



The Center for Business Innovation

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Presents

Healthcare Unbound

*A Conference & Exhibition on the Convergence of Consumer
& Healthcare Technologies
Special Focus on Remote Monitoring & Telehomecare*



July 8-9, 2004

**Hyatt Regency
Cambridge, Massachusetts**

This visionary event features innovative applications of remote monitoring, telehealth and pervasive computing technologies to promote wellness, manage diseases, facilitate clinical trials and enhance medication compliance.

Keynote Speakers:

- Michael J. Barrett, CRITICAL MASS CONSULTING
- Elizabeth W. Boehm, FORRESTER RESEARCH
- Eric Dishman, INTEL PROACTIVE HEALTH RESEARCH & CENTER FOR AGING SERVICES TECHNOLOGY (CAST)
- Robin A. Felder, PhD, THE UNIVERSITY OF VIRGINIA HEALTH SCIENCES CENTER
- Stephen Intille, PhD, MIT HOME OF THE FUTURE CONSORTIUM
- Vince Kuraitis, JD, MBA, BETTER HEALTH TECHNOLOGIES, LLC
- Joseph Kvedar, MD, HARVARD MEDICAL SCHOOL & PARTNERS TELEMEDICINE
- William Novelli, AMERICAN ASSOCIATION OF RETIRED PERSONS (AARP)
- Alice Pentland, MD, CENTER FOR FUTURE HEALTH, UNIVERSITY OF ROCHESTER
- Victor Villagra, MD, FACP, HEALTH & TECHNOLOGY VECTOR, INC.

SUPPORTING ORGANIZATIONS



SUPPORTING PUBLICATIONS



ABOUT THE HEALTHCARE UNBOUND CONFERENCE & EXHIBITION

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

The program will have a strong focus on two areas in which there appears to be significant potential for adoption of remote patient monitoring (RPM) / telehomecare / pervasive computing technologies:

- 1) **Wellness promotion and disease management**, with a special emphasis on Baby Boomers and the elderly population
- 2) **Clinical trials**, where these innovative technologies can be used to enhance patient recruitment, retention and data collection. Also in promotion of **medication compliance**.

In addition to dramatically changing traditional health care delivery, “Healthcare Unbound” attracts a range of companies that previously have not been deeply involved in healthcare – including consumer electronics, telecom, and information technology companies.

- **Consumer Technologies**

- Smart houses
- Personal communications devices -- PDAs, cell phones, etc.
- Broadband -- cable, DSL, satellite
- Digital cameras, video
- Wireless

- **Healthcare Technologies**

- Remote Patient Monitoring
- Personal Medical Records/Electronic Medical Records
- ePrescribing
- eDisease Management
- eClinical Trials
- Telehealth/Telemedicine
- Sensors
- Traditional medical devices (becoming smaller, Internet enabled, implantable)
- Call centers, customer relationship management technologies
- Internet/web technologies -- interactive web sites, doctor/patient email, virtual physician visits

ABOUT THE CONFERENCE ORGANIZER

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

TCBI currently focuses on the US healthcare market, with a strong commitment to organizing programs that offer detailed insights on clinical, technological, financial, strategic and regulatory aspects of healthcare. These programs are carefully designed to meet the information needs of executives, clinicians and scientists from hospitals, managed care organizations, physician groups, 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.

If you are interested in sponsorship/exhibition, speaking opportunities, have any questions about our events, or would like to suggest a conference topic, please contact:

Satish Kavirajan, Managing Director, TCBI:

Ph: 310-265-2570 • Fax: 310-265-2963 • Email: sk@tcbi.org

WHO SHOULD ATTEND

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

- *Health Plans (Including Consumer-Driven Health Plans) and Employers*
- *Healthcare Providers, Including: hospitals, integrated delivery networks, medical groups, home care agencies, assisted living facilities, retirement communities, nursing homes, hospices, disease management companies, call centers, public health/preventive medicine companies and weight management companies*
- *Pharmaceutical, Medical Device and Diagnostics Companies as well as Contract Research Organizations (CROs)*
- *Healthcare Information Technology Companies, Including: telemedicine, remote patient monitoring and ehealth companies*
- *Consumer Technology Companies, Including: consumer electronics, telecom, wireless, information and communication technology companies as well as partners and suppliers*
- *Security Analysts, Investment Bankers, Venture Capitalists, Angel Investors and Consultants*

HEALTHCARE UNBOUND ADVISORY BOARD

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*Audrey Kinsella, MA, MS, Principal Researcher & Owner, INFORMATION FOR TOMORROW & Author of
Home Telehealthcare: Process, Policy & Procedures*

Vince Kuraitis, JD, MBA, Principal, BETTER HEALTH TECHNOLOGIES, LLC

*Joseph C. Kvedar, MD, Vice Chairman & Associate Professor, Department of Dermatology,
HARVARD MEDICAL SCHOOL, Corporate Director, PARTNERS TELEMEDICINE &
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Victor G. Villagra, MD, FACP, President, HEALTH & TECHNOLOGY VECTOR INC.

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

Mitch Work, 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

THE HEALTHCARE UNBOUND AGENDA

Please visit www.tcbi.org for agenda updates

DAY ONE: THURSDAY, JULY 8, 2004

7:00 **REGISTRATION, EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST** Sponsored By: 

7:45 **CHAIRPERSON'S OPENING REMARKS**
Vince Kuraitis, JD, MBA, Principal, BETTER HEALTH TECHNOLOGIES, LLC
Lois Drapin, DRAPIN & CO

8:00 **KEYNOTE ADDRESS: LAY-OF-THE-LAND--THE CONVERGENCE OF CONSUMER AND TELEHEALTH TECHNOLOGIES**

- Environmental trends: the marriage of consumer and health care technologies
- Consumer technology companies jump into telehealth: Philips, Panasonic, Samsung Electronics, Motorola, Qualcomm, and many others
- Promising business models
- What's working, what's not

Vince Kuraitis, JD, MBA has 20 years diverse health care experience in multiple roles: President, VP Corporate Development, VP Operations, Regional Director of Marketing, Consultant. His experience spans over 100 different health care organizations. Vince's education includes MBA and JD degrees from UCLA, and a BS degree in business administration from USC. Since 1997 he has worked as Principal of Better Health Technologies, LLC (www.bhtinfo.com), an eHealth strategy and disease management consulting firm. Clients have included Samsung Electronics, Medtronic, Joslin Diabetes Center, and Siemens Medical Solutions, as well as a large number of pre-IPO companies.

Vince Kuraitis, JD, MBA, Principal, BETTER HEALTH TECHNOLOGIES, LLC

8:30 **KEYNOTE ADDRESS: THE CONNECTED PATIENT IN THE ERA OF COST CONTAINMENT -- THE PROVIDER'S PERSPECTIVE**

More Americans are moving into their high maintenance health care years at a time when all eyes are on the rising cost of care. Concurrently, the technology market is moving in a direction that will allow for untethered, passive monitoring and anytime/anywhere communication with individuals ranging from the near ill/worried well to the chronically ill. While the current model of health care reimburses providers, almost exclusively, for patient visits to their offices and hospitals, there has been no clear definition of what role providers would play in this new economic reality. The speaker will discuss provider perspectives, incentives and reactions to this changing world.

