

*A uniquely dynamic and interactive forum giving you access to the innovative policy, business, and technology initiatives that will ready you for 2006!*



# The World Health Care Innovation and Technology Congress

## Innovation to Transform

November 9-11, 2005 • Marriott Wardman Park Hotel • Washington DC

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THE WALL STREET JOURNAL.

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**Highlights Include These Exceptional Health Care and Business Leaders:**



**Steve Case**  
Co-Founder  
**America Online**  
Chairman and CEO,  
**Revolution**



**Michael O. Leavitt**  
Secretary of  
Health and  
Human Services,  
**U.S. Department  
of Health  
and Human  
Services**



**Allan Hubbard**  
Assistant to  
President Bush  
for Economic Policy;  
Director,  
**National Economic  
Council**



**Hamilton Jordan**  
**White House**  
Chief-of-Staff to  
President Carter;  
Patient Advocate and  
Best-Selling Author;  
Founder, **Georgia  
Cancer Coalition**



**Newt Gingrich**  
Former Speaker  
of the House  
Founder,  
**The Center for  
Health Transformation**



**David Brailer, MD, PhD**  
National Health  
Information  
Technology Coordinator  
**Department of Health  
& Human Services**



**Richard Granger**  
Director General IT  
**National Health  
Service,  
UK Department  
of Health**



**Ray Kurzweil**  
Founder, Chairman  
and CEO  
**Kurzweil  
Technologies, Inc.**



**Gail R. Wilensky, PhD**  
Senior Fellow  
**Project HOPE**



**Mark McClellan**  
**MD, PhD**  
Administrator  
**Centers for Medicare  
& Medicaid Services**



**Margaret E. O'Kane**  
President  
**NCQA**



**Carolyn Clancy, MD**  
Director  
**Agency for  
Healthcare  
Research and Quality**



**John E. Abele**  
Founder and Chairman  
**Boston Scientific  
Corporation**



**Reed Tuckson, MD**  
Senior Vice President of  
Consumer Health and  
Medical Care  
Advancement  
**UnitedHealth Group**



**John W. Loonsk, MD**  
Associate Director  
for Informatics  
**Centers for  
Disease Control  
and Prevention**



**Janet Woodcock, MD**  
Acting Deputy  
Commissioner  
for Operations  
**U.S. Food & Drug  
Administration**



**Herbert Pardes, MD**  
President and CEO  
**New York-Presbyterian  
Hospital**



**Bjørn Lomborg**  
Assistant Professor,  
**University of Aarhus**  
Author, The Skeptical  
Environmentalist,  
Editor, Global Crises,  
Global Solutions;  
Organizer of  
**Copenhagen  
Consensus May 2004**



**Clayton M.  
Christensen**  
Professor of Business  
Administration  
**Harvard Business  
School**  
Co-founder, **Innosight**  
Author, The Innovator's  
Dilemma, The  
Innovator's Solution,  
and Seeing What's Next



**Scott Shuster**  
Facilitator;  
Former **ABC News**  
foreign correspondent;  
Producer of **NPR's All  
Things Considered**;  
Consulting Editor,  
**The McGraw-Hill  
Companies and  
BusinessWeek**



**Leonard D. Schaeffer**  
Chairman of the Board  
**WellPoint**



**Elias Zerhouni, MD**  
Director  
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*And Many Others!...*

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Organized By: **World Congress**

**Highlights Include These Exceptional Health Care and Business Leaders:**

 <b>Steve Case</b> Co-Founder <b>America Online</b> Chairman and CEO, <b>Revolution</b>	 <b>Michael O. Leavitt</b> Secretary of Health and Human Services, <b>U.S. Department of Health and Human Services</b>	 <b>Allan Hubbard</b> Assistant to President Bush for Economic Policy; Director, National Economic Council	 <b>Hamilton Jordan</b> White House Chief-of-Staff to President Carter; Patient Advocate and Best-Selling Author; Founder, Georgia Cancer Coalition
 <b>Newt Gingrich</b> Former Speaker of the House Founder, <b>The Center for Health Transformation</b>	 <b>David Brailer, MD PhD</b> National Health Information Technology Coordinator Department of Health & Human Services	 <b>Richard Granger</b> Director General IT <b>National Health Service,</b> UK Department of Health	 <b>Ray Kurzweil</b> Founder, Chairman and CEO <b>Kurzweil Technologies, Inc.</b>
 <b>Gail R. Wilensky,</b> PhD Senior Fellow <b>Project HOPE</b>	 <b>Mark McClellan</b> MD, PhD Administrator <b>Centers for Medicare &amp; Medicaid Services</b>	 <b>Margaret E. O'Kane</b> President <b>NCOA</b>	 <b>Carolyn Clancy, MD</b> Director <b>Agency for Healthcare Research and Quality</b>
 <b>John E. Abele</b> Founder and Chairman <b>Boston Scientific Corporation</b>	 <b>Reed Tuckson, MD</b> Senior Vice President of Consumer Health and Medical Care <b>UnitedHealth Group</b>	 <b>John W. Loonsk, MD</b> Associate Director for Informatics <b>Centers for Disease Control and Prevention</b>	 <b>Janet Woodcock, MD</b> Acting Deputy Commissioner for Operations <b>U.S. Food &amp; Drug Administration</b>
 <b>Herbert Pardes, MD</b> President and CEO <b>New York- Presbyterian Hospital</b>		 <b>Clayton M. Christensen</b> Professor of Business Administration <b>Harvard Business School</b>	 <b>Scott Shuster</b> Facilitator, Former <b>ABC News</b> foreign correspondent; Producer of <b>NPR's All Things Considered</b> ; Consulting Editor, <b>The McGraw-Hill Companies and BusinessWeek</b>
 <b>Leonard D. Schaeffer</b> Chairman of the Board <b>WellPoint</b>	 <b>Bjorn Lomborg</b> Assistant Professor, <b>University of Aarhus</b> Author, <i>The Skeptical Environmentalist</i> , Editor, <i>Global Crises... Global Solutions</i> ; Organizer of <b>Copenhagen Consensus May 2004</b>	 <b>Clayton M. Christensen</b> Professor of Business Administration <b>Harvard Business School</b>	
 <b>Elias Zerhouni, MD</b> Director <b>National Institutes of Health</b>			

*And Many Others!...*

Seminar Sponsors: **Radianse**, **GE Healthcare**, **IBM**, **Microsoft**

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## Attend this Content-Rich Executive Networking Event to:

- **Share insights with senior leaders** from all key constituencies: Providers, Private and Public Payers, Physicians, Economists, Analysts and Regulators
- **Participate in energizing, interactive plenary sessions** allowing you to voice opinions anonymously and hear what your colleagues are thinking
- **Hone in on innovative strategies, policies and technologies** that will enable departure from the current constraints on the health system
- **Efficiently sort out the pros and cons of strategies, processes, and technologies and their ROI** for faster and more confident decision-making and adoption
- **Hear the legislation policy-makers will implement in 2006** to align incentives of purchasers, payers, and providers
- **Celebrate initiatives of emerging innovators and revolutionary individuals championing cures** that are changing the face of health care

