



The Center for Business Innovation
Presents

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The Eighth Annual Healthcare Unbound Conference & Exhibition

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July 11-12, 2011
Manchester Grand Hyatt
San Diego, CA



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mHealth, eHealth & Social
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Accountable Care

SUPPORTING PUBLICATIONS



KEYNOTE SPEAKERS



Steve Agritelley, Director, Health Research and Innovation Lab, Intel



Michael J. Barrett, Managing Partner, Critical Mass Consulting



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



Eleanor Chye, Executive Director, AT&T Mobility Product, mHealth and Pharma, AT&T



David Inns, CEO, GreatCall, Inc. (Creator of Jitterbug)



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



Clint McClellan, Senior Director, Business Development, QUALCOMM & President, Continua Health Alliance



Majid Sarrafzadeh, PhD, Professor, Computer Science, UCLA & Co-Director, UCLA Wireless Health Institute



Zachary Sikes, Senior Vice President, LeadingAge



Joseph Ternullo, JD, MPH, Director, International Corporate Relations, Partners HealthCare & Associate Director, Center for Connected Health



Bryce Williams, Director, Wellvolution, Blue Shield of California

WHO SHOULD ATTEND

- ◆ *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 / Population Health Management Companies, Call Centers and Public Health/Preventive Medicine Companies*
- ◆ *Health Plans and Employers*
- ◆ *Medical Device, Remote Monitoring, Telehealth, mHealth, eHealth and Social Media Companies*
- ◆ *Healthcare Information Technology Companies*
- ◆ *Pharmaceutical, Biotechnology, Diagnostics Companies and Contract Research Organizations (CROs)*
- ◆ *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 and 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.”

Driven by health reform and consumer need, the market for Healthcare Unbound products and services is poised to grow significantly in the coming years. Some segments of the market are already moving from pilot phase to large scale implementation. At this conference, nationally recognized thought leaders and practitioners will share their insights on how this market is evolving and how forward thinking healthcare organizations are leveraging these technologies to improve health outcomes and reduce costs.

The program will focus primarily on innovative applications of remote monitoring, home telehealth, mHealth, eHealth and social media to manage diseases and promote wellness. This year's program will again feature an Aging Services educational track organized by LeadingAge (formerly AAHSA) and the Center for Aging Services Technologies (CAST).

We have added many new sessions and speakers this year. The program features three new optional post-conference workshops:

Workshop One: Consumer Engagement 3.0

Workshop Two: Creating Disruptive Technologies for Healthcare

Workshop Three: Developing a Regulatory Strategy for Your Healthcare Unbound Product

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 the US and abroad.

KEY TOPICS TO BE COVERED INCLUDE:

- An overview of the Healthcare Unbound marketplace, including strategies for success in the current environment
- The role of Healthcare Unbound products and services in facilitating accountable care organizations and patient centered medical homes

- How Healthcare Unbound technologies can help healthcare providers meet Meaningful Use requirements
- Strategies for effective analysis of patient telehealth data
- Using data analytics to stimulate and support healthy behaviors
- Using remote monitoring, home telehealth and social media to improve outcomes and reduce costs, including costs associated with hospital readmissions
- Healthcare Unbound technologies as applications on EHR platforms
- Strategies for obtaining reimbursement for Healthcare Unbound products and services
- The current and future regulatory landscape for Healthcare Unbound products and services
- Investor perspectives on the Healthcare Unbound marketplace
- Key technology considerations in implementing a patient-centric health ecosystem
- Innovations, trends and critical success factors in wireless healthcare, as well as strategies for implementation
- A discussion of emotional automation and how it could help healthcare organizations to improve quality and access to care while reducing costs
- The impact of health reform on aging services, including a look at emerging care models and business models and the role of enabling technologies
- How technology can help long term care and post-acute care providers work with acute care providers in post-operative rehabilitation, patients' stabilization post-hospitalization and managing chronic conditions and holistic care coordination and support
- Medication adherence technologies and strategies for seniors
- Long term care and post-acute care provider participation in health information exchange
- A look at the current technologies available for people with multiple chronic conditions
- How personal health technologies can help to form newer and better relationships between patients, caregivers, clinicians and community stakeholders

CONFERENCE ADVISORY BOARD

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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.

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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



THE HEALTHCARE UNBOUND **AGENDA**

DAY ONE: MONDAY, JULY 11, 2011

7:00 REGISTRATION / SPONSOR / EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST SPONSORED BY: AT&T

8:00 CHAIRPERSONS' OPENING REMARKS
Vince Kuraitis, JD, MBA, Principal, Better Health Technologies, LLC
Cindy Campbell, Associate Director Operational Consulting, Fazzi Associates, Inc.

8:30 KEYNOTE ADDRESS: THE CONFLUENCE OF HEALTHCARE UNBOUND AND HEALTH IT: NURTURING A NEW BUSINESS ECOSYSTEM

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 discuss the changes occurring and the implications:

- “Closed” vs. “walled garden” vs. “open” – pros and cons
- Market evolution
- Is HITECH working?
- Healthcare Unbound technologies as applications on EHR technology platforms
- What will it take for HU technologies and business models to make markets “tip”?

Vince Kuraitis JD, MBA is Principal and founder of Better Health Technologies, LLC and author of the e-CareManagement blog (<http://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, 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: YOU'RE COSTING US! SHIFTING VIEWS ON DECISION-MAKING AND PERSONAL CHOICES, AND WHAT THEY MEAN FOR CONSUMER HEALTH TECHNOLOGY

Research on the twin topics of decision-making and self-control is popping up everywhere. Noodling about nudges, incentives, penalties and choice architectures has always

featured subtle tensions – on the one side, individual freedom to choose and, on the other, governmental efforts to motivate the public and payer efforts to curb the “moral hazard” – the subsidizing of unhealthy behavior – implicit in all schemes of insurance. Now things are getting serious. With the rising clamor for a clamp-down on the costs of Medicare, Medicaid, and other economic transfer programs, the politics -- and economics -- of personal choice are about to heat up. Wrapped around this highly-charged topic is a silver lining of sorts: Gadgets, gizmos, content and communities that help people stay healthy are going to be in demand. Critical Mass Consulting's Mike Barrett, long-time IT analyst and former state senator from Cambridge, MA, offers a provocative analysis of the coming boom in Healthcare Unbound technology.

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

9:30 KEYNOTE ADDRESS: THE EVOLUTION OF MHEALTH – WHAT IT TAKES TO TRANSITION FROM ‘PILOTS’ TO ‘IMPLEMENTATION’

What then does it take to evolve mHealth from the current “experimentation” phase into wide-spread adoption?

Despite the significant investments in mHealth and the rise in application development, mHealth continues to hover at the edges of full-scale implementation and many enterprises never go beyond testing the waters with a series of “pilots.” We are now in the full hype cycle of mHealth. At last count, there are over 10,000 applications in medical, health and wellness across the various operating systems. And recent estimates of the size of the mHealth market suggest a steady-state industry that could top \$4B to \$7B in the US. Eleanor Chye, executive director of mHealth and Pharma at AT&T, shares her

perspectives of the missing market elements (and no, it's not just reimbursement reform), and draws specifically from AT&T experiences in scaling up mHealth solutions for large-scale enterprise commercial adoption.

Eleanor Chye leads AT&T's product development team to conceptualize and bring to market our suite of enterprise offerings in the mobility healthcare and pharmaceutical space. Her mHealth and Pharma team are exploring ways in which to leverage cellular and wifi technologies with existing clinical and technological solutions to reduce the cost of care and improve healthcare outcomes. Key areas of focus will result in solutions targeted across all healthcare stakeholders, including patients, employers, federal and state agencies, physicians, hospitals, health insurance companies and government payors, pharmaceuticals, retail pharmacies. Prior to joining AT&T, Eleanor was Associate Principal at McKinsey, a leading strategic consulting company with global reach. During her nine years at McKinsey, Eleanor led the healthcare operations knowledge team, and has served a broad array of healthcare clients, including insurance payors, pharmaceuticals, healthcare technology vendors and others, in the areas of healthcare strategy, healthcare reform and policy, business development, operations and healthcare informatics (EMRs, HIEs, and the use of "real world data").

