



RFID in Health Care

JAN. 23, 2008 • THE WESTIN CASUARINA • LAS VEGAS

RFID is a hot topic in the health-care industry. Find out why, learn how the latest RFID systems can help improve patient care while also cutting costs, and hear new case studies from these and other health-care early adopters.

Learn how RFID can be used to:

- ▶ Effectively monitor patients from check-in to check-out
- ▶ Track assets in real time, improve asset utilization and lower costs
- ▶ Better track goods from major suppliers, reducing costs and shrinkage
- ▶ Improve patient safety through better drug and sanitization management
- ▶ Automate billing, reducing labor and ensuring proper payment

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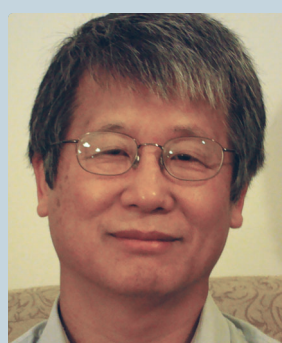
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Tom Bradshaw



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Dr. In Mun



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RFID JOURNAL

Dear Colleague,

Collocated with the Health Care Supply Chain Management Summit (produced by World Congress), RFID in Health Care will focus on helping health-care providers understand how the technology can enable them to improve patient safety, hospital operations and supply chain efficiencies.

Come see why RFID is currently a very hot topic in the health-care industry, and learn how the latest RFID systems can help improve patient care while cutting costs.

Topics covered during this one-day conference will include:

- ▶ **PATIENT MONITORING:** Learn how hospitals are using RFID to monitor patients from check-in to check-out, reducing the time nurses spend collecting information, confirming patient identities and improving patient outcomes.
- ▶ **ASSET TRACKING:** Hospitals often have many assets that are underutilized. Real-world case studies will show how RFID systems can be employed to track assets in real time, improving asset utilization, lowering maintenance costs and reducing the need to purchase additional assets.
- ▶ **SUPPLY CHAIN TRACKING:** Hospitals purchase high-value pharmaceuticals and other supplies that can get stolen, lost or misplaced. Learn how RFID can help better track goods from major suppliers, as well as reduce costs and shrinkage.
- ▶ **PATIENT SAFETY:** RFID can be used not only to ensure that patients are never given the wrong drugs, but also to prevent the misidentification of surgical patients, make sure sponges are not left in patients and make sure that surgical instruments are properly sterilized.
- ▶ **AUTOMATED BILLING:** Some hospitals have begun to use RFID to automatically identify patients, the procedures they undergo and the medicines they are given so that bills can be generated automatically, thereby reducing labor and ensuring that the hospitals are paid for care delivered.

Don't miss this unique opportunity to learn how hospitals and health-care providers are using RFID today, and gain valuable insights into how to move from one-off applications to an infrastructure approach to RFID. **As an added benefit, we'd like to offer you a special 15% discount off a pass to RFID in Health Care (simply use promo code ACD372).**

Sincerely,



Mark Roberti
Founder and Editor
RFID Journal

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RFID
JOURNAL
THE WORLD'S RFID AUTHORITY

ABOUT RFID Journal

RFID Journal is the leading independent media and events company devoted solely to radio frequency identification and its many business applications. RFID Journal's mission is to help companies use RFID technologies to improve the way they do business with timely news, strategic analysis and case studies online, in print and at events around the world.
www.rfidjournal.com

ABOUT THE Health Care Supply Chain Management Summit

The 2nd Annual Leadership Summit on Health Care Supply Chain Management will convene the industry's most respected, forward-thinking opinion leaders to present solutions that will drive change in the industry. This executive forum will present innovative supply chain management solutions for the acceleration of financial returns, the containment of costs and control of waste, the implementation of integrated IT systems, the streamlining of supply chain management processes and the critical push toward stakeholder collaboration in the health-care industry.
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Conference Agenda

11:00 AM

RFID Basics for Health-Care Professionals

This session is designed for all seminar attendees looking to gain the foundational knowledge of RFID and EPC technologies needed to engage vendors and begin developing a business case. The differences between the various classes of tags will be explained, including active and passive systems, and the need for additional IT systems to build upon RFID in real-world applications will be highlighted. The session will also include a brief overview of the EPCglobal network and ISO standards, as well as the major applications of the technology.

SPEAKER: Mark Roberti, Founder and Editor, RFID Journal

11:30 AM

What Type of RFID Technology Should Hospitals Use?

Hospitals are faced with a dizzying array of choices when it comes to implementing an RFID asset-tracking system, including passive high-frequency (HF) and ultrahigh-frequency (UHF), active 455 MHz systems, Wi-Fi and ultrawide-band (UWB) systems. This session will explain the differences so you can determine the best choice for your hospital's needs.

