



The Center for Business Innovation

SPECIAL REDUCED  
REGISTRATION FEES FOR  
HEALTHCARE PROVIDERS  
& PAYERS

Presents

# The Second Annual Healthcare Unbound

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



## July 11-12, 2005

*Fairmont Copley Plaza, Boston, Massachusetts*

Learn how innovative remote monitoring, home telehealth and pervasive computing technologies can enhance the quality of care, improve outcomes, increase efficiency, reduce costs, promote wellness and help manage diseases.

### Keynote Speakers:

- Michael J. Barrett, CRITICAL MASS CONSULTING
- Elizabeth W. Boehm, FORRESTER RESEARCH
- Eric Dishman, INTEL CONSUMER HEALTH PLATFORMS, INTEL PROACTIVE HEALTH RESEARCH & CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)
- Stephen Intille, PhD, MASSACHUSETTS INSTITUTE OF TECHNOLOGY
- Donald Jones, QUALCOMM
- Vince Kuraitis, JD, MBA, BETTER HEALTH TECHNOLOGIES, LLC
- Joseph C. Kvedar, MD, HARVARD MEDICAL SCHOOL & PARTNERS TELEMEDICINE
- Jay Mazelsky, PHILIPS MEDICAL SYSTEMS
- Thomas C. Nelson, PhD, AARP
- Jeremy J. Nobel, MD, MPH, HARVARD MEDICAL SCHOOL & HARVARD SCHOOL OF PUBLIC HEALTH
- Herschel Q. Peddicord, III, HONEYWELL HOMMED, LLC
- Astro Teller, PhD, CEO, BODYMEDIA, INC.

### SUPPORTING ORGANIZATIONS



### SUPPORTING PUBLICATIONS



## ABOUT THE HEALTHCARE UNBOUND CONFERENCE & EXHIBITION

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Consumer health care technologies are driving opportunities to serve patients in new ways and in new settings. Forrester Research 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 FOCUS PRIMARILY ON THE USE OF REMOTE MONITORING / HOME TELEHEALTH / PERVASIVE COMPUTING TECHNOLOGIES FOR WELLNESS PROMOTION AND DISEASE MANAGEMENT.*

Our Inaugural Healthcare Unbound Conference & Exhibition attracted 200 high-level attendees. **We expect an even larger turnout at this year’s event. In addition to in-depth coverage of disease management and wellness promotion applications, this year’s program will have greater emphasis on legal/regulatory and reimbursement issues, payer perspectives on Healthcare Unbound and the emerging role of wireless technologies.**

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 and customer relationship management technologies
  - Internet/web technologies – interactive web sites, doctor/patient email and virtual physician visits

## ABOUT THE CONFERENCE ORGANIZER

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The Center for Business Innovation (TCBI) organizes conferences and exhibitions for the US and international markets. 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 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 scientists from hospitals, managed care organizations, physician groups, long-term care facilities, postacute care providers, pharmaceutical/biotechnology companies, medical device companies, information technology vendors and other players in the rapidly evolving healthcare industry. For additional information, please visit **[www.tcbi.org](http://www.tcbi.org)**.

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

**Satish Kavirajan, Managing Director, TCBI:**

Tel: 310-265-2570 • Fax: 310-265-2963 • Email: [sk@tcbi.org](mailto: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, long-term care facilities, hospices, disease management companies, call centers, public health/preventive medicine companies and weight management companies*
- *Pharmaceutical, Biotechnology, 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 their partners and suppliers*
- *Security Analysts, Investment Bankers, Venture Capitalists, Angel Investors and Consultants*
- *Government Officials*

## HEALTHCARE UNBOUND ADVISORY BOARD

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

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

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**Stan Kachnowski, Department of Health Policy and Management  
JOSEPH L. MAILMAN SCHOOL OF PUBLIC HEALTH, COLUMBIA UNIVERSITY**

**Michael J. Barrett, Managing Partner  
CRITICAL MASS CONSULTING**

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

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

**Jeremy J. Nobel, MD, MPH, Faculty  
HARVARD MEDICAL SCHOOL & HARVARD SCHOOL OF PUBLIC HEALTH**

**Eric Dishman, General Manager, INTEL CONSUMER HEALTH PLATFORMS, Director, INTEL  
PROACTIVE HEALTH RESEARCH & Chair, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)**

**Stephen Intille, PhD, Technology Director, House\_n Consortium, Department of Architecture  
MASSACHUSETTS INSTITUTE OF TECHNOLOGY**

**Lois Drapin, Partner  
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**Joseph L. Ternullo, JD, CPA, Associate Director, Telemedicine  
PARTNERS HEALTHCARE SYSTEM**

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

**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

## DAY ONE: MONDAY, JULY 11, 2005

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

**CONTINENTAL BREAKFAST** Sponsored By: 

8:00 **CHAIRPERSONS' OPENING REMARKS**

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

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

8:30 **KEYNOTE ADDRESS: HEALTHCARE UNBOUND—STATE OF THE UNION**

This presentation will address the past, present and future of healthcare unbound (HU). Some of the major themes that will be discussed include:

- Integration of technologies, convergence of devices
- Large companies making commitments to HU technologies
- Connecting HU technologies to the National Health Information Network
- HU leverage points – health plans, chronic care, specific diseases/conditions, etc.

*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**

9:00 **KEYNOTE ADDRESS: HEALTHCARE UNBOUND MEETS THE DIGITAL HOME**

While traditional healthcare exists in something of its own universe consisting of hospitals, care centers, and highly trained practitioners, healthcare unbound does not. Healthcare unbound will depend heavily on networks, devices, and processes whose original purposes range from communication to entertainment to safety. This presentation will examine how healthcare unbound can piggy back on existing consumer technology and infrastructure to speed time to market and keep costs in check.

*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 Web site design overhauls.*

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

9:30 **KEYNOTE ADDRESS: THE CONNECTED HEALTH IMPERATIVE**

With the increasing incidence of chronic diseases and provider shortages, the current healthcare care model must change. Connected care (care that is patient centric and involves physiologic monitoring and messaging) offers opportunities for us to gain efficiency, improve outcomes and access. This presentation will review recent trends in the healthcare environment as well as economic justification for the connected health consumer in a large integrated delivery network

*A visionary who launched the first physician-to-physician online consultation service in an academic setting, Joseph Kvedar, MD directs Partners Telemedicine, a service of Harvard-affiliated Teaching Hospitals. Partners Telemedicine has a number of programs designed to harness the power of communications technologies from online second opinions to the monitoring of the chronically ill. Recognized globally as a leader in this emerging field, Dr. Kvedar is immediate past President of the American Telemedicine Association and Vice Chair of Dermatology, Harvard Medical School.*

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



10:30 **KEYNOTE ADDRESS: DIGNITY AND PURPOSE – THE ROAD LESS TRAVELED**

We are at a crossroads with consumer healthcare technology. If we travel down one road, our potential customers will feel alienated by high-tech gadgets that simply reinforce their negative perception of an expensive and dehumanizing healthcare system. If we travel down another road, our potential customers will welcome our products and services with open arms. In this provocative presentation, AARP COO Tom Nelson will delineate our two choices. Drawing on information gleaned from AARP's 35 million members, Nelson will offer specific suggestions for how and why to take the road less traveled.

