



The Center for Business Innovation
Presents

Earlybird Discount on Registration

The Ninth Annual Healthcare Unbound Conference & Exhibition

CO-SPONSORED BY:

July 19-20, 2012
Hotel Kabuki
San Francisco, CA



SUPPORTING ORGANIZATIONS



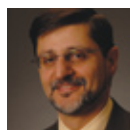
Networks, Platforms &
Applications for Consumer
Engagement & Behavior Change

SUPPORTING PUBLICATIONS



Special Focus on Remote
Monitoring, Home Telehealth,
mHealth, eHealth, Social
Media and Gaming for
Managing Diseases,
Promoting Wellness &
Facilitating Accountable Care

KEYNOTE SPEAKERS



Majd Alwan, PhD, Senior Vice President of Technology, LeadingAge & Executive Director, LeadingAge Center for Aging Services Technologies (CAST)



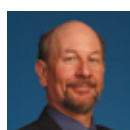
Louis Burns, Chief Executive Officer, Intel-GE Care Innovations™



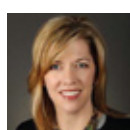
Cindy Campbell, Associate Director Operational Consulting, Fazzi Associates, Inc.



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



John Mattison, MD, Assistant Medical Director & Chief Medical Information Officer, Kaiser Permanente, SCAL Region



Tracey Moorhead, President & CEO, Care Continuum Alliance



Chuck Parker, Executive Director, Continua Health Alliance



Shankar Ram, Vice President of Innovation, Humana



Shahid Shah, CEO, Netspective Communications LLC



Dexter Shurney, MD, MBA, MPH, Chief Medical Director, Employee Health Plan, Vanderbilt University and Medical Center



Wil Yu, Special Assistant, Innovations, Office of the National Coordinator (ONC/HHS) & Senior Advisor, CMS Innovation Center

WHO SHOULD ATTEND

- ◆ *Healthcare Providers, Including: Hospitals, Integrated Delivery Networks, Medical Groups, Home Care Agencies, Assisted Living Facilities, Retirement Communities, Long-term Care Facilities, Post-acute 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, Social Media and Gaming 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.”

The market for Healthcare Unbound products and services is poised to grow significantly in the coming years, with some segments of the market 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 innovative technologies to improve health outcomes and reduce costs.

The program will focus primarily on innovative applications of remote monitoring, home telehealth, mHealth, eHealth, social media and gaming to help manage diseases, promote wellness and facilitate accountable care. This year's program will again feature an Aging Services educational track organized by LeadingAge (formerly AAHSA) and the LeadingAge 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 1: Innovation Excellence Comes to Healthcare Unbound: How Innovation Leads to Seeing 'What is Next' in Healthcare

Workshop 2: The Use of Mobile Apps, Entertainment, Gaming and Social Media in the Promotion of Fitness and Wellness

Workshop 3: Creating Value for the Customer

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

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
- The current and future regulatory and reimbursement outlook for Healthcare Unbound products and services
- How Healthcare Unbound technologies can help healthcare providers meet Meaningful Use requirements
- The role of government in fostering innovation in the Healthcare Unbound space
- Big data in healthcare and the use of analytics to stimulate and support healthy behaviors
- Using Healthcare Unbound platforms to unlock patient value and competitive advantage
- Using state-of-the-art mobile technology platforms and back office infrastructures to reduce hospital readmissions
- The evolving role of technology in the convergence of care management and life management
- Changing behavior through rewards-based incentives
- Investor perspectives on the Healthcare Unbound marketplace
- Innovations, trends and critical success factors in mHealth
- The impact of health reform on aging services, including a look at emerging care models and business models and the role of enabling technologies
- Emerging models for long-term and post-acute care providers that incorporate Healthcare Unbound technologies
- How long-term care and post-acute care providers are leveraging innovative technologies to manage chronic conditions and provide holistic care coordination and support
- Strategies for selecting and implementing EHRs and health information exchange for long-term care and post-acute care providers
- New technology platforms for independent seniors, including a look at remote monitoring, behavior change, chronic disease management and social connectedness
- How innovative technologies are disrupting and transforming physician practices and helping them to achieve the Triple Aim of improved patient experience, improved population health and reduced cost
- Tools, technologies and analytics to help measure and nurture wellbeing
- The use of games and gamification to promote fitness and wellness
- Interoperability and standards considerations in connected health
- Technologies that enable better communication across the care continuum
- Strategies for improving patient, clinician and staff experience and for creating human-to-human connections in healthcare
- Application of user experience design principles to produce Healthcare Unbound products with better consumer/user engagement
- How to stimulate disruptive and incremental innovation among Healthcare Unbound stakeholders
- A methodology for understanding the needs of consumers/patients and for creating value
- A look to the future, including the Internet of Things, sensors and the virtualization of care

CONFERENCE ADVISORY BOARD

MAJD ALWAN, PHD, SENIOR VICE PRESIDENT, TECHNOLOGY, *LEADINGAGE* & EXECUTIVE DIRECTOR, *LEADINGAGE CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)*

MIRENA BAGUR, TECHNOLOGY PRACTICE LEADER, *REVIVEHEALTH* & ASSOC. COURSE DIRECTOR, *ENABLING TECHNOLOGY INNOVATION IN HEALTHCARE AND THE LIFE SCIENCES*, <http://ocw.mit.edu> and www.hst921.org

LEANNA J. CAREY, MBA, CO-FOUNDER, *AURAVIVA*; HEALTHCARE EDITOR, *INNOVATION EXCELLENCE*; BTR RADIO HOST, *THEHEALTHMAVEN*.

CINDY CAMPBELL, ASSOCIATE DIRECTOR OPERATIONAL CONSULTING, *FAZZI ASSOCIATES, INC.*

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

JAY SRINI, MS, MBA, FHIMSS, CHIEF STRATEGIST, *SCS VENTURES* & ADJUNCT ASSISTANT PROFESSOR, *UNIVERSITY OF PITTSBURGH*

MITCH WORK, MPA, FHIMSS, PRESIDENT & CEO, *THE WORK GROUP*

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, post-acute 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: THURSDAY, JULY 19, 2012

Please visit www.tcbi.org for agenda updates

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

8:00 CHAIRPERSONS' OPENING REMARKS

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

Jay Srini, MS, MBA, FHIMSS, Chief Strategist, SCS Ventures & Adjunct Assistant Professor, University of Pittsburgh

8:30 KEYNOTE ADDRESS: THE FUTURE OF PLATFORMS AND HEALTHCARE UNBOUND

- Are Platforms a "Nice to Have" or a "Must Have"?
- What are Key Characteristics of HU Platforms?
- How Can Platforms Unlock Patient Value and Competitive Advantage?
- How Do We Prepare for the Future? What are Action Steps?

Vince Kuraitis JD, MBA is Principal and founder of Better Health Technologies, LLC and author of the e-CareManagement blog (<http://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, Office of the National Coordinator for HIT (ONC), 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.

Shahid N. Shah is the CEO of Netspective Communications, a software consultancy whose actionable advice and disciplined approach delivers custom software for in-house, outsourced, or offshore solutions. Shahid's an expert at discovering practical technology solutions to real-world business initiatives, especially in the government, healthcare and financial services industries. His expertise includes standards development, enterprise architecture analysis and design, interoperability planning, legacy modernization, and related work. He's worked at NIH on standards, Executive Office of the President (White House) and OMB on helping define the needs for standards, and at various commercial healthcare firms like CardinalHealth and COMSYS. In addition to working with C-Suite executives he continues to help engineering teams with architecture and development advice. He is an influential thought leader and a winner of Federal Computer Week's coveted "Fed 100" award

given to IT experts that have made a big impact in the government and runs three successful blogs. At <http://shahid.shah.org> he writes about architecture issues, at <http://www.healthcareguy.com> he provides valuable insights on how to apply technology in health care, at <http://www.federalarchitect.com> he advises senior federal technologists, and at <http://www.hitsphere.com> he gives a glimpse of the health-care IT blogosphere as an aggregator.