Eleanor Chye, Executive Director, AT&T Mobility Product, mHealth and Pharma, AT&T

**10:00 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS
SPONSORED BY: AT&T**

10:30 KEYNOTE ADDRESS: HEALTHCARE REFORM AS AN ACCELERATOR – EMERGING MODELS IN AGING SERVICES

Health care reform is rapidly accelerating changes in aging services that were already underway driven by consumer demands, capital and payment mechanisms, workforce, technology, quality, transparency and accountability. As non-profit providers look to the future they will face increased pressure to rapidly and dramatically adapt to changes in the marketplace.

These changes are driving innovation and the emergence of a number of new care/ business models. In his keynote address, Zachary Sikes will share data and examples to illustrate the emergence of these models. His presentation will highlight key obstacles, constraints and challenges these emerging models currently face, as well as enabling technologies that facilitate them. His keynote will describe CAST's continuing work to document and accelerate the adoption of successful models by non-profit aging service providers.

Zachary Sikes most recently worked as a consultant to Pfizer, Inc., where he was responsible for the company's medical society ecooperative. He also managed many of Pfizer's external partner relations, including CAST. Prior to joining Pfizer, Zachary worked as a vice president for Partners Consulting Services and has experience with a number of consulting firms, including IBM, Arthur D. Little and the IT Group. He also served as captain in the United States Air Force. Zachary will be responsible for cultivating corporate America's interest in the mission of long-term care, which affects virtually all American families. He will identify, recommend and cultivate opportunities for LeadingAge and its members to form partnerships within the corporate community and oversee this community's role in several LeadingAge programs, including group purchasing

and shared services, sponsorships, fundraising and the LeadingAge Center for Aging Services Technologies (CAST). Sikes received a bachelor's degree from the U.S. Military Academy and a master's degree in national security studies with a focus on technology policy and competitive intelligence from Georgetown University.

Zachary Sikes, Senior Vice President, LeadingAge

11:00 KEYNOTE ADDRESS: THE UNDISCOVERED COUNTRY: DEFINING NEXT GEN WELLNESS

New technologies ranging from mHealth applications to social media tools are redefining the possibilities for healthcare decision making. However, there's a tremendous gulf between potential benefit and actual outcomes. The health and wellness highway is littered with cutting edge technologies that ultimately failed to drive any meaningful improvement in consumer health behavior. Simply providing more information or repurposed content in a slicker technology package is unlikely to result in measureable change.

Integrating engaging technology with leading edge behavior change principles focused on how individuals actually make choices may enable better decision making and long-term improvements in diet and lifestyle. From behavioral economics to social networking to game theory a number of "best practices" are emerging driven by sometimes counter-intuitive but ultimately successful designs for helping changes in diet and lifestyle "stick". *Bryce Williams, MS, recently joined Blue Shield of California as Director of Wellness responsible for thought leadership and strategic innovation focused on improving the health and wellbeing of Blue Shield's roughly 5,000 employees and 3.5 million members. Prior to joining Blue Shield of California, Bryce led health and wellness initiatives for Blue Cross Blue Shield of Massachusetts during the state's implementation of universal coverage and healthcare reform initiatives. Over the course of his career, Bryce has held a number of executive leadership positions at academic research, start-up and not-for-profit organizations. Bryce did his graduate work at the University of Wisconsin-La Crosse and received undergraduate degrees from Southern Methodist University.*

Bryce Williams, Director, Wellvolution, Blue Shield of California

11:30 KEYNOTE ADDRESS: EMOTIONAL AUTOMATION

We're at an historic moment in healthcare. Before our eyes, it is being remade. We're unlearning things we thought we knew and gaining new knowledge and new insights. Are we wired to form emotional attachments and ascribe human qualities to things around us? As technology comes to healthcare, might this phenomenon provide the basis for new ways of achieving cost savings, increased quality and improved access to care? Are we witnessing the birth of a new discipline? Come join Partners HealthCare's Joe Ternullo for a closer examination of this topic. Learn who the pioneers are in the field. Explore what this phenomenon might mean for healthcare and for the economy. And, on the voyage ahead, consider what might this might mean for you. *Joseph Ternullo, JD, MPH, is Director of International Corporate Relations for Partners HealthCare and Associate Director of Partners' Center for Connected Health, where he focuses on policy and enterprise-wide educational and advisory relationships. Joe is*

the originator of Partners' annual Connected Health Symposium and continues to supervise the event. He is a founder of the Continua Health Alliance and served as its initial vice president for over three years. He has served on the MGH and BWH Institutional Review Boards, the American Telemedicine Association's policy committee and the Chronic Care Workgroup of the American Health Information Community, the advisory body chartered to make recommendations to the U.S. Dept. of Health and Human Services on development and adoption of health information technology. Joe serves on the board of directors of Massachusetts Health Quality Partners and the executive committee of the Harvard Club of the North Shore. He teaches healthcare informatics law at Northeastern University and holds degrees from BC, BU and Harvard.

Joseph Ternullo, JD, MPH, Director, International Corporate Relations, Partners HealthCare & Associate Director, Center for Connected Health

12:00 SPONSOR / EXHIBITOR SHOWCASE & LUNCHEON

1:15 KEYNOTE ADDRESS: REMOTE MONITORING TO IMPROVE HOSPITAL READMISSION RATES

Imagine a "smart cane" that provides feedback to help senior citizens avoid falls. Or a nano-sized heart monitor that sends reports to the doctor via cell phone. These and other next-generation health care technologies are the work of UCLA Professor Majid Sarrafzadeh. As debate rages over the cost and effectiveness of America's health care system, Professor Sarrafzadeh works with practicing physicians to develop easily understood remote monitoring solutions that save patients' time, money and lives. Live demonstrations of health-improving remote monitoring solutions will be presented along with other applications.

Majid Sarrafzadeh received his PhD in 1987 from the University of Illinois at Urbana-Champaign in Electrical and Computer Engineering. He joined Northwestern University as an Assistant Professor in 1987. In 2000, he joined the Computer Science Department at University of California at Los Angeles (UCLA). He is currently a co-founder and co-director of the UCLA Wireless Health Institute (WHI). His recent research interests lie in the area of Embedded and Reconfigurable Computing with emphasis on healthcare. Dr. Sarrafzadeh is a Fellow of IEEE. He has served on the technical program committee of numerous conferences and been a general chair of many of them. Professor Sarrafzadeh has published approximately 370 papers, co-authored 5 books, and is a named inventor on 10 US patents. He recently co-founded Medisens and Bruin Biometrics, both in the area of Wireless Health.

Majid Sarrafzadeh, PhD, Professor, Computer Science, UCLA & Co-Director, UCLA Wireless Health Institute

1:45 KEYNOTE ADDRESS: WHAT HCPS NEED TO KNOW BEFORE CHOOSING PHONE-BASED MOBILE HEALTH SOLUTIONS FOR OUTPATIENT MANAGEMENT

Technology is great, but what if consumers don't use it? David Inns, CEO of GreatCall, shares lessons learned about using the cell phone as a gateway for connecting with patients and delivering services to them as consumers. The cell phone is a great tool to connect people. When you add apps that engage the consumer, provide advice from a health care professional, or remind them to adhere to prescribed treatment schedule, there are factors in the design, delivery and support of the app that drive success. Learn from

GreatCall's experience.

