

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

iHT² Health IT Summit in *Beverly Hills*

iHT²
Institute for Health
Technology Transformation

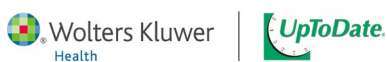
Join National Leaders in Healthcare to Improve Quality, Safety and Efficiency Through Health IT

November 7-8, 2012 | Beverly Hills, CA

MEET WITH VISIONAIRES LEADING THE FUTURE IN HEALTH IT



Sponsors:



2012 Speaker Faculty



Kenneth Kizer, MD, MPH
Director, Institute for
Population Health
UC Davis Health System
Distinguished Professor,
School of Medicine and
Betty Irene Moore School
of Nursing
**University of California
Davis**



Brent James, MD, M.Stat
Chief Quality Officer
& Executive Director,
Institute for Health Care
Delivery Research
Intermountain Healthcare



Barry Chaiken, MD
Senior Fellow &
HIT Conference Chair
**Institute for Health
Technology
Transformation**



John Mattison
CMIO
Kaiser Permanente



Sajjad Yacoob, MD
CMIO
**Children's Hospital
Los Angeles**
iHT² Advisory Board
Member



Sajid Ahmed
Director, HIT
**LA Care Health Plan,
HITECH-LA**
iHT² Advisory Board
Member



**Brenda Fischer, PhD,
RN, MBA, CPHQ**
Director, Center
for Nursing Excellence
Palomar Health



Darren Dworkin
CIO & SVP Enterprise
Information Systems
**Cedars-Sinai Health
System**



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:

- Health Care Analytics: From the Waiting Room to the Point of Care
- Transitioning to ICD-10: Improving Outcomes, Streamlining Operations & Reducing Costs
- Enabling the Care Models of Tomorrow, Today: The Critical Role of mHealth in Coordination of Care, PCMH & Population Health Management
- Performance Excellence Enabled by Innovative Technology and Trans-disciplinary Collaboration
- Meaningful Use & ACO's: Implementing One to Achieve the Other
- Patient-Centered Health: A Cornerstone for Accountable Care
- Community HIE: Engaging Stakeholders & Improving Care
- Accessing Health Data: Striking a Balance Between Security & Usability



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 *Beverly Hills*** 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 “Health Care Analytics: From the Waiting Room to the Point of Care”

With incentives in place for increased use of health information technology, healthcare organizations have greater access to multitudes of data resources. But without a program in place to target, gather, deliver and analyze the most relevant data, these organizations will continue to be data rich but information poor. Forward-thinking healthcare organizations realize that data usage and business intelligence (BI) is at the center of informed and precise decision-making that will improve outcomes, quality of care and the bottom line.

Topics addressed will include:

Leveraging data at the point of care
Prioritizing implementation to get the biggest bang for your buck
Strategic approach vs. small tactical projects
Integrating data in financial, operational and clinical systems

Moderator: **Trevor Strome, MSc, PMP**, Editor, **HealthcareAnalytics**

Darren Dworkin, Chief Information Officer & SVP Enterprise Information Systems, **Cedars-Sinai Health System**

Sajjad Yacoob, MD, Chief Medical Information Officer, **Children’s Hospital Los Angeles**

Steve Margolis, MD, MBA, Chief Medical Informatics Officer, **Adventist Health System**

Mark Zirkelbach, Chief Information Officer, **Loma Linda University Medical Center**

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 top challenges facing the HIT industry. The top challenges for each group will be announced at the end of the session!

10:40 - 11:25am Morning Networking Break**11:25 – 12:10pm Opening Keynote****Kenneth Kizer, MD, MPH**

Director, Institute for Population Health
UC Davis Health System
Distinguished Professor, School of Medicine and
Betty Irene Moore School of Nursing
University of California Davis

12:10pm - 1:30pm Break for Lunch**1:30-2:25 pm Panel “Transitioning to ICD-10: Improving Outcomes, Streamlining Operations & Reducing Costs”**

The stated purpose of the ICD-10 upgrade is to improve patient care quality, enhance claim processing, improve reporting and promote interoperability. It is evident that some are having more success than others and with the deadline for transition looming larger than ever, we have an opportunity to evaluate how the industry has begun to leverage the improved coding system to actually improve care.

