



The Center for Business Innovation

Presents

The Fifth Annual

Healthcare Unbound

A Conference & Exhibition on the
Convergence of Consumer & Healthcare Technologies

Special Focus on Remote Monitoring, Home Telehealth, & eHealth
for Managing Diseases and Promoting Wellness

FEATURING
AN AGING SERVICES
EDUCATIONAL TRACK

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July 7-8, 2008

San Francisco Marriott

San Francisco, CA

Keynote Speakers:

Gordon K. Norman, MD, MBA, Executive Vice President, Chief Science Officer, Alere Medical, Inc. & Chair-Elect, DMAA: The Care Continuum Alliance

Vince Kuraitis, JD, MBA, Principal, Better Health Technologies, LLC

Eric Dishman, National Chair, Center for Aging Services Technologies (CAST), Intel Fellow, Digital Health Group & General Manager and Global Director, Product Research & Innovation Group, Intel Corporation

David L. Whitlinger, President & Board Chairman, Continua Health Alliance & Director, Healthcare Device Standards, Intel Corporation

Michael J. Barrett, Managing Partner, Critical Mass Consulting

Liz Boehm, Principal Analyst, Customer Experience for Healthcare and Life Sciences, Forrester Research

Jerry Lin, Product Manager, Google

Larry Leisure, President, North America, iMetrikus, Inc.

David Cerino, General Manager, Consumer Engineering, Health Solutions Group, Microsoft

Donald Jones, Vice President Business Development, QUALCOMM

David C. Kibbe, MD, MBA, Principal, The Kibbe Group LLC & Senior Advisor, Center for Health Information Technology, American Academy of Family Physicians

Anand K. Iyer, PhD, MBA, President & Chief Operating Officer, WellDoc Communications, Inc., President and Founder, In-Building Wireless Alliance

SUPPORTING ORGANIZATIONS



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ABOUT THE HEALTHCARE UNBOUND CONFERENCE & EXHIBITION

Innovative technologies are driving opportunities to serve consumers in new ways and in new settings. Forrester Research coined the term “Healthcare Unbound” to encompass the trends toward technology-aided self-care, mobile care and home care. More specifically, Forrester describes “Healthcare Unbound” as “technology in, on and around the body that frees care from formal institutions.”

The program will focus primarily on the use of remote monitoring / home telehealth / eHealth / pervasive computing technologies for managing diseases and promoting wellness. This year’s program will again feature an Aging Services educational track developed in conjunction with the American Association of Homes and Services for the Aging (AAHSA) and the Center for Aging Services Technologies (CAST).

Our Fourth Annual Healthcare Unbound Conference & Exhibition attracted 400 high-level attendees. The conference has become a great networking event, attracting high-level executives, IT staff and clinicians from across the U.S. and abroad. We expect an even larger turnout at this year’s event. **In addition to in-depth coverage of technology-enabled disease management and wellness promotion, including leading-edge case studies, this year’s program will delve into legal/regulatory and reimbursement issues, payer perspectives on Healthcare Unbound, the emerging role of wireless technologies, personal health information networks, technology-enabled self-management, the medical home model and its technology implications and the potential of Health 2.0 applications. This year, we have added a new post-conference workshop on creating integrated, successful solutions for consumers; the workshop is for manufacturers, service providers and channel partners from both the consumer technology and healthcare markets.**

In addition to dramatically changing traditional health care delivery, “Healthcare Unbound” attracts a range of companies that previously have not been deeply involved in healthcare – including consumer electronics, telecom and information technology companies.

- **Consumer Technologies**

- Digital Homes
- Personal communications devices – PDAs, cell phones, etc.
- Broadband – cable, DSL, satellite
- Digital cameras, video
- Wireless

- **Healthcare Technologies**

- Remote Patient Monitoring
- Personal Health Records/Electronic Medical Records
- ePrescribing
- eDisease Management
- eClinical Trials
- Telehealth/Telemedicine
- Alerts and reminders
- Wearable Computing
- Traditional Medical Devices (becoming smaller, Internet-enabled, implantable)
- Call Centers and Customer Relationship Management Technologies
- Internet/Web Technologies – interactive web sites, doctor/patient email and virtual physician visits

ABOUT THE CONFERENCE ORGANIZER

The Center for Business Innovation (TCBI) organizes conferences and exhibitions for the U.S. and international markets. TCBI is an independent company, and is not part of any consulting firm, investment bank, information technology firm or any other corporate entity. The company is well-positioned to provide objective, balanced information and analysis on a wide range of topics.

TCBI currently focuses on organizing programs that offer detailed and practical instruction on clinical, technological, financial, strategic and regulatory aspects of healthcare. These programs are carefully designed to meet the information needs of executives, clinicians and scientists from hospitals, managed care organizations, physician groups, long-term care facilities, postacute care providers, pharmaceutical/biotechnology companies, medical device companies, information technology vendors and other players in the rapidly evolving healthcare industry. For additional information, please visit www.tcbi.org.

WHO SHOULD ATTEND

No other event brings together the diversity of perspectives that the Healthcare Unbound Conference & Exhibition does, providing unmatched networking opportunities with the “who’s who” of this emerging field. The target audience includes:

- *Health Plans (including Consumer-Driven Health Plans) and Employers*
- *Healthcare Providers, including: hospitals, integrated delivery networks, medical groups, home care agencies, assisted living facilities, retirement communities, long-term care facilities, hospices, disease management companies, call centers, public health/preventive medicine companies and weight management companies*
- *Pharmaceutical, Biotechnology, Medical Device and Diagnostics Companies as well as Contract Research Organizations (CROs)*
- *Healthcare Information Technology Companies, including: telemedicine, remote patient monitoring and ehealth companies*
- *Consumer Technology Companies, including: consumer electronics, telecom, wireless, information and communication technology companies as well as their partners and suppliers*
- *Home Builders*
- *Security Analysts, Investment Bankers, Venture Capitalists, Angel Investors and Consultants*
- *Government Officials*

HEALTHCARE UNBOUND ADVISORY BOARD

Vince Kuraitis, JD, MBA, Principal, Better Health Technologies, LLC

Majd Alwan, PhD, Director, Center for Aging Services Technologies (CAST)

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Liz Boehm, Principal Analyst, Customer Experience for Healthcare and Life Sciences, Forrester Research

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Jay Srini, MS, MBA, FHIMSS, Chief Innovation Officer, The University of Pittsburgh Medical Center (UPMC) Insurance Services Division

Mitch Work, FHIMSS, President & CEO, The Work Group

The Center for Business Innovation would like to thank Vince Kuraitis of Better Health Technologies for his extraordinary contributions to the Healthcare Unbound Conference

SPONSORSHIP / EXHIBITION OPPORTUNITIES

Sponsorship / exhibition is an effective way to promote your products and services to key decision-makers at healthcare provider and payer organizations as well as technology vendors. Benefits of sponsorship include space to exhibit at the Conference, passes for staff and clients / potential clients, an advance listing of attendees and exposure on the Conference website. For additional information, please contact TCBI: Tel: (310) 265-2570, Email: info@tcbi.org

THE HEALTHCARE UNBOUND AGENDA

DAY ONE: MONDAY, JULY 7, 2008

Please visit www.tcbi.org for agenda updates.

7:00 **REGISTRATION / SPONSOR / EXHIBITOR SHOWCASE**

CONTINENTAL BREAKFAST Sponsored By: 

8:00 **CHAIRPERSONS' OPENING REMARKS**

Vince Kuraitis, JD, MBA, Principal, BETTER HEALTH TECHNOLOGIES
Teri Louden, President, THE LOUDEN NETWORK, INC.

8:30 **KEYNOTE ADDRESS: THE PERSONAL HEALTH INFORMATION NETWORK: OPPORTUNITIES AND IMPLICATIONS FOR HEALTHCARE UNBOUND**

Recently, major global information and communication companies have announced their intention to bring their technologies and business models to health care. While the creation of Google Health, Microsoft HealthVault, and Dossia (sponsors include Intel, Wal-Mart, AT&T) are important news items by themselves, what's more important is what they represent collectively — a new Personal Health Information Network (PHIN).

The presentation will address questions such as:

- What are these global companies doing in this market space?
- What is the emerging PHIN and why should you care?
- What are likely killer applications (e.g., chronic care, personal health records, primary care, retail clinics) that could be advanced by the PHIN?
- Why is the PHIN potentially disruptive to many business models?
- What are opportunities and threats to Healthcare Unbound companies and other stakeholders — hospitals, physicians, health plans, HIT vendors, others?

Vince Kuraitis JD, MBA is Principal and founder of Better Health Technologies, LLC (www.bhtinfo.com) and author of the e-CareManagement blog. BHT consults to companies in developing strategy, partnerships and business models for chronic disease management and eHealth applications delivered in homes, workplaces, and communities. BHT's clients are both established organizations and early-stage companies, including: Intel Digital Health Group, Philips Electronics, Amedisys, Joslin Diabetes Center, Samsung Electronics, Siemens Medical Solutions, Medtronic, Disease Management Association of America, and many others. Vince brings 24 years health care experience in multiple roles: President, VP Corporate Development, VP operations, management consultant, and marketing executive. His consulting and work projects span 100+ different health care organizations, including hospitals, physician groups, medical devices, pharma, health plans, disease management, e-Health, IT, and others.

Dr. Kibbe is known as an innovator and independent mind in the field of health information technology in the United States. A respected technologist and co-developer of the ASTM Continuity of Care Record, CCR, standard that utilizes XML, he is also a clinician who practiced medicine in private and academic settings for more than 15 years, while also teaching informatics at the School of Public Health, University of North Carolina at Chapel Hill, and founding two health software companies. In 2005 he was voted one of the 50 Most Powerful Physician Executives in Healthcare by readers of the magazine Modern Physician. From 2002 until 2006, Dr. Kibbe was the founding Director of the Center for Health Information Technology for the American Academy of Family Physicians (AAFP), the membership organization that represents over 95,000 U.S. family doctors. The Center is now the locus of the AAFP's technical expertise, advocacy, research and member services associated with HIT, and a leading national resource on information and communications technology for physicians. During Dr. Kibbe's tenure as Director of the Center for HIT, AAFP physician member adoption and use of EHRs more than doubled, from 12 per cent to over 35 per cent. He remains affiliated with the AAFP as a Senior Advisor to the Center.

