

# INAUGURAL WORLD CONGRESS mHEALTH INNOVATION EXCHANGE CONFERENCE

ACCELERATING MHEALTH ADOPTION AND INNOVATION JULY 25, 2012 • THE COLONNADE HOTEL • BOSTON, MA

## AGENDA AT-A-GLANCE

8:00 am - 9:00 am	<i>Registration and Welcome Coffee</i>
9:05 am - 9:40 am	<p><b>Is mHealth for Real? A “He Said – She Said”</b></p> <p><b>Moderator:</b> Jennifer Covich Bordenick, Chief Executive Officer, eHealth Initiative</p> <p><b>Panelists:</b> Kerry McDermott, MPA, Senior Policy Director, West Health Policy Center Hans Boerma, MD, Managing Partner, KBT Venture Partners</p>
9:40 am - 10:00 am	<p><b>MORNING KEYNOTE: Update on Federal mHealth and Innovation Initiatives</b></p> <p>Arnaub Chatterjee, Special Assistant to the Chief Technology Officer, Office of the Secretary at the U.S. Department of Health and Human Services</p>
10:00 am - 10:15 am	<i>Networking Refreshment in the Executive Networking Lounge</i>
10:15 am - 12:30 pm	<b>“The Pitch” –Ten (10) m Health Entrepreneur Presentations (Finalists determined in June by mHealth Innovation Advisory Council)</b>
12:30 pm - 1:30 pm	<i>Networking Luncheon in the Executive Networking Lounge</i>
1:30 pm - 2:15 pm	<p><b>Regional CIO Roundtable Discussion – Entrepreneur presentation feedback and</b></p> <p><b>Moderator:</b> Micky Tripathi, PhD, Board Chair, eHealth Initiative and Chief Executive Officer, Massachusetts eHealth Collaborative</p> <p><b>Panelists:</b> Patrick Feeney, Director, Mobile and Emerging Technology, Blue Cross Blue Shield of Illinois Joseph C. Kvedar, MD, Director, Center for Connected Health, Partners Healthcare John Kravitz, Assistant Vice President, External Customer Relations, Geisinger Health System James Albert, Chief Information Officer, Jordan Hospital</p>
2:15 pm - 3:00 pm	<p><b>ROUNDTABLE DISCUSSION: mHealth Innovation: The Emerging and Critical Role of Innovation Incubator &amp; Accelerator Organization</b></p> <p><b>Moderator:</b> Vin Fabiani, Managing Partner, HLM Venture Partners</p> <p><b>Panelists:</b> Jenna Rose, Director, Healthbox Leslie Ziegler, Chief Evangelist, RockHealth Brad Weinberg, MD, Co-Founder, Blueprint Health Unity Stoakes, President and Co-Founder, StartUp Health</p>
3:00 pm - 3:15 pm	<p><b>Navigating the mHealth Regulatory Environment</b></p> <p>Dane Stout, Co-Founder and Director, mHealth Regulatory Coalition; Executive Director, Connected Health Practice, The Anson Group</p>
3:15 pm - 3:30 pm	<i>Networking Refreshment Break in the Executive Networking Lounge</i>
3:30 pm - 4:15 pm	<p><b>AFTERNOON KEYNOTE: Why Invest n mHealth?</b></p> <p>Jack J. Young, Managing Director, Qualcomm Life Fund, Qualcomm Ventures</p>
4:15 pm - 5:00 pm	<p><b>Why Invest in mHealth Keynote Reactor Panel</b></p> <p><b>Moderator:</b> Pamela Goldberg, Chief Executive Officer, Massachusetts Technology Collaborative (invited)</p> <p><b>Panelists:</b> Travis Good, MD, MBA, MS, Editor, HlStalk Mobile Jeffrey N. Hausfeld MD, MBA, F.A.C.S., Co-Founder and Treasurer, Society of Physician Entrepreneurs (SoPE) Greg LeGrow, Director, Innovation, Blue Cross Blue Shield of Massachusetts</p>
5:00 pm - 6:00 pm	<p><i>Networking Reception in the Executive Networking Lounge along with:</i></p> <p>“People’s Choice” Award “Deep Dive” Meeting Results</p>