Joseph C. Kvedar, MD, a board-certified dermatologist, is Founder and Director of Partners Telemedicine and Vice Chair of Dermatology, Harvard Medical School. Partners HealthCare is the umbrella organization created by Brigham and Women's Hospital and Massachusetts General Hospital, both Harvard Medical School teaching hospitals. Dr. Kvedar's primary responsibilities involve direction and management of Partners Telemedicine, a program that is recognized globally for excellence and leadership in the emerging field of telemedicine. The department is responsible for management of remote teleconsultations in all specialties, benefiting patients in more than 30 countries; and coordination of clinical and educational videoconferences and multimedia productions that link and provide information to health care providers globally. Dr. Kvedar is Vice Chair of the American Academy of Dermatology (AAD) task force on telemedicine, with a focus on image management and guideline development. He co-authored the initial set of AAD telemedicine guidelines and participated in their revision during the summer of 2001.

Joseph C. Kvedar, MD, Vice Chairman & Associate Professor, Department of Dermatology, HARVARD MEDICAL SCHOOL, Corporate Director, PARTNERS TELEMEDICINE & President, AMERICAN TELEMEDICINE ASSOCIATION

9:00 **KEYNOTE ADDRESS: HEALTH & TECHNOLOGY**

As a nation, we have access to technology that seems limitless in potential. These technologies have improved the quality of life and health of many Americans. The use of this technology will increase in importance as we prepare for 2011 – when the first wave of America's 76 million Baby Boomers turns 65. This presentation will address:

- How different technologies can help many Americans age in place
- How patient care can move from the doctor's office to the patient's home
- Goals and strategies for improving service by using technology for older Americans at every point along the spectrum of care

Bill Novelli is Executive Director and CEO of AARP, a membership organization of more than 35 million people age 50 and older, half of whom remain actively employed. Mr. Novelli is a recognized spokesman for older Americans, and the social, political, and cultural issues that impact them. For most of his professional career, Mr. Novelli was a leading public relations professional, as co-founder (in the early 1970s) and President of Porter Novelli, an international agency with corporate, not-for-profit, and government clients (now part of the Omnicom Group). In 1999, he was named one of the 100 most influential public relations professionals of the 20th century by the industry's leading publication.

Mr. Novelli retired from Porter Novelli in 1990 to pursue a second career in public service. He served as Executive Vice President of CARE, the world's largest private relief and development organization and was responsible for all operations in the U.S. and abroad. Mr. Novelli later became President of the Campaign for Tobacco-Free Kids, whose mandate is to change public policies to limit tobacco companies' marketing and sales practices to children. Mr. Novelli pioneered the practice of social marketing, and managed programs in cancer control, diet and nutrition, cardiovascular health, reproductive health, infant survival, and charitable giving, in the U.S. and the developing world.

William Novelli, Executive Director & CEO, AMERICAN ASSOCIATION OF RETIRED PERSONS (AARP)

9:30 **EXHIBITOR SHOWCASE & REFRESHMENTS** Sponsored By:



10:00 **KEYNOTE ADDRESS: WHO PAYS FOR HEALTHCARE UNBOUND?**

Medtronic and IBM are testing heart monitors that connect directly to cell phones to trigger 911 calls. Intel and GE are investing in network technologies to monitor and connect aging seniors to remote care centers.

Fitness fanatics are purchasing wristwatches that count calories burned and monitor body functions. Forrester calls these emerging technologies--designed to help free care from formal institutions --Healthcare Unbound. This presentation will address:

- How ready are consumers for Healthcare Unbound?
- How ready are healthcare providers and payers for Healthcare Unbound?
- Who will pay for Healthcare Unbound technologies?
- What new technologies are laying the groundwork for Healthcare Unbound?
- Who will be responsible for managing the critical patient data that results from Healthcare Unbound?
- What do device and solutions vendors need to do to drive adoption of Healthcare Unbound technologies?
- What are the economic arguments for and against Healthcare Unbound?
- What should vendors and healthcare companies do today to prepare for Healthcare Unbound?

Elizabeth Boehm's research focuses on pharmaceutical marketing, CRM for health firms, health content sites, clinical applications, and business-to-consumer eCommerce opportunities for healthcare companies. She conducts research in consumer- and physician-oriented eHealth issues, including content consumption, online pharmacy strategies, health site design, eDetailing, and online health services like electronic medical records and disease management.

Ms. Boehm was a member of the team that launched Healthcare Research at Forrester. Prior to that, she worked closely with Forrester's Chief Executive Officer, George F. Colony, conducting competitive analysis and internal business analysis, as well as coordinating Forrester's business planning process. As an adjunct to her written research, Elizabeth has worked with \$1 billion-plus pharmaceutical firms and health plans to drive strategic decision-making and Website design overhauls.

Elizabeth W. Boehm, Analyst, Healthcare & Life Sciences, FORRESTER RESEARCH

10:30 **KEYNOTE ADDRESS: WHEN BOOMER DEMOGRAPHICS MEET TECHNOLOGY INNOVATION**

America's – and the world's – biggest generation is nearing the age at which chronic diseases commonly hit. Some observers look at the raw numbers and predict soaring markets in every dimension for remote and at-home healthcare. But in this momentous rendezvous between demographics and technology, understanding the details will be crucial to healthcare delivery and business success. This presentation will address such questions as:

- Who will benefit early from aging boomers – and who will have to bide their time?
- Which Boomer population segments will be most important to the market?
- When will aging Boomers fuel the demand for healthcare products and services?
- How will boomer attitudes and values drive unexpected changes in the technology?
- What new models of care will emerge in response to the effects of ubiquitous patient data?
- Where are the largest overall business opportunities in Healthcare Unbound?

Mike Barrett is an independent consultant on information technology issues within healthcare and the life sciences, with a special interest in technology adoption by physicians. In 1999-2003, Mr. Barrett was a senior analyst and consultant at Forrester Research. In the course of evaluating over 200 business models and IT offerings in healthcare, pharmaceuticals, biotechnology, and medical devices, he advised dozens of executives on the positioning of their products and the future direction of the industry. Prior to joining Forrester, Mr. Barrett served as CEO and General Counsel of an independent practice association (IPA). Mr. Barrett has written extensively on IT's role in healthcare and the life sciences.

Before entering the private sector, Mr. Barrett practiced law and ran successfully for four terms in the Massachusetts State Senate. As Senate chair of the Committee on Healthcare, he focused on HMO reforms and biotechnology's role in the state economy. In 1998 he was named by Governor William Weld and Attorney General Scott Harshbarger to Massachusetts' Special Task Force on the Financing of Long-Term Care. In 1992 he was named by the U.S. Senate to fill its designated slot on the National Commission on Time and Learning, whose final report urged the lengthening of the American school year and school day. Mr. Barrett graduated from Harvard College magna cum laude and from the Northeastern University School of Law.

Michael J. Barrett, CRITICAL MASS CONSULTING

11:00 **KEYNOTE ADDRESS: TOWARDS HOME HEALTH PLATFORMS--THE CONVERGENCE OF CONSUMER ELECTRONICS, COMMUNICATIONS, AND COMPUTING TECHNOLOGIES**

In light of disruptive demographic changes that threaten the healthcare systems and economies of almost every nation over the coming decades, we must somehow increase the quality of care for double the number of people over age 65 while reducing national expenditures on healthcare. We must reinvent healthcare systems to focus more on daily prevention, early detection, improved compliance, and remote caregiving. Home care—especially technologies sold to and used by consumers themselves—is perhaps our only and best hope for dealing with this seemingly impossible worldwide challenge. As dozens of major consumer electronics, computing, and communications companies create new infrastructure in the home for entertainment and personal communications purposes, they are also unknowingly creating a platform for doing home care like few people have imagined (and even fewer have done any research on). Converged and connected everyday devices—from cell phones to computers to televisions to alarm clocks—combined with wireless sensor network technologies offer radical new ways of seeing—and intervening in—the aging and disease processes that we too often treat in a reactive, expensive manner today. This presentation will describe several technological initiatives at Intel—the Digital Home and Radio Free Intel—as well as results from Intel’s Proactive Health Research Lab to show how convergent technologies offer real hope for consumers, real savings for healthcare payors, and real market opportunities in healthcare for some rather unexpected industries and companies.