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

Shahid Shah, CEO, Netspective Communications LLC

9:15 KEYNOTE ADDRESS: FOSTERING INNOVATION IN HEALTHCARE

There has never been a better time to be a health care innovator than right now. Wil will discuss how incentives in the health care system are shifting to reward improvements in quality, health, and value, and how key information to power these improvements is being liberated at multiple levels. Learn more about the growing "ecosystem" of innovators who are embracing this historic opportunity to help reinvent American health care and improve health.

Wil Yu leads nationwide healthcare innovation efforts for the U.S. through the Dept. of Health and Human Services. He leads several innovation grant programs and created the "Investing in Innovations" program, i2, which utilizes prizes and challenges to spur early stage innovations and community building. He is also the Director of the Strategic Health IT Advanced Research Projects program, funding breakthrough developments in health IT. Key innovations supported by his office include: mobile health, predictive analytics, gaming in healthcare, and clinical/business intelligence. He is also a Senior Advisor at the newly formed CMS Innovation Center, assisting with initiatives supporting the exploration of new approaches to the development of innovative care delivery and payment models, including ACOs. In collaboration with HHS' CTO and the White House Startup America initiative, he leads the DC-to-VC effort - promoting market development, entrepreneurship, and investment in health technology through targeted engagements between policy-makers, innovators, and investors. Wil co-founded the Federal mHealth Collaborative, advancing the development of national mHealth policies and programs. He has led several efforts at the intersection of games and gaming in healthcare and is on the HHS Innovation Council.

Wil Yu, Special Assistant, Innovations, Office of the National Coordinator (ONC/HHS) & Senior Advisor, CMS Innovation Center

10:00 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

10:30 KEYNOTE ADDRESS: PREPARING FOR THE FUTURE - PROVIDERS' INNOVATIVE AGING SERVICES MODELS

Aging services are changing in response to many drivers, including consumer preferences/demands, reimbursement/payment/revenue streams, workforce, and technology. Health reform and other recent policy changes are accelerating such transformation and technology is playing an important role in shaping emerging healthcare unbound business models that involve long-term and post-acute care providers. These models are likely to grow in the near future.

In this keynote address, Majd Alwan will share data from a series of interviews CAST conducted with leaders of pioneering aging services providers implementing innovative technology-enabled care models. His presentation will highlight key common themes emerging from these interviews, emerging models, enabling technologies utilized, success factors, challenges faced, as well as strategies providers implemented to overcome these challenges, and the advice they offer to others. The presentation will provide examples and case studies to illustrate these emerging models. Finally, the keynote will describe CAST's ongoing effort to document and accelerate the adoption of successful technology-enabled healthcare unbound models by non-profit aging service providers.

Prior to joining CAST, Majd served as an Assistant Professor and the Director of the Robotics and Eldercare Technologies Program at the University of Virginia's Medical Automation Research Center. His research interests there included passive functional and health assessment, biomedical instrumentation, medical automation, as well as eldercare and assistive technologies. As a volunteer, Majd chaired the Funding Aging Services Technologies committee and the Pilots committee for CAST. He is a Senior Member of the IEEE's Engineering in Medicine and Biology, and Robotics and Automation Societies, and a member of IEEE-USA's Medical Technology Policy Committee and the Geriatric Care Workgroup. Alwan also serves on the Alzheimer's Association's Work Group on Technology. He received his PhD in intelligent robotics from Imperial College of Science, Technology and Medicine, University of London, a Master's of Science degree in control engineering with distinction from Bradford University, and a bachelor's degree in electrical engineering from Damascus University.

Majd Alwan, PhD, Senior Vice President of Technology, LeadingAge & Executive Director, LeadingAge Center for Aging Services Technologies (CAST)

11:00 KEYNOTE ADDRESS: THE CONVERGENCE OF CARE MANAGEMENT AND LIFE MANAGEMENT: HOW SHIFTING MINDSETS AND HARNESSING TECHNOLOGY WILL LEAD TO SUCCESS

The healthcare landscape is changing and we must adapt in order to thrive. The needs of patients and their families are about increasingly more than just healthcare: payers and providers are becoming accountable for physical safety, social connectedness, and cognition as well. Yet as long as members of the care team are siloed and blocked from having complex interactions with one another, success will be elusive. This session will explore what is needed for a radical breakthrough in technology and wellness convergence, and how we can start shifting mindsets to prepare for the future.

Louis Burns is the chief executive officer of Intel-GE Care Innovations™, a joint venture between Intel Corporation and GE dedicated to creating technology-based solutions that

help people live healthy, connected lives. A passionate global thought leader in the healthcare and technology spaces, Louis takes the unique approach of starting with the people, not the technology itself, when developing new solutions. Since the formation of Care Innovations in January 2011, Louis has overseen the launch of four new solutions for the healthcare and independent living markets and achieved a novel FDA clearance for a software-based virtual care coordination platform. Louis' role builds upon his past work as Vice President and General Manager of the Intel Digital Health Group, and as General Manager of a variety of Intel business groups. Louis Burns, Chief Executive Officer, Intel-GE Care Innovations™

11:30 KEYNOTE ADDRESS: HOW TECHNOLOGY IS IMPACTING HEALTHCARE AND DRIVING POSITIVE LIFESTYLE CHANGES

In today's fast-paced world, health companies need to communicate with consumers through the venues they use most, and in new and innovative ways that will spark their interest and inspire positive behavior changes. Humana is emerging as insurer turned innovator as it works to adopt and adapt programs and technologies that assist consumers on the path to greater well-being. Shankar Ram, Humana's vice president of innovation, will share Humana's use of mobile apps and technology and how the company understands the need to incorporate social media, mobile and interactive applications. Finally, Shankar will speak to the ability to change human behavior through rewards-based incentives, showcasing Humana's perspective and best practices, and providing specific ideation for how to support consumers on their pursuit of lifelong well-being.

Shankar has had a distinguished career in the area of new product development and Innovation. He joined Humana from Visa Inc. where he was a Senior Business Leader and Head of product solutions for the Middle East, North Africa and Pakistan, based in Dubai. In his seven years as part of the Visa's senior leadership team, Shankar worked on both Consumer and Commercial products with financial institutions and strategic partners which included developing innovative payment products leveraging mobile, chip solutions and contactless technology. Prior to his career with Visa, Shankar held executive positions in the financial services industry for 15 years in Asia and the Middle East, that included both local and multinational players. Shankar has a Bachelor of Science degree and an MBA in Marketing from India. Shankar Ram, Vice President of Innovation, Humana

12:00 SPONSOR / EXHIBITOR SHOWCASE & LUNCHEON

1:15 KEYNOTE ADDRESS: TRANSITIONAL CARE EVOLUTION: IMPROVING LIVES AND SAVING MONEY

The 2011 Delta/NAHC/Fazzi "National Study to Reduce Hospitalizations" correlated lower rehospitalization with the integration of transitional care initiatives, telehealth, EHR's/POC Technology and metric-driven, accountable management of care. In the Ohio "Move to Improve" project, Fazzi employed recommendations derived from the study. Participating providers saw a decline in their patients' hospitalization of 7% within six months. A 7% national reduction of home health rehospitalization would save CMS ~\$1.5B; the financial and human benefit is

compelling. The supporting data points of the Delta study will be examined; evoking refined models of transitional care and technology's inherent opportunity and impact.