## Who Will Attend:

- **Providers:** CEOs, CIOs, COOs, CAOs, CFOs, CMOs, CNOs, CMIOs, CNIOs, from hospitals, health systems, physician groups, specialty care centers
- **Private and Public Payers:** CEOs, CIOs, COOs, CFOs, and CMOs of health plans and insurers; Medicare and Medicaid officials, agency directors and administrators
- **Government and Public Policy Makers:** Federal, state, and regional regulators, policy-makers, political leaders, legislative aids dedicated to health care, international and domestic health officials
- **Suppliers:** CEOs, COOs, CFOs, senior executives from information technology, medical device, pharmaceutical, biotechnology companies, emerging companies
- **IT and Management Consultants:** Health care management consultants, technology suppliers and consultants, outsourcing service providers
- **Investors:** Investment banks, venture capital firms, angel investors
- **Health Care Analysts and Academics:** Policy analysts, health economists, industry consultants

**The World Health Care Innovation and Technology Congress**, co-sponsored by **The Wall Street Journal** and **CNBC**, is a global forum to present best practices in the implementation of innovative business strategies, policy-making, and technology solutions to better the current health care system and improve the way you do business. Thought leaders and real-life case studies will demonstrate successful application of innovation in all its forms, and will provide insight to help resolve issues such as patient safety, clinical quality, access, and margins.

The program will be practical, forward looking, sometimes controversial, and always thought provoking. It will provide specific, results-oriented education as well as collaborative, cross-constituency learning. Designed to attract an inclusive but carefully targeted and influential audience, the program will be managed so that each delegate will enjoy a high level of attention and resources, providing the most productive and immediately actionable experience possible. A dynamic, interactive, and varied format will illuminate the world's leading strategies and technologies transforming health care.

- Visionary Keynote Presentations
- Interactive "Industry Voice!" Plenary Sessions
- Topic-driven Opening Seminars
- By-Invitation-Only Summits Designed for:
  - > Hospital, Health System, and Health Plan CIOs
  - > Hospital, Health System, and Health Plan CEOs and COOs
- Strategic Program Tracks and Case Studies Designed for:
  - > Hospital and Health System Medical Directors, CMIOs, Nurse Executives, Department Chairs/Chiefs
  - > Physician and Specialty Group Practice Leadership
  - > Medicare and Federal Government Agency Directors and Administrators
  - > State Government Medicaid and State Agency Directors and Administrators
- Thought leadership Executive Networking Area
- Poster Showcases celebrating extraordinary activities
- Gala Networking Receptions

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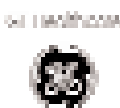
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on six continents, the firm generates annual sales of \$2.7 billion. Booz Allen provides services in strategy, organization, operations, systems, and technology to the world's leading corporations, government and other public agencies, emerging growth companies, and institutions.

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AGENDA-AT-A-GLANCE FOR THE WORLD HEALTH CARE INNOVATION AND TECHNOLOGY CONGRESS

NOVEMBER 9-11, 2005 • WASHINGTON, DC



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W E D N E S D A Y , N O V E M B E R 9 , 2 0 0 5

12:00 PM Registration

1:00 PM Opening Keynote Address: “Innovation and the Future of Health Care”  
Ray Kurzweil, Founder, Chairman, CEO, Kurzweil Technologies, Inc. (Technology pioneer, entrepreneur, and futurist)

1:45 PM Keynote Address: “Point/Counter-Point: Prioritizing the World’s Big Challenges”  
Björn Lomborg, Assistant Professor, Department of Political Science, University of Aarhus; Author of The Skeptical Environmentalist; Editor of Global Crises, Global Solutions; Organizer of the Copenhagen Consensus May 2004, prioritizing the best opportunities to the world’s big challenges  
  
Professor Lomborg will be joined by a leading economist for this keynote debate

3:00 PM	O P E N I N G S E M I N A R S :			G L O B A L H E A L T H & T E C H N O L O G Y L E A D E R S S Y M P O S I U M	
	A	B	C	D	
	BUILDING MEANINGFUL HEALTH CARE COMMUNITIES WITH TECHNOLOGY	THE POWER OF ACTIVE-RFID IN HEALTH CARE	BREAKTHROUGH INNOVATION	INNOVATIVE TECHNOLOGY IMPLEMENTATION FROM AROUND THE WORLD	

6:00 PM Keynote Address: “The Electronic Health Record and The Role of Governments”  
David Brailer, MD, PhD, National Health Information Technology Coordinator, U.S. Department of Health and Human Services  
Richard Granger, Director General of Information Technology, National Health Service, United Kingdom

7:15 PM Gala Reception in Executive Networking Area

T H U R S D A Y , N O V E M B E R 1 0 , 2 0 0 5

7:00 AM Continental Breakfast in Executive Networking Area

7:45 AM Welcome and Opening Remarks

8:00 AM Keynote Address and Introduction to the Industry Voice! Experience: John E. Abele, Founder and Chairman, Boston Scientific

8:30 AM Industry Voice! An Interactive Forum: “The Electronic Health Record — Understanding the Realities of RHIO Implementation” End-User Case Studies

9:30 AM Keynote Address: “Using Theories of Innovation to Predict Change in the Health Care Industry” — Clayton M. Christensen, Robert and Jane Cizik Professor of Business Administration, Harvard Business School; Co-founder, Innosight; Author, The Innovator’s Dilemma, The Innovator’s Solution and Seeing What’s Next

10:15 AM Refreshment Break in Executive Networking Area

10:45 AM Keynote Address: “Innovations for Advancing and Supporting Health Care Improvement”  
Keynote Speaker: Policy Perspective – Newt Gingrich, Former Speaker of the House; Founder, The Center for Health Transformation  
Keynote Speaker: Provider Perspective – Herbert Pardes, MD, Vice Chairman, President and CEO, New York-Presbyterian Hospital  
Keynote Speaker: Payer Perspective – Reed Tuckson, MD, Senior Vice President of Consumer Health and Medical Care Advancement, UnitedHealth Group

