

2nd Annual

Medical Informatics World Conference 2014

Transforming Care Delivery Models with IT Innovation

Register Early
for Maximum
Savings

PARALLEL CONFERENCE TRACKS:

- Provider-Payer-Pharma Cross-Industry Data Collaboration
- Coordinated Patient Care, Engagement and Empowerment
- Population Health Management and Quality Improvement
- Information Security and Privacy in Healthcare

April 28 - 29, 2014

Seaport World Trade Center | Boston, MA

KEYNOTE PRESENTATIONS:



Healthcare IT Innovations that are Connecting Patients, Providers, and Payers

John Halamka, M.D., MS, CIO,
Beth Israel Deaconess Medical Center



Startup Mentality: Transforming Government & Health

Bryan Sivak, CTO & EIR, U.S. Department of
Health and Human Services



Humana's Approach to Medicare Advantage

Roy Beveridge, M.D., Senior Vice President
and CMO, Humana



The English Patient, a Story of NHS Informatics

Mark Davies, M.D., Executive Medical Director, Health
& Social Care Information Centre, National Health Service



Three Patients: How Health Information Technology Will Enable the Pharmaceutical Industry to Improve Patient Care

Sachin Jain, M.D., MBA, Vice President and Chief
Medical Information & Innovation Officer, Merck & Co.



Health Delivery Reform and the Future of Health IT-Enabled Quality Improvement

Jacob Reider, M.D., Chief Medical Officer, Office of the
National Coordinator for Health Information Technology
(ONC), U.S. Department of Health and Human Services

DINNER WORKSHOP:

Advancing the Use of EHR/EMR for Clinical Research and Drug Development: A Platform that Reuses EHRs across Hospitals to Support Clinical Research supported by Sustainability Measures

www.MedicalInformaticsWorld.com

PREMIER SPONSORS

EMC® ISILON



REMEDY
INFORMATICS

Held in Conjunction with

Bio-IT World
CONFERENCE & EXPO '14
Bio-ITWorldExpo.com

CONFERENCE-AT-A-GLANCE

Monday, April 28				
April 28 Monday AM	Medical Informatics World Opening Keynotes and Panel			
April 28 Monday AM-PM	TRACK #1 Provider-Payer-Pharma Cross-Industry Data Collaboration	TRACK #2 Coordinated Patient Care, Engagement and Empowerment	TRACK #3 Population Health Management and Quality Improvement	TRACK #4 Information Security and Privacy in Healthcare
April 28 Monday PM	Medical Informatics World Reception in the Exhibit Hall			
	Dinner Workshop: Advancing the Use of EHR/EMR for Clinical Research and Drug Development			

Tuesday, April 29				
April 29 Tuesday AM	TRACK #1 Provider-Payer-Pharma Cross-Industry Data Collaboration	TRACK #2 Coordinated Patient Care, Engagement and Empowerment	TRACK #3 Population Health Management and Quality Improvement	TRACK #4 Information Security and Privacy in Healthcare
April 29 Tuesday PM	Medical Informatics World Closing Keynotes and Panel			
	Join Bio-IT World Expo Keynote and Grand Opening Reception in the Bio-IT World Expo Hall			

ABOUT THE EVENT

Cambridge Healthtech Institute and Bio-IT World's Second Annual Medical Informatics World builds upon last year's successful inaugural launch by delivering timely programming focused on the cross-industry connections and innovative solutions needed to take biomedical research and healthcare delivery to the next level.

The 2014 meeting will bring together more than 300 senior level executives and industry leaders from each side of the discussion - providers, payers and pharma - in the fields of healthcare, biomedical sciences, health informatics, and IT. Over two days of insightful discussions and engaging presentations, leading experts will share emerging trends and solutions in population health management, payer-provider-pharma data collaborations, optimizing patient care and engagement, leveraging mobile technologies, sustaining innovation within the rapidly changing care delivery models, enhancing clinical decision support, controlling costs and improving quality, and maintaining security-privacy in healthcare. Led by key decision makers and senior executives at the forefront of healthcare information technology, the conference is a must-attend for all involved in this evolving industry.

Co-located with CHI's flagship Bio-IT World Expo, a premier event showcasing the myriad applications of IT and informatics to the life sciences enterprise, Medical Informatics World completes the week of scientific content by bridging the healthcare and life science worlds. As Bio-IT World Expo attracts more than 2,500 delegates from dozens of countries as well as more than 130 exhibiting companies, networking opportunities abound at the two events.