Eric Dishman, Senior Research Scientist at Intel Corporation, has spent the past 12 years leading social science research in high-tech labs to inform the development of home health, e-health, and aging-in-place technologies. He is Chair of the Intel Research Council Health Subcommittee and the Director of Intel’s Proactive Health Research Lab (www.intel.com/research/prohealth), focused on families who are struggling with cognitive decline, cancer, and cardiovascular disease. In partnership with AAHSA (www.aahsa.org), Mr. Dishman co-founded and serves as the national Chair of the Center for Aging Services Technologies (www.agingtech.org), a cross-industry collaboration of 300 organizations working to accelerate technology R&D to help seniors—and the people who care for them—live long and live well across the entire continuum of care. Mr. Dishman is a nationally known speaker and author on the topics of aging and home health care technologies, and he serves as an advisor to numerous companies, universities, and Congressional members on assistive technologies, telemedicine, and home healthcare.

Eric Dishman, Director, INTEL PROACTIVE HEALTH RESEARCH, Director, INTEL RESEARCH COUNCIL HEALTH SUBCOMMITTEE & Chair, CENTER FOR AGING SERVICES TECHNOLOGY (CAST)

11:30 **KEYNOTE ADDRESS: LETTING THE HOME INTERFACE WITH THE HEALTHCARE SYSTEM**

Our medical system depends on travel of patients to centralized facilities, where they can be diagnosed and treated by medical experts using expensive diagnostics. For real disease prevention, the home must be integrated into the healthcare continuum. Quantifiable, medically validated longitudinal and passive health aids and systems, targeted primarily for consumer use, are key to successful change.

Dr. Alice Pentland is the Medical Director and co-founder of the University of Rochester’s Center For Future Health. She has been working with a wide spectrum of health care providers, technologists, manufacturers and users of health care to move design of the home interface of health care toward reality for the past 8 years. As chair of the University of Rochester’s Department of Dermatology, she has also worked to bring her specialty into the digital age, supporting the development of image based decision support tools, and working to create electronic media for patient care in Dermatology.

Alice Pentland, MD, Medical Director, CENTER FOR FUTURE HEALTH, UNIVERSITY OF ROCHESTER & Chair, Department of Dermatology, UNIVERSITY OF ROCHESTER

12:00 **EXHIBITOR SHOWCASE & LUNCHEON**

1:00 **KEYNOTE ADDRESS: UBIQUITOUS COMPUTING TECHNOLOGIES TO ENCOURAGE AGING IN PLACE**

At MIT, a multi-disciplinary team of researchers is studying how to create technologies and environments that promote healthy living and aging in place. We are developing technologies and design strategies that use context-aware sensing to empower people with information precisely when and where it is needed. Contrary to many visions of future home environments in the press, we advocate an approach that uses technology to teach, as opposed to using technology for automated control. In this talk we will use recent research to illustrate how emerging consumer technologies can be used to create “just-in-time” proactive healthcare solutions that encourage independence and promote healthy aging.

Stephen Intille is a Research Scientist and Technology Director of the Changing Places / House_n: MIT Home of the Future Project based out of the MIT School of Architecture and Planning. His research interests are focused on the development of context-recognition algorithms and interface design strategies for ubiquitous computing environments. Of special focus is the challenge of creating spaces and devices that motivate behavior change over long periods of time, particularly as applied to preventive health care. He received his PhD from MIT in 1999 working on computational vision at the MIT Media Laboratory, an SM from MIT in 1994, and a BSE degree in Computer Science and

Engineering from the University of Pennsylvania in 1992. He has published research on large-occlusion computational stereo depth recovery, multi-agent tracking, real-time tracking, multi-agent action recognition, perceptually-based interactive environments, and technology for preventive healthcare.

Stephen Intille, PhD, Technology Director, Changing Places / House_n: the MIT Home of the Future Consortium, Department of Architecture, MASSACHUSETTS INSTITUTE OF TECHNOLOGY

1:30 **KEYNOTE ADDRESS: HEALTHCARE IN THE FUTURE--PASSIVE SMART HOUSE MONITORING COUPLED WITH GENETIC AND PROTEOMIC PROFILING FOR DISEASE DETECTION AND MANAGEMENT**

Genetic single nucleotide polymorphisms (SNPs) can be used to predict monogenic diseases. Recently, the use of SNP panels have proven useful for predicting complex diseases such as hypertension (elevated blood pressure). Once a positive predictive value has been obtained, continuous monitoring of quality of life and physiologic parameters in the home can be useful in detecting the earliest onset of disease. We have developed a genetic panel for screening for the propensity for hypertension as well as passive monitoring technology for elders in their home in order to demonstrate the utility of this new health care delivery paradigm.

Robin Felder, PhD received his BS in Chemistry at the College of William and Mary in 1977. In 1983 he received his PhD in Biochemistry at Georgetown University. In 1983-84 he completed a post-doctoral fellowship under John Keabian at the National Institutes of Health. In 1984 he was appointed to the medical faculty at The University of Virginia Health Sciences Center in Charlottesville, Virginia. Dr. Felder is currently Professor of Pathology, and Associate Director of Clinical Chemistry and Toxicology, and Director of the Medical Automation Research Center. Dr. Felder founded the Association for Laboratory Automation and currently is President and Editor of its journal: Journal of the Association for Laboratory Automation (JALA). He has published over 80 basic and clinical research articles, 30 robotics research articles, and over 15 chapters and reviews, and has 2 patents on remote control analytical processes. He has received awards such as the Fogarty International Fellowship, the Young Clinical Investigator Award from the Association for Clinical Scientists, and the Young Investigator Award from both the American Federation for Clinical Research and the American Physiological Society.

Robin A. Felder, PhD, Professor of Pathology, THE UNIVERSITY OF VIRGINIA HEALTH SCIENCES CENTER & Director, MEDICAL AUTOMATION RESEARCH CENTER (MARC)

2:00 **KEYNOTE ADDRESS: TO BE ANNOUNCED**

Representative To Be Announced, DISEASE MANAGEMENT ASSOCIATION OF AMERICA (DMAA)

2:30 **KEYNOTE ADDRESS: DISEASE MANAGEMENT--AN IDEAL DOCKING STATION FOR REMOTE BIOMONITORING TECHNOLOGIES**

Primary care physicians are the designated care coordinators for patients with multiple chronic conditions. However, small physician practices lack access to integrated databases, information management, mass communication technology and staffing required to support their coordination role. Patients with multiple chronic conditions often receive care by multiple specialists in different locations. Disease management programs are ideally positioned to coordinate all the traffic of bioinformation collected via remote devices and presenting integrated, actionable information to treating physicians while at the same time supporting patients with their self-care routines. Since disease management already reaches approximately 5 million chronically ill patients, these programs provide a nearly ideal centralized "docking station" to test technologies devoted to the remote collection of patient bioinformation.

