TCBI

The Center for Business Innovation
Presents

The Seventh Annual

Healthcare Unbound

Conference & Exhibition

CO-SPONSORED BY: **aahsa** *creating the future of aging services* **cast** *Center for Aging Services Technologies*

July 19-20, 2010

US Grant Hotel / San Diego, CA

SUPPORTING ORGANIZATIONS

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CAHSAH *Shaping the Future of Home Care*

CTEC *California Telemedicine and eHealth Center*

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FierceMOBILE Healthcare TRACKING THE PULSE OF MOBILE TECHNOLOGY IN HEALTHCARE

Healthcare Informatics *Leadership, Vision & Strategy for the CIO*

Health 2.0 blog

HOME HEALTH NewsSource

mobihealthnews

Patient Safety & QUALITY HEALTHCARE

Telemedicine and e-Health *a Mary Ann Liebert, Inc. publication*

t EWN

Networks, Platforms & Applications for Technology-Enabled Participatory Medicine

Special Focus on Remote Monitoring, Home Telehealth, mHealth, eHealth and Social Media for Chronic Care Management & Wellness Promotion

KEYNOTE SPEAKERS

Majd Alwan, PhD, Director,
Center for Aging Services Technologies (CAST)

Vince Kuraitis, JD, MBA, Principal,
Better Health Technologies, LLC

Michael J. Barrett, Managing Partner,
Critical Mass Consulting

Michael Monson, Senior Vice President of Performance & Innovation,
Visiting Nurse Service of New York

Liz Boehm, Principal Analyst, Customer Experience for Healthcare & Life Sciences,
Forrester Research

Tracey Moorhead, President & CEO,
DMAA: The Care Continuum Alliance

Cindy Campbell, Assistant Director Operational Consulting,
Fazzi Associates, Inc.

Gordon K. Norman, MD, MBA, EVP, Chief Innovation Officer,
Inverness Medical Innovations / Alere

Yan Chow, MD, MBA, Director of Innovation and Advanced Technology,
Kaiser Permanente

Charles (Chuck) Parker, Executive Director,
Continua Health Alliance

L. Miguel Encarnação, MS, PhD, Director, Emerging Technology Innovation,
Humana Inc.

Ryan Sysko, CEO, *WellDoc, Inc.*

WHO SHOULD ATTEND

No other event brings together the diversity of perspectives that the Healthcare Unbound Conference & Exhibition does, providing unmatched networking opportunities with the "who's who" of this emerging field. The target audience includes:

✦ *Health Plans (including Consumer-Driven Health Plans) and Employers*

✦ *Healthcare Providers, Including: Hospitals, Integrated Delivery Networks, Medical Groups, Home Care Agencies, Assisted Living Facilities, Retirement Communities, Long-term Care Facilities, Postacute Care Facilities, Hospices, Disease Management Companies, Call Centers and Public Health/Preventive Medicine Companies*

✦ *Medical Device, Remote Monitoring, Telehealth, eHealth and Social Media Companies*

✦ *Pharmaceutical, Biotechnology, Diagnostics Companies and Contract Research Organizations (CROs)*

✦ *Healthcare Information Technology Companies*

✦ *Consumer Technology Companies, Including: Consumer Electronics, Telecom, Wireless, Information and Communication Technology Companies as well as Their Partners and Suppliers*

✦ *Government Officials*

✦ *Consultants*

✦ *Security Analysts, Investment Bankers, Venture Capitalists, Angel Investors*

✦ *Home Builders*

ABOUT THE HEALTHCARE UNBOUND CONFERENCE & EXHIBITION

Innovative technologies are driving opportunities to serve consumers in new ways and in new settings. Forrester Research coined the term "Healthcare Unbound" to encompass the trends toward technology-aided self-care, mobile care and home care. More specifically, Forrester describes "Healthcare Unbound" as "technology in, on and around the body that frees care from formal institutions."

The program will focus primarily on innovative applications of remote monitoring, home telehealth, ehealth, social media and mhealth for chronic care management and wellness promotion. This year's program will again feature an Aging Services educational track developed in conjunction with the American Association of Homes and Services for the Aging (AAHSA) and the Center for Aging Services Technologies (CAST).

The conference has become both a premier educational forum and a great networking event, attracting hundreds of high-level executives, IT staff and clinicians from across the US and abroad.

KEY TOPICS TO BE COVERED INCLUDE:

- An overview of the Healthcare Unbound marketplace, including strategies for succeeding in the current economic environment

- Opportunities created by health reform and the economic stimulus package, including a discussion of government grants, pilot programs and new payment models such as Accountable Care Organizations

- Strategies for obtaining reimbursement for Healthcare Unbound products and services

- A survey of the current complex regulatory landscape and its implications for healthcare providers, information technology, mhealth and medical device companies

- The role of Healthcare Unbound technologies in the patient centered medical home

- Key technology considerations in implementing a patient centric health ecosystem

- Emerging applications of wireless technologies to promote wellness, manage diseases and give consumers access to their health information

- New models for leveraging social media to engage health consumers

- Using remote monitoring and home telehealth technologies to improve outcomes and to reduce costs, including costs related to hospital readmissions

- Promoting wellness in seniors and boomers through the use of social media and social connectedness technologies and personal emergency response systems (PERS)

- Using ehealth technologies to support consumer behavior change and compliance

- Opportunities and challenges in creating linkages between electronic health records and consumer-facing technologies such as remote monitoring and social media

- The emerging role of clinical groupware and its impact on the Healthcare Unbound marketplace

- Applying gaming, entertainment and viral behavior change science to promote fitness and healthy lifestyles

- Health plan and employer perspectives on Healthcare Unbound

- Innovative Healthcare Unbound applications for children and teens

- Applying principles of customer experience excellence to successfully develop and market Healthcare Unbound products and services

- Investor perspectives on the emerging opportunities, challenges and critical success factors for both startups and more established companies in the Healthcare Unbound space

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Photo on the front cover courtesy of the San Diego Convention & Visitors Bureau

CONFERENCE ADVISORY BOARD

VINCE KURAITIS, JD, MBA, PRINCIPAL, *BETTER HEALTH TECHNOLOGIES, LLC*

RAJIV MEHTA, MS, MBA, PRINCIPAL, *BHAGEERA INNOVATION CONSULTING*

MAJD ALWAN, PHD, DIRECTOR, *CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)*

HANK FANBERG, TECHNOLOGY ADVOCACY, *CHRISTUS HEALTH*

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> **The Center for Business Innovation would like to thank Vince Kuraitis of Better Health Technologies for his extraordinary contributions to the Healthcare Unbound Conference**

ABOUT THE CONFERENCE ORGANIZER

The Center for Business Innovation (TCBI) organizes conferences and exhibitions for the US and international markets. TCBI is an independent company that is well-positioned to provide objective, balanced information and analysis on a wide range of topics. TCBI currently focuses on organizing programs that offer detailed and practical instruction on clinical, technological, financial, strategic and regulatory aspects of healthcare. These programs are carefully designed to meet the information needs of executives, clinicians and IT staff from hospitals, managed care organizations, physician groups, long-term care facilities, postacute care providers, pharmaceutical/biotechnology companies, medical device companies, information technology vendors and other players in the rapidly evolving healthcare industry. For additional information, please visit **www.tcbi.org**.

SPONSORSHIP / EXHIBITION OPPORTUNITIES

Sponsorship / exhibition is an effective way to promote your products and services to key decision-makers at healthcare provider and payer organizations as well as technology vendors. Benefits of sponsorship include space to exhibit at the Conference, passes for staff and clients / potential clients, an advance listing of attendees and exposure on the Conference website.

For additional information, please contact TCBI: Tel: (310) 265-2570, Email: info@tcbi.org

7:00 *REGISTRATION / SPONSOR / EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST*

8:00 **CHAIRPERSONS' OPENING REMARKS**
Vince Kuraitis, JD, MBA, Principal, Better Health Technologies, LLC
Jay Srini, MS, MBA, FHIMSS, Chief Strategist, SCS Ventures

8:30 **KEYNOTE ADDRESS: HEALTHCARE UNBOUND ENTERS THE NETWORK ECONOMY: PLATFORMS AND APPLICATIONS FOR COLLABORATION**
Healthcare Unbound technologies and business models are changing profoundly:
> From: Stand-alone, niche applications
> To: Networked platforms and applications built on modular architectures

This presentation will describe and discuss implications of Healthcare Unbound entering the network economy. Examples and lessons from other industries will be used to shed light on the changes we can expect in healthcare. Specific topics will include:
• Terminology around networks, platforms, applications
• Impact and status of HITECH Act EHR funding legislation
• Opportunities for innovative strategies and business models
Vince Kuraitis JD, MBA is Principal and founder of Better Health Technologies, LLC and author of the e-CareManagement blog (www.e-CareManagement. com). BHT consults to companies in developing strategy, partnerships and business models for chronic disease management and e-Health applications delivered in homes, workplaces, and communities; most recently, Vince has been assisting companies with strategies enabled by HITECH and health reform -- new business models built on networks, platforms & applications. BHT's clients are both established organizations and early-stage companies, including: Intel Digital Health Group, Philips Electronics, Amedisys, Joslin Diabetes Center, Samsung Electronics, Siemens Medical Solutions, Medtronic, DMAA: The Care Continuum Alliance, and many others. Vince brings 25 years of health care experience in multiple roles: President, VP Corporate Development, VP Operations, management consultant, and marketing executive. His consulting and work projects span 100+ different health care organizations, including hospitals, physician groups, medical devices, pharma, health plans, disease management, e-Health, IT, and others.
Vince Kuraitis, JD, MBA, Principal, Better Health Technologies, LLC