The panel will discuss:

Best practices for ICD-10 education & implementation
Organizational readiness
ICD-10 compliance risks
Tools to track and report progress

1:30-2:25 pm Panel “Enabling the Care Models of Tomorrow, Today: The Critical Role of mHealth in Coordination of Care, PCMH & Population Health Management”

mHealth 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. There are also significant challenges from security and integration to added costs for hardware, software and support.

This session will address:

Facilitating coordination of care, PCMH and population health management
Leveraging mHealth to improve care
Challenges of implementing mHealth technologies

Moderator: **Dan Munro**, Contributing Editor, Forbes, **The Healthcare Compass**

Paul Peabody, Chief Information Officer, **Palomar Health**

Sajid Ahmed, Director, HIT, **LA Care Health Plan**, **HITECH-LA & iHT² Advisory Board Member**

2:30-3:15pm Case Study “Performance Excellence Enabled by Innovative Technology and Trans-disciplinary Collaboration”

The emergence of a transformative process for health care delivery in the United States holds the promise of improving the quality of care for individuals and populations as well as improving efficiency and effectiveness through the use and integration of evidence-based information, analytic tools and trans-disciplinary collaboration. Innovative technology blended with unprecedented care provider collaboration expressed through the successful implementation of an electronic health record can have a profound effect on improved patient-centric care delivery, patient safety, quality of care and revenue cycle enhancements. The strategic and tactical use of business intelligence models is effective in aligning health care organizations with the national health care agenda.

Topics addressed and essential elements for health care transformation include:

Leveraging real time information that can be transformed into knowledge at the point of care to inform clinical decision making by the care provider.
Unprecedented collaboration by all disciplines involved in healthcare including revenue cycle roles to drive performance excellence.
Predictive analytics applied to large data sets as a proactive tactical tool for health care organizational planning.

Brenda Fischer, PhD, RN, MBA, CPHQ
Director, Center for Nursing Excellence
Palomar Health

2:45-3:15pm Case Study

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 “Meaningful Use & ACO’s: Implementing One to Achieve the Other”**

Recent federal legislation is encouraging the formation of Accountable Care Organizations. To be effective, these ACOs must use sophisticated information technology. An ACO requires electronic health records, data management, personal health records and health information exchanges. Each of these elements must provide “traditional” capabilities: EHRs, for example must support the documentation of a patient’s problems and e-prescribing, and health information exchanges must enable the transfer of discharge summaries and procedure reports between providers. These models, whose purpose is to significantly improve the coordination and efficiency of care delivery, will require a robust and functional health IT infrastructure to realize the benefits from ACOs.

Topics addressed:

Electronic health records
Data management
Health information exchange
Patient engagement

Mark Amey, Chief Information Officer, **USC Care Medical Group**
Shadaab Kanwal, MBA, MISM, Executive Director Research & Health Policy, **Kaiser Permanente – iHT² Advisory Board Member**

4:00-5:00pm Panel “Patient-Centered Health: A Cornerstone for Accountable Care”

The accountable care organization (ACO) has been a model for health care reform, yet its modest success has been limited to a handful of health care systems across the country. However, the ACO model has recently taken on far greater significance since being introduced as one of Medicare’s pilot programs in the health reform bill. ACO’s should provide, coordinate, and manage with patients, the continuum of care across different institutional settings, including ambulatory and inpatient care, post acute care, and preventive care; have the capability of prospectively planning budgets and resource needs; and have sufficient size, infrastructure, and systems to support valid and reliable performance measurement.

ACO’s can then act as a reform tool by incentivizing more efficient and effective care that is patient-centric.
This panel session will address:

Impact of ACO’s and PCMH
The role of health IT in patient centered care
Best practices for implementation and challenges to adoption

Moderator: **Dan Munro**, Contributing Editor, Forbes, **The Healthcare Compass**

Neil Treister, MD, Medical Informatics Officer, **Sharp Community Medical Group**
Eric Brown, President, **California Telehealth Network**
Mary Franz, Executive Director, **HITEC-LA**

5:00-6:00pm 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.

8:00am Registration Opens**8:50 Opening Remarks**

John Mattison
Chief Medical Information Officer
Kaiser Permanente

9:00am - 9:55am Panel “Community HIE: Engaging Stakeholders & Improving Care”

Community-wide health information exchange should account for and serve the needs of each stakeholder group, while still allowing them to share in the benefits. A typical community involves healthcare organizations such as physician practices, hospitals, health systems and long-term and home-care agencies, as well as patients, individual providers, payers and employers. In order HIE to have a meaningful impact on quality of care, it essential to gain the buy-in and engagement from each of these groups.