Dr. Victor Villagra is an independent healthcare consultant with extensive experience in managed care, disease management and technology assessment. Prior to his current position, he served as National Medical Director and VP of Quality & Medical Strategy at CIGNA HealthCare. He was responsible for development of a national disease management program and was responsible for establishing coverage policy and reimbursement strategy for emerging technologies. Dr. Villagra is a past-president of the Disease Management Association of America. In October 2001 and again in October of 2003, he received the distinguished Disease Management Association of America Karen Coughlin Individual Disease Management Leadership Award. As President of Health & Technology Vector, Dr. Villagra has provided expert advice on disease management to Representative Nancy Johnson, Chairwoman of the Ways & Means Health Subcommittee, the Centers for Medicare & Medicaid Services (CMS); he testified before sub-committees of the Department of Health and Human Services (HHS) on a variety of subjects including privacy and genetic testing. He has served on numerous national advisory boards such the National Committee for Quality Assurance (NCQA) Disease Management Advisory Council and the Jackson Hole Group.

Victor G. Villagra, MD, FACP, President, HEALTH & TECHNOLOGY VECTOR INC.

3:00 **EXHIBITOR SHOWCASE & REFRESHMENTS** Sponsored By: 

3:30 **PLENARY PANEL DISCUSSION: CURRENT STATE AND FUTURE DIRECTION OF HEALTHCARE UNBOUND TECHNOLOGIES**

This diverse panel of nationally known experts will address the current state and future direction of Healthcare Unbound technologies, including telemedicine, remote monitoring and smart phones.

Moderator:

Lois Drapin, DRAPIN & CO

Panelists:

Ron Poropatich, MD, Past President, AMERICAN TELEMEDICINE ASSOCIATION

Astro Teller, CEO, BODYMEDIA, INC.

Joseph L. Ternullo, JD, CPA, Associate Director, Telemedicine, PARTNERS HEALTHCARE SYSTEM

Donald Jones, Vice President Business Development, QUALCOMM

CONCURRENT SESSIONS: TRACKS A & B

TRACK A

APPLICATIONS IN WELLNESS PROMOTION AND DISEASE MANAGEMENT (SPECIAL FOCUS ON BABY BOOMERS AND THE ELDERLY)

4:30A **PANEL DISCUSSION: SENIOR CARE PROVIDER PERSPECTIVES**

- Integration of health monitoring technology as a need for the future
- Technologies that allow aging individuals to maintain their independence in their setting of choice
- Testing emerging technologies
- Using remote home monitoring to bridge the workplace caregiving divide - feasibility and findings, including insights from actual workplace linked to home installations across N.E., offered for free for a six month period

Moderator:

Russell Bodoff, Executive Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST), AMERICAN ASSOCIATION OF HOMES AND SERVICES FOR THE AGING (AAHSA)

Panelists:

Diane Feeney Mahoney PhD, Director of Gerontechnology and family caregiving,

Senior Research Scientist, Research and Training Institute, HEBREW REHABILITATION CENTER FOR AGED

Lisa Gaudet, MBA, Manager, Office of Remote Care Technology, NORTHEAST HEALTH

5:15A **PANEL DISCUSSION: PERSPECTIVES ON RPM / TELEHOMECARE APPLICATIONS FOR THE BABY BOOMER GENERATION**

The 77 million baby boomers are an enormous Tsunami headed towards all healthcare providers, tele-homecare industry and the CMS's radar screens and facilities. How will new RPM technologies enable both chronic patients and providers to effectively manage chronic diseases in a cost-effective and quality-conscious manner? Beginning in 2011, a Boomer will turn 65 years old every eight seconds for next 18 years. CMS is seeking cost effective solutions to respond to this massive increase in patient volumes and their related cost to the Federal government. One of CMS's 15 demonstration projects has been developing "hands on" remote monitoring solutions in the Washington DC market and elsewhere. This panel will evaluate the current status of remote monitoring, review innovative emerging technologies, gain a glimpse into the CMS demonstration project and discuss the "pros" and "cons" of "high touch vs. high tech" solutions in the homecare setting and its potential impact on aging Baby Boomers.

Moderator:

Michael G. Ryan, FACHE, Chairman & Managing Partner, EXECUTIVE IMPACT GROUP

Panelists:

Randall S. Moore, MD, MBA, Chairman, CEO, and President, AMERICAN TELECARE, INC

Phil V. Beauchene, RN, MHA, Executive Director, GEORGETOWN UNIVERSITY MIND MY HEART MEDICARE DEMONSTRATION PROJECT, CMS DEMONSTRATION PROJECT ON COORDINATED CARE FOR CHRONICALLY ILL MEDICARE BENEFICIARIES

Stephen Brown, President & CEO, HEALTH HERO NETWORK

6:00 **DAY ONE CONCLUDES;**

EXHIBITOR SHOWCASE & NETWORKING COCKTAIL RECEPTION



TRACK B

APPLICATIONS IN CLINICAL TRIALS & MEDICATION COMPLIANCE (FOR PHARMACEUTICAL COMPANIES, CONTRACT RESEARCH ORGANIZATIONS & INVESTIGATOR SITES)

4:30B **USE OF REMOTE PATIENT MONITORING TO IMPROVE DATA CAPTURE**

Complete and accurate reporting of patient data during clinical trials requires electronic capture. Advances in technology and reduced device costs are driving adoption. All participants in the clinical trials process -- sponsors, CROs, investigators and patients -- stand to gain. This panel will explore the potential of remote patient monitoring technology, as well as key considerations in utilizing this technology.

Moderator:

Carol Rozwell, Vice President & Research Director, Life Sciences, GARTNER

Panelists:

Pamela McNamara, CEO, CRF INC.

Additional Panelists To Be Announced

5:15B **PANEL DISCUSSION: USE OF RPM TO PROMOTE MEDICATION COMPLIANCE**

Optimizing the value of a pharmaceutical product requires more than a focus on just the product launch and new patient acquisition. Customer loyalty - beyond new Rx starts - is both a significant opportunity and challenge to pharmaceutical companies today. While the opportunity is large, targeting the "right" customers with the "right" solution can be an expensive proposition with questionable ROI for many product teams. However, the introduction of RPM and technology has enabled many companies to utilize lower cost per interaction solutions to promote compliance with pharmaceutical therapy. This panel will explore the potential for RPM in compliance efforts, the current state of the market, and future opportunities as technology and products evolve.

Moderator:

Mark Bard, President, MANHATTAN RESEARCH, LLC

Panelists:

Marie Smith, PharmD, Vice President e-Strategy and Integration, AVENTIS PHARMACEUTICALS

Jeremy Nobel, MD, Adjunct Lecturer on Health Policy and Management, HARVARD SCHOOL OF PUBLIC HEALTH

6:00 **DAY ONE CONCLUDES;**

EXHIBITOR SHOWCASE & NETWORKING COCKTAIL RECEPTION



THE HEALTHCARE UNBOUND AGENDA

Please visit www.tcbi.org for agenda updates

DAY TWO: FRIDAY, JULY 9, 2004

7:30 **EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST** Sponsored By:



HomMed

8:00 **CHAIRPERSONS' OPENING REMARKS**

CONCURRENT SESSIONS: TRACKS A & B

Choose from Track A or Track B

Please note that on Day Two, some sessions in both tracks may be of interest to both individuals interested in clinical trials / medication compliance applications, as well as those interested in disease management / wellness applications. However, Track A will be predominantly disease management and wellness-focused, with a special emphasis on applications for Baby Boomers and the elderly, while Track B will be predominantly clinical trials-focused. Please refer to session descriptions to determine whether or not a particular session is appropriate for you.

TRACK A

8:15A **PANEL DISCUSSION: DISEASE MANAGEMENT APPLICATIONS**

- What are the information management requirements of DM that can be addressed by these technologies?
- Which stakeholders stand to benefit most and why?
- What incentives, both direct and indirect, will come to bear to facilitate adoptions of new care management strategies?
- Are disease management companies, health plans and consumers embracing this new technology?
- How do you see the interest by CMS as being a factor in accelerating interest in technology-leveraged DM?
- What are the impediments to adoption, and how can they be overcome?
- What is the return on investment for these applications?
- In what areas has remote patient monitoring proven most effective?
- Are there "wild cards" and "forcing functions" that could accelerate adoption?

