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## "Electronic Prescribing of Controlled Substances (EPCS) Leadership Symposium"

### Featured Speakers:



Mary Rubino  
Senior Editor  
Health Affairs



Michael Dinneen, MD  
Director, Office of Strategy Management  
Military Health System



Tom Sullivan  
Chief Strategic Officer  
DrFirst

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### Conference Agenda

[Tuesday, April 17, 2012](#) [Wednesday, April 18, 2012](#)

#### Tuesday, April 17, 2012

2:30 pm Registration Opens

3:30 pm Welcome & Opening Remarks

3:45-4:45pm Keynote Panel Discussion "Future Outlook for e-Prescribing: Planning for Road Blocks & Leveraging Opportunities"

One of the few certainties in the health IT landscape is that it is in constant flux. Never before have we seen so many opportunities for innovation and change in health care, largely driven by the integration and application of electronic personal health information. As is commonly the case when undergoing a dynamic industry shift, there are benefits and costs to quality and efficiency in the work environment.

e-Prescribing (eRX) is an instance with enormous potential for improvements in both quality and efficiency of health care delivery. It also has a potential for error as more advanced systems like, electronic prescribing of controlled substances (EPCS), come online. With that in mind, this session will seek out and anticipate future challenges and opportunities in the regulatory and clinical environments.

Topics addressed include:

- Anticipating policy rules
- Integrating auditing framework & coordinating with pharmacies
- Navigating differing states' legal policies
- Strategies for wider adoption & implementation

Moderator: [Mary Rubino](#), Senior Editor, Health Affairs

4:45-5:00pm 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

Conference Brochure



[Click Here to Download the Conference Agenda](#)

Featured Interview of the Week

Coming Soon

determine the top challenges facing the HIT industry. The top 5 challenges will be announced this morning before the opening keynote!

5:00-5:15pm Break

5:15-6:00pm Opening Keynote Presentation "The 5-Year Plan: A National Policy Discussion"

Farzad Mostashari, MD, ScM  
National Coordinator for Health IT  
Health & Human Services  
(invited)

6:00 - 7:00pm Opening Reception

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

[Tuesday, April 17, 2012](#) [Wednesday, April 18, 2012](#)

### Wednesday, April 18, 2012

8:30am Opening Remarks

8:45 - 9:45am Panel Session "Implementation Strategies: Expanding eRX with New Technology in the Clinical Environment"

E-prescribing has been shown to create a safer, more secure and accurate prescribing process for patients while allowing for drastic savings and improvements in practice efficiency. While this technology is a 'game-changer' in the clinical environment, it is not exactly a turn-key solution. For a successful integration into the physicians' workflow, providers must have a plan for implementation and achieve buy-in from the care team.

Topics include:

- Technology considerations for integration with EHRs
- Strategies for stakeholder buy-in
- Ensuring patient privacy
- Qualifying for ARRA & MIPPA incentives

Moderator: [Mary Rubino](#), Senior Editor, Health Affairs

[Michael Dinneen, MD](#), Director, Office of Strategy Management, Military Health System

[Kenneth Gebhart](#), Computer Scientist, e-Prescribing, National Institute of Standards and Technology

[Tom Sullivan](#), Chief Strategic Officer, DrFirst

9:50 - 10:35pm Keynote Presentation "Clinical Innovation & Leveraging Technology in Care Delivery"

John Halamka, MD  
Chief Information Officer  
Beth Israel Deaconess Medical Center  
(invited)

10:35 - 11:20am Morning Networking Break

11:20-11:45am DrFirst Technology Demonstrations

11:45-12:30pm Focus Groups

Focus Groups are small targeted sessions intended for members who want a deeper discussion on a specific topic and who want to identify like-minded partners within that topic area. These are guided work groups designed to share challenges, best practices and recommendations in each field.

Track 1 - Policy

Track 2 - Practical

Regulatory Issues  
State Legal dynamics  
Fraud & Prosecution

Technology Considerations  
Expanding Beyond eRX  
Pharmacy Integration

12:30 - 1:45pm Break for Lunch

Be sure to join us for this hosted lunch and refuel for the afternoon sessions. Seating is open so take the opportunity to make new connections or reconnect with long time colleagues!

:1:45 – 2:45pm

Panel Discussion "Health Care Privacy & Security: Risk Management, Fraud Prevention & Patient Protection"

Panel Discussion "EPCS Auditing Framework: What It Means to Your Organization"

As health IT, and e-prescribing, becomes ubiquitous in the American health care system, a significant challenge presents itself in the form of developing security and risk mitigation technologies and policies. Building and maintaining the public trust in our ability to properly secure and use their personal health information is a key challenge for health IT adoption.

The EPCS auditing framework is essential, not just for health care providers, but to the health care industry. There are critical issues and changes taking place that will affect physicians' ability to provide efficient and quality care.

This session will feature a panel of industry experts to address issues ranging from policy to action, including:

- Process integrity
- Meeting DEA requirements
- Third party application certification

While it is critical to develop trust in order to have successful adoption of HIT, the provider community must also be wary to protect their own interests and prevent fraudulent use of these technologies. Maintaining this trust and managing risk on a long term basis will require a sustained focus and proactive stance on supporting the electronic exchange and use of health information in a secure, private manner.

This session will discuss:

- Technologies and best practices that enhance the protection of health information
- Challenges in securing electronic health information
- Preventing fraud in the eRX network
- Considerations for HIPAA compliance and Meaningful Use

[Keir Breitenfeld](#), Senior Director, Decision Analytics – Americas, Experian Fraud & Identity Solutions

2:50-3:30pm

Case Study

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.

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3:30 – 4:00pm

Afternoon Networking Break

Take this opportunity to mingle with your peers in an intimate setting to build relationships and establish future partnerships. Make sure to stop by the vendor booths to learn which solutions can provide better care and service in 2012 and beyond.

4:00 - 5:00pm

Presentation "The Road to EPCS: Regulatory Challenges & Implementation Strategies"

Health care is an interconnected environment between physician practices, IPAs, hospitals, health plans, pharmacies, and others and health systems can now assist physicians in adopting health IT, including e-prescribing, to meet meaningful use requirements, and enhance patient safety and quality-of-care. With all these support mechanisms in place, integration of eRX and EPCS is still a process to be implemented with care and calculation.

This discussion will highlight the challenges of EPCS implementation and share best practices, strategies and resources to make the process a seamless integration into your

current EHR systems.

Grant Carrow  
Director, Drug Control Program  
Massachusetts Department of  
Public Health

<p>Symposium Links</p> <ul style="list-style-type: none"><li>About</li><li>Sponsors</li><li>Agenda</li><li>Venue</li><li>Faculty</li><li>Who's Coming</li><li>Register Now</li></ul>	<p>Valued Partners</p> <ul style="list-style-type: none"><li>DrFirst</li></ul>	<p>Industry News</p> <ul style="list-style-type: none"><li>Healthcare IT News</li><li>mobihealthnews</li><li>CMIO</li><li>Health Management Technology</li><li>FierceHealthIT</li><li>eHealth SmartBrief</li></ul>	<p>DrFirst Links</p> <ul style="list-style-type: none"><li>Home</li><li>Company Info</li><li>Resources</li><li>Products</li><li>Why DrFirst</li><li>Blog</li></ul>
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