9:00 **KEYNOTE ADDRESS: THE TYRANNY OF EXPECTATIONS: APPLYING PRINCIPLES OF CUSTOMER EXPERIENCE EXCELLENCE TO HEALTHCARE UNBOUND**
The promises of Healthcare Unbound feel tantalizingly close: The need is clear; core enabling technologies such as wireless and miniaturization are reaching ubiquity; and the US health reform debates have raised awareness of healthcare shortcomings in one of the wealthiest but unhealthiest nations in the world. But companies are still struggling to realize the potential of this market due to lack of acceptance on the part of consumers and healthcare providers alike. Why? The answers lie somewhere deep within the psychology of human expectations, our fears about mortality, and a general desire to simply keep on keepin' on. Without getting too existential, Liz Boehm, Principal Analyst and practice leader of Forrester's healthcare and life sciences research will apply key learnings from more mature industries' efforts to win the hearts, minds, and wallets of consumers to Healthcare Unbound. Attendees will come away with a clear sense of how to align product messaging and service delivery with consumers' expectations to drive strong business results in the burgeoning Healthcare Unbound market.
Liz joined Forrester in 1997 and co-founded Forrester's Healthcare & Life Sciences research practice in 1999. Her research focuses on health plan and life sciences firms' efforts to influence the behavior of various healthcare stakeholders. Liz researches and consults on customer experience, Web site usability, and decision support for members, employers, providers, and brokers. She has worked with leading national and regional health plans to drive administrative efficiency and loyalty-producing customer experience. Liz also leads Forrester's research on Healthcare Unbound — technologies in, on, and around the body that free care from formal institutions. This burgeoning technology field includes sensor technology, wearable computing, and home-based health monitoring solutions.
Liz Boehm, Principal Analyst, Customer Experience for Healthcare & Life Sciences, Forrester Research

9:30 **KEYNOTE ADDRESS: CONNECTED, DISSECTED: TEASING APART SOCIAL NETWORKS STUDIES AND THEIR IMPLICATIONS FOR HEALTHCARE**
Last year saw the publication of *Connected*, an extraordinary book that puts hard numbers to the idea that the personal or social networks to which each of us belongs, online and off, affect our health. Summarizing the evidence presented, the *New York Times* notes, "Good behaviors -- like quitting smoking or staying slender or being happy -- pass from friend to friend almost as if they are contagious viruses. … And the same is true for bad behaviors -- clusters of friends appear to 'infect' one another with obesity, unhappiness and smoking." Co-authors Nicholas Christakis and James Fowler are brilliant researchers but not payers, providers, policy-makers or entrepreneurs, so it is left to the rest of us to ponder the practical implications. What are the key insights of social network analysis? How can we embed them in programs, products and services and test them in real-life settings tied to health, wellness and patient self-management? Critical Mass Consulting's Mike Barrett, a keen student of the research and the debate, offers an entertaining look at *Connected*, its ingenious arguments, and the design and implementation possibilities.

Mike is Managing Partner of Critical Mass Consulting, a healthcare and life sciences consultancy focused on information technology use by physicians, consumers, hospitals, health plans, and medical device and pharmaceutical firms. He's a graduate of Harvard College magna cum laude and Northeastern University School of Law. An attorney, he served four elected terms in the Massachusetts State Senate from Cambridge, chairing the Committee on Health Care. Mike left office in 1995 to serve as CEO and General Counsel to the Visiting Nurse Association of New England, a group of Medicare-certified home health agencies organized to negotiate with health plans as a provider network. Three years later, he assumed the same positions for a group of eye and ear surgeons intent on forming an IPA. Mike departed both groups in 1999 to become the senior analyst on Forrester Research's healthcare IT team. There he originated the company's Healthcare Unbound reports, concerned with technologies that enable patients to manage their chronic conditions outside the bounds of formal institutions. In 2003 Mike established Critical Mass. He's written extensively on public policy, having published articles in the Boston Globe, Newsday and the Atlantic Monthly.

Michael J. Barrett, Managing Partner, Critical Mass Consulting

10:00 *SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS*

10:30 **KEYNOTE ADDRESS: HEALTHCARE REFORM: POTENTIAL IMPACT ON THE HEALTHCARE UNBOUND TECHNOLOGIES MARKET**

The healthcare reform bill passed by Congress contains several provisions that have the potential to change the current legacy reimbursement regulations that are in many ways impeding the broad adoption of Healthcare Unbound technologies. These provisions include the Community Living Assistance Services and Support (CLASS) Act, which will create a national voluntary long-term care insurance program that will provide cash benefits to covered elderly and individuals living with disabilities. This program is expected to broaden the private pay market for technologies, expand access to home-based care and support services for many more individuals and significantly increase the adoption of technologies that facilitate independent living. This presentation will briefly discuss technology provisions relevant to Healthcare Unbound technologies, then dive into what is known so far about the CLASS Act, explore its potential impacts and lay out conditions to garner meaningful impacts.

Majd Alwan is the Director of the Center for Aging Services Technologies (CAST). Dr. Alwan is responsible for creating and leading a network of technology companies, providers and research institutions focused on technology solutions for an aging society. Prior to joining CAST, Majd served as an Assistant Professor and the Director of the Robotics and Eldercare Technologies Program at the University of Virginia's Medical Automation Research Center. His research interests included passive functional and health assessment, biomedical instrumentation, as well as eldercare and assistive technologies. He is a Senior Member of the IEEE and a member of IEEE-USA's Medical Technology Policy Committee. Dr. Alwan received his PhD in intelligent robotics from Imperial College of Science, Technology and Medicine, University of London, a Master's of Science degree in control engineering with distinction from Bradford University and a bachelor's degree in electrical engineering from Damascus University.

Majd Alwan, PhD, Director, Center for Aging Services Technologies (CAST)

11:00 **KEYNOTE ADDRESS: BRIDGING THE DIGITAL DIVIDE: MPOWERING CHILDREN AND FAMILIES**

VNSNY is the nation's largest non-profit home care company with $1.2 billion in revenue. NYC is currently experiencing a diabetes epidemic that is particularly acute in our poorer pediatric population. As part of its charitable mission, VNSNY launched a pediatric diabetes program to target low-income children with type I diabetes and improve their glycemic control. The key to this program is engaging children in their day-to-day lives which means in their homes and wherever else they go.

With WellDoc as a partner, VNSNY is able to bring this level of engagement. WellDoc provides VNSNY's CDE's and social workers with up to date clinical data on their pediatric patients as well as compliance with their care plans. Equally important, WellDoc engages these children, wherever they may be, with real-time feedback on their condition and targeted educational messages. With the aid of this critical technology tool, we believe that we will be able to improve the health conditions of these difficult to reach children.

Michael Monson is the Senior Vice President of Performance & Innovation at the Visiting Nurse Service of New York (VNSNY). At VNSNY, Michael has been involved with a range of issues including developing growth strategies for the overall company, forecasting market trends, leading scenario planning for the health plan, improving the financial and operating performance of the homecare business, and optimizing the sales force. Michael joined VNSNY in 2004 after having spent six years working for McKinsey & Company, where he worked primarily with media and nonprofit clients. Prior to working for McKinsey, Michael was the Finance Director for then Congressman Robert Menedez's campaign. Michael has a Masters in Public Policy from Harvard's Kennedy School and a BA from the University of Pennsylvania

Ryan Sysko serves as CEO of WellDoc, leading the company to improve chronic disease management through clinical and technological innovation for the millions of people around the world who have chronic disease. He has an extensive background in helping to launch start-up companies. Previously, Sysko was the vice president and director of marketing and business development for The Credo Group, one of the leading direct-to-consumer marketers of life and health insurance products via the web. Prior to The Credo Group, Sysko was the CEO and founder of the Assurance Marketing Group, a marketing agency located in Wilmington, Del., focused on the direct distribution of life and health insurance products via the internet. In addition, he has served in management positions within financial services companies such as Chase, Bank of America and Conseco.

Michael Monson, Senior Vice President of Performance & Innovation, Visiting Nurse Service of New York
Ryan Sysko, CEO, WellDoc, Inc.

11:30 **KEYNOTE ADDRESS: BEYOND THEORY: IMPLEMENTING A PATIENT-CENTRIC HEALTH ECOSYSTEM: "NOW THAT WE'VE UNBOUND HEALTH CARE, WHO WILL PUT IT BACK TOGETHER AGAIN… AND HOW?"**

Emerging technologies and platforms, open standards, and growing user adoption signal an emerging era of Healthcare Unbound opportunities. Liberating "caring for health" from "health care" is beneficial in our search for a meaningful health ecosystem that is responsive to individual needs. While many possibilities exist for new sources and means of personal health support, they are now mostly fragmented parts of an incoherent "non-system". Until personal health ecosystems are connected and integrated to provide a coherent context for health services, applications, and data, the whole of health care will be remain less than the sum of its parts. Even as we pursue the Healthcare Unbound frontier, we all have a large stake in connecting and defragmenting the health care ecosystem to derive greater personal value from our health care experience and information, both "bound" and "unbound."