*As Chief Operating Officer of AARP, Thomas C. Nelson is dedicated to ensuring that all key operations further AARP's goal of being the leading organization for social responsibility. He oversees three AARP Associate Executive Directors and their respective groups: State and National Initiatives, Operations and Membership. His responsibilities as COO include oversight of the organization's key operations including publications, research, advocacy, community service and field delivery capabilities, and ensuring member value. Mr. Nelson leads efforts to use resources efficiently and streamline processes to ensure operational effectiveness. His many contributions include strengthening AARP's advocacy efforts, expanding AARP's presence in states and growing AARP's community service efforts. AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole.*

**Thomas C. Nelson, PhD, COO, AARP**

11:00 **KEYNOTE ADDRESS: THE SHIFTING SHAPE OF THE MARKET FOR PATIENT SELF-MANAGEMENT TOOLS**

Tools to support the self-management of chronic conditions are proliferating, performing novel functions, and expanding options for all concerned. New products are borrowing from technology innovations elsewhere, in ways that healthcare leaders might not expect. This presentation provides an overview and typology of the latest developments in the burgeoning marketplace in self-management tools. Mike Barrett, author of the original Forrester report Healthcare Unbound and now head of his own consulting firm, will address four key questions:

- What are the latest trends and key market segments in self-management tools?
- How will technology developments influence approaches to disease management?
- Where are we in the evolution of specific products, such as remote patient monitors?
- How will new bouts of innovation affect the issue of Who Pays?

*Mike Barrett is Managing Partner of Critical Mass Consulting, an independent consultancy in healthcare and the life sciences. In the course of evaluating hundreds of business models and product offerings, he has advised dozens of decision-makers on information technology and its uses in healthcare, pharmaceuticals, diagnostics, and medical devices. In 1999-2003, he was Senior Analyst at Forrester Research. In 2002, Mr. Barrett developed the original Healthcare Unbound concept for Forrester and authored the seminal report of the same name. Prior to joining Forrester, Mr. Barrett served as CEO and General Counsel of a healthcare system composed of 70 home health nursing agencies in Massachusetts, Connecticut, and Rhode Island, and an independent practice association (IPA) consisting of 95 surgeons specializing in ear, nose, and throat disorders. He has written extensively on IT's role in healthcare and the life sciences for the California Health Care Foundation and Forrester Research. Mr. Barrett has completed major analyses of national health information infrastructure initiatives, EMRs, ePrescribing, patient self-management tools, hospital IT spending, healthcare Web sites and physician-patient messaging. 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. Mr. Barrett graduated from Harvard College magna cum laude and from the Northeastern University School of Law. He is an active member of the Massachusetts Bar.*

**Michael J. Barrett, Managing Partner, CRITICAL MASS CONSULTING**

11:30 **KEYNOTE ADDRESS: HEALTH INSURANCE PLANS, TELEHEALTH AND CONSUMER-CENTRIC CARE**

Environmental trends in care delivery continue to emphasize the urgent need to improve cost-effectiveness and quality, while at the same time becoming more sensitive and responsive to the individual needs of consumers. In response, emerging technologies like interactive web sites and microchip-enabled remote physiologic monitoring are being integrated into disease management and population health strategies. Health plans, and even some large employers are beginning to provide tools and incentives to consumers to give them the capabilities to both self-manage their own risk factors and chronic diseases remotely and to partner with care teams including providers, health coaches and even family members in collaborative care models. This talk will review some of these environmental drivers as well as specific technology-enabled platforms for supporting improved care delivery effectiveness and efficiency.

*Dr. Nobel is on the faculty of the Harvard School of Public Health, where he teaches and does research on the public health aspects of information technology and medical care, focusing on the design and evaluation of improved health care management systems that maximize cost-effectiveness, quality and access. Dr. Nobel's work specifically encompasses the use of information management technologies to better coordinate information flow between patients, providers, payers and purchasers, including interactive web-sites, remote physiologic monitoring, hand-held devices, personal health records and other IT applications. Dr. Nobel is Board Certified in Internal Medicine and Preventive Medicine with master's degrees in both Epidemiology and Health Policy from the Harvard School of Public Health. He graduated magna cum laude from Princeton University within the Science and Human Affairs program.*

**Jeremy J. Nobel, MD, MPH, Faculty, HARVARD MEDICAL SCHOOL & HARVARD SCHOOL OF PUBLIC HEALTH**

12:00 **SPONSOR/EXHIBITOR SHOWCASE & LUNCHEON**

1:00 **KEYNOTE ADDRESS: BRIDGING THE BODY INFORMATION GAP**

On the order of \$1 trillion per year in the US alone is unmanaged, under-managed, or mismanaged because the information on each individual's states and behaviors everyday, all the time, in his or her natural environments is not available. This problem can be broken into two distinct pieces: first, how to get this new body information and second, how to reinvent wellness and health management by taking advantage of this new body information. This talk will focus on the first of these two pieces, presenting some general rules and insights about what is required to bridge the free-living body information gap. These rules will lead into some current methods for getting at these kinds of new body information, a vision of how these methods will evolve over the next five years, and some exciting implications for how the bridging of this body information gap can help to inform and even drive the coming revolution in wellness and health management and care.

*A respected scientist, seasoned entrepreneur, and award-winning novelist, Dr. Astro Teller's endeavors all grow out of a passion for the transformative nature of intelligent technologies. Dr. Teller is currently the CEO of BodyMedia, Inc, the leading company in unobtrusive wearable body monitoring. Past work has taken him through a previous CEO position, teaching and researching at Stanford University, numerous patents, a Hertz fellowship, a range of technical and non-technical articles and books, and \$23M in raised capital. Dr. Teller holds a BS in computer science and an MS in symbolic and heuristic computation, both from Stanford University. Dr. Teller completed his PhD in artificial intelligence at Carnegie Mellon University.*

**Astro Teller, PhD, CEO, BODYMEDIA, INC.**

1:30 **KEYNOTE ADDRESS: FROM MAINFRAME TO PERSONAL HEALTHCARE PLATFORMS – INTEL EXPLORATIONS IN NEUROLOGICAL ASSESSMENT AND INTERVENTION AT HOME**

Fueled by disruptive demographics, financial fiascoes in healthcare and Moore's law for medical transistors, the shift from mainframe to personal healthcare enables a new paradigm of care that leverages convergent, everyday electronics for early detection, behavioral support, caregiving assistance and personalized intervention. Intel's new Personal Health Platforms division is meant to accelerate the research, development and commercialization of a broad range of home and consumer health technologies ranging from enhancing the performance of the most die-hard athletes to helping the sickest of the sick to manage their health from home for as long as possible. Our most recent research focuses on using emergent technologies to better detect, assess, and assist with neurological conditions such as Alzheimer's and Parkinson's. Data will be presented from our recent Social Health Monitoring & Support trial with seniors and their families in Las Vegas (with UNLV and the Jewish Federation of Las Vegas) and Portland (with Oregon Health & Science University), as well as a prototype of a new in-home Parkinson's detection system, as examples of technologies that may some day provide important behavioral biomarkers and interventions that help mitigate the effects or even prevent these devastating diseases.

**Darrin Jones, Business Development Manager, Personal Health Platforms, INTEL CORPORATION**

2:00 **KEYNOTE ADDRESS: PROACTIVE HEALTH SYSTEMS FOR THE HOME USING UBIQUITOUS AND WEARABLE COMPUTING**

This presentation will describe some of the work the House\_n group at MIT is doing to create proactive health systems for the home setting. The group has designed in-home and mobile sensor technologies that can be easily installed in homes or worn on the body and used to collect (or infer) information about activities of daily living in non-intrusive, non-stigmatizing ways. Dr. Intille will explain how these tools are being used to develop and test "just-in-time" proactive health care technologies. These technologies also allow new forms of longitudinal personal health tracking.

*Stephen Intille, PhD, is Technology Director of the House\_n Consortium in the MIT Department of Architecture. His research is focused on the development of context-recognition algorithms and interface design strategies for ubiquitous computing environments and devices that motivate health behavior change. Dr. Intille has been principal investigator on two NSF ITR grants focused on automatic activity recognition from sensor data in the home, as well as the MIT principal investigator on sensor-enabled health technology grants from Intel, the National Institutes of Health and the Robert Wood Johnson Foundation. He received an IBM Faculty award in 2003.*

**Stephen Intille, PhD, Technology Director, House\_n Consortium, Department of Architecture, MASSACHUSETTS INSTITUTE OF TECHNOLOGY**

2:30 **KEYNOTE ADDRESS: EXTREME MOBILITY – CONNECTING PATIENTS ANYTIME, ANYWHERE**

The convergence of body, personal, local, and wide area wireless networks is creating a new generation of clinical possibility. This session will address the age of connectivity where wireless technology, incorporated into diagnostic and monitoring devices, will allow for real-time healthcare and mobility of both doctors and patients.

