



The Center for Business Innovation  
Presents

Earlybird Discount on Registration

# The Sixth Annual Healthcare Unbound Conference & Exhibition

CO-SPONSORED BY:



**A Conference & Exhibition on the Convergence of  
Consumer & Healthcare Technologies to Facilitate  
Participatory Medicine**

Special Focus on Innovative Remote Monitoring, Home  
Telehealth & eHealth for Chronic Care Management &  
Wellness Promotion



#### SUPPORTING ORGANIZATIONS



#### SUPPORTING PUBLICATIONS



**June 22-23, 2009**

Seattle Airport Marriott

Seattle, WA

## KEYNOTE SPEAKERS



**Michael J. Barrett**, Managing Partner  
*Critical Mass Consulting*



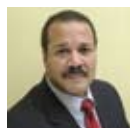
**Joseph Gifford, MD**, Senior Medical  
Director, *The Regence Group*



**Grant Harrison**, Vice President of  
Consumer Innovation, Innovation Center,  
*Humana Inc.*



**Robert L. Heyl**, Head of Digital Engagement  
Strategy and Innovation, *Aetna*



**David R. Hunt, MD, FACS**, Chief  
Medical Officer and Acting Director, Office of  
Health Information Technology Adoption, *Office of  
the National Coordinator for Health IT*



**Anand K. Iyer, PhD**, President & Chief  
Operating Officer, *WellDoc, Inc.*



**David C. Kibbe, MD, MBA**, Principal,  
*The Kibbe Group* & Senior Advisor, *American  
Academy of Family Physicians*



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



**William L. (Larry) Minnix, Jr.**,  
President & CEO, *American Association of  
Homes and Services for the Aging (AAHSA)*



**Charles (Chuck) Parker**, Executive  
Director, *Continua Health Alliance*



**Claire Trescott, MD**, Director of Primary  
Care, *Group Health Cooperative*

## 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, Postacute Care Facilities, Hospices, Disease Management Companies, Call Centers and Public Health/Preventive Medicine Companies*
- ◆ *Medical Device, Remote Monitoring, Telehealth, eHealth and Social Media Companies*
- ◆ *Pharmaceutical, Biotechnology, Diagnostics Companies and Contract Research Organizations (CROs)*
- ◆ *Healthcare Information Technology Companies*
- ◆ *Consumer Technology Companies, Including: Consumer Electronics, Telecom, Wireless, Information and Communication Technology Companies as well as Their Partners and Suppliers*
- ◆ *Government Officials*
- ◆ *Consultants*
- ◆ *Security Analysts, Investment Bankers, Venture Capitalists, Angel Investors*
- ◆ *Home Builders*

# ABOUT THE HEALTHCARE UNBOUND CONFERENCE & EXHIBITION

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

The program will focus primarily on the use of innovative remote monitoring, home telehealth, ehealth and pervasive computing technologies for chronic care management and wellness promotion. This year’s program will again feature an 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).



Photo above and on the front cover by Tim Thompson

The conference has become both a premier educational forum and a great networking event, attracting hundreds of high-level executives, IT staff and clinicians from across the US and abroad. **Key topics to be covered in this year’s program include: the impact of the economic stimulus package, regulatory and reimbursement issues, payer and provider perspectives, the emerging role of wireless technologies, the medical home model and its technology implications, social media, games for health, strategies for success for telehealth service providers and much more.**

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

- TELEHEALTH/TELEMEDICINE
- REMOTE PATIENT MONITORING
- PERSONAL HEALTH RECORDS/ELECTRONIC MEDICAL RECORDS
- eDISEASE MANAGEMENT
- WELLNESS AND LIFESTYLE SUPPORT SOLUTIONS
- ALERTS AND REMINDERS
- WEARABLE COMPUTING
- SENSOR TECHNOLOGY
- TRADITIONAL MEDICAL DEVICES (BECOMING SMALLER, INTERNET-ENABLED, IMPLANTABLE)
- CALL CENTERS AND CUSTOMER RELATIONSHIP MANAGEMENT TECHNOLOGIES
- INTERNET/WEB TECHNOLOGIES – INTERACTIVE WEBSITES, SOCIAL MEDIA, DOCTOR/PATIENT EMAIL AND VIRTUAL PHYSICIAN VISITS

## CONFERENCE ADVISORY BOARD

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

MAJD ALWAN, PHD, DIRECTOR, *CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)*

HANK FANBERG, TECHNOLOGY ADVOCACY, *CHRISTUS HEALTH*

MICHAEL J. BARRETT, MANAGING PARTNER, *CRITICAL MASS CONSULTING*

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TIM GEE, CONNECTOLOGIST & PRINCIPAL, *MEDICAL CONNECTIVITY CONSULTING*

JOSEPH L. TERNULLO, CPA, ESQ., ASSOCIATE DIRECTOR, CENTER FOR CONNECTED HEALTH, *PARTNERS HEALTHCARE SYSTEM, INC.*

SHERRI DORFMAN, CEO & CUSTOMER AMBASSADOR, *STEPPING STONE PARTNERS*

DAVID C. KIBBE, MD, MBA, PRINCIPAL, *THE KIBBE GROUP* & SENIOR ADVISOR, *AMERICAN ACADEMY OF FAMILY PHYSICIANS*

TERI LOUDEN, CEO, *THE LOUDEN NETWORK*

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

JAY SRINI, MS, MBA, FHIMSS, CHIEF INNOVATION OFFICER, *UPMC INSURANCE SERVICES DIVISION*

The Center for Business Innovation would like to thank Vince Kuraitis of Better Health Technologies for his extraordinary contributions to the Healthcare Unbound Conference

## ABOUT THE CONFERENCE ORGANIZER

The Center for Business Innovation (TCBI) organizes conferences and exhibitions for the US and international markets. TCBI is an independent company that is well-positioned to provide objective, balanced information and analysis on a wide range of topics. TCBI currently focuses on organizing programs that offer detailed and practical instruction on clinical, technological, financial, strategic and regulatory aspects of healthcare. These programs are carefully designed to meet the information needs of executives, clinicians and IT staff from hospitals, managed care organizations, physician groups, long-term care facilities, postacute care providers, pharmaceutical/biotechnology companies, medical device companies, information technology vendors and other players in the rapidly evolving healthcare industry. For additional information, please visit [www.tcbi.org](http://www.tcbi.org).

### 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](mailto:info@tcbi.org)



# THE HEALTHCARE UNBOUND **AGENDA**

## DAY ONE: MONDAY, JUNE 22, 2009

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

**8:00** **CHAIRPERSONS' OPENING REMARKS**

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

**Jay Srin, MS, MBA, FHIMSS, Chief Innovation Officer, UPMC Insurance Services Division**

**8:30** **KEYNOTE ADDRESS: HIT AND HEALTH SYSTEM REFORMS - OPPORTUNITIES FOR HEALTHCARE UNBOUND**

2009 will go down as a year of transformational change in US healthcare. The Federal government has injected billions of dollars of stimulus funds for health information technology (HIT). Plans for national health system reform further promise to disrupt the existing landscape. These changes present present dramatic opportunities for new disruptive technologies and business models. What are some of the emerging trends and how will they weave together? This presentation will explore the connection among diverse themes such as: disruptive innovation, collaborative care management networks, remote monitoring technologies, virtual integration, network effects, personal health information platforms (e.g. Microsoft HealthVault, Google Health) and clinical groupware.

*Vince Kuraitis JD, MBA is Principal and founder of Better Health Technologies, LLC and author of the e-CareManagement blog (<http://e-CareManagement.com>). BHT consults to companies in developing strategy, partnerships and business models for chronic disease management and e-Health applications delivered in homes, workplaces, and communities. 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, DMAA: The Care Continuum Alliance, and many others. Vince brings 25 years of health care experience in multiple roles: President, VP Corporate Development, VP Operations, management consultant, and marketing executive. His consulting and work projects span 100+ different health care organizations, including hospitals, physician groups, medical devices, pharma, health plans, disease management, e-Health, IT, and others.*

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

**9:00** **KEYNOTE ADDRESS: OUR NATIONAL HEALTH IT AGENDA**

Our nation's current healthcare circumstance requires improvement by broad systemic change and the effective use of information technology is one clear strategy toward that end. As the nation sharpens its focus on the challenges of health care and the potential of health information technology to improve quality and safety while reducing costs, solutions that leverage interoperable standards for daily clinical care and extend or eliminate the traditional

settings of care will have a greater role in healthcare delivery. Dr. Hunt will discuss the work in the Office of the National Coordinator for Health Information Technology and how it provides a clear path for promising technology solutions to compete in the marketplace and improve the value of health care services.

*Dr. Hunt is Chief Medical Officer and Acting Director in the Office of Health IT Adoption for the Office of the National Coordinator for Health Information Technology (ONC) in the Department of Health and Human Services. At ONC he merges years as a practicing surgeon and leader in surgical quality and patient safety with hands-on experience at all levels of information technology from programmer to systems analyst and software developer. Working at the Centers for Medicare & Medicaid Services (CMS) from 2002 through 2007, Dr. Hunt led the Medicare Patient Safety Monitoring System (MPSMS) as well as the Surgical Care Improvement Partnership (SCIP)—two national programs advancing quality improvement and patient safety. Dr. Hunt, who is licensed to practice medicine in the District of Columbia, is certified by the American Board of Surgery and has been a Fellow of the American College of Surgeons since 1993. Practicing surgery in both private and academic settings, Dr. Hunt served as a Clinical Assistant Professor of Surgery at Howard University, as well as chair of surgical peer review at various hospitals in the Washington metropolitan area.*

**David R. Hunt, MD, FACS, Chief Medical Officer and Acting Director, Office of Health Information Technology Adoption, Office of the National Coordinator for Health IT**

**9:30** **KEYNOTE ADDRESS: CONNECTED HEALTH WITH OPEN STANDARDS**

Continua Health Alliance unites smart technology and medical devices with interoperability standards to empower patients to not only exchange vital information but to change the way they manage health and wellness. With the release of V1 Guides and certification process, Continua is underway with industry interoperability. Version 2 is in process and work groups are addressing new challenges. Continua telehealth solutions keep patients, loved ones and professional caregivers connected and empowered to coach, monitor, and share the personal health information needed to live healthy lives. The discussion will take you through the strategic activities and Version 2 goals.