Held in Conjunction with

Bio-IT World
CONFERENCE & EXPO '14

April 29 - May 1, 2014
Seaport World Trade Center | Boston, MA

Bio-ITWorldExpo.com

Exclusive Offer to Attend *Bio-IT World* Conference & Expo

Medical Informatics World is being held in conjunction with Bio-IT World Conference & Expo, CHI's premier event showcasing the myriad applications of IT and informatics to biomedical research and the drug discovery enterprise. Bio-IT World Expo attracts more than 2,500 delegates from dozens of countries as well as more than 130 exhibiting companies.

Medical Informatics World and Bio-IT World Expo are being held back-to-back to complete the week of scientific content by bridging the healthcare and life science worlds. Paid attendees of Medical Informatics World Conference can attend Bio-IT World Conference & Expo (April 29 - May 1) for a special discounted rate. See the registration page for details.

CONNECT WITH US



#MIW14

CHI's
INTRO-NET
Networking at its Best

The Intro-Net offers you the opportunity to set up meetings with selected attendees before, during and after this conference, allowing you to connect to the key people that you want to meet. This online system was designed with your privacy in mind and is only available to registered session attendees of this event.

DINNER WORKSHOP*

* Separate registration required

MONDAY, APRIL 28, 2014 | 6:15-8:45 PM

Dinner Workshop: Advancing the Use of EHR/EMR for Clinical Research and Drug Development: A Platform that Reuses EHRs across Hospitals to Support Clinical Research supported by Sustainability Measures

Dipak Kalra, Professor, Health Informatics, University College London

Andreas Schmidt, eStrategy Project Leader, Pharma Development, F. Hoffmann–La Roche AG

David Voets, Project Manager, Custodix NV, Belgium

In the ever-changing global healthcare environment, electronic health/medical records (EHR/EMR) have come to the forefront as a solution to capturing and presenting information about patients for health and medical care, as well as secondary uses such as clinical research and drug development. However, there are a number of challenges with reusing EHRs for research, including the diversity of data structures and terminologies used across the different products, and the vital need to protect patient privacy. This workshop will present the state of the art for both of these topics and explain how these are being addressed within a new informatics platform being developed to support the secure analysis of multi-hospital EHRs to support clinical research. Furthermore, we will discuss measures to support deployment, large scale implementation and sustainability.

This interactive workshop will largely be driven by the interests of those attending. Expected topics, with real examples, will include:

- The changing healthcare environment in the U.S. and E.U.
- What is the EHR/EMR, what is its role in this environment
- The secondary use of EHR/EMR: its potential, barriers, solutions
 - o Challenges and approaches to re-using EHRs, including interoperability, privacy protection and de-identification
 - o Demonstration of an innovative platform that can query clinical data repositories across multiple European hospitals in real-time
- Deployment, large scale implementation and measures to secure sustainability
- Challenges and future opportunities

* Separate registration required

Dipak Kalra, *Professor, Health Informatics, University College London*

Professor Dipak Kalra plays a leading international role in research and development of electronic health record architectures and systems, including the requirements and models needed to ensure the robust long-term preservation of clinical meaning and protection of privacy. He has led the development of CEN and ISO standards on EHR interoperability, personal health records, EHR requirements, and has contributed to several EHR security and confidentiality standards. Dipak is involved in European research on EHR system quality labeling, semantic interoperability and clinical knowledge discovery. Dipak leads a EU Network of Excellence on semantic interoperability, and a project to develop a European roadmap on patient empowerment innovations. He and his team are partners in Innovative Medicines Initiative on the re-use of electronic health record information for clinical research, alongside ten global pharmaceutical companies. Dipak is President Elect of the EuroRec Institute and a Director of the openEHR Foundation.

Andreas Schmidt, *Manager European External Collaborations, Product Development Innovation Management, F. Hoffmann–La Roche AG*

Andreas Schmidt, acting Manager European External Collaborations at F. Hoffmann La Roche, Pharma Product Development - Innovation Management joined the company in Dec 2008. Since then Andreas has been involved in European public-private partnership projects on re-using Electronic Health Record patient level data for clinical research purposes. Furthermore, Andreas is a member of a Roche/GNE strategic initiative on using web, social media and mobile technologies to engage patients with and collect data for clinical trials. He has held various roles in clinical development including clinical research, cardiac safety, project and portfolio management, business development in emerging markets and information management at Novartis Pharma AG and Ciba-Geigy AG in the past 20 years. With more than 10 years of working in the Public Health Care, Andreas has extensive experience in medical diagnostics and treatment, scientific research and patient care.