David is currently President and CEO of GreatCall Inc., the creator of the Jitterbug cell phone and a leader in wireless services focused on helping customers stay connected, safe and healthy; David also sits on the Board of Directors. Working with founders Arlene Harris and Marty Cooper, David designed and launched the GreatCall service in November 2006—a service that has gone through extraordinary growth and has been recognized by a long list of awards for its innovations in mHealth and in serving Older Americans. David has 25 years of telecom management experience. Before joining GreatCall, David was Vice President, Consumer Markets for Bell Mobility in Canada where he ran the \$1.6 billion consumer market P&L. He was also Vice President, Consumer Marketing for Bell Canada where he ran the \$4 billion wireline P&L. David was a Partner at DiamondCluster International in the Chicago and San Francisco offices. David holds a B.Sc. in Electrical Engineering from the University of Western Ontario. He has an MBA from the J.L. Kellogg Graduate School of Management at Northwestern University and is also a licensed member of the Association of Professional Engineers.

David Inns, CEO, GreatCall, Inc. (Creator of Jitterbug)

2:15 KEYNOTE ADDRESS: CARING FOR AGING POPULATIONS WITH CHRONIC CONDITIONS

- The aging population and the impact of chronic conditions on that population
- Drivers of change for this population
- New technology-enabled care models like telehealth and their implications

• A perspective on what care will look like in the future
Dr. Yan Chow is Director of the Kaiser Permanente Information Technology Innovation & Advanced Technology Group, which identifies, assesses and makes recommendations on new and emerging clinical information technologies that will impact health care in the next two to five years. Besides a successful clinical practice at Kaiser Permanente for over two decades, Dr. Chow has been involved in regional IT management for over 15 years where he oversaw a number of systems, including enterprise e-mail, reference databases and the primary operational system used by 58,000 providers in 60 dispersed sites to manage schedules, labs, radiology results, medications and immunizations. With a background in medicine, business, and technology, Dr. Chow 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

2:45 KEYNOTE ADDRESS: CONTINUA HEALTH ALLIANCE: THE FUTURE OF PERSONAL CONNECTED HEALTH IS HERE!

With skyrocketing healthcare costs in the United States coupled with the accelerating prevalence of chronic diseases and conditions, the management of wellness on a personal, business and health professional level has never been more important. Join Continua Board President and Chairman Clint McClellan for an exciting session on the telehealth industry's leading trade organization.

Continua is an international not-for-profit industry alliance

dedicated to establishing a system of interoperable personal connected health solutions that fosters independence and empowers people and organizations to better manage health and wellness. The Alliance is enabling a marketplace of interoperable devices that enable better care, empower consumers and connect healthcare providers to their patients.

But interop isn't just for technical advantages. Continua technology allows successful products and services to help drive economies of scale, provide greater selection in a variety of patient and user settings, and helps utilize IHE health records to future-proof health systems.

Clint McClellan is currently the senior director of Business Development for QUALCOMM Incorporated. McClellan's current responsibilities include establishing opportunities in the Wireless Health market. McClellan joined QUALCOMM in December of 1997 as director of strategic marketing. McClellan brings a wealth of wireless industry analysis experience to QUALCOMM. Since joining QUALCOMM, McClellan has served in business development roles and established the Global Industry Analyst program and Global Market Intelligence program at QUALCOMM. Currently McClellan serves on the board of the Foundation for the Children of the Californias which supports Hospital Infantil, a pediatric Hospital, in Tijuana, Mexico and CommNexus. Prior to joining the Company, McClellan served as a senior analyst for Gartner Group/Dataquest's Telecommunications Group in its personal communications wireless program. McClellan holds a Bachelor's of Science degree in Economics from the University of California, Berkeley.

Clint McClellan, Senior Director, Business Development, QUALCOMM & President, Continua Health Alliance

3:15 KEYNOTE ADDRESS: REFORMING RELATIONSHIPS: THE REAL VALUE OF PERSONAL HEALTH TECHNOLOGIES

The world is all a-Twitter about mHealth, iHealth, eHealth and various technologies-of-the-moment that grab headlines and perhaps even share of wallet for a quarter or two. And there is no doubt that a wide range of personal health technologies in our lives will increasingly become a part of our care, from early detection to diagnosis to social support to coaching. But we can't lose sight of the end goal of these technological innovations: to improve the quality of life of the people who use them. If health reform, in all its forms and flavors around the planet, is to be successful, then it must incorporate these technologies to help us form new and better relationships between patients, clinicians, caregivers, and community stakeholders. Steve Agritelley will describe examples of how personal health technologies can begin to help us reimagine our relationships, responsibilities, and social covenant for healthcare.

Steve Agritelley is Director of the Health Research and Innovation Lab and is responsible for directing research for Intel's growth in the personal health marketplace. Steve joined Intel in 1996. He drove the development and implementation of ground breaking sensor net research for aging in place and established a user-centered process to define multiple products and product concepts feeding Intel's health business. He also maintains the Technology Research for Independent Living Center in Ireland, a \$33M co-investment with the Irish government and GE Healthcare. Steve was born in New Britain, Connecticut. He received a degree in computer science from Stanford University. Prior to studying computer science, he had a successful career in music, playing drums and percussion with national touring companies of Broadway shows.

Steve Agritelley, Director, Health Research and Innovation Lab, Intel

3:45 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS SPONSORED BY: AT&T

Choose From Track A, B or C

TRACK A – Aging Services – Co-Sponsored By LeadingAge & LeadingAge CAST

4:15A PANEL DISCUSSION: HEALTH REFORM AND THE ROLE OF LONG-TERM AND POST-ACUTE CARE (LTPAC) PROVIDERS AND TECHNOLOGY IN THE NEW CARE MODELS

Health reform introduces new patient-centered, pay for performance and integrated care delivery models that aim to improve the quality of care and population health while lowering the cost of care. Under these models, LTPAC providers will be key partners to acute care providers in post-operative rehabilitation, patients' stabilization post-hospitalization, managing chronic conditions and holistic care coordination and support. Several technologies will be essential to the success of these partnerships. This session will highlight the efforts of pioneering long-term and post acute care providers in preparation for the implementation of health reform in the following areas:

- Managing chronic conditions, at risk patients and transitions of care through telehealth
- Care coordination through electronic health records, health information exchange and portals
- Exploring new partnering opportunities in the new health care reform paradigm—hospitals are looking for partners to assist with re-hospitalization rates

Moderator:

Majd Alwan, PhD, Vice President, LeadingAge Center for Aging Services Technologies (CAST)

Panelists:

Daniel Gold, Managing Director of Telehealth, American Medical Alert Corporation (AMAC)

Len Fromer, MD, Executive Medical Director, Group Practice Forum

Bridget Gallagher, MSN, GNP, Senior Vice President, Jewish Home Lifecare

Steve Hopkins, Executive Director, LifeChoice Solutions

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

TRACK B

4:15B PANEL DISCUSSION: WHAT'S NEXT FOR WIRELESS HEALTH?

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 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 encouraging healthy living and supporting good health practices. This panel will explore how people are benefiting from the new care practices and solutions enabled by wireless technology and device platforms. The panel will also discuss innovations in wireless health, emerging business models and trends as well as key considerations in implementing these technologies to improve health outcomes.

Moderator:

Rachel Maguire, Research Director, Health Horizons Program, Institute for the Future

Panelists:

Eleanor Chye, Executive Director, AT&T Mobility Product, mHealth and Pharma, AT&T

Mark Trigsted, Executive Vice President, Healthcare, Diversinet

David Inns, CEO, GreatCall, Inc. (Creator of Jitterbug)

Steve Wheeler, Director - Business Development, Ideal Life, Inc.