Vince Kuraitis, JD, MBA, Principal, BETTER HEALTH TECHNOLOGIES, LLC

David C. Kibbe, MD, MBA, Principal, THE KIBBE GROUP LLC & Senior Advisor, CENTER FOR HEALTH INFORMATION TECHNOLOGY, AMERICAN ACADEMY OF FAMILY PHYSICIANS

9:00 **KEYNOTE ADDRESS: HEALTHCARE EVERYWHERE - HOW THE NEW CULTURE OF WELLNESS IS OPENING THE DOOR FOR HEALTHCARE UNBOUND**

The past three years have seen a radical transformation in the American healthcare dialog. Politicians are promising access for all. Employers are funding wellness initiatives. Consumers are looking for whole grains and counting their steps. And with baby boomers turning 60, all signs point to healthcare revolution. But are we really there yet? This presentation will explore how emerging healthcare trends like retail, consumerism, and disease and wellness management are creating opportunities – and potential pitfalls for the Healthcare Unbound market.

Liz joined Forrester in 1997 and co-founded Forrester's Healthcare & Life Sciences research practice in 1999. Her research focuses on health plan and life sciences firms' efforts to influence the behavior of various healthcare stakeholders. Liz researches and consults on customer experience, Web site usability, and decision support for members, employers, providers, and brokers. She has worked with leading national and regional health plans to drive administrative efficiency and loyalty-producing customer experience. Liz also leads Forrester's research on healthcare unbound — technologies in, on, and around the body that free care from formal institutions. This burgeoning technology field includes sensor technology, wearable computing, and home-based health monitoring solutions.

**Liz Boehm, Principal Analyst, Customer Experience for Healthcare and Life Sciences,
FORRESTER RESEARCH**

9:30 **KEYNOTE ADDRESS: A BEHAVIORIAL ECONOMIST, A ROBOTICIST, AND A HEALTHCARE UNBOUND
ADVOCATE WALK INTO A BAR: MEANINGS FOR THE REST OF US**

This spring saw the publication of not one but two popular explorations of behavioral economics, the systematic examination of “economics (read human behavior) without the rationality assumption.” The research findings detailed in *Predictably Irrational*, by MIT economist Dan Ariely, and *Nudge*, by U. of Chicago economists Richard Thaler and Cass Sunstein, have huge implications for patient self-management and patient compliance, core objectives of Healthcare Unbound technologies. For the past two years, Mike Barrett, originator of the term Healthcare Unbound, has used his keynote time at this conference to tap behavioral economics for insights into the design and deployment of such technologies. This year he scores Ariely, Thaler and Sunstein on their handling of behavior change in healthcare and, to round out his survey of fresh perspectives, brings in the patient self-management approaches brewing in another emerging sector, robotics.

Mike is a graduate of Harvard College magna cum laude and Northeastern University School of Law. An attorney, he served four elected terms in the Massachusetts State Senate from Cambridge, chairing the Committee on Health Care. Mike left office in 1995 to serve as CEO and General Counsel to the Visiting Nurse Association of New England, a group of Medicare-certified home health agencies organized to negotiate with health plans as a provider network. Three years later, he assumed the same positions for a group of eye and ear surgeons intent on forming an IPA. Mike departed both groups in 1999 to become the senior analyst on Forrester Research's healthcare IT team. There he originated the company's Healthcare Unbound reports, concerned with technologies that enable patients to manage their chronic conditions outside the bounds of formal institutions. In 2003 Mike established Critical Mass Consulting, his own firm, motivated by an overriding goal – to raise the bar for strategic and market analysis at the crossroads of healthcare and information technology.

Michael J. Barrett, Managing Partner, CRITICAL MASS CONSULTING

10:00 **SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS** Sponsored By: 

10:30 **KEYNOTE ADDRESS: HOW CAN HEALTHCARE UNBOUND AVOID THE DM “ROI TRAP”?**

Innovations for “unbinding” healthcare from traditional venues, modes, and methods appear almost daily. Remote patient monitoring, in various forms, is widely accepted today in the Disease Management industry, while emerging technologies and services are seeking a suitable niche in the expanding business of population health improvement. Many of these modalities offer the potential for improved health, convenience, quality of life, clinical outcomes, and financial impact. In trying to demonstrate the business case for these HU products and services, there are lessons to be gained from the experience of the DM industry over the past 15 years. Featuring cost savings as one of several benefits for HU technologies may condition buyers of such services to devalue all other benefits. While providing more cost-effective health care is a critical national priority, evaluating health innovations solely on a short-term ROI basis will do the HU movement, and society at large, a tragic disservice. The goal for Healthcare Unbound, as for the DM industry as a whole, should be to provide more momentum to our societal efforts to achieve population health improvement in a cost-effective manner. Avoiding the “DM ROI Trap” starts with an awareness of this challenge for Disease Management, and applying the lessons to Healthcare Unbound.

Dr. Norman serves as Chief Science Officer for Alere and is responsible for clinical programs, informatics, government affairs, and industry liaison. Before 2005, he was executive director of PacifiCare's dedicated disease management unit, providing DM programs for the company's health plans and Medicare Demonstration programs. In 2004, Dr. Norman joined DMAA's Board of Directors and was named among the Top 25 Most Influential People in the field of Disease Management by Managed Healthcare Executive. Earlier Dr. Norman served as PacifiCare's VP, Health Care Quality, accountable for health and disease management, quality improvement, and medical informatics. He completed the MBA program at Stanford, where he previously earned degrees in Psychology and Medicine, and received his family medicine training in Maine and New York.

**Gordon K. Norman, MD, MBA, Executive Vice President, Chief Science Officer, ALERE MEDICAL, INC. &
Chair-Elect, DMAA: THE CARE CONTINUUM ALLIANCE**

11:00 **KEYNOTE ADDRESS: FROM MAINFRAME TO PERSONAL HEALTHCARE: A PROGRESS REPORT ON
ADDRESSING TECHNOLOGY, POLICY, AND CULTURAL CHALLENGES**

We desperately need an extreme makeover of today's healthcare paradigm. Under this paradigm, people wait until they are very sick, travel to expensive hospitals, undergo sophisticated treatments—and repeat as necessary. This reactive approach to healthcare already is unavailable or unaffordable to many, and it cannot scale to meet the needs of the looming global age wave. Many of us are striving to move away from this “mainframe” healthcare paradigm toward a more personal model that treats the home as a primary locus of care, and which focuses on prevention, earlier detection, behavior change, and caregiver education/empowerment. So how are we doing? Focusing on Intel's

nine-year journey to explore personal health innovation, and the efforts of CAST to transform long-term care, I will discuss our discoveries, successes, and failures. And I'll explore the grand challenge that remains: to transform the innovations we've developed along the way from "toys" into everyday tools that will change how we deliver care.

Eric Dishman is an Intel Fellow, Digital Health Group and general manager and global director of Product Research and Innovation. He is responsible for driving Intel's worldwide research, new product innovation and usability engineering activities in the healthcare area. Dishman joined Intel in 1999 as a senior researcher, and has been involved in a variety of research and management roles related to Intel's consumer and healthcare businesses. Trained as a social scientist, he has been involved with bringing an ethnographic approach to Intel's research and product development efforts. Dishman is co-founder and serves as international chair for the Center for Aging Services, is co-director of the Technology Research for Independent Living and helped found the Everyday Technologies for Alzheimer's Care program with the Alzheimer's Association.

Eric Dishman, National Chair, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST), Intel Fellow, Digital Health Group & General Manager and Global Director, Product Research & Innovation Group, INTEL CORPORATION

11:45 **KEYNOTE ADDRESS: THE INTERNET OF BODIES**

Mr. Jones will address the emerging applications which place bodies and organs as nodes on the Net, and the wealth of opportunities contemplated in a physiologically interconnected world. He will also explore the emerging technologies that will make these applications and opportunities feasible.

Donald Jones serves as Vice President of Business Development for QUALCOMM Incorporated. In this role, he is responsible for leading QUALCOMM's efforts to incorporate wireless technologies into the healthcare vertical market. Prior to joining QUALCOMM, Mr. Jones spent 22 years developing and growing healthcare enterprises. He served as chief operating officer of MedTrans, which later became American Medical Response, the world's largest emergency medical services provider. Mr. Jones also served as founder and chairman of EMME, Mexico's largest subscriber based health service, and as senior vice president of marketing for HealthCap, the second largest provider of women's healthcare in the United States at the time. Mr. Jones holds degrees in biology and bio-engineering from the University of California, San Diego, a Juris Doctorate from the University of San Diego, and an MBA from the University of California, Irvine.

Donald Jones, Vice President Business Development, QUALCOMM

12:15 **SPONSOR / EXHIBITOR SHOWCASE & LUNCHEON**

1:15 **KEYNOTE ADDRESS: PERSONAL HEALTH TECHNOLOGIES - GOOGLE HEALTH OVERVIEW**

Jerry Lin, Product Manager, Google will discuss the Google Health offering, a completely user-driven and portable personal health platform with which users can collect, store, manage and share their health information. Mr. Lin will focus on the three main principles that drive the Google model: 1. user control; 2. access and portability; and 3. privacy and security. He will also discuss the Google Health platform model by which third party companies can integrate with Google Health using Google's public APIs and offer customized and personalized services to users who sign up to use them (e.g., services like diabetes disease management, or blood pressure devices, or a virtual pill tracker).

Jerry currently works as a Product Manager at Google on the health team. Prior to joining Google, Jerry worked as an intern at Athena Health, a practice management software company that sells solutions to doctors and large medical groups. Prior to business school, Jerry worked as a software engineer at Velocity II where he supervised an automation software project that enabled over \$2 million of instrument sales in six countries. Prior to his role at Velocity II, he worked as a Product Developer RosettaMed, a start up focused on streamlined patient and clinic communications. Jerry holds an MBA from the Wharton School of Business, University of Pennsylvania where he specialized in healthcare management and technology systems. He also holds an MS in electrical engineering from Stanford University.

Jerry Lin, Product Manager, GOOGLE

1:45 **KEYNOTE ADDRESS: CONTINUA HEALTH ALLIANCE: THE NEXT GENERATION OF PERSONAL TELEHEALTH IS HERE!**

In 2008, after nearly two years of hard work from over 140 companies and 1100 dedicated members worldwide, the Continua Health Alliance is delivering the Continua Version One Guidelines to enable a whole new generation of personal telehealth devices and services. Come learn how companies and individuals from around the world are working together within Continua to knock down marketplace barriers and open up a rich personal telehealth market where many diverse vendors can combine their products into new value propositions with significant health benefits for people worldwide. From the generally healthy individuals who wish to track their fitness or diet, to the chronic disease patients whose lives are dramatically improved through embedded life monitoring, there are people who will benefit from this new marketplace of interoperable devices and services that help them to live healthier lives.