As Chief Innovation Officer for Inverness Medical and its health management division, Alere, Dr. Norman is charged with identifying and leveraging emerging technologies, innovative services, and novel business partnerships to advance the company's business growth and industry leadership. He is focused on convergence opportunities between the diagnostics business and health management services, and is also helping to create collaborative solutions with physicians to support patient-centered delivery models. At DMAA: The Care Continuum Alliance, Dr. Norman currently serves as Chairman of the Board of Directors. In 2004 and 2008 he was named among the most influential people in the field of health management by Managed Healthcare Executive magazine. Prior to joining Alere, Dr. Norman served as executive director of PacifiCare Health System's dedicated disease management unit. Dr. Norman received an MBA from Stanford, where he previously earned degrees in Psychology and Medicine. Following family medicine training in Maine and New York, he practiced in rural upstate New York and later, southern New Hampshire.

Gordon K. Norman, MD, MBA, EVP, Chief Innovation Officer, Inverness Medical Innovations / Alere

12:00 *SPONSOR / EXHIBITOR SHOWCASE & LUNCHEON*

1:15 **KEYNOTE ADDRESS: SKEPTICS ARE GOOD**

Moving care to the least restrictive space will move things home. Often perceived as slow on the tech uptake, the home health industry is changing; consolidating and positioning for launch within an exploding market of unmet need; large entities are enjoying sustained CAGR's of >20%. Evidence supporting the increasing use of home health with integrated unbound technology is rolling in. Experiential depth within the unbound space has been validated in optimizing clinical outcomes. Coupled with integrated tech, home health reduces hospitalization and emergent care-drivers of cost in chronic disease management. The home health and hospice industry can move to actuate unbound technology when financially and culturally motivated to lose ritual practice. Ms. Campbell will present the compelling data and vision of modeling for an advanced practice of home health and hospice. This session is intended to provoke providers, vendors and investors to take an expanded look at the market potential of an evolved home health continuum within the world of Healthcare Unbound.

Cindy Campbell, Fazzi Associates, is a nationally recognized leader in home health and hospice. An RN, with a background in critical care education and successive home health and hospice leadership, Cindy works directly with home health and hospice providers throughout the United States in organizational re-design, operational process engineering and clinical model advancement. She is known as a thought leader in advancing home health practice. Ms. Campbell has served multiple State and National Boards, (e.g. National Association for Homecare and Hospice, Executive Committee for the American Telemedicine Association's Homecare and Remote Monitoring SIG, Chair of the Pediatric Homecare and Hospice Association of America). Cindy has been a member of the Advisory Board for Healthcare Unbound for the past three years.

Cindy Campbell, Assistant Director Operational Consulting, Fazzi Associates, Inc.

1:45 **KEYNOTE ADDRESS: DMAA: THE CARE CONTINUUM ALLIANCE POPULATION HEALTH MANAGEMENT FRAMEWORK**

DMAA: The Care Continuum Alliance developed and published in 2009 a framework of key components for population health management programs. The framework outlines a process flow associated with operating a population health management program, including population identification, risk assessment and stratification, enrollment and engagement, personalized communications and interventions, and program outcomes measurement. DMAA: The Care Continuum Alliance is expanding upon this initial, high-level framework by identifying and incorporating key technologies and data needed for each key component. Tracey Moorhead, President and CEO, DMAA: The Care Continuum Alliance will outline the Alliance's work in this area, identify the key components, and discuss the core technologies utilized by population health management providers.

Tracey Moorhead is President and Chief Executive Officer of DMAA: The Care Continuum Alliance. DMAA convenes all stakeholders providing services along the care continuum toward the goal of population health improvement. These care continuum services include strategies such as health and wellness promotion, disease management and care coordination. Based in Washington, D.C., DMAA: The Care Continuum Alliance represents more than 200 corporate and individual members in promoting the role of population health improvement to raise the quality of care, improve health outcomes and reduce preventable health care costs for people with chronic conditions and those at risk for developing chronic conditions. Ms. Moorhead previously served as Executive Director of the Alliance to Improve Medicare (AIM), a bipartisan coalition advocating comprehensive Medicare improvements. In addition to her role with AIM, Ms. Moorhead served as Vice President, Government Relations, for the Healthcare Leadership Council (HLC).

Tracey Moorhead, President & CEO, DMAA: The Care Continuum Alliance

2:15 **KEYNOTE ADDRESS: LEAPFROGGING TECHNOLOGICAL INNOVATION IN HEALTHCARE: GETTING HEARD WITHOUT GETTING HURT**

Innovation is an inherently subtle balancing act between consumer needs, market readiness and business objectives. In a risk averse, highly regulated and thus slow

moving industry like healthcare, innovation is destined to remain a good intention in the absence of accepted processes that allow for leapfrogging beyond the state of the art to meet existing and emerging consumer needs and expectations. Using a variety of ongoing innovation projects related to persuasive technologies in proactive health and well-being as case studies, Miguel Encarnação will discuss Humana's continuously evolving open innovation process as well as lessons learned.

Dr. Miguel Encarnação joined Humana's Innovation Center in 2007 after spending over 10 years in applied R&D and innovation with respect to information and telecommunication technologies and interactive digital media. His responsibilities at Humana include technical leadership for identifying, studying, applying, and advocating emerging technologies throughout the business as well as creating academic and industry partnership in this space. Dr. Encarnação is an Adjunct Professor of Computer Science and Human-Computer Interaction, the author or co-author of numerous contributions to peer-reviewed journals and conferences and has made contributions to books on computer graphics education and programming. He is the Associate Editor in Chief of IEEE Computer Graphics & Applications, a member of the editorial boards of the International Journal of Technology & Human Interaction and the International Journal of Virtual Reality, and a frequent reviewer for various technical journals as well as the U.S. National Science Foundation.

L. Miguel Encarnação, MS, PhD, Director, Emerging Technology Innovation, Humana Inc.

2:45   **KEYNOTE ADDRESS: HEALTH CARE INNOVATION THROUGH REMOTE PATIENT MONITORING AND TELEHEALTH**

Creating a culture of innovation will help deliver better care for our patients and provide healthier outcomes for the health care industry as a whole. Kaiser Permanente has been able to implement innovation through its strategic focus by identifying, assessing and making evidence-based recommendations on new and emerging clinical information technologies. These innovative ideas help the organization make informed technology investments, improve care and avoid costly purchasing mistakes. Kaiser Permanente's Innovation & Advanced Technology Group makes internal recommendations on new and emerging clinical information technologies that will impact health care in the next 2 to 5 years. The group is affiliated with Kaiser Permanente's Sidney R. Garfield Center for Health Care Innovation, a unique state-of-the-art 37,000-sf laboratory for care delivery simulation, that houses a home care environment where they test the latest trends in remote patient monitoring and home telehealth technologies in a realistic setting without risk to patients or disruption of operations. Dr. Chow will share how Kaiser Permanente is shaping the future of the medical home to create a hub of care through integrated, seamless care transitions and telehealth technologies, and what vendors and health systems can do to improve health care through innovation.

Dr. Yan Chow is the director of the Kaiser Permanente Information Technology Innovation & Advanced Technology Group, which identifies, assesses and makes internal recommendations on new and emerging clinical information technologies that will impact health care in the next two to five years. Dr. Chow's successful clinical practice at Kaiser Permanente for over two decades has involved 10 years in regional IT management where he oversaw a number of operational systems, including enterprise e-mail, reference

databases and CIPS, the primary system used by 58,000 providers in 60 dispersed sites to manage schedules, labs, radiology results, medications and immunizations. Yan has also founded and advised a number of startups in the Internet, health care technology, storage, and database spaces.

Yan Chow, MD, MBA, Director of Innovation and Advanced Technology, Kaiser Permanente

3:15   **KEYNOTE ADDRESS: CONTINUA HEALTH ALLIANCE: THE NEXT GENERATION OF PERSONAL CONNECTED HEALTHCARE DEVICES**

Personal connected devices are extending healthcare beyond the traditional hospital walls and into the home, empowering individuals and allowing them to better manage their care. Continua Health Alliance is at the forefront of this transformation and has developed its Version 1.5 Design Guidelines to broaden the framework for development of the next generation of Continua CertifiedTM personal health solutions. This presentation will discuss how the Version 1.5 guidelines and the next generation of Continua CertifiedTM personal connected devices will provide solutions to individuals who desire to live independently and securely, and improve their quality of life, while also offering their families and care teams the ability to unobtrusively verify that they are receiving the quality care they need.

Charles (Chuck) Parker is the Executive Director of Continua Health Alliance. This membership-driven company focuses on developing an ecosystem of personal connected health care devices. Through working with standards bodies and industry experts, Continua publishes certification standards built upon international criteria from IEEE, HL7, Bluetooth, USB, and others. Chuck leads the many working groups and day-to-day operations of the Alliance. Mr. Parker has over 20 years of experience in health care technology and the strategic design of evaluation and measurement strategies, having previously served as Chief Technology Officer and Senior Vice President of Business Development and Marketing at Masspro, one of the United States' leading performance improvement organizations dedicated to advancing health care quality.