*Donald Jones serves as Vice President of Business Development for QUALCOMM Incorporated. In this role, he is responsible for leading QUALCOMM's efforts to incorporate wireless technologies into the healthcare vertical market. Prior to joining QUALCOMM, Mr. Jones spent 22 years developing and growing healthcare enterprises. He served as Chief Operating Officer of MedTrans, which later became American Medical Response, the world's largest emergency medical services provider. Mr. Jones also served as founder and chairman of EMME, Mexico's largest subscriber based health service, and as Senior Vice President of Marketing for HealthCap, the second largest provider of women's healthcare in the United States at the time. Mr. Jones holds degrees in biology and bio-engineering from the University of California, San Diego, a Juris Doctorate from the University of San Diego, and an MBA from the University of California, Irvine.*

**Donald Jones, Vice President Business Development, QUALCOMM**

3:00 **KEYNOTE ADDRESS: BACK TO THE FUTURE – HOW HEALTHCARE JOURNEYED FROM THE HOME TO THE ACUTE CARE SETTING AND BACK HOME AGAIN**

Forty years ago patient care was centered around keeping the patient well and at home. Physicians made house calls. Hospitals were reserved for surgery and acute interventions. In 1983, DRGs changed the playing field and shifted emphasis to hospital-based care. Today this model of acute care treatment is broken, inefficient, too expensive and getting worse. New technology is allowing healthcare to return to the home and intervention rather than critical care has once again become the focus.

*Herschel “Buzz” Peddicord, President & CEO, founded HomMed LLC in January of 1999. He has over thirty years of experience in the medical device industry. Mr. Peddicord has been affiliated with such companies as Spacelabs Medical, Criticare Systems Inc., Biotronik, and US Surgical.*

**Herschel Q. Peddicord, III, President & CEO, HONEYWELL HOMMED, LLC**

3:30 **SPONSOR/EXHIBITOR SHOWCASE & REFRESHMENTS** Sponsored By: **Honeywell**  **HomMed** 

4:00 **KEYNOTE ADDRESS: SPANNING THE HEALTHCARE CONTINUUM**

Key trends are leading to a growing consumerism of healthcare – the impending age wave of retiring boomers, the rise in consumer-directed health plans, the growing shortage of trained clinical staff, and the ever-increasing percentage of our GDP spent on treating individuals with chronic conditions. To address these trends, we need to develop new ways of delivering care – in the home, via wireless/mobile applications, and as wearable, on-body electronics.

This talk will look at various technology approaches that will enable healthcare unbound across the continuum from managing costly chronic diseases, to addressing obesity and other long-term health issues, to facilitating personalized wellness and fitness tracking. We will discuss the importance of user interface design and human form factors in making healthcare electronics so simple to use that they can be seamlessly integrated into daily life.

*Jay Mazelsky is General Manager of Philips Medical Systems’ New Ventures Business Unit. Prior to this role, he led the divestiture of Agilent’s Healthcare Solutions Group, acquired by Philips in August 2001. In his current position, he is responsible for managing various new venture initiatives, including a Remote Patient Management Service for chronically ill patients and a Molecular Diagnostics Business. Mr. Mazelsky holds a bachelor’s degree in mathematics from the University of Rochester and an MBA from the University of Chicago’s Graduate School of Business. He served as an officer in the United States Navy before attending graduate school.*

**Jay Mazelsky, General Manager, New Ventures Business Unit, PHILIPS MEDICAL SYSTEMS**

## CONCURRENT SESSIONS: TRACKS A & B

Choose from Track A or Track B

### TRACK A

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

- Giving family members the ability to monitor online the care that their relatives are receiving in a facility setting
- Understanding what Boomers want and expect as they age
- Benefits of remote technology to improve quality of care and control costs
- Why more and more providers of aging services are looking to move their services out of the institutional setting to a home-based environment

Moderator:

**To Be Announced**

Panelists:

**Lydia Lundberg, Owner, ELITE CARE - OATFIELD ESTATES**

**Kari Miner-Olson, Chief Information Officer, FRONT PORCH**

**Cindy Campbell, CEO, NOBITAS, INC. & Senior Home Care Consultant, FAZZI ASSOCIATES, INC.**

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

5:15A **PANEL DISCUSSION: MEETING THE DEMANDS OF THE BOOMER GENERATION – PROGRESS, PITFALLS, OPPORTUNITIES AND SUCCESSFUL STRATEGIES**

Boomers offer tremendous business opportunities to companies developing products aimed at this segment of the market. Research has shown that Boomers prize control over most aspects of their lives regarding health care decisions, and that they are more comfortable with technology than any generation that precedes them. This expert panel will discuss high-impact areas and technology solutions that can substantially support the health care demands of maturing Boomers including chronic disease management by remote home monitoring and interactive TiVo applications for easier enrollment

onto clinical trials. Those attending the panel discussion will have an opportunity to learn from the experts regarding:

- Technologies that have the greatest potential for meeting Boomers' needs
- Barriers and drivers in the use/adoption of these technologies
- Companies that are paving the way to meet the needs of the Boomer generation
- Review of noted demonstration projects and collaborations
- Boomers balancing work and elder caregiving through home monitoring technology - market response, desirable features and willingness to pay

Moderator:

**Jeffrey Blander, Co-Director, HST 921: IT in the Health Care System of The Future, HARVARD MEDICAL SCHOOL & MASSACHUSETTS INSTITUTE OF TECHNOLOGY & Chair, Technology Committee, MASSACHUSETTS BIOTECHNOLOGY COUNCIL**

Panelists:

**Carol Rozwell, Vice President & Research Director, Life Sciences Industry Research, GARTNER, INC.**

**Diane Feeney Mahoney, PhD, Director of Gerontechnology and family caregiving, HEBREW REHABILITATION CENTER FOR AGED**

**Herschel Q. Peddicord, III, President & CEO, HONEYWELL HOMMED, LLC**

**Roger A. Edwards, ScD, Director, Life Sciences, TIAX LLC**

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



## TRACK B

4:30B **PANEL DISCUSSION: MOBILE/WIRELESS TECHNOLOGY AND ITS APPLICATIONS IN HEALTHCARE UNBOUND**

The ubiquitous wireless transmissions surrounding people today have gone relatively unused in healthcare. These products have moved into our everyday lives in services such as Onstar and EZ Pass and being used by millions of people each day in the US. Wireless healthcare has begun to show significant progress in this area as well, and the panelists below are leaders in successfully executing business models in this area. The panel will discuss:

- Taking the critical steps in developing a wireless product
- Marketing wireless benefits directly to consumers
- Gaining FDA approval for wireless biomedical devices
- Winning formulary approval with pharmaceutical and therapeutics committees

Moderator:

**Stan Kachnowski, Department of Health Policy and Management, JOSEPH L. MAILMAN SCHOOL OF PUBLIC HEALTH, COLUMBIA UNIVERSITY**

Panelists:

