

Agenda-At-A-Glance

WEDNESDAY, JULY 25, 2012

11:30 am – 12:30 pm	Registration and Welcome Coffee in the Executive Networking Lounge
12:30 pm – 12:45 pm	CHAIRPERSON'S WELCOME AND OPENING REMARKS
12:45 pm – 2:00 pm	KEYNOTE PANEL DISCUSSION: Mobile Medical Regulation in the U.S. and Worldwide
2:00 pm – 3:15 pm	KEYNOTE PANEL DISCUSSION: Accelerating Consumer Health and Well-Being with Mobile Games
3:15 pm – 3:45 pm	Networking and Refreshment Break in the Executive Networking Lounge
3:45 pm – 5:00 pm	KEYNOTE PANEL DISCUSSION: Medical Device Security and Privacy / Hospital Enterprise Planning
5:00 pm – 6:00 pm	KEYNOTE PANEL DISCUSSION: Integrating mHealth Technologies into Physician and Clinician Workflows
6:00 pm – 7:00 pm	Networking, Cocktail Reception in the Executive Networking Lounge For information on invitational dinner opportunities please contact Dave Capobianco at 781-939-2635 or david.capobianco@worldcongress.com.

THURSDAY, JULY 26, 2012

7:15 am – 8:15 am	Registration and Welcome Coffee in the Executive Networking Lounge
8:15 am – 8:30 am	CHAIRPERSON'S WELCOME AND DAY TWO REMARKS
8:30 am – 9:15 am	VISIONARY ADDRESS: Creating Opportunities to Transform Health Care with mHealth
9:15 am – 10:15 am	KEYNOTE PANEL DISCUSSION: mHealth Business Models – What's Working?
10:15 am – 10:45 am	Networking and Refreshment Break in the Executive Networking Lounge
10:45 am – 11:30	GLOBAL VISIONARY ADDRESS: mHealth Innovation in the World
11:30 am – 12:30	INTERNATIONAL PANEL DISCUSSION: Global mHealth Perspectives
12:30 pm – 2:00 pm	Networking Luncheon in the Executive Networking Lounge mHealth solutions providers will demonstrate their emerging mHealth technologies in a Demo Pavilion. There will be an opportunity for a live Q&A with the audience. In addition, a Poster Innovation session will allow burgeoning organizations the opportunity to display their innovation through a large display poster. Participants are also invited to bring their actual innovation for display. There are a select number of spots that will be offered a special exhibitor rate for qualifying organizations.

EMERGING TREND FORUMS (CHOOSE ONE OF FIVE)

2:00 pm – 3:30 pm	mPatient Audience: Health Communicators, Marketers, Member Engagement or Consumer Technology Professionals from Pharma, PBMs, Pharmacies and Health Plans	Employer Audience: VPs, Directors and Managers of HR, Benefits, Compensation, Health & Wellness, Population Health, Corporate Medical Directors	Payer Audience: Chief Innovation Officer, Medical Director, VPs, Directors and Managers of Clinical Information Services, eHealth, Consumer Products, Social Media, Consumer Innovation, Member Engagement	Provider IT Audienc: Chief Information Officer, Chief Technology Officer, IT Business Information Officer, Chief Architect, Enterprise HIT Architect	Provider Clinical Audienc: Chief Medical Information Officer, Medical Director, Clinical Informatics
3:30 pm – 4:00 pm	Networking and Refreshment Break in the Executive Networking Lounge				

MARKET INSIGHTS (CHOOSE ONE OF THREE)

4:00 pm – 4:45 pm	Market Insight The Multi-Channel User – The Impact of HIPAA on the Physician's Use of Mobile Devices in the Hospital Device Design and App Design – What will We See in the Next 2-3 Years? <i>Subject to change</i>	Market Insight An Onslaught of Devices - Planning for the Future, Data Governance and Choosing the Right Architecture Biometric Monitoring and FDA Guidance Physician and Clinician Perspectives on mHealth at the Point-of-Care <i>Subject to change</i>	Market Insight Mobile Bill Payments, eCommerce and Impact on Health Care Developing Hybrid Apps and Deploying Across Multiple Devices and Systems <i>Subject to change</i>
4:45 pm – 5:45 pm	CLOSING KEYNOTE PANEL: The Intersection of Social Media and mHealth – Leverage Social Networks to Engage Consumers and Influence Behavior		
5:45 pm – 6:45 pm	Networking, Cocktail Reception in the Executive Networking Lounge For information on invitational dinner opportunities please contact Dave Capobianco at 781-939-2635 or david.capobianco@worldcongress.com.		

FRIDAY, JULY 27, 2012

7:00 am – 8:00 am	Registration and Welcome Coffee in the Executive Networking Lounge		
7:00 am – 8:00 am	Breakfast Seminar	Breakfast Seminar	Breakfast Seminar
8:00 am – 8:05 am	CHAIRPERSON'S WELCOME AND DAY THREE OPENING REMARKS		
8:05 am – 9:00 am	OPENING KEYNOTE PANEL DISCUSSION: Technology Integration - Connecting the Mobile User's Experiences		
9:00 am – 10:15 am	KEYNOTE PANEL DISCUSSION: Mobile Monitoring for Chronic Conditions – Extending Care into the Home		
10:15 am – 10:45 am	Networking and Refreshment Break in the Executive Networking Lounge		
EMERGING TREND FORUMS (CHOOSE ONE OF FIVE)			
10:45 am – 11:30 am	mPatient and mConsumer Audienc: Health Communicators, Marketers, Member Engagement or Consumer Technology Professionals from Pharma, PBMs, Pharmacies and Health Plans	Employer Audience: VPs, Directors and Managers of HR, Benefits, Compensation, Health & Wellness, Population Health, Corporate Medical Director	Payer Audience: Chief Innovation Officer, Medical Director, VPs, Directors and Managers of Clinical Information Services, eHealth, Consumer Products, Social Media, Consumer Innovation, Member Engagement
12:15 pm – 1:15 pm	Networking Luncheon in the Executive Networking Lounge		
1:15 pm – 2:30 pm	KEYNOTE PANEL DISCUSSION: Sustainable and Scalable mHealth – Supporting Global mHealth Innovation		
2:30 pm – 3:45 pm	KEYNOTE PANEL DISCUSSION: Turning Data into Information – Digital Connected Care		
3:45 pm	CHAIRPERSON'S CLOSING REMARKS; SUMMIT CONCLUDES		

Agenda Subject to Change

To register, please visit www.worldcongress.com/mHealth • Phone: 800-767-9499 • Fax: 781-939-2543 • Email: wcreg@worldcongress.com