David Whitlinger serves as the director of Healthcare Device Standards for the Intel Corporation in its Digital Health Group. Mr. Whitlinger is responsible for Intel's healthcare device interoperability strategies and the standards development to support those strategies. He is currently leading a large, cross-industry consortium, the Continua Health Alliance, focused on the establishment of an eco-system of interoperable, personal telehealth systems. Mr. Whitlinger has been with Intel since 1993 and prior to establishing the Healthcare Device Standards Group, he worked on a wide variety of wireless standards and served on the Bluetooth SIG Board of Directors for several years. Mr.

Whitlinger is the author of five research journal articles, four of which focused on breast cancer DNA analysis
David L. Whitlinger, President & Board Chairman, CONTINUA HEALTH ALLIANCE & Director, Healthcare Device Standards, INTEL CORPORATION

2:15 **KEYNOTE ADDRESS: EMERGING TECHNOLOGIES HELP CONSUMERS ENJOY HIGHER HEALTHCARE STANDARDS**

As the paradigm shifts to put consumers at the center of the healthcare system, there will be increased interest in and discussion around the demands that this shift places on industry stakeholders and the emerging technology solutions that will help people better manage the information they need to enjoy a higher standard of health.

As general manager for Microsoft's Healthcare Solutions Group, David Cerino is responsible for the ongoing evolution of the HealthVault platform, creating a simple, secure experience for people to gather, manage and share their personal health information. In this capacity, David oversees cross-group collaboration between business and technical teams for the Microsoft® HealthVault™ suite of products, including the efforts of consumer engineering, product management and marketing, and service strategies. The role allows David to draw upon his broad strategic and operational knowledge in developing software and driving marketing strategy for consumer credit cards, small business and a variety of other markets. Most recently, David served as chief marketing and product officer at Farelogix, where he led development and execution of global marketing and product strategy for the company's travel-industry technology. Prior to that, David served as vice president and general manager at Orbitz and led the corporate travel unit, "Orbitz for Business." He has also held executive marketing positions at First USA Bank, the largest issuer of Visa credit cards, and DigitalWork.

David Cerino, General Manager, Consumer Engineering, Health Solutions Group, MICROSOFT

2:45 **KEYNOTE ADDRESS: DISRUPTIVE HEALTHCARE INNOVATION - CHANGING THE RULES OF DIABETES MANAGEMENT BY MARRYING WIRELESS AND CLINICAL INNOVATION IN THE HEALTHCARE ECOSYSTEM**

With a global, diagnosed base of nearly 250M people and one that is expected to double in only 10-15 years, diabetes remains an epidemic of grand proportions. Its effects are painfully felt in two areas: health outcomes and economic burden. The vast majority of diabetes-driven health complications, such as congestive heart failure, stroke, retinopathy, blindness and amputations, can be avoidable with timely and well-disciplined control of three factors: blood glucose, lipids and blood pressure. However, the poor control of these three metabolic markers has largely contributed to the \$174B annual problem that diabetes has become in the US. The numbers on the global stage are worse. And, the current trajectories of increasing obesity, fewer trained caregivers and inability for patients and clinicians to jointly manage the complexities of this disease paint a grim picture with no relief in sight. A new model and approach will be presented that capitalizes on the convergence of three innovation levers: clinical innovation, wireless solutions and public-private collaboration. Dr. Iyer will present the impetus for and results from this innovative solution platform.

Dr. Iyer came to WellDoc Communications from a celebrated career at PRTM Management Consultants, where for the past 14 years, he led the firm's Wireless Solutions Practice. He was recently listed as one of the top-35 global leaders in wireless technologies, and will offer unique insights into how new wireless technologies will continue to provide a fertile ground for clinicians and health care providers to "change the rules" of how diabetes and other chronic diseases can be managed.

Anand K. Iyer, PhD, MBA, President & Chief Operating Officer, WELLDIC COMMUNICATIONS, INC., President and Founder, IN-BUILDING WIRELESS ALLIANCE

3:15 **KEYNOTE ADDRESS: HOW HEALTH PLANS LEVERAGING ACTIVE BIOMETRICS CAN DRIVE MEMBER AND PROVIDER ENGAGEMENT TO HELP IMPROVE HEALTH OUTCOMES AND LOWER COSTS**

Today, a systemic weakness in the healthcare market is that stakeholders (payers/employers, providers, and members) do not have access to objective, actionable information to prioritize outreach or guide treatment decisions. Care management staffs typically have access only to self-reported clinical measures (and that for only a small part of the population) and to claims data which does not allow them to focus their limited resources in the right place at the right time. Members and physicians rely on face-to-face sharing of information, which is not optimal for either party. The information members share may not always be objective, comprehensive, or up-to-date. Larry Leisure of iMetrikus will share his experience of low-cost health monitoring in a Distributed Care Management model. He will illustrate how biometric health monitoring technology enables an activity based plan design to drive behavior. Sustained member and population engagement can result in the adoption of certain activities to help prevent a health crisis before it occurs. In turn, fewer adverse events translate into lower costs.

Mr. Leisure has several decades of experience in senior consulting and management roles in the global healthcare industry. Mr. Leisure has worked with many of the nation's largest employers, insurers, health plans and pharmacy benefits management firms. He most recently served as Senior Vice President, Sales and Account Management for Kaiser Foundation Health Plan, Inc., where he was accountable for the leadership and development of world-class sales, account management and distribution capabilities. Prior to joining Kaiser, Leisure held the position of Global Managing Partner, Health Services Industry, at Accenture (formerly Anderson Consulting), where he was the lead partner for Aetna, Cigna, Kaiser, Medco, United Health and Wellpoint, and led the development of 29 Global Business Launch Centers.

Larry Leisure, President, North America, IMETRIKUS, INC.

3:45 **SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS** Sponsored By: 

CONCURRENT SESSIONS: TRACKS A, B & C

Choose Track A , B or C

TRACK A - AGING SERVICES TRACK CO-SPONSORED BY AAHSA & CAST

4:15A **PANEL DISCUSSION: THE STATE OF AGING SERVICES TECHNOLOGIES - BARRIERS, OPPORTUNITIES & NEXT STEPS**

Aging services providers realize that the way they currently provide care and services will need to be redesigned to meet the needs and expectations of “tomorrow’s seniors.” Hear where Aging Services Technologies aimed at the Aging in Place market are today:

- Learn about Aging Services Technologies that aim to keep seniors safe, healthy and socially connected; providers are considering the opportunities that these technologies offer and their value proposition
- Learn from providers and payers about the barriers that are impeding the proliferation of these technologies including gaps in awareness, technical capabilities, consensus on value and business and operating models and hear suggestions from industry and thought leaders to overcome these barriers
- Learn about existing promising business models that have aspects conducive to the adoption of these technologies
- Hear about an innovative approach to integrate these technologies, as well as universal design practices, to overcome some of the barriers and maximize the value

Moderator:

Jeremy Nobel, MD, MPH, Faculty, HARVARD SCHOOL OF PUBLIC HEALTH

Panelists:

Zachary Sikes, Senior Vice President, AMERICAN ASSOCIATION OF HOMES AND SERVICES FOR THE AGING (AAHSA)

Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)

Sheri Peifer, Vice President for Research and Strategic Planning, ESKATON

David Tillman, President/CEO, MOTION PICTURE AND TELEVISION FUND

Hank Osowski, Senior Vice President, Business Development, SCAN HEALTH PLAN

6:00 **DAY ONE CONCLUDES; SPONSOR / EXHIBITOR SHOWCASE & NETWORKING COCKTAIL RECEPTION**

TRACK B

4:15B **PANEL DISCUSSION: WIRELESS TECHNOLOGY - DIRECT CONNECT TO INFLUENCING CONSUMER BEHAVIOR**

As the responsibility for healthcare decisions continues to shift to the consumer, healthcare professionals, family members, and employers are stepping in to help them make better choices and changes to their lifestyle and health. Mobility offers consumers tremendous opportunity to re-envision their care whether they are very ill or the worried well. Topics include:

- Current wireless healthcare technology trends and developments and their impact on consumers
- Wireless healthcare technology pilots designed to deliver key elements of behavior change; guidance, motivation, support and feedback
- How wireless enables care delivery across the acuity spectrum from very ill cardiac patients to well individuals fighting weight concerns
- Challenges in deploying wireless technology in healthcare, and strategies to overcome these challenges
- Emerging business models for wireless companies and critical success factors
- Future vision for wireless technology in healthcare and the role of the consumer

Co-Moderators:

Douglas J. McClure, Corporate Manager, Connected Health Operations, CENTER FOR CONNECTED HEALTH, PARTNERS HEALTHCARE SYSTEM, INC.

Sherri Dorfman, CEO & Customer Ambassador, STEPPING STONE PARTNERS

Panelists:

Aaron Goldmuntz, Director of Business Development, CARDIONET

Richard Adler, Research Affiliate, INSTITUTE FOR THE FUTURE & Author of Health Care Unplugged: The Evolving Role of Wireless Technology (published by the California Healthcare Foundation)

Silviu Chiricescu, Principal Staff Engineer, MOTOROLA LABS

Paul Hedtke, Senior Director, Business Development, QUALCOMM

Vincent M. McNeil, PhD, Product Line Manager for Wireless Connectivity, Medical Business Unit, TEXAS INSTRUMENTS

6:00 **DAY ONE CONCLUDES; SPONSOR/EXHIBITOR SHOWCASE & NETWORKING COCKTAIL RECEPTION**

TRACK C

4:15C **PANEL DISCUSSION: FROM PERSONAL HEALTH RECORD TO CONSUMER HEALTH PRODUCT: BUSINESS MODELS AND MARKET DEVELOPMENTS**

Some very successful companies, entrepreneurs and industry analysts appear to be betting that patient information will not remain tethered to provider and insurer information systems but will increasingly populate self-management tools distributed directly to, and controlled by, employees and consumers. Such players also seem to believe that record-keeping will be but one of many things people will do with the data once they have it. This panel takes an analytic look at the PHR sector's surprising swing towards consumer control (commentators favored provider-centric models until recently), probing critically into questions such as data availability and business models.