**James M. Sweeney, Chairman & CEO, CARDIONET, INC.**

**Sukhwant Khanuja, PhD, CEO, CAREMATIX, INC.**

**Jeff Perry, Program Director, New Ventures Business Unit, PHILIPS MEDICAL SYSTEMS**

**Rich Lobovsky, Director, Business Development, QUALCOMM**

**Robert B. McCray, Managing Partner, TRIPLE TREE LLC**

**Bill Diamond, President, XANBOO INC**

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





# THE HEALTHCARE UNBOUND AGENDA

## DAY TWO: TUESDAY, JULY 12, 2005

- 7:30 **SPONSOR/EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST** Sponsored By: **MCKESSON**  
Empowering Healthcare
- 8:00 **CHAIRPERSONS' OPENING REMARKS**  
*Lois Drapin, Partner, ORIGINALTHOUGHT LLC*  
*Mitch Work, President & CEO, THE WORK GROUP*

## CONCURRENT SESSIONS: TRACKS A & B

Choose from Track A or Track B

### TRACK A

- 8:15A **PANEL DISCUSSION: DISEASE MANAGEMENT APPLICATIONS**
- Are disease management companies embracing this new technology?
  - What are the impediments to adoption?
  - In what areas has remote patient monitoring proven most effective?
  - Current technological applications in designing effective and efficient disease management programs
  - The role of emerging technologies in linking rewards and incentives to improved patient and provider behavior modification
  - Long-term effects of remote monitoring on chronically ill patients
  - Personal health records as a means of leveraging technology for improved medical outcomes
  - What is the impact of CMS/Medicare and their "at risk" Chronic Care Improvement Program on use of telehealth and related technologies in disease management?
- Moderator:  
*Jeremy J. Nobel, MD, MPH, Faculty, HARVARD MEDICAL SCHOOL & HARVARD SCHOOL OF PUBLIC HEALTH*
- Panelists:  
*Scott Kozicki, Chief Technology Officer, AMERICAN HEALTHWAYS*  
*James M. Sweeney, Chairman & CEO, CARDIONET, INC.*  
*Sukhwant Khanuja, PhD, CEO, CAREMATIX, INC.*  
*Becky Salus, Program Manager, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)*  
*Rose Higgins, President, IMETRIKUS, INC.*  
*Karen Utterback, RN, MSN, CNA, CHCE, Vice President, Clinical Strategy, MCKESSON PROVIDER TECHNOLOGIES*  
*Lisa Gaudet, MBA, Manager, Office of Remote Care Technology, NORTHEAST HEALTH*
- 9:45A **CASE STUDY: CHRONIC DISEASE MANAGEMENT WITH TELEMONITORING**
- This presentation will discuss the implementation and the methodology of a telemonitoring program for a population with chronic diseases. Information will include criteria established for patient eligibility, clinical outcomes, and the application of this program to various payor sources.
- Karen Thomas, President, OXFORD HEALTHCARE*
- 10:15 **SPONSOR/EXHIBITOR SHOWCASE & REFRESHMENTS** Sponsored By: **MCKESSON**  
Empowering Healthcare
- 10:30A **INDIVIDUALIZED DATA ANALYSIS TECHNIQUES – ENTERING THE ERA OF PATIENT SPECIFIC EVIDENCE-BASED MEDICINE**
- The pervasive availability of new technologies, specifically inexpensive wireless data transfer and integrated database software, has made the capture and storage of patient biometric data possible on a daily basis. It is now feasible to shift analysis, where appropriate, from techniques using population based aggregate data to those using individualized data in order to more accurately determine a patient's medical status and future risk. This type of data analysis will be described primarily from a statistician's perspective, with an eye towards answering clinical questions. As part of the presentation, sample data from a type II diabetes patient, various statistical techniques used to analyze the data, and the reasoning behind using those techniques, will be discussed in detail.
- Leo Espindle, Manager of Algorithm Development, INTERMED ADVISORS INC.*

11:00A **CASE STUDY: TELEHEALTH AND CARE COORDINATION – THE DEPARTMENT OF VETERANS AFFAIRS EXPERIENCE**

The use of telehealth technologies is changing the way care is provided within the Veterans Health Administration (VHA) of the Department of Veterans Affairs (VA). VHA, the largest integrated health care system in the United States, has invested in telehealth technologies and care coordination as a way of increasing efficiency and meeting the clinical care needs of a population with complex care needs – the average veteran has two more medical diagnoses and an additional mental health diagnosis compared to age-matched controls. This presentation will overview efforts within the VHA to incorporate telehealth technology, including interactive telephone systems, two-way video phones, two-way messaging devices, biometric monitoring devices and advanced devices combining these capabilities. Data will be presented on the impact of these technologies on health care utilization and on strategies to roll out these approaches.

**Michael Cantor, MD, JD, Clinical Director, VA NEW ENGLAND GERIATRIC RESEARCH, EDUCATION AND CLINICAL CENTER (GRECC), BOSTON DIVISION, Associate Chief for Program Development, Division of Aging, BRIGHAM AND WOMEN'S HOSPITAL & Instructor in Medicine, HARVARD MEDICAL SCHOOL**

11:30A **THE CONVERGENCE OF MEDICAL DEVICES AND CELL PHONES – A CASE STUDY ON THE DIABETES PHONE**

HealthPia has introduced the world's first all-in-one glucometer cell phone and service for managing juvenile diabetes remotely over a wireless CDMA network. The system has been tested and approved in the Korean market providing direct communication between a juvenile diabetic, their physician and caregiver. The Diabetes Phone, which premiered in Korea in May 2004, is designed specifically for keeping tighter control over the disease. In addition to the embedded glucometer and software on the phone, the system also includes Internet-based software where data is collected and can be analyzed by the patient, caregiver and physician. In user acceptance trials in Korea, the Diabetes Phone has been found to improve compliance, which ultimately can help prevent complications and reduce the number of emergencies.

**Steven Kim, President and CEO, HEALTHPIA AMERICA  
Rich Lobovsky, Director, Business Development, QUALCOMM**

12:00 **PLENARY PANEL DISCUSSION: THE RUBBER MEETS THE ROAD – A GLIMPSE INTO THE TECHNOLOGICAL, REGULATORY AND REIMBURSEMENT PRESSURES ON PROVIDERS IN THE ERA OF HEALTHCARE UNBOUND**

Join this lively point counter-point exchange addressing the balancing of competing interests, multiple priorities, risk management and patient safety concerns, regulatory and reimbursement matters, technology enhancements and the "rubber-meets-the-road" response of all parties in the healthcare value chain.

Moderator:

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

Panelists:

**Eric Handler, MD, MPH, FAAP, Chief Medical Officer, Boston Regional Office, CENTERS FOR MEDICARE & MEDICAID SERVICES (CMS)**

**Stephen Pollak, PhD, Managing Director, CREATIVE INTELLIGENCE INTERNATIONAL LIMITED**

**Christina W. Giles, CPMSM, MS, President, MEDICAL STAFF SOLUTIONS & Partner, EDGE-U-CATE, LLC**

**Richard J. Zall, Esq., Partner, MINTZ LEVIN COHN FERRIS GLOVSKY AND POPEO, PC**

**Cindy Campbell, CEO, NOBITAS, INC. & Senior Home Care Consultant, FAZZI ASSOCIATES, INC.**

**Daniel J. Carlin, MD, Founder & President, WORLDCLINIC, INC. & Senior Medical Advisor, TIAX/PlaceLab, Media Lab, MASSACHUSETTS INSTITUTE OF TECHNOLOGY**

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

## TRACK B

8:15B **PANEL DISCUSSION: FINANCIER PERSPECTIVES ON HEALTHCARE UNBOUND**

- What's the current climate for early stage investing?
- What are financiers looking for in companies that they invest in?
- What are the critical success factors for healthcare unbound companies?
- What does the future hold for healthcare unbound companies?