	BY-INVITATION-ONLY SUMMITS		GENERAL CONFERENCE PROGRAM: STRATEGIC CLUSTER			
	SUMMIT FOR HOSPITAL, HEALTH SYSTEM, INSURER & HEALTH PLAN CEOs/COOs	SUMMIT FOR HOSPITAL, HEALTH SYSTEM, INSURER & HEALTH PLAN CIOs	1HOSPITAL & HEALTH SYSTEM MEDICAL DIRECTORS, NURSE EXECS, DEPT. CHAIRS/CHIEFS	2PHYSICIAN AND SPECIALTY GROUP PRACTICE LEADERSHIP	3MEDICARE & FEDERAL GOVERNMENT AGENCY DIRECTORS & ADMINISTRATORS	4STATE GOVERNMENT, MEDICAID & STATE AGENCY DIRECTORS & ADMINISTRATORS
12:00 PM	A Conversation With Health Care Leaders	Payer-Provider Collaboration	Reimbursement, Staffing, Capital, Quality, Medical Errors, and Patient Safety: Will IT Deliver?	MDs Tap Technology to Better Serve Patients: The Role of IT in Improving Practice Performance, Quality, and Efficiency	Quality Perspectives: The Impact of Health Care IT	Structuring Reimbursement to Enhance IT Adoption
12:45 PM	Luncheon in Executive Networking Area					
	BY-INVITATION-ONLY SUMMITS		GENERAL CONFERENCE PROGRAM: STRATEGIC CLUSTER			
1:45 PM	Leadership Strategies for Organizational Transformation	From Vision to Execution: Opportunity, Implementation, Results, and Lessons Learned	1Leading IT Transformation: Managing Change	2IT and Patient Interaction: Case Studies	3Financing Incentives and Pay-for-Performance	4Partnerships to Drive Adoption of Technology
2:30 PM	Forwarding Health Care Delivery	Examining ROI — Building the Business Case Before You Buy	1Regional Health Information Networks: What is a Sustainable Model?	2Medical Groups Grapple with Financial Roadblocks: IT Financing Strategies and ROI Methodologies	3Streamlining State and Federal Collaboration: Game Plan for Action	
3:15 PM	Refreshment Break in Executive Networking Area					
3:45 PM	Industry Voice! An Interactive Forum: “Safety and Quality Initiatives — Barcoding, CPOE and E-Prescribing” End-User Case Studies					

4:45 PM Keynote Address — Michael O. Leavitt, Secretary of Health and Human Services, U.S. Department of Health and Human Services

5:10 PM Keynote Address — Allan Hubbard, Assistant to President Bush for Economic Policy; Director, National Economic Council

5:30 PM Keynote Address: “Innovating to a Better Health Care Future” — Leonard D. Schaeffer, Chairman of the Board, WellPoint

6:00 PM Keynote Interview: “Technological Change in Health Care and its Consequences for Health and Medical Expenditures”  
Mark McClellan, MD, PhD, Administrator, Centers for Medicare and Medicaid Services

6:45 PM Gala Reception

F R I D A Y , N O V E M B E R 1 1 , 2 0 0 5

7:15 AM Continental Breakfast and Executive Roundtable Discussions

8:00 AM Keynote Address: “A Revolution in Health Care” — Steve Case, Co-Founder, America Online; Chairman and CEO, Revolution

9:00 AM Keynote Panel: “Promoting a Culture of Safety: How Do We Encourage Reporting Of Medical Errors So Future Errors Can Be Prevented”  
Gail R. Wilensky, PhD, Senior Fellow, Project HOPE • Margaret E. O’Kane, NCQA • Steven J. Spear, Senior Fellow, Institute for Healthcare Improvement

9:45 AM Keynote Address: “Opportunities to Solve Public Health Problems and the Role of Technology” — Elias A. Zerhouni, MD, Director, National Institutes of Health  
Janet Woodcock, MD, Acting Deputy Commissioner, FDA • John W. Loonsk, MD, Associate Director for Informatics, Centers for Disease Control and Prevention

10:45 AM Networking Refreshment Break

11:00 AM Industry Voice! An Interactive Forum: “Interoperability and Integration Strategies” End-User Case Studies

12:00 PM Keynote Panel: “Health Care’s Future: The Interoperability Mandate” Interview of Key Technology Leaders

1:00 PM Luncheon and Keynote Panel: “Individuals Championing Cures: How A Personal Mission Can Lead to Health Solutions” —  
Hamilton Jordan, White House Chief-of-Staff to President Carter; 3-time cancer survivor, patient advocate and best-selling author; Founder, \$1 billion Georgia Cancer Coalition; and investor and founder of numerous start-ups, largely in health sector

2:00 PM Closing Keynote Address: “In Light of the Chaoulli Judgment in Canada, What is the Constitutionality of U.S. Medicare?” — Jacques Chaoulli, Senior Fellow, Montreal Economic Institute


3:00 PM Closing Remarks and Conference Adjourns — Program Subject to Change

12:00 NOON

Registration/Sign In

1:00 – 1:10PM

Welcome and Opening Remarks

 Congress Facilitator:  
**Scott Shuster**  
Facilitator; former **ABC News** foreign correspondent, Producer of **NPR's All Things Considered**, Consulting Editor, **The McGraw-Hill Companies** and **BusinessWeek**


1:10 – 1:45PM

**OPENING**  
**KEYNOTE ADDRESS:**  
**Innovation and the Future of Health Care**

 **Ray Kurzweil**  
Founder, Chairman, CEO, **Kurzweil Technologies, Inc.** (**Technology pioneer, entrepreneur, and futurist**)

1:45 – 2:45PM

**KEYNOTE ADDRESS:**  
**Point/Counter-Point:**  
**Prioritizing the World's Big Challenges**

 **Björn Lomborg**  
Assistant Professor  
**University of Aarhus**  
Author, *The Skeptical Environmentalist*  
Editor, *Global Crises, Global Solutions*  
Organizer,  
**Copenhagen Consensus May 2004**

*Professor Lomborg will be joined by a leading economist for this keynote debate.*


3:00 – 5:45PM

**CONCURRENT SEMINARS**

See next column for details

6:00 – 7:15PM

**KEYNOTE ADDRESS:**  
**The Electronic Health Record and The Role of Governments**

 **David Brailer, MD, PhD**  
National Health Information Technology Coordinator,  
**U.S. Department of Health and Human Services**

 **Richard Granger**  
Director General of Information Technology  
**National Health Service, United Kingdom**

7:15 – 8:30PM

Gala Reception in Executive Networking Area

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3:00 - 5:45PM • Concurrent Symposium

**Global Health & Technology Leaders Symposium: — Innovative Strategy and Technology Implementation from Around the World**

Sponsored by: **Booz | Allen | Hamilton**

Leaders around the world are recognizing health care for what it is – a leading sector of every nation's economy. Advances in health and medical technology efficiency are crucial to the health of the global economy, as well as global health. This symposium will convene international leaders in health and technology to explore the efficient and cost effective application of existing and emerging technologies to promote health and more efficient and effective medical care.