This session will discuss:

Creating value for stakeholders
Strategies for gaining stakeholder buy-in
Leveraging HIE to affect quality of care
Long term strategies for HIE implementation

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

Karen Scott, MBA, North Florida & South Atlantic Division Director, Project Management, **Hospital Corporation of America**
Raymond Lowe, Senior Director, Enterprise Clinical Informatics, **Dignity Health**

10:00 – 10:45pm Presentation “Exponentiality, Inevitability & the Big Opportunities Ahead”

John Mattison
CMIO
Kaiser Permanente

10:45 - 11:30am Morning Networking Break**11:30am - 12:15pm Keynote Presentation**

Brent James, MD, M.Stat
Chief Quality Officer &
Executive Director, Institute for
Health Care Delivery Research
Intermountain Healthcare

12:15pm - 2:15pm Power Lunch and 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!\

1:00 - 2:00pm “Accessing Health Data: Striking a Balance Between Security & Usability”

As discussed in many of the sessions this week, there are ever increasing technologies being applied in the healthcare industry. While the benefits of implementation are significant, new innovations present new challenges for providers to keep ePHI secure and to stay in compliance with tighter HIPAA regulations. An important consideration in any security plan is maintaining workflow and usability, without compromising the integrity of data. Informatics departments face a plethora of concerns with the increased adoption and use of health information technology.

The discussion will address:

Creating an invisible security network
Coordinating security with usability
Securing patient portals and portable data
Encrypting wireless networks data exchange servers

Moderator: **Trevor Strome, MSc, PMP**, Editor, **HealthcareAnalytics**

Tom August, Director, Information Security, **Sharp Healthcare**
Harris Stutman, MD, Executive Director, Clinical Informatics, **MemorialCare Health System**
Stuart Gross, Chief Information Officer, **Southern California Physicians Managed Care Services**

2:00 pm - Closing Remarks

iHT² Health IT Summit in *Beverly Hills*

What is the iHT² Health IT Summit in *Beverly Hills*?

The **iHT² Health IT Summit in *Beverly Hills*** 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 *Beverly Hills* take place?

November 7-8, 2011 in Beverly Hills, CA



Marc Probst
CIO
Intermountain Healthcare

***“Where Health IT Leaders Drive
Innovation Through Collaboration”***

SPECIAL THANKS TO OUR ADVISORY COMMITTEE



Sajid Ahmed
Director, HIT
LA Care Health Plan



Howard Burde, Esq.
Principal
Howard Burde Health Law, LLC



Lyle Berkowitz, MD
Medical Director,
IT & Innovation
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Federation of American Hospitals



Mark Caron, FACHE
Senior Vice President &
Chief Information Officer
Capital BlueCross



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



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CIO
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Inland Northwest Health Services



Dick Gibson, MD
Chief Health Intelligence Officer
Providence Health & Services



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NorthBay Healthcare



Evon Holladay, MBA
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Catholic Health Initiatives



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Mark Jacobs
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Chris Jaeger, MD,
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Sutter Health



Elizabeth Johnson
SVP, Applied Clinical Informatics
Tenet Healthcare



Shadaab Kanwal
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Bruce A. Metz, Ph.D.
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Catherine Peper
VP Provider Technology Solutions
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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
Psilos Group



John Tempesco, FACHE
CMO
ICA



Neil Treister, MD, MBA
Medical Informatics Officer
Sharp Community Medical 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 *Beverly Hills*?

- 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 Beverly Hills, CA.
- 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 *Beverly Hills*

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: \$595.00

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:

Matthew Raynor
Senior Marketing Manager
561-748-6281
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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



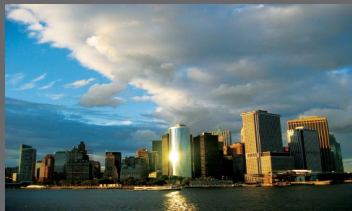
iHT² Health IT Summit in Fort Lauderdale
June 12-13, 2012
Fort Lauderdale, FL



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



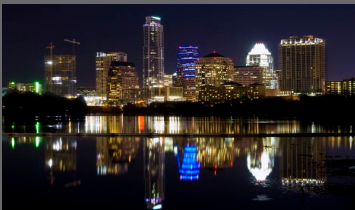
iHT² Health IT Summit in Seattle
August 22-23, 2012
Seattle, WA



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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**Institute for Health
Technology Transformation**

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