

MEDIA ADVISORY – WHCC '09 TIP SHEET – OBAMA AND HEALTH IT



CONTACT: Patrick Golden
Director of Communications
781.939.2511
Patrick.golden@worldcongress.com

LEADING OFFICIALS SHARE INSIGHTS ON OBAMA'S PLAN FOR HEALTH IT AND INTEROPERABILITY

The following provides content on the World Health Care Congress agenda related to how the Obama Administration's policies are expected to impact health IT and interoperability. The federal economic stimulus package includes \$20 billion for health care technology initiatives, including investments in electronic medical records.

PROGRAM AGENDA: www.whcc2009.com

Keynote presentation: Obama – A New Era for Health Care?

Monday, April 14, 8 a.m.

- **Bruce Bodaken**, Chairman, President and Chief Executive Officer, **Blue Shield of California**
- **Jon Kingsdale**, Executive Director, **Commonwealth Health Insurance Connector**
- **US government health care officials To Be Announced**

Keynote presentation on Infrastructure

Thursday, April 16, 8-9 a.m.

- Government View: **Charles P. Friedman, MD**, Deputy National Coordinator, Office of the National Coordinator for Health Information Technology, **Department of Health and Human Services**
- Insider View: **George C. Halvorson**, Chairman and Chief Executive Officer, Kaiser Foundation Health Plan and Hospitals

Session on the CEO/CIO/CFO Partnership on Strategy and Technology

Tuesday, April 14 1 p.m.

- **John Glaser, PhD**, Vice President and CIO, **Partners HealthCare**
- **Lori Beer**, Executive Vice President, Chief Information Officer, **WellPoint, Inc.**

eHealth 2.0: The Once and Future Health Care Information Revolution

Tuesday, April 14, 2 p.m.

- **Benjamin Heywood**, Co-Founder, President and Director, **PatientsLikeMe**
- **J.D. Kleinke**, Chairman and Chief Executive Officer, **Omnimedix Institute**; Author, *Bleeding Edge: The Business of Health Care in the New Century* and *Oxymorons: The Myth of a U.S. Health Care System*

Session Integrating IT and Medical Devices for Improved Clinical and Financial Outcomes

Tuesday, April 14, 3 p.m.

- **Julian M. Goldman, MD**, Director, CIMIT Program on Interoperability and the MD PnP Program, **Massachusetts General Hospital**

Using IT to Drive Business Model Innovation

Wednesday, April 15, 10:45 a.m.

- **Robert E. Worthington**, Senior Vice President and Chief Strategy Officer, **BlueCross BlueShield of Tennessee**

The Bleeding Edge of PHRs - Launching Google's Portable Personal Health Information to Consumers

Wednesday, April 15, 11:45 a.m.

- **Steven J. Fox**, Vice President, Provider Network Management, **Blue Cross Blue Shield of Massachusetts**
- **Grad Conn**, Senior Director, Health Solutions Group, **Microsoft**

Consumer Engagement in Health - Deploying a Care Management Platform for Members and Physicians

Tuesday, April 14, 10:45 a.m.

- **William E. Gerardi, MD**, Enterprise Clinical Programs, Policy and Technology, **Health Care Service Corporation/BlueCross BlueShield of Illinois, New Mexico, Oklahoma and Texas**

A CEO Retreat on Interoperable Health Care

Tuesday, April 14, 3:30 p.m.

- **Mark Leavitt, MD, PhD**, Chairman, **Certification Commission for Healthcare Information Technology**
- **John W. Loonsk, MD**, Director, Office of Interoperability and Standards, Office of the National Coordinator for Health Information Technology, **Department of Health and Human Services**
- **Simon P. Cohn, MD, MPH**, Associate Executive Director, The Permanente Federation, Kaiser Permanente; Member, Board of the American Health Information Community (AHIC)
- **Reed V. Tuckson, MD, FACP**, Executive Vice President and Chief of Medical Affairs, **UnitedHealth Group**

About the 6th Annual World Health Care Congress

Annually, WHCC is the only event that gathers over 2,000 CEOs, senior executives and government officials from the nation's largest employers, hospitals, health systems, health plans, pharmaceutical and biotech companies, and leading government agencies. This strategic and solution-oriented meeting helps you to build an action plan for the new Obama Administration and strategies to implement the next day.