3:00 – 4:00PM

**Enabling the Global Market: Standards, Policies and Procedures**

 **W. Ed Hammond**  
Professor, **Community and Family Medicine**  
Chief, Division of Medical Informatics,  
**Duke University Medical Center**

3:00 - 5:45PM • Concurrent Seminars


**Topic-Driven Opening Seminars**

**Building Meaningful Health Care Communities with Technology**

Sponsored by:  **myziva®**  
The Platform for Nursing Facility Management

As a result of technological innovations and the internet, consumers have access to literally millions of resources (and alleged resources) that provide a variety of information, services and products regarding their specific illness or disability. These resources however, often lack continuity and integration, and fail to fully assist the individual in navigating themselves through a complicated healthcare system. Through the utilization of technology, we have the ability to build healthcare communities and bridge the gap to the multitude of resources and services available to the consumer. This seminar will provide the tools necessary to create essential on-line health care resources, to develop a sound business model for an on-line community, and to design strategies so your site can attract and retain more members.

**Seminar Chairman:**


 **Robert Abrams**  
CEO  
**MyZiva**

**Featured Speakers:**

 **Mark Bard, MBA, MHA**  
President  
**Manhattan Research**


 **Lee Rainie**  
Director  
**Pew Internet & American Life Project**

**Smart Connections: The Power of Active-RFID Indoor Positioning to Create and Sustain a Safer, Smarter Healthcare Environment**

Sponsored by:  **Radianse**  
Indoor Positioning


Hospitals are using active-RFID indoor positioning systems (IPS) to increase quality, productivity and safety, and have found they can achieve an impressive ROI. Through case study presentations by university, regional and community hospitals, benefits of such systems will be described, including enhanced resource utilization and planning by ensuring accurate equipment usage and inventory data; reduction of risk by always knowing patient and equipment location; and improvement in patient care and satisfaction by objectively measuring and adapting patient flow. This seminar will provide insights from industry leaders on the potential of IPS as a strategic tool for enabling a context-sensitive medicine environment, where changes in location, identity and time factors can initiate predetermined responses from clinical systems, spaces and equipment for smarter, safer healthcare.


**Seminar Co-Chairmen:**

 **Mike Dempsey**  
Co-Founder  
Chief Technology Officer  
**Radianse**

 **Manuel T. Lowenhaupt, MD,**  
Partner and  
National Practice Leader for Clinical Transformation,  
**Accenture**

**Featured Speakers:**

 **Ann Hendrich, RN, MSN**  
VP of Clinical Excellence  
**Ascension Health**


 **Sue Schade**  
Chief Information Officer  
**Brigham & Women's Hospital**

**Craig B. Wisman, MD**  
Vice President of Medical Affairs  
**PinnacleHealth**

**Wireless Technologies: The Benefits to Public and Private Health Care Systems**

**Stan Kachnowski**  
Professor, Health Information Technology Management,  
Mailman School of Public Health, **Columbia University**

**Facilitating Positive Results with Health Care Investments**

 **Sheldon I. Dorenfest, CPA, MBA**  
President  
**The Dorenfest Group**

4:00 – 4:15PM

Refreshment Break

4:15 – 5:45PM

**Case Studies from Around the World**

**N.T. Cheung, MD**  
Executive Manager, Health Informatics Division  
**Hospital Authority of Hong Kong**

*Other Speakers To Be Announced*

**The ROI of IT Implementation**

Sponsored by: **Booz | Allen | Hamilton**

Stakeholders in the health care value chain face significant challenges in determining HIT ROI for individual organizations, and for the industry as a whole. The magnitude of the potential investment, and necessary experience and vision that are critical to realizing greater adoption success is daunting. Furthermore, broad industry restructuring, and other prerequisites may be needed to unlock the true value and impact of HIT. Join us in an exploratory forum where we will discuss the key elements for evaluating HIT ROI.

*Please Visit Our Web Site for Updates*

**Breakthrough Innovation**

Inspired by the work of Clayton Christensen (Harvard Business School Professor, Author, and founder of Innosight), and his work on “disruptive innovation”, a term he coined, this seminar will feature case studies of innovative business, technology, and financial models which have the potential to change the face of health care delivery and how health care organizations of the future will thrive. Successful business leaders and emerging innovators will describe entrepreneurial strategies and tactics that drive competitive advantage in a changing health care environment.

**Seminar Chairman:**


 **Matt Eyring**  
Managing Director  
**Innosight LLC**

**Featured Speakers:**

**Breakthrough Innovation in the Delivery of Medical Services**


 **Linda Hall Whitman**  
CEO  
**MinuteClinic**

**Exploiting Innovation for Peak Performance**

 **Michele McKenney**  
President of Diversified Services  
**University of Pittsburgh Medical Center**

 **Dan Drawbaugh**  
CIO  
**University of Pittsburgh Medical Center**

**Complementary Alternative Medicine Meets Mainstream Medicine**

 **Samuel D. Benjamin, MD, MD(H)**  
Corporate Medical Director  
Integrative Medicine  
**Humana, Inc.**

**Risk Segmentation Within Health Insurance: An Opportunity for Disruptive Change?**

 **Claudia Wyss, MD, MBA**

7:00 – 7:45AM

Continental Breakfast in Executive Networking Area


7:45 – 8:00AM

Welcome and Opening Remarks

 Congress Facilitator:  
**Scott Shuster**  
Facilitator; former **ABC News** foreign correspondent, Producer of **NPR's All Things Considered**, Consulting Editor, **The McGraw-Hill Companies** and **BusinessWeek**

8:00 – 8:30AM

**KEYNOTE ADDRESS “Overcoming Resistance and Outright Opposition – How to Make New Things Happen When Important People Say ‘No!’”**


 **John E. Abele**  
Founder and Chairman  
**Boston Scientific Corporation**


8:30 – 9:30AM


**Industry Voice! Plenary Session (an interactive forum):**

**The Electronic Health Record: Understanding the Realities of Regional Health Information Organization (RHIO) Implementation**


**Closed System Implementation:**

 **Robert M. Wah, MD**  
Captain, Medical Corps, **United States Navy**  
Director, Information Management Division,  
**Military Health System**

 **James Walker, MD**  
Chief Medical Information Officer  
**Geisinger**

 **Louise Liang, MD**  
Senior Vice President  
Quality & Clinical Systems Support  
**Kaiser Permanente**


**RHIO Implementation:**

 **A. John Blair, III, MD**  
Chairman and CEO  
**Taconic IPA;**  
**New York State RHIO**

 **Lori Hack, MBA**  
Executive Director  
**Health Technology Center**  
Leadership Member, **CalRHIO**

9:30 – 10:15AM

**KEYNOTE ADDRESS:  
Using Theories of Innovation to Predict Change in the Health Care Industry**


 Clayton M. Christensen  
Robert and Jane Cizik Professor of Business Administration, **Harvard Business School**  
Co-founder, **Innosight**; Author, The Innovator's Dilemma, The Innovator's Solution, and Seeing What's Next