*Charles (Chuck) Parker is the Executive Director of the Continua Health Alliance. This membership-driven company focuses on developing an eco-system of interoperable personal health devices. Through working with Standards bodies and industry experts, Continua publishes certification standards built upon international criteria from IEEE, HL7, Bluetooth, USB, and others. Chuck leads the many workgroups and day-to-day operations of the Alliance. Mr. Parker has over 20 years of experience in healthcare technology and the strategic design of evaluation and measurement strategies. He*

has led national programs for practice transformation and has served on national committees for assessing adoption requirements. Currently, Mr. Parker is pursuing a Master of Science degree in Healthcare Informatics at Northeastern University. He earned his BA in Communication Studies and Business Management at Texas Tech University in Lubbock.

**Charles (Chuck) Parker, Executive Director, Continua Health Alliance**

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

**10:30 KEYNOTE ADDRESS: UNBINDING LONG-TERM SERVICES AND SUPPORTS - A VISION FOR COMPREHENSIVE HEALTHCARE REFORM**

Without a doubt, people want to be able to remain independent and in their own homes as they age. With healthcare costs skyrocketing and our population aging, we will need even more unbound services provided at home and in the community. As the national policy spotlight is focused on healthcare reform, consumers, providers and corporations must work together to ensure that such reform includes making unbound long-term services and support accessible. We can and must make it affordable to care. In this presentation, Larry Minnix will share data and examples to illustrate the vision for unbound long-term services and support and how they could be financed.

*Larry Minnix is President and CEO of the American Association of Homes and Services for the Aging (AAHSA). For more than 35 years, he has been a passionate advocate for leadership and innovation in not-for-profit aging services. He entered the field as an administrative intern at Wesley Woods Center of Emory University, where he went on to serve as CEO. Minnix has translated his passion into practice as AAHSA's CEO since 2001. During his tenure, he established the Center for Aging Services Technologies (CAST), developed programs to address important issues like workforce retention and regulatory reform, and is currently advocating for long-term care financing reform. Recently, Minnix was named to NonProfit Times' 2008 "Power and Influence Top 50" list.*

**William L. (Larry) Minnix, Jr., President & CEO, American Association of Homes and Services for the Aging (AAHSA)**

**11:00 KEYNOTE ADDRESS: A LITTLE NUDGE'LL DO YA - BAKING BEHAVIORAL ECONOMICS INTO HEALTHCARE UNBOUND TOOLS**

Behavioral economics is in. In at the White House, where Cass Sunstein, co-author of *Nudge*, is President Obama's nominee as "regulation czar." In as part of the President's Economic Stimulus package, in the form of the structuring of 401(k) choices. In as a research priority for the Robert Wood Johnson Foundation, which just concluded a Designing for Better Health competition in search of innovative nudges, "little pushes that can help us make better choices." In this presentation Mike Barrett gets down to the nitty-gritty, examining the ongoing translation of behavioral economics theory into practical applications, specifically those involving Healthcare Unbound tools and technologies.

*Mike is Managing Partner of Critical Mass Consulting, a healthcare and life sciences consultancy focused on information technology use by physicians, consumers, hospitals, health plans, and medical device and pharmaceutical firms. He's a graduate of Harvard College magna cum laude and Northeastern University School of Law. An attorney, he served four elected terms in the Massachusetts State Senate from Cambridge, chairing the*

*Committee on Health Care. Mike left office in 1995 to serve as CEO and General Counsel to the Visiting Nurse Association of New England, a group of Medicare-certified home health agencies organized to negotiate with health plans as a provider network. Three years later, he assumed the same positions for a group of eye and ear surgeons intent on forming an IPA. Mike departed both groups in 1999 to become the senior analyst on Forrester Research's healthcare IT team. There he originated the company's Healthcare Unbound reports, concerned with technologies that enable patients to manage their chronic conditions outside the bounds of formal institutions. In 2003 Mike established Critical Mass. He's written extensively on public policy, having published articles in the Boston Globe, Newsday and the Atlantic Monthly.*

**Michael J. Barrett, Managing Partner, Critical Mass Consulting**

**11:30 KEYNOTE ADDRESS: A MOBILE-WEB SOLUTION ARCHITECTURE TO MANAGE MULTIPLE CHRONIC CONDITIONS: WHAT DOES IT TAKE? WHAT ARE THE OUTCOMES?**

There are several forces in motion today, which are accelerating the opportunity to leverage technology to improve healthcare services delivery. From a clinical standpoint, the proliferation of electronic health and personal health records helps to create a "seamless data fabric", such that collaborating health care providers can see different vantage points into the same patient and optimize collective therapies and actions. From a socio-political perspective, the current US Administration has made it a funded priority to leverage technology to help "improve healthcare." And, from a patient or end consumer's standpoint, the idea of having a "virtual coach" to help manage chronic conditions in a manner that fits into the "work-life" balance is both attractive and effective. The question then remains as to how to best architect and deliver such a complex value proposition, judiciously leveraging technology to "connect the dots" while driving significant health and economic outcomes. WellDoc will address how its solution platform has been architected to manage multiple chronic diseases through a configurable set of software applications and different hardware platforms. Health outcomes in various disease states, including Asthma, Diabetes and other chronic conditions will be shared, to demonstrate how this common platform delivers the utility, personality and ease of use that are critical to sustain engagement and value extraction from such solutions.

*Anand K. Iyer, PhD, serves as president and chief operating officer of WellDoc Communications, Inc., where he oversees the deployment of the company's cell phone- and web-based diabetes management platform, and leads efforts to integrate WellDoc's solution internationally into mainstream chronic disease management programs. Iyer has more than 20 years of industry and consulting experience. He was recently voted as one of the "top 35" global wireless executives and is also a type 2 diabetes patient, giving him a valuable perspective into how technology can enable better chronic disease management for patients, providers and the healthcare system.*

**Anand K. Iyer, PhD, President & Chief Operating Officer, WellDoc, Inc.**

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

**1:15 KEYNOTE ADDRESS: THIS ISN'T YOUR FATHER'S HEALTHCARE PROBLEM**

Healthcare is changing continually. In the next 5 years the change will be faster than ever. How do innovators push their agendas? How do we mix sickness management with health creation? How do we learn from consumers? Grant Harrison's talk addresses these and other dilemmas as healthcare revolutionaries.

*Grant has been responsible for taking insights about consumer attitudes and behaviors to develop new products and services for Humana that engage people to better health. In his three years at Humana, he has overseen the launch of Freewheel'n, the largest bike-sharing system in the US, a healthy games program, and an activity competition designed for schools to encourage children to become more physically active. Under his direction, Humana has led the industry in the investigation of ways to use technology and human insight to make fun things healthy and healthy things fun. This strategy has led to the establishment of a new Health brand in Bcycle, a joint Venture with Trek Bicycle Corporation and Crispin Porter+Bogusky, that is now serving the National Park Service and the City of Denver. For the last 3 years Grant has been promoting "Life and Happiness" as a new business opportunity for Humana, Inc. Grant is a New Zealander who has been in the US for 4 years following 16 years in London, where he was one of the most successful marketers in the United Kingdom, having developed consumer strategies for such companies as Tesco Clubcard, Sky Television, Vodaphone and Virgin.*

**Grant Harrison, Vice President of Consumer Innovation, Innovation Center, Humana Inc.**

**1:45 KEYNOTE ADDRESS: FIVE IT-DEPENDENT INNOVATIONS TO MAKE STAYING HEALTHY AND TREATING ILLNESS MORE AFFORDABLE, CONVENIENT, AND PERSONALIZED**

We know the healthcare system is broken. Our personal, company-sponsored, and national healthcare costs are unsustainably high and must be brought into line with what we can afford. The application of information technology (IT) to healthcare processes is not a panacea. But when combined with an urgent imperative to make wellness, preventive services, and treatment of disease more affordable, personalized, and convenient, IT can become an enabling and empowering force for transformation.

A first step must be taken: the willingness to believe that costs can be brought under control, and that less expensive care is a public good we all can support. A second step is then possible: openness to the potential for innovation and innovation solutions across many sectors of the healthcare economy, from providers to suppliers and from medication to transcription services. This talk will discuss five specific innovations that depend upon IT and which will influence many of the key stakeholders in the healthcare supply chain. *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 US 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 percent to over 35 percent. He remains affiliated with the AAFP as a Senior Advisor to the Center.*

**David C. Kibbe, MD, MBA, Principal, The Kibbe Group & Senior Advisor, American Academy of Family Physicians**

**2:15 KEYNOTE ADDRESS: PERSONALIZED CONSUMER HEALTH MAPS**

Health is a complex topic and navigating, understanding, interpreting or using available information and resources is not easy. Aetna SmartSource<sup>sm</sup> is a personalized search tool that connects individuals to the health information, programs, services and resources that are available and specific to their needs. Results are related through visual and portable health maps. Aetna SmartSource<sup>sm</sup> is always on, working on behalf of the consumer, responding to their direct queries or messaging based on system knowledge, constantly updating individual maps. With approximately 7 million users of SmartSource, Aetna has observed clear patterns for better consumer health engagement.

