

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

Co-Sponsored By:

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In Collaboration With:

Organized By:

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



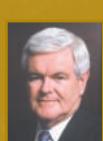
Michael O. Leavitt
Secretary of
Health and
Human Services,
U.S. Department
of Health
and Human
Services



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

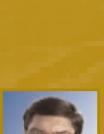


Janet Woodcock, MD
Acting Deputy
Commissioner
for Operations
U.S. Food & Drug
Administration


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
National Institutes
of Health

And Many Others...

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Microsoft

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NIAA Center for Best Practices

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World Congress

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

NOVEMBER 9-11, 2005 • WASHINGTON, DC



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WEDNESDAY, NOVEMBER 9, 2005

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"*
Bjørn 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 :**
A BUILDING MEANINGFUL
HEALTH CARE COMMUNITIES
WITH TECHNOLOGY **B** THE POWER
OF ACTIVE-RFID IN
HEALTH CARE **C** BREAKTHROUGH
INNOVATION **D** 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
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

THURSDAY, NOVEMBER 10, 2005

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	1 HOSPITAL & HEALTH SYSTEM MEDICAL DIRECTORS, NURSE EXECS, DEPT. CHAIRS/CHIEFS	2 PHYSICIAN AND SPECIALTY GROUP PRACTICE LEADERSHIP	3 MEDICARE & FEDERAL GOVERNMENT AGENCY DIRECTORS & ADMINISTRATORS	4 STATE GOVERNMENT, MEDICAID & STATE AGENCY DIRECTORS & ADMINISTRATORS
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			
Leadership Strategies for Organizational Transformation	From Vision to Execution: Opportunity, Implementation, Results, and Lessons Learned	1 Leading IT Transformation: Managing Change	2 IT and Patient Interaction: Case Studies	3 Financing Incentives and Pay-for-Performance	4 Partnerships to Drive Adoption of Technology
Forwarding Health Care Delivery	Examining ROI — Building the Business Case Before You Buy	1 Regional Health Information Networks: What is a Sustainable Model?	2 Medical Groups Grapple with Financial Roadblocks: IT Financing Strategies and ROI Methodologies	3	4 Streamlining 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

FRIDAY, NOVEMBER 11, 2005

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



Bjørn 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 Infomatics 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



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

2:30 – 3:15PM

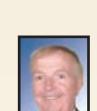
Examining ROI — Building the Business Case Before You Buy



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. Luke's Health System

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

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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: 

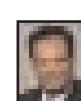
Open to all conference attendees, this track is designed for the leadership of physician and specialty group practices, both large and small, to exchange information on project management issues, and how to introduce new technology to a health care organization. Sessions will focus on practical advice, 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)**

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

INNOVATION TO TRANSFORM

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 Srinivasan
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 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.

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 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

Our Supporting Publications & Associations



• **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.

• **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 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

For sponsorship/exhibit opportunities please contact:
Michelle Mohr,
Director of Business Development
m.mohr@worldcongress.com

For press passes and co-marketing opportunities please contact:
Tracey Fielding, Marketing Director
t.fielding@worldcongress.com

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World Congress stands behind the quality of its conferences. If you are not satisfied with the quality of the conference, a credit will be awarded towards a comparable World Congress conference of your choice.

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As a special thank you for registering, you will receive 13 complimentary weeks of The Wall Street Journal — a \$59 value! There is no further obligation. Please make sure that the circle is checked on the registration page and we'll take care of the rest for you. Your first issue will arrive in 4 weeks. Offer good to new subscribers only in the continental U.S.



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Please register me for **THE WORLD HEALTH CARE INNOVATION AND TECHNOLOGY CONGRESS**

— **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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- **Fax:** 781-939-2490 • **Email:** wcreg@worldcongress.com

• **Registration Fee:**

Standard Rate:

By 9/16/05

\$1,595

After 9/16/05

\$1,795

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\$595

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Early Registration Discount — Register by Sept. 16, 2005 to Save \$200 off Your Registration Fee.

Fee includes continental breakfast, lunch, reception, refreshments and conference documentation binder. Please make checks (in U.S. funds drawn on a U.S. bank) payable to **WC Research, Inc.** (No personal checks accepted) *Verification may be required for Employer/Academic rate.