Charles (Chuck) Parker, Executive Director, Continua Health Alliance

3:45   *SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS*

Choose From Track A, B or C

TRACK A – AGING SERVICES CO-SPONSORED BY AAHSA & CAST

4:15A   **PANEL DISCUSSION: TRANSFORMING HEALTH & WELLNESS FOR SENIORS: THE ROLE FOR TECHNOLOGY AND WEB 2.0 TOOLS**

Care coordination for an in-home model has the technology world cranking out solutions for Health, Wellness and Fitness. Knowing what this next generation needs and wants will help us all prepare to deliver wellness in new ways in the upcoming years. This session will uncover current solutions to deliver Web 2.0 health and wellness/fitness solutions to older adults in their home or an interactive center model. This session will:

•   Explore a variety of technologies available to

promote independence and autonomy at home, including medication dispensers, health and wellness/ fitness solutions

- Understand how to implement these technologies in real-life settings
- Learn from aging services providers how to work with the opportunities and challenges which may arise in implementing these technologies

Moderator:
Majd Alwan, PhD, Director, Center for Aging Services Technologies (CAST)
Panelists:
Stephen (Steve) Hopkins, Executive Director, Life Choice Solutions, a wholly owned subsidiary/division of Evangelical Homes of Michigan
Bridget Gallagher, MSN, GNP, Senior Vice President, Jewish Home Lifecare
Allen Mehta, Vice President of Information Systems & Chief Information Officer, Southern California Presbyterian Homes (SCPH)

6:00 *DAY ONE CONCLUDES; SPONSOR/EXHIBITOR SHOWCASE & NETWORKING RECEPTION*

TRACK B

4:15B **PANEL DISCUSSION: INNOVATIONS IN WIRELESS TECHNOLOGIES**
Wireless technology has a number of distinctive characteristics that make it an attractive platform for delivering healthcare anytime, anyplace. Wireless networks, ranging from body area to wide area networks, are increasingly ubiquitous. Devices with embedded wireless connectivity are increasingly being used to address consumer need to manage personal health and well-being, giving rise to applications like chronic care management, fitness tracking, medication compliance, and diagnostic monitoring. Though a number of real barriers remain to be overcome, perhaps no technology has a greater potential for transforming healthcare than wireless. This panel will explore how consumers and caregivers can benefit from the new care models and solutions enabled by wireless technology and device platforms.
Moderator:
Harry Wang, Director, Health & Mobile Product Research, Parks Associates
Panelists:
Jay Couse, Senior Vice President, Diversinet
David Inns, President & CEO, GreatCall, Inc. (Creator of Jitterbug)
Yan Chow, MD, MBA, Director of Innovation and Advanced Technology, Kaiser Permanente
Don Jones, Vice President Business Development, Qualcomm
Chris Bergstrom, Chief Strategy & Commercial Development Officer, WellDoc, Inc.

6:00 *DAY ONE CONCLUDES; SPONSOR/EXHIBITOR SHOWCASE & NETWORKING RECEPTION*

TRACK C

4:15C **PANEL DISCUSSION: NEW MODELS FOR LEVERAGING SOCIAL MEDIA FOR CONSUMER ENGAGEMENT**
Leaders in the healthcare industry are using social media in entertaining, educational and emotional ways to engage and empower the consumer. Research has shown the cost savings resulting from consumers' use of social media to support each other. Consumers experience less depression and isolation as they navigate their own health issues. However, social media has moved beyond support to motivate consumers in new, exciting and very personal ways which will be measured through "social analytics."

Where are we headed with social media and how are these leaders planning to get there? During this panel, you will see and hear examples about:

- Social Media designed to attract and motivate specific consumer "segments" such as teens, seniors, caregivers, employees and patients
- Social Media intervention developed by teens for teens
- Gaming and social networks with competitions and rewards for healthy behaviors
- Differentiated "private" and "public" social media initiatives which span business goals
- New framework for generating consumer engagement incorporating financial, social and personal dimensions

Moderator:
Sherri Dorfman, MBA, Consumer Engagement & Empowerment Specialist, CEO, Stepping Stone Partners
Blog: www.ConsumerEHealthEngagement.com
Panelists:
Paul To, CEO & Founder, Emota.net, Inc.
Paul Puopolo, Director Consumer Innovation, Innovation Center, Humana Inc.
Eric Zimmerman, Chief Marketing Officer, RedBrick Health
Rick LeMoine, MD, FACP, Chief Medical Information Officer, Sharp HealthCare
Kendra Markle, Stanford Persuasive Technology Lab / AlterActions.org

5:30C **CASE STUDY: MY SOCIAL HEALTH**
My Social Health, a project from the Stanford Persuasive Technology Lab, is an effort to develop new social media tools designed to improve health. Many behaviors spread contagiously through personal interactions and social media is a new persuasive distribution channel for deliberate social influence and behavior change. College students are early adopters of this new technology and can help us understand and create the future of social media used for health. With the help of a team of Stanford students and industry partners and using Stanford's rapid prototyping design thinking process, we've piloted a number of new ways to use online social relationships to spread healthy behaviors. Join us for this presentation of our successes so far.
Kendra Markle, Stanford Persuasive Technology Lab / AlterActions.org

6:00 *DAY ONE CONCLUDES; SPONSOR/EXHIBITOR SHOWCASE & NETWORKING RECEPTION*

7:30 *SPONSOR / EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST*

8:00 **CHAIRPERSONS' OPENING REMARKS**
Majd Alwan, PhD, Director, Center for Aging Services Technologies (CAST)
Mitch Work, FHIMSS, President & CEO, The Work Group
Tom Boyle, VP Business Development, Watermark Medical, Co-Chair, European Connected Health Campus & Director, Continua Health Alliance

Choose from Track A, B or C

TRACK A – AGING SERVICES
CO-SPONSORED BY AAHSA & CAST

8:15A **PANEL DISCUSSION: PERSONAL EMERGENCY RESPONSE SYSTEMS (PERS) 2.0**
PERS systems and service models, which were originally designed to help the elderly summon emergency services when needed, are rapidly evolving. This session aims to present the latest evolutions that PERS systems have undergone, present examples of advanced PERS systems that overcome some of the drawbacks of conventional PERS systems, the convergence between PERS (Safety), Wellness and Health monitoring systems as well as Social Connectedness technologies. The session will also present how some aging services providers, who are preparing to provide unbound care, could use these technologies.
- Learn about advanced PERS 2.0 technologies and the convergence with other Safety, Wellness, Health and Social Connectedness technologies
- Hear how new services models are evolving to accommodate more than emergency response services and the role for aging services providers and prevention in these models
- Learn about the requirements that PERS 2.0 providers need to be aware of, as they evolve their products

Moderator:
Majd Alwan, PhD, Director, Center for Aging Services Technologies (CAST)
Panelists:
Chris Otto, President, Halo Monitoring
Bridget Gallagher, MSN, GNP, Senior Vice President, Jewish Home Lifecare
Rob Goudswaard, Sr. Director Product & Services Innovation, Philips Home Healthcare Solutions
Casey Pittock, President and CEO, Wellcore Corporation

10:15 *SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS*

10:30A **PANEL DISCUSSION: SOCIAL MEDIA & SOCIAL CONNECTEDNESS TECHNOLOGIES FOR BOOMERS AND SENIORS**
Social media is transforming the way we get information, make decisions, and maintain social connectedness and interpersonal relationships. Don't think seniors and boomers are engaging in social media? You may be surprised to learn who the new Social Media Mavens are! At the same time, new intuitive and easy to use technologies are coming on the market to offer even seniors with little or no computer skills new approaches that enable them to stay connected with peers, family members and friends, and healthcare professionals despite the distance. These technologies are allowing seniors to remain independent in their own homes without sacrificing security or quality of care.
- Learn how boomers and seniors are using social media and how aging services providers can integrate social media to their marketing strategies to reach broader audiences
- Learn about new intuitive and easy to use connectedness solutions that allow even seniors who have never used a computer before to access the Internet and stay connected
- Hear how one provider is using the Internet and social connectedness technologies to provide innovative "Virtual" Senior Services to isolated older adults and learn about the participants' experience

Moderator:
Majd Alwan, PhD, Director, Center for Aging Services Technologies (CAST)
Panelists:
Lori Bitter, President, Continuum Crew, LLC
Harry Bailes, Founder, Family Health Network
Leo Asen, VP of Senior Communities, Selfhelp Community Services Inc.

12:00A **PANEL DISCUSSION: HOW EHEALTH TECHNOLOGIES SUPPORT CONSUMER BEHAVIOR CHANGE AND COMPLIANCE**
One of the most challenging realities of what drives healthcare demand and costs is the inability to get patients, consumers and employees to
- Adopt and continue to make positive lifestyle choices
- Change unhealthy habits and practices
- Comply as directed with healthcare treatments that are prescribed and/or recommended

While there have been many different attempts made over the years to address this challenge, today there is perhaps a light at the end of the tunnel as experts look to interactive and mobile technologies to provide support on a minute-by-minute, hour-by-hour, and day-by-day basis. Initial research conducted using some of these tools shows great promise in helping individuals change and manage behavior and medical regimes, and, in turn, reduce healthcare system utilization and expenses. This panel of experts will discuss the major opportunities ahead for interactive and mobile technologies that can truly demonstrate evidence that they can support consumer behavior change and compliance with medical prescriptions and recommendations.
Moderator:
Teri Louden, President, The Louden Network

Panelists:
Douglas Goldstein, eFuturist & CEO, iConecto, Inc.
Laura Fay, CEO, HAPPYneuron, Inc. (a Scientific Brain Training™ company)
Barbara Rapchak, Founder, Leap of Faith Technologies, Inc.

1:00 *CONFERENCE CONCLUDES; LUNCHEON FOR ATTENDEES OF OPTIONAL POST-CONFERENCE WORKSHOPS*

TRACK B

8:15B **CASE STUDY: Mihealth**
Mihealth is a patient-centric mobile health solution that gives patients secure, 24/7 access to all their vital medical information on the web or their mobile phones. More than 100 patients are currently enrolled in this pilot, which can run on more than 200 types of mobile devices. Mihealth is powered by Diversinet, the leading provider of secure application platforms for the mobile world.