David Voets, *Project Manager, Custodix NV, Belgium*

David Voets holds a master degree in software development. He has participated in several national and European (IST, IMI) research projects aimed at advancing (bio) medical informatics in order to accelerate clinical research and support individualized healthcare. David has experience with building service oriented architectures for healthcare applications and setting up data collection platforms (EHR extract, clinical trial data entry, etc.). David has been active in research projects as senior software architect with a focus on security and privacy protection. Current projects David is contributing include ENSURE (Enabling kNowledge Sustainability, Usability and Recovery for Economic value, 2011-2014) and EHR4CR (Electronic Health Records for Clinical Research, 2011-2015).

SPONSORS

PREMIER SPONSORS

EMC® ISILON



REMEDY
INFORMATICS

CORPORATE SPONSORS

ANOLINX™
GO DEEP



SAGENTIA

Provider-Payer-Pharma Cross-Industry Data Collaboration

Integrating Real Time Data Analysis into the Economy of the Health Care Ecosystem

MONDAY, APRIL 28 – TUESDAY, APRIL 29, 2014

MedicalInformaticsworld.com/Data-Collaboration

MONDAY, APRIL 28

7:00 am - 6:00 pm Registration

7:00 Morning Coffee

KEYNOTE SESSION: CONNECTING PATIENTS, PROVIDERS, AND PAYERS

8:00 Organizer's Welcome and Chairperson's Remarks

Micah Lieberman, Executive Director, Conferences, Cambridge Healthtech Institute (CHI) and Medical Informatics World

Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation

8:10 Health Delivery Reform and the Future of Health IT-Enabled Quality Improvement

Jacob Reider, M.D., Chief Medical Officer, Office of the National Coordinator for Health Information Technology (ONC), U.S. Department of Health and Human Services

How can we use health IT to provide the best possible care for all Americans? Health Information Technology is critical to the success of delivery reforms that aspire to transform the nation's health care system to focus increasingly on the quality of care provided, rather than the quantity. Only health IT can provide the kind of smart data and analytics that organizations such as Accountable Care Organizations need to succeed.

8:40 Healthcare IT Innovations that are Connecting Patients, Providers, and Payers

John Halamka, M.D., MS, CIO, Beth Israel Deaconess Medical Center

This year includes some of the most challenging healthcare IT go lives of the past decade - ICD10, Meaningful Use Stage 2, the HIPAA Omnibus Rule and the new automation required to support the Affordable Care Act. Healthcare IT organizations are straining to support the needs of the business. Given the demands of day to day operations, how do we innovate to incorporate big data, genomics, cloud computing, patient/family engagement, and world class security into our IT strategy? In this presentation, the speaker will reflect on the healthcare IT innovations that are improving quality, safety and efficiency in an era of declining reimbursement and increasing user demands.

9:10 Three Patients: How Health Information Technology Will Enable the Pharmaceutical Industry to Improve Patient Care

Sachin Jain, M.D., MBA, Vice President and Chief Medical Information & Innovation Officer, Merck & Co.

Dr. Jain will discuss three patient vignettes and how appropriate use of health information technology can drive improvements in medication use and efficacy.

» 9:40 KEYNOTE PANEL: Deploying Information Technology to Enable Innovation within the Future State of Care

Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation

10:10 Coffee Break in the Exhibit Hall with Poster Viewing

POWER AND IMPACT OF UNLOCKING BIG DATA IN THE NEW DATA-DRIVEN HEALTHCARE LANDSCAPE

10:55 Chairperson's Remarks

11:00 Collaboration is King: Unlocking Big Data

Marc Berger, M.D., Vice President, Real World Data and Analytics, Pfizer, Inc.

Advanced analytic approaches to Big Data will rely on the richness of the datasets. This will frequently involve mash-ups of data obtained from various sources. Collaborations will be critical to make this happen and to achieve the promise of precision medicine and better outcomes. Pfizer is currently involved in strategic collaborations with Humedica and Humana. We will discuss the opportunities and challenges inherent in collaborative relationships.