Moderator:

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

Panelists:

**Sean L. Cunningham, Director, Strategic Investments- Digital Health Group, INTEL CAPITAL**

**Edward Siegel, Senior Director Mergers & Acquisitions, PHILIPS INTERNATIONAL B.V.**

**Mary Damkot, Principal, SHERBROOKE CAPITAL**

**Ronald J. Pion, MD, Principal, THE PION GROUP & Special Advisor, THE GALEN CAPITAL GROUP**

**Robert B. McCray, Managing Partner, TRIPLE TREE LLC**

9:15B **wHealth: JUST IN TIME**

wHealth is a multimedia platform leveraging the attributes and advantages of wireless technology. It will provide its users with customized information, monitoring and consultative services, anywhere, anytime. Next generation wireless technology, such as mobile phones, Interactive Television, PDAs, and computers will connect wHealth users; each uniquely offering capabilities maximized by its attributes. The program will incorporate appropriate biometric technology and customized

content to acquire and disseminate the information and feedback to the user with minimal tasking on their part. The platform will be constructed to support the comprehensive needs of health, wellness, and disease management

**Bob Schwarzberg, MD, Chief Medical Officer, CARD GUARD AG**  
**Diana Han, MD, Vice President, Clinical Innovation, HUMANA, INC**

9:45B **FROM DIAGNOSTIC TOOL TO WIRELESS CONSUMER HEALTH: A GLOBAL PERSPECTIVE ON THE EVOLUTION OF REMOTE CARDIOLOGY**

Jon Darsee has been involved with telemedical call centers on five continents. His talk will feature:

- Lessons from the past 25 years of tele-cardiology worldwide
- When and why devices in the home succeed or fail
- The impact of culture on the success of novel healthcare initiatives
- Changing behavior -when emotion is more important than technology
- The Vitaphone story: a wireless success story in Europe

**Jon Darsee, Director Business Development, VITAPHONE GmbH**

10:15 **SPONSOR/EXHIBITOR SHOWCASE & REFRESHMENTS** Sponsored By:



10:30B **CASE STUDY: IT'S ALL ABOUT JEWELRY – GETTING YOUR SUBJECTS TO USE PERSONAL ELECTRONIC DEVICES**

For the past seven years, FitSense has been providing ambulatory monitoring systems for the US Army, Marines, the Veterans Administration, medical clinical trials, pharmaceutical trials and consumer systems. This is a brief case study on the effective daily use of several ambulatory systems. What has to be done to get the subjects to use the monitors? This session discusses the lessons learned as to what works and what doesn't. How do you get your subjects to comply? After all, if they don't use it, what's the use?!

**Tom Blackadar, CEO, FITSENSE TECHNOLOGY, INC.**  
**Stephen Raymond, PhD, Co-Founder, Chief Scientific Officer & Quality Officer, PHT CORP.**

11:00B **PANEL DISCUSSION: HEALTHCARE UNBOUND – THE PAYER PERSPECTIVE**

Government and commercial payers will play a pivotal role in the growth of healthcare unbound products and services. For example, IT initiatives by health plans are critical to connecting disparate technologies. The emergence of the National Health Information Infrastructure, RHIOs and electronic health records will place payers in a central role in the dissemination and utilization of data from healthcare unbound devices. Furthermore, payers' relationships with other healthcare stakeholders such as hospitals, physicians, pharmaceutical companies, medical device companies and disease managers put them in a unique position to influence the healthcare unbound marketplace. Key topics to be addressed in this panel include:

- Securing reimbursement for Healthcare Unbound products and services: current status and future directions
- Disease management and wellness promotion: delivering, measuring and rewarding ROI
- Challenges in implementation and strategies to overcome these challenges

Moderator:

**James M. Jacobson, Partner & co-Chair, National Health Law Team, HOLLAND & KNIGHT LLP**

Panelists:

**Diana Han, MD, Vice President, Clinical Innovation, HUMANA, INC**

**Freda Hogan, RN, Director of National Contracting, HUMANA, INC**

**Henry W. Osowski, Senior Vice President Business Development, SCAN HEALTH PLAN**

12:00 **PLENARY PANEL DISCUSSION: THE RUBBER MEETS THE ROAD – A GLIMPSE INTO THE TECHNOLOGICAL, REGULATORY AND REIMBURSEMENT PRESSURES ON PROVIDERS IN THE ERA OF HEALTHCARE UNBOUND**

Join this lively point counter-point exchange addressing the balancing of competing interests, multiple priorities, risk management and patient safety concerns, regulatory and reimbursement matters, technology enhancements and the "rubber-meets-the-road" response of all parties in the healthcare value chain.

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**Stephen Pollak, PhD, Managing Director, CREATIVE INTELLIGENCE INTERNATIONAL LIMITED**

**Christina W. Giles, CPMSM, MS, President, MEDICAL STAFF SOLUTIONS & Partner, EDGE-U-CATE, LLC**

**Richard J. Zall, Esq., Partner, MINTZ LEVIN COHN FERRIS GLOVSKY AND POPEO, PC**

**Cindy Campbell, CEO, NOBITAS, INC. & Senior Home Care Consultant, FAZZI ASSOCIATES, INC.**

**Daniel J. Carlin, MD, Founder & President, WORLDCLINIC, INC. & Senior Medical Advisor, TIAX/PlaceLab, Media Lab, MASSACHUSETTS INSTITUTE OF TECHNOLOGY**

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

## OPTIONAL POST-CONFERENCE WORKSHOP ONE

### SMART HOMES AND SMART PHONES: EMERGING CLINICAL AND BUSINESS MODELS

WORKSHOP HOURS: 2:00 TO 5:30 PM, JULY 12

Thanks to relentless innovation in consumer electronics and to inroads by wired solutions like broadband, a good number of American homes have basic electronic infrastructures in place. Due to breakthroughs in wireless and mobile platforms, their owners have the added option of taking resources with them on the road. One happy result is that, whether in the house or on the run, these consumers are increasingly communications-smart and entertainment-smart.

Yet healthcare smart, they are not -- not yet, anyway. Some of the most justly-celebrated work on smart homes and phones is academic research that is not intended for commercial impact in this decade. In the cases of products whose effects might be more immediate, vendors have yet to attempt major rollouts and, as with any new offerings, questions exist about the clinical value of applications, degree of customer interest and practicality of business models.

This year's workshop will follow up last year's well-received introduction to smart homes and smart phones by focusing on clinical value and financial feasibility. The workshop format is designed to maximize audience participation and produce candid discussion around these questions and others:

- What is the current state of development for smart home and smart phone systems?
- What's changed in the past 12 months?
- When are products likely to be commercially available? Which products will appear first?
- Are telecommunications platforms, specific applications and payment structures keeping pace with one another?
- What's the current thinking on business models?
- Are consumer out-of-pocket expenditures likely to play a major or minor role?
- Where are the clinical care "sweet spots" for mobile devices such as smart phones?

Workshop instructors hope to generate up-to-date and very practical insight into recent developments in these major emerging markets.

#### Workshop Leader:

**Michael J. Barrett, Managing Partner, CRITICAL MASS CONSULTING**

#### Workshop Instructors:

**Stan Kachnowski, Department of Health Policy and Management, JOSEPH L. MAILMAN SCHOOL OF PUBLIC HEALTH, COLUMBIA UNIVERSITY**

**Stephen Intille, PhD, Technology Director, House\_n Consortium, Department of Architecture, MASSACHUSETTS INSTITUTE OF TECHNOLOGY**

**Douglas J. McClure, MIM, Corporate Manager - Technology Services, PARTNERS TELEMEDICINE**

**Donald Jones, Vice President Business Development, QUALCOMM**

**Daniel J. Carlin, MD, Founder & President, WORLDCLINIC, INC. & Senior Medical Advisor, TIAX/PlaceLab, Media Lab, MASSACHUSETTS INSTITUTE OF TECHNOLOGY**

## OPTIONAL POST-CONFERENCE WORKSHOP TWO

### A PRIMER ON SECURING REIMBURSEMENT FROM PAYERS FOR HEALTHCARE UNBOUND PRODUCTS & SERVICES

WORKSHOP HOURS: 2:00 TO 5:30 PM, JULY 12

Demographic trends point to a higher demand for healthcare unbound products and services in the coming years. Nevertheless, it does not appear that most health consumers are willing to pay much out of pocket for such products and services in the short term. For this reason, the majority of healthcare unbound products and services companies view obtaining reimbursement from government and private payers as crucial to their success.