*Robert Heyl is the Head of Digital Engagement Strategy and Innovation at Aetna. Mr. Heyl is responsible for the research and development of online consumer experiences, marketing and engagement strategies and innovation within all interactive mediums. Additionally, Mr. Heyl manages Aetna.com, Aetna IntelliHealth<sup>®</sup> and more than 30 other health-related properties. Mr. Heyl joined Aetna in 2001. He has prior served as the Head of eHealth Strategy and Innovation, responsible for the launch of the Aetna Personal Health Record and Aetna SmartSource<sup>sm</sup>, and as a Technical Solution Manager for Aetna Information Systems, responsible for the online, customer service, and fulfillment portfolios.*

**Robert L. Heyl, Head of Digital Engagement Strategy and Innovation, Aetna**

**2:45 KEYNOTE ADDRESS: TECHNOLOGY ADVANCING PRIMARY CARE**

Group Health Cooperative is moving to a "medical home" model of care in its 26 medical centers after completing a successful 2-year pilot. Health information technology and call management are fully leveraged to support an effective partnership between a primary care doctor and a patient. Doctors know patients with the support of a shared medical record, "visit" patients via secure emailing and phone calls, and are freed to spend more time in office visits when they are really needed. An online health risk assessment provides the basis for working together to create a health plan. Dr. Trescott will share carefully tracked performance measures that verify there is a return on investment for well deployed technology.

*Claire Trescott is currently the Medical Director of Primary Care with operational responsibility for 26 Primary Care Clinics across the state of Washington and Northern Idaho. She also carries responsibility for 7 Behavioral Health Centers, for Occupational Medicine and for the Group Health Family Medicine Residency. Dr. Trescott has been a practicing clinician for 30 years and in the past has been the Medical Director for Urgent Care*

as well as well as serving as Medical Director of Addiction Services at Puget Sound Hospital. Additionally she is a past president of the Washington Society of Addiction Medicine. She received her training at Wayne State University in Detroit, Michigan and did residencies at William Beaumont Hospital and Children's Hospital of Michigan.

**Claire Trescott, MD, Director of Primary Care, Group Health Cooperative**

**3:15 KEYNOTE ADDRESS: BOOTS ON THE GROUND WITH INFORMATION TECHNOLOGY ON THE CHRONIC CARE FRONT: HOW'S IT WORKING?**

While the visions are compelling, we know that the real goal is a set of innovations that improve quality and reduce cost. This talk will focus on the real-world experience on the front line of that struggle; the actual stories of how what's working and what isn't. Regence, and the speaker Dr. Gifford, through participation in the American Health Information Community's (AHIC) Chronic Care Workgroup and a chronic care reengineering pilot funded by a large employer, have developed expertise in the technology of chronic care and its real-life implementation. We'll discuss the wide variety of applications and functionality that are available to serve the needs of the chronically ill, from simple secure emails and Web visits, to elaborate home monitoring and telemedicine devices. We'll discuss the barriers to adoption of these technologies and what the real-world experience has been with their use. We'll also discuss the lessons from a chronic care pilot project in Washington State, in its third year, in which a major employer has funded an "ambulatory intensive care unit" at three sites, with proactive team-based care of the sickest 5% of patients and promotion of electronic messaging from patient to care team and among members of the care team, with registries, blogs, and online decision support.

*Joseph Gifford, MD is senior medical director of The Regence Group, a Blue Cross Blue Shield affiliate serving 3 million members in the Pacific Northwest/Mountain region. Dr. Gifford is a frequent speaker on innovation in health care at national conferences and leadership events. He has executive experience in the information technology sector as well as on both the provider and payer side of health care. Prior to joining Regence, Dr. Gifford co-founded QuickCompliance, a health care Internet media company now part of the Discovery Channel, and served as director of product management at ChannelPoint, a software company founded by engineers from Sun Microsystems now controlled by Trizetto. Dr. Gifford has authored a variety of publications in clinical research and health care services, and has created online training programs for many large organizations, including CMS and the Department of Defense. He received his internal medicine training at the University of Washington Hospitals after receiving his MD degree from the University of California at San Diego.*

**Joseph Gifford, MD, Senior Medical Director, The Regence Group**

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

*Choose From Track A, B or C*

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

**4:15A PANEL DISCUSSION: AGING SERVICES TECHNOLOGIES - NEEDS OF CONSUMERS, CAREGIVERS AND PROVIDERS**

Technology companies and aging services alike are interested in learning about the needs of their clientele. CAST has recently conducted research to begin to understand the technology needs of consumers (seniors and family), caregivers, and providers. In this panel discussion the speakers will share the results of the recent efforts of CAST and its Workgroups on Consumers, Caregivers and Providers of Aging Services. The audience will:

- Learn important consumer, caregiver and provider needs that could be addressed by technology
- Understand existing gaps between the needs and available technologies and existing technology-enabled care models
- Engage in a discussion on how we can meet the needs of the different stakeholders and overcome the existing barriers to technology adoption

**Moderator:**

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

**Panelists:**

**Lydia Lundberg, Founder, Elite Care**

**David Gruber, MD, MBA, President, Healthcare Convergence Associates & CAST Commissioner**

**David Stern, Chief Professional Officer, Living Independently**

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

**TRACK B**

**4:15B PANEL DISCUSSION: INNOVATIONS IN WIRELESS TECHNOLOGIES**

Wireless technology has a number of distinctive characteristics that make it an attractive platform for delivering healthcare anytime, anyplace. Wireless networks, ranging from body area to wide area networks, are increasingly ubiquitous. The mobile phone is rapidly evolving from a simple voice-centric device into a versatile personal, portable, multimedia communications and computing platform. And perhaps most intriguing is the prospect of mobile devices acting as clients able to access virtually unlimited processing power and stores of data residing in remote cloud computing resources. Though a number of real barriers remain to be overcome, perhaps no technology has a greater potential for transforming healthcare than wireless. This panel will explore this potential and describe what is happening now. Applications of wireless technology to be discussed by this panel include:

- Extending medical practices
- Tracking in-patients and out-patients
- Remote monitoring of critical physiological functions
- Promoting and supporting healthy behavior change
- Providing access to important health information anytime, anyplace

**Moderator:**

**Bradley Kreit, Research Manager, Institute for the Future**



**Panelists:**

**Jay Couse, Senior Vice President Business Development, Diversinet Corp**  
**Kendra Markle, Director of Internet Services, Kaiser Permanente**  
**Amy Ting, MBA, Sr. Marketing Manager, NetMotion Wireless**  
**Clint McClellan, Sr. Director Business Development, Qualcomm**

**5:30B CASE STUDY: THE CLINICAL BENEFIT OF MOBILE CARDIAC OUTPATIENT TELEMETRY**

This case will explore the application of CardioNet's Mobile Cardiac Outpatient Telemetry (MCOT) to diagnose and treat a patient with a suspected cardiac arrhythmia. MCOT provides beat-to-beat analysis, and automatic detection and transmission of ECG data using wireless technology. MCOT has been proven to be nearly three times more effective at detecting clinically significant arrhythmias than LOOP event monitors. The MCOT technology has wide acceptance by the payor community and was awarded a Category I CPT Code effective January 1, 2009. This case will demonstrate the benefits of this technology and service for treating physicians.

**Anna McNamara, RN, Senior Vice President of Clinical Operations, CardioNet**  
**Sanjeev Wasson, MD, FACC, Cardiac Electrophysiology, Skagit Regional Heart & Vascular Institute**

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

**TRACK C**

**4:15C PANEL DISCUSSION: NEW SOCIAL MEDIA TOOLS TO POKE, NUDGE AND TEAM UP CONSUMERS FOR HEALTHY CHANGE**

Most of us know someone who can gain immediate health benefit from making changes in their diet and exercise. Research has shown that consumers know what they need to do but choose to continue on their same lifestyle path. Social Media is making a difference! Companies in the healthcare space are generating not only interest but excitement about making healthy choices through games, competitions and educational exchanges with experts and others like them. Some consumers are responding to tweets. Others are joining Facebook groups to make lifelong lifestyle changes together. While others are winning points for participating in activities that get them moving throughout their community. Every day more and more people are realizing the power of being "connected" to motivate and support ongoing change. They are signing up with buddies. Nudging their colleagues online. Responding to a complete stranger who is struggling with their same health issues. Our panel of experts is breaking new ground with their Social Media experiments and experiencing amazing results. During this session, you will learn:

- Which Social Media applications are exceeding business goals?
- How is the return on investment measured with Social Media applications?
- Which Social Media tools are most effective with different consumer segments?

- How has the multi-channel communication strategy evolved with Social Media?
- What does the future of Social Media look like and what key benefits will it deliver upon?

**Moderator:**

**Sherri Dorfman, CEO & Customer Ambassador, Stepping Stone Partners**

**Panelists:**

**Robert L. Heyl, Head of Digital Engagement Strategy and Innovation, Aetna**  
**Kristi Miller, Senior Strategy Advisory, Strategic Planning, American Heart Association**  
**Matthew Holt, Co-Founder, Health 2.0 & Founder/ Author, The Health Care Blog**  
**Grant Harrison, Vice President of Consumer Innovation, Innovation Center, Humana Inc.**

**5:15C PANEL DISCUSSION: CLINICAL GROUPWARE AS AN EMERGING PLATFORM FOR THE CONNECTED MEDICAL HOME**

Clinical Groupware is web-based software which serves as a platform for collaboration and coordination of care among providers, including interaction with patients. How is this class of software different from, and in some ways superior to, the legacy or traditional electronic health record, or EHR, applications that are now used by only about 10% of American doctors?

- Some have criticized the Medical Home concept as a return to the past of small medical practices working in isolation, while others have suggested that the "connected medical home" can be an invigorated and innovative new kind of primary care system, capable of better quality and lower cost care delivery. How does the concept of Clinical Groupware play into this debate, and how might slightly different Medical Home practices use Clinical Groupware in a flexible manner?
- The issue of certification by CCHIT has been criticized recently as stifling to innovation, because it requires an EHR to have hundreds of features and functions that lighter weight applications like Clinical Groupware may not possess. But the new federal monies for health IT under the economic stimulus bill appear to require certification of those products and services doctors would be qualified to purchase. How big a problem is this, and what are the solutions?
- What standards and protocols will be required for Clinical Groupware to be interoperable? Are those standards already available for use?