Moderator:

Jeremy Nobel, MD, Adjunct Lecturer on Health Policy and Management, HARVARD SCHOOL OF PUBLIC HEALTH

Panelists:

Gary M. Austin, Director-IT Strategy & Health Management Systems, BLUE CROSS BLUE SHIELD OF MASSACHUSETTS & Project Director, MA-SHARE MEDSINFO PROJECT

Herschel Q. Peddicord, III, President & CEO, HOMMED, LLC
Rose Higgins, Senior Vice President of Sales and Marketing, IMETRIKUS
To Be Announced, JOSLIN DIABETES CENTER
Jeffrey M. Davis MD, Vice President, Medical Affairs, LIFEMASTERS

9:15A **PANEL DISCUSSION: THE WORLD HEALTH DIGITAL NETWORK**

Improved quality. Lower costs. Greater access. These assets comprise the vision of the World Health Digital Network as medical facility, health professional, and patient communications converge. In this session, the panel will discuss applications of new media technologies – the Internet, haptics, voice recognition, biosensors, web-integrated call centers and others – truly remarkable tools for 21st Century solutions to the many challenges of both domestic and global healthcare.

Moderator:

Ronald J. Pion, MD, Chairman & CEO, MEDICAL TELECOMMUNICATIONS ASSOCIATES, INC. & Founder, HOSPITAL SATELLITE NETWORK

Panelists:

Howard Burnett, Senior Manager, MITRETEK SYSTEMS

Vincent Friedewald, MD, Carey Chair in Modern Communications and Director of the New Media Center, UNIVERSITY OF NOTRE DAME

10:00 **EXHIBITOR SHOWCASE & REFRESHMENTS Sponsored By:**



10:15A **CONTINUITY OF CARE RECORD**

The speaker will discuss the Continuity of Care Record, a standard developed jointly by ASTM International, Massachusetts Medical Society, Health Information Management and Systems Society, American Academy of Family Physicians, American Academy of Pediatrics, American Medical Association, and Patient Safety Institute. The CCR was developed in response to the need to organize a transportable set of relevant facts about a patient's health in order to improve continuity and quality of patient care, reduce medical errors, and improve patients' roles in managing their health. Also addressed will be work toward CCR extensions for the personal health record, long-term care, disease management, and pediatrics.

Thomas E. Sullivan, MD, Immediate Past President, MASSACHUSETTS MEDICAL SOCIETY & Co-Chair, ASTM E31.28 WORKGROUP ON CONTINUITY OF CARE RECORD

10:45A **CASE STUDY: REMOTE MONITORING AT AN INTEGRATED DELIVERY NETWORK**

Randall S. Moore, MD, MBA, Chairman, CEO, and President, AMERICAN TELECARE, INC
American Telecare Client Co-Presenter To Be Announced

11:15A **THE TRANSFORMATION OF CHRONIC DISEASE MANAGEMENT FROM EPISODIC TO CONTINUOUS: HOW CAN TECHNOLOGY AND ANALYTICS COMBINE TO ENABLE INDIVIDUALIZED EVIDENCE-BASED MEDICINE AND ENHANCED SELF-MANAGEMENT?**

The use of home monitoring devices and the automated transmission of biometric data from those devices to physicians and care managers are rapidly growing strategies to improve both the effectiveness and efficiency of disease management programs. In the absence of integrated and cost-efficient strategies for data handling and analysis and ongoing patient feedback, engagement and coaching, these strategies will fall short and may not be scalable or sustainable. The addition of automated computerized time series analysis on a daily basis and at an individual level and automated communications technology that delivers interactive customized feedback, coaching, and education to patients in their homes can fill existing gaps and achieve breakthrough results. The overall conceptualization, technology architecture, and experience-to-date with one such approach will be presented.

Lawrence K. Gottlieb, MD, MPP, Chief Medical Officer, INTERMED ADVISORS, INC.

11:45A **CASE STUDY: TELE-MONITORING IN AN ASSISTED LIVING ENVIRONMENT**

This case study will describe the implementation of telemonitoring in an Assisted Living facility including a description to the environment, the business/clinical need, the solution applied, the results and future plans.

Mark VanderWerf, President, AMD TELEMEDICINE
AMD Telemedicine Client Co-Presenter To Be Announced

12:15A **ELECTRONIC HOME MONITORING REDUCES MEDICAL RESOURCE UTILIZATION IN CHRONIC HEART FAILURE**

A segment of the heart failure population is exposed to substantial morbidity despite optimal pharmacological and device intervention. We sought to investigate the clinical utility of a home-based electronic patient monitoring system in the management of unstable chronic heart failure manifested by frequent decompensation. The use of the HomMed telemonitoring system substantially reduced utilization of health care resources and morbidity in chronic heart failure patients. Home-based telemonitoring systems might serve as an important adjunct in the management of severe chronic heart failure.

Herschel Q. Peddicord, III, President & CEO, HOMMED, LLC
Robert L. Scott, MD, Department of Cardiovascular Medicine, OCHSNER CLINIC FOUNDATION

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

TRACK B

- 8:15B **MOBILE/WIRELESS TECHNOLOGY AND ITS APPLICATIONS IN HEALTHCARE UNBOUND**
This panel discussion will delve into the rapidly evolving role of mobile and wireless technologies in Healthcare Unbound, including current status, future directions, challenges faced and strategies to overcome these challenges.
Moderator:
Stan Kachnowski, Professor, Healthcare Informatics, Department of Health Policy & Management, COLUMBIA UNIVERSITY MAILMAN SCHOOL OF PUBLIC HEALTH
Panelists:
To Be Announced, CARDIONET
Omar Javaid, Senior Director, Business Development, QUALCOMM WIRELESS BUSINESS SOLUTIONS
- 9:15B **PANEL DISCUSSION: DATA MANAGEMENT IN CLINICAL TRIALS**
One benefit of remote patient monitoring is the robust data that can easily be collected on subjects in clinical trials. The challenge is managing and using this data effectively to drive decision-making. The panel will discuss the following:
- The benefits of high resolution subject data to the pharma industry
 - Strategies to integrate multiple streams of physiologic data for greater clarity of subject status
 - The power of trending data
 - Reliability of data collected in a home setting as compared to a controlled environment
 - Using remote patient monitoring to drive earlier go-no-go decisions
- Moderator:
Meg Walsh, Vice President, Life Sciences, Strategic Accounts Consulting, ORACLE
Panelists:
Steven James, MD, Consultant, KING PHARMACEUTICALS
Michael Coyle, PhD, Vice President, Clinical Development, VIVOMETRICS, INC.
Additional Panelists To Be Announced
- 10:00 **EXHIBITOR SHOWCASE & REFRESHMENTS** Sponsored By: 
HomMed
- 10:15B **PANEL DISCUSSION: EFFECTIVE USE OF RPM IN PATIENT RECRUITMENT & RETENTION**
Remote patient monitoring frees clinical trials from the constraints of the laboratory setting. This panel will discuss the effects of ambulatory monitoring on patient recruitment and retention, a critical issue for pharma companies.
- How can RPM help in overcoming recruitment and retention problems in clinical trials?
 - How does RPM enable geographic flexibility for subject recruiting?
 - Can home-based clinical trials save time and money?
- Moderator:
Stan Kachnowski, Professor, Healthcare Informatics, Department of Health Policy & Management, COLUMBIA UNIVERSITY MAILMAN SCHOOL OF PUBLIC HEALTH
Panelists:
Steven James, MD, Consultant, KING PHARMACEUTICALS
Andrew Behar, Founder & COO, VIVOMETRICS, INC.
Additional Panelists To Be Announced
- 11:15B **CASE STUDY: REMOTE ASSESSMENT OF COUGH IN THE HOME ENVIRONMENT**
Effective cough management in patients with respiratory disease is critical for maintaining quality of life. Due to the relative dearth of reliable objective assessment tools, however, clinicians and researchers are relegated to subjective patient assessment both inside and outside the clinic. This discussion will focus on a robust, accurate ambulatory system for objective remote measurement of cough in patients with chronic obstructive pulmonary disease (COPD).
Michael Coyle, PhD, Vice President, Clinical Development, VIVOMETRICS, INC.
- 11:45B **SESSION TO BE ANNOUNCED**
- 12:15B **HOW INTELLECTUAL PROPERTY CAN CHANGE THE BALANCE OF COMPETITIVE POWER AMONG THE MAKERS OF HEALTHCARE UNBOUND TECHNOLOGIES**
A case study format using real intellectual property brings to life the issues that have a profound but often overlooked effect on the destiny of Healthcare Unbound vendors. The case study approach shows how today's seemingly innocuous decisions or well-crafted intellectual property strategies can profoundly alter the valuation of the company, exit strategy options of the founders/financiers, competitive agility, and the ability to attract and repay capital or align with strategic partners. The target audience for this session is any "C" level executive, founder, or advisor involved in shaping the direction of the company and its ability to create shareholder value.
Craig P. Opperman, ESQ, Chief Intellectual Property Officer, General Counsel & EVP Strategy, HEALTH HERO NETWORK
Shane Lashley, MBA, MMgt, President/CEO, IP LAUNCH, INC.
- 1:00 **CONFERENCE CONCLUDES; Optional Post-Conference Networking Luncheon & Workshops for Attendees**

