

SUNDAY, NOVEMBER 8, 2009

12:00 PM – 1:00 PM Pre-event Forum Registration

## PRE-EVENT INNOVATION SHOWCASE

1:00 PM – 1:40 PM THE HITECH ACT: ASSESSING STIMULUS FUNDS FOR YOUR ORGANIZATION

1:40 PM – 2:20 PM THE KAISER PERMANENTE ELECTRONIC HEALTH RECORD: TRANSFORMING AND STREAMLINING MODALITIES OF CARE

2:20 PM – 3:00 PM LEGAL CONSIDERATIONS FOR ELECTRONIC COMMUNICATIONS BETWEEN PROVIDERS AND PATIENTS

3:00 PM – 3:15 PM Refreshment Break

3:15 PM – 3:45 PM THE EMR/EHR INTEGRATION CHALLENGE: THERE IS MORE TO INTEGRATION THAN A STANDARD?

3:45 PM – 4:25 PM SUBSTANTIAL IMPACTS FROM SIMPLE INNOVATIONS

4:25 PM – 5:10 PM IS INNOVATION AT A CROSSROADS?

5:15 PM – 6:30 PM VIP Insiders reception – By Invitation ONLY

## MONDAY, NOVEMBER 9, 2009

7:00 AM – 8:00 AM Registration and Continental Breakfast

7:45 AM – 8:00 AM Co-Chairperson's Welcome and Opening Remarks

8:00 AM – 8:40 AM OPENING KEYNOTE ADDRESS – HEALTHCARE INNOVATION-PATIENTS TAKING CHARGE OF THEIR HEALTH

8:40 AM – 9:45 AM KEYNOTE PANEL DISCUSSION – INTEROPERABILITY: ESTABLISHING AN INFRASTRUCTURE TO SUPPORT A CONNECTED HEALTH CARE ENVIRONMENT

9:45 AM – 10:00 AM Refreshment Break

10:00 AM – 11:00 AM KEYNOTE ADDRESS – MANAGING FOR CREATIVITY: MAKING THE BEST OF CREATIVE CAPITAL TO FUEL INNOVATION

11:00 AM – 12:00 PM PANEL DISCUSSION – AN INSIDE VIEW OF HOW COMPETITORS ARE COLLABORATING TO DRIVE INTEROPERABILITY: ACCELERATING HIT ADOPTION, REDUCING COST AND IMPROVING QUALITY

12:00 PM – 1:15 PM Luncheon in the Executive Networking Lounge

## LEADERSHIP SUMMITS

**A** Road to Interoperability: Driving Health Information Exchange to the Next Level**B** Clinical IT Intersection: Advancing HIT to Provide Efficient Patient Care**C** Consumer Connectivity: Consumer Engagement through Online Media Including Social Networking and PHRs**D** Military Health Innovations: What can the Private Sector Adopt to Improve the Delivery of Care?

1:15 PM – 2:00 PM

A CONNECTed Health Care System: The Federal Government's Role in Promoting the National Health Information Network

Harnessing the Power of Information at Healthcare's Frontline: EMR for Affiliated Physicians and their Hospitals

Complexity and Functionality vs. Usability and Usefulness: Are We Seeing A Hobson's Choice in Health care

Leadership When the Only Constant is Change

2:00 PM – 2:45 PM

Interoperability Standards: Identifying the Key Components

Bridging the Information Gap: Creating Open Communication Between Community and Acute Care

Achieving Consumer Engagement Through Social Networking and On-line Communities

Maximizing Best Practices for Innovation: Leveraging Technology to take Military Health Care Delivery to the Next Level

2:45 PM – 3:45 PM

What Will be Different this Time Around – Are HIE's the Key to Meaningful Use as Proposed by the ARRA?

Utilizing Disparate Technologies to Produce a Cohesive and Comprehensive Electronic Patient Communication Program

Next Generation of PHRs: Are Consumers the Key to Interoperability?

Future of TATRC- A Public/Private Partnership Possibility?