Brigitte Piniewski, MD, Chief Medical Officer, PeaceHealth Laboratories & Vice Chair, Market Adoption Working Group, Continua Health Alliance

Halle Tecco, Founder & Managing Director, Rock Health

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

TRACK C

4:15C PANEL DISCUSSION: NEW DIRECTIONS IN EMPLOYEE ENGAGEMENT: COMPETITION, COACHING, COMMUNITY & COMPENSATION

According to a recent Towers Watson survey, fewer employees are “taking action to improve their health” in 2010 than in 2008 (59% compared to 65%) which is a surprise given the rise in chronic conditions. Further findings are that “27% would not participate in wellness efforts without incentives”.

What are employers and health plans doing to successfully motivate consumers to participate in their wellness initiatives?

During this panel you will learn:

- How virtual coaches are getting personal and gaining results
- Ways social graphs are being used to map and leverage influencers
- How reward strategies and behavioral economics are being utilized to produce behavior change

Moderator:

**Sherri Dorfman, MBA, CEO & Consumer eHealth Engagement Specialist, Stepping Stone Partners
Blog: www.ConsumerEHealthEngagement.com**

Panelists:

Bryce Williams, Director, Wellvolution, Blue Shield of California

Lisa McGill, Vice President, Worldwide Human Resources, Brocade Communications Systems (Self Insured Employer)

Pat Sukhum, Co-Founder & Director of Marketing, RedBrick Health

5:15C SOCIAL MEDIA FOR MANAGING HEALTH

Social media technologies provide tremendous opportunities for individuals to take a more active role in their healthcare decisions and to facilitate self or family-care while at home or mobile. But, these technologies are also being applied by formal institutions to assist their patients with care transition processes -- to improve quality and the patient's experience and reduce readmissions for those at high risk and cost. This session will provide an overview of social media in clinical and operational settings and explore some of the current applications. It will also include a discussion of possibilities for the future related to prevention, remote monitoring, communication, access and support.

Christina Beach Thielst, FACHE, Healthcare Administrator and Consultant

Author of *Social Media in Healthcare: Connect, Communicate, Collaborate*

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





THE HEALTHCARE UNBOUND **AGENDA**

DAY TWO: TUESDAY, JULY 12, 2011

7:30 SPONSOR / EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST

8:00 CHAIRPERSONS' OPENING REMARKS
Majd Alwan, PhD, Vice President, LeadingAge Center for Aging Services Technologies (CAST)
Jay Srini, MS, MBA, FHIMSS, Chief Strategist, SCS Ventures
Mitch Work, MPA, FHIMSS, President, The Work Group, Inc.

Choose from Track A, B or C

TRACK A – Aging Services – Co-Sponsored By LeadingAge & LeadingAge CAST

8:15A PANEL DISCUSSION: MEDICATION ADHERENCE TECHNOLOGIES AND STRATEGIES FOR SENIORS

Medication non-adherence is prevalent particularly among seniors with multiple chronic conditions and complex medication regimens. New technologies providing a broad range of functions aimed at improving medication non-adherence, from reminders to monitored medication dispensers, are gaining ground among seniors, care providers and family caregivers. The session presents examples of these technologies and how aging services providers are using these technologies in different care settings. In this session, attendees will:

- Learn about advanced medication management technologies that aim to improve medication adherence and patient outcomes
- Hear how new and evolving services models are facilitating the adoption of these technologies
- Hear the results of pilot evaluations of these technologies

Moderator:
Majd Alwan, PhD, Vice President, LeadingAge Center for Aging Services Technologies (CAST)

Panelists:
Madeline Pantalone, VP of Strategy and Business Development, GreatCall, Inc. (Creator of Jitterbug)
Mark Francis, Senior Business Development Manager, Intel New Business Initiative Group
Stephen Axelrod, Chairman and CEO, TabSafe Medical Services Inc.

10:00 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

10:30A PANEL DISCUSSION: LONG-TERM AND POST-ACUTE CARE PROVIDERS AND PARTICIPATION IN HEALTH INFORMATION EXCHANGE

Interoperable Electronic Health Records (EHRs) that facilitate the exchanging of health information between acute and long-term and post-acute care providers (LTPAC) is key to improving quality of care, improving outcomes, eliminating unnecessary re-hospitalizations and reducing

cost. This session will explore a few case studies from long-term and post-acute care providers who implemented EHRs and are exchanging health information with other providers.

- Learn about efforts of LTPAC providers in implementing EHRs
- Hear what LTPAC providers are doing to facilitate the electronic exchange of health information
- Learn about the benefits of health information exchange to providers and the patients they serve

Moderator:
Majd Alwan, PhD, Vice President, LeadingAge Center For Aging Services Technologies (CAST)

Panelists:
Peter Kress, CIO, ACTS Retirement Communities
Harrison Fox, Project Manager, CCITI NY

12:00A TECHNOLOGIES FOR PEOPLE WITH MULTIPLE CHRONIC CONDITIONS

Having multiple chronic conditions is increasingly common in the adult population, and is the norm amongst the elderly. Which technologies are purposefully designed to support the needs of people with multiple chronic conditions? What distinguishes these technologies from those focused on single-conditions? And how effective are they?

Rajiv Mehta, President, Bhageera Consulting & Co-Developer of Tonic, the self care assistant app

12:30A IT AIN'T DOG FOOD IF THE DOG DON'T EAT IT

There has been an explosion of new engagement technologies, approaches to personalization of communication, onsite interventions, and integration of financial structures that generate significant population behavior change. The goal is to build personalized segments of ONE, for effective intervention. A key element is to know the person; building psychodemographic profiles layered over traditional health segmentation. This session explores the range of the newest tools, technologies, and multi-model communications strategies that can be applied to health engagement in clinical, consumer, or employer environments. Based on these tools, the speaker will provide scenarios of how they could be integrated into comprehensive solutions integrating face-to face, print, telephonic, web, social media, and mobile technologies with incentive and tailoring capabilities.

Neal Sofian, Director Member Engagement, Premera Blue Cross

1:00 CONFERENCE CONCLUDES; Luncheon for Attendees of Optional Post-Conference Workshops

8:15B PANEL DISCUSSION: GAMES TO PROMOTE HEALTH

While the traditional healthcare industry tackles the world of “sick care” there is a growing market for ways to be Thinking Differently About Healthcare® to encourage, educate, and expand the world of healthcare prevention, wellness, and healthy lifestyles. To make this new world of health care happen will require a melding of the worlds of consumer entertainment with the worlds of healthcare education. The perfect intersect of these two worlds is with online and gaming technologies. They combine “fun with healthcare education and consumer engagement” which is what is required to really ensure consumer empowerment and engagement with their healthcare.

This panel includes three leading experts in various aspects of the growing world of healthcare gaming technologies to encourage and promote health and fitness. This panel will present their latest learnings about how digital games are promoting better health education and healthier behaviors for both children and adults. Each panel member will present their respective expert experiences in the world of healthcare gaming technology and insights as to where the future is headed in this exciting world of healthcare gaming.

Moderator:

Teri Louden, President, The Louden Network

Panelists:

Ernie Medina, Jr., DrPH, Preventive Care Specialist, Beaver Medical Group & CEO, MedPlay Technologies

Tim Jones, CEO, Health Nuts Media

Douglas Goldstein, eFuturist & CEO, iConecto

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:

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

Panelists:

Tom Rodgers, Partner, Advanced Technology Ventures (ATV)

Bijan Salehizadeh, MD, General Partner, Highland Capital Partners

Marty Felsenthal, Partner, HLM Venture Partners

10:00 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

10:30B UTILIZING REMOTE MONITORING PATIENT-DATA FOR ANALYTICS AND DECISION MAKING BY HEALTHCARE PROFESSIONALS

Economist Robert Litan estimates the use of home telehealth can bring about \$197 billion net savings to the health care system over the next 25 years. Remote Patient Monitoring widens the availability of timely, actionable, individualized health data and assists healthcare professionals in their analysis and decision-making process. Information is communicated in real time or through a store and forward process providing results to healthcare professionals who can use the latest recorded information to assess each patient’s health status, modify the patient’s care plan accordingly and drive disease management activities. Both providers and payers are reporting significant cost savings within

their telehealth programs as well as a positive impact on wellness. However the integration of patient data within existing Health IT infrastructures is proving to be a challenge. Data sets are large, often of low quality and current solutions are immature / not open. During this talk we will examine a number of success stories and also review the main challenges that are hampering the effective analysis of patient telehealth data. We will also share insight gained from our experience in the field on the key lessons learned on how to overcome existing gaps in capability.