OPTIONAL POST-CONFERENCE WORKSHOP ONE:

IMPLEMENTING REMOTE PATIENT MONITORING IN CLINICAL TRIALS: A NEW TECHNOLOGY IN PATIENT ASSESSMENT

WORKSHOP HOURS: 2:00 TO 5:45 PM

Ambulatory patient assessment has greatly enhanced the field of remote patient monitoring and telemedicine. This workshop will interactively demonstrate the LifeShirt® continuous ambulatory monitoring system as used in pharmaceutical clinical trials and for the comprehensive monitoring of post-surgical and chronically ill patients. The focus of the workshop will be:

- Hands on demonstration of the monitoring system, with audience participation
- Data collection of audience volunteers as they are asked to perform activities of daily living and standardized tests
- Processing and interpretation of volunteer data
- Discussion of applications in healthcare, pharmaceutical trials and the other markets, and how remote patient monitoring will redefine the doctor-patient relationship

This workshop is recommended for clinical site administrators and study coordinators, primary care physicians, nurses and healthcare professionals who are interested in a hands on workshop about physiological monitoring. The workshop will also be of interest to executives/clinicians at pharmaceutical/biotechnology companies and contract research organizations.

Workshop Chairperson:

Michael Coyle, PhD, Vice President, Clinical Development, VIVOMETRICS, INC.

Workshop Instructors:

*Stan Kachnowski, Professor, Healthcare Informatics, Department of Health Policy & Management, COLUMBIA UNIVERSITY
MAILMAN SCHOOL OF PUBLIC HEALTH*

Steven James, MD, Consultant, KING PHARMACEUTICALS

Andrew Behar, COO & Founder, VIVOMETRICS, INC.

OPTIONAL POST-CONFERENCE WORKSHOP TWO:

SMART HOMES AND SMART PHONES: CONNECTING CONSUMERS TO CREATE HEALTHCARE UNBOUND

WORKSHOP HOURS: 2:00 TO 5:45 PM

Health care diagnosis and delivery are migrating away from hospitals and doctors' offices. Technology is allowing patients to be cared for in their homes and communities. To-date most technologies supporting this migration have been developed as stand-alone applications and devices.

The future promises integration of data and convergence of devices. On the medical side, the electronic health record is poised to become the point of integration for health care information. On the consumer electronics side, smart homes and smart phones are poised to provide connectivity for multiple consumer applications, including health care.

This workshop will address questions such as:

- What is the status of smart homes?
 - Current and future medical applications
 - Value propositions: reducing costs, improving quality
 - Major players, strategies, technologies
 - Virtual tour of MIT Home of the Future
- What is the status of smart phones?
 - Current and future medical applications
 - Value propositions: reducing costs, improving quality
 - Major players, strategies, technologies
- How will smart homes and smart phones work together?
- How will smart homes and smart phones integrate with the electronic health record?
- The broadband home—how healthcare ready?

At first glance the graying of the population and the increasing digital connectivity of today's homes look like unrelated trends. In this session, broadband industry pioneers Sandy Teger and Dave Waks will talk about the way consumers are embracing new broadband and digital technologies in their everyday lives. This market acceptance is prompting millions of Americans to install broadband connections to their homes, home networks and new digital devices, to provide entertainment, information and communications services. The talk will cover the growth and evolution of broadband, home networking and the increasing

merging of consumer electronics with computing and communications. It will address such questions as:

- How fast are these technologies getting deployed and used in the US?
- How will each of these pieces of “the broadband home ecosystem” evolve over the next few years?
- How will some of the elements that are being deployed for other motivations help in making a home “healthcare ready”?

This workshop will be of interest to business, clinical, and technology executives in a wide range of companies: consumer electronics, telecom, information technology, health plans, health systems, disease management companies, medical device companies, and others.

WORKSHOP CHAIRPERSON

Michael J. Barrett, CRITICAL MASS CONSULTING

WORKSHOP INSTRUCTORS

Sandra Teger, Co-Founder, BROADBAND HOME CENTRAL & SYSTEM DYNAMICS, INC.

David J. Waks, Co-Founder, BROADBAND HOME CENTRAL & SYSTEM DYNAMICS, INC.

Stephen Intille, PhD, Technology Director, Changing Places / House_n: the MIT Home of the Future Consortium, Department of Architecture, MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Donald Jones, Vice President Business Development, QUALCOMM

Robin A. Felder, PhD, Professor of Pathology, THE UNIVERSITY OF VIRGINIA HEALTH SCIENCES CENTER & Director, MEDICAL AUTOMATION RESEARCH CENTER (MARC)

OPTIONAL FOCUS GROUPS

(SEPARATE FROM OPTIONAL WORKSHOPS)

Two focus groups, each 90 minutes in duration, are currently planned.

Focus groups will be held simultaneously between 2:15 and 3:45 pm on July 9th.

Format: A vendor can obtain exclusive feedback on current and future product and service offerings from potential customers (5-6 customers per focus group). The focus groups are not part of any sponsorship package, and therefore must be purchased separately. TCBI will create a focus group customized to meet your company’s needs, recruiting focus group members that meet the specifications (job title, etc.) of the vendor. We are also seeking customers and potential customers of Healthcare Unbound technologies to participate in the focus groups (financial compensation and/or a complimentary pass to the event) will be provided.

For additional information, please contact TCBI: Ph: 310-265-2570, Email: sk@tcbi.org

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Sponsorship & Exhibition are an effective means of promoting your products and services to key decision-makers at hospitals, healthcare systems, long-term care facilities, home care agencies, health plans, insurance companies, pharmaceutical companies, physician groups, as well as other types of customers. Key benefits include: exhibit space, advance listing of attendees, passes for staff and clients/potential clients, and exposure on TCBI’s website and other promotional media.