Mihealth helps healthcare providers do more with less – to serve more patients and provide better care at lower costs. The Mihealth solution:
- Helps engage patients directly to actively manage their health and wellness
- Enables patients to enter, retrieve and update consolidated medical records for themselves and dependents and direct that information to be sent over fax or email at the patient's discretion
- Reduce physician workload and decrease unnecessary office visits and phone communications (results delivery, appointments and follow-up contacts)
- The solution will interface directly with clinical EMR systems to receive updates to the patient's summary record and post physician authorized changes from Mihealth

Wendy Graham, MD, CCFP, FCFP, Founder, The Association of Family Health Teams

8:45B **ENGAGEMENT – HOW DO YOU MAKE IT HAPPEN?**
A reflection of the growing understanding that in order to advance the application of technology in healthcare requires a more encompassing approach. While innovation in technology will remain an important driver, innovation in business models and processes are also necessary elements to advance this market. To move beyond some of the current hurdles and roadblocks to adoption, we must engage a broader audience. To that end, the European Connected Health Campus (www.echcampus.com) is committed to transcending the traditional meanings of "connected health" and "interoperability" by bringing together all the participants in the ecosystem – commercial vendors, healthcare providers, government agencies, academic researchers, insurance providers – to make "the systems" connected and interoperable.

Tom Boyle, VP Business Development, Watermark Medical, Co-Chair, European Connected Health Campus & Director, Continua Health Alliance

9:15B **PANEL DISCUSSION: FINANCIER PERSPECTIVES**
Leading investors discuss the opportunities, challenges and critical success factors for startups and more established companies in the connected health space. Topics to be covered include investor perspectives on mhealth, ehealth, social media and remote monitoring.

Moderator:
Brian Dolan, Editor, mobihealthnews
Panelists:
Jeff Calcagno, MD, Principal & Kauffman Fellow, Scale Venture Partners
Arneek Multani, Managing Director, Trident Capital

10:15 *SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS*

10:30B **REFRAMING HEALTH TO EMBRACE DESIGN OF OUR OWN WELL-BEING**
Significantly improving the design of products and services for health requires a dramatic shift in thinking, from a paternalistic view of patient to a respectful view of person, from a narrow goal of alleviating sickness to a holistic goal of supporting wellbeing, and reframing health from traditional health care to a resource for living. We will describe the varied challenges individuals face daily in executing their self-defined health self-management efforts and in continuously understanding their own health situations. Finally we will discuss the required changes in how we design personal health products that people will willingly and enthusiastically embrace.
Rajiv Mehta, MS, MBA, Principal, Bhageera Innovation Consulting
Hugh Dubberly, Principal, Dubberly Design Office

11:00B **PANEL DISCUSSION: CLINICAL GROUPWARE (CGW) - EMERGING EHR TECHNOLOGY PLATFORMS AND APPS**
Clinical groupware is a new and evolving model for the development and deployment of health information technology (HIT) platforms. CGW emphasizes using the Internet and Web for EHR technologies, connecting clinicians and patients, using modular architectures, using patient engagement tools to enhance care coordination, and exchanging information through use of market driven standards.
The panel will include topics such as:
- Clinical Groupware: what is it and why is it changing the health IT market?
- How does the HITECH Act advance CGW?
- What's the status of CGW technology and markets?
- How are standards evolving to support CGW? What's the status of NHIN-Direct?
- What's the connection between EHRs and PHRs?
- What is the Clinical Groupware Collaborative?

Moderator:
Steve Adams, CEO, RMD Networks & President, Clinical Groupware Collaborative
Panelists:
Jason Mitchell, MD, Assistant Director, Center for Health-IT, American Academy of Family Physicians
Adrian Gropper, MD, Executive Vice President, MedCommons
Keith Toussaint, Senior Program Manager, Microsoft Health Solutions Group
Tom Morrison, Co-Founder & Chief Strategy Officer, NaviNet, Inc.
Martin Pellinat, CEO, VisionTree Software Inc.

12:00B PANEL DISCUSSION: REGULATORY ISSUES AND IMPLICATIONS FOR HEALTHCARE UNBOUND

Healthcare Unbound means widespread and ubiquitous integration of medical device sensors with consumer electronics and electronic medical records. The regulatory implications of these interfaces and applications are complex and rapidly changing. Recent announcements by the FDA on EMR regulation have highlighted these issues and their implications for medical device vendors, EMR vendors, clinicians, and hospitals.

Michael Robkin, Dane Stout, and Scott Thiel will present one mHealth product scenario and examine the regulatory risks and rewards from the perspective of the major stakeholders: medical device manufacturers, technology & infrastructure vendors, and providers & caregivers. The latest information on FDA regulation and how it will affect all players will be presented along with some possible solutions to the most challenging regulatory questions.

Moderator:
Michael Robkin, Consultant in Healthcare IT and Medical Device Interoperability
Panelists:
Scott Thiel, Regulatory Affairs Program Manager, Roche Diagnostics
Dane Stout, Director, Connected Health & Biomedical Communication Practice, The Anson Group

1:00C *CONFERENCE CONCLUDES; LUNCHEON FOR ATTENDEES OF OPTIONAL POST-CONFERENCE WORKSHOPS*

TRACK C

8:15C PANEL DISCUSSION: TECHNOLOGY-ENABLED CHRONIC CARE MANAGEMENT / POPULATION HEALTH MANAGEMENT & THE PATIENT CENTERED MEDICAL HOME

Technology is playing a vital role in enhancing the ROI of chronic care/population health management programs while facilitating the ongoing monitoring of care and contributing to stronger relations between patients, caregivers and clinicians. Topics to be covered in this panel include:

- What is the role of primary care in chronic care and population health management?
- Where are the growing opportunities in wellness, home health and remote monitoring?
- How will integration with EHRs, registries and PHRs evolve?
- What is the impact of the national focus on the interoperability of health information systems on chronic care and population health management?
- What are the financial challenges that need to be overcome? Who is going to pay for these programs?
- What are best incentives for patient and provider behavior modification?
- How will the medical home ecosystem model evolve?
- The impact of health reform: how will new payment models (including Accountable Care Organizations), pilot programs and grants impact the marketplace?
- What is the potential of emerging technology to enable ubiquitous unbound health which is customer focused?

Moderator:
Jay Srini, MS, MBA, FHIMSS, Chief Strategist, SCS Ventures

Panelists:
Hank Fanberg, Technology Advocacy, Christus Health
Deborah Randall, Esq., Deborah Randall Consulting
Tracey Moorhead, President & CEO, DMAA: The Care Continuum Alliance
Gordon K. Norman, MD, MBA, EVP, Chief Innovation Officer, Inverness Medical Innovations / Alere
Malinda M. Peeples, RN, MS, CDE, Vice President, Clinical Marketing. WellDoc, Inc.

9:45C SCIENCE OF TELEHEALTH DELIVERY

At SYKES, we believe that the landscape of healthcare is changing. It's no longer solely about creating innovative technology; but rather about the enabling telehealth service that accompanies your technology solution including the consistent, timely and accurate analysis and use of information. People are our greatest asset. They are the backbone of our business, and can bring life to your healthcare device, elevating its effectiveness to consumers. We bring our proven science of service into the healthcare industry and hire the right people, with the right training, educated in delivering knowledgeable service while listening for critical information that may affect their care.

SYKES is a leading provider of patient-centered telehealth services. Employing experienced nurses and healthcare professionals that practice throughout 10 telehealth centers, the SYKES TeleHealth Services division is among the top five providers of telehealth in the world.
Dan Hernandez, Senior Vice President, Global Strategy, SYKES

10:15 *SPONSOR/EXHIBITOR SHOWCASE & REFRESHMENTS*

10:30C CASE STUDY: REDUCING HOSPITAL READMISSION RATES: A TELEHEALTH SOLUTION FOR CHRONIC CARE COORDINATION

Home Healthcare Partners (HHP) monitors the vital signs of more than 1800 patients on its home healthcare service each day including all weekends and holidays. Most patients are chronically ill, suffering from heart failure, COPD, hypertension, diabetes and Alzheimer's or some combination of these. The telehealth service called VitalPartners 365 (VP365) identifies patients for its program based on need rather than diagnosis. During its four year history, hospitalization rates within the first thirty days of the patient's admission to VP365's service have declined from 23% to 6.5%. Intensive medication and diet management coupled with behavior modification coaching are the service's principal patient benefits.
Wayne Bazzle, CEO, Home Healthcare Partners

11:00C HEALTH CARE REFORM: REIMBURSEMENT FOR "COORDINATED CONNECTIVITY"

Health care companies face challenges in being covered and reimbursed for their products and services. Success has been marked by strategic definition of the unmet need and by developing clinical evidence. This session will overview the fundamentals of our current system and the crucial role of clinical evidence in securing coverage. It will also look forward to what health care reform will mean for Healthcare Unbound services.

The Patient Protection and Affordable Care Act (Health Care Reform), contains more than a dozen provisions

focused on better integration and coordination of care, with emphasis on caring for patients in their homes and in their communities. The law specifically drives and rewards health information technology and telehealth, particularly technologies that coordinate and connect care. This session will overview the law's approach and will highlight provisions relevant to Healthcare Unbound, including those relating to Accountable Care Organizations, the Independent Home, the Medical Home, the Health Home, and incentives to shift patients out of nursing homes and into home care.