10:15 – 10:45AM


Refreshment Break in Exhibit Networking Area

10:45AM – 12:00 NOON

**KEYNOTE ADDRESS:  
Innovations for Advancing and Supporting Health Care Improvement**

**Keynote Speaker: Policy Perspective**  
 **Newt Gingrich**  
**Former Speaker of the House**  
Founder  
**The Center for Health Transformation**

**Keynote Speaker: Provider Perspective**  
 **Herbert Pardes, MD**  
Vice Chairman  
President and CEO  
**New York Presbyterian Hospital**

**Keynote Speaker: Payer Perspective**  
 **Reed Tuckson, MD**  
Senior Vice President of Consumer Health and Medical Care Advancement  
**UnitedHealth Group**

12:00 — 3:15PM • By-Invitation-Only Concurrent Summit A


**Summit for Hospital, Health System and Health Plan CEOs/COOs**


Sponsored by: **Booz | Allen | Hamilton**

This summit will convene health care leaders to explore emerging best practices as they tackle challenges and opportunities with strategic issues including outcomes, positioning, reimbursement, access to capital, health IT investment, staffing, efficiency, productivity and profitability.

12:00 – 12:45 PM


**A Conversation With Health Care Leaders**


 **Herbert Pardes, MD**  
Vice Chairman, President and CEO  
**New York Presbyterian Hospital**


 **Reed Tuckson, MD**  
Senior Vice President of Consumer Health and Medical Care Advancement  
**UnitedHealth Group**

1:45 – 2:30

**Leadership Strategies for Organizational Transformation**

 **Charles D. Baker**  
President and CEO  
**Harvard Pilgrim Health Care, Inc.**


 **Javon R. Bea, FACHE**  
President and CEO  
**Mercy Health System**

 **Michael J. Dowling**  
President and CEO  
**North Shore-Long Island Jewish (LIJ) Health System**


2:30 – 3:15PM

**Forwarding Health Care Delivery: Selected Topics**

**Fixing Health Care From The Inside — Today**

 **Steven J. Spear**  
Senior Fellow  
**Institute for Healthcare Improvement**

**Rewarding Quality Performance**

 **Gail R. Wilensky, PhD**  
Senior Fellow  
**Project HOPE**

12:00 — 3:15PM • By-Invitation-Only Concurrent Summit B


**Summit for Hospital, Health System and Health Plan CIOs**


Sponsored by: **Booz | Allen | Hamilton**


This summit will bring together strategic health care IT leaders to share practical insights that will steer health care organizations toward a more productive and profitable future. An interactive, roundtable format of strategy-setting executives provides a comprehensive discussion of crucial issues such as aligning IT with the business, payer/provider collaboration, budget pressures, security of patient data, encouraging innovation while setting priorities, demonstrating ROI, and many others.

12:00 – 12:45 PM

**Payer-Provider Collaboration**


 **Carl J. Ascenzo**  
Chief Information Officer  
**Blue Cross Blue Shield of Massachusetts**


 **John Glaser, PhD**  
Vice President and Chief Information Officer  
**Partners HealthCare**

 **John D. Halamka, MD, MS**  
Chief Information Officer,  
**CareGroup Health System;**  
Chief Information Officer and  
Associate Dean for Educational Technology  
**Harvard Medical School**


1:45 – 2:30

**From Vision to Execution: Opportunity, Implementation, Results and Lessons Learned**

 **Stephanie L. Reel**  
CIO and Vice Provost for Information Technologies  
**Johns Hopkins University;**  
Vice President, **Johns Hopkins Medicine**


 **John Hummel**  
Senior Vice President and  
Chief Information Officer  
**Sutter Health**


 **Walter Menning**  
Vice Chair of IT  
**Mayo Foundation**


 **Marc Probst**  
Vice President and Chief Information Officer  
**Intermountain Health Care**

2:30 – 3:15PM

**Examining ROI — Building the Business Case Before You Buy**

 **Pat Skarulis**  
Chief Information Officer  
**Memorial Sloan Kettering**

 **Bill Spooner**  
Senior Vice President and  
Chief Information Officer  
**Sharp HealthCare**

 **John C. Wade**  
Vice President and  
Chief Information Officer  
**St. Lukes Health System**

**Sponsorship and Exhibition Opportunities**

Maximize your organization’s exposure with a highly targeted, senior-level audience.


Contact Michelle Mohr,  
Director of Business Development  
at 781-939-2419 or at  
m.mohr@worldcongress.com

**Track 1:**  
**Hospital & Health System  
Medical Directors, Nurse  
Execs, Department  
Chairs/Chiefs**


Open to all conference attendees, this track is designed for practicing and prospective health care leaders. Session speakers will share insights and facilitate discussion to help participants recognize and implement strategic IT solutions which support immediate needs to drive efficiency and quality, and which are crucial to long-term organizational and professional survival.

12:00 – 12:45PM  
CONCURRENT SESSION

**Reimbursement, Staffing,  
Capital, Quality, Medical  
Errors, and Patient Safety:  
Is IT Fulfilling Its Promise?**



**David W. Bates, MD, MSc**  
Chief, Division of General Medicine  
**Brigham and Women's  
Hospital**; Medical Director of  
Clinical and Quality Analysis,  
**Partners HealthCare System**;  
Professor of Medicine  
**Harvard Medical School**




**Marion J. Ball, EdD**  
Vice President, Clinical  
Informatics Strategies,**Healthlink**;  
Adjunct Professor, **Johns Hopkins  
University School of Nursing and  
Health Sciences**

12:45 – 1:45PM  
Luncheon in Executive Networking Area

1:45 – 2:30PM  
CONCURRENT SESSION


**Leading IT Transformation:  
Managing Change**



**Anna Chacko, MD**  
Chair, Department of Radiology  
**Lahey Clinic**




**Vinod K. Sahney**  
Senior Vice President  
Planning and Strategic  
Development  
**Henry Ford Health System**




**Craig Samitt, MD, MBA**  
COO  
**Fallon Clinic**

2:30 – 3:15PM  
CONCURRENT SESSION


**Regional Health  
Information Networks:  
What is a Sustainable Model?**



**William F. Bria, MD**  
Clinical Associate Professor and  
Medical Director, Clinical  
Information Systems,  
**University of Michigan  
Health System**



**Mark Frisse, MD, MBA, MSc**  
Director, Regional Initiatives  
**Vanderbilt Center for  
Better Health**; Professor,  
Department of Biomedical  
Informatics, **Vanderbilt  
University Medical Center**



**Margaret J. Gunter, PhD**  
President and Executive Director  
**Lovelace Clinic Foundation**  
Principal Investigator  
**New Mexico Health  
Information Collaborative**

**Track 2:**  
**Physician and Specialty  
Group Practice Leadership**

in collaboration with: 


Open to all conference attendees, this track is designed for the leadership of physician and specialty group practices, both large and small, to exchange information on project management issues, and how to introduce new technology to a health care organization. Sessions will focus on practical advice, cost-effective strategies, and real-world solutions to facilitate confident IT purchase decision-making and implementation.