For additional information, please contact TCBI: Ph: 310-265-2570, Email: sk@tcbi.org

THE CENTER FOR BUSINESS INNOVATION WOULD LIKE TO THANK THE
FOLLOWING SPONSORS FOR THEIR GENEROUS SUPPORT OF THE
HEALTHCARE UNBOUND CONFERENCE

GOLD SPONSORS



HomMed

HomMed LLC, is located in Brookfield, WI.

The HomMed Genesis model provides basic clinical measurements and can be tailored through the addition of peripheral devices to meet the needs of the user. Standard measurements include: weight up to 500 lbs., heart rate, blood pressure, and up to 10 subjective questions can be selected from a customized question set. Up to three condition-specific peripherals can be added simultaneously to measure glucose, PT/INR values, or lung function.

The HomMed Sentry offers comprehensive clinical measurements with multiple peripheral interfaces for care, ideal for those with complex health conditions. Standard measurements include: weight up to 500 lbs., heart rate, pulse oximetry, blood pressure, temperature and up to 10 subjective questions can be selected from a customized question set. Up to six condition-specific peripherals can be added simultaneously to measure glucose, PT/INR values, spirometry, and peak flow with FEV1. Videophone, multi-user card swipe and pager can also be integrated into the care solution.

Data collection, transmission and retrieval by the Central Station takes only a matter of minutes. Central Station clinician software can be customized to produce various trend graphs and reports. Color-coded displays are used for flags and patient triage.

All Sentry monitors, including the Genesis model and the Central Station software, are FDA Class II medical devices.

Contact Information: HomMed LLC, 19275 W. Capitol Drive, Suite 200, Brookfield, WI 53045, Ph: 262-783-5440, Fax: 262-252-5795
Website: www.HomMed.com



Partners Telemedicine, a service of Harvard Medical-affiliated teaching hospitals, is redefining the use of communication technologies in health care, resulting in empowered patients, improved healthcare outcomes and cost/time savings to providers. Our programmatic growth outlined below is the foundation for a reconstituted health care system.

Digital Home Health: We are exploring new monitoring applications such as sensor technology. These applications have limitless potential. A clinical trial targeting patients with congestive heart failure (CHF) will be completed this fall. The study investigates whether patients with serious CHF will have improved outcomes utilizing telemonitoring applications.

Online Second Opinion Consultations (POSC): This service triages patients from around the world to Harvard-affiliated specialists for second opinion consults. The program has experienced significant growth. For example, our corporate benefits program activities include a yearlong pilot study in collaboration with a Fortune 100 company. Offering POSC consultations as an employee benefits, this company will measure its own cost savings as a result of using POSC. In addition, we launched a similar program with a nationally recognized employee benefit management company.

Interactive Consultations: As an alternative to the store-and-forward model of telemedicine, interactive consultations involve live interactions between a physician at one of the Harvard-affiliated hospitals and a patient with primary care physician at another clinical site. This model is being launched in collaboration with small rural hospitals nationally for patients in the areas of stroke, heart disease, dermatology, pediatric critical care and psychiatry.

Underserved Population Efforts: Telemedicine is about bridging distances through technology and improving access to health care anywhere in the world. For example, in a small Cambodian village, a nurse electronically sends the images, histories and other clinical information of villagers to Boston via satellite. The information is triaged to appropriate Harvard-affiliated physicians, who then electronically transmit diagnoses and treatment recommendations back to Cambodia.

Education: In a sense, everything Partners Telemedicine accomplishes falls under the rubric of education. Every patient monitoring session or second opinion consultation involves transferring knowledge. But in the narrower sense of the word, our educational efforts include a CME project approved by Harvard Medical School for both Harvard specialists and local physicians. A Telemedicine Training Program restricted to healthcare professionals seeking advance study in telemedicine is expected to be launched this year.

Contact Information: PARTNERS TELEMEDICINE, Carola Roeder, Ph: 617-726-2924, Email: bktrevett@aol.com
Website: www.telemedicine.partners.org

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

Contact Information: Mark Anderson, CEO, Ph: 281-374-0394, Email: mark.anderson@acgroup.org
Website: www.acgroup.org



AMD Telemedicine, Inc. is the worldwide leading supplier of medical devices and related peripherals used in telemedicine. With over 4000 installations in 58 countries, AMD has the experience and expertise to service all of your "connected" medical device needs.

In addition, AMD provides the CareCompanion telehomemonitoring solution. CareCompanion represents a flexible and affordable architecture that includes: customized assessment questionnaires, event reminders, wireless medical peripherals and video conferencing.

AMD provides complete installation and technical support, and training and repair services, worldwide. AMD is committed to the success of your telemedicine and telehomemonitoring programs. Our solutions must meet the most demanding clinical standards and perform within economic parameters that assure financial success. When you share your program requirements with AMD, we can work together to deliver a successful solution.

Contact Info: Steven Normandin, Vice President, Ph: 978/ 937-9021, Email: info@amdtelemedicine.com
Website: www.amdtelemedicine.com



American TeleCare, (ATI) pioneered the concept of home telehealth in 1993. The company markets FDA-approved telehealth monitoring systems that incorporate live audio/video with integrated electronic medical peripherals. ATI has installed the majority of home telehealth programs throughout the world and is the recognized industry leader. www.americantelecare.com.

Contact information: Mary McGinnis, American TeleCare, Inc., Ph: 800-323-6667



Better Health Technologies (BHT) is an eHealth and disease management consulting and business development firm. BHT advises clients on strategy, business models, and partnerships. Clients include a wide range of established and pre-IPO organizations, including Samsung Electronics (Samsung Advanced Institute of Technology, Digital Solution Center, Global Research Group), Medtronic, Siemens Medical Solutions, Joslin Diabetes Center, Varian Medical Systems, and the Disease Management Association of America.

Contact Information: Better Health Technologies, LLC, Vince Kuraitis, Principal / Strategy, partnerships, business models / Disease management & eHealth, Ph: 208-395-1197, Fax: 208-361-0039, Email: vincek@bhtinfo.com
Website: www.bhtinfo.com, E-CareManagement News: www.bhtinfo.com/pastissues.htm



CardioNet's mission is to help clinicians prevent morbidity, mortality and disability with rapid diagnosis and treatment, initially focusing our efforts on patients with cardiovascular disease. Working with clinicians and researchers to address unmet needs, CardioNet will continually evolve, introducing new analytic, response and reporting capabilities. Although we have developed unique technologies, we believe that for CardioNet, the key to success is excellent service. We provide our services through local centers, staffed by dedicated professionals who understand the community and respond flexibly to the differing needs and preferences of individual patients, physicians, health care insurers and care providers. We are a service company.

Contact Information: Donald Rindell, VP Business Development, Ph: 619-243-7558, Fax: 619-243-7707, Website: www.cardionet.com, Email: drindell@cardionet.com



CRF Inc. is the electronic diary market leader and patient data capture partner for the bio-pharmaceutical industry, providing validated Electronic Patient Diaries and mobile data collection solutions.

Combining its unmatched clinical and technology capabilities with the only proven global electronic diary support services, CRF Inc. delivers the highest quality patient reported data.

Within its 35 customers, including 13 top pharmaceutical companies, CRF Inc provides market-leading experience and successful project delivery across all therapeutic areas. Over 50,000 patients in 35 countries have successfully used CRF Inc technology - with more connecting every day. CRF Inc operates globally with offices in Helsinki, Finland; Boston, USA, Stockholm, Sweden and London, UK.