Proteus Duxbury, Managing Consultant, PA Consulting Group

11:00B PANEL DISCUSSION: CURRENT REGULATORY ISSUES AND PREDICTIONS

As medical device technology for Healthcare Unbound has advanced, a number of market trends have highlighted areas in the FDA’s domain where industry needs are not well matched by regulatory processes. These processes are difficult to map to the latest technology, in flux, or just plain not well understood. The recent FDA announcement of MDDS, a new class of medical device is just one such example. Specific gaps and issue areas for the FDA regulation of consumer health, IT, EMRs, and mobile devices will be presented, along with an overview of various initiatives underway intended to help mitigate this situation.

Moderator:

Michael Robkin, Principal, Anakena Solutions

Panelists:

Bradley M. Thompson, Esq., Member of the Firm,

Epstein Becker & Green

Tim Gee, Principal, Medical Connectivity Consulting

12:00B THE CHALLENGE AND PROMISE OF THIRD PARTY REIMBURSEMENT FOR TECHNOLOGY-ENABLED PARTICIPATORY MEDICINE

Today’s and tomorrow’s technologies offer exciting opportunities for higher quality and more cost effective patient care. In reaction to this promise, there is significant evidence-based research and demonstration work underway, much of it financed at the federal level. The Patient Protection and Affordable Care Act (Health Care Reform) created some new organizations and concepts (such as Accountable Care Organizations and the Medical Home) that are expected to add flexibility and coordination to the delivery of care. Additionally, many wish to shift patients out of nursing homes and to manage them in a high quality way, in their homes.

This promise and excitement has not yet led to widespread coverage of technology-enabled participatory medicine. Providers of technology-enabled participatory medicine face challenges to being covered and reimbursed by third party payers, such as Medicare, Medicaid, and private insurance. Two cornerstone payer structures that have posed particular difficulty are that coverage is founded on diagnosing and treating illness, and that coverage is expanded via an evidence-based process. Coverage of preventive services is by exception, typically after a particularly rigorous evidence-based process.

This session outlines key elements of the current mismatch between payer structures developed in the 1960s and the promise of technology-enabled participatory medicine. The session orients the Healthcare

Unbound provider to the current language and policies of third party payers, and to the need for an evidence-based approach to demonstrating better patient care. It is likely, in the intermediate term, that comparative cost effectiveness research that is currently underway will reshape how payers approach the integration of Healthcare Unbound technologies. The session will allot time for an exchange of ideas about how entrepreneurs can collaborate to speed this reshaping.

Barbara Santry, Senior Consultant, Quorum Consulting
Henry Osowski, Managing Director, Strategic Health Group

1:00 *CONFERENCE CONCLUDES; Luncheon for Attendees of Optional Post-Conference Workshops*

TRACK C

8:15C ACO AND PCMH - TWO SIDES OF THE SAME COIN: CONNECTED HEALTHCARE TO SUPPORT ACCOUNTABILITY

The patient-centered medical home (PCMH) is an approach that evolved from the understanding that a well-organized, proactive clinical team working in a tandem with well informed patients is better able to address their preventive and disease management needs in a guideline-concordant manner. The Accountable Care Organization is a broader system of care that is based on a strong revitalized and contemporary Primary Care base (PCMH), that works in tandem across the system to address the same goals as the individual PCMH practices, albeit on a larger and more complex scale

These two approaches are in many ways two different representations of accountable care and represent a fundamental shift from episodic acute care models and are increasingly an integral part of health reform efforts supported on a federal level.

Foundational to the success of both models is their information infrastructure. The goal of this session is to elucidate (1) PCMH and ACO as Evolving Models of Healthcare Delivery; (2) Health Information Technology Applications to Support the PCMH; (3) Current Challenges in the HIT Landscape of PCMH and ACO and (4) Future HIT Landscape of PCMH.

David I. Nace MD, VP, Medical Director, McKesson Corporation & Board Member & Vice Chairman, Patient-Centered Primary Care Collaborative (PCPCC)

9:00C CASE STUDY: USING AN INNOVATIVE TELEHEALTH SYSTEM TO IMPROVE HEALTH OUTCOMES

Bosch Healthcare has partnered with early and successful adopters of the telehealth technology over a decade. Center for Medicare and Medicaid Services (CMS) is one of them. This case study, part of the CMS demonstration pilots, showcases how a well designed telehealth program enabled by an innovative and clinically focused technology can produce great outcome for a large and geographically distributed patient population suffering from one or more chronic disease conditions.

Rajib Ghosh, MS, MBA, Senior Product Strategy Manager, Robert Bosch Healthcare
Lori Smet MN, RN, CCM, Case Manager Coordinator, Wenatchee Valley Medical Center

9:30C mCARE: THE RESULTS OF A SECURE, BI-DIRECTIONAL MOBILE PHONE MESSAGING SYSTEM FOR U.S. ARMY WOUNDED WARRIORS

The US Army Telemedicine & Advanced Technology Research Center (TATRC) has been field testing mCare since 2009. mCare is a cell phone based bi-directional messaging system that securely utilizes patients' personal cell phones and connects them to a web-based dashboard where providers manage messages. mCare has leveraged Diversinet's secure mobile technology to transmit over 100,000 secure messages to more than 600 wounded warriors. The mCare field test has been deployed in the Northern and Southern Regional Medical Commands, covering 28 states within the eastern half of the United States. From 5 sites, more than 150 military care team providers access the system via a secure web-based portal, to manage patient message traffic and monitor responses via a graphical user interface that is dynamic and flexible. Currently, the mCare Team is conducting a two-armed, prospective, randomized clinical study that will enroll up to 400 wounded warriors. This study aims to evaluate how mobile applications, such as mCare, can improve patient-provider communication, promote recovery/rehabilitation goal awareness, increase patient-provider satisfaction with case management services, and increase patient compliance with administrative, clinical, and goal-oriented responsibilities.

Mark Trigsted, Executive Vice President, Healthcare, Diversinet

James Tong, Project Officer, Ke'aki Technologies, LLC for TATRC, Walter Reed Army Medical Center

10:00 *SPONSOR/EXHIBITOR SHOWCASE & REFRESHMENTS*

10:30C CASE STUDY: SAN DIEGO BEACON COMMUNITY

The Department of Health and Human Services has awarded San Diego one of 17 Beacon grants to lead the nation in the use of health information technology (HIT) to improve health care across our region. The San Diego Beacon project is focusing on four clinical goals:

- Reducing 30-day inpatient readmissions across the community
- Reducing the time to intervention for heart attack patients from field to hospital
- Increasing childhood immunizations rates and reporting
- Reducing repeat radiology tests and radiation exposure within 60 days

The San Diego Beacon HIE will also harness the San Diego wireless community by allowing links into the HIE for new business opportunities in the community such as mHealth. Both care providers and patients will have greater empowerment of their healthcare.

James Killeen MD, Associate Clinical Professor of Medicine, UC San Diego Medical Center

11:00C PANEL DISCUSSION: HOME TELEHEALTH & ACCOUNTABLE CARE

The Affordable Care Act is creating an environment where hospitals and Accountable Care Organizations will have strong financial incentives to reduce avoidable readmissions. Effective clinical management of persons with chronic conditions, already an important role of post acute providers, is poised to become the differentiator that will define a home health provider's value to an ACO. This panel of industry experts will discuss how post acute

care providers have been successfully demonstrating the effectiveness of telehealth systems. Juxtaposing research studies with real-world experience, the panel will discuss the compelling reasons why integrating technology into clinical practice is key to competing on the basis of cost and outcomes for a limited number of seats at the ACO table.