12:10 PM

Lunch Break

1:10 PM

Increasing Accuracy and Ease of Charge Capture

Providence Portland Medical Center in Portland, Oregon, a member of the Providence Health System, has implemented RFID at the point of care to track high-value consumable devices. This has enabled the hospital to accurately capture and reconcile product usage at the point of care. The system helps staff quickly locate critical products needed for each case, ensure products are not over- or under-stocked, effectively rotate expiring products and efficiently manage product recalls. In this session, hear how the organization implemented the system, the challenges it faced and where it sees the technology's greatest future potential.

SPEAKER: Dan Scharbach, Regional Director, Invasive Heart and Vascular Services, Providence Health System/Portland Service Area

1:50 PM

Taking an Infrastructure Approach to RFID

Many hospitals are implementing one-off systems to achieve a specific aim, such as identifying patients or tracking particular asset types. While these systems can achieve significant benefits, implementing an RFID infrastructure that can be used to track patients, assets, surgical instruments requiring decontamination and other applications can profoundly improve a hospital's bottom line.

2:30 PM

Networking Break

3:30 PM

Wayne Memorial Hospital Locates Assets in Real Time

Numerous hospitals are using RFID to track a wide variety of assets within their facilities, to improve utilization, automatically schedule and manage routine maintenance, and enable care-givers to spend less time looking for assets. Learn how North Carolina's Wayne Memorial Hospital saved more than \$300,000 in expenses, achieving a return on its investment within the first year. In addition, find out how tracking approximately 1,300 medical devices has improved efficiencies in such areas as nursing services and biomedical engineering.

SPEAKER: Tom Bradshaw, VP, Operations, Wayne Memorial Hospital

4:10 PM

Tracking Medical Devices With RFID

The FDA will soon begin issuing guidelines concerning Unique Identification (UID) systems for medical devices. Research indicates RFID technology offers a feasible and cost-effective approach to UIDs. In this session, hear how connecting all medical devices to hospital reporting systems via RFID technology not only helps control infection through medical devices, but also increases labor and supply-chain efficiencies in a closed-loop environment.

SPEAKER: Brad Sokol, CEO, Fast Track Technologies

4:50 PM

HCA North Florida Benefits from Patient Monitoring

HCA North Florida Division is expanding its RFID-based real-time location system (RTLS) used for a variety of applications, from asset tracking to patient monitoring. The organization consists of nine hospitals in northern Florida and eight in southern Georgia, and is combining active RFID with 2-D bar coding to improve patient care and safety, as well as hospital operations and workflow.

SPEAKER: Dr. In Mun, VP of Research and Technology, HCA North Florida

5:30 PM

RFID Applied: Real-World Uses in Health Care

RFID is an enabling technology that can be applied across many health-care applications. In this session, our panel discusses three real-world applications of the technology that can save health-care providers money, boost operating efficiencies, reduce liabilities and improve patient safety.

MODERATOR: Mark Roberti, Founder and Editor, RFID Journal

PANELIST: Dr. Verna Gibbs, Professor of Clinical Surgery, UCSF

6:00 PM

Seminar Concludes

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TOP 8 REASONS to Attend RFID in Health Care

We surveyed our audience to find out the latest burning questions, hot topics and business goals across the health-care industry. That's why we're confident that by attending this event, you'll come away with real-world practical insights on how RFID is delivering real business value in health-care today.

BY ATTENDING THIS CONFERENCE, YOUR COMPANY WILL BENEFIT FROM LEARNING:

- 1 HOW TO ACHIEVE HARD DOLLAR SAVINGS:** Gain insights about how RFID can be used to cut costs, improve efficiencies and enhance patient safety. The benefits could be worth tens or hundreds of thousands of dollars a year to your organization.
- 2 HOW TO AVOID COSTLY MISTAKES:** RFID is a relatively new technology. Determining the right technology to use and the right vendors to partner with can be a challenge. Learn what worked for other health-care providers.
- 3 BEST PRACTICES:** Only RFID Journal is able to attract top-name end users willing to share their best practices. That means you avoid wasting time and money on a trial-and-error approach and begin with a deployment strategy that will work.
- 4 HOW TO INVEST YOUR MONEY WISELY:** There are plenty of RFID solutions that appear impressive but either don't work or are technological dead ends. Learn which technologies represent the wisest investments over the long term.
- 5 HOW TO SOLVE REAL BUSINESS PROBLEMS:** We recruit objective speakers who can explain how they solved particular problems in their hospital or clinic, enabling you to learn what works and what doesn't.
- 6 HOW TO BE AN INDUSTRY LEADER:** RFID is going to be a critical technology in health care in the years to come. Understanding adoption trends and how RFID can bring incremental as well as transformational changes to your hospital or clinic will make you a key contributor and enhance your value to your organization.
- 7 PLUS, SEE THE LATEST RFID SOLUTIONS:** RFID technology is evolving rapidly. This is the only event where you can learn about the latest RFID solutions because it is the only event focused on RFID in health care.
- 8 AND NETWORK WITH THOUGHT LEADERS:** Only RFID Journal events attract the leading early adopters, implementers and strategists, making this event your best opportunity to meet others who are on the cutting edge of RFID adoption.

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