Moderator:

Michael J. Barrett, Managing Partner, CRITICAL MASS CONSULTING

Panelists:

Colin Evans, President & CEO, DOSSIA

Jerry Lin, Product Manager, GOOGLE

David Cerino, General Manager, Consumer Engineering, Health Solutions Group, MICROSOFT

5:00C **PANEL DISCUSSION: UNBINDING HEALTH AND WELLNESS: HEALTH 2.0 - CURRENT STATE AND FUTURE DIRECTION**

Social media, online tools, and advanced Internet search technologies are engaging and empowering both consumers and provides in health care. This movement, collectively known as Health 2.0, builds upon the social and interactive experience of Web 2.0 to promote collaboration and reach into the "wisdom of the crowd" for best practices that can be applied to prevention, health promotion, and treatment of disease. And yet, to be really successful, most observers agree that Health 2.0 must offer not only informational alternatives to traditional "hands on" medicine and visits with providers, but needs to both augment and transform the current and often dysfunctional health care system. The panel members, all of whom have impressive track records building products and companies that have launched their industries in new directions, will take on the hard questions about Health 2.0's current status and future paths. Topics include:

- Is there a "killer app" in the landscape of Health 2.0?
- Does Health 2.0 have a sustainable business model, and is it capable of becoming a true disruptive innovation?
- How will doctors, researchers, and patient/consumers combine their data, knowledge, and wisdom in ways that affect whole populations, not just individuals?
- Are the stakeholders in medicine and health care ready to share the responsibility for better and lower cost outcomes, even if this means some providers and health organizations will earn lower revenues from direct patient care?
- How much does context matter: does an ailing US economy increase, decrease, or have little bearing on the success of Health 2.0?
- What are the "next great things" likely to appear within the Health 2.0 community in the coming years?

Moderator:

David C. Kibbe, MD, MBA, Principal, THE KIBBE GROUP LLC & Senior Advisor, CENTER FOR HEALTH INFORMATION TECHNOLOGY, AMERICAN ACADEMY OF FAMILY PHYSICIANS

Panelists:

Adam Bosworth, Founder, President & CEO, KEAS, INC.

Matthew Holt, MATTHEW HOLT CONSULTING

Cris Ross, CIO, MINUTECLINIC

6:00 **DAY ONE CONCLUDES; SPONSOR / EXHIBITOR SHOWCASE & NETWORKING COCKTAIL RECEPTION**

DAY TWO: TUESDAY, JULY 8, 2008

7:30 **SPONSOR / EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST**

8:00 **CHAIRPERSONS' OPENING REMARKS**

Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)

Tim Gee, Connectologist & Principal, MEDICAL CONNECTIVITY CONSULTING

Mitch Work, FHIMSS, President & CEO, THE WORK GROUP

CONCURRENT SESSIONS: TRACKS A, B & C

Choose Track A, B or C

TRACK A - AGING SERVICES TRACK CO-SPONSORED BY AAHSA & CAST

8:15A **PANEL DISCUSSION: TELEHOMECARE AND REMOTE MONITORING: IMPLEMENTATION STRATEGIES**
Remote monitoring, telehomecare and other technologies on the market today allow seniors to age more independently

in a place they call home. Telehomecare programs are increasing in number despite inadequate payer sources. Hear how these programs have creatively evolved, grown and achieved significant quality benchmarks despite market challenges. Also learn how telehomecare programs and other technology offerings have improved the customers' life experience.

- Understand how consumers “buy” health related product and services and translate these insights into practical product offerings that make sense in today’s market
- Learn how providers are developing strategies and frameworks that engage the stakeholders, including physicians and consumers, to use remote monitoring and telehomecare despite reimbursement challenges
- Review new metrics for measuring success, including consumer satisfaction
- Learn about the opportunities these technologies offer, the challenges the providers faced along the way, and how they overcame them

Moderator:

Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)

Panelists:

Bridget Gallagher, MSN, GNP, Senior Vice President, JEWISH HOME LIFECARE

Athena Lu, MHA, Senior Project Manager, JEWISH HOME LIFECARE

Sandra Elliott, Corporate Director of Consumer Technology and Service Development, MERIDIAN HEALTH

Lisa Gaudet, Director, Remote Care Technology and Genetic Service, NORTHEAST HEALTH

10:15 **SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS**

10:30A **PILOTING TOMORROW’S TECHNOLOGIES: CHALLENGES AND OPPORTUNITIES**

Pilot studies of the most promising technologies are needed to advance the vision of providing “healthcare without walls.” Aging services providers, with their unique perspectives, offer unique “living lab” opportunities where potential solutions can be tested.

- Appreciate why technology prototypes and products need to be tested on a large scale to demonstrate their effectiveness and generate opportunities for reimbursement
- Hear from a variety of providers currently engaging in pilot studies and explore their experiences in partnering with technology companies and universities
- Learn what you can do to participate in technology pilot programs

Moderator:

Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)

Panelists:

Dave Baker, Vice President / CIO, DIAKON LUTHERAN SOCIAL MINISTRIES

Kari Olson, Chief Information Officer, FRONT PORCH

Leo Asen, Assistant Vice President Senior Communities, SELFHOLD COMMUNITY SERVICES, INC.

12:00 **PLENARY PANEL DISCUSSION: CONNECTED HEALTH DEVELOPMENTS GLOBALLY**

This plenary session has become a HealthCare Unbound hallmark and tradition. Come join this lively point/counterpoint debate among experts as they share insights into Connected Health innovations globally as they relate to payer and provider adoption, policy development, regulatory impediments, and vendor innovation. Bring your questions. Offer your perspective. Challenge the panelists. This session is traditionally very well attended. Active audience participation and extensive interactive dialogue are the rules of the day. We look forward to seeing you. Our panelists are well prepared and eager to engage with you.

Moderator:

Joseph L. Ternullo, CPA, Esq., Associate Director, CENTER FOR CONNECTED HEALTH, PARTNERS HEALTHCARE SYSTEM, INC.

Panelists:

Deborah Randall, Esq., Partner, Health Law Group, ARENT FOX

Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)

Michael Robkin, Principal Enterprise Architect, Health IT Strategy and Planning, KAISER PERMANENTE

Deepak Ayyagari, PhD, Principal Scientist, SHARP LABORATORIES, INC.

Ellen Badley, Asst Deputy Director, Health Technology, Office of the Director, Department of Managed Health Care, STATE OF CALIFORNIA

1:00 **CONFERENCE CONCLUDES**

Luncheon for Attendees of Optional Post-Conference Workshops

TRACK B

8:15B **INTEROPERABILITY VISION FOR KAISER PERMANENTE**

Kaiser Permanente (KP) is a large integrated health care provider with significant technology investments in the entire health care vertical from remote monitoring devices, through disease management, coordinated care services, specialty clinical applications, all the way to our complete Electronic Health Record (EHR). The presenter will emphasize those areas that utilize or benefit from remote monitoring and telehealth.

Topics include:

- The various views of the business value and clinical value from interoperability for Kaiser Permanente

- The perspective of various clinical areas (Cardiology, Radiology, Dermatology, etc.), technology departments (EHR, IT, Clinical Engineering), and infrastructure and support services (network, storage, facilities)
- The department-specific strategies for acquiring and promoting interoperability within KP and externally

Michael Robkin, Principal Enterprise Architect, Health IT Strategy and Planning, KAISER PERMANENTE
Jing M. Wang, MD, MHA, Enterprise Architect, Care Delivery, KAISER PERMANENTE

8:45B **HOW THE NETWORK EFFECT IMPACTS ADOPTION OF HEALTHCARE UNBOUND TECHNOLOGIES**

Despite the laudable objectives of Healthcare Unbound, real success will be demonstrated by market adoption. While some proponents of Healthcare Unbound mention a network effect and its importance in driving adoption, few market introductions offer tangible ways to achieve a network effect. A network effect increases the value of a product or service to a new adopter according to the number of prior adopters. Many high profile commercial efforts are unlikely to realize a network effect any time soon. Starting with the classic fax machine example of the network effect, this session will define the term within the context of Healthcare Unbound. The importance of the network effect to many business models and market segments within the broader Healthcare Unbound markets will be described. Critical factors that influence the success of achieving the network effect will be presented. This session will close with a framework for evaluating how a business plan addresses the network effect to determine the likelihood success.

Tim Gee, Connectologist & Principal, MEDICAL CONNECTIVITY CONSULTING

9:15B **PANEL DISCUSSION: POTENTIAL COLLABORATION BETWEEN PAYERS, PROVIDERS, AND MANUFACTURERS - OPPORTUNITIES FOR UNBOUND TECHNOLOGIES**

Payers traditionally have been reactive in developing reimbursement policy for new medical technologies. They have been particularly slow to respond when the benefits are longer term. This panel will discuss strategies for describing and defending the value equation of Healthcare Unbound technologies under today's "rules". Since many believe that we are on the cusp of healthcare reform, our panel members will give perspective on possible future rules and rubrics. This session will also provide real world examples of how some visionary payers are investing in healthcare innovation, and how these macro level changes provide opportunities for unbound technologies of the future.

Moderator:

Kuo Tong, President, QUORUM CONSULTING

Panelists:

Andrew Halpert, MD, Senior Medical Director, Network Medical Management, BLUE SHIELD OF CALIFORNIA

Gerald N. Rogan, MD, MEDICARE & HEALTHCARE CONSULTING

Henry Osowski, Senior Vice President, Business Development, SCAN HEALTH PLAN

10:15 **SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS**

10:30B **EXPANDING TELEHEALTH PROGRAMS THROUGH COLLABORATIVE POLICY INITIATIVES**

Home telehealth and remote monitoring are effective and efficient approaches to delivering home care. Home care providers, care givers and consumers are turning to telemedicine to improve patient care, reduce home visit rates and to continuously monitor chronic medical conditions with the goal of reducing costly hospital utilization. The California Telemedicine & eHealth Center, California's federally designated Telehealth Resource Center, has undertaken an innovative and precedent-setting project to develop a reimbursement policy on telemedicine and telehealth that considers a full spectrum of services. Many stakeholders have identified reimbursement and payment issues as a critical aspect of telehealth that must be addressed to have telehealth fully integrated in the health care delivery system. While some inroads have been made, and both government and private payors have included provisions for certain telehealth payment, additional development and adoption is required. CTEC's Telehealth Optimization Initiative has been developed to help respond to California's growing need for expanded telehealth programs and the need for adequate and appropriate support structures. This collaborative brings together major stakeholders to develop recommendations on policy for appropriate payment and supporting structures. The desired outcome is the development of a policy report that incorporates all research, findings, alternatives and recommendations, as well as development of a policy brief that outlines the methodology, findings and recommendations targeted for an audience of policy makers. This project has been receiving nationwide attention for taking a broad approach to payment and for using a structured collaborative process. This presentation will provide attendees with an overview of the collaborative policy process and results of this project to date.

