



The Center for Business Innovation

Presents

The Fourth Annual Healthcare Unbound

A Conference & Exhibition on the
Convergence of Consumer & Healthcare Technologies

Special Focus on Remote Monitoring & Home Telehealth for
Managing Diseases & Promoting Wellness

**NEW AGING SERVICES
EDUCATIONAL TRACK**
**EARLYBIRD DISCOUNT
ON REGISTRATION**



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Convention & Visitors Bureau

CO-SPONSORED BY:



July 16-17, 2007

San Francisco Airport Marriott

San Francisco, CA

Keynote Speakers:

Gordon K. Norman, MD, MBA, Executive Vice President, Chief Science Officer, Alere Medical, Inc.

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

James M. Sweeney, Chairman & CEO, CardioNet, Inc.

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

David L. Whitlinger, President & Board Chairman, Continua Health Alliance
& Director, Healthcare Device Standards, Intel Corporation

Michael J. Barrett, Managing Partner, Critical Mass Consulting

Elizabeth W. Boehm, Principal Analyst, Forrester Research

Jeremy J. Nobel, MD, MPH, Faculty, Harvard School of Public Health

Jeff Perry, Business Manager, ConnectedCare – Motiva, Philips Consumer Healthcare Solutions

Donald Jones, Vice President Business Development, QUALCOMM

David C. Kibbe, MD, MBA, Principal, The Kibbe Group & Senior Advisor, Center for Health Information Technology,
American Academy of Family Physicians

SUPPORTING ORGANIZATIONS



SUPPORTING PUBLICATIONS



ABOUT THE HEALTHCARE UNBOUND CONFERENCE & EXHIBITION

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

The program will focus primarily on the use of remote monitoring / home telehealth / pervasive computing technologies for managing diseases and promoting wellness. This year, we have added a new Aging Services educational track developed in conjunction with the American Association of Homes and Services for the Aging (AAHSA) and the Center for Aging Services Technologies (CAST).

Our Third Annual Healthcare Unbound Conference & Exhibition attracted 350+ high-level attendees. We expect an even larger turnout at this year’s event. **In addition to in-depth coverage of technology-enabled disease management and wellness promotion, including leading-edge case studies, this year’s program will delve into legal/regulatory and reimbursement issues, payer perspectives on Healthcare Unbound, the emerging role of wireless technologies and the potential of Health 2.0 applications.**

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**

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

- **Healthcare Technologies**

- Remote Patient Monitoring
- Personal Health Records/Electronic Medical Records
- ePrescribing
- eDisease Management
- eClinical Trials
- Telehealth/Telemedicine
- Sensors
- Wearable Computing
- 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

The Center for Business Innovation (TCBI) organizes conferences and exhibitions for the U.S. 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.

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*
- *Home Builders*
- *Security Analysts, Investment Bankers, Venture Capitalists, Angel Investors and Consultants*
- *Government Officials*

NAB CONTINUING EDUCATION CREDIT FOR NURSING HOME AND ASSISTED LIVING ADMINISTRATORS

AAHSA is a Certified Sponsor of professional continuing education with the National Association of Boards of Examiners of Long Term Care Administrators (NAB) and has requested approval for this program for 12 clock hours. State licensure boards, however, have final authority on the acceptance of individual courses. Additional information will be available on the Conference website, www.tcbi.org/hu2007, when it becomes available. Please refer to the Aging Services Track schedule for a list of sessions offered for NAB credit and make sure to indicate that you are seeking credit on the registration form.

HEALTHCARE UNBOUND ADVISORY BOARD

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THE CENTER FOR BUSINESS INNOVATION WOULD LIKE TO THANK
VINCE KURAITIS OF BETTER HEALTH TECHNOLOGIES FOR HIS EXTRAORDINARY
CONTRIBUTIONS TO THE HEALTHCARE UNBOUND CONFERENCE

THE HEALTHCARE UNBOUND AGENDA

DAY ONE: MONDAY, JULY 16, 2007

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

CONTINENTAL BREAKFAST Sponsored By: 

8:00 **CHAIRPERSONS' OPENING REMARKS**

- Definition of Healthcare Unbound
- Implications of Healthcare Unbound for various healthcare constituents including healthcare providers, healthcare payers and vendors
- Growing opportunities for Healthcare Unbound globally
- Barriers and challenges yet to be overcome
- Future prospects

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

Jay Srini, MS, MBA, FHIMSS, Vice President, Emerging Technologies, UNIVERSITY OF PITTSBURGH MEDICAL CENTER

8:30 **KEYNOTE ADDRESS: HEALTHCARE UNBOUND – ANTICIPATING THE FUTURE**

This presentation will address the past, present and future of Healthcare Unbound (HU). Major themes will include:

- Recap of major developments in the HU market space
- Projecting what's next for HU technologies and markets
- Discussion of major trends for the coming years; discussion of possible impacts on care providers (doctors, hospitals, home health) and others
- Discussion/speculation of Google Health strategy – how this promises to be the event of the decade for healthcare
- Exploring leverage points for success

Vince Kuraitis JD, MBA is Principal and founder of Better Health Technologies, LLC (www.bhtinfo.com) and author of the e-CareManagement blog. BHT consults to companies in developing strategy, partnerships and business models for chronic disease management and eHealth applications delivered in homes, workplaces, and communities. BHT's clients are both established organizations and early-stage companies, including: Intel Digital Health Group, Philips Electronics, Amedisys, Joslin Diabetes Center, Samsung Electronics, Siemens Medical Solutions, Medtronic, Disease Management Association of America, and many others. Vince brings 23 years health care experience in multiple roles: President, VP Corporate Development, VP operations, management consultant, and marketing executive. His consulting and work projects span 100+ different health care organizations, including hospitals, physician groups, medical devices, pharma, health plans, disease management, e-Health, IT, and others.

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

9:00 **KEYNOTE ADDRESS: ARE OLD PEOPLE GETTING WIRED, OR ARE YOUNG PEOPLE JUST GETTING OLD?**

Seniors are often cited as the fastest growing group of online consumers. But are older generations actually embracing new technologies, or are younger generations simply bringing their technology acumen with them? Elizabeth will use Forrester's longitudinal consumer Technographics® data to explore and predict consumers' levels of technology comfort as they age, and discuss the implications for healthcare technology adoption among older populations. In addition, she will examine the implications of age-related cognitive and physical changes on system and device usability and present guidelines that will help technology and service providers create solutions with low usage barriers for various healthcare populations.

Elizabeth joined Forrester in 1997 and co-founded Forrester's Healthcare & Life Sciences research practice in 1999. Her research focuses on health plan and life sciences firms' efforts to influence the behavior of various healthcare stakeholders. Elizabeth researches and consults on customer experience, Web site usability, and decision support for members, employers, providers, and brokers. She has worked with leading national and regional health plans to drive administrative efficiency and loyalty-producing customer experience. Elizabeth also leads Forrester's research on healthcare unbound — technologies in, on, and around the body that free care from formal institutions. This burgeoning technology field includes sensor technology, wearable computing, and home-based health monitoring solutions.

Elizabeth W. Boehm, Principal Analyst, FORRESTER RESEARCH

9:30 **KEYNOTE ADDRESS: THE PARADOX OF PATIENT SELF-MANAGEMENT – FURTHER EXPLORATIONS**

The term patient self-management summons up images of people asserting their autonomy and taking charge. But in the real world, the exercise of personal responsibility collides head-on with the realities of work schedules, chronically busy lives, and informational overload. Even when we have the knowledge and desire to take care of ourselves, most of us fall short on day-to-day discipline and timing -- the familiar "compliance" problem. Why is compliance so contrary to human nature? And how might technology take human contradictions into account? Healthcare IT analyst and thinker

Mike Barrett, originator of the term Healthcare Unbound, builds on ideas he presented at last year's conference and delves deeper into behavioral economics, behavioral psychology, and technological ways to even up the odds against ourselves.

Mike is a graduate of Harvard College magna cum laude and Northeastern University School of Law. An attorney, he served four elected terms in the Massachusetts State Senate from Cambridge, chairing the Committee on Health Care. Mike left office in 1995 to serve as CEO and General Counsel to the Visiting Nurse Association of New England, a group of Medicare-certified home health agencies organized to negotiate with health plans as a provider network. Three years later, he assumed the same positions for a group of eye and ear surgeons intent on forming an IPA. Mike departed both groups in 1999 to become the senior analyst on Forrester Research's healthcare IT team. There he originated the company's Healthcare Unbound reports, concerned with technologies that enable patients to manage their chronic conditions outside the bounds of formal institutions. In 2003 Mike established Critical Mass Consulting, his own firm, motivated by an overriding goal – to raise the bar for strategic and market analysis at the crossroads of healthcare and information technology.

Michael J. Barrett, Managing Partner, CRITICAL MASS CONSULTING

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

10:30 **KEYNOTE ADDRESS: GOOGLE, THEN GARGLE – THE DEPERSONALIZATION OF THE DOCTOR-PATIENT RELATIONSHIP, AND OTHER MYTHS ABOUT HEALTH 2.0**

As we look forward to innovations in IT that put more power and control over the health care experience in the hands of consumers and patients, some worry that relationships between physicians, nurses, and their patients will suffer, particularly if online communications and remote monitoring replace office visits. Dr. Kibbe takes a different perspective, and finds that depersonalization in health care is a cause, not a product of, the drive to use IT more extensively in health care. In fact, Health 2.0 may liberate both health care professionals and their patients to spend their time together -- both online and off -- more productively and with greater mutual respect.