3:45 PM – 4:15 PM

Refreshment Break in the Executive Networking Lounge

4:15 PM – 5:00 PM

THE EMERGING TREND FORUM – THE LATEST TECHNOLOGIES

5:00 PM – 6:00 PM

CLOSING KEYNOTE PANEL – PROVIDER AND PLAN PARTNERSHIPS ARE A NECESSITY: INITIATIVES BEING PIONEERED TO ASSIST IN THE IT REVOLUTION

6:00 PM – 7:15 PM

Cocktail Reception in the Executive Networking Lounge

\* Please note: Agenda is subject to change

**E** HITECH and HIPAA Compliance Management for Providers

10:00 AM – 10:30 AM HITECH and HIPAA Compliance Management for Providers Chairman Address

10:30 AM – 12:00 PM Examining the New HITECH Requirements and the Current Act Provisions: ARRA 2009 Mandates and Provisions

12:00 PM – 1:15 PM Luncheon in the Executive Networking Lounge

1:15 PM – 2:30 PM Data Breach Preparedness 101: Strategies for Identifying, Tracking, Fixing and Reporting a Data Breach and Case Studies of Industry Leaders

2:30 PM – 3:45 PM Red Flag Rules, Data Breaches and Medical ID Theft: Examining Industry Preparedness and Frameworks for Data Security

3:45 PM – 4:15 PM Networking and Refreshment Break in the Executive Networking Lounge

4:15 PM – 5:30 PM Meaningful Use Under HITECH: Why HIPAA Is No Longer a Paper Tiger

5:30 PM – 6:00 PM Industry Expert Open Panel Discussion: Collaborating and Learning through Shared Perspectives

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TUESDAY, NOVEMBER 10, 2009

7:00 AM – 8:00 AM	Registration and Breakfast in the Executive Networking Lounge			
7:00 AM – 8:00 AM	<b>BREAKFAST MARKET INSIGHT 1 – What Keeps Your Clinicians Awake at Night? Learn How Voice-Assisted Care Is Being Utilized in Acute Care and Long-Term Care to Improve Patient Care, Increase Job Satisfaction and Enhance Quality and Regulatory Compliance</b>			
8:00 AM – 8:05 AM	Co-Chairperson's Welcome and Opening Remarks of Day Two			
8:05 AM – 8:45 AM	<b>OPENING KEYNOTE ADDRESS – THE BATTLE FOR HEALTH INFORMATION DOMINANCE AN INSIDER'S LOOK AT THE STRUGGLE OVER HEALTH CARE INFORMATION AND HOW IT WILL CHANGE HEALTH CARE.</b>			
8:45 AM – 9:50 AM	<b>KEYNOTE ROUNDTABLE DISCUSSION – PATIENT ENGAGEMENT: THE KEY TO CHANGING OUR CURRENT HEALTH CARE SYSTEM</b>			
9:50 AM – 10:10 AM	Refreshment Break in the Executive Networking Lounge			
10:10 AM – 10:55 AM	<b>MARKET INSIGHT INNOVATIONS – REAL SOLUTIONS FOR A HEALTHIER TOMORROW</b>			
	<b>LEADERSHIP SUMMITS</b>			
	<b>A Road to Interoperability: Driving Health Information Exchange to the Next Level</b>	<b>B Clinical IT Intersection: Advancing HIT to Provide Efficient Patient Care</b>	<b>C Consumer Connectivity: Consumer Engagement through Online Media Including Social Networking and PHRs</b>	<b>D Military Health Innovations: What can the Private Sector Adopt to Improve the Delivery of Care?</b>
10:55 AM – 11:35 AM	Interoperability: A Payer's Perspective	Quickly and Affordably Connecting Physician Systems to Hospital Data	Beyond the PHR: Promoting Participation at All Levels: Internal and External; Patient, Family, Community	Solving Military and Consumer Health Care Challenges with Remote-Access Technology: Case Studies
11:35 AM – 12:20 PM	Interoperability and Connectivity: Privacy, Security and Trust in Health Information Exchange	Embracing the Transformative Power of Technology: caBIG	Engaging the Hesitant Consumer: Technologies for Gaining Trust in Health Care	Contributions of the DoD Military Health System to the Nationwide Health Information Network (NHIN)
12:20 PM – 12:30 PM	Transition Break			
12:30 PM – 1:30 PM	<b>KEYNOTE ADDRESS – EMBRACING OUR COMMON HUMANITY</b>			
1:30 PM – 2:30 PM	Luncheon in the Executive Networking Lounge			
2:30 PM – 3:30 PM	<b>KEYNOTE PANEL DISCUSSION – THE NEXT WAVE OF CONNECTIVITY – CONNECTING ALL THE PIECES OF THE PUZZLE: HEALTH CARE REFORM, STIMULUS DOLLARS, MEDICAL DEVICES, AND PATIENTS</b>			
3:30 PM – 4:15 PM	<b>KEYNOTE PANEL: – CLINICAL SERVICE INNOVATION: HOW TO TRULY DRIVE CHANGE</b>			
4:15 PM – 5:00 PM	<b>CLOSING KEYNOTE ADDRESS – EMBRACING TRUE HIT TRANSFORMATION IN AN ERA OF REAL HEALTH REFORM</b>			
5:00 PM	Chairperson's Closing Remarks; Congress Concludes			