Barbara Santry, Senior Consultant, Quorum Consulting

12:00C PANEL DISCUSSION: BEYOND EMR…CONNECTED HEALTH AND MEANINGFUL USE

How do telehealth strategies interrelate and support efforts to establish Meaningful Use? Will this HIT effort provide additional impetus for the development of telehealth applications in health systems, employer sites, mobile services and the home? Questions to be considered by the panelists:

- Where is the nexus with connected health and meaningful use?
- What efforts are being taken to integrate in one

healthcare unbound system?
- What are some of the challenges (attention, reimbursement, etc)?
- How do we deal with the current reality?
- What incentives would assist in accelerating the nexus?

Moderator:
Christine Martin, MBA, PMP, Executive Director, California Telemedicine & eHealth Center (CTEC)
Panelists:
Hank Fanberg, Technology Advocacy, Christus Health
Deborah Randall, Esq., Deborah Randall Consulting
John Doherty, Director of Global Marketing, Honeywell HomMed
Keith Toussaint, Senior Program Manager, Microsoft Health Solutions Group

1:00 *CONFERENCE CONCLUDES; LUNCHEON FOR ATTENDEES OF OPTIONAL POST-CONFERENCE WORKSHOPS*

WORKSHOP ONE
CREATING CULTURES OF HEALTH - WITH FUN, FITNESS, HEALTH REFORM, UNBOUND TECHNOLOGIES AND YOUR INGENUITY
Workshop Hours: 2:00-5:30 pm

Health Reform creates many incentives for pro-active prevention and pre-emptive medical management. The challenge is to radically improve engagement of the health consumer with the next generation of services that activate healthy behaviors. This workshop will explore the frontiers of new media, viral behavior change science and mobile technology to support participant efforts to move from theory to action. This interactive workshop will offer opportunities for faculty and participants to explore solutions to pressing challenges of connecting with people through their preferred media.

- Connected for Health – Explore the underpinning of the viral nature of fitness, health and obesity
- Entertainment Rx – Discover how the next wave of technology will make playing for health easier
- Human Centered Technology – Discuss the implications of gesture based computing, humans as the controllers and also look at some other simple innovations from Glow Caps to smart bandages.
- Stimulating Unintentional Activity – Review emerging approaches with easy to use technology to
- Your Ingenuity – Plan on contributing your experience, ideas and knowledge to the group as we seek breakthrough strategies and tactics.

Ten thousand flowers need to bloom for all of us to figure how to make health reform work to serve the interests of individuals and our society.

Workshop Chairperson:
Douglas Goldstein, eFuturist & CEO, iConecto, Inc.
As an eFuturist, Douglas Goldstein delivers the latest intelligence and insights on how emerging technology and entertainment can improve our lives. Douglas is a leading expert in improving health and performance through social media, video games, virtual worlds, mobile and immersive learning simulations. As a consultant and author, Douglas Goldstein guides organizations in dynamic change that improves productivity and performance. As a speaker, he catalyzes insights and motivates participants to use 'i-Leadership' and 'Distinctive Innovation' to create a better future today. Douglas is the CEO of iConecto, Inc., which is a leading experimental media and mobile firm focused on Health@Everywhere solutions.

Workshop Instructors:
Devika Singh, Vice President, Online Products & User Experience, Alere
Kristi Miller Durazo, Senior Strategist, American Heart Association
Joyce Dostale, CEO, AWare Technologies

OPTIONAL POST-CONFERENCE WORKSHOP TWO
A PEOPLE CENTERED APPROACH TO DESIGNING SELF-MANAGEMENT PRODUCTS AND SERVICES
Workshop Hours: 2:00-6:00 pm

How can we design self-management services that people will embrace, willingly and enthusiastically? This is a major question. The immense promise of technology to improve the lives and care of people with chronic conditions remains largely unfulfilled. The challenge is to present technology in ways that fit patients' needs -- and reflect their busy lives. This workshop will include expert presentations and hands-on exercises that focus on how we can overcome this challenge by understanding the patients' perspective and carefully considering their entire experience.

Whether you are developing, deploying, or paying for self-management products and services, you will benefit from this workshop by gaining insight into the perspective of the patient on the daily tasks of chronic-illness self-management: What are all the little things patients have to do every day, perhaps for the rest of their lives? How do these fit into the context of their lives? What are the patients' priorities, and where does health rank? Who are all the people in the patients' "wellness circle" — family, friends, healthcare professionals, and non-medical professionals significantly involved in the patients' health? What roles do they play? What challenges do they face?

Learn about the "Experience Cycle," a tool for framing the entire customer journey and establishing an on-going relationship between producer and consumer. Discuss the elements of good and poor services. Learn to use story telling as a rapid prototyping tool.

Workshop Chairpersons:
Rajiv Mehta, MS, MBA, Principal, Bhageera Innovation Consulting
Hugh Dubberly, Principal, Dubberly Design Office
Rajiv Mehta has been leading radical innovation efforts as a consultant and senior executive for over twenty years. With consulting clients across the health and technology fields he provides assistance on product strategy and development for emerging technologies. He has also led the development of innovative, market-creating products from ideation to business success at Apple, Adobe, Interval Research and Symbol Technologies. Over the past several years, his efforts have helped give form to the future of patient-oriented health self-management products and services through his leadership at consumer-health startup Zume Life. Rajiv studied at Princeton, Stanford and Columbia.

Hugh Dubberly is a principal in Dubberly Design Office (DDO), a San Francisco consultancy focusing on software and service design. At Apple Computer in the late '80s and early '90s, Hugh managed cross-functional design teams and later managed graphic design and corporate identity for the entire company. While at Apple, he co-created a technology-forecast film called "Knowledge Navigator," that presaged the appearance of the Internet and interaction via a mobile device. At Netscape, he became vice president of design and managed groups responsible for the design, engineering, and production of Netscape's web portal. In 2000, he co-founded DDO.

Workshop Instructors:
Renee Chin, PhD, Insights and Market Research, Intel
Stephen Ezeji-Okoye, MD, Deputy Chief of Staff, Veterans Administration Palo Alto Health Care System

UPCOMING TCBI EVENTS

Inaugural Digital Medical Office of the Future: Driving Toward Meaningful Use Conference & Exhibition,

September 9-10, 2010, Las Vegas, NV

Second Annual Medical Device Connectivity Conference & Exhibition,

September 28-29, 2010, San Diego, CA

For additional information, please visit www.tcbi.org or contact TCBI: Tel: (310) 265-2570   Email: info@tcbi.org

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For additional information please visit www.sykes.com.

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WellDoc is developing next generation healthcare technology solutions to optimize patient self-management and healthcare provider decision making in an effort to improve chronic disease management and healthcare-economic outcomes. WellDoc combines mobile and web-based technologies with clinical and behavioral algorithms to help engage patients, assist in the real-time management of their disease, and to support providers in delivering the most appropriate, evidence-based care. The platform WellDoc has developed can be commercialized in multiple enterprise-customer environments, including, but not limited to:
 1) Disease Management & Wellness
    (e.g. commercial health plans, federal/state/sovereign health plans, employers, etc.),
 2) Medication Adherence (e.g. pharmaceutical companies, pharmacy benefits managers, specialty pharmacy, etc.),
 3) Home Health, and
 4) Clinical Trial Data Management.

In addition to multiple customer environments, the core elements of WellDoc's platform can be extended to simultaneously support many chronic diseases and wellness conditions, including diabetes, heart disease, respiratory disease, oncology, obesity, fitness, and others.

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Broadband Home Central's website and newsletter overview the broadband and digital technologies which enable new services and enrich and improve people's lives. Sandy and Dave's Report on the Broadband Home is addressed to those whose businesses are related to or dependent upon broadband. It is read by subscribers in over 100 countries. Since 2003, we have tracked how broadband technology can address healthcare's problems and opportunities and have profiled relevant companies and technologes. Past articles have included coverage of industry events such as Healthcare Unbound and Partners Telemedicine Symposia and have featured guest articles about how broadband is being used to provide critical infrastructure for telehealth applications.

e-CareManagement blog

www.e-CareManagement.com
e-CareManagement blog (e-CareManagement blog) covers topics relating to healthcare information and communication techologies, business strategy, and business models. Special attention is given to technologies and businesses focusing on chronic disease management, and to changes occuring as a result of the HITECH Act and national health care reform legislation. Vince Kuraitis JD, MBA is the primary author, with frequent guest posts.

Federal Telemedicine **NEWS**

www.federaltelemedicine.com
Federal Telemedicine News provides up-to-date news on telemedicine, telehealth and health IT to help government executives, hospitals, universities, and industry keep current in the field. Publishers of the 2010 report "Federal Agencies: Activities in Telehealth, Telemedicine, and Health IT" describes activities within 22 U.S. government agencies. Information on all of the activities concerning the stimulus funding and the impact that the funding has had on the agencies is included.

FierceHealthIT
WEEKLY NEWS FOR HEALTH IT LEADERS

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WEEKLY NEWS FOR HEALTHCARE PLAN EXECUTIVES

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FierceHealthPayer follows the latest developments in the heavily-regulated area of healthcare reimbursement. Healthcare plan executives and their senior leadership teams rely on FierceHealthPayer's weekly newsletter to save time and stay up-to-date on healthcare & payment reform, cost containment strategies, reimbursement policies, and more. Beyond the news of the day, our editors produce features on the current regulatory environment and the latest market changes. As a subscriber, you have full access to our exclusive webinars, whitepaper library, and eBooks. Furthermore, all members can benefit from our jobs board and networking parties.
Join the FierceHealthPayer community today!