Dr. Kibbe is known as an innovator and independent mind in the field of health information technology in the United States. A respected technologist and co-developer of the ASTM Continuity of Care Record, CCR, standard that utilizes XML, he is also a clinician who practiced medicine in private and academic settings for more than 15 years, while also teaching informatics at the School of Public Health, University of North Carolina at Chapel Hill, and founding two health software companies. In 2005 he was voted one of the 50 Most Powerful Physician Executives in Healthcare by readers of the magazine Modern Physician. From 2002 until 2006, Dr. Kibbe was the founding Director of the Center for Health Information Technology for the American Academy of Family Physicians (AAFP), the membership organization that represents over 95,000 U.S. family doctors. The Center is now the locus of the AAFP's technical expertise, advocacy, research and member services associated with HIT, and a leading national resource on information and communications technology for physicians. During Dr. Kibbe's tenure as Director of the Center for HIT, AAFP physician member adoption and use of EHRs more than doubled, from 12 per cent to over 35 per cent. He remains affiliated with the AAFP as a Senior Advisor to the Center.

David C. Kibbe, MD, MBA, Principal, THE KIBBE GROUP & Senior Advisor, Center for Health Information Technology, AMERICAN ACADEMY OF FAMILY PHYSICIANS

11:00 **KEYNOTE ADDRESS: THE FUTURE OF AGING – THRIVING IN THE “PERFECT STORM”**

To be successful in delivering excellent care and services to our older adult consumers of today and tomorrow, we need a “wellness revolution.” That is, we need to apply American innovation to wellness technologies that enable prevention, early detection, increased compliance and new modes of remote caregiving and family support. And that revolution must begin today! Three powerful trends; disruptive demography, disruptive economy, and disruptive technology will force new models of caregiving and aging services to emerge. How can we productively address these challenges and what will the business model implications be for key stakeholders?

Dr. Majd Alwan, a noted researcher and authority on aging-services technologies, is the Director of the Center for Aging Services Technologies (CAST). Dr. Alwan is responsible for creating and leading a network of technology companies, providers and research institutions focused on technology solutions for an aging society. Prior to joining CAST, Alwan served as an assistant professor and the Director of the Robotics and Eldercare Technologies Program at the University of Virginia's Medical Automation Research Center. His research interests there included passive functional and health assessment, biomedical instrumentation, medical automation, as well as eldercare and assistive technologies. Dr. Alwan chairs the Funding Aging Services Technologies committee and is a member of the IEEE's Engineering in Medicine and Biology, and Robotics and Automation Societies. He is also a member of IEEE-USA's Medical Technology Policy Committee and the Geriatric Care Workgroup. Dr. Alwan received his PhD in intelligent robotics from Imperial College of Science, Technology and Medicine, a master's degree in control engineering with distinction from Bradford University and a bachelor's degree in electrical engineering from Damascus University.

Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)

11:30 **KEYNOTE ADDRESS: WHO PAYS AND WHY? THE PURCHASER PERSPECTIVE ON HEALTHCARE UNBOUND**

The ability of emerging information technologies to connect consumers and providers, provide access to personalized healthcare guidance, and introduce new economic models of behavioral reinforcement, has captured the attention of health insurance plans and purchasers of the services they offer. Within the context of both the US care delivery system and systems world-wide, the growing urgency surrounding the delivery of effective and efficient services has accelerated this growing interest. This presentation will review the clinical models of care delivery enhancement that can be matched to new business models for care reimbursement, including “pay for performance” and new consumer directed benefit designs, many of which are already “in play”. Obstacles and barriers to the diffusion of these approaches will be discussed, as well as the forcing functions and wild cards which may impact them near term.

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. Nobel's work specifically encompasses the use of information management technologies to better coordinate information flow between patients, providers, payers and purchasers, including interactive websites, remote physiologic monitoring, hand-held devices, personal health records and other IT applications. An important aspect of Nobel's work is active engagement with the Payer and Purchaser world of healthcare reimbursement, including advisory liaisons with large self-insured employers as well as business coalitions such as the National Business Coalition on Health and the New York Business Group on Health. 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 SCHOOL OF PUBLIC HEALTH

12:00 **SPONSOR/EXHIBITOR SHOWCASE & LUNCHEON** Sponsored By: **PHILIPS**

1:15 **KEYNOTE ADDRESS: HEALTHCARE UNBOUND'S TRANSITION TO MAINSTREAM MEDICINE**

There are many emerging technologies in the Healthcare Unbound space. A challenge for many years has been how these exciting technologies become part of the mainstream healthcare system. This presentation will describe some of the challenges with business models, gaining reimbursement, and acceptance from providers. In particular, we will explore a success in the cardiology monitoring space and how this model can be extended to other Healthcare Unbound technologies.

James M. Sweeney has started eight healthcare product and service companies, successfully taken two companies public, led an LBO resulting in a 650% return to investors in less than four years, raised over \$1 billion in financing for his various companies including \$400 million in venture capital, \$700 million in debt financing, \$300 million in two IPO's – and sold two companies for over \$1 billion. Jim's serial entrepreneurship has involved him in buying, selling or taking public over 20 healthcare product and service companies. Acknowledged as the founder of the multi-billion dollar home infusion therapy industry, Jim founded Caremark, the industry pioneer and leader, selling the company to Baxter in 1987 for approximately \$600 million. In his eighth startup, CardioNet, Jim has created the world's first provider of mobile cardiac outpatient telemetry, a truly life-saving new diagnostic service. Integrating proprietary cardiac monitoring, wireless communications and Internet technologies, CardioNet allows physicians to continuously monitor patients' ECG'S as they go about their normal daily activities.

James M. Sweeney, CEO, CARDIONET, INC.

1:45 **KEYNOTE ADDRESS: INDUSTRY COLLABORATION ACCELERATES THE PERSONAL TELEHEALTH MARKET**

In 2006, a small group of corporate leaders from seemingly disparate industries gathered together and formed an organization called the Continua Health Alliance. In less than a year the organization grew to over 120 companies with nearly 700 members world wide - all focused on the goal of enabling a rich marketplace of interoperable personal telehealth devices and services. Come learn how companies and individuals from around the world are working together within Continua to knock down market place barriers and open up a rich personal telehealth market where many diverse vendors can combine their products into new value propositions with significant health benefits for people worldwide. From the generally healthy individuals who wish to track their fitness or diet, to the chronic disease patients whose lives are dramatically improved through embedded life monitoring, there are people who will benefit from this new marketplace of interoperable devices and services that help them to live healthier lives.

David Whitlinger serves as the director of Healthcare Device Standards for the Intel Corporation in its Digital Health Group. Mr. Whitlinger is responsible for Intel's healthcare device interoperability strategies and the standards development to support those strategies. He is currently leading a large, cross-industry consortium, the Continua Health Alliance, focused on the establishment of an eco-system of interoperable, personal telehealth systems. Mr. Whitlinger has been with Intel since 1993 and prior to establishing the Healthcare Device Standards Group, he worked on a wide variety of wireless standards and served on the Bluetooth SIG Board of Directors for several years. Mr. Whitlinger is the author of five research journal articles, four of which focused on breast cancer DNA analysis.

David L. Whitlinger, President & Board Chairman, CONTINUA HEALTH ALLIANCE & Director, Healthcare Device Standards, INTEL CORPORATION

2:15 **KEYNOTE ADDRESS: MOBILE VIRTUAL PRESENCE UNLEASHES HEALTHCARE UNBOUND**

Advancements in 3G wireless networks and handsets will enable the delivery of high speed broadband applications directly to the cell phone and other wireless devices. With bi-directional speeds exceeding that of DSL and cable modems, we will begin to see a variety of wireless applications beyond mobile TV that incorporate high quality video. This talk will provide an overview of the evolutionary path of cellular networks, explore potential health applications that will be enabled by these next generation networks, and focus on mobile video presence and its inevitable impact on healthcare unbound.

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

2:45 **KEYNOTE ADDRESS: MOVING BEYOND TECHNOLOGY – MOTIVATING PATIENT BEHAVIOR AND COMPLIANCE**

Home telemonitoring has been proven to reduce re-hospitalizations for patients with chronic conditions such as heart failure, yet broader market adoption has remained limited. This presentation will focus on a key ingredient that must be added to the solution: engaging individuals to more effectively manage their own health, though motivation and behavior change. Philips takes a platform approach to remote patient management that addresses the broader topic of using interactive media to support behavior modification and promote health literacy in older adults with chronic conditions. We will discuss how Behavioral Telehealth offers the potential to both motivate healthy lifestyle choices and improve patients' compliance with medications and physician guidelines

Jeff Perry is Business Manager for Connected Care – Motiva, within Philips Consumer Healthcare Solutions. He is responsible for Motiva, Philips new broadband-enabled remote patient management technology. Prior to this role, Mr. Perry worked for Agilent Technologies and Hewlett-Packard's healthcare businesses, as a senior scientist in their corporate research labs. In this capacity, he led the development of an industry-wide standard for point-of-care device connectivity. Previously, he contributed to HP's programs in the areas of electronic medical records, cardiac magnetic resonance imaging, anesthesia monitoring, and 3-D ultrasound. Mr. Perry is currently on the board of directors for the Continua Healthcare Alliance.