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

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

1:45 **KEYNOTE ADDRESS: LIFESTYLE COMPETENCIES™ : AN ENABLER FOR CHANGE**

Recent research about employee health and wellness suggests that perhaps the best strategy to achieve long-term improvements in employee health, health care costs and worker productivity is through meaningful lifestyle/behavior change. Most individuals believe that they have an adequate base of knowledge of how to live a healthy lifestyle, but unfortunately, the facts indicate otherwise. Not knowing what you don't know is problematic for a number of obvious reasons, not the least of which is the casualty of applying misguided methods that ultimately end in frustration and failure. This form of lifestyle incompetence is underappreciated as an important barrier to achieving success in the area of healthy behaviors. Fortunately, many crucial lifestyle changes are simple and easy to adopt when individuals are provided with accurate knowledge and straightforward tactics of how to begin. The four key principles of intervention that distinguish Lifestyle Competencies™ from other wellness initiatives and programs are:

- Challenging the myths that create unhealthy choices
- Experiential learning
- Facilitating bold change and "cultural detoxification" rather than incremental steps
- Assumes that everyone can be activated

In addition to providing an overview of this approach, Dr. Shurney will discuss the implications for healthcare providers and technology companies.

Dr. Shurney holds a faculty appointment as Assistant Clinical Professor, Division of Internal Medicine and Public Health. In 2007, he was named by Tennessee Governor Phil Bredesen to chair The Diabetes Prevention and Health Improvement Board. He also serves as the Executive Director for the National Association of Managed Care Physicians Center on Preventive Health and Lifestyle Medicine Institute. Previous positions that Dr. Shurney has held include Senior Vice President and Chief Medical Officer for Healthways, Health Policy Strategist in the Division of Global Government Affairs for Amgen Inc., Chief Medical Officer and Vice President of medical affairs for Blue Cross Blue Shield of Michigan, and Editor of the Journal of Managed Care Physicians. Dr. Shurney serves on numerous boards including: The American College of Lifestyle Medicine, the Integrated Benefits Institute, the CCA (formerly the Disease Management Association of America),

and the American College of Medical Quality (ACMQ) Dr. Shurney is co-author of the book "Integrating Wellness into Your Disease Management Programs" which is a "how-to" strategic guide for employers that wish to innovate their disease management programs with accountable wellness and lifestyle approaches to care.

Dexter Shurney, MD, MBA, MPH, Chief Medical Director, Employee Health Plan, Vanderbilt University and Medical Center

2:15 **KEYNOTE ADDRESS: EXPONENTIALITY, INEVITABILITY, AND THE BIG OPPORTUNITIES FOR HEALTH AND WELLNESS**

Expansion of knowledge and innovative technology continues to accelerate at an exponential rate. The human capacity to exploit and absorb the breakneck speed of innovation has not accelerated in parallel. There are several key consequences of these inexorable exponential trends:

- 1) The ability of any individual, team, organization or consortium to keep pace with new developments is increasingly challenged.
- 2) The financial incentives to "push" new technologies ahead of the evidence supporting their utility distorts media reports, advertising and adoption.
- 3) The opportunities for transformational change are rising faster than our ability to exploit them.
- 4) The inevitable emergence of "digital snake oil" for over-hyping a particular technology requires that we more systematically develop mechanisms for proof points along the implementation life cycle.
- 5) Technologies are increasingly threatening social conventions, e.g. Facebook, and pervasive genomics.

This discussion will include a futuristic view of where we are headed, and how we can insert proof points along the way.

John has designed, built, and/or implemented seven different Electronic Health Record systems, most recently KP HealthConnect, which has resulted in numerous national recognitions for quality, including HIMSS Level 7 awards for all KP hospitals in SCAL, and 6 of those hospitals were recognized among the top 24 hospitals nationwide as "Most Connected Hospitals in the US" by US News and World Report earlier this year. His team received the prestigious Davies Award at HIMSS 2012. Currently, John actively oversees all information systems for the SCAL region of Kaiser Permanente and is an active member of local, state, and federal governing bodies that oversee Health Information Exchange. He has lectured at UC San Diego, UC Berkeley, UCLA, and Stanford, and currently contributes to graduate courses in Clinical Informatics Courses at UCSD and CSUSM, and in Healthcare Leadership at UCSD. He was recognized as one of the initial honorees as a "Game Changer" by Health Data Management in 2010 for his work in Health Information Technology.

John Mattison, MD, Assistant Medical Director & Chief Medical Information Officer, Kaiser Permanente, SCAL Region

2:45 **KEYNOTE ADDRESS: THE NEXT GENERATION OF HEALTHCARE: PERSONAL CONNECTED HEALTH & WELLNESS**

- Interoperability and standards: why they're important
- Moving from a traditional care model to one that incorporates an ecosystem of interoperable healthcare devices and services, including mhealth

- What are the economic benefits to the various stakeholders in healthcare, including ACOs?
- How is healthcare quality impacted?
- How do employers benefit?
- What is the broader economic impact on the technology industry?

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

Chuck Parker, Executive Director, Continua Health Alliance

3:15 **KEYNOTE ADDRESS: INCORPORATING INNOVATIONS IN HEALTHCARE BUSINESS MODELS**

Innovative strategies are key to success in new health care delivery models. Yet, health care organizations struggle to integrate innovative technologies into existing business models and program platforms. Care Continuum Alliance (CCA) has developed best practices for incorporating innovations in health care. This presentation will identify core components of business models that incorporate population health management innovations, explain how models can be created or adjusted to incorporate innovations, achieve improved health outcomes and generate cost savings and demonstrate the value of incorporating innovations into healthcare industry business models. Learn how health care is innovating at every level.

Tracey Moorhead is recognized as a leading health care advocate with considerable experience in public policy and coalition management. She effectively directs policy formulation and strategic advocacy efforts, as well as represents the population health management community before the media, allied organizations and constituents, and all levels of government. Ms. Moorhead previously served as Executive Director of the Alliance to Improve Medicare (AIM), a bipartisan coalition advocating comprehensive Medicare improvements. AIM supported enactment of the Medicare Prescription Drug, Improvement and Modernization Act of 2003. As AIM's Executive Director, Ms. Moorhead coordinated and moderated educational and policy briefings for congressional staff; directed AIM's policy research, development and communications efforts; and developed grassroots programs in conjunction with AIM member organizations.

Tracey Moorhead, President & CEO, Care Continuum Alliance

3:45 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

Choose From Track A, B or C

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

4:15A **PANEL DISCUSSION: INNOVATIVE TECHNOLOGY-ENABLED CARE MODELS - PROVIDER CASE STUDIES**

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. This session will highlight the efforts of pioneering long-term and post-acute care providers in preparation for the implementation of health reform. Session attendees will:

- Hear about providers' effort in integrating and implementing key enabling technologies like electronic health records (EHRs), telehealth, telecare, wellness and connectedness technologies that will be essential to the success of providers in the future
- See methodical approaches to innovation through partnerships with technology companies, research and on-going exploration
- Discuss impacts these providers are experiencing on the quality of care, quality of life, and the cost of care as a result of implementing technology-enabled care through a series of case studies

Moderator:

Scott Peifer, Executive Director, AgeTech California, An Affinity Organization of CAST

Panelists:

Sheri Peifer, Vice President, Research and Strategic Planning, Eskaton

Denise Rabidoux, President & CEO, Evangelical Homes of Michigan

Bill Anderson, PhD, Quality, Innovation, and Change Engineering, Evangelical Lutheran Good Samaritan Society

Kari Olson, CIO, Front Porch & President, Front Porch Center for Technology Innovation and Wellbeing

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

TRACK B

4:15B **PANEL DISCUSSION: WHAT'S NEXT FOR mHEALTH?**

mHealth has emerged as one of the fastest growing markets in healthcare, which is no surprise given the staggering applications for mHealth. Never before has there been such a functional yet accessible technology used by doctors, patients, and everyone in-between. mHealth app purchases alone already number in the tens of thousands each year and mHealth is being used in a variety of healthcare programs such as disease management, medication adherence, smoking cessation, personal emergency response, sleep management, mental health, diet and nutrition, and many others. However, the challenges for this high interest area are no less numerous

including regulatory and privacy concerns along with doubts around clinical effectiveness and sustainable business models. This panel will explore some of the dramatic ways mHealth is already transforming healthcare. The panel will also tackle some of the serious questions concerning mHealth, offering insight and solutions for those facing mHealth's distinct challenges.

