Estates, CA 90274**

**Phone: 310-265-0621 Fax: 310-265-2963 Email: info@tcbi.org**

To register by phone, please call 310-265-0621  
Phone Registration Hours: 9 am to 4 pm Pacific time

To register by fax or mail, please fill out a copy of this page for each registrant and send to TCBI.

Register online at  
[www.tcbi.org](http://www.tcbi.org)

Name: \_\_\_\_\_

Nickname For Badge: \_\_\_\_\_

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address/Suite/Floor#: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I accept the Cancellation Policy on the previous page.  
(signature required to process registration):

Method of Payment (please check one)

- American Express  Visa  MasterCard  Discover  Diners Club  
 Company Check  Wire Transfer

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name Appearing on Credit Card: \_\_\_\_\_

Mailing Address for Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_

To be added to our mailing list, please email [info@tcbi.org](mailto:info@tcbi.org)