Jeff Perry, Business Manager, ConnectedCare – Motiva, PHILIPS CONSUMER HEALTHCARE SOLUTIONS

3:15 **KEYNOTE ADDRESS: IT TAKES MORE THAN WIRELESS TO UNBIND HEALTHCARE**

"Healthcare Unbound" appears to be getting significant traction, but "Health Unbound" goes one step further. A logical extension of today's Disease and Population Health Management paradigm, "Health Unbound" puts caring about health (vs. sickness) back into healthcare, and liberates health from the medical delivery system and invokes personal responsibility as a primary driver. Coupled with anytime, anyplace information, tools, and resources for personal health support, "Health Unbound" promises quantum improvements in the translation of health knowledge into personal behaviors. "Health Unbound" requires a dramatic departure from today's paradigm of health care delivery & roles. DM, RPM, HAH are significant milestones in this journey but are just the beginning. Wireless, RFI, ubiquitous sensing are hot technologies, and understandably draw media and industry attention. The task of evolving "Health Unbound" from the current delivery model of "sickcare" to a ubiquitous part of daily life for consumers in a health context is a daunting challenge, and requires much more than just new technology. What our technology connects to, who uses it for what, and how that interfaces with other aspects of lifestyle and care delivery will ultimately be more important than the technology itself. On the journey, we face formidable barriers that must be overcome.

Dr. Norman serves as Chief Science Officer for Alere and is responsible for clinical programs, informatics, government affairs, and industry liaison. Before 2005 he was executive director of PacifiCare's dedicated disease management unit providing DM programs for the company's health plans and Medicare Demonstration programs. In 2004, Dr. Norman joined DMAA's Board of Directors and was named among the Top 25 Most Influential People in the field of Disease Management by Managed Healthcare Executive. Earlier Dr. Norman served as PacifiCare's VP, Health Care Quality, accountable for health and disease management, quality improvement, and medical informatics. He completed the MBA program at Stanford, where he previously earned degrees in Psychology and Medicine, and received his family medicine training in Maine and New York.

Gordon K. Norman, MD, MBA, Executive Vice President, Chief Science Officer, ALERE MEDICAL, INC.

3:45 **SPONSOR/EXHIBITOR SHOWCASE & REFRESHMENTS** Sponsored By: 

CONCURRENT SESSIONS: TRACKS A, B & C

Choose from Track A , B or C

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

Agging Services professionals seeking NAB credit, see p. 3 for specific information.

8:00 2 NAB Continuing Education Credits

Opening Keynotes

(see pp. 4-5 for complete education content information and faculty)

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

10:30 1.5 NAB Continuing Education Credits

Morning Keynotes

(see pp. 5-6 for complete education content information and faculty)

12:00 **SPONSOR/EXHIBITOR SHOWCASE & LUNCHEON** Sponsored By: **PHILIPS**

1:15 2.5 NAB Continuing Education Credits

Afternoon Keynotes

(see pp. 6-7 for complete education content information and faculty)

3:45 **SPONSOR/EXHIBITOR SHOWCASE & REFRESHMENTS** Sponsored By: 

4:15A 1.5 NAB Continuing Education Credits

PANEL DISCUSSION: THE FUTURE OF AGING SERVICES – PROVIDER BUSINESS MODELS

Agging services providers realize that the way they currently provide care and services will need to be redesigned to meet the needs and expectations of “tomorrow’s seniors.” Hear how providers are changing their current business models to incorporate technology innovations.

- View a video on how emerging technologies can improve health care options and quality of life for seniors
- Discover the concept of a “caregiver network” to help enhance the flow and integration of vital health information between seniors and their professional and family caregivers
- Listen to providers share their perspectives on the caregiver network and steps they are currently taking to offer home-based services in the future

Moderator:

Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)

Panelists:

Sandra Elliott, Director of Consumer Technology and Service Development, MERIDIAN HEALTH

Kirk W. Lamoreaux, Director, Strategic Policy, Worldwide Public Affairs & Policy, PFIZER, INC.

Keith Perry, CEO, SEARS METHODIST RETIREMENT SERVICES

Michael Monson, Vice President of Performance Improvement, VISITING NURSE SERVICE OF NEW YORK

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

& NETWORKING COCKTAIL RECEPTION  Sponsored By:



TRACK B

4:15B **PANEL DISCUSSION: MOBILE/WIRELESS TECHNOLOGY – DRIVING PATIENT CARE FORWARD**

People struggle every day to run their busy lives, which become much more complex when dealing with a health issue. Wireless providers understand the need to enable patients to monitor and manage their health anytime, anywhere. Our panel of experts will provide an overview of the healthcare mobile/wireless space and share tools, processes and programs that are furthering care while patients are on the move:

- Accelerating solutions and creating business models to improve care management
- Guiding care decisions by accessing the Personal Health Record
- Facilitating care collaboration among patients, families and the care team
- Avoiding speed bumps (patient compliance, physician cooperation, reimbursement, etc.) to drive wireless adoption
- Measuring success from all directions – patients, healthcare providers and technology providers

Co-Moderators:

Sherri Dorfman, CEO & Customer Ambassador, STEPPING STONE PARTNERS

Douglas J. McClure, Corporate Manager II, Connected Health Operations, CENTER FOR CONNECTED HEALTH, PARTNERS HEALTHCARE, INC.

Panelists:

Joshua Seidman, PhD, President, CENTER FOR INFORMATION THERAPY

Fraser Edward, Senior Marketing Manager, Life Sciences, RESEARCH IN MOTION (Makers of BlackBerry)

Stewart A. Skomra, Director Business Development, QUALCOMM Wireless Business Solutions

Robert Schwarzberg, MD President & CEO, SENSEI, INC.

Teri Loudon, President, THE LOUDEN NETWORK, INC.

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

& NETWORKING COCKTAIL RECEPTION



Sponsored By:



TRACK C

4:15C **PANEL DISCUSSION: THE EMERGING ROLE OF PERSONAL HEALTH RECORDS**

- What accounts for the sharp escalation of interest in PHRs over the past 18 months?
- Tethered vs. untethered: How goes the relative popularity of the two PHR models? What shifts, if any, have occurred since last year, and why?
- Provider, health plan, employer and direct-to-consumer: How are the various PHR distribution channels faring?
- Is the PHR a distinct “product” or a broad “concept”? Does the answer matter for distribution strategies and business models?
- PHRs and Healthcare Unbound (patient self-management) technologies: Are they converging? Quickly or slowly? Why?

Moderator:

Michael J. Barrett, Managing Partner, CRITICAL MASS CONSULTING

Panelists:

Matthew Sanders, Chief Executive Officer, IMETRIKUS, INC.

Matthew Holt, MATTHEW HOLT CONSULTING

Ramesh Srinivasan, Vice President Business Development, MEDICALERT

5:00C **UNBINDING HEALTH AND WELLNESS: HEART SENSORS, ON-LINE COMMUNITIES AND ENTERTAINMENT**

Remote acquisition of vital sign data is a key component in improving wellness, encouraging prevention and reducing health care costs. Is this enough?

Compliance, usability and practitioner adoption have presented important barriers for the end-user consumer to reap the benefits available from advances in remote monitoring technology. Sensor devices that enable consumers to manage their body’s vitals must form part of an integrated approach that caters to both user and practitioner’s needs; these processes must stimulate positive incremental lifestyle changes. Social technology tools - such as on-line communities, support networks and entertaining content, closely linked to monitoring devices - will drive the wellness revolution to the next stage.

The convergence of wellness, technology and entertainment is the key catalyst to drive change into the lives of the concerned consumer.

Gonzalo Naranjo CEO, PULSETRACER TECHNOLOGIES INC.

5:30C **SUCCESSES WITH TELEHEALTH IN HOMECARE (CASE STUDIES WITH PROVEN OUTCOMES)**

Telehealth technology is designed to help physicians and home health care providers better manage the care of patients with chronic conditions such as congestive heart failure (CHF), hypertension, diabetes and chronic obstructive pulmonary disease (COPD). This presentation will detail how Honeywell HomMed’s telehealth monitoring device collects patients’ vital signs daily and transmits them to a central monitoring system located within Home Healthcare Partners (HHP), a home nursing company that provides skilled nursing and therapy services through Medicare-certified locations in Louisiana and Texas. A registered nurse then reviews the data and provides early intervention and education, if necessary. Patients get a daily “check up” in the comfort of their own home. HHP will present success stories, case studies, and proven outcomes for patients with congestive heart failure (CHF), hypertension, diabetes and chronic obstructive pulmonary disease (COPD).

Wayne Bazzle, CEO, HOME HEALTHCARE PARTNERS

Terry Duesterhoeft, Vice President of Marketing, HONEYWELL HOMMED

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


& NETWORKING COCKTAIL RECEPTION



Sponsored By:



DAY TWO: TUESDAY, JULY 17, 2007


- 7:30 **SPONSOR/EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST** Sponsored By: 
- 8:00 **CHAIRPERSONS' OPENING REMARKS**
Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)
Tim Gee, Principal, MEDICAL CONNECTIVITY CONSULTING
Mitch Work, President & CEO, THE WORK GROUP

CONCURRENT SESSIONS: TRACKS A, B & C

Choose from Track A , B or C

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

Aging Services professionals seeking NAB credit, see p. 3 for specific information.