This intensive interactive workshop will provide detailed and practical advice on securing reimbursement, with an emphasis on these issues:

- What are the challenges of securing reimbursement from payers for emerging healthcare unbound technologies?
- How does the process for healthcare unbound service companies differ from pure device companies?
  - Differences in the planning timetable
  - The components of a thorough assessment
  - An independent diagnostic testing facility (IDTF) as the site of service



- Stepwise expectations
- What are the critical success factors for obtaining reimbursement?
  - Clinical utility
  - Health economics analysis
  - Proper utilization
- Strategies for obtaining reimbursement
  - Government—Medicare, Medicaid
    - Recent Medicare developments, including the Medicare Modernization Act and demonstration programs
  - Commercial Payers
  - Employee Health and Wellness Programs
- Strategies for bundling healthcare unbound services with disease management (DM)
  - Provision of value-added applications for DM vendors
  - Contracting with payers for enhanced DM services
- Strategies for obtaining physician support, including from thought leaders
- Coding strategies
  - G codes
  - Level one and Level three
  - CPT codes
  - Technical vs. professional fees
- Some challenges to overcome related to Not Otherwise Classified (NOC) codes
  - Letters of medical necessity
  - Additional administrative burden for physicians
  - Less tracking capacity for payers
  - Claims processing challenges
- The need for randomized clinical studies
  - Key considerations in conducting randomized clinical studies

**Workshop Leader:**

**James F. Richter, Vice President of Operations, CARDIONET**

**Workshop Instructors:**

**Freda Hogan, RN, Director of National Contracting, HUMANA, INC.**

**Richard J. Zall, Esq., Partner, MINTZ LEVIN COHN FERRIS GLOVSKY AND POPEO, PC**

**Barbara Santry, Senior Consultant, QUORUM CONSULTING**

**Henry W. Osowski, Senior Vice President Business Development, SCAN HEALTH PLAN**

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IS PLEASED TO ANNOUNCE THE FOLLOWING UPCOMING EVENT**



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November 2005  
San Francisco, CA  
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THE CENTER FOR BUSINESS INNOVATION WOULD LIKE TO THANK  
THE FOLLOWING SPONSORS FOR THEIR GENEROUS SUPPORT OF  
THE HEALTHCARE UNBOUND CONFERENCE & EXHIBITION

## GOLD SPONSORS



**Honeywell HomMed® LLC** is a leader in the medical device industry concentrating its expertise on remote patient monitoring. There currently are in excess of 17,000 patient units installed in the US, Canada and Germany. The Honeywell HomMed Health Monitoring System has been involved in the care of over 300,000 patients since its inception.

The Honeywell HomMed Health Monitoring System includes Sentry and Genesis monitors and proprietary Central Station software — all are hospital grade FDA Class II medical devices. Base biometric measurements include blood pressure, weight and heart rate and oxygen saturation. Multiple peripheral devices can also be attached simultaneously including a temporal thermometer, glucose meter, peak flow/FEV1, spirometer, PT/INR, ECG and multi-user card swipe. The automated system greets the user, up to four times per day, and guides them using voice and text prompts through a simple three minute process to collect their health information and answers to disease related questions. Health data is automatically sent through standard phone lines to the Central Station for review. The monitor is available in one of 11 languages: English, French, German, Spanish, Portuguese, Italian, French Canadian, Russian, Polish, Armenian and Hindi.

The Central Station automatically color codes and triages all user health data. This allows clinical staff to easily view any alerts, user records and trend data. Customized reports can be presented in graphical or tabular form. The Central Station displays information in English, French Canadian and German.

The Honeywell HomMed MedPartner™ Medication Reminder provides an innovative solution prompting the user with voice commands and light cues when it's time to take their medication. The user is also notified if the wrong medication is selected. Voice commands inform user of prescribed amount of medication and indicate appropriate bottle. A record of the medication compliance is automatically sent to the Central Station for review.

**Contact Information:** Honeywell HomMed, 19275 W. Capitol Drive, Suite 200, Brookfield, WI 53045  
Tel: 262-783-5440, Fax: 262-783-5441, Website: [www.HomMed.com](http://www.HomMed.com)



**Intel Corporation, Digital Health Group.** As part of the recent restructuring of the company, a new organization was created to address growing opportunities for Intel-based technologies. To help drive the digital health revolution, the Digital Health Group was formed to develop products and explore global business opportunities for Intel architecture products in healthcare research, diagnostics and productivity, as well as personal healthcare. The mission of the Digital Health Group is to deliver innovative, game changing technologies and platforms into the hands of patients, their families and healthcare providers around the world. Intel, the world's largest chip maker, is also a leading manufacturer of computer, networking and communications products.

**Contact Information:** [www.intel.com/pressroom](http://www.intel.com/pressroom)



**McKesson Telehealth Advisor™** is a remote disease management monitoring solution that collects symptoms, behavior, knowledge and vital signs from the patient and transmits that information via an ordinary phone line to the healthcare provider. With Telehealth Advisor, patients participate in their own care by answering diagnosis-specific questions on an electronic device daily, while receiving targeted education about their condition in order to modify behavior for improved outcomes. The solution consists of three components: an in-home patient communication device, a monitoring application for use by the provider and disease management programs.

- **In-home patient communication device.** The Telehealth Advisor in-home patient communication device, awarded Best Product by Business Week and Best Enabling Tool by the Disease Management Association of America, is the Health Buddy® appliance, provided by Health Hero Network, Inc. The device collects data that gives providers important information about a patient's chronic condition and communicates diagnosis-specific information to the patient on a daily basis.
- **Disease management programs.** The patented disease management programs are based on appropriate standard practice guidelines. Each disease management program delivers 6 to 10 diagnosis-specific questions to the patient on a daily basis. Telehealth

Advisor features an extensive library of programs consisting of more than 10,000 dialogues on 45 different subjects. The library contains 16 standard programs for disease management that address all key aspects of care for each chronic condition.

- **Monitoring application.** The Internet-enabled monitor is a patient management application that provides access to updated patient information anytime, anywhere. The monitor helps providers quickly identify at-risk patients using stratified, color-coded risk levels (red for high-risk, yellow for medium-risk and green for low-risk) that are based on symptoms, patient behaviors and self-care knowledge. The monitor also features a task that allows the clinician to focus on high- and medium-risk patient responses, and allows providers to create summary reports on individuals or groups of patients.

**Contact Information:** McKesson, 1515 East Republic Road, Springfield, MO 65804

Tel: 800-800-5403, Fax: 417-874-4015, Email: [homecare@mckesson.com](mailto:homecare@mckesson.com), Website: [www.mckessontelehealth.com](http://www.mckessontelehealth.com)

## SILVER SPONSOR

# PHILIPS

**Royal Philips Electronics of the Netherlands** (NYSE: PHG, AEX: PHI) is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 30.3 billion in 2004. As a healthcare, lifestyle and technology company, with 161,500 employees in more than 60 countries, Philips has market leadership positions in healthcare, consumer electronics, lighting and semiconductors. Philips Medical Systems is a global leader in diagnostic imaging and patient monitoring. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

Philips Medical Systems' New Ventures Business Unit seeks to incubate promising new ideas that may involve technology, market or business model challenges apart from existing Philips business groups. As part of these efforts, Philips has introduced telemonitoring solutions that are enabling new care models outside of the traditional hospital setting. In addition, the company has innovative research and development initiatives in the areas of early detection of life threatening conditions, emergency response and intervention, remote management of chronic disease patients, and health status monitoring via wireless biometric sensors or wearable devices.

