

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

# iHT<sup>2</sup> Health IT Summit in *San Francisco*

**iHT<sup>2</sup>**  
Institute for Health  
Technology Transformation

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

March 27-28, 2012 | Hyatt Regency San Francisco Airport | San Francisco, CA

**MEET WITH VISIONAIRES LEADING THE FUTURE IN HEALTH IT**



Sponsors:

## 2012 Speaker Faculty



**Marc Probst**  
CIO  
Intermountain  
Healthcare



**Blackford Middleton**  
Corporate Director of  
Clinical Informatics  
Research &  
Development  
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System



**Hal Wolf**  
SVP & COO  
Kaiser Permanente



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



**David Counter**  
CIO  
San Francisco Dept.  
of Public Health



**Arieh Rosenbaum**  
Director Medical  
Informatics  
California Pacific  
Medical Center



**Christopher Chute**  
, MD, PhD,  
Chair, Division of  
Biomedical Informatics  
Mayo Clinic  
and Principal  
Investigator  
SHARP Program Area  
Four



**Michael Blum, MD**  
CMIO  
UCSF Medical Center



**Vaikko Allen, Sr. , MBA**  
Director, Business  
Systems  
and Information  
Technology  
Maine General Medical  
Center



**Yan Chow, MD, MBA,**  
Director, Innovation and  
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Kaiser Permanente



**Joshua Mandel, MD**  
Research Faculty  
Children's Hospital  
Boston  
& Harvard Medical  
School  
Lead Architect  
SMArt Project, SHARP  
Research Area Three

## **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:

- Accounting for Assumptions: Taking a deeper look at reforming our healthcare delivery system
- HIE & HIX: The convergence of healthcare information
- Securing Electronic Personal Health Information (ePHI): From the Data Warehouse to the Point of Care
- Analytics in Healthcare: Improving Outcomes Through Data Management
- The Cloud in Healthcare
- Stage 2 Meaningful Use: Leveraging Technology to Improve Outcomes & Efficiency
- SHARP Program and Beacon Community Crossroads
- Patient Management Without Walls



## **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 **iHT<sup>2</sup> Health IT Summit in San Francisco** 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. iHT<sup>2</sup> 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

**7:45 am Registration Opens****8:50 am Introductory Remarks****Barry Chaiken, MD**

Senior Fellow &amp; HIT Conference Chair

Institute for Health Technology Transformation

**9:00 –10:15am Keynote Panel Session “Accounting for Assumptions: Taking a deeper look at reforming our healthcare delivery system”**

With adoption and implementation gaining momentum, many discussions have begun looking forward to the secondary benefits of EHR and how all this technology will improve the quality of care. Accountable Care Organizations have become a favorite topic and appear to be the leading method for healthcare delivery reform. While the benefits of an ACO are fairly obvious, the road to get there is a bit more complex. The technical requirements for a fully functioning ACO are far beyond the capabilities for most healthcare providers and some have pointed out that we may be oversimplifying ACO the implementation process.

This session will discuss:

- Planning to transition to an ACO
- Technology assessment & requirements
- Step-by-step strategies for implementation
- Challenges for the current healthcare environment

Moderator: **Barry Chaiken, MD**, Senior Fellow & Health IT Chair, **Institute for Health Technology Transformation**, CMO, **DocsNetwork & former HIMSS Chair****Christopher Chute, MD, PhD**, Chair, Division of Biomedical Informatics, **Mayo Clinic** and Principal Investigator, **SHARP Program Area Four****Brent Hardaway**, VP, Engagement & Delivery, **Premier Healthcare Alliance****Stephen Beck, MD**, Chief Medical Information Officer, **Catholic Health Partners****Joe Flynn**, President & CEO, **AUXILIO, Inc.****Jim Prekop**, Chief Executive Officer, **TeraMedica****10:15-10:40am Introductions to Living Groups and Group Activity**

Spend 15 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 5 challenges will be announced this morning before the opening keynote!