**Moderator:**

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

**Panelists:**

**Ravi Sharma, Chief Executive Officer, 4medica**  
**Bill Crounse, MD, Senior Director, Worldwide Health, Microsoft Corporation**  
**Steve Adams, CEO, RMD Networks**  
**Martin Pellinat, Chief Executive Officer, VisionTree Software, Inc.**

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



# THE HEALTHCARE UNBOUND **AGENDA**

## DAY TWO: TUESDAY, JUNE 23, 2009

**7:30** SPONSOR / EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST

**8:00** **CHAIRPERSONS' OPENING REMARKS**  
**Majd Alwan, PhD, Director, Center for Aging Services Technologies (CAST)**  
**Tim Gee, Connectologist & Principal, Medical Connectivity Consulting**  
**Mitch Work, FHIMSS, President & CEO, The Work Group**

*Choose from Track A, B or C*

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

**8:15A** **PANEL DISCUSSION: EVALUATING THE LATEST TELEHEALTH AND TELEMONTORING TECHNOLOGIES: BENEFITS AND PROVIDERS' PERSPECTIVES**

Technology is key to achieving “healthcare without walls.” Aging services providers, who serve populations with chronic conditions and compromised functional abilities, are embarking on evaluating and adopting telehealth, telemonitoring and telecare technologies. This session will present three case studies involving aging services providers evaluating these technologies in different settings. The audience will:

- Learn about existing and innovative telemonitoring technologies for various long-term care settings
- Hear case studies and evaluation results from aging services providers using these technologies in different settings
- Learn how these outcome-oriented evaluations could influence providers' perspectives and shape adoption decisions.

**Moderator:**

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

**Panelists:**

**Michelle Hoffine, Vice President of Marketing, Accredited Nursing Home Care Services**  
**Lisa Fowler, Senior Director of Strategic Initiatives, Ecumen**  
**Maria Siambekos, Global Marketing Manager, GE Healthcare Home Health Business**  
**Monique H. Lambert, PhD, Ethnographer/Clinical Practices Consultant, Intel Digital Health Group**

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

**10:30A** **PANEL DISCUSSION: LONG-TERM CARE AND THE BROADER HEALTH INFORMATION TECHNOLOGIES**

Health Information Technology (HIT) in its broader sense

extends beyond Electronic Health Records (EHR) to encompass point-of-care/service as well as telehealth. Skilled nursing facilities, nursing homes, home health entities and other long-term care providers were included in the definition of healthcare providers and HIT provisions of the American Recovery and Reinvestment Act, which aims to encourage the adoption of HIT and interoperable EHRs. In this session, the audience will:

- Hear about the benefits of HIT in long-term care, particularly Home Care, and how technology can help seniors “age responsibly”
- Learn how providers are using data from different health information technologies, including point-of-care/service, telehealth, EHR and telecare to improve clinical outcomes
- Discuss the lessons learned from different technology implementations

**Moderator:**

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

**Panelists:**

**Charles Hillman, CEO, GrandCare Systems**  
**Chris Otto, President/CEO, Halo Monitoring**  
**Athena Kreiser, Senior Project Manager for Community Services, Jewish Home Lifecare**  
**Sandra Elliot, Director, Consumer Technology and Service Development, Meridian Health**

**12:00A** **PANEL DISCUSSION: WHO WILL PAY FOR HEALTHCARE UNBOUND?**

Being covered and reimbursed for Healthcare Unbound services has been challenging. To date, commercial successes have been distinguished by their strategic savvy in defining the service and by their clinical evidence that the service is beneficial. The panel will highlight how to negotiate the legacy definition of a covered service: i.e. a medically necessary service to diagnose or treat an illness. Healthcare Unbound services outside this definition (such as prevention, early detection, and surveillance) face more difficult prospects for coverage by payers. However, they may garner out-of-pocket payment, especially if they are delivered in conjunction with community partners. The panel will outline a framework for distinguishing those Healthcare Unbound services that will be consumer-driven from those that will be payer-driven. It will give examples of services that have been successfully covered by payers. The panel will also look forward to healthcare reform. The new administration has shown part of its approach by funding material support for clinical effectiveness research and for the electronic medical record, both of which are necessary building blocks for a reformed delivery system. Panel members will give their assessment of how this upcoming debate, and its direction, will affect Healthcare Unbound.

**Moderator:**

**Barbara Santry, Senior Consultant, Quorum Consulting**

**Panelists:**

**Pamela L. Lane, MS, RHIA, CPHIMS, Vice President,**

Health Informatics, California Hospital Association  
John Hammarlund, Regional Administrator, CMS  
Joseph Gifford, MD, Senior Medical Director, The  
Regence Group

1:00 CONFERENCE CONCLUDES; LUNCHEON FOR  
ATTENDEES OF OPTIONAL POST-CONFERENCE  
WORKSHOPS

## TRACK B

### 8:15B CASE STUDY: CREATING WIRELESS CONNECTED HEALTH DEVICES

Using two product case studies this session will explain the issues involved in developing a connected health device, and delivering that product to market. The session will share the experience of developing a Continua Certified product, and a consumer focused device.

**Jerry Wang, Director of Engineering & QA, AND Medical  
Paul Williamson, Head of Wireless Medical, Cambridge  
Consultants, England**

### 8:45B CASE STUDY: SECURE MOBILE HEALTH WALLET AT BLUECROSS OF NORTHEASTERN PA

BlueCross of Northeastern PA is providing a secure mobile health wallet on consumer phones to their members as a platform to support HIPAA based access to personal PHR, claims, and pharmacy information as well as encrypted messaging. This case study will describe current and future use cases, system design, security architecture, user experience and deployment challenges with this implementation.

**Frank Avignone, Senior Director Business  
Development, AllOne Mobile  
Jay Couse, Senior Vice President Business  
Development, Diversinet Corp**

### 9:15B PANEL DISCUSSION: GAMES FOR HEALTH

Learn how interactive video games, social media, and virtual worlds are revolutionizing the world of health and wellness training and education, patient compliance, disease management, and brain/mind fitness. In addition, this panel will explore the exergaming phenomenon that is exploding worldwide as the Nintendo Wii moves into homes as well as nursing homes, schools, public health facilities and rehab centers. Get the key facts and findings from the Health eGames Market Report just published, including major segments of the Games for Health market, size, growth, and some of the key industry players who are now "playing" in this fast growing sector. Understand the current uses of different types of healthy games, the various communication technology platforms, growing health insurance industry participation, major grant research being undertaken, and opportunities for all types of healthcare organizations to "get in the game" and provide the benefits of gaming for health to their patients and clinical teams. The panel will also include a focused presentation on the largest and rapidly growing sector of healthy games...games that provide brain fitness exercises to enhance memory, focus, cognitive function, and yes...support positive aging! The future outlook for the games for health market is very exciting, and our expert panel will be providing their respective visions as to what we can expect to see unfold as the world continues to embrace the power of using gaming technology to enhance and manage health in a fun and enticing venue for all consumers, young and old.

### Moderator:

Teri Loudon, CEO, The Loudon Network

### Panelists:

Douglas Goldstein, President, iConecto -  
Gaming4Health  
Laura Fay, CEO, HAPPYneuron, Inc.  
Andy Donner, Director, Physic Ventures

### 10:15 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

### 10:30B FLEXIBLE & PRINTED ELECTRONICS IN THE EMERGING FIELD OF BODY SENSOR NETWORKS

A wide variety of institutions are searching for ways to improve healthcare while reducing costs. One approach to achieve these goals is remote monitoring of patients combined with services for in-home care. To facilitate execution of these services, monitoring of physiological signals such as temperature, hydration, ECG and the like are required. While progress in monitoring of physiological signals has been made using traditional, rigid electronics components, barriers to widespread adoption of the technology remain. These include comfort for the user, ease of use, and cost. In this presentation we will discuss areas where print electronics can add value by addressing these issues through flexible sensors and electrodes, flexible batteries, simple displays and signal conditioning electronics. We will also discuss current gaps in capabilities between printed electronic components and performance requirements for body sensor networks and the roadmap for commercialization.

**John M. Heitzinger, PhD, Vice President of Technology,  
Soligie**

### 11:00B CONTEXT IS IMPORTANT

National consultants who have daily contact with real-life telehealth users gain a perspective different from that of vendors and theoreticians. Two of home health's nationally recognized operational and technology consultants will engage in a lively dialogue noting current research and experience-based perspectives. This reality test serves:

- Providers: recognize common implementation pitfalls, balanced by ROI successes
- Vendors: what users identify as problematic but do not tell you
- Investors, entrepreneurs: position new products to fit into future care models
- Academics: reality-check your theories with real-world reports from clinicians in daily contact with patients

**Cindy Campbell, Assistant Director, Operational  
Consulting, Fazzi Associates, Inc.  
Tim Rowan, Editor, Home Care Automation Report**

### 12:00B PANEL DISCUSSION: INTERNATIONAL PERSPECTIVES

The session focuses on Healthcare Unbound-related developments in Europe, the Middle East, Canada and Asia, and what stakeholders in the US can learn from international experiences.

### Moderator:

David Bocking, President, InnoTraction Solutions Inc.