- 8:15A 2 NAB Continuing Education Credits
PANEL DISCUSSION: PILOTING TOMORROW'S TECHNOLOGIES: CHALLENGES AND OPPORTUNITIES
Pilot studies of the most promising technologies are needed to advance the vision of providing "healthcare without walls." Aging services providers, with their unique perspectives, offer unique "living lab" opportunities where potential solutions can be tested.
- Appreciate why technology prototypes and products need to be tested on a large scale to demonstrate their effectiveness and generate opportunities for reimbursement
 - Hear from a variety of providers currently engaging in pilot studies and explore their experiences in partnering with technology companies and universities
 - Learn what you can do to participate in technology pilot programs
- Moderator:
Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)
- Panelists:
Kari Olson, Chief Information Officer, FRONT PORCH
Lisa Gaudet, Director, Remote Care Technology and Genetic Service, NORTHEAST HEALTH & THE EDDY
Jeffrey Kaye, Director, Layton Aging & Alzheimer's Disease Center, OREGON HEALTH AND SCIENCES UNIVERSITY, OREGON CENTER FOR AGING & TECHNOLOGY
Henry Osowski, Senior Vice President, Business Development, SCAN HEALTH PLAN
- 10:15 **SPONSOR/EXHIBITOR SHOWCASE & REFRESHMENTS** Sponsored By: 
- 10:30A 1.5 NAB Continuing Education Credits
PANEL DISCUSSION: TELEHOMECARE AND REMOTE MONITORING: WHAT'S NEXT – NOW
Remote monitoring and telehomecare technologies on the market today allow seniors to age more independently in a place they call home. Aging services providers are successfully embracing these technologies and incorporating them into their care delivery models.
- Review case studies of providers using remote monitoring and telehomecare—and obtain best practices for offering these services
 - Experience live demonstrations of several remote monitoring technologies and see first-hand how privacy is respected and protected
 - Discuss how these technologies impact the social connectedness between seniors, their family members, caregivers and health care providers
- Moderator:
Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)
- Panelists:
Michael P. Lynch, PhD, Director, ADT, WELLHEALTH
Margie Bass, Director of Clinical Services, BETH ABRAHAM FAMILY OF HEALTH SERVICES
Cecily Baker, Vice President of Home Care, BETH ABRAHAM FAMILY OF HEALTH SERVICES
Lydia Lundberg, Owner, ELITE CARE
Mike Lemnitzer, Senior Director, Strategic Business Development, PHILIPS CONSUMER HEALTHCARE SOLUTIONS
- 12:00 1 NAB Continuing Education Credit
PLENARY PANEL DISCUSSION – MOVING HEALTHCARE UNBOUND TO SCALE
Join this lively and contentious point/counterpoint debate among experts as they dialogue on how to achieve Healthcare

Unbound at scale. What are the lessons learned to date? What teams and alliances are being formed? Who will be the leaders? Who will lose? How far along are we in the journey? What role can you play? This session is traditionally jammed packed and active audience participation and extensive interactive dialogue are the rules of the day. Come join this session! Be seen and be heard! Provide your perspective! Challenge our panelists!

Moderator:

Joseph L. Ternullo, CPA, Esq., Associate Director, CENTER FOR CONNECTED HEALTH, PARTNERS HEALTHCARE, INC.

Panelists:

Deborah Randall, Esq., Partner, Health Law Group, ARENT FOX

Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)

Cindy Campbell, Senior Home Care Consultant, FAZZI ASSOCIATES, INC.

Michael Robkin, Principal Enterprise Architect, Kaiser Permanente Information Technology, KAISER FOUNDATION HOSPITALS

Marcia Reissig, RN, MS, CHCE, CEO, SUTTER VNA & HOSPICE

1:00 **CONFERENCE CONCLUDES**

Luncheon for Attendees of Optional Post-Conference Workshops (Please see pages 15 and 16 for descriptions)

TRACK B

8:15B **PANEL DISCUSSION: TRANSFORMATIVE HOME HEALTHCARE**

Advancements in technology and practice are dissolving the walls between providers, patients and their caregivers. High tech hospital care and surgical procedures are moving home, accompanied by expansive developments of media-integrated, consumer grade healthcare electronic devices and call center technology for long term care evolution. The spectrum of rapidly evolving home healthcare mirrors what Taichi Sakaiya called the “empathetic impulse”. This human impulse is posited to make the species sense what is plentiful or scarce in an environment and behave accordingly. When resources are scarce, knowledge will become most valuable. (Sakaiya, Taichi, *The Knowledge Value Revolution*, 1992. xv.) The enhancement and transfer of knowledge through advancing protocol-controlled, instrument mediated healthcare is transforming the market of home health care. Join this panel of internationally recognized experts in a dynamic discussion of home health care evolution.

Moderator:

Jeffrey Kidder, President & CEO, HANOVER HEALTH SERVICES

Panelists:

Cindy Campbell, Senior Home Care Consultant, FAZZI ASSOCIATES, INC.

Frederick Mindermann, President, CEO and Board Member, LIFEWATCH & INSTROMEDIX

Mike Lemnitzer, Senior Director, Strategic Business Development, PHILIPS CONSUMER HEALTHCARE SOLUTIONS

Joanne Handy, RN, MS, President and CEO, VISITING NURSE ASSOCIATION OF BOSTON

9:15B **CASE STUDY: THE USE OF MOBILE PHONES FOR REMOTE NUTRITION COUNSELING**

Healthcare has been evolving from one of treatment to prevention. Prevention involves not only traditional medical care but also lifestyle changes such as fitness and nutrition, and significantly greater involvement of the consumer. Both doctors and patients now have access to a huge range of specialist providers and knowledge with the broader continuum of care, with the greatest need being a simple yet effective way to filter, coordinate and manage the information to suit an individual’s needs.

To develop an understanding of this new market, we decided to develop a product that linked healthcare experts to consumers, but in a manageably-sized part of the healthcare continuum. We chose the nutrition and diet sector, and launched Myca FoodPhone the world’s first service to link individuals with their personal dietitian using a mobile device. After two years operating this service, we confirmed some assumptions and have learned valuable lessons that we will leverage in our future ventures. The focus of this case study will be to demonstrate clear outcomes, both from the consumer and the dietitian point of view.

Peter Heywood, INDUSTRY BRAND AGENCY

9:45B **TELEHEALTH NURSING SERVICES: HOW TO ADDRESS IN A NURSE SHORTAGE**

The U.S. Department of Health and Human services projects that by 2015 there will be a 20% nurse shortage rate nationwide, which is scheduled to continue to increase as time goes on. Due to the combination of a growing population of “baby boomers” and a continued nursing shortage, the provision of telehealth and monitoring services, with qualified personnel will be challenging to say the least. This presentation will cover the following key topics:

- A review of key statistics, and information pertaining to the nurse shortage; the multiple reasons it exists, and what impact it will have on providing telehealth and monitoring services
- The impact of a foreign educated nurse workforce obtaining licensure to practice nursing in the USA
- Evolution of new technologies that allow a multitude of services to be successfully performed remotely
- Alternative “outside the box” solutions allowing for successful implementation of key telehealth and remote monitoring services

John Chess, President, MEDICALL

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

10:30B **METABOLISM: THE UNDERLYING HEALTHCARE CRISIS AND THE VALUE OF METABOLIC MONITORING**
Healthcare's spiraling costs have several drivers, but none of them bigger than the growing crisis of metabolic disorders and its co-morbidities (obesity, diabetes, CVD, etc.). Healthcare has adopted the phrase "metabolic disorders" but has done very little to adopt real solutions to the underlying crisis, focusing instead on the traditional treatment approaches to the resulting symptoms and diseases. This talk will describe the metabolic disorder and review some general concepts and specific examples of how continuous monitoring of patients' metabolism in their natural environments can unlock the opportunity for effective solutions to this crisis.

Thomas Futch, Vice President of Sales & Marketing, BODYMEDIA, INC.

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. Current payment systems are fragmented and typically do not span the spectrum of care. Some payer leaders are thinking and planning across the spectrum of care and are addressing the coverage and organization of care in the home. Medicare, specifically the Medicare Advantage program, is a leader in movement toward a comprehensive vision. Healthcare Unbound products and services will be critical drivers and beneficiaries of this progression in vision. They must both garner support from today's system of payment and aid progress to future systems.

Topics to be discussed 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:

Kuo Tong, President, QUORUM CONSULTING

Panelists:

Jon Freudman, MD, FREUDMAN HEALTHCARE CONSULTING, LLC

Richard D. Jacobs, MD, Vice President of Medical Operations, Chief Medical Officer, HEALTH NET OF ARIZONA

Henry Osowski, Senior Vice President, Business Development, SCAN HEALTH PLAN

Warren Taylor, MD, Medical Director, Chronic Conditions Management, THE PERMANENTE MEDICAL GROUP

12:00 **PLENARY PANEL DISCUSSION – MOVING HEALTHCARE UNBOUND TO SCALE**
Join this lively and contentious point/counterpoint debate among experts as they dialogue on how to achieve Healthcare Unbound at scale. What are the lessons learned to date? What teams and alliances are being formed? Who will be the leaders? Who will lose? How far along are we in the journey? What role can you play? This session is traditionally jammed packed and active audience participation and extensive interactive dialogue are the rules of the day. Come join this session! Be seen and be heard! Provide your perspective! Challenge our panelists!

Moderator:

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Panelists:

Deborah Randall, Esq., Partner, Health Law Group, ARENT FOX

Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)

Cindy Campbell, Senior Home Care Consultant, FAZZI ASSOCIATES, INC.