**10:40 - 11:25am Morning Networking Break****11:25 – 12:10pm Keynote Presentation****Marc Probst**

Chief Information Officer

Intermountain Healthcare

**12:15pm - 1:30pm Break for Lunch****1:30-2:30 pm Panel “HIE & HIX: The convergence of healthcare information”**

In 2012, the government allocated \$241 million to early innovators of health insurance exchanges in seven different states. With a divergence in funding allocation for different levels of sophistication from the proposals, it became clear there will be an emphasis on including clinical and financial data in the exchanges. The next progression seems to likely be the emergence of combined HIE & HIX systems.

This session will discuss:

- Areas for collaboration with information exchange
- Security concerns for data sharing
- Payer-to-provider interoperability challenges
- Financial models for combined systems vs. independent implementation

Moderator: **Brian Eastwood**, Site Editor, SearchHealthIT.com, **TechTarget****Stephen Beck, MD**, Chief Ambulatory Medical Information Officer, **Catholic Health Partners****Dave Counter**, Chief Information Officer, **Department of Public Health – San Francisco****Vaikko Allen, Sr.**, MBA, Director, Business Systems and Information Technology, **MaineGeneral Medical Center**

## 1:30-2:30 pm Panel “Securing Electronic Personal Health Information (ePHI): From the Data Warehouse to the Point of Care”

Implementation of EHR and other health information technology promises to provide myriad benefits for both patients and providers through improved safety, quality and coordination of care. This proliferation of data will present additional risks and challenges for care providers. For instance, criteria for meaningful use includes a mandate for the capability to exchange key clinical information among providers of care and patient authorized entities electronically while protecting information maintained using certified EHR technology through the implementation of appropriate technical capabilities.

This session will address:

- Current and evolving security concerns
- Points of risk in the continuum of care
- User education

Moderator: **Greg Walton**, Chief Information Officer, **El Camino Hospital**

**Eric Liederman, MD, MPH**, Director of Medical Informatics, **The Permanente Medical Group**  
**Patrick Wilson, CISSP**, Chief Technology Officer & Chief Information Security Officer, **Contra Costa Health Services**  
**Christopher Paidhrin**, Security Compliance Officer, **PeaceHealth Southwest**

## 2:30-3:15 pm Case Study “Kindling the Fire: How CIHIE is Building Interest, Understanding & Support for HIE in Central Illinois”

Joy Duling, Interim Executive Director for CIHIE, will share strategies that their team has been utilizing to prepare their 20-county region for the impending HIE implementation. From compelling use of patient stories, to passionately sharing their vision, to talking about the technology in ways that appeal to non-technical stakeholders, CIHIE has created a desire for and urgency around the HIE solution. As evidence of their success, CIHIE has raised nearly \$400,000 in seed money, plus annual service contracts with 7 hospitals and 4 clinics to kick off their region's roll-out.

**Joy Duling**, Executive Director, **Central Illinois Health Information Exchange**  
**John Tempesco**, Chief Marketing Officer, **ICA**

## 2:30-3:15 pm Case Study

iHT<sup>2</sup> 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. [Click here](#) to submit a case study for consideration.

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

## 4:00-5:00 pm Panel “Analytics in Healthcare: Improving Outcomes Through Data Management”

One of the side effects of EHR is the accumulation of massive amounts of data. According to the ONC Five Year Plan released in 2012, leveraging this data should allow the healthcare industry to improve care, improve population health and reduce healthcare costs. There are significant infrastructural and technical hurdles to overcome before accomplishing these goals.

This panel will discuss:

- Data storage and virtualization
- Data privacy and HIPAA compliance
- Improving clinical, operational and financial performance

Moderator: **Brian Eastwood**, Site Editor, SearchHealthIT.com, **TechTarget**

**Alice Mayer, PhD**, Chief Quality Officer, **Three Rivers Health**  
**Arieh Rosenbaum, MD**, Director, Medical Informatics, **California Pacific Medical Center** and Co-chair, **San Francisco Health Information Exchange**  
**Shadaab Kanwal**, Executive Director Research & Health Policy, **Kaiser Permanente**  
**John Kish, PhD**, President & CEO, **Pano Logic**

## 4:00-5:00 pm Panel “The Cloud in Healthcare”

Cloud computing is a technology that uses the internet and central remote servers to maintain data and applications. Cloud computing allows consumers and businesses to use applications without installation and access their personal files at any computer with internet access. Cloud computing promises enormous benefits for healthcare community. These could include improved patient care, improved accessibility to information, and new delivery models that will make healthcare more efficient and effective. And cloud computing can help do all of this in a cost-effective way. As with any new technology or service, there are risks and concerns to go along with the potential benefits.