FierceMOBILE Healthcare
TRACKING THE PULSE OF MOBILE TECHNOLOGY IN HEALTHCARE

www.FierceMobileHealthcare.com
FierceMobileHealthcare gives hospital administrators, IT executives, and program managers the must-know news, market trends, and insights about implementing wireless solutions in the healthcare industry. Get updated on mobile health records, remote patient monitoring, tablet and phone devices, telemedicine, and more. Our free, weekly email newsletter is not limited to the news of the day – our editors produce comprehensive features on leading market innovators. As part of our community, get insights on cutting-edge technologies through our webinars, whitepapers, and eBooks. Join today!

www.healthcare-informatics.com

Healthcare Informatics is the only publication focused solely on servicing the acute-care C-suite IT leaders. It covers best practices for system selection, contract negotiation, implementation and integration, as well as strategic management issues, such as governance, staffing, budgeting and change management. To ensure consistent coverage of important issues, Healthcare Informatics and its Web site are divided into six areas of content - clinical, financial, administrative, wireless, imaging, and policy.

www.health2blog.com

We began the Health 2.0 blog (www.health2blog.com) after our first conference in September 2007 with the intention for the community as a whole to write and comment. We regularly post videos, presentations and demos from all of our previous conferences, as well as our FREE monthly webinars. To stay up to date with all of the Health 2.0 event and news, join our Facebook group and fan page, Linkedin group or follow us on Twitter (@health2con). Our Annual Health 2.0 Fall Conference will take place on October 7-8, 2010 at the Hilton San Francisco.

www.homecaretechreport.com

Tim Rowan's HOME CARE TECHNOLOGY REPORT is a free, weekly, electronic newsletter that covers home telehealth technologies and updates news from industry vendors. For 12 years, Tim Rowan has been home care's premier reporter and watcher of new technologies. New this year! Additional newsletter titles help the industry keep an eye on Recovery Audit Contractors as they affect home care and hospice, as well as examinations of issues important to field clinicians and to administrators struggling with hospital recidivism issues. News stories can be found at www.homecaretechreport.com. Tim's blog is at www.homehealthnews.org.

www.mobihealthnews.com

Mobihealthnews chronicles the healthcare sector's adoption of mobile technology, a convergence of two industries that is shaping the future of how healthcare is delivered to the patient on-the-go, at home and at their place of care. The publication tracks innovations and helps define sustainable business models for this emerging wireless health industry, online at mobihealthnews.com and in the mobihealthnews free, weekly e-newsletter. Sign-up for your free subscription here: http://mobihealthnews.com/subscribe/

www.psqh.com

Patient Safety & Quality Healthcare (PSQH) is a respected source of research, news, and practical tools for improving the safety and quality of healthcare. Readers of PSQH include clinical practitioners and directors, hospital executives, patient safety officers, risk managers, quality directors, IT professionals, engineers, business leaders, policy makers, and educators, among others. This diverse community of professionals also supplies the feature articles, research, case studies, and opinions published in PSQH, which is sponsored by ABQAURP, ASQ Healthcare Division, Consumers Advancing Patient Safety, the National Patient Safety Foundation, and Partnership for Patient Safety. PSQH offers a print and digital bi-monthly magazine, a monthly eNewsletter, and an audioconference series. For more information, visit www.psqh.com.

www.liebertpub.com/tmj

Telemedicine and e-Health (TMJ) www.liebertpub.com/tmj is an official publication of the American Telemedicine Association and the Canadian Society of Telehealth. This MEDLINE Journal covers all aspects of clinical telemedicine practice, technical advances, enabling technologies, education, health policy and regulation and biomedical and health services research dealing with clinical effectiveness, efficacy and safety of telemedicine and its effects on quality, cost and accessibility of care, and management and transmission of medical records. Expanded to 10 issues annually, coverage provides tools for managing patient care and translating technology advances into practical applications to optimize healthcare outcomes. TMJ subscribers also receive the biweekly online newsletter Telemedicine News Alert

www.employeewellnessnetwork.com

The Employee Wellness Network (tEWN) is a free social media website where professionals committed to employee health and wellness connect, learn, lead, network, and collaborate. Our community includes discussion forums, special interest groups, an interactive vendor directory, a bookstore, and more.
Register today at www.employeewellnessnetwork.com.

www.aahsa.org

The members of the American Association of Homes and Services for the Aging (www.aahsa.org) help millions of individuals and their families every day through mission-driven, not-for-profit organizations dedicated to providing the services that people need, when they need them, in the place they call home. Our 5,800 member organizations, many of which have served their communities for generations, offer the continuum of aging services: adult day services, home health, community services, senior housing, assisted living residences, continuing care retirement communities and nursing homes. AAHSA's commitment is to create the future of aging services through quality people can trust.

www.aahsa.org/CAST.aspx

The Center for Aging Services Technologies (CAST), www.aahsa.org/CAST.aspx, is leading the charge to expedite the development, evaluation and adoption of emerging technologies that can improve the aging experience. CAST is a Program of AAHSA, www.aahsa.org CAST has four focus areas:

1. Driving a global vision of how technologies can improve the quality of life for seniors while reducing health care costs;
2. Accelerating technology research and development through pilot evaluations with seniors;
3. Advocating to remove barriers to the rapid commercialization of proven solutions; and
4. Promoting dialogue about standards to ensure interoperability and widespread access to aging-services technologies.

CAST is now an international coalition of more than 400 technology companies, aging services organizations, businesses, research universities and government representatives working together under the auspices of the American Association of Homes and Services for the Aging (www.aahsa.org). The members of AAHSA help millions of individuals and their families every day through mission-driven, not-for-profit organizations dedicated to providing the services that people need, when they need them, in the place they call home.

www.cahsah.org

The California Association for Health Services at Home (CAHSAH) is the leading statewide home care association in the nation and the voice of home care for the western United States. CAHSAH represents more than 556 members and 850 offices that are direct providers of health and supportive services and products in the home. Our provider members represent Medicare Certified home health agencies, licensed home health agencies, hospices, private duty organizations, home medical equipment providers, home infusion pharmacy providers and interdisciplinary professional services. CAHSAH's Guiding Core Purpose is to promote quality home care and enhance the effectiveness of our members.

www.cteconline.org

The California Telemedicine and eHealth Center (CTEC) is the leading source of expertise and comprehensive knowledge on the development and operation of telemedicine and telehealth programs. CTEC is dedicated entirely to telemedicine and telehealth programs and has received national recognition as one of six federally designated Telehealth Resource Centers around the country. CTEC is a pioneer in telehealth, having managed the development of over 100 patient and provider sites over the past 12 years. CTEC brings extensive hands-on experience in telemedicine development.

For more information about CTEC, please visit our website www.cteconline.org or contact us at (877) 590-8144.

Clinical Groupware Collaborative

www.clinicalgroupwarecollaborative.org
The Clinical Groupware Collaborative (CGC) is a diverse industry organization whose mission is to promote the development, acquisition and use of affordable, easy-to-use and interoperable EHR technology, by health systems, physician organizations, managed care plans, regional HIE's and other strategic consumers of technology to support the Meaningful Use of health care data. Clinical Groupware can be added to existing EHR and "Cloud" computing platforms to reinforce their capabilities, used as individual modules or combined with other modules into solution suites to address specific health information technology (HIT) and health information exchange (HIE) problems. These innovative solutions share the following characteristics: use of the internet and web for EHR technology; common design for information sharing and online communication; modular or component based architecture; patient/consumer tools for health management/care coordination; use of standards for data exchange and most importantly, solutions to address the challenges associated with the Meaningful Use objectives. Learn more about the group and its mission at www.clinicalgroupwarecollaborative.org.

Continua
HEALTH ALLIANCE

www.continuaalliance.org
The Continua Health Alliance is a collaborative industry organization dedicated to bringing together standards and diverse technology to create new health and wellness solutions. The Continua Health Alliance envisions a marketplace of interoperable devices that enable better care, empower consumers and connect healthcare providers to their patients. Focused on the three key categories of fitness, chronic disease management, and aging independently, the Continua Health Alliance promotes better management of health and wellness at every stage of life.
Mission:
The Continua Health Alliance is committed to establishing a marketplace of interoperable personal health solutions that empower people and organizations to better manage their health and wellness.
Objectives and Actions:
The Continua Health Alliance is comprised of technology, fitness, medical device and health care industry leaders dedicated to making personal connected health a reality. Our objectives and actions include:
 • Developing design guidelines that will enable vendors to build interoperable sensors, home networks, connected health platforms, and health and wellness services.
 • Establishing a product certification program with a consumer-recognizable logo signifying the promise of interoperability across certified products.
 • Collaborating with government regulatory agencies to provide methods for safe and effective management of diverse vendor solutions.
 • Working with leaders in the health care industries to develop new ways to address the costs of providing personal health solutions.
Continua Health Alliance Administration,
3855 SW 153rd Drive, Beaverton, Oregon 97006
Tel: (503) 619-0867   Fax: (503) 644-6708
Email: Admin@continuaalliance.org   Website: www.continuaalliance.org

dmaa The Care Continuum Alliance

www.dmaa.org
DMAA: The Care Continuum Alliance convenes all stakeholders providing services along the continuum of care for population health improvement, including health and wellness promotion, disease management and care coordination. Through advocacy, research and promotion of best practices, DMAA advances population-based strategies to improve care quality and outcomes and reduce preventable costs for individuals with and at risk of chronic conditions. DMAA represents more than 200 corporate and individual stakeholders, including wellness, disease and care management organizations, pharmaceutical manufacturers and benefit managers, health information technology innovators, biotechnology innovators, employers, physicians, nurses and other health care professionals, and researchers and academicians. Learn more at www.dmaa.org.