Contact information: Website: www.crfhealth.com

DRAPIN & COMPANY

Contact Information: Lois Drapin, Ph: 917-513-3293, Email: drapin@walrus.com

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Forrester is an independent technology research company that provides pragmatic and forward-thinking advice about technology's impact on business. Business, marketing, and IT professionals worldwide collaborate with Forrester to align their technology investments with their business goals. Forrester offers products and services in four major areas: Research, Data, Consulting, and Community. Established in 1983, Forrester is headquartered in Cambridge, Mass.

Contact Information: Forrester Research, Bradford J. Holmes, Ph: 617-613-6037, Email: bholmes@forrester.com
Website: www.forrester.com



iMetrikus is a health care technology company that provides a modern, interactive connection between those who are chronically ill and the health professionals who care for them. Specializing in web-based health management and remote monitoring systems, iMetrikus serves those managing diabetes, asthma, pulmonary disease, hypertension, cardiovascular disease, congestive heart failure, HIV/AIDS. The MediCompass health management system employs the highest standards for privacy and security as accredited by Health on the Net Foundation (HON).

Contact Information: iMETRIKUS, Inc., Brett Olive, Director of Marketing, Ph: 760-804-1207, Fax: 760-804-8919.
Website: www.imetrikus.com, Email: bolive@imetrikus.com



Intel, the world's largest chip maker, is also a leading manufacturer of computer, networking and communications products. Additional information about Intel is available at www.intel.com/research.

Contact Information: Intel Corporation, Eric Dishman, Director, Proactive Health Research, Ph: 503-264-2586, Fax: 503-204-2625
Email: eric.dishman@intel.com



InterMed Advisors is a patient-centered health care technology company. The company focus is on supporting the transformation of chronic disease from episodic to continuous through the seamless integration of wireless remote monitoring, data analysis, and communications technology. The InterMed system is unique in that it combines: (1) automating wireless transmission of patient self-monitoring data that is computer analyzed on a daily basis and on an individual level, (2) breakthroughs in understanding of individual patients using time-series analysis and other advanced mathematical techniques, and (3) interactive communications technology that delivers customized feedback, coaching, and education to patients in their homes.

Contact Information: InterMed Advisors, Inc., One Boston Place, Suite 2815, Boston, MA 02108, Lawrence K. Gottlieb, MD, MPP, Chief Medical Officer, Ph: 617-441-0990, Cell: 617-291-3442, Fax: 617-489-7326, Email: lgottlieb@comcast.net, Website: www.intermedinc.net



QUALCOMM Enterprise Services (QES) delivers strategic mobile solutions and services that leverage leading wireless technologies to deliver competitive advantage and measurable long-term business value across the enterprise. QES deploys proven solutions positively impact a company's bottom line through increased process efficiency, enhanced workforce productivity and reduced operating costs.

Contact Information: Website: www.qualcomm.com



Continuous Ambulatory Monitoring

VivoMetrics®, Inc. provides continuous ambulatory monitoring products and services for the collection, analysis reporting and archiving of patient-specific physiologic data. The company's hallmark product, the LifeShirt® System is an easy to use non-invasive system consisting of a comfortable garment with an array of embedded sensors, a handheld recorder with data collection software, and a sophisticated software package (VivoLogic®) for comprehensive offline signal analysis, display, and report generation. Using the LifeShirt System, clinicians and researchers can obtain a more comprehensive view of their patients' health than ever before possible.

Contact Information: VivoMetrics, Inc., Megha Wolfe, Marketing Coordinator, 121 N. Fir Street, Ventura, CA 93001, Ph: 805-275-5825, Fax: 805-667-6646, Email: mwolfe@vivometrics.com, Website: www.vivometrics.com



WebVMC is a telehealth company focusing on Remote Patient Monitoring. Our RemoteNurse product is a store-and-forward device that combines ease of use with unparalleled functionality. The RemoteNurse communicates with seven different measurement devices covering disease states such as CHF, Diabetes, COPD, Asthma, Hypertension, and Obesity. The RemoteNurse allows caregivers to define subjective questions and reminders, creating customized monitoring for each patient. All captured patient data is transmitted over a standard phone line to a secure web server, giving caregivers 24/7 access to patient data via any computer connected to the internet. Caregivers can also be alerted to potential problems for measurements outside a specified range by email.

We are also pleased to announce that we will be introducing a new feature for wound care that allows digital pictures to be added to a patient record.

Contact Information: WebVMC, LLC, Scott Sheppard, Senior Sales Representative, 904 Center Street, Conyers, GA 30012
Ph: 1-866-4WebVMC, Website: www.WebVMC.com

Supporting Organizations



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

Contact Information: AHIP Solutions - Website: www.ahipsolutions.org
AHIP Business Advancement Team - Ph: 202-778-3225, Email: businessadvancement@ahip.org



CABA (Continental Automated Buildings Association) is the industry's only association for companies involved in integrated systems and the automation of buildings and homes. A number of resources--the CABA Home & Building Automation QUARTERLY, Information Series reports (white papers, research documents), eBulletins, Event Reports (conference, trade show and workshop synopses), Councils and Committees and the CABA web site--have positioned CABA as Your Information Source for Home & Building Automation.

Website: www.caba.org



The Disease Management Association of America (DMAA) is the only non-profit association representing all stake-holders in the DM community through public and private advocacy, targeting the healthcare industry, government agencies, employers, and the general public to educate them on the important role DM programs play in improving healthcare quality and outcomes for persons with chronic conditions.

DMAA is made up of over 100 corporations including Health Plans, Employers/Employer Groups, Non-Profits, Disease Management Organizations, Pharmacy Benefit Managers, Pharmaceutical Companies and Consulting Groups. DMAA also has over 300 individual members that join to access our industry information, educational products, online resources, and participate in industry advocacy. To learn more about the Disease Management Association of America, visit us on the web at www.dmaa.org.

Contact Information: Disease Management Association of America, 601 Pennsylvania Ave, NW, South Building – Suite 500, Washington, DC 20004. Website: www.DMAA.org



MoHCA, the Mobile Healthcare Alliance, is dedicated to the adoption of mobile technologies to support the delivery of higher quality healthcare. As a not-for-profit membership organization, MoHCA provides a neutral forum to bring together vendors, users, and others to identify and address issues related to mobile healthcare. Current MoHCA initiatives include a white paper on Management of EMC (electromagnetic compatibility) in Healthcare Environments, development of a Roadmap to Mobile Health to provide the healthcare industry an overview of the emerging capabilities of mobile health, including barriers and ROI, and formation of a pharma workgroup.

Contact Information: Website: www.mohca.org, Ph: 202-452-0889

Supporting Publications



Broadband Home Central's website and monthly newsletter overview the broadband and digital technologies which are enabling people to enjoy new services that enrich and improve their lives. It was recently described by *PC Magazine* as one of the "Top 100 You Can't Live Without" sites.

Sandy and Dave's Report on the Broadband Home is read by subscribers in over 100 countries. Its articles focus on how "fat pipes," content, and the home infrastructure can work together to create compelling value for consumers and new business opportunities for companies.

Widespread availability of broadband service will provide the basis for "telesocial" applications which link people in their homes to outside institutions and services. Telemedicine and telecare are two key applications which will benefit from "always on" connectivity for monitoring and communications.

Website: www.broadbandhomecentral.com



HealthLeaders Magazine

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

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HealthLeaders News is our daily online product featuring abstracts that condense healthcare news from more than 100 daily newspapers and important periodicals, and use our easy navigation to reach the original article. More than 50,000 members already have. HealthLeaders News also offers daily, weekly & special monthly email delivery of the news.

Contact Information: Ph: 615-385-4131, Email research@healthleaders.com



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