### Panelists:

Thomas M. Boyle, Vice President, Market Development  
Emerging Technologies, CA, Inc.  
Stephen Pollak, PhD, Managing Director, Creative

**Intelligence International Limited**  
**Bill Crouse, MD, Senior Director, Worldwide Health,**  
**Microsoft Corporation**  
**John Mulcahy, General Manager Telehealth, Silicon &**  
**Software Systems (S3)**  
**Kenneth Seymens, Venture Partner, Vesalius Ventures**

**1:00C** *CONFERENCE CONCLUDES; LUNCHEON FOR  
ATTENDEES OF OPTIONAL POST-CONFERENCE  
WORKSHOPS*

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

### TRACK C

**8:15C** **PANEL DISCUSSION: TECHNOLOGY-ENABLED  
CHRONIC CARE MANAGEMENT / POPULATION  
HEALTH MANAGEMENT & THE PATIENT  
CENTERED MEDICAL HOME**

Technology is playing a vital role in enhancing the ROI of chronic care / population health management programs while facilitating the ongoing monitoring of care and contributing to stronger relations between patients, caregivers and clinicians. Topics to be covered in this panel include:

- What is the role of primary care in chronic care and population health management?
- Where are the growing opportunities in wellness, home health and remote monitoring?
- How will integration with EHRs, registries and PHRs evolve?
- What is the impact of the national focus on the interoperability of health information systems on chronic care and population health management?
- What are the financial challenges that need to be overcome? Who is going to pay for these programs?
- What are best incentives for patient and provider behavior modification?
- How will the medical home ecosystem model evolve?
- What is the potential of emerging technology to enable ubiquitous unbound health which is customer focused?

**Moderator:**

**Jay Srini, MS, MBA, FHIMSS, Chief Innovation Officer,**  
**UPMC Insurance Services Division**

**Panelists:**

**Gordon Norman, MD, Executive Vice President, Science  
& Innovation, Alere**

**Hank Fanberg, Technology Advocacy, CHRISTUS  
Health**

**Tracey Moorhead, President & CEO, DMAA: The Care  
Continuum Alliance**

**James Ralston, MD, MPH, Internal Medicine Consultant,  
Group Health & Assistant Scientific Investigator, Group  
Health Center for Health Studies**

**Steve Schelhammer, CEO, Phytel**

**Steve Adams, CEO, RMD Networks**

**John Mulcahy, General Manager Telehealth, Silicon &  
Software Systems (S3)**

**10:30C** **CASE STUDY: OVERCOMING COMMON  
CHALLENGES IN MISSION-CRITICAL MOBILE  
DEPLOYMENTS**

Wireless technologies are quickly becoming a preferred way to increase productivity and improve healthcare delivery. Doctors, nurses and other clinicians can access the latest patient information at the point of care whether that takes place on a hospital campus, in ambulatory clinics, during home health visits, or in other healthcare settings. Wireless deployments offer great benefits, but also pose unique challenges such as application crashes, data loss, roaming, frequent logins and other frustrating problems. Puget Sound Blood Center, a leader in transfusion medicine, will share their experience overcoming wireless deployment challenges using a Mobile Virtual Private Network from NetMotion Wireless. The Blood Center's mobile technicians now have secure, reliable access to wireless data and applications as they move across Western Washington State, serving more than 185 hospitals and clinics. Everyone considering mission-critical wireless investments for their mobile clinicians will benefit from this session.

**Erik Helms, Western Regional Sales Manager for  
Commercial Accounts, NetMotion Wireless**  
**Kiefer Atkins, Information Technical Analyst,  
Puget Sound Blood Center**

**11:00C** **CASE STUDY: WHAT TOOLS A JEDI KNIGHT  
USES FOR BEST PATIENT CARE**

This case study details how ICA's innovative technology enabled the Health Information Exchange of Montana (HIEM) and Northwest Healthcare to improve quality of care, reduce costs and improve administrative efficiencies by integrating and building upon their existing clinical systems to create a unified electronic health record. The system enables providers to access patient data from all sources, replacing previously fragmented patient information with a complete view that spans all treatment settings, including ambulatory and outpatient facilities. Key benefits to patients include:

- Being able to communicate with their physician, receive results and obtain educational information via a Personal Health Record (PHR)
- Knowing that their treatment by all providers is based on the same information
- Feeling confident that their physician can monitor their status relative to disease state or quality measures

**John Tempesco, VP for Client Services and Marketing,  
Informatics Corporation of America (ICA)**  
**Jeanie Gentry, Vice President, Allied Health Services,  
St. John's Lutheran Hospital**

**11:30C MEDICAL CONNECTIVITY: WHERE DO WE GO FROM HERE?**

The presentation will cover current trends and developments in medical device connectivity and analyze the pros and cons of different approaches. The speaker will discuss the features and technology framework for the next step in medical connectivity and how it will help in better adoption of Electronic Medical Records (EMRs), better patient management and better patient-physician collaboration for advanced health outcomes.

**Manimaran R., General Manager, Medical Devices Group, Wipro Technologies**

**12:00C PANEL DISCUSSION: REGULATORY ISSUES FOR HEALTHCARE UNBOUND**

A new paradigm of how medical devices are regulated is necessary to achieve Healthcare Unbound. The FDA is aware of the limitations of their current scope and processes and has been actively updating and modernizing in order to support the marketing and manufacture of safe and effective interoperable medical devices. This exciting and interactive panel will explore some of the regulatory challenges facing device manufacturers, software vendors, and care providers; and investigate what form future regulatory schemes may take. Issues to be explored include:

- When does software become FDA regulated?
- What factors can bring unregulated hardware or software into the regulated zone?
- Can regulated devices and systems successfully interoperate with regulated medical devices?
- How can a consumer-focused non-regulated cell phone manufacturer enable their handsets to work with strictly regulated medical device sensors?
- What proposals are on the table for future regulatory schemes?
- What would an effective method to ensure the safety of interoperable devices look like?

**Moderator:**

**Michael Robkin, Principal Enterprise Architect, Health IT Strategy and Policy, Kaiser Permanente**

**Panelists:**

**Bradley Merrill Thompson, Esq., Member of the Firm, Epstein Becker & Green, PC**  
**Tim Gee, Connectologist & Principal, Medical Connectivity Consulting**

**1:00 CONFERENCE CONCLUDES; LUNCHEON FOR ATTENDEES OF OPTIONAL POST-CONFERENCE WORKSHOPS**

**OPTIONAL POST-CONFERENCE WORKSHOP ONE  
INNOVATIONS IN TECHNOLOGY-ENABLED PATIENT SELF MANAGEMENT**

**Workshop Hours: 2:00-6:00 pm**

Innovative technologies are facilitating a shift to greater patient self-management and shared decision-making. This workshop will cover technology tools that support patient self-management of chronic conditions and oft-associated behavioral comorbidities (e.g. depression), as well as technology tools that support lifestyle change and wellness promotion. Topics to be covered include:

- Integrating remote monitoring with the health record
- Web portals and self-management
- Computer-based programs for self-assessment and decision making
- Portable devices for self-management and behavior change
- Using web technologies to help manage behavioral disorders

**2:00 - 2:15 Welcome and Introduction**  
**Steven Locke, MD**

**2:15 - 3:00 Panel: Integrating Technology Into Patient Self-Management: Opportunities and Challenges**  
**Justin Graham, MD, MS, Bill Reid**

**3:00 - 3:45 Panel: Supported Self-Management of Depression in Primary Care**  
**Wayne Katon, MD, Gregory Simon, MD, MPH**

**3:45 - 4:00 Refreshments**

**4:00 - 4:45 Behavioral Telehealth 2.0: Behavioral Health and Web-Supported Care**  
**John Koontz, Sam Ozersky, MD**

**4:45 - 5:45 Simulation Exercise**  
**Faculty**

**5:45 - 6:00 Wrap-up**

**Workshop Chairperson:**

*Steven E. Locke, MD, is the founder and president of Veritas Health Solutions LLC, a Boston-based behavioral telehealth consulting firm specializing in technology-supported behavioral medicine and disease management. He is a research psychiatrist at the Harvard Center for Medical Simulation and the Division of Clinical Informatics at Beth Israel Deaconess Medical Center with appointments at Beth Israel Deaconess Medical Center and Massachusetts General Hospital. Dr. Locke has taught a multidisciplinary course, Information Technology in the Health Care System of the Future in the Harvard/MIT Division of Health Sciences and Technology since 1999. He is past-President*

*of the American Psychosomatic Society and has held leadership roles in professional organizations and has organized meeting programs in behavioral medicine, telehealth, and disease management. He also maintains a part-time practice of primary care psychiatry and behavioral medicine in Wayland, MA.*

**Steven E. Locke, MD, Associate Professor of Psychiatry, Harvard Medical School, Associate Professor of Health Sciences and Technology, MIT & Principal, Veritas Health Solutions LLC**

**Workshop Instructors:**

**Justin V. Graham, MD, MS, Chief Medical Information Officer, California Prison Healthcare Receivership Corporation**

**Gregory E. Simon, MD, MPH, Senior Scientific Investigator, Group Health Center for Health Studies & Staff Psychiatrist, Group Health Cooperative Behavioral Health Services**

**John L Koontz II, Chief Executive Officer, LifeOptions Group, Inc.**

**Sam Ozersky, MD, Chief Executive Officer, Mensante Corporation & Lecturer, Department of Psychiatry, University of Toronto**

**Bill Reid, FACHE, Director, Consumer Product Management, Health Solutions Group, Microsoft Corporation**

**Wayne Katon, MD, Professor & Vice Chair, Psychiatry & Behavioral Sciences, University of Washington**

**OPTIONAL POST-CONFERENCE WORKSHOP TWO  
THE PATIENT CENTERED MEDICAL HOME & HEALTHCARE UNBOUND**

Please note that post-conference workshop two has been cancelled. If you interested in attending an optional post-conference workshop, please choose either workshop one or workshop three.

## OPTIONAL POST-CONFERENCE WORKSHOP THREE WHEN CONSUMER ELECTRONICS DELIVER HEALTHCARE UNBOUND SERVICES: A NATIONAL CASE STUDY

Workshop Hours: 2:00-6:00 pm

*Integrated & Coordinated Services for 1.75 million Americans  
for the Cost of a Co-Pay...and Yes, Everybody Makes Money!*

To positively impact behavior change and effectively administer preventative or chronic disease management services, patients must receive daily, contextual interventions that are personally meaningful, rewarding and easy. These interventions must leverage technologies and tools consumers use on a regular basis, multiple times per day, and be ingrained in their existing behaviors and lifestyles. Most importantly, however, is that they must be affordable, and present a clear value, to warrant adoption.