This session will discuss:

- Benefits and potential risks
- Success stories and best practices
- Challenges and obstacles for implementation
- Integration strategies

Moderator: **Greg Caressi**, SVP, Healthcare & Life Sciences, **Frost & Sullivan**

**Greg Walton**, Chief Information Officer, **El Camino Hospital**  
**Steve Fox**, Principal, **Post & Schell**  
**Malay Udeshi, MS, MBA**, Senior Enterprise Architect, **CareFirst BCBS**  
**Todd Rothenhaus, MD**, Chief Medical Information Officer, **athenahealth**  
**Bob Miller**, Chief Executive Officer, **CloudPrime**

## 5:00-6:00 pm 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****8:45am Opening Remarks**

**Greg Walton**  
Chief Information Officer  
El Camino Hospital

**9:00 –9:55am Panel “Stage 2 Meaningful Use: Leveraging Technology to Improve Outcomes & Efficiency”**

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. The HITRC and REC programs will make these best practices available to providers throughout the country.

It is essential to build upon the health IT infrastructure currently in place and use the information made available by EHRs in order to move toward improving outcomes and reducing costs.

This session will address:

- Improving outcomes and reducing costs through implementation of Meaningful Use
- Institutional challenges and change management
- Progress report on current implementation initiatives

Moderator: **Barry Chaiken, MD**, Senior Fellow & Health IT Chair, **Institute for Health Technology Transformation**, CMO, **DocsNetwork & former HIMSS Chair**

**Pravene Nath, MD**, Chief Medical Information Officer, **Stanford Hospital and Clinics**  
**Dorian Seamster, MPH**, Chief of Health Information Services, **California Health Information Partnership and Services Organizations (CalHIPSO)**  
**Christopher Paidhrin**, Security Compliance Officer, **PeaceHealth Southwest**  
**Betsy Thompson, MD**, Chief Medical Officer, Region IX, **Centers for Medicare and Medicaid Services**  
**Mark Phillips**, President & CEO, **SLI Global**  
**Farid Agahi**, Senior Business Strategist, **VMware**

**10:00-10:45am Case Study “InterSystems”****10:00-10:45am Presentation “SHARP Program and Beacon Community Crossroads”**

**Christopher Chute, MD, PhD**  
Chair, Division of Biomedical Informatics  
**Mayo Clinic**  
and Principal Investigator  
**SHARP Program Area Four**

**Joshua Mandel, MD**  
Research Faculty  
**Children’s Hospital Boston and Harvard Medical School**  
Lead Architect  
**SMART Project, SHARP Research Area Three**

**10:45-11:30am Morning Networking & Coffee Break****11:30am-12:15pm Keynote Presentation “Digital Medicine in the Era of Healthcare Reform”**

Dr. Middleton will describe current research and development efforts surrounding clinical decision support, knowledge sharing, and practice transformation using health IT. Lessons learned will be drawn from Partners Healthcare and the clinical informatics literature. Blackford Middleton is Corporate Director of Clinical Informatics Research & Development (CIRD) at Partners Healthcare System, Boston, and Assistant Professor of Medicine at Brigham and Women’s Hospital, Harvard Medical School, and a Lecturer in Health Policy and Management at the Harvard School of Public Health. He is adjunct faculty at the Technische Universität München, Graduate School of Information Science in Health, Munich, Germany, and in the Division of Biomedical Informatics, University of California San Diego. As Corporate Director for CIRD, he leads the groups responsible for developing Partners enterprise clinical informatics strategy, software product design for the Partners EMR and patient portal, quality data management, enterprise clinical decision support and knowledge management services, nursing informatics tools, and conducts clinical informatics research. In 2004 CIRD joined the NLM sponsored Boston-area Informatics Research and Training Fellowship Program, where Dr. Middleton serves as Fellowship Program Director for CIRD Fellows. He has over 300 publications and invited national and international presentations on electronic and personal health records, clinical decision support, and related policy and technical issues.

