

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?**

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

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

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

### Lead Educational Underwriter:



NaviNet, formerly NaviMedix, is America's largest real-time healthcare communications network, securely linking over 750,000 providers and the nation's leading payers, patients and other industry partners. NaviNet's advanced solutions, services and expertise streamline business processes and drive innovation. NaviNet fosters collaboration and helps government, payers and providers improve quality of care and reduce costs. [www.NaviNet.net](http://www.NaviNet.net)

### Educational Underwriters:



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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

**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**

**BREAKFAST MARKET INSIGHT 2 – When Great is Just Not Good Enough Taking Care of Healthcare: A Path to Becoming a High Reliability Organization**

8:00 AM – 8:05 AM

*Co-Chairperson's Welcome and Opening Remarks of Day Two*

8:05 AM – 8:45 AM

**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.**

8:45 AM – 9:50 AM

**KEYNOTE ROUNDTABLE DISCUSSION – PATIENT ENGAGEMENT: THE KEY TO CHANGING OUR CURRENT HEALTH CARE SYSTEM**

9:50 AM – 10:10 AM

*Refreshment Break in the Executive Networking Lounge*

10:10 AM – 10:55 AM

**MARKET INSIGHT INNOVATIONS – REAL SOLUTIONS FOR A HEALTHIER TOMORROW**

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

8:50 AM – 9:50 AM  
Utilizing The HIT Liability and Compliance Checklist

9:50 AM – 10:10 AM  
Networking and Refreshment Break in the Executive Networking Lounge

10:10 AM – 11:00 AM  
The Emerging Liability of Business Associates and Covered Entities

11:00 AM – 11:45 AM  
Examining the ICD-10 Impact on Your Short and Long Term HIT Plan

11:45 AM – 12:25 PM  
The DoD Perspective and Applying Frameworks from the Military

## LEADERSHIP SUMMITS

**A Road to Interoperability: Driving Health Information Exchange to the Next Level**

Interoperability: A Payer's Perspective

Interoperability and Connectivity: Privacy, Security and Trust in Health Information Exchange

**B Clinical IT Intersection: Advancing HIT to Provide Efficient Patient Care**

Quickly and Affordably Connecting Physician Systems to Hospital Data

Embracing the Transformative Power of Technology: caBIG

**C Consumer Connectivity: Consumer Engagement through Online Media Including Social Networking and PHRs**

Beyond the PHR: Promoting Participation at All Levels: Internal and External; Patient, Family, Community

Engaging the Hesitant Consumer: Technologies for Gaining Trust in Health Care

**D Military Health Innovations: What can the Private Sector Adopt to Improve the Delivery of Care?**

Solving Military and Consumer Health Care Challenges with Remote-Access Technology: Case Studies

Contributions of the DoD Military Health System to the Nationwide Health Information Network (NHIN)

10:55 AM – 11:35 AM

11:35 AM – 12:20 PM

12:20 PM – 12:30 PM

*Transition Break*

12:30 PM – 1:30 PM

**KEYNOTE ADDRESS – EMBRACING OUR COMMON HUMANITY**

1:30 PM – 2:30 PM

*Luncheon in the Executive Networking Lounge*

2:30 PM – 3:30 PM

**KEYNOTE PANEL DISCUSSION – THE NEXT WAVE OF CONNECTIVITY – CONNECTING ALL THE PIECES OF THE PUZZLE: HEALTH CARE REFORM, STIMULUS DOLLARS, MEDICAL DEVICES, AND PATIENTS**

3:30 PM – 4:15 PM

**KEYNOTE PANEL: – CLINICAL SERVICE INNOVATION: HOW TO TRULY DRIVE CHANGE**

4:15 PM – 5:00 PM

**CLOSING KEYNOTE ADDRESS – EMBRACING TRUE HIT TRANSFORMATION IN AN ERA OF REAL HEALTH REFORM**

5:00 PM

*Chairperson's Closing Remarks; Congress Concludes*

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

12:00 PM – 1:00 PM

*Pre-Event Forum Registration*

1:00 PM – 1:40 PM

**THE HITECH ACT: ACCESSING STIMULUS FUNDS FOR YOUR ORGANIZATION**

- Estimate by performing a customized stimulus analysis how much money your practice could earn in federal incentives
- Assess the legislation and standards in development as presented by experts
- Discover what happens if you don't adopt an EHR
- Get started in the transition to an EHR environment



**JEFFERY DAIGREPONT**  
Senior Vice President  
COKER GROUP

1:40 PM – 2:20 PM

**THE KAISER PERMANENTE ELECTRONIC HEALTH RECORD: TRANSFORMING AND STREAMLINING MODALITIES OF CARE**

- Learn about utilization and efficiency gains possible from an electronic health record
- Understand how the EHR enables more patient-centered care
- Hear how the EHR is transforming care and care options in Kaiser Permanente



**TERHILDA GARRIDO**  
Vice President, Strategic Operations, National Quality & Clinical Systems Support  
KAISER PERMANENTE

2:20 PM – 3:00 PM

**LEGAL CONSIDERATIONS FOR ELECTRONIC COMMUNICATIONS BETWEEN PROVIDERS AND PATIENTS**

- Overview of recent studies showing use of electronic communications in healthcare between providers and patients
- Implement best practices to address liability exposure that providers face with their electronic communications



**MARK C. ROGERS, ESQ**  
Partner  
THE ROGERS LAW FIRM

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?**

- Where are we really with EMR adoption?
- How do we use ARRA funding to increase adoption?
- Is the hospital the right place to start the integration?



**AUREL KLEINERMAN MD, PHD**  
Chairman and CEO, Blue Iris Division  
MITEM CORPORATION

3:45 PM – 4:25 PM

**SUBSTANTIAL IMPACTS FROM SIMPLE INNOVATIONS**

- The definition of human centered design
- How human centered design can be used in healthcare to create innovative solutions
- How to engage front line staff and patients as co-designers of measurable solutions

**CHRISTI ZUBER**

MHA, BS, Director, Innovations Consultancy  
KAISER PERMANENTE

4:25 PM – 5:10 PM

**IS INNOVATION AT A CROSSROADS?**

- Explore efforts to propel healthcare innovation developing markets
- 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



**JENNIFER KILIAN**  
Creative Director  
FROG DESIGN

5:15 PM – 6:30 PM

*VIPs Insider Reception – By Invitation Only*