Increasing technological capabilities of medical devices, consumer electronics, and communications technologies are enabling the delivery of these kinds of personalized, intelligent and adaptable health and wellness services into consumers homes, and mobile lives, in affordable, replicable and scalable ways.

This remarkable workshop will present real-world solutions available and in-use today that overcome the infrastructure and compliance hurdles to delivering a comprehensive set of Healthcare Unbound services. Built upon a consumer, self-pay model, the case study details how 1.75 million Americans across the country receive the following health and wellness components for the cost of a \$40 co-pay:

- Library of Educational content
- Exercise and nutrition planning and adherence
- Electronic medical record for each individual
- Coordinated scheduling for integrated care
- Live, 2-way Video-consultations with primary care physicians and specialists
- Vital sign monitoring devices
- Medications and adherence management tools
- Diabetes management services
- 24/7 clinical oversight and access
- Malpractice insurance & risk management
- Physician reimbursement
- . . . and other core components

Segments within the workshop will be dedicated to technology issues, such as:

- Data, financial and hardware integration
- Dynamic personal user interfaces
- “3 screen” communications networking
- Middleware

...as well as the critical business and user-experience model issues of:

- Service pricing
- Marketing
- Cost-sharing
- Integration of health management into personal energy and entertainment management

*It is the objective of this workshop to educate and connect manufacturers, service providers and channel partners from both the consumer technology and healthcare markets to create integrated, successful solutions for consumers. By attending this workshop, participants will be able to identify opportunities for their organization to capitalize on this important, emerging market, capture a leadership position, and generate substantial, incremental revenue streams within the next 24 months.*

### **Workshop Chairperson:**

*Rob is one of the country's leading experts in the development and distribution of advanced, multi-platform health and wellness products and services for employees and consumers. Over the past 20 years, Rob has built a proven track record in developing and directing new services and resources that have generated millions of dollars in revenues and profits to stakeholders. In 2005, to meet the need for strategic planning resources and business intelligence on the emerging market of home-based health and wellness technologies, Rob launched Intuitive Care Advisors (ICA), an independent, integrated research, consulting and education service firm. In the fall of 2007, Rob co-founded and launched MedConcierge, the country's first technology and clinician integrated personal health concierge service for consumers. Within months of its launch, MedConcierge was recognized with industry awards, and penetrated key markets to capture thousands of subscribers.*

**Rob Scheschareg, President, MedConcierge, LLC**

### **Workshop Instructors:**

**Ishak Kang, President, DotUI**

**Norton Jackson, Product Manager, Martin Group**

**John Mulcahy, General Manager Telehealth, Silicon & Software Systems (S3)**

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Cardionet, a pioneer in wireless medicine, is the leading provider of mobile cardiovascular telemetry services. Cardionet’s flagship wireless solution, Mobile Cardiac Outpatient Telemetry™ (MCOT™), provides beat-to-beat analysis, and automatic detection and transmission of ECG data for arrhythmia diagnosis and monitoring for treatment efficacy. Cardionet MCOT was proven to be nearly three times more effective at detecting clinically significant arrhythmias than Loop event monitors. Cardionet plans to expand current technology to adjacent cardiac segments and leverage technology platform and infrastructure for new therapeutic and diagnostic modalities.

Aaron Goldmuntz, Director, Business Development  
Tel: (610) 729-7039 Email: [aaron.goldmuntz@cardionet.com](mailto:aaron.goldmuntz@cardionet.com) Website: [www.cardionet.com](http://www.cardionet.com)

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Diversinet Corp. is a leading provider of secure application platforms for the mobile world utilizing wireless authentication and access solutions that secure the personal identity, transactions and data of consumers over almost any mobile phone or handheld device. Diversinet’s reliable, end-to-end MobiSecure Wallet and Vault products provide global, secure and cost effective applications to mobilize personal health records, financial services transactions and identity protection management. In the healthcare space the product is marketed as AllOne Mobile.

Jay Couse, SVP Business Development  
Tel: (416) 756-2324 x 272 Email: [jcouse@diversinet.com](mailto:jcouse@diversinet.com) Website: [www.diversinet.com](http://www.diversinet.com)





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GenerationOne leverages advanced technologies and clinical decision support to mobilize care management. The GenerationOne Mobile Health Solution connects consumers with anytime/anywhere guidance and support to help manage chronic conditions and make healthier lifestyle choices. By enabling real-time interventions and encouraging improved compliance with prescribed therapies, our solution delivers improved efficiencies and reduced costs. Built upon a flexible technology platform and delivered across a dedicated nationwide voice and data network, the GenerationOne solution can be launched as a new program or integrated into existing health management programs. By packaging sophisticated technologies into simple, easy-to-use tools that fit seamlessly into consumers' daily lives, GenerationOne has established a new paradigm in preventive healthcare.

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Laura Mitchell, Business Development, GrandCare Systems  
 2412 W. Washington St., West Bend, WI 53095  
 Tel: (262) 338-6147 Email: [info@grandcare.com](mailto:info@grandcare.com) Website: [www.GrandCare.com](http://www.GrandCare.com)



Informatics Corporation of America (ICA) was established to take innovative technology developed by practicing physicians and informatics professionals at Vanderbilt Medical Center to the broader healthcare market. Its flexible architecture integrates legacy systems to provide a comprehensive clinical view of patient records within Integrated Delivery Systems and Health Information Exchanges/Regional Health Information Organizations. Today, ICA is unmatched in its ability to deliver a cost-effective, proven solution that not only leverages complete data across clinical settings to aid decision-making and improve patient outcomes, but also utilizes real-time clinical information when and where it is needed. Visit [www.icainformatics.com](http://www.icainformatics.com)



LifeShirt® by VivoMetrics, Inc. enables healthcare professionals and researchers to collect laboratory-quality physiological data from patients in the real-world settings where they live and work. A lightweight, non-invasive "smart garment," LifeShirt continuously monitors vital life-sign functions such as ECG and respiration in context with body position, activity level and temperature to create the most complete remote picture of a patient's health status available today. Research and clinical trials using LifeShirt has been conducted at over 300 leading institutions across a wide range of disease states, including sleep disordered breathing, CHF, COPD, and cystic fibrosis. [www.vivometrics.com](http://www.vivometrics.com)

Gretchen Garnett, Marketing Director, [ggarnett@vivometrics.com](mailto:ggarnett@vivometrics.com)



NetMotion Wireless is a software company that enables organizations to maximize the productivity of their mobile workforces. The company's flagship solution, Mobility XE, allows mobile workers to maintain and optimize mobile data connections as they move in and out of wireless coverage areas and roam between networks. Mobility XE mobile VPN software resolves today's key mobile deployment challenges including coverage gaps and interruptions; inter-network roaming; performance issues and network security. Over 1,300 organizations worldwide rely on NetMotion everyday. NetMotion has been named

one of the country's 50 fastest growing wireless companies and has earned over 25 industry awards for its outstanding technology. Website: [www.netmotionwireless.com](http://www.netmotionwireless.com)

Tel: (206) 691-5555 Email: [sales@netmotionwireless.com](mailto:sales@netmotionwireless.com)



Proximiti Communications focuses on applications and services for the medical industry. Proximiti is pleased to announce the introduction of "Patient Assistance Manager" (PAM). PAM is a communications engine that automatically configures individual messages, delivers those messages via phone, cell phone, text message, and e-mail, collects the responses from patients, analyzes those responses, sends alarms for those responses needing follow up to designated parties, and also provides complete reports on activity. Organizations design applications quickly with PAM, there is no equipment or communications infrastructure required, and at only a few cents per message, PAM is extremely cost effective for many applications. Gregg Smith, Proximiti Communications Tel: (813) 579-1001 Email: [Gregg.smith@proximiti.com](mailto:Gregg.smith@proximiti.com) Website: [www.proximiti.com](http://www.proximiti.com)



Silicon & Software Systems (S3) is recognized as a leading provider of a comprehensive range of architecture, design, development and system integration services to Telehealth and Telecare organizations specifically in the areas of:

- Telehealth System Deployment, ensuring that the TeleHealthCare system:
  - Supports clinical workflows and care pathways
  - Interoperates with the rest of the healthcare IT infrastructure
  - Supports the providers business processes
- Enterprise Back-End Infrastructure Development: Providing Concept, requirements, architecture and development of leading remote patient monitoring platforms
- Health Gateways, Personal Devices and Sensor Device whole product realization services delivering intuitive, ergonomic end-user-driven products.

Contact person: Fiona D'Arcy, Head of Corporate Communications  
Tel Direct: +353.1.291.1630 Email: [fiona.darcy@s3group.com](mailto:fiona.darcy@s3group.com) Website: [www.s3group.com](http://www.s3group.com)



Soligie offers ISO 9001:13485 certified Design and Manufacturing Services using proprietary roll-to-roll "printed electronics" for interactive packaging, drug delivery, electrodes and other medical markets. The products we produce for our customers utilize layers of printed, electronically functional materials such as conductive silver, silver-chloride and carbon inks as well as dielectric, active and reactive materials. With these and other materials Soligie can produce thin and flexible components such as interconnects, batteries and displays with sensors and transistors currently in development. The combination of these thin and flexible components is ideal for use in the fabrication of smart, disposable BAN patches.

Soligie, 8647 Eagle Creek Pkwy, Savage, MN 55378  
Tel: (952) 818-8300 Website: [www.soligie.com](http://www.soligie.com)



**Wipro (NYSE:WIT, [www.wipro.com](http://www.wipro.com))** is a global provider of Consulting, IT Services, Outsourced R&D, Infrastructure Outsourcing and Business Process Services. We specialize in delivering 360 (degree) technology-driven business solutions that meet the strategic objectives of our clients. With over 25 years in the information technology business, we are the pioneers in the remote delivery of services, and have relentlessly innovated to provide a comprehensive range of integrated services. We are headquartered in Bangalore, India and our revenues for the last four quarters was in excess of \$5 billion and our market capitalization on New York Stock Exchange is currently in excess of \$18 billion.