Moderator:

Zachary Bujnoch, Senior Research Analyst, Frost & Sullivan & Author of the Report *Analysis of the U.S. Broadband mHealth Applications Market*

Panelists:

John Mattison, MD, Assistant Medical Director & Chief Medical Information Officer, Kaiser Permanente, SCAL Region

Matt Hately, VP of Product Strategy and Innovation, Macadamian Technologies

Halle Tecco, CEO, Rock Health

Matthew Holt, Co-Chairman, Health 2.0 & Founder, The Health Care Blog

Nancy M. Green, Managing Principal, Verizon Connected Healthcare Solutions

Chris Bergstrom, Chief Strategy & Commercial Officer, WellDoc

5:15C PANEL DISCUSSION: TECHNOLOGY INNOVATION IN AND AROUND ACOs: A PERSPECTIVE ON FACTORS IMPACTING CARE COORDINATION

While there may be disagreements on which type of an ACO model might prevail, everyone agrees we are well on our way there and it will be done with information technology as a backbone. Mirena Bagur, a health technology practice leader at ReviveHealth, and an associate course director at an MIT/Harvard Medical School program, will be joined by two business leaders whose companies develop technologies used in health care settings that enable better communications across the care continuum. Attendees will hear about:

- Communications challenges described by pioneer ACOs
- Key characteristics of technologies that enable “virtual” team communications
- Top issues to be solved for better post acute patient-physician communications
- Examples of proven technology deployments that reduce the cost and improve care

Moderator:

Mirena Bagur, Technology Practice Leader, ReviveHealth & Assoc. Course Director “Enabling Technology Innovation in Healthcare and the Life Sciences,” <http://ocw.mit.edu> and www.hst921.org

Panelists:

Louis Burns, Chief Executive Officer, Intel-GE Care Innovations™

Brent Lang, President & COO, Vocera Communications

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

TRACK C

4:15C PANEL DISCUSSION: MEDICAL OFFICE OF THE FUTURE

Physician practices are being expected to make a dramatic change in their business model from one that is based on volume to one that is based on value. Doing so will require significant investments in care management infrastructure and actionable information – even though most physician practices lack the capital and staff to make these investments. It will also require a change in culture as the clinician moves from being the dispenser of care to being a collaborative partner with the patient. At the same time, Healthcare Unbound (technology in, on and around the body that frees care from formal institutions) further impacts the role of the clinician by making healthcare more directly accessible to consumers. This panel will explore how some of these technologies and tools will disrupt and, ultimately, transform the physician practice business model into one that will contribute toward the achievement of the Triple Aim (improved patient experience, improved population health, reduced cost trend). Trends to be discussed include:

- Bringing diagnosis and knowledge closer to the patient through mHealth and eHealth applications
- Making electronic health record applications available to capital constrained physician practices
- Eliminating the physician office altogether through direct telephonic and electronic access to physicians

Moderator:

Christobel Selecky, Principal, ZIA Healthcare Consultants

Panelists:

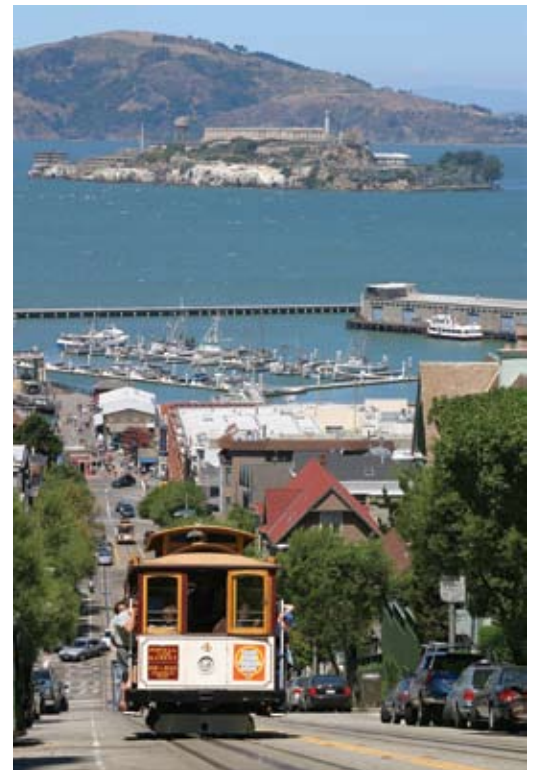
Ron Gutman, Founder & CEO, HealthTap

Sean Chai, MS, Director of Innovation Technology, Kaiser Permanente

Matthew Douglass, Vice President of Engineering & Co-Founder, Practice Fusion, Inc.

Pat Salber, MD, MBA, Curator, The Doctor Weighs In

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





THE HEALTHCARE UNBOUND **AGENDA**

DAY TWO: FRIDAY, JULY 20, 2012

Please visit www.tcbi.org for agenda updates

7:30 SPONSOR / EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST

8:00 CHAIRPERSONS' OPENING REMARKS
Majd Alwan, PhD, Senior Vice President of Technology, LeadingAge & Executive Director, LeadingAge Center for Aging Services Technologies (CAST)
Pat Salber, MD, MBA, Curator, The Doctor Weighs In
Mitch Work, MPA, FHIMSS, President & CEO, 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: ELECTRONIC HEALTH RECORDS IN LONG-TERM AND POST-ACUTE CARE: LANDSCAPE, SELECTION AND IMPLEMENTATION CASE STUDIES
 Interoperable Electronic Health Records (EHRs) that facilitate the exchange of health information between care providers, including acute and long-term and post-acute (LTPAC), is key to improving quality of care, improving outcomes, eliminating unnecessary re-hospitalizations and reducing cost. This session will summarize the important steps a provider needs to take in planning and implementing an EHR, providing reference to specific tools providers can use from two excellent toolkits from Stratis Health. The session will provide an overview of the LTPAC EHR landscape, and describes a selection tool CAST designed to help providers select the most appropriate EHR product based on the functionalities of their line of business (Nursing Homes, Assisted Living, Continuing Care Retirement Communities, etc.), and the functional requirements they need. This session will highlight EHR implementation case studies and will share their experiences in EHR selection and implementation, workflow redesign, outcomes of implementation and information exchange, lessons learned and advice to others. Session attendees will:

- Learn about existing EHR products for LTPAC, their fit for different care settings/models, functionalities, interoperability, and certification status and a tool that helps providers select an EHR
- Hear case studies from providers who embarked on workflow assessment and EHR implementation on their journey to paperless facilities/operations
- Discuss the benefits experienced after EHR implementation and health information exchange, lessons learned along the way and their advice to others.