www.hctaa.org

Whether it's urging Congress to support increased funding and reimbursement for home care and telehealth technology or through its extensive writings about the industry, the Home Care Technology Association of America (HCTAA) is at the forefront of what is happening in home care technology. HCTAA, an affiliate of the National Association for Home Care and Hospice, provides a voice within Congress and health care for the growing home care technology industry. HCTAA's goal is to increase the use of technology and telehealth in home health care. Through NAHC's support, HCTAA has grown from an idea to a fully articulated association capable of creating changes in reimbursement and funding for home health technology by bringing together important leaders in the industry and working with members of Congress and the Administration. Please join with HCTAA as we support patients who choose to age in place.
Visit HCTAA on the web at www.hctaa.org.

www.nahc.org

The National Association for Home Care & Hospice, the industry's largest, oldest and most respected trade group, represents the interests of nearly 25,000 home care agencies and hospice organizations (including approximately 11,500 Medicare-certified home health and hospice agencies) that annually serve nearly nine million Americans, as well as home care aide organizations, nurses and other caregivers and their clients. NAHC members believe that quality home care and hospice, a humane and cost-effective alternative to institutionalization, are the right of all Americans. Home care and hospice reinforce and supplement the care provided by family members and friends and encourage maximum independence of thought and functioning as well as the preservation of human dignity.
Visit NAHC on the web at www.nahc.org.

www.octaneoc.org

OCTANe fuels the Orange County technology eco-system enabling connections, content, entrepreneurship, and local investment. Our goal is to help new companies get started, help start-ups get funded, help funded companies grow, and help growing companies exit. In doing so we will help create wealth, new jobs, and an experienced entrepreneur network in Orange County.

www.sdsic.org

Formed in 1994, the San Diego Software Industry Council is building a future for the region's high tech industry. Our members enjoy exceptional networking and educational opportunities, critical workforce development programs and valuable company benefits. Whether you are a start-up, established industry leader or a provider of services to the industry, your company will benefit from a SDSIC membership. The Council exists to foster and support the entrepreneurial spirit within the software and IT industry in San Diego, by providing an organized forum for the exchange of ideas, sharing of resources, and promotion of industry goals.

www.sdvg.org

The San Diego Venture Group ("SDVG") is a non-profit business organization whose mission is to provide an informal atmosphere that fosters ideas on how to form, fund and build new ventures. Founded in 1986, we bring together people in San Diego who are interested in new enterprise and the process of creating it. Our group comprises professionals with bright ideas to share, and the skills to implement those ideas. With over 1100 affiliated members and an average monthly meeting attendance of 325 people, the SDVG helps affirm San Diego's status as a significant entrepreneurial and venture center.

www.vnaa.org

The Visiting Nurse Associations of America (VNAA), located in Washington, DC, is the national association for nonprofit, community-based home healthcare and hospice agencies who care for and treat approximately 4 million patients annually. VNAA members share a nonprofit mission to provide cost-effective and compassionate home healthcare and hospice services to some of the nation's most vulnerable individuals, particularly the elderly and individuals with disabilities.
Visit the VNAA's Website for information.

Phone Registration Hours: 9 am to 4 pm Pacific Time

For information on registration fees, please see the next page (back cover registration form)

Secure online registration is available on the Healthcare Unbound Conference website;
please click on the Registration button for more information.

SUPPORTING ORGANIZATION DISCOUNT:

TCBI is offering a $100 discount on the applicable registration fee for members of the American Association of Homes and Services for the Aging (AAHSA), Center for Aging Services Technologies (CAST), California Association for Health Services at Home (CAHSAH), Clinical Groupware Collaborative, Continua Health Alliance, DMAA: The Care Continuum Alliance, Home Care Technology Association of America (HCTAA), National Association for Home Care & Hospice (NAHC), OCTANe, San Diego Software Industry Council, San Diego Venture Group and Visiting Nurse Associations of America (VNAA). Supporting organization discounts cannot be combined. However, the supporting organization discount may be combined with the earlybird discount.

ASSOCIATE DISCOUNT:

TCBI has offered to select companies/organizations the opportunity to offer a $100 discount to their contacts. This associate discount may be combined with the earlybird discount but cannot be combined with any supporting organization discounts. Please note, however, that an additional group discount may be possible for some organization sending multiple registrants to the conference. A discount code is required to receive the associate discount.

EARLYBIRD DISCOUNT:

You must register and pay by June 21, 2010 to receive the $100 earlybird discount on registration fees.

GROUP DISCOUNT:

Organizations sending three or more registrants to the conference may qualify for an additional group discount. Please note, however, that category two registrants already receiving $200 in other discounts do not qualify for the additional group discount unless there are four or more registrants from the same organization. Whether a registrant receives a group discount will depend on other discounts already received, the number of individuals from the registrant's organization that are attending the conference, and the category of registration. Please contact TCBI for details. Ph: 310-265-0621 Email: info@tcbi.org

PAYMENTS:

Payments must be made in US dollars by Visa, Mastercard, Discover, American Express, company check (drawn on a US bank), or by wire transfer. Please make checks payable to The Center for Business Innovation and send to: TCBI, 944 Indian Peak Rd., Suite 120, Rolling Hills Estates, CA 90274. In the memo area of the check, please write the name of the registrant and the conference code **C120**. For information about wire transfers, please contact TCBI: Tel: (310) 265-0621, Email: info@tcbi.org.

HOTEL INFORMATION:

US Grant Hotel, 326 Broadway, San Diego, CA 92101. To secure reservations at the US Grant Hotel, please call **(866) 837-4270** or **(619) 232-3121** and mention "TCBI" to receive the discounted rate of $189 plus tax for a single or double occupancy Superior Room. To make your hotel reservation online, please visit www.starwoodmeeting.com/Book/TCBI. This discounted rate applies only on July 18th and 19th. The rate is subject to change on other dates. In order to secure the preferred group rate, reservations must be made by 5 pm on Friday, June 25, 2010. After that date, the discounted rate may not be available. Please note that the $189 rate applies only for the nights of July 18th and 19th. Hotel room cancellations must be made at least 48 hours before the 3:00 pm check in time on the reservation date in order to avoid penalty. If cancellations are made less than 48 hours before the check in time, then the guest must pay for one hotel night (room and tax). In addition, an early departure fee of one hotel night (room and tax) will apply if a guest checks out prior to the confirmed departure date.

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 only to delegate registrations, not sponsorships.

SUBSTITUTIONS:

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

FREE PRESS PASSES AVAILABLE

To find out if you qualify for the free press pass, which are usually offered to full-time journalists, please email info@tcbi.org or call (310) 265-0621.

Name: _____

Job Title: _____

Organization:_____

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
❏ 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

Healthcare Unbound Conference, July 19-20, 2010, San Diego, CA

Registration Options:	PRICE
❏ **Category One Registration (Conference Only)**	$1,095
❏ **Category One Registration (Conference Plus Post-Conference Workshop**-choose a workshop below**)**	$1,395
❏ Workshop One: Creating Cultures of Health - With Fun, Fitness, Health Reform, Unbound Technologies and Your Ingenuity	
❏ Workshop Two: A People Centered Approach to Designing Self-Management Products and Services	

Category One Registration Fee Applies to Employees of Remote Monitoring, Medical Device, mHealth, eHealth and Social Media Companies; Also IT Vendors, Pharmaceutical/Biotechnology Companies, CROs, Diagnostics Companies, Consumer Technology Companies (Telecom, Wireless, Consumer Electronics, Etc.), Call Centers, Consulting Firms and Financiers

❏ **Category Two Registration (Conference Only)**	$ 695
❏ **Category Two Registration (Conference Plus Post-Conference Workshop**-choose a workshop below**)**	$ 995
❏ Workshop One: Creating Cultures of Health - With Fun, Fitness, Health Reform, Unbound Technologies and Your Ingenuity	
❏ Workshop Two: A People Centered Approach to Designing Self-Management Products and Services	

Category Two Registration Fee Applies to Employees of Hospitals, Integrated Delivery Networks, Physician Groups, Postacute Care Facilities, Health Plans, Health Insurance Companies, Disease Management Companies, Public Health / Preventive Care Companies, Home Care Agencies, Hospices, Retirement Communities, Long-term Care Facilities, Academic Institutions, Non Profit Member Organizations, Corporations (human resources, health benefit and wellness executives) and Government Agencies

❏ I qualify for the $100 earlybird discount (registration and payment must be made by June 21, 2010).

Please choose one of the discounts below (if applicable). Note: the discounts listed below cannot be combined.

❏ I am a member of AAHSA/CAST and qualify for the $100 supporting organization discount.

❏ I am a member of Continua Health Alliance and qualify for the $100 supporting organization discount. Discount Code_____.

❏ I am a member of the California Association for Health Services at Home (CAHSAH), Clinical Groupware Collaborative, DMAA: The Care Continuum Alliance, Home Care Technology Association of America (HCTAA), National Association for Home Care & Hospice (NAHC), OCTANe, San Diego Software Industry Council, San Diego Venture Group or Visiting Nurse Associations of America (VNAA) and qualify for a $100 supporting organization discount on the applicable registration fee above. Supporting organization discounts cannot be combined; the full discount available is $100; however, the discount can be combined with the earlybird discount. Please underline the organization through which you are receiving the discount. If you were given a Discount Code, please enter it here_____.

❏ I qualify for the Associate Discount. Discount Code_____.

Total:_____

Send Completed Registration Form With Payment (if Applicable) To:
The Center for Business Innovation
944 Indian Peak Road, Suite 120, 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   **Register online at www.tcbi.org**

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

The Center for Business Innovation