**Blackford Middleton, MD, MPH, MSc, FACP, FACMI, FHIMSS**  
Corporate Director, Clinical Informatics &  
Research Development  
**Partners Healthcare System**

**12:15-2:00pm Power Lunch and Keynote 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 – 2:00pm “Analytics in Healthcare: Leveraging Data for Organization Wide Improvements”**

The session will discuss how advanced health IT in the hands of clinicians, care teams, and patients can dramatically improve outcomes across all fronts, from effectively delivering coordinated care to empowering members to take an active role in their health. It will also provide a vision for the next generation of health IT that will allow care teams to bring evidence-based care to every aspect of the patient’s life, across the care continuum.

**Hal Wolf**  
SVP & COO  
**Kaiser Permanente**

## 2:00-3:00pm Panel **“Patient Management Without Walls”**

The transition towards adoption and implementation of health IT systems and a more patient-centric healthcare delivery model will require a move away from an acute delivery platform to one that will focus more on managing the patient for life. This is a move towards healthcare 'without walls', where a connected healthcare delivery system will be supported by greater use of patient-controlled data, the leveraging of technology to provide care in non-traditional settings, and empowered patient and physician communities.

Increasing use of applications like remote patient monitoring, telehealth, mHealth and other hi-tech healthcare delivery platforms will be instrumental in reducing costs and empowering patients to take a more active role in their own healthcare.

This session will discuss:

- Models for implementation of new technology and devices in healthcare delivery
- Strategies for ensuring return on investment
- Supporting a mobile healthcare workforce
- Integrating new technologies into existing IT infrastructure

Moderator: **Greg Caressi**, SVP, Healthcare & Life Sciences, **Frost & Sullivan**

**Yan Chow, MD, MBA**, Director, Innovation and Advanced Technology, **Kaiser Permanente**

**Michael Blum, MD**, Chief Medical Information Officer, **UCSF Medical Center**

**Christine Martin, MBA**, Executive Director, **California Telemedicine & eHealth Center**

**Paula Skokowski**, VP, Products & Marketing, **Accellion**

**Ed Lowell**, Director of Technology Infrastructure, **Lucile Packard Children's Hospital**

## 3:00pm **Closing Remarks**

# iHT<sup>2</sup> Health IT Summit in *San Francisco*

## What is the iHT<sup>2</sup> Health IT Summit in *San Francisco*?

The iHT<sup>2</sup> Health IT Summit in *San Francisco* 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 iHT<sup>2</sup> 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 iHT<sup>2</sup> Health IT Summit in *San Francisco* take place?

March 27-28, 2012 San Francisco, CA



Marc Probst  
CIO  
Intermountain Healthcare

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

# SPECIAL THANKS TO OUR ADVISORY COMMITTEE



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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)



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



John Wade  
President  
JCWade & Associates  
Former HIMSS Chairman

# 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 iHT<sup>2</sup> Health IT Summit in *San Francisco*?

- 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 San Francisco, CA.
- A conference experience that will allow you to **recharge your batteries**, and also **see a valuable return on your investment**.



## Registration Fees:

**Standard Registration fee includes conference, refreshments, full access to keynotes, case study's and panels, networkng 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:**

**Matthew Raynor**  
**Senior Marketing Manager**  
**561-748-6281**  
**[matt@ihealthtran.com](mailto:matt@ihealthtran.com)**

**iHT<sup>2</sup>**  
**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.



iHT<sup>2</sup> Health IT Summit in Atlanta  
April 24-25, 2012  
Atlanta, GA



iHT<sup>2</sup> Health IT Summit in Fort Lauderdale  
June 12-13, 2012  
Fort Lauderdale, FL



iHT<sup>2</sup> Health IT Summit in Denver  
July 24-25, 2012  
Denver, CO



iHT<sup>2</sup> Health IT Summit in Seattle  
August 22-23, 2012  
Seattle, WA



iHT<sup>2</sup> Health IT Summit in New York City  
September 19-20, 2012  
New York City, NY



iHT<sup>2</sup> Health IT Summit in Beverly Hills  
November 7-8, 2012  
Beverly Hills, CA



iHT<sup>2</sup> 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.*

**iHT<sup>2</sup>**

**Institute for Health  
Technology Transformation**

The Institute for Health Technology Transformation  
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