Moderator:

Majd Alwan, PhD, Senior Vice President of Technology, LeadingAge & Executive Director, LeadingAge Center for Aging Services Technologies (CAST)

Panelists:

Doc Devore, Director, Clinical Informatics & Industry Relations, AOD Software
Greg Goodale, Marketing Manager, HealthMEDX, LLC
Paul Burnstein, MA, Associate Director, LeadingAge Center for Aging Services Technologies (CAST)
Brian Dimit, Director of Industry Marketing, RAC-CT certified, PointClickCare
Kristal Wood, Product Marketing Manager, PointClickCare

10:00 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

10:30A PANEL DISCUSSION: NEW TECHNOLOGY TOOLS AND APPROACHES FACILITATE PERSON-CENTERED CARE AND SUPPORT FOR INDEPENDENT SENIORS

This session will provide an overview of a number of new technology platforms for independent seniors that facilitate remote monitoring, social connectedness, communication, engagement, self-care, behavior change and chronic disease management. The technology platforms presented allow care managers to remotely assess seniors, developed care plans, execute them and provide ongoing monitoring and adjustment. Key to the success of delivery models enabled by many of these technology platforms is engagement of professionals as well as the family caregivers. Hence, the session will describe care models that provide close coupling between caregivers, and training provided to patients, their families, and local care providers to deliver more effective management of care and chronic conditions. The presentations will also provide approaches used to analyze the value created to develop business and payment models. Session attendees will:

- Learn about advanced monitoring, telehealth and social connectedness technology platforms that enable person-centered care
- Hear how these technologies integrate engagement of professionals and family caregivers, empower self-care and led to tightly couple care
- Hear the results of evaluations and how they led to the creation of efficient and cost-effective services models.

Moderator:

Majd Alwan, PhD, Senior Vice President of Technology, LeadingAge & Executive Director, LeadingAge Center for Aging Services Technologies (CAST)

Panelists:

Daniel K. Davies, MA, Founder and President, AbleLink Technologies
Kian Saneii, Chief Executive Officer, Independa
Steve Barlam, Chief Professional Officer, LivHOME
Linda Brock, Director, Philips Home Care Solutions

12:00A **PANEL DISCUSSION: NURTURING WELLBEING: MEANING, METHODS AND MEASUREMENTS FOR HEALTH**

Wellbeing is increasingly the topic of interest in governments, corporate America, private homes and even in clinical settings. Extending beyond the concept of wellness, wellbeing is a well defined and scientifically validated attribute that not only contributes to improved health, but is actually an independent factor in health. With the growing interest in the topic, there is also a cadre of tools, technology and analytics that help measure, monitor and interpret the wellbeing of individuals, groups and entire countries. This panel will explore four facets of wellbeing from a political and societal perspective, from a clinical perspective, from a self-tracking perspective and from a participatory research perspective. Learn how wellbeing is moving health beyond traditional definitions and into the way we live our daily lives.

Moderator:

Virginia Gurley, MD, MPH, Founder & President, AuraViva

Panelists:

Ryan T. Howell, PhD, Assistant Professor, Psychology Department, San Francisco State University

Dexter Shurney, MD, MBA, MPH, Chief Medical Director, Employee Health Plan, Vanderbilt University and Medical Center

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

TRACK B

8:15B **PANEL DISCUSSION: GAMES TO PROMOTE HEALTH & WELLNESS**

Games have become a tool to improve a wide variety of health efforts, ranging from encouraging people to exercise to improving public health to advancing research and development. In this discussion, we'll speak with leading innovators and thinkers about the role of games in health and about opportunities to use gaming dynamics to further health innovations.

Moderator:

Bradley Kreit, Research Director, Institute for the Future

Panelists:

Alex Gourley, Founder & Product Lead, BitGym

Richard Tate, Vice President of Communications & Marketing, HopeLab / Zamzee

Shankar Ram, Vice President of Innovation, Humana

William Stensrud, Principal, Interactive Fitness Holdings LLC

Tim Chang, Managing Director, Mayfield Fund

9:15B **PANEL DISCUSSION: SOCIAL MEDIA**

Social Media in healthcare continues its steady upside growth trajectory. Despite the cautious 'wait and see' approach of some, many healthcare institutions, physicians, medical groups or entities on their behalf are minimally putting a 'toe in the water' via 'listening post' technology for brand monitoring if not customer service or marketing; while others proactively engage in the new medium, exploring applications from change management to more effective patient or stakeholder engagement. In this panel, we'll explore both the philosophy range of the strategies deployed by two Bay Area healthcare systems and an enterprising medical group entering a crowded market during challenging

economic times that built itself entirely on a social media platform.

Moderator:

Gregg Masters, MPH, CEO, Xanate Media

Panelists:

Aaron Blackledge, MD, Founder & CEO, CarePractice.com

Vince Golla, Director, Digital Media and Syndication, Kaiser Permanente

Erin Macartney, Regional Public Affairs/Social Media Specialist, Palo Alto Medical Foundation, a Sutter Health Affiliate

10:00 **SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS**

10:30B **THE USE OF MOBILE APPS, ENTERTAINMENT, GAMING AND SOCIAL MEDIA IN THE PROMOTION OF FITNESS AND WELLNESS**

This presentation is an exploration of the current landscape within the context of expectant mothers and their interactions with digital channels and Health Care Providers (HCPs). With the availability of new digital channels for healthcare information expectant mothers are increasingly seeking support for their maternity needs outside of the traditional patient / provider relationship. Given this trend how can HCPs continue to maintain a valuable relationship with their patients? Our research suggests that healthcare providers need to engage more fully with new digital ways of reaching their patients specifically in the areas of:

- Utilizing gamification to incentivize and encourage wellness
- Establishing a Social Media Presence
- Building a meaningful digital relationship between provider and patient.

We will present current technology adoption trends, discuss the proliferation of disconnected digital services and what this means for providers and review learnings from other industries. We will also help to answer the question: are health care professions ready for social media and digital engagement with patients.

Proteus Duxbury, Managing Consultant, PA Consulting Group

Simon Hall, Managing Consultant, PA Consulting Group

11:00B **FINANCIER PANEL DISCUSSION**

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. The panel will also address the role of incubators in stimulating HIT innovation and strategies for managing gaps in funding (options between angel and venture capital funding).

Moderator:

Jay Srini, MS, MBA, FHIMSS, Chief Strategist, SCS Ventures & Adjunct Assistant Professor, University of Pittsburgh

Panelists:

Ted Driscoll, PhD, Technology Partner, Claremont Creek Ventures

Missy Krasner, Executive in Residence, Morganthaler Ventures

Lisa Suennen, Managing Member, Psilos

Halle Tecco, CEO, Rock Health

12:00B PATIENT EXPERIENCE: YOU CAN'T EXTEND WHAT'S FUNDAMENTALLY BROKEN

New reimbursement models, CMS rules around readmission, and other changes in the healthcare system promise big opportunities for healthcare unbound solutions that improve care efficiency and effectiveness. But patients won't engage with technology solutions when the fundamental patient relationship is broken. In this session we'll look at overall efforts to improve patient, clinician, and staff experience and how to leverage technology to create human-to-human connections in healthcare.

Liz Boehm, Director, Patient Experience Collaborative, ExperiaHealth

12:30B USABILITY FOR HEALTHCARE UNBOUND

It's clear that usability is a critical factor in user adoption and patient safety for health related products and services. In fact, NIST recently released recommendations and guidelines for design evaluation and user (e.g., clinicians, patients, consumers) performance testing of EHR systems. While companies in the Healthcare Unbound space are not "bound" to these guidelines, they refer to User Experience Design activities and best practices that shouldn't be ignored. An understanding of these guidelines can help vendors create better mHealth, Telehealth, eHealth, CloudCare and consumer health solutions with better consumer/user engagement, increased user adoption and improved health outcomes. Find out how. Examples provided.

