

# Inaugural New England eHealth Innovation Conference highlights innovation as “team sport” for providers, payors and entrepreneurs; PatientOrderSets.com earns “People’s Choice Award” as top innovation at event



**As eHealth continues its rapid expansions, entrepreneurs herald new innovation that can improve care and reduce costs; second Boston forum planned for July**

**Boston, Mass, - March 23, 2012** – Health care IT leaders from New England, the U.S. and Canada at the recent [World Congress Inaugural eHealth Innovation Conference](#) agreed innovation is a “team sport” that leverages partnerships with organizations that have more resources and experience, and collaboration within and beyond organizations is a key success-driver for providers, payors and entrepreneurs. Canadian firm PatientOrderSets.com earned accolades as the “People’s Choice Award” among conference attendees for its evidence-based order sets and checklist program.

The eHealth Innovation Conference arrived as the health care industry welcomes a dramatic investment in eHealth innovation, including \$1 billion in grants from the Center from Medicare & Medicaid Innovation and significant funding expected from private equity investments.

“As someone who knows a bit about what it takes to make a gathering like that come off, I thought it was very well done, both logistically as well as substantively,” said Ray Campbell, CEO of the Massachusetts Data Consortium, one of the event’s panelists. “There were lots of strong presenters and a lot of big names in the audience.”

In addition to a hospital Chief Information Officer roundtable and keynote address from Wil Yu, special assistant of innovations and research, federal Office of the National Coordinator (ONC), the eHealth Innovation Summit featured a “deep dive” session that paired eHealth entrepreneurs with providers and payors, including:

- Partners Healthcare/Center for Connected Health: Robert Havasy, Project Specialist and Sherrie MacDonald, Business Analyst
- Childrens Hospital Boston: Naomi Fried, PhD., Chief Innovation Officer and Alexandra Pelletier, Telehealth & Telemedicine Specialist
- Concord Hospital: Deane Morrison, CIO
- Exeter Hospital: David Briden, CIO
- Hartford Hospital: Rich Kubica, CIO
- Fletcher Allen Healthcare: Chuck Podesta, CIO
- Reliant Health Group/Fallon Clinic: Dr. Larry Garber, Medical Director for Informatics
- Blue Cross Blue Shield of MA: Greg LeGrow, Director of Innovation
- Blue Cross Blue Shield of RI: Paul Hanlon, CIO
- NaviNet: Marshall Votta, Vice President of Network Development and Dr. Jeremy Noble, Executive Director, NEBGH Solutions and Innovations Center

The eHealth Innovation Conference also provided a platform for 10 eHealth entrepreneurs selected from an applicant pool to pitch their innovation to the audience, with attendees then casting votes to determine the top innovation. The “People’s Choice Award” went to [PatientOrderSets.com](#), a Canadian company whose evidence-based order sets and checklists used by doctors, nurses and pharmacists dramatically improve patient safety, save clinicians time, and significantly reduce costs. **The next innovation exchange conference will be held July 25<sup>th</sup> as part of the World Congress’ [4th Annual mHealth World Congress](#).**

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