Moderator:

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

Panelists:

Laurie Neander, RN, MS, CEO, At Home Care, Inc.
Tim Rowan, Editor, Home Care Technology Report
Bill Dombi, Vice President for Law, National Association for Home Care & Hospice (NAHC)
Rajib Ghosh, MS, MBA, Senior Product Strategy Manager, Robert Bosch Healthcare

12:00C PANEL DISCUSSION: CONNECTED HEALTH, ACCOUNTABLE CARE, MEANINGFUL USE & THE PATIENT CENTERED MEDICAL HOME - CURRENT STATE AND FUTURE DIRECTION

- What are some of the key provisions of Meaningful Use that relate to the use of connected health?
- What are some of the challenges (focus, technologies, reimbursement, etc.) and potential solutions for connected health technologies to achieve Meaningful Use?

- How will accountable care organizations and patient centered medical homes change the marketplace for connected health products and services?
- How do connected health strategies inter-relate and support efforts to establish successful Accountable Care Organizations?
- How will technologies and relationships between key stakeholders in healthcare need to evolve over the next few years to enable optimal accountable care?

Moderator:

Christine Martin, MBA, PMP, Executive Director, California Telemedicine & eHealth Center (CTEC)

Panelists:

Gordon Norman, MD, MBA, EVP & Chief Innovation Officer, Alere
Christina Beach Thielst, FACHE, Healthcare Administrator and Consultant
Joseph Ternullo, JD, MPH, Director, International Corporate Relations, Partners HealthCare & Associate Director, Center for Connected Health

1:00 CONFERENCE CONCLUDES; Luncheon for Attendees of Optional Post-Conference Workshops

OPTIONAL POST-CONFERENCE WORKSHOP ONE

CONSUMER ENGAGEMENT 3.0

Workshop Hours: 2:00 to 6:00 pm

“Believing the key to 21st century healthcare is thinking about our patients when they’re not in our presence and using technology to fulfill the requirements of excellent care.”

James L. Holly, MD, CEO, Southeast Texas Medical Associates

Engaging consumers through the mobile new media they use every day are key elements of success for Accountable Care Organizations and Meaningful Use. Now is the time to meet people where they are – in social networks, games, music, entertainment and life as they address their day to day needs. This can be done by applying the power of New Media connected to our care teams to positively impact our lives and communities. This workshop will explore Consumer Engagement 3.0 which is a high touch, high tech connection with people enabled supported self care. Consumer Engagement 3.0 is the integration of....

- **Mobile...Everyone is connected** through Internet enabled mobile devices.
- **Social Media...Connected, real-time social** experiences from Facebook and Twitter to SharePoint, along with their **apps and compelling game experiences** (e.g. Farmville) deliver the place to hang out, play, or do collaborative work. So let use the same tools for health!
- **Gamification...The process of turning work into play is Gamification.** Gamification takes what is considered a “have to” and turns it into a fun “get to” experience that builds healthier behaviors and skills in a more effective and engaging approach than other learning methods.
- **Analytics & Change Science...** Applying the latest data analytics along with insights and the research findings on the power of social media, coaching and gaming to stimulate and support healthy behaviors.

Now is the time to harness the power of these dynamic forces for lower costs, improved quality and enhanced health status.

Workshop Chairperson:

Douglas Goldstein, eFuturist & CEO, iConecto

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 mobile, social media, gamification, analytics and behavioral change science. As a speaker 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 ‘Innovate Now’ to create a better future today. Douglas is the CEO of iConecto, Inc., which is a leader in Health@Everywhere solutions.

Workshop Instructors:

Ernie Medina, Jr., DrPH, Preventive Care Specialist, Beaver Medical Group & CEO,

MedPlay Technologies

Brigitte Piniewski, MD, Chief Medical Officer, PeaceHealth Laboratories &

Vice Chair, Market Adoption Working Group, Continua Health Alliance

Neal Sofian, Director Member Engagement, Premera Blue Cross

OPTIONAL POST-CONFERENCE WORKSHOP TWO CREATING DISRUPTIVE TECHNOLOGIES FOR HEALTHCARE

Workshop Hours: 2:00 to 6:00 pm

The global healthcare market is experiencing a shift in which a new cost driven paradigm of "best value" challenges the incumbent "best possible" care model. Driven by concerns about healthcare's expense, legislation and reimbursement models will reward those technologies that give the same performance at a lower cost. So how do you harness the opportunities made available as this shift occurs? In this workshop, led by the design firm LUNAR, we will discuss how disruptive healthcare innovation can develop in line with the current changing business models of healthcare.

We will examine common patterns in successful medical disruptive technologies with an emphasis on the design process. Participants will learn key aspects of the Stanford University Biodesign process for Medtech, including how to identify the right clinical need, develop a sound business case, and have the wherewithal to create appropriate solutions. Taking it one step further, we will add a human focus to the Biodesign process, integrating current thinking on user-centered design, and develop a tool kit for understanding patients and providing effective motivations for compliance.

Tying it all together, we will lead a group innovation exercise to apply the above tools to create disruptive alternatives to existing costly, low-compliance solutions.

Headquartered in San Francisco, LUNAR is a 26 year old global creative agency that designs products that matter for the world's leading brands. Our clients include Oral-B, HP, Apple, Siemens, SanDisk, Palm, Intel and dozens of Silicon Valley startups. LUNAR's team of 50 designers and engineers come from a variety of backgrounds to form an interdisciplinary creative team that focuses on bringing beauty, ingenuity and charisma to products and customer experiences. The team applies this creative approach to client opportunities in lifestyle, consumer electronics and life science industries.

Differentiation in any category depends on creating a point of view. Too many products today copy the elements of other successful products. But disruptive innovations substantially breach an existing structure, based on norms that no longer hold true, and deliver same or equivalent value with lower cost. At LUNAR we have helped clients understand the market and define the opportunity space for such a product. LUNAR designed the PROVENT Sleep Apnea Treatment for Ventus Medical, which uses the body's own breathing to create positive airway pressure, eliminating the need for often-ineffective surgery or the discomfort due to the cumbersome tubing, mask and machine of CPAP (continuous positive airway pressure) therapy. For Intel Health, LUNAR designed the Intel Reader, a revolutionary portable device for people with reading-based learning disabilities or visual problems such as blindness or low vision. LUNAR created the Reader from scratch, combining a set of existing technologies (digital photography, OCR processing and text to speech devices) into a portable device, which is truly the first of its kind.

Workshop Instructors:

Rajiv Mehta, President, Bhageera Consulting

Krista Bangsund, Interaction Designer, LUNAR

Matt Durack, Engineering Program Manager, biotech emphasis, LUNAR

Robert Howard, VP Engineering, LUNAR

Laurie Vertelney, Director of User Experience, LUNAR

OPTIONAL POST-CONFERENCE WORKSHOP THREE DEVELOPING A REGULATORY STRATEGY FOR YOUR HEALTHCARE UNBOUND PRODUCT

Workshop Hours: 2:00 to 6:00 pm

Regulatory uncertainty is a fact of life when developing Healthcare Unbound types of products. Regulatory uncertainty translates to business risk: risks in delays in time to market and development costs, and risks of incremental regulatory compliance costs and potentially even responding to enforcement actions. Whether you plan to be regulated or want to avoid regulation at all costs, a strategy is required to achieve your goals

This workshop takes you through a process to manage regulatory risk in both the product development and go to market phases of business development. In this workshop you will learn the following:

- The legal definition of a medical device and what factors contribute to the potential classification of your product as a regulated medical device
- How being regulated as a medical device manufacturer can impact your business, and how to minimize that impact

- How to take advantage of the potential advantages of being regulated
- The impact regulatory considerations can have on current or anticipated marketing claims and intended use
- How to keep your product from being regulated as a medical device if you determine your best course is to remain unregulated

The workshop will be based on case studies, and based on participation, using workshop participants' products. The workshop may also use case studies from current events, such as AirStrip Technologies, Mobile MIM, Mobisante MobiUS, and others. The case studies will look at device classifications, business and market strategic impacts, competitive impact, product claims and intended use.