Lorraine Chapman, Director of Research, Macadamian Technologies

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

TRACK C

8:15C PANEL DISCUSSION: REDUCING HOSPITAL READMISSIONS THROUGH THE USE OF MOBILE TECHNOLOGIES - MAKING A REAL DIFFERENCE IN IMPROVING CARE AND REDUCING COSTS

This panel consists primarily of senior executives of mobile technology companies who have demonstrated creative and innovative programs showing real improvements in patient care, including reductions in hospital readmissions of patients with chronic conditions such as congestive heart failure, diabetes, depression, and COPD.

This panel will present:

- A look at the size and cost of the hospital readmissions problem and the CMS penalties facing hospitals who do not adequately address this problem
- The challenges of recruitment, enrollment, and retention as key to successful remote monitoring programs
- An overview of state-of-the-art mobile technology platforms and back office infrastructures to support these programs on a large scale
- Where we stand on who will pay for these programs and why it has been such a struggle to obtain adequate reimbursement. Is there light at the end of this tunnel?
- Where do we go from here?

Moderator:

Mitch Work, MPA, FHIMSS, President & CEO, The Work Group, Inc.

Panelists:

Tim Rowan, Editor, Home Care Technology Report
Terry Duesterhoeft, President, Honeywell HomMed

Kent Dicks, CEO, Chairman & Founder, MedApps
Chris Bergstrom, Chief Strategy & Commercial Officer, WellDoc

9:15C BIG DATA IN HEALTHCARE

One of the grand challenges of medicine in the coming decades will be the management and interpretation of big data. The explosion of data from numerous sources, such as the biomedical research literature, electronic medical records, lab and imaging systems, pharmacy transactions, numerous IT infrastructure systems, on-site and remote patient monitoring, geospatial data, biosurveillance, email and social media, and sentiment analysis, threatens to overwhelm our ability to keep up. This presentation will discuss big data issues and related healthcare use cases at a level appropriate to the emerging status of the big data industry.

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

10:00 SPONSOR/EXHIBITOR SHOWCASE & REFRESHMENTS

10:30C DIGITAL ENGAGEMENT: THE WAY TO MEANINGFUL USE, QUALITY CARE AND BETTER HEALTH

Digital Engagement is a high touch, high tech connection with people that provides real utility in solving problems, improving convenience, and enriching lives. Everyone knows we have to engage the patient but everyone is looking for the right recipe. Digital Engagement harnesses the power of media embraced by billions including mobile, social media, gamification/gaming, care coordination, big data predictive analysis and extreme personalization integrated with a person's care team. Now is the time to support fitness, health and health care 24x7 through compelling Digital Engagement strategies, technologies, products and services.

Douglas Goldstein, eFuturist & Executive Vice President, Diversinet

11:00C PANEL DISCUSSION: HOW BIG DATA EMPOWERS EMERGING BUSINESS MODELS - LEVERAGING CONSUMER DATA FOR BEHAVIOR CHANGE

It's now common knowledge that the amount of data in healthcare is exploding and we need to figure out ways to store it and manage it effectively from a technical perspective. However, the real challenge comes in how to use it effectively for real quality and outcomes improvement as well as cost reduction. McKinsey & Co. reports that "if US healthcare were to use big data creatively and effectively to drive efficiency and quality, the sector could create more than \$300 billion in value every year. Two-thirds of that would be in the form of reducing US healthcare expenditure by about 8 percent." This panel will introduce the topic of "Big Data" as it applies to healthcare and will inform the audience how that data can be used to create that \$300 billion in value.

Moderator:

Shahid Shah, CEO, Netspective Communications LLC

Panelists:

Rebecca Woodcock, Founder & CEO, Cake Health

Anmol Madan, Founder/CEO, Ginger.io

Andrew Rosenthal, Chief Strategy Officer, Massive Health

Brent Vaughan, COO & Co-Founder, WellnessFX

12:00C UTAH DIABETES mHEALTH PILOT

The Utah Beacon Community is one of 17 ONC-funded communities building and strengthening local health IT infrastructure and testing innovative approaches to make measurable improvements in the delivery of healthcare services for patients with diabetes. The IC3 Beacon works with local care providers to improve the quality and efficiency of care patients receive through better disease management and care coordination, while reducing avoidable hospital stays and emergency department visits for people with diabetes. Recognizing that much of “diabetes care” occurs outside the clinic walls and under the direction of the patient, our community effort has piloted several innovative mHealth tools to help patients engage in their own disease management. One of these is Care4Life, a two-way SMS/text messaging coaching and education service for Type 2 Diabetes Mellitus. We have deployed this tool in 18 primary care clinics participating in the Utah Beacon Community Program’s three-county geographic focus area surrounding Salt Lake County. In this presentation, we will describe strategies for recruiting primary care clinics for novel mHealth interventions, offer lessons on deployment of a two-way SMS-protocol for DM management in the unaffiliated independent primary care clinic setting, and present preliminary findings on patient experience with this 2-way text messaging program.

Korey Capozza, MPH, Consumer Engagement Director, HealthInsight

12:30C SESSION TO BE ANNOUNCED

Please visit www.tcbi.org for agenda updates

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

OPTIONAL POST-CONFERENCE WORKSHOP 1

INNOVATION EXCELLENCE COMES TO HEALTHCARE UNBOUND: HOW INNOVATION LEADS TO SEEING 'WHAT IS NEXT' IN HEALTHCARE

Workshop Hours: 2:00 to 6:00 pm

Did you know that the urgency to innovate and the ability to innovate are inversely related? Whether a remote monitoring, telehealth, mobile or a wellness company, your company is impacted by market forces and when healthcare companies miss key market signals, they lose strategic opportunity for innovation. In this workshop you will learn not only through dynamic presentations, but through the visualization and weaving together of ideas to create a powerful blueprint that will inspire your stakeholders to work together to 'see what is next' in the healthcare segment. This workshop will focus on both disruptive and incremental innovation by dissecting the innovation process, team building, innovation portfolio management and tracing the successful innovation history of specific healthcare companies.

You will leave the workshop understanding:

1. How to identify underlying market forces and how to shift business innovation strategy to stay ahead/keep pace with the market.
2. How to manage an existing innovation portfolio that will provide upside potential.
3. How to apply innovation design to ensure healthcare business sustainability.
4. How to create a business case for innovation through systematically analyzing opportunity to commercialization.
5. How to identify and develop innovation teams through leveraging the different traits.
6. How to leverage creative and visionary ideation in creating innovation strategy.
7. How to launch an innovation product into an existing or new market.

The team of experts includes physician innovator Virginia Gurley, who has created a mobile health care company (AuraViva) focused on wellness; author and chief innovation officer of Maga Design Group and executive editor of Innovation Excellence Julie Anixter; LeAnna J. Carey, radio host of TheHealthMaven, healthcare editor of Innovation Excellence and co-founder of AuraViva; and Dexter Shurney, chief medical director of the Employee Health Plan for Vanderbilt University and Medical Center.

Workshop Instructors:

LeAnna J. Carey, MBA, Co-Founder, AuraViva; Healthcare Editor, Innovation Excellence; BTR Radio Host, TheHealthMaven
Virginia Gurley, MD, MPH, Founder & President, AuraViva
Julie Anixter, Executive Editor, Innovation Excellence & Chief Innovation Officer, Maga Design Group
Dexter Shurney, MD, MBA, MPH, Chief Medical Director, Employee Health Plan, Vanderbilt University and Medical Center

OPTIONAL POST-CONFERENCE WORKSHOP 2 THE USE OF MOBILE APPS, ENTERTAINMENT, GAMING AND SOCIAL MEDIA IN THE PROMOTION OF FITNESS AND WELLNESS

Workshop Hours: 2:00 to 6:00 pm

Building on our talk in the conference covering the use of mobile apps, entertainment, gaming and social media in the promotion of fitness and wellness, this four hour workshop is designed to help attendees think through how best to engage more fully with patients using digital channels.