11:25 The Data-Driven Healthcare Landscape: Pivotal Deals Charting the New Course

Harry Glorikian, Managing Director, Scientia Advisors

Healthcare data is being unleashed at an unprecedented rate. Most of the players still can't act on much of this data, but pivotal deals are being inked that will pave the way for new processes and businesses that could revolutionize healthcare in the new "value-driven" environment. In this presentation, Harry Glorikian will highlight the deals that signal the radical changes and new risks and opportunities ahead.

11:50 The Impact of Delivery System Reform on the Pharmaceutical Industry

Josh Gray, Vice President, athenaResearch, athenahealth

The health care delivery system is in the midst of a transition in which providers are assuming risk for the total cost and quality of care and being held more accountable for demonstrating value to payers, employers, government, and patients. This plate-tectonic shift will ripple throughout the industry, affecting every segment, including pharma. In this presentation, the speaker will look at how accountable care is likely to affect pharma long term, focusing in particular on whether providers are likely to view pharma as a cost center to be minimized or as a full collaborative partner in managing disease costs and clinical outcomes.

12:15 pm Medication Adherence: A Prescription for Lower Costs and Better Health Outcomes

Craig Schilling, Pharm.D., Vice President, Patient Programs, Optum

Up to half of all patients don't take their medications properly. This problem has led to massive health care costs and decrease in quality of care. All industry stakeholders are impacted by the problem – providers, payers, employers, drug manufacturers and, of course, patients. But what if you could identify the patients most likely to have problems taking their medication before these problems arise? It would allow everyone involved to proactively address the problem. By zeroing in on the patients most likely to have a problem, we can all focus our resources more wisely.

Sponsored by
 **OPTUM**
Good for the system.™

12:40 Luncheon Presentation (Sponsorship Opportunity Available) or Lunch on Your Own

CONNECTING STAKEHOLDERS FOR IMPROVED OUTCOMES

1:55 Chairperson's Remarks

Inderpal Bhandari, Ph.D., Vice President, Chief Data Officer, Express Scripts

2:00 Connecting for Coordinated Care & Better Outcomes

Sean Kennedy, Director, Health Information Exchange, Mass eHealth Institute

Massachusetts is developing the necessary technology infrastructure and core services, along with related policies and procedures for a robust Statewide health information exchange (HIE), but relying on providers, vendors, private HIEs, state agencies and others to develop the use cases, applications and other technology to enable its value-added use. Listen to the findings of this innovative, 32-grantee program aimed at catalyzing data exchange activity and accelerating connections of 80+ organizations to the Mass Hlway. Numerous barriers are navigated (patient consent, patient and provider engagement, HISP-HISP) in an effort to pave a pathway through this cloud of uncertainty to achieve the connected environment we envision enabling coordinated care in this new era of healthcare - one characterized by shared risk, bundled payments and accountable care.

2:25 The Future of Integrating Medical Records with Unstructured Data

Sanjay Joshi, CTO, Life Sciences, EMC Isilon

Big Data without Big Integration = Big Confusion. Radiology, Pathology, Genomics, Proteomics, Flow Cytometry among other laboratory techniques need to be orthogonally integrated into a person's medical record. We will discuss storage as the possible central hub for this effort within a Health Information Exchange context.

Sponsored by
EMC® ISILON

2:50 Sponsored Presentation (Opportunity Available)

3:05 Refreshment Break in the Exhibit Hall with Poster Viewing

DATA COLLABORATION AND TRANSPARENCY

3:45 The Current State of Health Informatics at the Veterans Health Administration (VHA): Advances in Health IT, Data Sharing, and VistA Evolution

Clayton Curtis, M.D., Ph.D., Knowledge-Based Systems, Office of Informatics and Analytics, Veterans Health Administration

The Department of Veteran Affairs (VA) has a long history of the use of electronic health record systems, personal health record systems and health information exchange. This presentation will focus on the work currently being done to further the advancement of Health Information Technology in VHA and include information on the status of the iEHR (Integrated Electronic Health Record) project involving VA and the Department of Defense.

4:10 CO-PRESENTATION PART 1: Colorado's All Payer Claims Database (APCD): How Does Your Data Measure Up?

Tracey Campbell, Director, Colorado All Payer Claims Database (APCD), Center for Improving Value in Health Care (CIVHC)

Our current health care system is cumbersome, confusing and costly. Many potential solutions to the problem exist, but one theme emerges consistently: improving the system starts with better information. The Colorado APCD securely compiles claims data from private and public insurance carriers to provide the most comprehensive picture of health care costs and utilization in the state. The APCD is intended to provide transparent data to support improving health, health care quality and containing costs.