12:00 – 12:45PM  
CONCURRENT SESSION


**MDs Tap Technology to  
Better Serve Patients:  
The Role of IT in Improving  
Practice Performance,  
Quality and Efficiency**



**Daniel Sands, MD, MPH**  
Chief Medical Officer and VP  
Clinical Strategies,  
**Zix Corporation**;  
Assistant Professor of Medicine,  
**Harvard Medical School**



**Stephen Lawless, MD**  
Chief Knowledge and  
Quality Officer  
**Nemours**



**Prince K. Zachariah, MD, PhD**  
Medical Director for IT  
**Mayo Clinic**


12:45 – 1:45PM  
Luncheon in Executive Networking Area

1:45 – 2:30PM  
CONCURRENT SESSION

**IT and Patient Interaction:  
Case Studies**




**John Bachman, MD**  
Sanders Professor of Primary Care  
**Mayo Foundation**



**Blackford Middleton, MD,  
MPH, MSc**  
Corporate Director of Clinical  
Informatics Research &  
Development and Chairman of  
the Center for IT Leadership  
**Partners Healthcare System**  
Assistant Professor of Medicine  
at Brigham and Women's Hospital  
**Harvard Medical School**




**Daniel Sands, MD, MPH**  
Chief Medical Officer and  
VP Clinical Strategies,  
**Zix Corporation**;  
Assistant Professor of Medicine,  
**Harvard Medical School**




**James M. Walker, MD**  
Chief Medical  
Information Officer  
**Geisinger Health System**

2:30 – 3:15PM  
CONCURRENT SESSION

**Medical Groups Grapple  
with Financial Roadblocks:  
IT Financing Strategies and  
ROI Methodologies**



**Robert Pearl, MD**  
CEO  
**The Permanente Medical Group**




**Stefanos Zenios, PhD**  
Associate Professor of Operations,  
Information and Technology  
**Graduate School of Business,  
Stanford University**

**Track 3:**  
**Medicare & Federal  
Government  
Agency Directors &  
Administrators**

Open to all conference attendees, this track is designed for federal health and technology leaders, others advising, funding and directing medical and health technology efforts, as well for those interested in topics crucial to managing health care today and in the future. Sessions will explore the efficient and cost effective application of existing and emerging technologies to promote health and more efficient and effective medical care.

12:00 – 12:45PM  
CONCURRENT SESSION

**Quality Perspectives:  
The Impact of Health Care IT**



**Caroline Clancy, MD**  
Director  
**Agency for Healthcare  
Research and Quality (AHRQ)**



**Blackford Middleton, MD,  
MPH, MSc**  
Corporate Director of Clinical  
Informatics Research &  
Development and Chairman of  
the Center for IT Leadership  
**Partners Healthcare System**;  
Assistant Professor of Medicine  
at Brigham and Women's Hospital  
**Harvard Medical School**


12:45 – 1:45PM  
Luncheon in Executive Networking Area

1:45 – 2:30PM  
CONCURRENT SESSION

**Financing Incentives and  
Pay-for-Performance**




**Jeff Flick**  
Regional Administrator  
**CMS, Region IX**




**Jeffrey M. Rose, MD**  
CEO and Founder  
**HealthAlliant**

2:30 – 3:15PM  
CONCURRENT SESSION — **TRACK 3** AND **TRACK 4**

**Streamlining State and Federal Collaboration:  
Game Plan for Action**



**Darlene C. Collins**  
(Session Co-Moderator)  
Strategic Consultant – Health Care  
**Collins Consulting Group**



**Ronald S. Weinstein**  
Director  
**Arizona Telemedicine  
Program**

**Track 4:**  
**State Government,  
Medicaid & State Agency  
Directors & Administrators**

in collaboration with: 

Open to all conference attendees, this track has been designed for governors' staff, legislators and key representatives of state governments and other stakeholders from the health, insurance, Medicaid, federal affairs and technology sectors. Sessions will examine critical issues relevant to health care policy-making and implementation, including reimbursement strategies, the importance of information technology in quality initiatives, and collaborative efforts.

12:00 – 12:45PM  
CONCURRENT SESSION


**Structuring Reimbursement  
to Enhance IT Adoption**



**Meredith Rosenthal, PhD**  
Assistant Professor of Health  
Economics and Policy,  
Department of Health Policy  
and Management  
**Harvard School of Public Health**



**Suzanne F. Delbanco, PhD**  
Executive Director  
**The Leapfrog Group**



**Ronald S. Weinstein**  
Director  
**Arizona Telemedicine  
Program**

12:45 – 1:45PM  
Luncheon in Executive Networking Area

1:45 – 2:30PM  
CONCURRENT SESSION


**Partnerships to Drive  
Adoption of Technology:  
Case Studies — Barriers  
and Lessons Learned**




**Brendan Krause**  
(Session Moderator)  
Senior Policy Analyst,  
Health Division  
**National Governors  
Association Center  
for Best Practices**



**Laura L. Adams**  
President and CEO  
**Rhode Island Quality Institute**



**Mark Frisse, MD, MBA, MSc**  
Director, Regional Initiatives  
**Vanderbilt Center for  
Better Health**  
Professor, Department of  
Biomedical Informatics  
**Vanderbilt University  
Medical Center**



**Linda Shelton**  
Assistant Vice President  
**National Committee for  
Quality Assurance (NCQA)**



**John Thomasian**  
(Session Co-Moderator)  
Director  
**National Governors  
Association Center for  
Best Practices**



**David Lansky, PhD**  
Director, Health Program  
**The Markle Foundation**

**Team Discount!**

Your organization may send 1 executive FREE for every 3 delegates registered. All registrations must be made at the same time to qualify.


3:15 – 3:45PM


Networking Refreshment Break


3:45 - 4:45PM

Industry Voice! Plenary Session  
(an interactive forum):

Safety and Quality Initiatives:  
Barcoding, CPOE,  
and E-Prescribing


 **John Hummel**  
Chief Information Officer  
Sutter Health

 **Robert Kolodner, MD**  
Acting Chief Health Informatics Officer,  
Veterans Health Administration  
Department of Veterans Affairs

 **John Halamka**  
Chief Information Officer  
Care Group Health System


4:45 - 5:10PM

KEYNOTE ADDRESS:

 **Michael O. Leavitt**  
Secretary of Health and Human Services,  
U.S. Department of Health and Human  
Services

5:10 - 5:30PM

KEYNOTE ADDRESS:

 **Allan Hubbard**  
Assistant to President Bush  
for Economic Policy; Director,  
National Economic Council


5:30 - 6:00PM

KEYNOTE ADDRESS:  
Innovating to a Better  
Health Care Future

 **Leonard D. Schaeffer**  
Chairman of the Board  
WellPoint

6:00 – 6:45PM

KEYNOTE INTERVIEW:  
Technological Change in Health Care  
and Its Consequences for Health  
and Medical Expenditures

 **Mark McClellan, MD, PhD**  
Administrator  
Centers for Medicare  
& Medicaid Services

6:45 – 7:45PM

Gala Reception

7:00 – 8:00AM

Continental Breakfast /  
Executive Roundtable Discussion Series

The Executive Roundtable Discussion Series is designed to enhance peer to peer interaction on pertinent healthcare issues many of which will be featured within the Congress programming. Roundtables provide an added opportunity for all delegates across the healthcare continuum to share insights and ask questions regarding a particular topic. Industry experts will serve as moderators to guide the discussion and engage delegates in a substantive networking opportunity.