Christine Martin, MBA, PMP, Executive Director, CALIFORNIA TELEMEDICINE & EHEALTH CENTER

11:00B **PANEL DISCUSSION: TRANSFORMATIVE HOME HEALTHCARE**

Topics to be covered include:

- The current state of technology used in the home healthcare setting
- The future outlook for technology that could transform home healthcare
- Leveraging consumer electronics to deliver home healthcare services to all ages
- The emerging role of private pay, personal health systems models, which include technology for homes, apartments and real estate developments
- How integrated is home healthcare across the care continuum today? What will be the role of technology in the facilitation of integration?
- What will it take to accelerate the adoption of technologies that will transform home healthcare?

Moderator:

Teri Louden, President, THE LOUDEN NETWORK, INC.

Panelists:

Susan Riley, CEO, ELITE CARE TECHNOLOGIES

Cindy Campbell, Assistant Director, Operational Consulting, FAZZI ASSOCIATES, INC.

James H. Collins, CEO, JANUS HEALTH, INC.

Rob Scheschareg, co-Founder, MEDCONCIERGE, LLC

12:00

PLENARY PANEL DISCUSSION: CONNECTED HEALTH DEVELOPMENTS GLOBALLY

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Moderator:

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Panelists:

Deborah Randall, Esq., Partner, Health Law Group, ARENT FOX

Majd Alwan, PhD, Director, CENTER FOR AGING SERVICES TECHNOLOGIES (CAST)

Michael Robkin, Principal Enterprise Architect, Health IT Strategy and Planning, KAISER PERMANENTE

Deepak Ayyagari, PhD, Principal Scientist, SHARP LABORATORIES, INC.

Ellen Badley, Asst Deputy Director, Health Technology, Office of the Director, Department of Managed Health Care, STATE OF CALIFORNIA

1:00

CONFERENCE CONCLUDES

Luncheon for Attendees of Optional Post-Conference Workshops

TRACK C

8:15C

PANEL DISCUSSION: DISEASE MANAGEMENT APPLICATIONS

As healthcare costs rise and the population ages, disease management (DM) has become a critical issue not only in the U.S., but across the world. Technology is playing a vital role in enhancing the ROI of DM programs, while facilitating the ongoing monitoring of care and contributing to stronger relations between patients, caregivers and clinicians.

Topics to be covered include:

- Are DM companies embracing this new technology?
- What are the impediments to adoption?
- In what areas has remote patient monitoring proven most effective?
- Home health and remote monitoring
- Wellness and remote monitoring
- The role of emerging technologies in linking rewards and incentives to improved patient and provider behavior modification
- Which types of DM tools are most preferred by consumers and physicians?
- Long-term effects of remote monitoring on chronically ill patients
- Integration with EHR information
- Impact of the national focus on the interoperability of health information systems on DM
- Who is going to pay for these programs?
- What is the impact of CMS/Medicare and their "at risk" Chronic Care Improvement Program on use of telehealth and related technologies in DM? What are the implications of the apparent end of Medicare Health Support?
- Role of employers in helping employees take responsibility for their own health
- A look at a chronic DM project in the UK that fully integrates patient management from the hospital to the home, and across provider organizations and unifies regional data management across payers, providers and patients (eg, including personal health record) with integral voice-video telephony, and real-time remote patient monitoring
- The medical home model is viewed by many as an alternative to disease management. What are the technology implications of the medical home model?
- Future opportunities in technology-enabled disease management

Moderator:

Jeffrey Kidder, President & CEO, HANOVER HEALTH SERVICES

Panelists:

Stephen Pollak, PhD, Managing Director, CREATIVE INTELLIGENCE INTERNATIONAL LIMITED

Shailja Dixit, MD, MS, MPH, Clinical Director, CDM, Strategic Marketing, GE HEALTHCARE

Deryk Van Brunt, DrPH, Senior Vice President Account Services and Alliances, iMETRIKUS, INC. & Associate

Clinical Professor, UNIVERSITY OF CALIFORNIA, BERKELEY SCHOOL OF PUBLIC HEALTH

Elise Giancola, Vice President, Innovation, LIFEMASTERS SUPPORTED SELF CARE

Marikay Menard, Vice President of Clinical Strategy, LIFEWATCH CORP.

Steven Clemenson, MD, CMIO, MERITCARE HEALTH SYSTEM

Malinda Peoples, RN, MS, CDE, Vice President for Healthcare Integration, WELLDIC COMMUNICATIONS, INC.

9:45C **CASE STUDY: A PATIENT-CENTERED & PHYSICIAN GUIDED APPROACH TO HEALTHCARE DELIVERY: ADVANCED MEDICAL HOME USING COMPREHENSIVE CHRONIC DISEASE MANAGEMENT & CARE COORDINATION TOOLS**

Over 100 million persons in the U.S. have one or more chronic illnesses and more than 30 million are disabled from their illness. Costs for chronic illness care are approximately 80% of total health care costs and rising. Despite heavy expenditures, the quality of care for chronic illness is often poor. Treatments known to be beneficial are provided only about half of the time, and inappropriate treatments are provided as much as 30% of the time. Disease management is one approach to improving the quality of care for patients with chronic illnesses. Unfortunately, despite many trial and pilots by CMS, most of the pilots have not shown any significant improvement in quality of care and cost savings. There is an overarching need to change the way healthcare is delivered at the primary care physicians level. One such model is the Advanced Medical Home (AMH), which has received support from American Academy of Family Physicians. AMH is a patient centered physician-directed approach that can help to provide better care. Health information technology such as electronic medical records can effectively improve information flow and is considered critical to effective management of chronic disease using the Advanced Medical Home model. This presentation will cover:

- A sustainable economic model for the Medical Home
- An efficient framework for a coordinated care plan for each patient, with alerts if indicated events do not occur
- Specific population views with task distribution to appropriate Medical Home team members
- Patient activation, education, and compliance tools
- Goal setting and achievable interim goals

*Shailja Dixit, MD, MS, MPH, Clinical Director, CDM, Strategic Marketing, GE HEALTHCARE
Steven Clemenson, MD, CMIO, MERITCARE HEALTH SYSTEM*

10:15 **SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS**

10:30C **NETWORKING DRUGS, DEVICES AND CONSUMER PRODUCTS WITH INTELLIGENT MEDICINE**

There is consensus among business, political and academic leaders that the increasing burden of chronic disease is placing unsustainable pressure on health systems. The response to this challenge is less clear. In the medical products industries, companies have sought solutions to this challenge by finding new ways to finance and increase the productivity of research and development. The impact of these initiatives to date has been limited. Consumer technology companies have sought solutions with alternative models for the delivery of health care services and information. But the realities of health care product approval, regulation and reimbursement create barriers to these new models. Proteus Biomedical is developing new products to solve these challenges and bridge the gap between the medical product and consumer technology industries, by embedding computer and sensor technology into existing drugs and medical devices, and connecting them to the emerging field of mobile health care.

David O'Reilly, Senior Vice President, Corporate Development, PROTEUS BIOMEDICAL, INC.

11:00C **CASE STUDY: TAKE HOME SOLUTION FOR SLEEP DISORDER DIAGNOSIS**

Sleep apnea, a sleep disorder characterized by pauses in breathing during sleep, is diagnosed with an overnight sleep test called a polysomnogram. Patients who may have sleep apnea are asked to sleep for a couple of nights in sleep centers to be diagnosed. The presenter will discuss a non-intrusive device that can be used as a self-monitoring and diagnosis system in a patient's home. Since the device is cheap and easy to use (compared to sleep centers), it provides a faster and better way to diagnose and treat sleep apnea. To measure the frequency and quality of breathing, a sensitive sensor will be placed under the mattress, which works as a microphone collecting breathing sounds. Using a patient's cell phone, which is interfaced with the "under mattress sensor" wirelessly, the sensors output is carefully analyzed. The software on the cell phone is capable of calling clinicians/care-givers in emergency cases (breathing cessation). In addition, a report of the sleep status and quality is sent to the clinicians, on demand.

Majid Sarrafzadeh, PhD, Professor, Computer Science, UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)

11:30C **CASE STUDY: IT TAKES REMOTE MONITORING AND A VILLAGE: DIABETES DISEASE MANAGEMENT IN THE COASTAL BEND AREA OF TEXAS**

The incidence of diabetes and diabetes related amputations in the Coastal Bend area of Texas is 3 times the national average. Many of these individuals do not have health insurance and wait until the situation becomes emergent before accessing care. By placing remote monitoring devices in their homes, CHRISTUS was able to quantify dramatic reductions in costs and utilization as well as overall improved health status of these individuals. This small study resulted in a community wide collaboration for chronic care that uses technology to establish a networked partnership among healthcare providers, educators and service institutions that empowers individuals to self manage their conditions in order to significantly reduce complications associated with Diabetes II and facilitate early intervention with pre-diabetic patients. Learn how CHRISTUS used remote monitoring tools to reduce costs, improve care quality and health outcomes and measured the impact to the hospital, individual and community. CHRISTUS Health is one of the nation's largest Catholic Health Care Systems, with more than 375 care delivery sites across six states and Mexico.

Hank Fanberg, Manager, Technology Advocacy, CHRISTUS HEALTH

12:00 **PLENARY PANEL DISCUSSION: CONNECTED HEALTH DEVELOPMENTS GLOBALLY**

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Deepak Ayyagari, PhD, Principal Scientist, SHARP LABORATORIES, INC.

