

The Health IT Summit in Austin **WILL** sell out - Reserve your spot now!

iHT² Health IT Summit in *Austin*

iHT²
Institute for Health
Technology Transformation

Join National Leaders in Healthcare to Improve Quality, Safety and Efficiency Through Health IT

December 5-6, 2012 | Hyatt Regency Austin | Austin, TX

MEET WITH VISIONAIRES LEADING THE FUTURE IN HEALTH IT



Sponsors:

BoxTone
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ICA

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onramp

Convenes over 200 CIO's, VP's, and Director's of IT from:

- Hospitals
- Health Systems
- Larger Physician Practices



Presents an unmatched faculty of over 40 executive thought leaders to discuss pressing changes and the most compelling solutions, including:

- Creating a Blueprint for Accountable Care: Leveraging Health IT for Improving Outcomes
- HIE Progress Report: Where Did the Money Go?
- Innovations in Healthcare: Leveraging telemedicine and mobile solutions for Meaningful Use
- Meaningful Use & Beyond: A Road Map to a High Performance Health Care System
- What We Learned About Security in 2012: Building on Successes & Minimizing Risks



Offers a rare opportunity to meet with industry leaders and visionaries in an intimate setting during:

- Panel Discussions
- Case Studies
- Executive Networking Luncheons
- Presentations
- Cocktail Receptions
- Networking Breaks
- Living Groups



As a sponsor for the **iHT² Health IT Summit in *Austin*** you will have unparalleled access to over 200 key decision makers and the opportunity to highlight your company as a thought leader in health IT. Build a strategic partnership that evolves with market needs and establish on-going relationships with national thought leaders through an unmatched program agenda. iHT² offers a variety of sponsorship opportunities including:

- Conference Chair
- Exhibitor Booth
- Seat on Panel Discussion
- Case Study Presentation
- Networking Luncheon Sponsorship
- Sponsorship of Panel Discussion or Case Study
- Cocktail Reception Sponsorship

Strategic Benefits:

- Create solution awareness & educate the market while sourcing potential clients
- Collaborate with senior level health IT decision makers all in one place
- Plant seeds for future partnerships
- Network with peers & colleagues
- Feature your product & services to our audience of executive level buyers within targeted large and regional hospital groups in an intimate setting

- Over 75% of the delegates who attend the Summit are Vice President level or higher

- Delegates include: CEO's, CIO's, CMO's, CMIO's, Physicians, Practice Managers, VP's & Director's of IT

8:00 am Registration Opens

8:50 am Introductory Remarks

Barry Chaiken, MD

Senior Fellow & HIT Conference Chair
Institute for Health Technology Transformation
CMO, **DocsNetwork Ltd.** and former HIMSS Chair

9:00 –10:10am Panel “Creating a Blueprint for Accountable Care: Leveraging Health IT for Improving Outcomes”

Health care CIO's are being asked to create the financial and clinical analytics needed to support high value care (low cost, high quality), population health, and coordinate care across the community. Accountable Care Organizations will be based on healthcare information exchange and analytics, accelerating HIE initiatives and continuing existing work on financial and clinical data warehouses. Healthcare reform is causing hospitals, practices, payers, and government to align their healthcare IT efforts in support of the data sharing and analytics needed by new reimbursement models.

This session will address:

- Best practices for achieving accountable care
- Core principles of accountable care
- Health care stakeholder collaboration
- Lessons learned after 12 months

Moderator: **Judy Hanover**, Research Director, **IDC Health Insights**

Mark Caron, SVP & Chief Information Officer, **Capital BlueCross**

Brent Antony, Chief Information Officer, **Bureau of TennCare**

10:15-10:40am Introductions to Living Groups and Group Activity

Spend 25 minutes meeting with your conference 'Living Group'. Attendees will be grouped together so that starting on Day 1 you will have an opportunity to meet new contacts and maximize your conference experience. In addition to meeting your Living Group, you will also take part in an interactive activity to determine the topic for a future iHT² webinar. All participants will receive a complimentary webinar registration so bring your best ideas!

10:40 - 11:15am Morning Networking Break

11:25 - 12:10pm Opening Keynote

Edward W. Marx

SVP & Chief Information Officer
Texas Health Resources

12:00 - 1:30pm Break for Lunch

1:30 - 2:25pm Panel “HIE Progress Report: Where Did the Money Go?”