Roundtable Discussion Topics

(Subject to change):

1. The Electronic Health Record and Clinical Integration
2. Process and Workflow Analysis as Precursor to EHR Implementation
3. Patient Safety Initiatives
4. Security of Patient Data
5. Clinical Decision Support
6. Telemedicine and Telehealth
7. The Future of E-Prescribing
8. The Value of IT in Disease Management
9. Payer-Provider Collaboration
10. Enabling IT Adoption - Aligning Economic Interests Across the Healthcare Delivery System
11. Advanced and Developing Imaging Technologies
12. The Intelligent Medical Practice
13. Consumer-Centric Pervasive Technologies
14. Financial Strategies for the IT Budget Process
15. The Balancing Act: Screening Yet Encouraging Innovation in Your Organization
16. Best Practices for Managing States’ Costs Enabled by New Technology

8:00 – 9:00AM

KEYNOTE ADDRESS:  
A Revolution in Health Care


 **Stephen M. Case,**  
Co-Founder  
America Online  
Chairman and CEO, Revolution

9:00 – 9:45AM

Promoting a Culture of Safety: How Do  
We Encourage Reporting of Medical  
Errors So Future Errors Can Be Prevented


 **Margaret E. O'Kane**  
President  
NCQA


 **Gail R. Wilensky, PhD**  
Senior Fellow  
Project HOPE


 **Steven J. Spear**  
Senior Fellow  
Institute for Healthcare Improvement

9:45 – 10:45AM

Opportunities to Solve Public Health  
Problems and the Role of Technology

 **Elias A. Zerhouni, MD**  
Director,  
National Institutes of Health (NIH)

 **Janet Woodcock, MD**  
Acting Deputy Commissioner  
FDA


 **John Loonsk, MD**  
Associate Director for Informatics, Centers for  
Disease Control and Prevention (CDC)


10:45 – 11:00AM

Refreshment Break

11:00AM – 12:00PM

Industry Voice! Plenary Session  
(an interactive forum):  
Interoperability and Integration  
Strategies (end-user case studies)


 **Bill Spooner**  
Senior Vice President and CIO  
Sharp HealthCare


 **Marc Probst**  
CIO  
Intermountain Health Care


12:00 – 1:00PM

KEYNOTE PANEL INTERVIEW:  
Health Care’s Future:  
The Interoperability Mandate

Interview of Key Health Care Technology Leaders

 **Jeffrey Rideout, MD, MA, FACP**  
Vice President, Internet Business Solutions  
Group (IBSG) Healthcare Practice, Medical  
Director, Health Policy and Benefits,  
Cisco Systems


 **Vishal Wanchoo**  
President and CEO, Information Technologies,  
GE Healthcare

 **Ivo Nelson**  
Healthcare Industry Leader,  
Global and Americas,  
IBM

 **William D. O’Leary**  
Director of Health and Human Services,  
U.S. Public Sector  
Microsoft Corporation

1:00 – 2:00PM

LUNCHEON and KEYNOTE PANEL:  
Individuals Championing Cures —  
How A Personal Mission Can Lead to  
Health Solutions

 **Hamilton Jordan**  
White House Chief-of-Staff to President  
Carter; 3-time cancer survivor, patient  
advocate and best-selling author; **Founder, \$1  
billion Georgia Cancer Coalition;** and investor  
and founder of numerous start-ups,  
largely in health sector

Expert Discussants:


**Kathy Hudson**  
Director, Genetics and Public Policy Center  
Johns Hopkins University

**Debra Y. Lewis**  
Director, Orphan Products Grants Program  
Office of Orphan Products Development,  
Food and Drug Administration (FDA)

**John Reher,** President and Executive Director  
ABC2 (Accelerate Brain Cancer Cure)

2:00 – 3:00PM

CLOSING KEYNOTE ADDRESS:  
“In Light of the Chaoulli Judgment in  
Canada, What is the Constitutionality  
of U.S. Medicare?”

 **Jacques Chaoulli**  
Senior Fellow,  
Montreal Economic Institute

3:00 - 3:15PM

Closing Remarks and Conference Adjourns

Introducing...

Industry Voice!

Plenary Sessions

Join global health care leaders, business visionaries, and technology innovators to evaluate innovative strategies and technologies transforming health care costs and quality.

Here’s How the Industry Voice!  
Plenary Sessions Work:

- **Expert-users** present the latest technology based on first-hand experience
- **Well-balanced expert panels** provide lively discussion, cutting-edge insights, and maintain accuracy and perspective
- **Skillful moderators** ask the tough questions that nobody would raise their hand to
- Instantaneous and anonymous feedback from **audience of key purchasers** encourages candid commentary and questioning

Topics in the Industry Voice!

Plenary sessions Include:

1. The Electronic Health Record: Understanding the Realities of RHIO Implementation
2. Safety and Quality Initiatives: Bar Coding, CPOE and E-Prescribing
3. Interoperability and Integration Strategies

“These interactive sessions can present more leading edge insight and information per unit-of-time and money spent than any other activity. This process had led to faster and more confident decisions, rapid adoption rates, and accelerated innovation in other industries.”

— John E. Abele, Founder and Chairman, Boston Scientific Corporation

Industry Voice! Plenary Session

Expert Commentators Include:

- Erica Drazen, ScD, Vice President, **First Consulting Group**
- Mark Frisse, MD, MBA, MSc, Director, Regional Initiatives, **Vanderbilt Center for Better Health;** Professor, Department of Biomedical Informatics, **Vanderbilt University Medical Center**
- John Glaser, PhD, Vice President and Chief Information Officer, **Partners HealthCare System**
- Russell J. Ricci, MD, Chief Medical and Strategy Officer, **HealthSTAR Communications, Inc.;** Member, **eHealth Initiative Leadership Council**
- and others! . . .