Ellen Badley, Asst Deputy Director, Health Technology, Office of the Director, Department of Managed Health Care, STATE OF CALIFORNIA

1:00 **CONFERENCE CONCLUDES**
Luncheon for Attendees of Optional Post-Conference Workshops

OPTIONAL POST-CONFERENCE WORKSHOP ONE

INNOVATIONS IN TECHNOLOGY-ENABLED PATIENT SELF MANAGEMENT

WORKSHOP HOURS: 2:00 TO 6:00 PM, JULY 8

Innovative technologies are facilitating a shift to greater patient self-management and shared decision-making. This workshop will cover technology tools that support patient self-management of chronic conditions, as well as technology tools that support lifestyle change and wellness promotion. Topics to be covered include:

- Integrating remote monitoring with the health record
- Web portals and self-management
- Computer-based programs for self-assessment and decision making
- Health 2.0 applications
- Portable devices for self-management and behavior change
- Games for health
- Advances in biofeedback for self-management

Workshop Chairperson:

Steven Locke, MD, Research Psychiatrist, BETH ISRAEL DEACONESS MEDICAL CENTER, Associate Professor of Psychiatry, HARVARD MEDICAL SCHOOL, Associate Professor of Health Sciences and Technology, MIT, Principal, VERITAS HEALTH SOLUTIONS LLC

2:00 - 2:15 **Welcome and Introduction**

Steven Locke, MD

2:15 - 2:45 **Integrating Technology into Patient Self-Management: Opportunities and Challenges**

Kate Lorig, RN, DrPH, Professor & Director, Patient Education Research Center, STANFORD MEDICAL SCHOOL

2:45 - 3:15 **The Role of the Patient Portal in Self-Management**

Judy Derman, RN, NP, Senior Practice Leader, Internet Services Group, KAISER PERMANENTE

3:15 - 3:45 **Linking Home Monitoring and the Web-based Personal Health Record**

Deryk Van Brunt, DrPH, Senior Vice President Account Services and Alliances, IMETRIKUS, Inc. & Associate Clinical Professor, UNIVERSITY OF CALIFORNIA, BERKELEY SCHOOL OF PUBLIC HEALTH

3:45 - 4:00 **Refreshments**

4:00 - 4:30 **Texting for Health: Mobile Phones as a Platform for Health Interventions**

Kevin Patrick, MD, MS, Professor, Family and Preventive Medicine UNIVERSITY OF CALIFORNIA, SAN DIEGO, Editor-in-Chief, AMERICAN JOURNAL OF PREVENTIVE MEDICINE, Senior Scientist, SANTECH, INC.

4:30 - 5:00 **Games for Health: A Survey of the Rapidly Growing Fusion of Video/Computer Games and Health Education, Exercise Programs, and Therapeutic Applications**

Noah Falstein, President, THE INSPIRACY & Advisor to the Games for Health Conference

5:00 - 5:30 **Advances in Biofeedback: New Protocols and Instrumentation for Home Use**

George Fuller von Bozzay, PhD, Founder and Clinical Director, BIOFEEDBACK INSTITUTE OF SAN FRANCISCO, Associate Clinical Professor, Department of Biological Dysfunction, UNIVERSITY OF CALIFORNIA, SAN FRANCISCO

5:30 - 6:00 **Wrap-up and Panel**

Steven Locke, MD and faculty

OPTIONAL POST-CONFERENCE WORKSHOP TWO

A PRIMER ON SECURING REIMBURSEMENT FROM PAYERS FOR HEALTHCARE UNBOUND PRODUCTS & SERVICES

WORKSHOP HOURS: 2:00 TO 5:45 PM, JULY 8

This session is devoted to providing a practical and detailed orientation to the “rules of the road” in securing reimbursement from third party payers. It will be interactive and practical. Key concepts will include:

I. The Players

- The Center for Medicare and Medicaid Services (CMS)
- Medicare carriers and intermediaries
- Commercial health plans
- Managed care plans (HMOs, PPOs, Integrated Delivery Networks)
- Medicare Advantage plans

II. How Providers Get Paid—Coverage, Coding and Payment

- Medical necessity
- How codes are determined and their impact
- Hospital inpatient payment—DRGs
- Hospital outpatient payment—APCs
- Physician payment—RBRVS

III. Key Strategies in Reimbursement Planning

- Take advantage of FDA relationship with CMS
- Reimbursement during clinical trials
- Generating clinical evidence
- Publication portfolio
- Codes and their meaning (CPT, HCPCS, ICD-9, etc.)
- National versus regional advocacy
- Organizing key opinion leaders
- Reimbursement support tools
- Feedback from the field
- Case-by-case appeals

Workshop Chairperson:

Barbara Santry, Senior Consultant, QUORUM CONSULTING

Workshop Instructors:

Allen Briskin, Of Counsel, DAVIS WRIGHT TREMAINE LLP

Kuo Tong, President, QUORUM CONSULTING

Henry Osowski, Senior Vice President, Business Development, SCAN HEALTH PLAN

OPTIONAL POST-CONFERENCE WORKSHOP THREE

WHEN CONSUMER ELECTRONICS DELIVER CLINICAL SERVICES: FROM DEVELOPMENT THROUGH DISTRIBUTION

WORKSHOP HOURS: 2:00 TO 5:45 PM, JULY 8

Increasing technological capabilities of medical devices, consumer technology, and communications are enabling the inevitable delivery of health and wellness services into the home, and on the go. This workshop will focus on the development and distribution of health and wellness-related products and services, that are bought and used by consumers, which leverage the latest information and communications technologies.

Products and services discussed in the workshop include:

- Digital health and wellness electronics that help consumers monitor and manage nutrition, exercise, medications and related activities
- Personal health and wellness systems that include monitoring devices, sensors, personalized content and coaching, and clinical interventions
- In-home and remote elder care management systems
- Wireless healthcare communications, intervention and data management services
- Integrated home healthcare systems pulling together home security, environmental monitoring and communications systems with health and wellness components
- Concierge wellness, medical and disease management services

It is the objective of this workshop to educate and connect manufacturers, service providers and channel partners from both the consumer technology and healthcare markets to create integrated, successful solutions for consumers. By attending this workshop, participants will be able to identify opportunities for their organization to capitalize on this important, emerging market, capture a leadership position, and generate substantial, incremental revenue streams within the next 24 months.

The following presentations are planned for this workshop:

Product Development: From Apple to Zoomy Co

Leveraging existing consumer technologies to build platforms, integrate solutions, and deliver applications and services within regulatory and liability parameters.

Business Models: From Free to the Affluent

A look at financial models that target consumers from the mainstream to the high-end, affluent market.

Solution Distribution: Raising Consumer Awareness Without Raising Costs

Spotlight on consumer-centric distribution channels that drive both awareness and sales, including custom electronics integrators, communication service providers and retailers.

A Look Ahead: Can Healthcare Keep Up With Consumer Electronics Product Cycles?

By presenting real-world insight on consumers' interest, purchase and use of electronic health and wellness solutions, from the leading experts currently delivering solutions, this workshop will help organizations accelerate ***their research and development efforts and extend their products, services and core competencies for incremental revenue growth from this significant and important new field.***

Workshop Chairperson:

Rob Scheschareg, Vice President, Digital Wellness, COLLECTIVE INTEGRATORS ALLIANCE

Workshop Instructors:

Jonathon Witherspoon, CTO & COO, MEDCONCIERGE & CTO/COO, TELEMEDEXPerts

David Cerino, General Manager, Consumer Engineering, Health Solutions Group, MICROSOFT

SPONSORSHIP / EXHIBITION OPPORTUNITIES

Sponsorship / exhibition is an effective way to promote your products and services to key decision-makers at healthcare provider and payer organizations as well as technology vendors. Benefits of sponsorship include space to exhibit at the Conference, passes for staff and clients / potential clients, an advance listing of attendees and exposure on the Conference website. For additional information, please contact TCBI: Tel: (310) 265-2570, Email: info@tcbi.org

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QUALCOMM provides its partners in the healthcare industry with wireless communications solutions including managed wireless services. The Company is driving the convergence of medical devices and cellular phones, the interaction of cellular devices with biosensors for health monitoring applications, and the operability of existing medical devices with cellular communications technology.

Headquartered in San Diego, California, Qualcomm is among the members of the S&P 500 Index, FORTUNE 500®, and a winner of the U.S. Department of Labor's "Secretary of Labor's Opportunity Award." QUALCOMM is traded on The NASDAQ Stock Market® under the ticker symbol QCOM. Its unique work environment, dedicated workforce and expertise has also earned Qualcomm a place among FORTUNE's list of "100 Best Companies to Work For in America" for ten years in a row and FORTUNE's list of "Most Admired Companies." CIO magazine named Qualcomm to its top 100 list for exemplifying the highest level of operational and strategic excellence.

Website: www.qualcomm.com

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Whether taking care of a health care patient in Toronto, a credit card customer in Denver, or a utility customer in Budapest, our clients have the confidence of knowing that we bring our full depth and breadth of global expertise to every interaction that takes place. Providing every client the service he needs, and every customer the support he deserves—that's what SYKES is all about. Delivering on our commitments; then finding ways to do more.

SYKES provides an array of sophisticated customer contact management solutions to Fortune 1000 companies around the world primarily in the healthcare, communications, financial services, technology and transportation and leisure industries. Headquartered in Tampa, Florida, with customer contact management centers throughout the world, SYKES provides its services through multiple communication channels encompassing phone, email, web and chat. Utilizing its global delivery model, SYKES serves its clients through two geographic operations segments: the Americas (United States, Canada, Latin America and Asia Pacific) and EMEA (Europe, Middle East and Africa).

Website: www.sykes.com, US Tel: (800) 867-9537, Int'l Tel: +1(813) 274-1000

SILVER SPONSORS



WellDoc Communications (“WellDoc”), incorporated in 2005, is a healthcare company that utilizes technology-based solutions to improve diabetes management outcomes and systematically reduce healthcare costs. Founded by endocrinologists, WellDoc understands diabetes: it is focused on simplifying the way diabetes is managed through a collaborative, life-changing approach that breaks down the barriers of engagement and treatment adherence through real-time actionable information – for all stakeholders in the diabetes ecosystem. WellDoc’s cell phone and web-based system empowers patients to take control of their disease and enables physicians to optimize patient therapies by providing physicians with analyzed patient data and suggested treatment plans. WellDoc’s approach to diabetes management includes patient stratification, automated analytics, behavior change and other key systems to improve disease outcomes. In its pilot study, WellDoc was able to achieve a 2-point drop in HbA1c within 90 days for patients (Quinn, C., et al, WellDoc™ Mobile Diabetes Management Randomized Controlled Trial: Change in Clinical and Behavioral Outcomes and Patient and Physician Satisfaction. *Diabetes Technology & Therapeutics* 2008; Vol 10 (3) 160-168.). In addition, providers who received WellDoc’s data and analysis were five times more likely to make a medication titration.

1501 St. Paul Street, Suite 118, Baltimore, MD 21202

Tel: (443) 692-3100, Fax: (443) 692-3099, Website: www.welldoc-communications.com

BRONZE SPONSORS



CardioNet is the leading provider of the only comprehensive suite of cardiac arrhythmia monitoring solutions for diagnosing patients and monitoring treatment efficacy. CardioNet’s services include Mobile Cardiac Outpatient Telemetry (MCOT), and event and Holter monitoring. Proven in use in over 125,000 patients, CardioNet MCOT provides beat-to-beat analysis, and automatic detection and transmission of ECG data. CardioNet MCOT was recently proven to be nearly three times better at detecting clinically significant arrhythmias than Loop event monitors.