Michael Robkin, Principal Enterprise Architect, Kaiser Permanente Information Technology, KAISER FOUNDATION HOSPITALS

Marcia Reissig, RN, MS, CHCE, CEO, SUTTER VNA & HOSPICE

1:00 **CONFERENCE CONCLUDES**
Luncheon for Attendees of Optional Post-Conference Workshops (Please see pages 15 and 16 for descriptions)

TRACK C

8:15C **PANEL DISCUSSION: DISEASE MANAGEMENT APPLICATIONS**
As healthcare costs rise and the population ages, disease management (DM) has become a critical issue not only in the U.S., but across the world. Technology is playing a vital role in enhancing the ROI of DM programs, while facilitating the ongoing monitoring of care and contributing to stronger relations between patients, caregivers and clinicians.

Topics to be covered include:

- Are DM 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

- Which types of disease management tools are most preferred by consumers and physicians?
- Long-term effects of remote monitoring on chronically ill patients
- Impact of the national focus on technology (ONCHIT initiatives, format of AHIC and NHIN) on DM
- Personal health records as a means of leveraging technology for improved medical outcomes
- Who is going to pay for these programs?
- 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”?
- Role of employers in helping employees take responsibility for their own health
- Key considerations in utilizing behavioral telehealth to facilitate the integration of behavioral health into primary care and disease management
- Strategies for using remote monitoring/telehealth technologies to reduce costs and improve outcomes in disease management for uninsured populations
- Identification of future opportunities in disease management based on observed industry trends

Moderator:

Jay Srini, MS, MBA, FHIMSS, Vice President, Emerging Technologies, UNIVERSITY OF PITTSBURGH MEDICAL CENTER

Panelists:

Steven Locke, MD, Research Psychiatrist, BETH ISRAEL DEACONESS MEDICAL CENTER, Associate Professor of Psychiatry, HARVARD MEDICAL SCHOOL & Associate Professor of Health Sciences and Technology, MIT
Hank Fanberg, Research and Development, Information Management, CHRISTUS HEALTH
Deryk Van Brunt, Senior Vice President, Business Development, IMETRIKUS, INC.
Warren E. Todd, Executive Director, INTERNATIONAL DISEASE MANAGEMENT ALLIANCE

9:15C **CASE STUDY: EMPOWERING PATIENTS TO MANAGE THEIR DIABETES: EXCEPTIONAL RESULTS FROM A DATA-DRIVEN DIABETES DISEASE MANAGEMENT PROGRAM**

Diabetic healthcare costs are five-times higher than those of non-diabetics, on average. Almost 80 percent of this additional cost is due to higher inpatient utilization. Fortunately, effective disease management interventions limit the adverse impact of diabetes by controlling blood sugar, blood pressure, serum lipids, and other diabetes health risks. Alere Medical, in partnership with HealthNet AZ, has demonstrated exceptional results in a pilot program utilizing a model of care that:

- Connects the patient to a health care team via biometric and telephonic monitoring, and physician reporting
- Cares for the patient with a focus on basic diabetes interventions and education
- Empowers the patient to improve diabetes outcomes, thereby improving quality of life and reducing the progression of disease complications

Michael McGarry, Manager of Program Development, ALERE MEDICAL, INC.
Richard D. Jacobs, MD, Vice President of Medical Operations,
Chief Medical Officer HEALTH NET OF ARIZONA

9:45C **CASE STUDY: BREAKTHROUGH OUTCOMES IN DIABETES MANAGEMENT – A NOVEL APPROACH THAT HAS PAYERS & PURCHASERS GETTING ON BOARD**

The current systems for managing diabetes are failing in the United States and worldwide; patient outcomes are getting worse and costs are skyrocketing. Outside of a cure, the only hope for quickly and drastically improving diabetes outcomes and controlling costs is to create scalable systems that integrate Healthcare Unbound technologies with existing clinical, pharmaceutical, and medical device resources to give patients and physicians the support they need. The keys are to create sustainable interventions for patients and time saving tools for physicians that produce immediate economic and health outcome benefits. The next generation healthcare technologies will accomplish this by moving beyond just data collection and data transfer to data analysis and actionable information. This session will focus on the exciting initial results of a new wireless diabetes management platform and the potential for integrating the platform into disease management, purchaser, and clinical environments.

David Robbins, MD, Professor of Medicine, KANSAS UNIVERSITY SCHOOL OF MEDICINE,
Section of Endocrinology, Genetics and Diabetes
Ryan Sysko, CEO, WELLDOC COMMUNICATIONS, INC.

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

10:30C **CASE STUDY: A BlackBerry® SMARTPHONE BASED REMOTE PATIENT MONITORING SYSTEM FOR CHRONIC DISEASE MANAGEMENT**

Rising concern over the poor state of chronic disease management led to the user-informed design and development of a home tele-monitoring system. Focus groups with patients and primary care providers guided the research team towards a design that would accommodate the workflow and concerns of the healthcare providers and the low use and comfort with technology found among the patient population. The system was trialed in a before-and-after pilot study of 34 patients with diabetes and hypertension. Findings demonstrate a significant improvement in systolic and diastolic blood pressure. An RCT beginning in 2007 is being conducted to confirm these findings. It is hypothesized that this user-centred approach, utilizing focus groups, iterative design and human factors methods of evaluation, will lead to the next-generation of home tele-monitoring applications that are more intuitive, less cumbersome, and ultimately bring

about greater patient compliance and better physician management.

**Dr. Alexander G. Logan, MOUNT SINAI HOSPITAL, Professor of Medicine, UNIVERSITY OF TORONTO
and Senior Scientist, SAMUEL LUNENFELD RESEARCH INSTITUTE &
TORONTO GENERAL RESEARCH INSTITUTE**

Mathieu Trudel, Technical Specialist, Centre for Global eHealth Innovation, UNIVERSITY HOSPITAL NETWORK

11:00C **CASE STUDY: THE TELEHEALTH REVOLUTION: TRUE DISEASE MANAGEMENT – REDUCING HOSPITAL AND ER COSTS BY 93%**

A new generation of telehealth software makes true remote disease management a reality. This presentation shares outcomes achieved with these new systems when used in hospitals, home care, assisted living, community centers, and schools. In addition to improving care for the chronically ill patient and enabling them to remain at home or in an independent living situation, now telehealth can manage care for the mobile patient at work, school, or play, improving compliance and managing conditions such as high blood pressure and obesity. Patients and clinicians can access information from any computer, and via laptops, smart phones, and PDAs. Results from several programs will be presented as well as patient case studies.

**Bonnie Britton, COO and Director of Nursing, ROANOKE CHOWAN COMMUNITY HEALTH CENTER (RCCHC)
Scott Sheppard, President and Chief Technology Officer, WebVMC**

11:30C **CASE STUDY: SUCCESSFUL USE OF HANDHELD TECHNOLOGY TO MANAGE TREATMENT OF HEMOPHILIA**

The treatment of hemophilia has advanced considerably in the past several decades. Treating hemophilia still poses considerable challenges including the management of complications such as inhibitor formation, irreversible joint damage, and life-threatening hemorrhage. Close patient oversight becomes crucial to improving the daily lives of patients. More than five years ago, Bayer Healthcare, the manufacturer of a recombinant human factor VIII treatment called Kogenate® FS, decided to utilize an electronic tool to assist hemophilia patients (most of them children) in the management of this condition. This tool, called EZ-Log, is a handheld device that allows patients to keep track of bleeding episodes, infusion information, product inventory, and treatment schedule. It also allows for direct feedback from the treatment clinic. This presentation will describe the successful implementation of this program, important factors in keeping the patients engaged in the program, and the potential to extend this approach to other chronic disease conditions.

Dave Rosa, Vice President, Sales and Marketing, ARROWHEAD ELECTRONIC HEALTHCARE

12:00 **PLENARY PANEL DISCUSSION – MOVING HEALTHCARE UNBOUND TO SCALE**

Join this lively and contentious point/counterpoint debate among experts as they dialogue on how to achieve Healthcare Unbound at scale. What are the lessons learned to date? What teams and alliances are being formed? Who will be the leaders? Who will lose? How far along are we in the journey? What role can you play? This session is traditionally jammed packed and active audience participation and extensive interactive dialogue are the rules of the day. Come join this session! Be seen and be heard! Provide your perspective! Challenge our panelists!

Moderator:

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Panelists:

Deborah Randall, Esq., Partner, Health Law Group, ARENT FOX

Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)

Cindy Campbell, Senior Home Care Consultant, FAZZI ASSOCIATES, INC.

Michael Robkin, Principal Enterprise Architect, Kaiser Permanente Information Technology, KAISER FOUNDATION HOSPITALS

Marcia Reissig, RN, MS, CHCE, CEO, SUTTER VNA & HOSPICE

1:00 **CONFERENCE CONCLUDES**

Luncheon for Attendees of Optional Post-Conference Workshops (Please see pages 15 and 16 for descriptions)

SPONSORSHIP / EXHIBITION OPPORTUNITIES

Sponsorship / exhibition is an effective way to promote your products and services to key decision-makers at healthcare provider and payer organizations as well as technology vendors. Benefits of sponsorship include space to exhibit at the Conference, passes for staff and clients / potential clients, an advance listing of attendees and exposure on the Conference website. For additional information, please contact TCBI: Tel: (310) 265-2570, Email: info@tcbi.org

OPTIONAL POST-CONFERENCE WORKSHOP ONE

EMERGING TRENDS & OPPORTUNITIES IN HEALTH 2.0 APPLICATIONS & TECHNOLOGY-ENABLED PATIENT SELF MANAGEMENT

WORKSHOP HOURS: 2:00 TO 5:45 PM, JULY 17

Health 2.0 can be defined as a disruptive reform movement within the global community of health care, uniting a personalized approach to health, wellness, and medical care with the interactive Internet and Web-based technologies often referred to as Web 2.0. Health 2.0 is characterized by offerings of open access to health information and knowledge to individual consumers and patients.