At the end of this workshop you will be able to create a regulatory strategy for your Healthcare Unbound product and company. You will understand exactly what makes your product a regulated medical device or not, and what is required to maintain that classification over time. The workshop will close with a description of how to create a high level plan to implement your regulatory strategy, including objectives and milestones.

Workshop Instructor:

Tim Gee, Principal, Medical Connectivity Consulting

Tim Gee is Principal and founder of Medical Connectivity Consulting, specializing in workflow automation through the integration of medical devices with information systems, and enabling technologies. Tim has 25 years of experience with expertise in wireless medical devices, converged medical device/enterprise networks, requirements elicitation, regulatory strategy, connectivity, interoperability, diagnostic and point of care workflows, and patient flow optimization. Tim has served providers and vendors, including: Abbott Point of Care, Ascom, Awarepoint, Baxter Healthcare, Biotronik, Capsule, Cardinal Health, Ekahau, Emergin, GE Healthcare, Hill-Rom, Intel Digital Health, Providence Health, Robert Wood Johnson University Hospital, Spectrum Health, Welch Allyn and others. He is currently an advisor to two startups. Tim speaks frequently at industry conferences and corporate events, national sales meetings and user group meetings. He is on the editorial advisory board of a number of magazines, and publishes the blog Medical Connectivity (www.medicalconnectivity.com), and also participates in industry initiatives.

UPCOMING TCBI EVENTS

**Business Intelligence & Analytics for Healthcare Conference & Exhibition:
Managing Data to Drive Quality, Financial Performance & Accountable Care**

A Conference & Exhibition for Healthcare Providers & Payers
July 11-12, 2011, Manchester Grand Hyatt, San Diego, CA

This conference is co-located with the Healthcare Unbound Conference. It is a separate conference and requires a separate registration fee. We will offer a special discounted registration fee to individuals who wish to register for both conferences. Please contact TCBI for additional information on the discounted registration fee.

Third Annual Medical Device Connectivity Conference & Exhibition

**September 8-9, 2011, Joseph B. Martin Conference Center at
Harvard Medical School, Boston, MA**

This innovative event, designed to meet the information needs of hospitals and other healthcare providers as well as IT and medical device companies, focuses on connecting medical devices to people, workflow and information systems.

For additional information, please visit www.tcbi.org or contact TCBI:

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VitalLink is software which effectively transforms the computer into a user friendly device - where face to face social interaction, cognitive (mental) stimulation, games, family photos and videos, access to movies and local, national and world news are all accessible to the computer challenged older adult. VitalLink also provides user friendly access to social features such as Facebook. Essentially, VitalLink enables the elderly user to access the best of all that the computer offers to mainstream society, yet requires little more than the touch of an icon or the click of a mouse. VitalLink also serves as a platform for third party providers to provide support to the frail elderly - and is an especially vital resource for the socially isolated - at risk older adult.

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Supporting Publications



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ACO Watch monitors developments in the Accountable Care Organization (ACO) industry. From promulgation of rules to on the ground "accountable care" realities and industry shop-talk, we'll inform, engage and occasionally entertain you. Institutional memory lends itself to wisdom, which informs choices and improves the odds of successful innovation.



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e-CareManagement blog (e-CareManagement blog) covers topics relating to healthcare information and communication technologies, business strategy, and business models. Special attention is given to technologies and businesses focusing on chronic disease management, and to changes occurring 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.



www.telemedicineneeds.blogspot.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 updated 2011 report "*Federal Agencies: Activities in Telemedicine, Telehealth, and Health Technology*", and updated 2011 report "*Selling Healthcare Technologies to HHS*".



www.FierceHealthIT.com

FierceHealthIT updates healthcare executives, CIOs and IT managers on the latest market trends and developments concerning CPOE, EMRs, HIE, e-prescribing, and other health IT industry news. Our editors supplement the news of the day with in-depth features on industry-shaping technologies. In addition to our free, weekly email newsletter, you can keep track of market trends through our exclusive webinars and benefit from our vast whitepaper and eBook library. As a FierceHealthIT subscriber, you will have full access to our job boards and networking parties. Join the FierceHealthIT community today! www.FierceHealthIT.com



www.FierceHealthPayer.com

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! www.FierceHealthPayer.com



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.FierceMobileHealthcare.com

Supporting Publications



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.healthcareitnews.com

Healthcare IT News offers healthcare IT executives timely, pertinent news every month. Jesse H. Neal Award Winning coverage includes new technologies, IT strategies and tactics, statutory and regulatory issues, as well as provider and vendor updates. Published in partnership with HIMSS, Healthcare IT News reaches more than 54,000 subscribers, including IT management, C-suite and general management, and clinical executives at hospitals and IDNs, group practices, ambulatory care facilities, home healthcare organizations, as well as healthcare payers, consultants and vendors.



www.health2news.com www.health2con.com/conferences/san-francisco-2011

Looking to keep up to date with the latest on Health 2.0? Health 2.0 News is your source for news, opinions and information on all things Health 2.0 – and a great place to share your opinions. Health 2.0 News is the nexus of information about everything in the world of Health 2.0 technology and the community. Following a major revamp in January 2011 it has become one of the most influential sites in health technology. Check it out for yourself today! Our Health 2.0 5th Annual Fall Conference will be held in San Francisco on September 25-27, 2011: This is our biggest and best conference of the year! More than 1,000 people will gather to see the cutting edge of innovation in health technology, with several major product launches, ground breaking announcements and more than 100 live technology demos - including the best new health care technology startups at Launch!



www.homecaretechreport.com

Tim Rowan's HOME CARE TECHNOLOGY REPORT (homecaretechreport.com) is an advertiser-supported, electronic newsletter that keeps home health care and hospice clinical and IT management up to date regarding home telehealth and other technologies. Since 1998, Tim Rowan has been home care's most respected technology analyst. His consulting and education firm also produces "Home Health Survivor," a quarterly video program featuring interviews with newsmakers (homehealthsurvivor.com), and an interactive, online database to help guide those in search of the right technology vendor for their organization (homecaretechnology.info). Tim's blog is at 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. PSQH offers a print and digital bi-monthly magazine, and a monthly eNewsletter. For more information, visit www.psqh.com.

Supporting Publications



www.liebertpub.com/tmj

Telemedicine and e-Health (TMJ) www.liebertpub.com/tmj is an official publication of the American Telemedicine Association, the Canadian Telehealth Forum of COACH and the International Society for Telemedicine & eHealth. 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.

Supporting Organizations



www.leadingage.org

LeadingAge is an association of 5,500 not-for-profit organizations dedicated to expanding the world of possibilities for aging. We advance policies, promote practices and conduct research that supports, enables and empowers people to live fully as they age. For more information, please visit <http://www.leadingage.org>



www.leadingage.org/cast.aspx

The LeadingAge Center for Aging Services Technologies (CAST) is focused on development, evaluation and adoption of emerging technologies that will transform the aging experience. As an international coalition of more than 400 technology companies, aging-services organizations, businesses, research universities and government representatives, CAST works under the auspices of LeadingAge, an association of 5,500 not-for-profit organizations dedicated to expanding the world of possibilities for aging. For more information, please visit <http://www.leadingage.org/cast.aspx>



www.agetechca.com

AgeTech California was established to promote the use of advanced health and wellness technologies by aging services and home care providers throughout California. Its primary focus is on technologies that enable older Californians' aging in "connected independence" with safety and security, personal health maintenance, successful management of chronic disease, early detection of illness, and prevention of acute episodes. Such technologies include telehealth, electronic health records, sensor telemonitoring, remote medication management, safety technologies, and cognitive fitness among others that enable eCare and personal wellness while enhancing caregiving and cost efficiency. AgeTech is a programmatic partnership of Aging Services of California and the California Association for Health Services at Home (CAHSAH).