Philips' efforts target both the professional and consumer markets, with a solution portfolio that will span the continuum from 'sickness' (at-risk and chronically ill) to 'wellness' (fitness and prevention).

**Contact information:** Philips Medical Systems, Jay Mazelsky, General Manager, New Ventures Business Unit

Tel: 978-659-3483, Email: [motiva@philips.com](mailto:motiva@philips.com), Website: [www.medical.philips.com/goto/telemonitoring](http://www.medical.philips.com/goto/telemonitoring)

## BRONZE SPONSORS



**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](mailto:vincek@bhtinfo.com)

Website: [www.bhtinfo.com](http://www.bhtinfo.com), E-CareManagement News: [www.bhtinfo.com/pastissues.htm](http://www.bhtinfo.com/pastissues.htm)



**BodyMedia** is a leader in the field of unobtrusive wearable body monitoring. BodyMedia customizes its wearable body monitoring platform (monitors + algorithms for vital sign interpretation + representation software and tools) for specific applications in the fields of healthcare and wellness. BodyMedia's current commercial product lines include clinical weight management, health club-based weight management, home care, and scientific research. Future services on the way from BodyMedia include product suites for infant monitoring, assisted living environments, diabetes disease management, cardiac disease management, fitness, and rehabilitation.

**Contact Information:** BodyMedia, Astro Teller, CEO, Tel: 412.288.9901 x 1111, Email: [astro@bodymedia.com](mailto:astro@bodymedia.com), Website: [www.bodymedia.com](http://www.bodymedia.com)



**Cardiocom** is the leader in telehealth solutions for CHF, COPD, asthma, diabetes and obesity. Cardiocom allows you to remotely monitor your patient's vital signs, symptoms, and compliance. Cardiocom provides in-house software tools or outsource population management solutions. Cardiocom's advanced tele-monitoring system improves your patient's quality of life, reduces hospitalizations and enables cost-effective management. Cardiocom is a vertically integrated manufacturer providing telehealth products since 1997 with nationwide client base. Cardiocom received the "Best Enabling Tool for Disease Management" from the DMAA in 2004 and 2002. Cardiocom was awarded the "Most Innovative Technology to Improve Patient Outcomes" at The Emerging Technologies Congress.

**Contact Information:** Cardiocom Multi-Disease Management, 1260 Park Road, Chanhassen, MN 55317

Tel: 888-243-8881, Fax: 888-320-8881, Website: [www.cardiocom.com](http://www.cardiocom.com), Email: [info@cardiocom.com](mailto:info@cardiocom.com)



*Mobile Cardiac Outpatient Telemetry™*

**CardioNet** is the first provider of mobile cardiac outpatient telemetry (MCOT) — monitoring the patient's ECG, heartbeat by heartbeat, at home, at work, or traveling - focused on helping physicians rapidly diagnose and effectively manage patients with cardiac arrhythmias. The CardioNet technology continuously monitors the patient's ECG during normal daily activities. It detects and transmits abnormal heart rhythms to the CardioNet monitoring center, where certified cardiac technicians analyze the transmissions and respond appropriately 24/7/365. Physicians receive daily and urgent telemetry reports from the CardioNet monitoring center, and use the data to make diagnoses and treatment decisions. The unique value of CardioNet's integrated technology/service is that it detects and transmits events, whether or not patients can sense that they are occurring. In a clinical study, CardioNet mobile cardiac outpatient telemetry detected serious arrhythmias in 53% of patients who had been previously monitored with Holter and/or event recording, where no arrhythmia had been found.

**Contact Information:** CardioNet, Larry Watts, VP Marketing, Tel: 610-729-7021, Email: lwatts@cardionet.com, Website www.cardionet.com



Carematix wireless patient monitoring system enables regular monitoring of patient's vital signs. Wireless minimizes behavior change, which leads to higher compliance and thus timely preventative interventions. Higher ROI is achieved due to lower cost, easy deployment and simple support. Current users include disease management organizations, health plans, self-insured employers, veterans and home health agencies.

**Contact Information:** Carematix Inc., 120 S. Riverside Plaza, Suite 464, Chicago, IL 60606  
Tel: (312)627-9300, Fax: (312)627-9309, Website: www.carematix.com, Email: info@carematix.com



Clinical Technology Advisors is the North American distributor of the SIMpill medication compliance solution. This consists of a pill bottle which, when opened, delivers an SMS message to a central server documenting a medication event. The central server receives the incoming SMS and, if it is within the time tolerances set for the patient's medication schedule, simply stores the message. Should no message be received within those time tolerances, then the server will send an outgoing SMS message to the patient's cell phone, or similar device, reminding them to take their medication.

**Contact Information:** Clinical Technology Advisors, P.O. Box 2800, Acton, MA 01720  
Dave Rosa, Tel: (978)263-9596, Fax: 866-517-2597 Email: dave@clintechadvisors.com, Website: www.clintechadvisors.com



**FitSense Technology Inc.** is a world leader in delivering personal ambulatory monitoring systems. An established pioneer and leader in sports and fitness monitoring, FitSense is taking this experience into health and wellness. FitSense provides an ambulatory monitoring system. We deliver full data connectivity from your patient through the Internet and back to your server. FitSense has provided wireless monitoring systems for the US Army, clinical trials, hospitals, disease management companies and consumers since 1997. The Network that links the patient -anyone-anytime-anywhere. FitSense Technology Inc., founded in 1997, is located in Southborough Massachusetts.

**Contact Information:** Tom Blackadar, FitSense Technology, Inc., 21 Boston Rd., Southborough MA 01772  
Tel: 508-303-8811, Fax: 508-357-7990, Website: www.fitsense.com or www.bodylan.com, Email: tom@fitsense.com



**Forrester Research** (Nasdaq: FORR) is an independent technology and market research company that provides pragmatic and forward-thinking advice about technology's impact on business and consumers. For 22 years, Forrester has been a thought leader and trusted advisor, helping global clients lead in their markets through its research, consulting, and peer-to-peer executive programs. For more information, visit www.forrester.com.

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



Specializing in Web-based health information and remote monitoring systems, iMetrikus® solutions engage key stakeholders in the care management process by supporting information sharing while promoting adherence to healthy behaviors and treatment routines. MediCompass®, powered by iMetrikus, is an interactive personal health monitoring system. It provides a personal health record and offers additional modules to support those with chronic conditions such as diabetes, asthma, pulmonary disease, hypertension, cardiovascular disease, congestive heart failure and HIV/AIDS. MediCompass includes tools for uploading data from over 30 biometric devices. Our award winning products, MediCompass, MetrikLink®, and AirWatch®, are HIPAA compliant and URAC accredited.

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





**InterMed Advisors** is a care management technology company focused on chronic disease in general and diabetes in particular. The company provides wireless data transmission employing FDA approved devices, a virtual private network site which incorporates a knowledge engine, and low cost patient and care management communication technology to inexpensively transfer processed data to improve the reliability and efficacy of care management programs. The company's patented knowledge engine consists of a variety of tools which makes the prediction of high risk medical events possible, facilitates quantitatively reliable evaluation of patient performance, and evolves tools to improve the understanding of patient conditions so that they may be treated optimally. Please see [www.intermedinc.net](http://www.intermedinc.net) or call 617-441-9900 for more information.

**Contact Information:** Intermed Advisors, Tel: 617-441-9900, Website: [www.intermedinc.net](http://www.intermedinc.net)



**QUALCOMM** provides wireless communications services to healthcare industry partners and is working in a number of areas including the convergence of medical devices and cell phones, the interaction of cellular devices with biosensors for health monitoring applications and the enablement of existing medical devices with cellular communications technology. QUALCOMM Incorporated ([www.qualcomm.com](http://www.qualcomm.com)) is a leader in developing and delivering innovative digital wireless communications products and services based on the Company's CDMA digital technology. Headquartered in San Diego, California, QUALCOMM is included in the S&P 500 Index and is a 2004 FORTUNE 500® company traded on The Nasdaq Stock Market® under the ticker symbol QCOM.