Manimaran R., General Manager, Medical Devices, Wipro Technologies  
Tel: +91-9845027267 Email: [manimaran.rajakannu@wipro.com](mailto:manimaran.rajakannu@wipro.com)

## - Supporting Publications -



Broadband Home Central's website and monthly newsletter overview the broadband and digital technologies which enable new services and enrich and improve people's lives. Sandy and Dave's Report on the Broadband Home is addressed to those whose businesses are related to or dependent upon broadband. It is read by subscribers in over 100 countries. Since 2003, we have tracked how broadband technology can address healthcare's problems and opportunities and have profiled relevant companies and technologies. Past articles have included coverage of industry events such as Healthcare Unbound and Partners Telemedicine Symposia and have featured guest articles about how broadband is being used to provide critical infrastructure for telehealth applications. ([www.broadbandhomecentral.com](http://www.broadbandhomecentral.com))

### Federal Telemedicine NEWS

**Federal Telemedicine News** provides up-to-date news on telemedicine, telehealth, and health IT to help government executives, hospitals, universities, and industry keep current in the field. Publishers of the 2009 report *"Federal Agencies: Activities in Telemedicine, Telehealth, and Health Technology, and 2007 report "How to Sell Healthcare Technologies to HHS"*. Website: [www.federaltelemedicine.com](http://www.federaltelemedicine.com)



*Healthcare Informatics* is the only publication focused solely on servicing the acute-care C-suite IT leaders. It covers best practices for system selection, contract negotiation, implementation and integration, as well as strategic management issues, such as governance, staffing, budgeting and change management. To ensure consistent coverage of important issues, *Healthcare Informatics* and its Web site are divided into six areas of content - clinical, financial, administrative, wireless, imaging, and policy. Website: [www.healthcare-informatics.com](http://www.healthcare-informatics.com)



The Healthcare Intelligence Network (HIN) is an online and digitally-delivered specialized healthcare business-to-business information, training and publishing company providing high-quality information for decision-making on key aspects of the business of healthcare. In one place, healthcare executives can receive exclusive, customized up-to-the minute news, insight and information from one of the nation's most highly regarded senior-management level providers of information in current and key subject areas: healthcare and managed care industry, medical homes, healthcare quality and performance improvement, health coaching, disease management, hospital and health system management, and compliance and regulation. Website: [www.hin.com](http://www.hin.com)

### Healthcare IT News

Ranked #1 by hospital CIOs three years in a row in the FOCUS Healthcare Management Study (PERQ/HCI 2005, 2006 and 2007), *Healthcare IT News* ([www.HealthcareITNews.com](http://www.HealthcareITNews.com)) offers healthcare IT executives timely, relevant news on new technologies, IT strategies and tactics, statutory and regulatory issues, and news about their colleagues and competitors. *Healthcare IT News*, published in partnership with HIMSS, is the news source for healthcare information technology for more than 54,000 readers which include IT professionals, C-suite and general management, and clinical executives at hospitals and IDNs, group practices, ambulatory care facilities, home healthcare organizations, as well as healthcare payers, consultants and vendors. *Healthcare IT News* publishes a monthly newspaper in print as well as a digital edition. E-newsletter publications include *Healthcare IT NewsWeek*, *Healthcare IT NewsDay* and the monthly e-newsletter, *Get Smart*.



\*Home Care Automation Report\* has been serving home care and hospice providers with technology news, product reviews, vendor reports, insight and analysis since 1995. The most respected newsletter in the home care and hospice technology field, HCAR is advertiser-supported and free to subscribers. Thousands of readers rely on HCAR to remain informed about important developments in home telehealth and other technologies. [www.homecareautomationreport.com](http://www.homecareautomationreport.com)



Long-Term Living for the Continuing Care Professional is the leading provider of practical, in-depth, business-building and patient/resident care information. Its readers are owners, administrators and directors of nursing at skilled nursing care and assisted living facilities; continuing care retirement centers; post-acute care facilities, and independent living communities. Categories of coverage include news, market analysis, strategic direction, policy commentary, clinical guidance, business management, technology breakthroughs, and environments for aging. Website: [www.ltlmagazine.com](http://www.ltlmagazine.com)

The logo for mobihealthnews, featuring the text "mobihealthnews" in white lowercase letters on a dark green rectangular background.

Mobihealthnews chronicles the mobile revolution within the healthcare sector and tracks the rise of electronic health records two trends that are shaping the future of how healthcare is delivered to the patient on-the-go, at home and at their place of care. We believe that both EHRs and mobile technology are already beginning to markedly change the business of healthcare, and our publications aim to define innovation and sustainable business models for mHealth and EHR providers. Of course, these aren't future technologies: wireless data networks, biosensors, connected medical devices, feature-rich mobile phones and the mHealth services and applications these technologies enable are all in the market today, saving hospitals money and providing better care for patients. The deluge of mHealth services, however, is just around the corner. Mobihealthnews is here to make sure you get the first peek. Website: [www.mobihealthnews.com](http://www.mobihealthnews.com)

The logo for Patient Safety & Quality Healthcare, featuring the text "Patient Safety" in white on a dark green background, with "& QUALITY HEALTHCARE" in white on a white background below it.

Patient Safety & Quality Healthcare (PSQH) is a respected source of research, news, and practical tools for improving the safety and quality of healthcare. Readers of PSQH include clinical practitioners and directors, hospital executives, patient safety officers, risk managers, quality directors, IT professionals, engineers, business leaders, policy makers, and educators, among others. This diverse community of professionals also supplies the feature articles, research, case studies, and opinions published in PSQH, which is sponsored by ABQAURP, ASQ Healthcare Division, Consumers Advancing Patient Safety, the National Patient Safety Foundation, and Partnership for Patient Safety. PSQH offers a print and digital bi-monthly magazine, a monthly eNewsletter, and an audioconference series. For more information, visit [www.psqh.com](http://www.psqh.com).

The logo for TeleHealth World, featuring the text "TeleHealth" in red and "World" in blue, with the website address "www.TelehealthWorld.com" in small black text below.

TeleHealth World magazine serves the rapidly expanding fields of telehealth, telemedicine, and connected healthcare. It is a comprehensive news and analysis resource for healthcare providers and technology providers who are leading today's revolution in remotely monitored and administered healthcare, medical treatment and fitness/wellness enhancement. To subscribe to the e-magazine and/or the monthly e-newsletter, please visit [www.telehealthworld.com](http://www.telehealthworld.com)

The logo for Telemedicine and e-Health, featuring the text "Telemedicine" in red and "and e-Health" in blue, with "a Mary Ann Liebert, Inc. publication" in small black text below.

Telemedicine and e-Health (TMJ) [www.liebertpub.com/tmj](http://www.liebertpub.com/tmj) is the official publication of the American Telemedicine Association. This MEDLINE Journal covers all aspects of clinical telemedicine practice, technical advances, enabling technologies, education, health policy and regulation and biomedical and health services research dealing with clinical effectiveness, efficacy and safety of telemedicine and its effects on quality, cost and accessibility of care, and management and transmission of medical records. Expanded to 10 issues annually, coverage provides tools for managing patient care and translating technology advances into practical applications to optimize healthcare outcomes. TMJ subscribers also receive the biweekly online newsletter Telemedicine News Alert ([www.liebertpub.com/tmj](http://www.liebertpub.com/tmj)).

## - Supporting Organizations -



ANHIX is a not-for-profit organization for individuals that have an interest in Alberta's Health Informatics, Healthcare Technology and Information Management industry. The 100 plus ANHIX members include individuals from health organizations including health authorities, provincial agencies, provincial government, and the private sector.



The members of the American Association of Homes and Services for the Aging ([www.aahsa.org](http://www.aahsa.org)) help millions of individuals and their families every day through mission-driven, not-for-profit organizations dedicated to providing the services that people need, when they need them, in the place they call home. Our 5,800 member organizations, many of which have served their communities for generations, 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.

The Center for Aging Services Technologies (CAST) is leading the charge to expedite the development, evaluation and adoption of emerging technologies that can improve the aging experience. CAST is a Program of AAHSA, [www.aahsa.org](http://www.aahsa.org)

CAST has four focus areas:

1. Driving a global vision of how technologies can improve the quality of life for seniors while reducing health care costs;
2. Accelerating technology research and development through pilot evaluations with seniors;
3. Advocating to remove barriers to the rapid commercialization of proven solutions; and
4. Promoting dialogue about standards to ensure interoperability and widespread access to aging-services technologies.



CAST is now an international coalition of more than 400 technology companies, aging services organizations, businesses, research universities and government representatives working together under the auspices of the American Association of Homes and Services for the Aging ([www.aahsa.org](http://www.aahsa.org)). The members of AAHSA help millions of individuals and their families every day through mission-driven, not-for-profit organizations dedicated to providing the services that people need, when they need them, in the place they call home.



The California Telemedicine and eHealth Center (CTEC) is the leading source of expertise and comprehensive knowledge on the development and operation of telemedicine and telehealth programs. CTEC is dedicated entirely to telemedicine and telehealth programs and has received national recognition as one of six federally designated Telehealth Resource Centers around the country. CTEC is a pioneer in telehealth, having managed the development of over 100 patient and provider sites over the past 12 years. CTEC brings extensive hands-on experience in telemedicine development. For more information about CTEC, please visit our website [www.cteconline.org](http://www.cteconline.org) or contact us at (877) 590-8144.



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 marketplace of interoperable devices that enable better care, empower consumers and connect healthcare providers to their patients. Focused on the three key categories of 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.
- Working with leaders in the health care industries to develop new ways to address the costs of providing personal health solutions.