Health 2.0 is also consistent with the goals of the Institute of Medicine's landmark 2001 report, *Crossing the Quality Chasm*, which implored all involved in US health care to redesign health care using 10 rules. The first rule focused on "care based on continuous healing relationships" in which consumers "receive care whenever they need it and in many forms...at all times."

Health 2.0 promises future innovations in the navigation, contextualization, organization and structuring of information -- all of which has the potential to dramatically impact consumers' health and their health care experiences. Targeted searching, secure messaging, content tagging, and social networking offer new tools for consumers who have been handed greater responsibility for managing their own health. The combination of new technologies and various data sources create the opportunity for information triggers that allow more systematic targeting and tailoring of health content to individual needs.

This workshop will cover:

- The deployment of these new strategies and resources and their impact on chronic care self-management.
- Innovative approaches to independent use of Health 2.0 applications, as well as their integration into other care management models
- Integration of behavioral applications into chronic condition self-management
- Expanding personal health web portals to include behavioral health
- Examples of successful Health 2.0 applications
- Recent research on health consumer use of social networking
- Web 2.0 standards, protocols, and techniques required for Health 2.0
- Implications of Health 2.0 for healthcare stakeholders, including technology vendors and healthcare providers
- Strategies for using the Health 2.0 concept to achieve success in the healthcare marketplace

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

Workshop Leader:

David C. Kibbe, MD, MBA, Principal, THE KIBBE GROUP & Senior Advisor, Center for Health Information Technology, AMERICAN ACADEMY OF FAMILY PHYSICIANS

Workshop Instructors:

David H. Kil, Chief Scientist, Healthcare Informatics, ACCENTURE TECHNOLOGY LABS

Steven Locke, MD, Research Psychiatrist, BETH ISRAEL DEACONESS MEDICAL CENTER, Associate Professor of Psychiatry, HARVARD MEDICAL SCHOOL & Associate Professor of Health Sciences and Technology, MIT

Joshua Seidman, PhD, President, CENTER FOR INFORMATION THERAPY

Chloe Stromberg, Analyst, Marketing, FORRESTER RESEARCH

Richard M. Peters, Jr, MD, President & CEO, PTRx, INC.

Dmitriy Kruglyak, CEO, TRUSTED.MD NETWORK

OPTIONAL POST-CONFERENCE WORKSHOP TWO

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

WORKSHOP HOURS: 2:00 TO 5:45 PM, JULY 17

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 instruction on securing reimbursement, with an emphasis on these issues:

- I. Identify Your Target Market for Reimbursement Planning
 - Regulatory bodies:
 - FDA
 - Center for Medicare & Medicaid Services (CMS)
 - Government health programs
 - Medicare / Medicaid
 - Private and traditional health insurance
 - Managed healthcare: HMOs, PPOs
- II. Understand How Providers Get Paid – An Overview of Coverage, Coding and Payment
 - Discuss coverage rules and opportunities
 - Discuss how codes are determined, what they mean and their impact
 - Hospitals -- Inpatients (DRG) and hospital outpatients (APC)
 - Physicians (RBRVS)
- III. Key Strategies for Successful Reimbursement Planning in Early and Late Stages of Product Development
 - Take advantage of the new relationship between FDA and CMS
 - Gather the correct evidence for coverage/coding/payment decisions
 - Understand device, diagnosis and procedure codes
 - Secure optimal CPT, HCPCS, ICD-9 codes
 - Obtain reimbursement during clinical trials
 - Build clinician consensus
 - Build publication portfolio
 - Set the stage for optimal payment
 - Influence coverage, coding and reimbursement policies
 - Develop reimbursement support tools

Workshop Leader:

Kuo Tong, President, QUORUM CONSULTING

Workshop Instructors:

Allen Briskin, Of Counsel, DAVIS WRIGHT TREMAINE LLP

Barbara Santry, Senior Consultant, QUORUM CONSULTING

Henry Osowski, Senior Vice President, Business Development, SCAN HEALTH PLAN

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

PLATINUM SPONSORS



Founded in 1996, Alere Medical has evolved from its beginnings as a medical device company to an integrated, streamlined services company that today represents the next generation of disease management.

Alere is a technology-enabled services company utilizing remote patient monitoring (RPM) and patient-centric software solutions to monitor patients' health and improve their quality of life. In addition to programs for high-risk patients with chronic conditions, Alere also offers population-wide programs that provide health risk management through education and lifestyle modification.

Alere is unique in the disease management industry, taking advantage of its proprietary RPM technology that allows it to collect clinical information from patients. While most disease management companies collect information intermittently by using surveys and telephone calls, Alere collects clinical information daily.

This information is used to anticipate the clinical deterioration of the patient's chronic illness to an acute illness, thereby notifying the patient's physician to intervene in a timely fashion. This "just in time actionable information" allows the patient and doctor (and family member) to rest assured that patients are being followed closely.

By integrating technology in the home, nurses reviewing clinical information, and proprietary computer algorithms to prioritize nurses' time, Alere's approach results in dramatically improved financial outcomes for the payer, better clinical outcomes for patients and clinicians, and more satisfied patients.

New RPM solutions being developed by Alere include wireless technology (Bluetooth and cellular). This will enable clinical information collected from patients in their homes to be seamlessly transmitted to Alere's Allegro system, allowing it to be reviewed by nurses and aggregated for the physician at the next patient visit.

Alere's mission began with a focus on improving care management for the millions of Americans diagnosed with heart failure. The result was Alere's Heart Failure Program, a cost-effective, at-home monitoring program utilizing its patented DayLink™ Monitor.

In 2005, Alere's services evolved beyond heart failure to embrace high-prevalence, high-cost diseases. Included in this expansion was the development of Alere's CAD program, designed to build upon its proven approach to heart failure.

This expansion continued as Alere acquired the disease management programs of National Jewish Medical and Research Center, specializing in asthma and COPD. As a recognized leader in respiratory treatment and research, National Jewish Medical and Research Center's programs further established Alere as a diversified and nationally recognized disease management company.

Alere's capabilities expanded yet again in 2005, as the company partnered with Joslin Diabetes Center to co-develop a diabetes disease management program. Joslin Diabetes Center is the global leader in diabetes research, affiliated with Harvard Medical School. Alere's partnership with Joslin gives its programs access to over 100 years of expertise in providing outcome-focused, cost-effective care for people with diabetes.

Today Alere continues its innovative leadership in disease management and is the fastest-growing privately held company in the industry, as demonstrated by three consecutive years on the Inc. 500. Alere's technology-enabled infrastructure provides the company with the ability to scale quickly, while continuing to expand its portfolio of programs to include full-service wellness and health promotion.

595 Double Eagle Court, Suite 1000
Reno, NV 89521
Tel: (775) 829-8885
Website: www.alere.com

PLATINUM SPONSORS

PHILIPS

Philips Consumer Healthcare Solutions is part of Royal Philips Electronics, a global leader in healthcare, lifestyle and technology, delivering products, services and solutions through the brand promise of “sense and simplicity.” Active in over sixty businesses, and with more than 115,000 registered patents, Philips is a market leader in medical diagnostic imaging and patient monitoring systems, energy efficient lighting solutions, personal care and home appliances, as well as consumer electronics.

Philips Consumer Healthcare Solutions was formed in 2006 to focus on the evolving home healthcare market, where individuals are becoming increasingly active in managing their own health and wellness. Philips Lifeline is the leading provider of medical alert services to enable independent living for older adults. Philips Connected Care offers a range of telehealth solutions for home care and disease management: remote monitoring for patients with chronic conditions and Motiva, an interactive healthcare platform which empowers patient self-care through tools, education and feedback.

With over 7 years of experience providing telehealth services to disease management and home care clients, Philips offers comprehensive remote patient monitoring: wireless telemonitoring measurement devices, robust clinical content—including patient education, validated health surveys and risk assessment tools—as well as wide-ranging service delivery and implementation support. Philips is sponsoring a national study on the future of technology and telehealth in home care; the results will be presented at the annual meeting in October of the National Association of Home Care.

Philips Motiva uses the home TV to actively engage patients with personalized daily interactions and healthcare content, motivating them to make lifestyle modifications that can lead to long-term behavior change. Motiva employs evidence-based behavioral health strategies which involve patients in individualized, interactive activities designed to increase their health literacy, self-efficacy and adherence. By combining remote monitoring with easy-to-use tools that promote behavior change, care providers have the potential to increase patient self-management, which in turn can reduce the costs of managing chronic conditions and improve the quality of care.

Philips acquired Lifeline, the leader in the medical alert service business, in March 2006. Today, Philips Lifeline helps over 550,000 seniors or disabled people to live with greater independence and dignity in their own homes, providing peace of mind to older adults and their loved ones. We are proud to be the preferred provider of personal emergency response services to members of the Visiting Nurse Associations of America, and to thousands of leading hospitals across the country; in addition, Lifeline is available through select chapters of the American Red Cross. Philips Lifeline also offers innovative solutions for senior living facilities – including resident monitoring, emergency call and wander management systems, as well as lighting solutions to help prevent falls.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a global leader in healthcare, lifestyle and technology, delivering products, services and solutions through the brand promise of “sense and simplicity.” Headquartered in the Netherlands, Philips employs approximately 124,300 employees in more than 60 countries worldwide and had sales of USD 34 billion (EUR 27 billion) in 2006. News from Philips is located at www.philips.com/newscenter.