In Texas alone, 2011 and 2012 saw about \$14 million in HIE funding with federal funds matching that amount. As with any initiative, it is critical to evaluate the cost and qualitative benefit of the program. Partnering with local HIEs to build capacity can maximize the impact outreach and effectiveness. It is critical that in the planning, implementation, operation, and evaluation periods, partners maintain and increase their commitments from hospitals and physicians.

This session will address:

- Ensuring stakeholder participation and commitment
- Tracking investments and ensuring ROI
- Evaluating HIE implementation & integration strategies
- Program sustainability

Moderator: **Greg Gillespie**, Editor-In-Chief, **Health Data Management**

Joel Shoolin, FAAFP, MBA, VP Clinical Informatics, **Advocate Health Care**

John Lynch, Former System VP & Chief Information Officer, **Provena Health**

2:30 - 3:15pm Case Study “ICA Health Information Exchange”

iHT² case studies and presentations illustrate challenges, successes and various factors in the outcomes of numerous types of health IT implementations. They are interactive and dynamic sessions providing opportunity for dialogue, debate and exchanging ideas and best practices. This session will be presented by a thought leader in the provider, payer or government space.

3:15pm - 4:00pm Afternoon Networking Break

4:00-5:00pm Panel “Innovations in Healthcare: Leveraging telemedicine and mobile solutions for Meaningful Use”

Enterprise mobility has emerged as a top strategic initiative among leading global organizations, including healthcare providers. Caregivers are highly mobile, job duties are time-critical and impact people's lives and regulations abound to ensure patient safety and security. This technology comes with myriad benefits in error reduction, increased accuracy and productivity, and more. However, there are significant challenges from security and integration to added costs for hardware, software and support.

This session will address the benefits and challenges of implementing mobile and wireless technologies starting with the network and including devices, applications and vendor partnerships.

Moderator: **Barry Chaiken, MD**, Senior Fellow & HIT Conference Chair, **Institute for Health Technology Transformation** and CMO, **DocsNetwork Ltd.** and former HIMSS Chair

Scott Serran, MD, Chief Medical Officer, **BCBS of Illinois**

CONFERENCE AGENDA | Wednesday, Decmeber 5, 2012

5:00pm - 6:00pm **Opening Cocktail Reception**

Don't miss this interactive and fun reception amongst your colleagues and peers toasting an incredible day of thought leadership and collaboration.

CONFERENCE AGENDA | Thursday, December 6, 2012

8:00 am Registration Opens

8:50 am Opening Remarks

Mark Caron
SVP & CIO
Capital BlueCross

9:00 –9:55am Panel **“Meaningful Use & Beyond: A Road Map to a High Performance Health Care System”**

Healthcare organizations are looking at ways to combine more sophisticated uses of health IT and clinical care to achieve better health outcomes and improve health system performance. Examples of such applications include using clinical decision support tools, patient registries, patient portals, e-prescription and more. The widespread adoption and meaningful use of certified EHR technology is a necessary interim step in the transformation to a more intelligent healthcare system. It is essential to build upon the health IT infrastructure currently in place and plan for future technologies and associated challenges to continue the great improvements achieved to date.

Learning Objectives:

- Improving outcomes and reducing costs through implementation of Meaningful Use
- Institutional challenges and change management
- Progress report on current implementation initiatives
- Planning for the end game – a learning health care system

Moderator: **Judy Hanover**, Research Director, **IDC Health Insights**

Alan Sill, PhD, Senior Scientist, High Performance Computing Center & Adjunct Professor, **Texas Tech University** and **VP of Standards, Open Grid Forum**
Larry Wolf, Health IT Strategist, **Kindred Healthcare**
Jack Brown, Chief Medical Information Officer, **Baptist Memorial Hospital – Baptist Memorial Health Care**
Garett Trumpower, RN, VP, Strategy & Consulting, **MEDSEEK**

10:00 - 10:45am Case Study **“Chicago ACO Initiative”**

Joel Shoolin, FAAFP, MBA
VP Clinical Informatics
Advocate Health Care

10:00 - 10:45am **Morning Networking Break**

11:30 - 12:15am **Keynote Presentation**

Russell Branzell
Chief Executive Officer
Poudre Valley Medical Group

12:15 - 2:15pm **Power Luncheon & Work Session**

Lunch on the final day will be both delicious and informative. We'll start off with 45 minutes for lunch service and some time to get settled. For the last hour we'll host a high-level, interactive work session that will satiate your thirst for knowledge once you've taken care of your other appetite!