**Contact Information:** QUALCOMM, Richard Lobovsky, Director, Business Development, Email: [ribovsky@qualcomm.com](mailto:ribovsky@qualcomm.com), Tel: 212-244-0831, Cell: 917-312-3259, Fax: 212-244-1477, Website: [www.qualcomm.com](http://www.qualcomm.com)



Vitaphone is a telemedicine company with corporate headquarters in Mannheim, Germany. Founded in 2001, Vitaphone offers a variety of wireless devices and call center services designed for use by the medical profession and consumers. Vitaphone produced the first EKG consumer mobile phone four years ago and has since developed wireless applications for emergency, logistics, and medical applications.

**Contact Information:** Vitaphone GmbH, Jon Darsee, Director Business Development, 1205 Kinney Ave, Unit I, Austin TX 78704  
Tel: 512 300 0860, Email: [jddarsee@aol.com](mailto:jddarsee@aol.com), Website: [www.vitaphone.de](http://www.vitaphone.de)



## WEBER SHANDWICK

WORLDWIDE

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**Xanboo**, A SAFE, SECURE SOLUTION FOR AGING IN PLACE. With its end-to-end "SDK" provisioning technology platform, from the device to the central server, Xanboo designs applications and services delivered over high-speed internet connections for consumer and business markets. With Xanboo's remote monitoring technology and affordable plug n' play sensors, caregivers can leave their homes to run errands, exercise, go to work or conduct other social activities, knowing that they will be automatically notified on their cell phone or PC if their loved one is wandering outside of a safe zone, using dangerous appliances, climbing stairs, leaving water running or otherwise putting themselves in harms way.

**Contact Information:** Xanboo, Bill Diamond, President, 115 West 30th Street, New York, NY 10003  
Tel: 646-674-3003, Email: [bdiamond@xanboo.com](mailto:bdiamond@xanboo.com), Website: [www.xanboo.com](http://www.xanboo.com)

## Supporting Organizations



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

To learn more about AHIP Solutions, check out [www.ahipsolutions.org](http://www.ahipsolutions.org) today or contact the AHIP Business Advancement Team at 1-866-707-2447 (AHIP) or [businessadvancement@ahip.org](mailto:businessadvancement@ahip.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 and 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](http://www.mohca.org), Tel: 202-352-3019



The National Association for Home Care & Hospice (NAHC) is the nation's largest trade association representing the interests and concerns of the home care and hospice community, from the patients who receive these services to home care agencies, hospices, home care aide organizations, and medical equipment suppliers. Working for fair regulation and reimbursement, offering professional development for home care and hospice workers, working to protect the needs of patients and their right to receive care in the "least restrictive environment" -- the home -- NAHC stands ready to serve and adapt to the needs of home care and hospice.

**Contact Information:** National Association for Home Care & Hospice, 228 Seventh St. SE, Washington, D.C. 20003  
Tel: (202) 547-7424, Fax: (202) 547-3540, Website: [www.nahc.org](http://www.nahc.org)

## Supporting Publications



**AIS's Managed Care Week**, hard-hitting business and financial news of the managed care industry. Includes data on HMOs, PPOs, POS plans, new managed care products and markets, and government initiatives that are changing the face of managed care. Written by insightful managed care writer/analyst Jill Brown. 45 issues annually, print copy, e-mail delivery and regular e-mail news alerts. For more information call AIS at 800-521-4323 or visit the website at [www.AISHealth.com](http://www.AISHealth.com).



**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](http://www.broadbandhomecentral.com)

## Dealerscope

**Dealerscope** is a consumer technology trade publication that gives our readers the knowledge they need to make the right decisions in the fast-moving consumer technology market. It also provides information to retailers that will help them profitably market and sell consumer technology. Most importantly, Dealerscope assists manufacturers and distributors in communicating best practices to retail. Dealerscope is published by the Consumer Technology Publishing Group, a division of North American Publishing Company that also publishes – E-Gear, Custom Retailer and Picture Business.

**Contact Information:** Suzanne DeFruscio, Director of Marketing, Dealerscope, 1500 Spring Garden Street, Ste 1200, Philadelphia, PA 19130  
Tel: 215-238-5369, Email: [sdefruscio@napco.com](mailto:sdefruscio@napco.com), Website: [www.dealerscope.com](http://www.dealerscope.com)



**Federal Telemedicine Update**, publishers of information on telemedicine, telehealth, and healthcare technology, helps healthcare professionals, corporate executives, college and university directors, researchers, hospital administrators, and others in the field have up-to-the-minute data delivered via the e-newsletter “Federal Telemedicine News”. Two reports are published annually: Federal Agencies: Activities in Telehealth, Telemedicine, and Informatics and a companion report University and State Activities: Telemedicine, Telehealth, Informatics, and Research.

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**Contact Information:** Michael Hilts, Publisher, Health Management Technology, 2500 Tamiami Trail North, Nokomis, FL 34275  
Tel: 941-966-9521, Fax: 941-966-2590, Email: [mhilts@healthmgttech.com](mailto:mhilts@healthmgttech.com), Website: [www.healthmgttech.com](http://www.healthmgttech.com)

## HOME CARE AUTOMATION REPORT

from Stony Hill Publishing

**Home Care Automation Report** is a subscriber-supported, advertising free newsletter published monthly by Stony Hill Publishing of Fredonia, Wisconsin. Since 1994, HCAR has been the only regularly published technology magazine for home health care and hospice executives and their technical staff. Stony Hill President Tom Williams and HCAR Editor Tim Rowan are widely regarded as the home care industry's leading technology consultants and are frequently asked to speak at major industry conferences. Guest authors frequently add to HCAR's depth of coverage. Regularly covered topics include software vendor product reviews, home telehealth, general healthcare technology innovations, point-of-care automation for clinicians and federal regulations.

Subscription Information: [info@stony-hill.com](mailto:info@stony-hill.com), Tel: 262-692-2270.

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**\$100 Discount for Select Organizations**

TCBI is offering discounts (\$100 off the applicable registration fees above) for all members of America's Health Insurance Plans (AHIP), Disease Management Association of America (DMAA), Mobile Healthcare Alliance (MoHCA) and National Association for Home Care & Hospice (NAHC).

**GROUP DISCOUNTS:**

If your organization sends two registrants at the applicable registration fee, third and subsequent registrants from the same organization will receive a \$200 discount on the registration fee. We recommend that you register by phone or fax if you wish to take advantage of this discount. Organizations sending more than four registrants to the conference at the Category One registration fee may find sponsorship/exhibition a more economical alternative. For more information, please contact TCBI: Tel: 310-265-0621 Email: info@tcbi.org

**PAYMENTS:**

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**HOTEL INFORMATION:**

The Fairmont Copley Plaza, 138 St. James Avenue, Boston, MA 02116. Please note that at this point the hotel where the Healthcare Unbound Conference & Exhibition will be held, The Fairmont Copley Plaza, is sold out for the nights of the event. **However, we have reserved a block of rooms at the Colonnade Hotel, a hotel which is a 5 to 10 minute walk from the Fairmont Copley Plaza. The web address for The Colonnade is www.colonnadehotel.com. To make your reservations at The Colonnade, please call 800-962-3030 or 617-424-7000, and please be sure to ask for the TCBI rates. You must make your reservations by phone to secure the TCBI hotel rate. The hotel rates at the Colonnade are \$189 for single/\$209 for double on the nights of 7/10 and 7/11. The same hotel rates will be honored, based on availability, on the nights on 7/8 and 7/9.**

**CANCELLATION POLICY:**

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