Philips Consumer Healthcare Solutions

Tel: (866) 246-7316

Website: www.medical.philips.com/goto/telemonitoring

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Intel is helping to accelerate improvements in healthcare quality by understanding people's needs and delivering solutions that make it possible for them to protect and enhance their health throughout their lives. Our mission is to enable individuals, their families, and clinicians to connect to the right information at the right time so they can make better and more informed healthcare decisions. As a world technology leader and a standards driver, Intel is in a unique position to help evolve the current model of care by enabling seamless interaction and high quality information exchange throughout the complex healthcare system.

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QUALCOMM provides its partners in the healthcare industry with wireless communications solutions including managed wireless services. The Company is driving the convergence of medical devices and cellular phones, the interaction of cellular devices with biosensors for health monitoring applications, and the operability of existing medical devices with cellular communications technology. QUALCOMM Incorporated (www.qualcomm.com) is a leader in developing and delivering innovative digital wireless communication 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.

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Since 1999, Arrowhead Electronic Healthcare has been improving the delivery of healthcare around the world by helping pharmaceutical research and marketing organizations document important information about how their products are being used in patients' homes. This includes the collection of primary endpoints for clinical trials that are used as the basis of drug approval, as well as disease management programs that have been shown to improve treatment adherence. Arrowhead's ePRO Log is our third generation eDiary solution built upon a heritage of continuous improvement that includes fifteen software version releases over the past seven years.

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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.

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BlackBerry Enterprise Solution by Research In Motion. The BlackBerry® Enterprise Solution™ is the leading wireless platform for connecting users to communications and information while on the go. It provides wireless access to email, instant messaging, personal information management and enterprise applications, such as customer relationship management, sales force automation, field service automation and more. It also provides access to personal productivity tools, including phone, web, MMS, SMS and more. The BlackBerry Enterprise Solution provides everything organizations need to go wireless, including server software with advanced security features, a complete application mobilization framework, BlackBerry devices, BlackBerry enabled devices from leading handset manufacturers, plus essential support services and programs.

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BodyMedia is a world leader in wearable body monitoring technologies. We design and build accurate and convenient ways to collect, process, and present meaningful, highly personalized information about the day to day health and behaviors of individuals outside of a clinical setting, in the context of their own lives. Our weight management, fitness, and disease management applications are proven, innovative, and affordable means for monitoring physiological and lifestyle information, such as energy expenditure, caloric intake, sleep, and adherence to exercise and healthy lifestyle programs. BodyMedia develops state-of-the-art monitoring products and technologies in partnership with some of the world's top healthcare, fitness, and consumer products companies in diverse markets, such as disease management, club-based fitness, wellness, and home care.

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CardioNet is the first provider of mobile cardiac outpatient telemetry (MCOT)—monitoring patients heartbeat by heartbeat, during normal daily activity. CardioNet automatically detects and transmits ECG information regardless of patient intervention, to the CardioNet monitoring center, where certified cardiac technicians analyze data and appropriately respond 24/7/365. Physicians receive daily and urgent reports from the monitoring center, and use the data to diagnose and treat. Recently, the *Journal of Cardiovascular Electrophysiology* published the results of a 300-patient randomized clinical trial demonstrating that CardioNet provides a significantly higher diagnostic yield compared to traditional event monitoring. CardioNet has monitored over 70,000 patients.

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Honeywell HomMed® is a leader in the medical device industry concentrating its expertise on remote patient monitoring. It has in excess of 32,000 patient units installed worldwide. Since its inception the company has been involved in the care of over 500,000 patients. The Honeywell HomMed Sentry and Genesis monitors and proprietary Central Station software are all hospital grade FDA Class II medical devices. In addition to base biometrics measurements, multiple peripheral devices can also be attached – temporal thermometer, glucose meter, peak flow/FEV1, PT/INR, ECG and multi-user card swipe. The Central Station automatically color codes and triages all user health data allowing a quick review of any alerts. The MedPartner™ Medication Reminder prompts the user with voice commands and light cues when it’s time to take medications, the prescribed amount and the appropriate bottle. The user is also notified if the wrong medication is selected.
Website: www.hommed.com



iMetrikus®, Inc. is a healthcare technology company whose flagship product, MediCompass®, provides an interactive Personal Health Record to support secure, member-controlled access for storing and retrieving health data. The product also includes Condition Monitoring Modules that help deliver low-cost chronic care monitoring to patients with long-term, high cost health concerns. Each MediCompass Condition Module has specific patient monitoring device interfaces. AirWatch® enables patients and healthcare professionals to share self-test results between healthcare visits. MetrikLink® connects to over 35 biometric devices allowing the collection of data that can be shared by the patient with their healthcare team via MediCompass.

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LifeLink Monitoring offers a powerful suite of telemonitoring services to enhance asthma care, combat congestive heart failure, diabetes, hypertension or COPD. We provide immediate feedback to patients and accurate, objective data to clinicians. For a low monthly fee, we do it all—equipment, patient training, phone and data center, compliance and tech support, equipment delivery, maintenance and calibration—all the things clinicians shouldn’t be bothered with. There is no equipment to buy, and customers pay only for the services they use. Whether the goal is early warning of decompensation in heart failure, improved treatment adherence, better use of nursing resources, reduced ER visits and hospitalization, better control of blood pressure and blood glucose or detection of white coat hypertension, LifeLink Monitoring provides complete, reliable, cost-saving telemonitoring solutions.

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LifeWatch Corp. is comprised of LifeWatch Services Inc., a leading provider of arrhythmia monitoring services, and LifeWatch Technologies Inc. (Instromedix), a provider of vital signs monitoring solutions for wellness and healthcare markets, and a manufacturer of telecardiology products. LifeWatch Corp. services thousands of healthcare providers with wireless and trans-telephonic patient monitoring devices, EHR systems, outpatient care services and clinical reporting. LifeWatch Corp. is focused on the TeleMonitoring, TeleHealth and Clinical Research markets.

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McKesson Telehealth Advisor™ is a remote disease management monitoring solution that promotes patient involvement and self-management. Along with monitoring of vital signs, patients are sent educational information pertaining to their specific diagnosis to promote self-care and improve outcomes. Patented disease management programs are based on appropriate standard practice guidelines. Each disease management program delivers six to 10 diagnosis-specific questions to the patient daily. McKesson enables you to deliver solutions directly to patients and their families that will positively impact their interactions with your organization and provide the kind of consistent, high quality experience patients are looking for across the continuum of care.

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MediCall is a leading provider of specialized Healthcare Communications services. Incorporating experienced healthcare professionals, state-of-the-art information technology infrastructure and a world-class operations team, MediCall has created a unique value proposition for our healthcare clients in the remote monitoring and medical device industry. MediCall is a California based company, with its communications centers staffed exclusively with fluent English-speaking, experienced, licensed Philippine nurses, pharmacists and physicians. MediCall utilizes best-of-class telephony and data technology solutions from our secure US based Network Operations Center. MediCall is currently in process for URAC approval and is a HIPAA compliant facility.

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PulseTracer is a private health and wellness company integrating entertainment and social networks with remote vital sign monitoring. PulseTracer offices are located in Vancouver, BC and Rochester, MN. PulseTracer's research, patent and development efforts are focused in a miniaturized, low power, infrared sensing module capable of reading and recording heart rate and activity from a wrist worn device without electrodes, chest straps or finger contacts. PulseTracer's device automatically uploads time-stamped heart rate and motion data to personalized websites for wellness management, motivation and social interaction. The system will automatically prompt and motivate users via email or SMS cell phone messages, to make day-to-day lifestyle adjustments that are realistic, measurable and sustainable.

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Silicon & Software Systems Ltd. (S3) is a world leading provider of Connected Consumer technology enabling the delivery of next generation products and services to consumers at home and on the move. In the Consumer Healthcare & Lifestyle industry, S3 is a leading provider of award winning design and product development services to companies delivering telemonitoring systems, health gateways and electronic consumer healthcare and lifestyle products. Founded in 1986, S3 delivers expert consumer systems design plus leading edge silicon and software IP. S3 has design centers in Ireland, the Czech Republic and Poland and sales offices and representatives globally.

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-VitelCare- "Caring for the People We Touch"

The VitelCare home monitoring units are compact vital sign and health assessment tools for episodic care and disease management that securely transmits data to clinicians via standard phone lines or broadband connections. The 8", 2.3 lb. color touch screen monitor simultaneously supports up to 5 medical devices and integrates educational content that enhances patient compliance and knowledge for the patient in their home. Homecare agencies can reduce nursing visits while providing better outcomes in re-hospitalizations, ER visits and patient satisfaction.

Jane Black
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WebVMC is the premier provider of remote telehealth tools that extend the reach and expertise of healthcare professionals, providing true mobile disease management using dynamic, next generation, software-based solutions that can monitor, assess, and educate patients anytime, anywhere.

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SUPPORTING ORGANIZATIONS



The members of the American Association of Homes and Services for the Aging serve two million people every day through mission-driven, not-for-profit organizations dedicated to providing the services people need, when they need them, in the place they call home. Our members offer the continuum of aging services: adult day services, home health, community services, senior housing, assisted living residences, continuing care retirement communities, and nursing homes. AAHSA's commitment is to create the future of aging services through quality people can trust.