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. Website: www.cahsah.org

Supporting Organizations



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 a federally designated Telehealth Resource Center. 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 health care technologies for use by ACOs, health systems, physician organizations, managed care plans, regional HIE's and others. Clinical Groupware can be added to existing "Cloud" computing platforms to reinforce their capabilities and used as individual modules or combined with other modules into solution suites to address specific health information technology (HIT) and health information exchange (HIE) needs. These 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 solutions to address the challenges associated with the Meaningful Use objectives. Learn more about the group and its mission at www.clinicalgroupwarecollaborative.org and on twitter: @CGCollaborative and LinkedIn (Clinical Groupware Collaborative)



Continua
HEALTH ALLIANCE

www.continuaalliance.org

Continua Health Alliance is an international non-profit collaborative industry organization dedicated to bringing together standards and diverse technology to create personal connected health and wellness solutions. Continua envisions a marketplace of interoperable products, devices, and services that enable better care, empower consumers and connect healthcare providers to their patients. Focused on the three key categories of fitness, chronic condition management, and living independently longer, Continua promotes better management of health and wellness at every stage of life.

Mission:

Continua is committed to establishing a marketplace of interoperable personal connected health solutions that empower individuals and organizations to better manage their health and wellness.

Objectives and Actions:

Continua 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

Supporting Organizations



www.hctaa.org

The Home Care Technology Association of America (HCTAA) is a wholly-owned affiliate of the National Association for Home Care & Hospice (NAHC), and is organized to advance the accessibility and use of technology in home care and hospice settings. HCTAA was established to unite the home care technology industry into a stronger, more effective voice to Congress, the Administration, state legislatures, the home care industry, consumers, and the media. HCTAA believes that home care and hospice providers that are properly equipped with technological solutions will serve a central role in the delivery of healthcare by ensuring quality, efficiency, and care coordination. The Home Care Technology Association of America (HCTAA) is sponsoring a technology preconference on Wednesday, July 13th entitled "The Road to Accountability" at this year's 17th Annual Financial Management Conference and Exposition in San Diego, CA. This technology pre-conference will feature three sessions which will highlight technology's role in new care delivery models and new relationships between healthcare providers; review the steps crucial to the collaboration between providers on the necessary health technologies, as well as the processes for selection, implementation, and performance measurement; discuss real examples of technology-enabled care delivery models driving positive returns on investment. To register for this pre-conference, please visit <http://www.nahc.org/Meetings/FM/11/>



www.nahc.org

The National Association for Home Care & Hospice (NAHC) is a nonprofit organization that represents the nation's 33,000 home care and hospice organizations. NAHC also advocates for the more than two million nurses, therapists, aides and other caregivers employed by such organizations to provide in-home services to some 10 million Americans each year who are infirm, chronically ill, disabled and dying. Along with its advocacy, NAHC provides information to help its members provide the highest quality of care and is committed to excellence in every respect. To learn more about NAHC visit www.nahc.org.



www.sdv.org

(SDVG) is a non-profit organization that fosters ideas on how to form, fund and build new business ventures. On Friday, July 15, 2011 join more than 100 venture capitalists for SDVG's 9th Annual Venture Summit. This year features a keynote address from Peter Diamandis, CEO and Chairman of the X PRIZE Foundation, followed by a panel presentation featuring renowned LP venture fund investors analyzing current hot issues in venture fund investing. To register or find out more, visit www.sdv.org.



www.VNAA.org

The Visiting Nurse Associations of America (VNAA), located in Washington, DC, is a national association that supports, promotes and advocates for community-based, nonprofit home health and hospice providers that care for all individuals regardless of complexity of condition or ability to pay. 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 <http://www.VNAA.org> for more information.



www.westwirelesshealth.org

The West Wireless Health Institute (www.westwirelesshealth.org) is one of the first medical research organizations in the world supporting the exploration and application of wireless technologies to advance infrastructure independent health care. Founded in March 2009 by the Gary and Mary West Foundation, the nonprofit Institute is dedicated to innovating, validating, advocating for, investing in and commercializing wireless technologies to transform medicine. Its mission is to lower health care costs by accelerating the availability of wireless medical technology. The Institute is based in San Diego, California, the global center for health care innovation.

**You may register by: Mail: TCBI, 944 Indian Peak Rd., Suite 120, Rolling Hills Estates, CA 90274
Phone: (310) 265-0621 Fax: (310) 265-2963 Email: info@tcbi.org Online at www.tcbi.org**

Phone Registration Hours: 9 am to 4 pm Pacific Time

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

SUPPORTING ORGANIZATION DISCOUNT:

TCBI is offering a \$100 discount on the applicable registration fee for members of the AgeTech California, California Association for Health Services at Home (CAHSAH), Clinical Groupware Collaborative, Continua Health Alliance, Home Care Technology Association of America (HCTAA) / National Association for Home Care & Hospice (NAHC), LeadingAge / Center for Aging Services Technologies (CAST), 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.

EARLYBIRD DISCOUNT:

You must register and pay by June 24, 2011 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 **C123**. For information about wire transfers, please contact TCBI: Tel: (310) 265-0621, Email: info@tcbi.org.

HOTEL INFORMATION:

Manchester Grand Hyatt San Diego, One Market Place, San Diego, CA 92101. To secure a hotel reservation at the Manchester Grand Hyatt San Diego, please call (888) 421-1442 or (619) 232-1234 and mention "Center for Business Innovation" or "TCBI" to receive the discounted rate of \$189 plus tax for single/double. Please note that the \$189 rate applies only for the nights of July 10th and 11th. The hotel cutoff date for the discounted rate has already passed. However, a few rooms may remain at our discounted rate. After these rooms sell out, the hotel may offer rooms at a rate of \$214 plus tax (based on availability). Please note that at this point reservations must be made by phone, not online. If you need hotel accommodations, we encourage you to make your reservations as soon as possible. If you are unable to secure reservations at the hotel for any reason, please feel free to contact TCBI: Tel: 310-265-2570 Email: info@tcbi.org. We will try to assist you in securing a hotel room. To avoid penalty, room cancellations must be made at least 72 hours from the date of arrival. Reservations cancelled with 72 hours of arrival will result in a no show fee of 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 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.

Conference Registration Form

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 11-12, 2011, 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: Consumer Engagement 3.0
 Workshop Two: Creating Disruptive Technologies for Healthcare
 Workshop Three: Developing a Regulatory Strategy for Your Healthcare Unbound Product

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: Consumer Engagement 3.0
 Workshop Two: Creating Disruptive Technologies for Healthcare
 Workshop Three: Developing a Regulatory Strategy for Your Healthcare Unbound Product

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 24, 2011).
Please choose one of the discounts below (if applicable). Note: the discounts listed below cannot be combined.
 I am a member of LeadingAge/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 AgeTech California 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, Home Care Technology Association of America (HCTAA) / National Association for Home Care & Hospice (NAHC), San Diego Venture Group or Visiting Nurse Associations of America (VNAA) and qualify for a \$100 supporting organization discount. Supporting organization discounts cannot be combined. The full discount available is \$100; however, the supporting organization discount can be combined with the earlybird discount. Please underline the organization through which you are receiving the discount.
 I qualify for the Associate Discount. Discount Code _____

Total: _____



The Center for Business Innovation

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.