# The World Health Care Innovation and Technology Congress

I N N O V A T I O N T O T R A N S F O R M

November 9-11, 2005 • Marriott Wardman Park Hotel • Washington DC

## Join us in our Executive Networking Area for Two Poster Showcases Celebrating New and Innovative Initiatives Revolutionizing Health Care

### Innovation and Technology Showcase

*A magnet and platform for new and innovative health care ideas at early stages of development and recognition*

Co-Chairs:



**Jay Srin**  
Vice President of  
Emerging Technologies  
**University of Pittsburgh  
Medical Center**



**Richard N. Spivack, PhD**  
Economist  
**NIST - Advanced  
Technology Program**

The World Health Care Innovation and Technology Congress' Innovation and Technology Showcase will feature innovative, early stage ideas focusing on health care technologies, procedures, policy recommendations, business models, and related ideas. Categories include:

- Pharmaceutical discovery and development
- Patient and physician decision support and related services
- Electronic Health Record (EHR)
- Computerized Physician Order Entry (CPOE)
- Patient safety
- Cost reduction, efficiency improvement
- Social outreach to the poor, disabled and otherwise disadvantaged
- Consumer Driven Health Care models or execution
- Telemedicine, and other forms of remote treatment
- Voice to Text and voice recognition in health care in general
- And many others

Our analysts will select the best abstract in each category to display in the conference's Executive Networking Area. We will honor the winners selected by expert judges. Visit our web site at [www.whitcongress.com](http://www.whitcongress.com) for additional details.

#### Call for Posters: Innovation and Technology Showcase

Please email an executive summary describing your innovative idea, specific details of your experience, and the stage of development your idea will have reached when we convene on November 9-11, 2005. Please submit your proposal by Friday, September 9, 2005 to [l.honda@worldcongress.com](mailto:l.honda@worldcongress.com).

### Individuals Championing Cures — Showcase and Plenary Session:

*How Someone's Personal Mission Can Lead to Health Solutions*

Co-located at The World Health Care Innovation and Technology Congress, this innovative meeting will be the premier forum empowering individuals, nonprofits, and others with a personal stake or interest, to take leading roles in accelerating the conquest of disease.

"Disease champions," whether they are family members trying to save a loved one, or philanthropists seeking to cure a continent's woes, often employ unconventional methods that can reveal new paths to cures, disease prevention, or other forms of health improvement.

This forum brings together leading individuals who have marshaled resources against diseases as varied as AIDS, cancer, cystic fibrosis, Parkinson's Disease, and malaria.

The World Health Care Innovation and Technology Congress' Individuals Championing Cures - Showcase and Plenary Session will feature health-related initiatives driven by an individual, or small group of like-minded people, in categories including:

- Accelerating gene discovery for rare diseases
- Identifying disease targets
- Unique collaborations
- Building databases
- Patient activism
- So You Want to Run a Clinical Trial
- Overcoming Challenges in Developing Countries
- and others

Selected abstracts will be included in our poster exhibit in the Executive Networking Area at The World Health Care Innovation and Technology Congress. We will also select three of the most thought-provoking abstracts for presentation/discussion in a plenary session, which will include a panel of outstanding individuals who have stepped away from former lives to lead the charge against a disease. See our Call for Posters below.

#### Call for Posters: Individuals Championing Cures

Please email your nominations to [m.branca@worldcongress.com](mailto:m.branca@worldcongress.com) by Friday, September 9, 2005, indicating category, the challenge involved, details about your project, results, and lessons learned.

## Sponsorship and Exhibition Opportunities: Join our Executive Networking Area!

Sponsorships and Exhibits at The World Health Care Innovation and Technology Congress are exceptional opportunities for your company to gain visibility among a highly targeted, senior-level health care audience focused on implementing innovative business and technology solutions. Opportunities for sponsorships and exhibits are custom-tailored for your company to enable you to maximize your exposure with key decision-makers and purchasing authorities.

Contact Michelle Mohr, Director of Business Development at 781-939-2419 or at [m.mohr@worldcongress.com](mailto:m.mohr@worldcongress.com)

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● **Continuing Education Credits:**  
CME credits have been applied for with the The American Board of Quality Assurance and Utilization Review Physicians (ABQAURP) and approval is pending.

● **Venue:**  
Marriott Wardman Park Hotel  
2660 Woodley Road, NW  
Washington, DC 20008  
Tel: 202-328-2000 • Fax: 202-234-0015  
Negotiated rates only available through **Travel Concepts**

● **Accommodations & Travel:**  
**To receive discounted room rates and support for all travel needs call World Congress’ preferred agent, Travel Concepts** at 1-800-640-8082 (508-879-8600 outside the U.S.) or e-mail [chris@travelconcept.com](mailto:chris@travelconcept.com) **before October 18, 2005.** Be certain to mention you are attending **The World Health Care Innovation and Technology Congress** to qualify for the special discounted room rate.

● **Substitution & Cancellation:**  
Your registration may be **transferred** to a member of your organization up to 24 hours in advance of the conference. **Cancellations** received in writing on or before October 26, 2005 will be refunded, less a \$195 administrative charge. No refunds will be made after this date; however, the registration fee less the \$195 administrative charge can be credited to another World Congress conference if you register within 6 months from the date of this conference. In case of **conference cancellation**, World Congress’ liability is limited to refund of the conference registration fee only. World Congress reserves the right to alter this program without prior notice.

● **Contact Us:**  
**For general questions and program inquiries please contact:**  
Beth Falk, Executive Vice President  
World Health Care Innovation and Technology  
[b.falk@worldcongress.com](mailto:b.falk@worldcongress.com)

**For sponsorship/exhibit opportunities please contact:**  
Michelle Mohr,  
Director of Business Development  
[m.mohr@worldcongress.com](mailto:m.mohr@worldcongress.com)

**For press passes and co-marketing opportunities please contact:**  
Tracey Fielding, Marketing Director  
[t.fielding@worldcongress.com](mailto:t.fielding@worldcongress.com)

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NW510\_TAB

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— **Please Select a By-Invitation-Only Summit or General Track:**

- ☐ By-Invitational-Only Hospital, Health System, Insurer & Health Plan CEO/COO Summit
- ☐ By-Invitational-Only Hospital, Health System, Insurer & Health Plan CIO Summit
- ☐ Hospital & Health System Medical Directors, Nurse Executives, Dept. Chairs/Chiefs *(open to all)*
- ☐ Physician and Specialty Group Practice Managers *(open to all)*
- ☐ Medicare & Federal Government Agency Directors & Administrators *(open to all)*
- ☐ State Government, Medicaid & State Agency Directors & Administrators *(open to all)*

— **Please Select the Symposium or Seminar You Would Like to Attend:**

- ☐ D: Symposium: Innovative Strategy & Technology Implementation From Around the World
- ☐ Seminar A: Building Meaningful Health Care Communities with Technology
- ☐ Seminar B: The Power of Active-RFID in Health Care
- ☐ Seminar C: Breakthrough Technology
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