JR Finkelmeier, Vice President, Marketing

Tel: (610) 729-7222, Email: jfinkelmeier@cardionet.com, Website: www.cardionet.com



Forrester Research, Inc. (Nasdaq: FORR) is an independent technology and market research company that provides pragmatic and forward-thinking advice to global leaders in business and technology. For more than 24 years, Forrester has been making leaders successful every day through its proprietary research, consulting, events and peer-to-peer executive programs. For more information, visit www.forrester.com.

Liz Boehm, Forrester Research

Tel: (617) 613-6000, Email: eboehm@forrester.com, Website: www.forrester.com



iMetrikus® is the proven leader in low-cost health monitoring solutions—essential in a “distributed care management” model. Our award-winning programs, such as MediCompass® Connect, are designed to effectively share objective, actionable information among individuals, providers, care managers, and payors. With a library of over 45 market-leading monitoring devices, MediCompass Connect nicely integrates with other health management systems, leveraging those investments. Members with chronic conditions—asthma, diabetes, weight management and cardiovascular disease—are empowered to actively participate in self managing their health in tight collaboration with their care team.

To find out more, call (800) 233-4323 or visit us at imetrikus.com



LifeWatch Corp. is a leading monitoring service and technologies provider in the USA, focused on advanced ambulatory patient monitoring solutions for TeleMonitoring, TeleHealth and Clinical Research. LifeWatch offers the innovative PMP4 healthcare platform that utilizes multiple vital signs monitors and a host of communication gateways that enable true, holistic patient disease management for Congestive Heart Failure, Diabetes, and COPD programs. LifeWatch is a wholly owned subsidiary of Card Guard AG, a leading healthcare technology and solutions provider listed on the Swiss Stock Exchange (CARDG).

O’Hare International Center II, 10255 West Higgins Road, Suite 100
Rosemont, IL 60018, Website: www.lifewatch.com

BRONZE SPONSORS



MedSignals® is a line of communicating pillboxes with an integrated infrastructure, to remind patients at pill time and to report usage patterns to authorized care managers. Four pill compartments comprise the pocket-size device, all easily programmed online or on-device. The portable device connects via telephone lines, Bluetooth, or ZigBee and automatically uploads usage histories to host servers. Voice announcements (in English or Spanish) remind when and how pills should be taken. A companion line of VitalSignals™ home monitors is available, connecting to MedSignals® serving as a hub. Distribution of integrated biometrics and adherence reports are sent by various alerts, including charts directly to the patient's Electronic Medical Record.

Vesta Brue, CEO

Tel: (210) 222-2067, Email: vbrue@medsignals.com Website: www.medsignals.com



S3 is a global Design and Consultancy Partner to companies building connected health and wellness systems. S3 enables its clients to build market leading eHealth products and systems by providing a full range of high quality design and development consultancy services focused on the specific elements in the end-to-end architecture including: End-to-End Telemonitoring Systems, Health Gateways, Sensor Devices, Personal Health and Wellness Devices. S3 has design centers in San Jose, Dublin and Cork in Ireland, Poland, Portugal, and the Czech Republic with sales offices and representatives worldwide. S3 is exhibiting at Booth #3 at Healthcare Unbound 2008. For further information please visit www.s3group.com.

Website: www.s3group.com



About medical products from Texas Instruments

TI is helping shape technology to improve the quality and accessibility of medical equipment to revolutionize healthcare in the 21st century and beyond. With its full range of analog and DSP products, from building blocks to complete solutions, plus systems insight, global support infrastructure, advanced process technology and medical industry involvement, TI is helping make innovative medical electronics more flexible, affordable and accessible. TI's experience in diverse markets, such as wireless communications, consumer electronics, automotive and aerospace, enables engineers to meet increasing needs for higher speeds, higher precision, lower power and smaller equipment, while maintaining the high standards for quality and reliability that the medical market demands. For more information, please visit www.ti.com/medical.

About Texas Instruments

Texas Instruments (NYSE: TXN) helps customers solve problems and develop new electronics that make the world smarter, healthier, safer, greener and more fun. A global semiconductor company, TI innovates through manufacturing, design and sales operations in more than 25 countries. For more information, go to www.ti.com.



t+ Medical offers the only clinically validated mobile phone disease management and wellness solutions. Our mobile phone solutions enable patients to become increasingly self motivated and compliant in the self management of their chronic disease. Our mobile phone and web solutions have revolutionized the management of a population challenged by chronic disease by enabling healthcare professionals to efficiently and effectively, communicate and gather patient information. t+ Medical gives you the ability to create your own solution or select one of our available solutions. Our architecture has been designed to accommodate open standards for seamless integration and interoperability. Visit www.tplusmedical.com or call (877) 698-7587.



Xiu Solution Co., Ltd is the first developer of the intelligent oral hygiene guiding system and service. The vision of Xiu Solution is to lead behavior modification for a healthier life. We are focusing on the following solutions and services. One is the smart toothbrush to monitor the pattern of tooth-brushing by ubiquitous sensors (Smart toothbrush, Smart Electric toothbrush). Another is the smart mirror system to provide users with instant feedback on their patterns of tooth-brushing. The third is the u-Oralcare solution and service to facilitate collaboration between dental care providers and parents.

Tel: +82-31-273-5985, Email: ceo@xiusolution.com, Website: www.xiusolution.com

SUPPORTING PUBLICATIONS



Broadband Home Central's website and monthly newsletter overview the broadband and digital technologies which are enabling people to enjoy new services that enrich and improve their lives. Sandy and Dave's Report on the Broadband Home is addressed to those participating in the broadband ecosystem, and is read by subscribers in over 100 countries. Its articles focus on how "fat pipes", content, and the home infrastructure can work together to create compelling value for consumers and new business opportunities for companies. Remote health monitoring and telehealth are important new applications that will be enabled through the widespread availability of "always on" broadband service.

Website: www.broadbandhomecentral.com

Federal Telemedicine NEWS

Federal Telemedicine News provides up-to-date news from the federal agencies and Capitol Hill on telemedicine, telehealth, and health information technology to help government executives, hospitals, academic medical centers, industry, and healthcare professionals keep current in the field. Publishers of the reports *Federal Agencies: Activities in Telemedicine, Telehealth, and Health Technology, University and State Activities: Telemedicine, Telehealth, Informatics, and Research, and How to Sell Healthcare Technologies to HHS*.

Carolyn Bloch, Publisher/Editor, Federal Telemedicine News.

Website: www.federaltelemedicine.com, Tel: (301) 983-2841, Email: cb@cbloch.com



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Contact Stony Hill at editor@homecareautomationreport.com, Tel: (719) 573-5090



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TeleHealth World is the new magazine serving the rapidly expanding fields of telehealth, telemedicine, and connected healthcare. It is a comprehensive news and analysis resource for healthcare providers and technology providers who are leading today's revolution in remotely monitored and administered healthcare, medical treatment and fitness/wellness enhancement. To subscribe, go to www.telehealthworld.com

SUPPORTING ORGANIZATIONS



The members of the American Association of Homes and Services for the Aging (www.aahsa.org) help millions of individuals and their families every day through mission-driven, not-for-profit organizations dedicated to providing the services that people need, when they need them, in the place they call home. Our 5,800 member organizations, many of which have served their communities for generations, offer the continuum of aging services: adult day services, home health, community services, senior housing, assisted living residences, continuing care retirement communities and nursing homes. AAHSA's commitment is to create the future of aging services through quality people can trust.

Website: www.aahsa.org



The Center for Aging Services Technologies (CAST) is leading the charge to expedite the development, evaluation and adoption of emerging technologies that can improve the aging experience. CAST is a Program of AAHSA, www.aahsa.org

CAST has four focus areas:

1. Driving a global vision of how technologies can improve the quality of life for seniors while reducing health care costs;
2. Accelerating technology research and development through pilot evaluations with seniors;
3. Advocating to remove barriers to the rapid commercialization of proven solutions; and
4. Promoting dialogue about standards to ensure interoperability and widespread access to aging-services technologies.

CAST is now an international coalition of more than 400 technology companies, aging-services organizations, businesses, research universities and government representatives working together under the auspices of the American Association of Homes and Services for the Aging (www.aahsa.org). The members of AAHSA help millions of individuals and their families every day through mission-driven, not-for-profit organizations dedicated to providing the services that people need, when they need them, in the place they call home. Website: www.agingtech.org



The American Academy of Home Care Physicians is a nonprofit organization dedicated to promoting the art, science, and practice of medicine in the home. Membership is open to all who have an interest in home medical care. The Academy offers publications, clinical guidelines, educational meetings, networking and referral, website, list-serv, certification and credentialing examinations.

American Academy of Home Care Physicians, P.O. Box 1037, Edgewood, MD 21040
Constance Row, Executive Director
Tel: (410) 676-7966, Fax: (410) 676-7980, Website: www.aahcp.org



The California Telemedicine & eHealth Center (CTEC) is a statewide non-profit organization dedicated to applying innovative health technology solutions to improve access to healthcare services throughout California. For over 10 years, CTEC has been a leader in the development of telemedicine programs and is a primary source of support for hospitals and clinics developing and implementing telemedicine programs to address healthcare needs in rural and underserved communities. CTEC serves as one of five federally designated Regional Telehealth Resource Centers, providing leadership, training and technical assistance to encourage the growth of telemedicine programs statewide. For more information about CTEC, please visit our website at www.cteconline.org or you may contact us at (877) 590-8144.



The Continua Health Alliance is a collaborative industry organization dedicated to bringing together standards and diverse technology to create new health and wellness solutions. The Continua Health Alliance envisions a marketplace of interoperable devices that enable better care, empower consumers and connect healthcare providers to their patients. Focused on the three key categories of fitness, chronic disease management, and aging independently, the Continua Health Alliance promotes better management of health and wellness at every stage of life.

Mission:

The Continua Health Alliance is committed to establishing a marketplace of interoperable personal health solutions that empower people and organizations to better manage their health and wellness.

Objectives and Actions:

The Continua Health Alliance is comprised of technology, fitness, medical device and health care industry leaders dedicated to making personal connected health a reality.

