



**MEDIA PASS CONTACT – PATRICK GOLDEN**

**[Patrick.golden@worldcongress.com](mailto:Patrick.golden@worldcongress.com)**

**781-939-2511**

**3<sup>rd</sup> Annual World Healthcare Innovation & Technology Congress**

**December 9-11, 2007**

**Mandarin Oriental Hotel, Washington, D.C.**

## **MEDIA TRACKS - Government health technology highlights**

### **1) How the CDC is using Web 2.0 to improve the delivery of health information**

**Sunday, Dec. 9, 5 p.m.**

Social networks, blogs, podcasts, viral videos, user-generated content, mobile applications, eGames, virtual worlds, and other Web 2.0 tools create new, interactive opportunities for health marketing. **CDC** is embracing these tools and is piloting efforts to determine how to optimize them to improve the health and safety of people around the world. We'll share **CDC 2.0** examples, metrics, and lessons learned.

#### **Featured speaker**

##### **Janice R. Nall**

**Director, eHealth Marketing National Center for Health Marketing  
Centers for Disease Control and Prevention (CDC)**

Nall is responsible for leading CDC's communication technology efforts. She joined CDC/NCHM in 2005 and manages [www.cdc.gov](http://www.cdc.gov) and CDC's other e-health and new media initiatives. Formerly Manager of the Usability Solutions Group at the General Services Administration's (GSA) Office of Electronic Government and Technology, Janice was responsible for increasing the usability of U. S. Government websites and other communication technologies by providing policy, guidance, tools, resources, and training to federal Web developers and communicators.

### **2) An Interview on Ethics, Policy and Technology Monday, December 10**

##### **U.S. Congressman Brad Sherman, (D-CA)**

**Robert M. Kolodner, MD, Office of the National Coordinator for Health Information  
Technology, U.S. Department of Health and Human Services**

### **3) How the National Institute on Drug Abuse uses a customized Electronic Data Collection for safety reporting**

Monday, Dec. 10

**Topic Description:** A web-based tool can speed the process of analyzing clinical data, meeting regulatory requirements, and making decisions for patient safety. Each organization's Electronic Data Collection System needs vary depending on the product under study, available financial resources, and degree of customization required. **The National Institute on Drug Abuse** sponsors clinical studies for new drugs and for new uses of existing drugs. We will examine the key decision points and challenges that NIDA faced in the process of developing and implementing a customized EDC system for safety reporting.

#### **Featured speaker**

**Speaker William J. Glass**

Chief, Informatics Program, National Institute of Drug Abuse (NIDA)

**National Institutes of Health**

### **4) The Technological Tipping Point for Healthcare: Who will Lead the Next Revolution?**

Sunday, Dec. 10

This session will address the value, impact and feasibility of creating an interoperable healthcare system linking future health information technology to services, future and evolution of mobile health budgies personal tele-health, remote monitoring of chronic diseases and financing the future of healthcare innovation.

#### **Featured speakers**

**David J. Brailer, MD, PhD**

Former and First National **Coordinator for Health Information Technology**

Founder **Health Evolution Partners**

Dr. Brailer served President George W. Bush's National Coordinator for Health Information Technology through May 2006. He oversaw the President's Executive Order, which called for widespread deployment of health information technology within 10 years to help realize substantial improvements in safety and efficiency.

He founded Health Evolution Partners in May, 2007, by David J. Brailer and has sought to drive positive change in health care in his work as a researcher, teacher, entrepreneur and policymaker.

**Jonathan B. Perlin, MD, PhD, MSHA, FACP**

Chief Medical Officer & Senior Vice-President - Quality, **HCA Healthcare**; Co-Chair

Electronic Health Record Workgroup, **American Health Information Community (AHIC), Department of Health and Human Services; Commissioner, Certification Commission for Health Information Technology (CCHIT)**

Dr. Jonathan B. Perlin is Chief Medical Officer and Senior Vice President - Quality of Nashville, Tenn.-based HCA, the nation's leading provider of healthcare services. He is responsible for clinical strategy and continually improving performance at HCA's approximately 176 hospitals and 106 outpatient centers.

Before joining HCA in 2006, Dr. Perlin was Under Secretary for Health in the U.S. Department of Veterans Affairs. As the Chief Executive Officer of the Veterans Health Administration (VHA), Dr. Perlin led the nation's largest integrated health system.

## **5) Topic: Reimbursement Strategies for Remote and Emerging Mobile Care Technologies**

Monday, December 10

**Karen M. Bell, MD, MMS, Director of Health IT Adoption, Office of the National Coordinator for Health Information Technology, Department of Health and Human Services, Commissioner, CCHIT**

**Dr. Bell** is a board certified internist with extensive experience in office practice, public health, academic medicine, physician support, and the commercial health insurance sector. She joined the Office of the National Coordinator for Health Information Technology in October 2005 as acting director of the Office of Health IT Adoption; she was appointed permanent director in January 2006. Dr. Bell's work with the Centers for Medicare and Medicaid Services focused on supporting health information technology adoption through contracts with the Quality Improvement Organizations in every state. Her current work includes development, implementation, and coordination of strategies to incentivize adoption of HIT and personal health management tools; oversight and evaluation of an HIT certification process; and identification and documentation of methods to assess HIT use as well as the costs and benefits of interoperable technologies.

### **Dena Puskin**

Director, Office for the Advancement of Tele-health  
U.S. Department of Health and Human Services