The session will be structured as follows:

Session 1: Patient-led Use Cases & Cutting Edge Solutions (60 Minutes)

- Present some cutting edge solutions and perform a detailed walkthrough of some patient-led use cases
 - Leveraging currently available mobile technologies to monitor and manage health parameters
- Share insight into how specific solutions map to different patient profiles and how they can be used to influence behavior
 - Customizing solutions and making interactive and engaging tools for improving wellness
- Demonstrate how these solutions fit into the overall lifestyle of patients
 - Explore digital channels that are an integral part of everyday life

Session 2: Success and Challenges (60 minutes)

- Present some case studies from leading providers – and discuss what is exceptional about them
 - Share present day success stories of using the digital, mobile and social media technology
- Collectively brainstorm the barriers and challenges facing providers and how to work around these including long-term patient barriers to adoption
 - Creating patient awareness
 - Other factors that might influence wider adoption of digital channels for managing health conditions, wellness and fitness

Session 3: How to make it click? (90 minutes)

- Examine how to demonstrate ROI with these initiatives.
 - Healthcare and insurance providers' view of these ventures from a reimbursement standpoint
 - How can policies be steered to cater to this market?
- Share our insight on how to develop and partner with other organizations to develop digital applications and leverage opportunities
 - Explore synergistic collaboration between health care providers, technology inventors and insurance providers to create impactful tools based on current day digital channels to help manage health, wellness and fitness

Final Comments and Wrap-up (15 minutes)

Workshop Instructors:

Jane E. Bungum, Director, Customer/User Experience, Optum (A UnitedHealth company)
Proteus Duxbury, Managing Consultant, PA Consulting Group
Simon Hall, Managing Consultant, PA Consulting Group

OPTIONAL POST-CONFERENCE WORKSHOP 3 CREATING VALUE FOR THE CUSTOMER

Workshop Hours: 2:00 to 6:00 pm

This hands-on workshop includes multiple role-playing scenarios aimed at helping participants understand the context that supports the successful implementation of new technologies. Participants will be taking on the roles of stakeholders across the healthcare ecosystem and exploring ways that these stakeholders can collaborate to co-create value for the consumer. The scenarios ask participants to examine their assumptions about their customer and consumer needs, their design and product capabilities and how to foster adoption of new products. Providers, Payers, Employers, Vendors and Patients/Consumers will all have something to contribute to this workshop, as well as find value in the exercises.

Presentation #1: Understanding the Customer Needs (45 min)

- Ecosystem of players, needs and resources (technology)
 - Providers, Payers/Employers, Vendors (e.g. telehealth, wellness vendor, admin decision-making tool, health coaching) and Patient/Consumer
 - Context Scenario: Future oriented tech review: internet of things, sensors, virtualization of care
 - Task is to get something adopted by organization and consumer. Sales at two levels

- Customer/Consumer criteria for success/adoption
 - Cost
 - Applicability
 - Outcomes
 - Consumer appeal
 - Regulatory

Case Study Exercise #1 (60 min)

- Group into vendor, provider or payers
- Provider and payer create needs statement from organization's perspective
- Vendor creates their pitch and how it will serve organization's needs with a future focus. How would tech evolve based on what the customer needs?
- Pair up and present to each other
- Provider and payer offer critique (specific criteria for judgment provided)

Presentation #2: Understanding the Consumer/Patient Needs (30 min)

- What we know about behavior change and how to get consumers to do something
 - Focus on specific behavior
 - Activation
- What we know about how consumers use technology and what is engaging to consumers
 - Technophiles' assumptions about consumer behavior
 - Integration into daily life

Case Study Exercise #2 (60 min)

- Vendor becomes consumer
- Provider and payer present value messages to the consumer
- Consumers offer critique (specific criteria for judgment provided)

Report Out and Discussion (30 min)

Workshop Instructor:

Mary Cain, Managing Director, HT3 & Research Affiliate, Institute for the Future
Elise Giancola, Managing Director, HT3

UPCOMING TCBI EVENT

Fourth Annual Medical Device Connectivity Conference & Exhibition

**November 1-2, 2012, 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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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.



www.linkd.in/DigitalHealthGroup

The Digital Health group serves as an ethical, curated forum for advancing professional knowledge and relationships among individuals interested in the super-convergence taking place between digital technologies and the medical cocoon, as Dr. Eric Topol describes it. The group's purview also encompasses consumer-focused, non-clinical digital solutions focused on sports, fitness, health and wellness markets. These can be considered preventive medicine. The key to it all is the health consumer, writ large, who has the potential to catalyze digital health adoption.



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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.

Federal Telemedicine **NEWS**

www.telemedicineneeds.blogspot.com

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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

Published in partnership with HIMSS, Healthcare IT News is the industry's leading news source, providing healthcare IT and other executives the information they need to implement and harness technology as a means to enhance patient care. Jesse H. Neal award-winning coverage includes clinical and business IT strategies, regulatory updates, and vendor and provider news. Content is published in print and online, as well as through mobile and social media platforms. Healthcare IT News is read on all media platforms by IT management, C-suite and general management, and clinical executives at hospitals, large group practices, ambulatory care facilities, home health organizations, payers and more.



www.health2news.com

Health 2.0 News is your source for news and opinions on the latest product debuts, partnerships, funding, and studies. The nexus of information about everything in the world of health technology, Health 2.0 News is also a community site to share your comments and contribute to the daily discussion of what's happening in Health 2.0.



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). Follow @homecaretech on Twitter and [facebook.com/homecaretech](https://www.facebook.com/homecaretech)



www.innovationexcellence.com

Innovation Excellence is the online home of the global innovation community, crowd-sourced from contributions from a rapidly-growing network with thousands of members from over 175 countries - thought leaders, practitioners, providers, academia and government. The Innovation Excellence mission is to curate the evolving conversation and discipline of innovation, "Innovation 3.0," and to provide a forum for connection and co-creation across this community - assembling an ever-growing arsenal of rich media resources, best practices and proven answers for achieving innovation excellence. The founders are three of the world's leading innovation experts: Rowan Gibson, (Innovation to the Core and Rethinking the Future), Braden Kelley (Stoking your Innovation Bonfire) and Julie Anixter (co-author with Seth Godin, The Big Moo, and Beyond Branding, with Nicholas Ind). The site features regular contributions from some of the brightest minds in the field of enterprise innovation, including: Tom Peters, Kevin Roberts, Stephen Shapiro, Henry Chesbrough, Deborah Mills-Scofield, Patrick Meyer, Donna Sturgess, Robert Tucker, Hutch Carpenter, LeAnna Carey, Mitch Ditkoff, Holly Green, Andrea Meyer, Paul Sloane, Jeffrey Phillips, Drew Boyd, Robert Brands, Mike Myatt, Steve McKee, Matthew E. May, and others.

Supporting Publications



www.MedCityNews.com

MedCity Media is the publisher of one of the fastest growing industry news sites covering healthcare innovation, MedCityNews.com, and provider of custom marketing solutions to healthcare industry clients across the U.S. Reaching more than 150,000 unique visitors per month, MedCityNews.com provides news, opinion and analysis from today's medical cities. With bureaus in Cleveland, Twin Cities, Research Triangle Park and Philadelphia, MedCity covers innovation and technology from across the healthcare ecosystem. MedCity's custom marketing division services clients of all sizes utilizing a network of 70+ writers to provide content of all types for all mediums - web copy, social media content and more.



www.mobihealthnews.com

MobiHealthNews, founded in 2008, has quickly become the leading provider of news, commentary, online events and research for the global mobile health community. The company works hard to deliver one of the best curated and most insightful publications focused on digital health today. MobiHealthNews has a growing audience of more than 80,000 unique monthly readers; an in-depth collection of paid content reports, including: mObesity, The Coming Medical Tablet War, Professional iPhone Medical Apps, Consumer Health Apps, and State of the Industry 2012; and a popular series of online events that have focused on What Makes A Health App Effective, Mobile Health Trends for 2012, Mobile Health & Meaningful Use, and more.