## SUNDAY, NOVEMBER 8, 2009 – PRE-EVENT INNOVATION SHOWCASE

12:00 PM – 1:00 PM	<i>Pre-Event Forum Registration</i>	3:00 PM – 3:15 PM	<i>Refreshment Break</i>
1:00 PM – 1:40 PM	<b>THE HITECH ACT: ACCESSING STIMULUS FUNDS FOR YOUR ORGANIZATION</b>	3:15 PM – 3:45 PM	<b>THE EMR/EHR INTEGRATION CHALLENGE: THERE IS MORE TO INTEGRATION THAN A STANDARD?</b>
<ul style="list-style-type: none"> <li>Estimate by performing a customized stimulus analysis how much money your practice could earn in federal incentives</li> <li>Assess the legislation and standards in development as presented by experts</li> <li>Discover what happens if you don't adopt an EHR</li> <li>Get started in the transition to an EHR environment</li> </ul>	<b>JEFFERY DAIGREPONT</b> Senior Vice President <b>COKER GROUP</b>	<ul style="list-style-type: none"> <li>Where are we really with EMR adoption?</li> <li>How do we use ARRA funding to increase adoption?</li> <li>Is the hospital the right place to start the integration?</li> </ul>	<b>AUREL KLEINERMAN MD, PhD</b> Chairman and CEO, Blue Iris Division <b>MITEM CORPORATION</b>
1:40 PM – 2:20 PM	<b>THE KAISER PERMANENTE ELECTRONIC HEALTH RECORD: TRANSFORMING AND STREAMLINING MODALITIES OF CARE</b>	3:45 PM – 4:25 PM	<b>SUBSTANTIAL IMPACTS FROM SIMPLE INNOVATIONS</b>
<ul style="list-style-type: none"> <li>Learn about utilization and efficiency gains possible from an electronic health record</li> <li>Understand how the EHR enables more patient-centered care</li> <li>Hear how the EHR is transforming care and care options in Kaiser Permanente</li> </ul>	<b>TERHILDA GARRIDO</b> Vice President, Strategic Operations, National Quality & Clinical Systems Support <b>KAISER PERMANENTE</b>	<ul style="list-style-type: none"> <li>The definition of human centered design</li> <li>How human centered design can be used in healthcare to create innovative solutions</li> <li>How to engage front line staff and patients as co-designers of measurable solutions</li> </ul>	<b>CHRISTI ZUBER</b> MHA, BS, Director, Innovations Consultancy <b>KAISER PERMANENTE</b>
2:20 PM – 3:00 PM	<b>LEGAL CONSIDERATIONS FOR ELECTRONIC COMMUNICATIONS BETWEEN PROVIDERS AND PATIENTS</b>	4:25 PM – 5:10 PM	<b>IS INNOVATION AT A CROSSROADS?</b>
<ul style="list-style-type: none"> <li>Overview of recent studies showing use of electronic communications in healthcare between providers and patients</li> <li>Implement best practices to address liability exposure that providers face with their electronic communications</li> </ul>	<b>MARK C. ROGERS, ESQ</b> Partner <b>THE ROGERS LAW FIRM</b>	<ul style="list-style-type: none"> <li>Explore efforts to propel healthcare innovation developing markets</li> <li>Hear a case study of Project Masiluleke to examine how leveraging mobile technology can build connectivity between resources, patients, and doctors in the health care system</li> </ul>	<b>JENNIFER KILIAN</b> Creative Director <b>FROG DESIGN</b>
		5:15 PM – 6:30 PM	<i>VIPs Insider Reception – By Invitation Only</i>