1:15 - 2:15pm Panel **“What We Learned About Security in 2012: Building on Successes & Minimizing Risks”**

A strong privacy and security policy and technology framework is essential to building trust in health IT. As part of HITECH, Congress required a number of modifications to HIPAA the ONC has discussed the need for a comprehensive privacy and security framework to govern its programs. Almost 18 months into Meaningful Use, the latest developments and future challenges in health information privacy and security policy – including HIPAA regulatory changes, policy initiatives and the state of health privacy on the Internet – have evolved significantly. This evolution is due to both successes from innovation and challenges from setbacks.

Learning Objectives:

- Understand the evolution of ePHI security strategy
- Strategies for creating a dynamic security environment
- Learning from challenges and minimizing future risk
- Evaluating potential shifts in security policy

Moderator: **Greg Gillespie**, Editor-In-Chief, **Health Data Management**

Chad Kissinger, Founder & CEO, **OnRamp Access**

2:15pm **Closing Remarks**

iHT² Health IT Summit in *Austin*

What is the iHT² Health IT Summit in *Austin*?

The iHT² Health IT Summit in *Austin* is designed to help top-level executives, legislators, physicians, regulators, and technologists come to grips with the swirling forces of health information technology change, policy development and changing business models. The Summit provides an intimate, high level forum that facilitates open avenues of communication amongst executives and stakeholders in healthcare fostering the growth and adoption of HIT resulting in safer, more efficient and cost effective healthcare.

Who Attends?

Attendees of the iHT² Health IT Summit are industry leaders and senior executives from the healthcare community focused on HIT with the following job titles: CEO, CIO, CMO, CMIO, CNO, COO, CSIO, SVP, VP, and Director.

When and where does the iHT² Health IT Summit in *Austin* take place?

December 5-6, 2012 in Austin, TX

Hyatt Regency Austin
208 Barton Springs Road, Austin, TX 78704
(512) 477-1234



Marc Probst
CIO
Intermountain Healthcare

“Where Health IT Leaders Drive Innovation Through Collaboration”

SPECIAL THANKS TO OUR ADVISORY COMMITTEE



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Samantha Burch
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Chief Information
Officer
Capital BlueCross



Barry Chaiken, MD,
FHIMSS
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DocsNetwork, Ltd.
Former HIMSS Chair



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Research & Health Policy
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Gay Madden
CIO
**Florida Hospice of the
Suncoast**



Bruce A. Metz, Ph.D.
SVP and CIO
Lahey Clinic



David Nace, M.D
Vice President,
Medical Director
McKesson Corporation



Petri Oksanen
Vice President
Francisco Partners



Michael Penn
Director, Strategic
Initiatives
**Pfizer Health
Solutions**



Catherine Peper
VP Provider
Technology Solutions
**Blue Cross Blue
Shield Florida**



Bill Phillips
CIO
**University
Healthcare System**



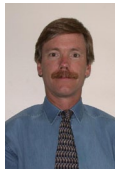
Dr. David Rosenberg
Board Certified
Family Physician



John Santangelo
Director of IT
**Cleveland Clinic
Florida**



Jay Srin
Chief Innovation
Officer
SCS Ventures



Andy Steele, MD
Medical Director,
Informatics
Denver Health



Lisa Suennen
Managing Member
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**John
Tempesco, FACHE**
CMO
ICA



Neil Treister, MD, MBA
Medical Informatics
Officer
**Sharp Community Medi-
cal Group**



Donna S. Usiskin
Principal & Vice
President Business
Development
Edison Venture Fund



Sajjad Yacoub, MD
CMIO
**Children's Hospital
Los Angeles**

About the



The Institute for Health Technology Transformation is the leading organization committed to bringing together private and public sector leaders fostering the growth and meaningful use of technology across the healthcare industry. Through collaborative efforts the Institute provides programs that drive innovation, educate, and provide a critical understanding of how technology applications, solutions and devices can improve the quality, safety and efficiency of healthcare.