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



DMAA: The Care Continuum Alliance convenes all stakeholders providing services along the continuum of care for population health improvement, including health and wellness promotion, disease management and care coordination. Through advocacy, research and promotion of best practices, DMAA advances population-based strategies to improve care quality and outcomes and reduce preventable costs for individuals with and at risk of chronic conditions. DMAA represents more than 200 corporate and individual stakeholders, including wellness, disease and care management organizations, pharmaceutical manufacturers and benefit managers, health information technology innovators, biotechnology innovators, employers, physicians, nurses and other health care professionals, and researchers and academicians. Learn more at [www.dmaa.org](http://www.dmaa.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](http://www.hctaa.org).



Representing more than 120 Canadian ICT companies that are actively involved in the health sector, ITAC Health promotes the role its members can play in establishing the Canadian healthcare industry as a global leader. Website: [www.itac.ca/health](http://www.itac.ca/health)



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](http://www.nahc.org).



The Puget Sound Health Alliance is a non-profit made up of those who provide, pay for and use health care, working together to improve quality of care at a price more people can afford. About 50 individuals and more than 150 organizations participate in the Alliance, including Alaska Airlines, Boeing, Starbucks, Puget Sound Energy, REI, WA State Health Care Authority, King County and many other employers, physician clinics, hospitals, consumer groups, unions and trusts, health plans and others. See [www.pugetsoundhealthalliance.org](http://www.pugetsoundhealthalliance.org). For an Alliance-produced report comparing local health care, go to [www.WACommunityCheckup.org](http://www.WACommunityCheckup.org).



The Visiting Nurse Associations of America (VNAA) is located at 900 19th Street, NW, Suite 200 in Washington, DC, and is the official national association for nonprofit, community-based Visiting Nurse Agencies (VNAs) and home healthcare and hospice agencies (HHAs) who care for and treat approximately 4 million patients annually. The nation's network of VNAs and HHAs share a nonprofit mission to provide cost-effective and compassionate home healthcare and hospice services to some of the nation's most vulnerable individuals, particularly the elderly and individuals with disabilities. Visit the VNAA's Website ([www.vnaa.org](http://www.vnaa.org)) for information about home healthcare or to locate a VNA near you.



The Washington Biotechnology & Biomedical Association is a not-for-profit association of more than 450 life sciences companies, universities, academic institutions and affiliates that represent the heart of the life sciences community in Washington. Members of our association know this is a time of extraordinary opportunity. There is a great deal of momentum that has helped to build a thriving life sciences sector in Washington state, contributing significantly to economic vitality, educational excellence and better health for people everywhere. For more information, please contact President Chris Rivera at [chris@washbio.org](mailto:chris@washbio.org). Website: [www.washbio.org](http://www.washbio.org)



Founded in 1984, the WTIA is the largest statewide association of technology professionals, companies and IT departments in North America. We have over 1,000 member companies representing more than 100,000 technology sector employees in Washington state, and over one million employees worldwide. The WTIA exists to support businesses across all technology sectors and company sizes. Our members include established industry leaders, technology startups, IT departments, and companies who help the industry grow and thrive in Washington state. By providing connections, discounts and advocacy, we help you build key relationships, lower your cost of doing business, and make sure critical technology industry issues are addressed in government. Join us. Grow with us. Website: [www.washingtontechnology.org](http://www.washingtontechnology.org)

## You may register by:

Mail: TCBI, 944 Indian Peak Rd., Suite 120, Rolling Hills Estates, CA 90274  
Phone: (310) 265-0621 Fax: (310) 265-2963 Email: [info@tcbi.org](mailto:info@tcbi.org)

To register, please use the registration form on the back cover of this brochure. For optimal service, TCBI recommends that you register by phone or fax. If you plan to mail a check, please register in advance by phone or fax, then mail the check with a copy of the registration form. **Phone Registration Hours: 9 am to 4 pm Pacific Time**

For information on registration fees, please see the next page

### SUPPORTING ORGANIZATION DISCOUNT:

TCBI is offering a \$100 discount on the applicable registration fee for members of Alberta Network for Health Information eXchange (ANHIX), American Association of Homes and Services for the Aging (AAHSA), Center for Aging Services Technologies (CAST), DMAA: The Care Continuum Alliance, Home Care Technology Association of America (HCTAA), ITAC Health, National Association for Home Care & Hospice (NAHC), Puget Sound Health Alliance, Visiting Nurse Associations of America (VNAA), Washington Biotechnology & Biomedical Association (WBBA) and Washington Technology Industry Association (WTIA). Continua Health Alliance members receive a \$200 discount (promotional code required for Continua discount). This Continua discount may not be combined with any other discount offered by TCBI except the group discount. Supporting organization discounts cannot be combined. However, supporting organization discounts (with the exception of the Continua discount) may be combined with either the earlybird discount or the associate discount (but not both discounts).

### ASSOCIATE DISCOUNT:

TCBI has offered to select companies/organizations the opportunity to offer a \$100 discount to their contacts. This associate discount may be combined with other discounts offered by TCBI, provided that the total discount that the registrant receives does not exceed \$200. However, please note that an additional group discount may be possible for some registrants. A promotional code is required to receive the associate discount.

### EARLYBIRD DISCOUNT:

You must register and pay by May 25, 2009 to receive the \$100 earlybird discount on registration fees.

### GROUP DISCOUNT:

Organizations sending three or more registrants to the conference may qualify for an additional group discount. Please note, however, that category two registrants already receiving \$200 in other discounts do not qualify for the additional group discount unless there are four or more registrants from the same organization. Whether a registrant receives a group discount will depend on other discounts already received, the number of individuals from the registrant's organization that are attending the conference, and the category of registration. Please contact TCBI for details. Ph: 310-265-0621 Email: [info@tcbi.org](mailto:info@tcbi.org)

### PAYMENTS:

Payments must be made in US dollars by Visa, Mastercard, Discover, American Express, company check (drawn on a US bank), or by wire transfer. Please make checks payable to The Center for Business Innovation and send to: TCBI, 944 Indian Peak Rd., Suite 120, Rolling Hills Estates, CA 90274. In the memo area of the check, please write the name of the registrant and the conference code **C118**. For information about wire transfers, please contact TCBI: Tel: (310) 265-0621, Email: [info@tcbi.org](mailto:info@tcbi.org).

### HOTEL INFORMATION:

**Seattle Airport Marriott, 3201 S.176th St. Seattle, WA 98188.** To secure your hotel accommodations, reservations must be made directly with the Marriott; **please call 1-800-627-7468 or 206-241-2000, specify that you want to stay at the Seattle Airport Marriott and mention "TCBI" to receive the discounted group rate of \$168 plus tax for single/double.** The discounted rate of \$168 plus tax applies only for June 21st and 22nd; to secure the discounted rate, reservations must be made by June 8, 2009; after this date, the rate may increase or rooms may sell out. To make your hotel reservations online, please visit: <http://cwp.marriott.com/seawa/tcbi/> Cancellations must be made by 6pm on the day of arrival to avoid penalty. The Seattle Airport Marriott has made arrangements for transportation to downtown Seattle for hotel guests on the evenings/nights of June 21st and 22nd. For additional details, please visit <http://cwp.marriott.com/seawa/tcbi/>

### CANCELLATION POLICY:

For cancellations received in writing:

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

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

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

### SUBSTITUTIONS:

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

### FREE PRESS PASSES AVAILABLE

To find out if you qualify for the free press pass, which are usually offered to full-time journalists, please email [info@tcbi.org](mailto:info@tcbi.org) or call (310) 265-0621.



# Healthcare Unbound Conference Registration Form, June 22-23, 2009, Seattle, WA

Registration Options:	PRICE
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- Category One Registration (Conference Only)** \$1295
- Category One Registration (Conference Plus Post-Conference Workshop)**-choose a workshop below \$1695
  - Workshop One: Innovations in Technology-Enabled Patient Self-Management
  - Workshop Two: The Patient Centered Medical Home & Healthcare Unbound
  - Workshop Three: When Consumer Electronics Deliver Healthcare Unbound Services

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)**-choose a workshop below \$ 995
  - Workshop One: Innovations in Technology-Enabled Patient Self-Management
  - Workshop Two: The Patient Centered Medical Home & Healthcare Unbound
  - Workshop Three: When Consumer Electronics Deliver Healthcare Unbound Services

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

- I qualify for the \$100 earlybird discount (registration and payment must be made by May 25, 2009).
- I am a member of AAHSA/CAST and qualify for the \$100 supporting organization discount (this discount can be combined with the earlybird discount or the associate discount, but not both)
- I qualify for the \$200 Continua Health Alliance discount. Promotional Code \_\_\_\_\_ (This discount may not be combined with any other discount except the group discount)
- I am a member of ANHIX, DMAA, HCTAA, ITAC Health, NAHC, Puget Sound Health Alliance, VNAA, WBBA or WTIA 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, the discount can be combined with the earlybird discount or the associate discount (but not both). *Please underline the organization through which you are receiving the discount.*
- I qualify for the \$100 associate discount. Promotional Code \_\_\_\_\_ Total: \_\_\_\_\_



**The Center for Business Innovation**

Send Completed Registration Form With Payment (if Applicable) To:  
**The Center for Business Innovation**  
 944 Indian Peak Road, Suite 120, Rolling Hills Estates, CA 90274  
 Phone: (310) 265-0621 Fax: (310) 265-2963 Email: info@tcbi.org

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

Phone Registration Hours: 9 am to 4 pm Pacific Time

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

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address/Suite/Floor#: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

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

Method of Payment (please check one)

- American Express     Visa     MasterCard     Discover
- Company Check     Wire Transfer

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name Appearing on Credit Card: \_\_\_\_\_

Mailing Address for Credit Card: \_\_\_\_\_

How did you find out about the Conference?

Signature: \_\_\_\_\_

**To be added to our mailing list, please email info@tcbi.org**