SUPPORTING ORGANIZATIONS

Our objectives and actions include:

- Developing design guidelines that will enable vendors to build interoperable sensors, home networks, connected health platforms, and health and wellness services.
- Establishing a product certification program with a consumer-recognizable logo signifying the promise of interoperability across certified products.
- Collaborating with government regulatory agencies to provide methods for safe and effective management of diverse vendor solutions.
- Working with leaders in the health care industries to develop new ways to address the costs of providing personal health solutions.

Continua Health Alliance Administration, 3855 SW 153rd Drive, Beaverton, Oregon 97006
Tel: (503) 619-0867, Fax: (503) 644-6708
Email: Admin@continuaalliance.org, Website: www.continuaalliance.org



DMAA: The Care Continuum Alliance convenes all stakeholders providing services along the continuum of care for population health improvement, including health and wellness promotion, disease management and care coordination. Through advocacy, research and promotion of best practices, DMAA advances population-based strategies to improve care quality and outcomes and reduce preventable costs for individuals with and at risk of chronic conditions. DMAA represents more than 200 corporate and individual stakeholders, including wellness, disease and care management organizations, pharmaceutical manufacturers and benefit managers, health information technology innovators, biotechnology innovators, employers, physicians, nurses and other health care professionals, and researchers and academicians. Learn more at www.dmaa.org.



The International Disease Management Alliance [IDMA] is a not-for-profit association whose mission is to facilitate the global exchange of experience in the enhancement of programs for chronic disease management and prevention. IDMA currently reaches chronic disease professionals in over 81 countries and has delegates in 25 countries. Through its educational programs and resource services the IDMA supports global disease management and wellness initiatives and facilitates the evolution and expansion of disease management in the United States. Its founder and Executive Director, Warren E. Todd is the past president and Executive Director of the Disease Management Association of America. More information on IDMA can be obtained at www.DMAAlliance.org.



The National Association for Home Care & Hospice, the industry's largest, oldest and most respected trade group, represents the interests of nearly 25,000 home care agencies and hospice organizations (including approximately 11,500 Medicare-certified home health and hospice agencies) that annually serve nearly nine million Americans, as well as home care aide organizations, nurses and other caregivers and their clients. NAHC members believe that quality home care and hospice, a humane and cost-effective alternative to institutionalization, are the right of all Americans. Home care and hospice reinforce and supplement the care provided by family members and friends and encourage maximum independence of thought and functioning as well as the preservation of human dignity. Visit NAHC on the web at www.nahc.org.



Whether it's urging Congress to support increased funding and reimbursement for home care and telehealth technology or through its extensive writings about the industry, the Home Care Technology Association of America (HCTAA) is at the forefront of what is happening in home care technology. HCTAA, an affiliate of the National Association for Home Care and Hospice, provides a voice within Congress and health care for the growing home care technology industry. HCTAA's goal is to increase the use of technology and telehealth in home health care. Through NAHC's support, HCTAA has grown from an idea to a fully articulated association capable of creating changes in reimbursement and funding for home health technology by bringing together important leaders in the industry and working with members of Congress and the Administration. Please join with HCTAA as we support patients who choose to age in place. Visit HCTAA on the web at www.hctaa.org.



The Visiting Nurse Associations of America (VNAA) is located at 900 19th Street, NW, Suite 200 in Washington, DC and is the official national association for non-profit, community-based Visiting Nurse Agencies, who care for and treat approximately 4 million patients each year. The nation's network of over 400 Visiting Nurse Associations share a nonprofit mission to provide cost-effective and compassionate home healthcare to some of the nation's most vulnerable individuals, particularly the elderly and individuals with disabilities. The VNAA has a wide range of resources available on its website about home healthcare and questions to ask when considering home healthcare. Visit www.vnaa.org to locate a VNA near you.

You may register by:

Mail: TCBI, 944 Indian Peak Road, Suite 220, Rolling Hills Estates, CA 90274

Phone: (310) 265-0621 Fax: (310) 265-2963

Email: info@tcbi.org

To register, please use the registration form on the back cover of this brochure. For optimal service, TCBI recommends that you register by phone or fax. If you plan to mail a check, please register in advance by phone or fax, then mail the check with a copy of the registration form. Phone Registration Hours: 9 am to 4 pm Pacific Time

For information on registration fees, please see the next page (back cover of this brochure)

SUPPORTING ORGANIZATION DISCOUNT:

TCBI is offering discounts (\$100 off the applicable registration fee) for members of American Academy of Home Care Physicians, DMAA: The Care Continuum Alliance, Home Care Technology Association of America, International Disease Management Alliance, National Association for Home Care & Hospice and Visiting Nurse Associations of America. In addition, we are offering a \$100 discount for category two registrants only for CAST/AAHSA members; Continua Health Alliance contacts may receive a \$200 discount for category two registrants only (promotional code required for Continua discount). This Continua discount may not be combined with any other discount offered by TCBI. Supporting organization discounts cannot be combined; the full discount available is \$100. However, supporting organization discounts (with the exception of the Continua discount) may be combined with the earlybird discount.

EARLYBIRD DISCOUNT:

You must register and pay by June 13, 2008 to receive the \$100 earlybird discount on registration fees.

GROUP DISCOUNT:

If your organization sends two registrants at the applicable registration fee, third and subsequent registrants from the same organization will receive a \$200 discount on the registration fee. We recommend that you register by phone or fax if you wish to take advantage of this discount. Organizations sending more than four registrants to the conference at the Category One registration fee may find sponsorship/exhibition a more economical alternative. For more information, please contact TCBI: Tel: (310) 265-0621 Email: info@tcbi.org

PAYMENTS:

Payments must be made in US dollars by Visa, MasterCard, Discover, American Express, company check (drawn on a US bank), or by wire transfer. Please make checks payable to The Center for Business Innovation and send to: TCBI, 944 Indian Peak Road, Suite 220, Rolling Hills Estates, CA 90274. In the memo area of the check, please write the name of the registrant and the conference code **C117**. For information about wire transfers, please contact TCBI: Tel: (310) 265-0621, Email: info@tcbi.org.

HOTEL INFORMATION:

San Francisco Marriott, 55 Fourth Street, San Francisco, CA 94103. To secure your accommodations, reservations must be made directly through the San Francisco Marriott Reservations Department at **(800) 228-9290 or (415) 896-1600** and mention “TCBI” to receive the preferred group rate. In order to secure the preferred group rate of \$189 plus tax (single or double occupancy), reservations must be made no later than **Sunday, June 15, 2008**. After that date, the preferred group rate may not be available. Please note that the **\$189** rate applies only for the nights of July 6th and 7th. You can also book a reservation through Marriott’s website **www.marriott.com/sfodt** and under “Group Code” enter “**hcuhcua**”. Cancellations must be made by 6pm on the day of arrival to avoid penalty.

CANCELLATION POLICY:

For cancellations received in writing:

Four weeks or more prior to the event	Full Refund or Credit Voucher
Between two weeks and four weeks prior to the event	\$200 Cancellation Fee or Full Credit Voucher
Two weeks or less prior to the event	No Refund; Full Credit Voucher Will Be Issued

Credit vouchers may be applied toward any future TCBI event within one calendar year.

If TCBI decides to cancel any portion of this event, the organizers are not responsible for covering airfare, hotel or any other costs. Speakers, networking events and the agenda are subject to change without notice. This cancellation policy applies only to delegate registrations, not sponsorships.

SUBSTITUTIONS:

Registrant substitutions may be made up to the day of the event.

Healthcare Unbound Conference Registration Form, July 7-8, 2008, San Francisco Marriott

Registration Options:	PRICE
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- Category One Registration (Conference Only)** \$1395
- Category One Registration (Conference Plus Post-Conference Workshop)** \$1795
 - Workshop One: Innovations in Technology-Enabled Patient Self-Management
 - Workshop Two: Securing Reimbursement from Payers
 - Workshop Three: When Consumer Electronics Deliver Clinical Services

Category One Registration Fee Applies to Medical Device Companies, Pharmaceutical Companies, Biotechnology Companies, Medical Diagnostics Companies, Consumer Technology Companies (Telecom, Wireless, Consumer Electronics, etc.), IT Vendors, Telemedicine Companies, Call Centers, CROs, Consulting Firms, Venture Capital Firms and Investment Banks

- Category Two Registration (Conference Only)** \$695
- Category Two Registration (Conference Plus Post-Conference Workshop)** \$995
 - Workshop One: Innovations in Technology-Enabled Patient Self-Management
 - Workshop Two: Securing Reimbursement from Payers
 - Workshop Three: When Consumer Electronics Deliver Clinical Services

Category Two Registration Fee Applies to Hospitals, Integrated Delivery Networks, Physician Groups, Post-acute Care Facilities, Health Plans, Health Insurance Companies, Disease Management Companies, Public Health / Preventive Care Companies, Weight Management Companies, Home Care Agencies, Hospices, Retirement Communities, Long-term Care Facilities, Employers, Academic Institutions and Government Agencies

- I qualify for the \$100 earlybird discount (registration and payment must be made by June 13, 2008).
- I am a category two registrant and qualify for the \$100 CAST/AAHSA member discount. (This discount can be combined with the earlybird discount, but not other supporting organization discounts).
- I am a category two registrant and qualify for the \$200 Continua Health Alliance discount. (This discount may not be combined with any other discounts offered by TCBI. Promotional Code _____).
- I am a member of American Academy of Home Care Physicians, DMAA: The Care Continuum Alliance, Home Care Technology Association of America, International Disease Management Alliance, National Association for Home Care & Hospice and/or Visiting Nurse Associations of America and qualify for a \$100 discount on the applicable registration fee above. (Supporting organization discounts cannot be combined; the full discount available is \$100; however, this discount may be combined with the earlybird discount. Please underline the organization through which you are receiving the discount.)

Total: _____



The Center for Business Innovation

**Send Completed Registration Form With Payment (if Applicable) To:
The Center for Business Innovation
944 Indian Peak Road, Suite 220, Rolling Hills Estates, CA 90274
Phone: (310) 265-0621 Fax: (310) 265-2963 Email: info@tcbi.org**

To register by phone, please call (310) 265-0621

Phone Registration Hours: 9 am to 4 pm Pacific Time

To register by fax or mail, please fill out a copy of this page for each registrant and send to TCBI.

Name: _____

Job Title: _____

Organization: _____

Address/Suite/Floor#: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

I accept the Cancellation Policy on the previous page.
(signature required to process registration):

Method of Payment (please check one)

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- Company Check Wire Transfer

Credit Card #: _____

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Name Appearing on Credit Card: _____

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Signature: _____

How did you hear about the conference?