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.

The Doctor Weighs In

www.thedoctorweighsin.com

Patricia Salber, MD, MBA is host of The Doctor Weighs In - a blog about all things health & healthcare. TDWI writers are often provocative, sometimes funny, & always entertaining. Join us @ www.thedoctorweighsin.com and follow us @[@docweighsin](https://twitter.com/docweighsin).



www.thehealthcareblog.com

THCB covers the business of health care, national health care policy and the technologies that are changing, and in some cases failing to change, medicine. It's read by tens of thousands of doctors, med students, health care executives, industry observers and others researching their health care options and trying to make sense of the system. Started in August 2003, for most of the first five years of its existence THCB was the mostly exclusive domain of Matthew Holt, who still owns and runs THCB. But a mix of increased consulting work and the growth of the Health 2.0 Conference that Matthew co-founded with Indu Subaiya in 2007 limited Matthew's time to write every day. In March 2008, THCB officially became a group blog, in which all authors (including Matthew) started to use their own byline.

Supporting Organizations



www.leadingage.org

To expand the world of possibilities for aging, LeadingAge members and affiliates touch the lives of millions of individuals, families, employees and volunteers every day. The LeadingAge community (www.LeadingAge.org) includes 5,400 not-for-profit organizations in the United States, 38 state partners, hundreds of businesses, research partners, consumer organizations, foundations and a broad global network of aging services organizations that reach over 30 countries. The work of LeadingAge is focused on advocacy, leadership development, and applied research and promotion of effective services, home health, hospice, community services, senior housing, assisted living residences, continuing care communities, nursing homes, as well as technology solutions, to seniors, children, and others with special needs.



<http://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://leadingage.org/cast.aspx>.



www.agetecca.com

AgeTech California was established to advance the delivery of technology-enabled aging services and homecare 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



www.carecontinuum.org

The Care Continuum Alliance aligns all stakeholders on the continuum of care toward improving population health. Through advocacy, research and education, the Care Continuum Alliance advances population-based strategies to improve care quality and outcomes and reduce preventable costs for the well and those with and at risk of chronic conditions. The Care Continuum Alliance represents more than 200 organizations and individuals, including wellness and prevention providers; population health management organizations; pharmaceutical manufacturers; pharmacies and pharmacy benefits managers; HIT innovators; employers; physicians, nurses and other health care professionals; and researchers and academics. Learn more at www.carecontinuum.org.

Supporting Organizations



www.continuaalliance.org

Continua Health Alliance is an international not-for-profit industry organization enabling end-to-end, plug-and-play connectivity of personal health devices and services. These services will empower information-driven health self-management and facilitate the incorporation of health and wellness into the day-to-day lives of consumers. Continua facilitates more effective health management and better outcomes by enabling connectivity of personal health devices and services, as well as secure, convenient sharing of personal health data. Continua is a pioneer in establishing industry standards and security for connected health technologies such as smartphones, gateways and remote monitoring devices that can be used to collect and relay vital health information and education. Its activities include a certification and brand support program, events and collaborations to support technology and clinical innovation, and outreach to employers, payers, governments and care providers. With nearly 250 member companies reaching across the globe, Continua is comprised of technology, medical device and healthcare industry leaders and service providers dedicated to making personal connected health a reality.

Mission

To facilitate more effective health management and better outcomes by enabling plug and play connectivity of personal health devices and services, as well as secure, convenient sharing of personal health data.

Continua Health Alliance Administration
3855 SW 153rd Drive
Beaverton, Oregon 97006
Tel: (503) 619-0867 Fax: (503) 644-6708
Email: Admin@continuaalliance.org
Website: www.continuaalliance.org.



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.



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.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 www.VNAA.org for more information.

**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), Care Continuum Alliance, Continua Health Alliance, Home Care Technology Association of America (HCTAA) / National Association for Home Care & Hospice (NAHC), LeadingAge / Center for Aging Services Technologies (CAST) and Visiting Nurse Associations of America (VNAA). Supporting organization discounts cannot be combined. However, the supporting organization discount may be combined with the earlybird discount.

ASSOCIATE DISCOUNT:

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

EARLYBIRD DISCOUNT:

You must register and pay by June 21, 2012 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 **C125**. For information about wire transfers, please contact TCBI: Tel: (310) 265-0621, Email: info@tcbi.org.

HOTEL INFORMATION:

Hotel Kabuki, 1625 Post Street, San Francisco, CA 94115. To secure a hotel reservation at the Hotel Kabuki, please call **(800) 533-4567** and mention "TCBI" to receive the discounted rate of \$199 plus tax for single or double occupancy. If you prefer to make your reservations online, please visit www.tcbi.org, click on the link for the Healthcare Unbound Conference, then click on Hotel Accommodations. Please note that the \$199 rate applies only for the nights of July 18th and 19th. The hotel cutoff date for the group rate is June 27, 2012. Room availability is limited so we encourage you to make your reservation as soon as possible. To avoid a cancellation fee of one night's room and tax, reservation cancellations must be made before 3:00 pm on the day prior to arrival. With its prime San Francisco location and unique blend of Eastern and Western influences, the Hotel Kabuki offers a calm and serene ambiance that is sure to please business and leisure travelers alike. Step out the door into San Francisco's Japantown, with its gift stores, bookstores, Kimono shops and sushi bars. Fillmore Street, with its popular boutiques, cafes and clubs is within walking distance, a few blocks away. More than 30 restaurants of various international cuisines surround Hotel Kabuki, and San Francisco's Sundance Kabuki Cinema is just down the street from the hotel. San Francisco's Union Square, the Golden Gate Bridge, Golden Gate Park, Chinatown and the famed cable cars are also nearby. Hotel Kabuki is easy to reach by car, airport shuttle or public transportation. Three municipal bus lines stop within a block of Hotel Kabuki and provide excellent service throughout San Francisco.

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

Ninth Annual Healthcare Unbound Conference, July 19-20, 2012, San Francisco, CA

Registration Options:

PRICE

- Category One Registration (Conference Only)** \$1,095
 Category One Registration (Conference Plus Post-Conference Workshop-choose a workshop below) \$1,495
 Workshop 1: Innovation Excellence Comes to Healthcare Unbound: How Innovation Leads to Seeing 'What is Next' in Healthcare
 Workshop 2: The Use of Mobile Apps, Entertainment, Gaming and Social Media in the Promotion of Fitness and Wellness
 Workshop 3: Creating Value for the Customer

Category One Registration Fee Applies to Employees of Remote Monitoring, Medical Device, mHealth, eHealth, Social Media and Gaming 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 1: Innovation Excellence Comes to Healthcare Unbound: How Innovation Leads to Seeing 'What is Next' in Healthcare
 Workshop 2: The Use of Mobile Apps, Entertainment, Gaming and Social Media in the Promotion of Fitness and Wellness
 Workshop 3: Creating Value for the Customer

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

- I qualify for the \$100 earlybird discount (registration and payment must be made by June 21, 2012).
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), Care Continuum Alliance, Home Care Technology Association of America (HCTAA) / National Association for Home Care & Hospice (NAHC) 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.