Website: www.aahsa.org



The Center for Aging Services Technologies (CAST) is leading the national charge to develop and deploy technologies that can improve the aging experience in America. CAST has four focus areas:

- Driving a national vision of how technologies can improve the quality of life for seniors while reducing healthcare costs
- Accelerating technology R&D pilots with seniors to fulfill this vision
- Advocating to remove barriers to the rapid commercialization of proven solutions
- Promoting national dialogue about standards to ensure interoperability and widespread access to aging services technologies.

Established in 2003, CAST (www.agingtech.org) has become a national coalition of more than 400 technology companies, aging services organizations, research universities, and government representatives working together under the auspices of the American Association of Homes and Services for the Aging. The members of AAHSA serve two million people every day through mission-driven, not-for-profit organizations.

Website: www.agingtech.org



Information Therapy (Ix)[®] is the timely prescription and access to evidence-based health information to meet individuals specific needs. The Center for Information Therapy (IxCenter) is a 501c3, not-for-profit organization that advances the practice and science of information therapy to improve consumer health, consumer decision making and healthy behaviors. Launched in 2001, the IxCenter acts as a catalyst for health care delivery innovation by diffusing Ix strategies through research, education and collaboration. The IxCenter engages Ix proponents and industry leaders through an IxAction Alliance membership program and at the Sixth Annual Ix Conference, October 8-10, 2007, Park City, UT.

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The Continua Health Alliance is a collaborative industry organization dedicated to bringing together standards and diverse technology to create new health and wellness solutions. The Continua Health Alliance envisions a market place of interoperable devices that enable better care, empower consumers and connect healthcare providers to their patients. Focused on three key categories: fitness, chronic disease management, and aging independently; the Continua Health Alliance promotes better management of health and wellness at every stage of life.

Mission:

The Continua Health Alliance is committed to establishing a marketplace of interoperable personal health solutions that empower people and organizations to better manage their health and wellness.

Objectives and Actions:

The Continua Health Alliance is comprised of technology, fitness, medical device and health care industry leaders dedicated to making personal connected health a reality.

Our objectives and actions include:

- Developing design guidelines that will enable vendors to build interoperable sensors, home networks, connected health platforms, and health and wellness services.
- Establishing a product certification program with a consumer-recognizable logo signifying the promise of interoperability across certified products.
- Collaborating with government regulatory agencies to provide methods for safe and effective management of diverse vendor solutions.

SUPPORTING ORGANIZATIONS

- Working with leaders in the health care industries to develop new ways to address the costs of providing personal health solutions.

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The International Disease Management Alliance [IDMA] is a not-for-profit association whose mission is to facilitate the global exchange of experience in the enhancement of programs for chronic disease management and prevention. IDMA currently reaches chronic disease professionals in over 72 countries and has delegates in 25 countries. Through its educational programs and resource services the IDMA supports global disease management and wellness initiatives and facilitates the evolution and expansion of disease management in the United States. Its founder and Executive Director, Warren E. Todd is the past president and Executive Director of the Disease Management Association of America. More information on IDMA can be obtained at www.DMAAlliance.org.



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



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



The Visiting Nurse Associations of America is the official national association for non-profit, community-based Visiting Nurse Agencies, who care for and treat approximately 4 million patients each year. The nation's network of 415+ Visiting Nurse Associations employ nearly 150,000 healthcare professionals, and share a non-profit mission to provide cost-effective and compassionate home healthcare to some of the nation's most vulnerable individuals, particularly the elderly and individuals with disabilities. The VNAA has a wide range of resources available on its award-winning website about home healthcare and things to ask about when considering home healthcare. Click www.vnaa.org to locate a VNA near you.

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. Sandy and Dave's Report on the Broadband Home is addressed to those participating in the broadband ecosystem, and 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. Remote health monitoring and telehealth are important new applications that will be enabled through the widespread availability of "always on" broadband service.

Website: www.broadbandhomecentral.com



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Email: info@tcbi.org

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Workshop One: Health 2.0 Applications and Technology-Enabled Patient Self-Management

Workshop Two: Securing Reimbursement from Payers

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TCBI reserves the right to determine the category of registrants.

SUPPORTING ORGANIZATION DISCOUNT:

TCBI is offering discounts (\$100 off the applicable registration fee above) for members of Home Care Technology Association of America, International Disease Management Alliance, National Association for Home Care & Hospice and Visiting Nurse Associations of America. In addition, we are offering a \$100 discount for category two registrants only for CAST/AAHSA; Continua Health Alliance contacts may receive a \$200 discount for category two registrants only (promotional code required for Continua discount). This Continua discount may not be combined with any other discount offered by TCBI. Supporting organization discounts cannot be combined; the full discount available is \$100. However, supporting organization discounts (with the exception of the Continua discount) may be combined with the earlybird discount.

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Payments must be made in US dollars by Visa, Mastercard, Discover, Diners Club, American Express, company check (drawn on a US bank), or by wire transfer. Please make checks payable to The Center for Business Innovation and send to: TCBI, 944 Indian Peak Rd., Suite 220, Rolling Hills Estates, CA 90274. In the memo area of the check, please write the name of the registrant and the conference code **C115**. For information about wire transfers, please contact TCBI: Tel: (310) 265-0621, Email: info@tcbi.org.

HOTEL INFORMATION:

San Francisco Airport Marriott, 1800 Old Bayshore Highway, Burlingame, California 94010. To secure your accommodations, reservations must be made directly through the San Francisco Airport Marriott Reservations Department. Please call **(800) 228-9290 or (650) 692-9100** and mention "TCBI" to secure our preferred rate of \$179 plus tax for single/double occupancy. In order to secure the preferred group rate, reservations must be made **no later than Friday, June 29, 2007**. After that date, the preferred group rate may not be available. Please note that the **\$179** rate applies only for the nights of July 15th and 16th. Cancellations must be made by 6:00 pm on the day of arrival to avoid penalty.

CANCELLATION POLICY:

For cancellations received in writing:

Four weeks or more prior to the event	Full Refund or Credit Voucher
Between two weeks and four weeks prior to the event	\$200 Cancellation Fee or Full Credit Voucher
Two weeks or less prior to the event	No Refund; Full Credit Voucher Will Be Issued

Credit vouchers may be applied toward any future TCBI event within one calendar year.

If TCBI decides to cancel any portion of this event, the organizers are not responsible for covering airfare, hotel or any other costs. Speakers, networking events and the agenda are subject to change without notice. This cancellation policy applies only to delegate registrations, not sponsorships.

SUBSTITUTIONS:

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

Healthcare Unbound Conference Registration Form, July 16-17, 2007, San Francisco Airport Marriott

Please Choose Among the Following Options:	PRICE
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- Category One Registration (Conference Only)** \$1395
- Category One Registration (Conference Plus Post-Conference Workshop)** \$1795
 - Workshop One: Health 2.0 Applications and Technology-Enabled Patient Self-Management
 - Workshop Two: Securing Reimbursement from Payers

Category One Registration Fee Applies to Medical Device Companies, Pharmaceutical Companies, Biotechnology Companies, Medical Diagnostics Companies, Consumer Technology Companies (Telecom, Wireless, Consumer Electronics, etc.), IT Vendors, Telemedicine Companies, Call Centers, CROs, Consulting Firms, Venture Capital Firms and Investment Banks

- Category Two Registration (Conference Only)** \$695
- Category Two Registration (Conference Plus Post-Conference Workshop)** \$995
 - Workshop One: Health 2.0 Applications and Technology-Enabled Patient Self-Management
 - Workshop Two: Securing Reimbursement from Payers

Category Two Registration Fee Applies to Hospitals, Integrated Delivery Networks, Physician Groups, Post-acute Care Facilities, Health Plans, Health Insurance Companies, Disease Management Companies, Public Health / Preventive Care Companies, Weight Management Companies, Home Care Agencies, Hospices, Retirement Communities, Long-term Care Facilities, Employers, Academic Institutions and Government Agencies

- I qualify for the \$100 earlybird discount (registration and payment must be made by June 22, 2007).
- I am a category two registrant and qualify for the \$100, CAST/AAHSA supporting organization discount (This discount can be combined with the earlybird discount, but not other supporting organization discounts).
- I am a category two registrant and qualify for the \$200 Continua Health Alliance discount. (This discount may not be combined with any other discounts offered by TCBI. Promotional Code _____).
- I am a member of Home Care Technology Association of America, International Disease Management Alliance, National Association for Home Care & Hospice and/or Visiting Nurse Associations of America and qualify for a \$100 discount on the applicable registration fee above. (Supporting organization discounts cannot be combined; the full discount available is \$100; however, this discount may be combined with the earlybird discount. Please underline the organization through which you are receiving the discount.)
- I am an Aging Services professional seeking NAB credit. (you will be contacted for your license information) Total: _____



The Center for Business Innovation

Send Completed Registration Form With Payment (if Applicable) To:
The Center for Business Innovation
 944 Indian Peak Road, Suite 220, Rolling Hills Estates, CA 90274
 Phone: (310) 265-0621 Fax: (310) 265-2963 Email: info@tcbi.org

To register by phone, please call (310) 265-0621

Phone Registration Hours: 9 am to 4 pm Pacific Time

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

Name: _____

Job Title: _____

Company: _____

Address/Suite/Floor#: _____

City: _____ State: ____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

I accept the Cancellation Policy on the previous page.
 (signature required to process registration):

Method of Payment (please check one)

- American Express Visa MasterCard Discover Diners Club
- Company Check Wire Transfer

Credit Card #: _____ Exp. Date: _____

Name Appearing on Credit Card: _____

Mailing Address for Credit Card: _____

Signature: _____

How did you find out about the Conference?