The Institute engages multiple stakeholders:

- Hospitals and other healthcare providers
- Clinical groups
- Academic and research institutions
- Healthcare information technology organizations
- Healthcare technology investors
- Health plans
- Consumer and patient groups
- Employers and purchasers
- Device manufacturers
- Private sector stakeholders
- Public sector stakeholders

Mission & Vision

The mission of the Institute for Health Technology Transformation: to drive improvement and the meaningful use of technology throughout the continuum of care through education and collaboration among multiple stakeholders.

Technology in-and-of itself will not solve the deep challenges facing our healthcare system nor will it alone ensure more accessible and higher quality care. Realizing the benefits of technology across the healthcare continuum is a complex, under-utilized and often misunderstood process. Stakeholder collaboration underscores the Institute's focus working to ensure technology has a transformative effect at all levels of the healthcare sector.

For additional information please contact:

Matthew Raynor, MBA
Senior Marketing Manager
Institute for Health Technology Transformation
561-748-6281
matt@ihealthtran.com

Why Should You Attend The iHT² Health IT Summit in Austin?

- Keynote presentations from the industry's most accomplished professionals and thought leaders.
- Two full days of networking opportunities with healthcare leaders and executives from around the country.
- An exhibit area that will allow you to learn about new products and services that can save your organization money and improve quality of care.
- Topical panel discussions and workshops on the most critical and timely issues.
- A Continued Focus on the **Fundamental IT** Areas that Matter
- The Latest Implications of ARRA and What it Means for Your Practice or Hospital
- Meet **valuable new contacts** from all over the country in a convivial and professional atmosphere.
- During social and networking events you will have the opportunity to **build new relationships** and reinforce existing ties with the healthcare industry.
- A conference curriculum that offers a **broad choice of educational opportunities** for professional development, both for yourself and the organization you work for.
- Hear from **inspirational panelists and keynote speakers** from the Healthcare sector.
- Share **ideas, aspirations, problems, and solutions** with peers and colleagues.
- Develop a more **intimate understanding** about the industry and compare your situation with others.
- Learn about **current trends and innovative ideas**.
- Understand **best practices** and applications through case study presentations.
- **Solve and debate** issues while consulting with industry experts.
- The **top-notch setting** and activities in Austin, TX.
- A conference experience that will allow you to **recharge your batteries**, and also **see a valuable return on your investment**.



iHT² Health IT Summit in *Austin*

Registration Fees:

Standard Registration fee includes conference, refreshments, full access to keynotes, case study's and panels, networking breaks, conference materials and more!

Provider, Government & Education Registration: **\$995.00**

Vendor Full Conference Registration(non Provider, Government, & Education):

Within 30 days of the summit: **\$1,995.00**

Within 60 days of the summit: **\$1,895.00**

Within 90 days of summit: **\$1,795.00**

Special Discounts may apply for qualified individuals For additional information please contact:

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iHT²
**Institute for Health
Technology Transformation**

Please join us by becoming a partner in the innovative work of driving improvement in our healthcare system through the effective use of technology across the continuum of care.



iHT² Health IT
Summit in Atlanta
April 24-25, 2012
Atlanta, GA



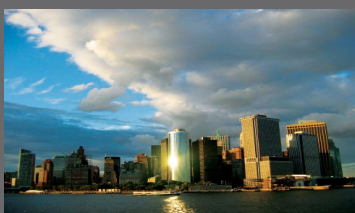
iHT² Health IT Summit
in Fort Lauderdale
June 12-13, 2012
Fort Lauderdale, FL



iHT² Health IT
Summit in Denver
July 24-25, 2012
Denver, CO



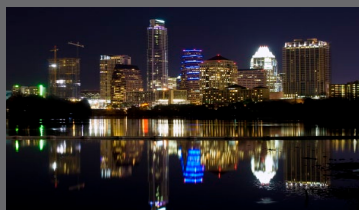
iHT² Health IT
Summit in Seattle
August 22-23, 2012
Seattle, WA



iHT² Health IT Summit
in New York City
September 19-20, 2012
New York City, NY



iHT² Health IT Summit in
Beverly Hills
November 7-8, 2012
Beverly Hills, CA



iHT² Health IT
Summit in Austin
December 5-6, 2012
Austin, TX

The accomplishments and dedication of the Advisory Committee is truly what separates the Institute apart from other organizations.

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Technology Transformation**

The Institute for Health Technology Transformation
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Visit us at www.ihealthtran.com