4:35 CO-PRESENTATION PART 2: APCD Physician Perspective on the Role of Multipayer Databases

John Freedman, M.D., MBA, Principal, Freedman HealthCare; former AVP and Medical Director, Quality and Medical Management, Tufts Health Plan

This presentation will discuss the role of large, multipayer databases in driving health system change through performance measurement. This talk will describe the work of payers, providers and public policy leaders using these resources to model the effects of alternative payment strategies and plan for new populations. Dr. Freedman will draw examples from his work with public and private payers to develop cost trends analysis, consumer facing cost and quality reporting and statewide health system analytic frameworks.

5:00 - 6:00 Networking Reception in the Exhibit Hall with Poster Viewing

6:15 – 8:45 PM DINNER WORKSHOP*: Advancing the Use of EHR/EMR for Clinical Research and Drug Development: A Platform that Reuses EHRs across Hospitals to Support Clinical Research supported by Sustainability Measures

Dipak Kalra, Professor, Health Informatics, University College London

Andreas Schmidt, Manager European External Collaborations, Product Development

Innovation Management, F. Hoffmann–La Roche AG

David Voets, Project Manager, Custodix NV, Belgium

**Separate registration required*

TUESDAY, APRIL 29

7:30 am Morning Coffee

CROSS-INDUSTRY DATA PARTNERSHIPS

8:00 Chairperson's Remarks

8:10 Harnessing the Power of Real World Data to Identify What Works for Whom in Healthcare

Iya Khalil, Ph.D., Executive Vice President and Co-Founder, GNS Healthcare

We are living in a transformative time for healthcare driven by the affordable care act and advances in our ability to collect and analyze data on a massive scale. The key to harnessing the power of this data is powerful analytics that rapidly learn from data and identify the best interventions for individual patients in real time.

8:35 FHIR, CDA, and BRIDG: Enabling Data Interoperability throughout the Healthcare Continuum

Charles Jaffe, M.D., Ph.D., CEO, Health Level 7 International (HL7)

The success of healthcare transformation relies heavily upon the reuse and reapplication of information. Health Level 7 (HL7) has developed three very different solutions to enable cross-purpose data interoperability. The varying benefits of each technology help to drive the utilization, the technical solution and the adoption. FHIR, CDA, and BRIDG have taken center stage to solve different problems for different stakeholder communities.

9:00 The Future of Collaborative Research, Discovery, and Delivery: A View of Informatics Once You Have Full, Unrestricted Access to ALL of Your Organization's Data

Chad Malone, M.D., Vice President, Medical Affairs, Remedy Informatics

Sponsored by
REMEDY
INFORMATICS

9:25 Coffee Break in the Exhibit Hall with Poster Viewing

10:45 Knowledge, Value, Excellence: Payer Provider Collaboration

Cris Ross, Chief Information Officer, Mayo Clinic

Americans want and deserve excellent healthcare. How are leading provider and payer organizations collaborating to create knowledge about treatment best practices in order to meet the elusive goal of high quality care at lower costs? Mayo Clinic and Optum are partners in Optum Labs, a marriage of cost and clinical data. These collaborations have the potential to transform healthcare to a patient-centered, value-driven model of care.

11:10 Transitioning from Fee-for-Service to Pay-for-Performance while Maintaining Quality

Joel Vengco, M.D., Vice President, Information Services and CIO, Baystate Health

11:35 Luncheon Presentation (Sponsorship Opportunity Available) or Lunch on Your Own

12:35 pm Session Break

KEYNOTE SESSION: TRANSFORMING GOVERNMENT & HEALTHCARE THROUGH INNOVATION

12:55 Chairperson's Remarks

Micah Lieberman, Executive Director, Conferences, Cambridge Healthtech Institute (CHI) and Medical Informatics World

1:00 Startup Mentality: Transforming Government & Health

Bryan Sivak, Chief Technology Officer & EIR, U.S. Department of Health and Human Services

Changing the way government works. This is what Bryan Sivak, U.S. Department of Health and Human Services' (HHS) Chief Technology Officer and leader of the HHS IDEA Lab, is doing by identifying and activating underutilized assets in government. Taking the most underutilized assets: people and data, Bryan is creating new opportunities through the adoption of innovative practices and forging new relationships between public and private sectors. Find out how the adoption of startup methodologies is changing how government works by establishing unconventional approaches to problem solving and how it is contributing to the transformation of health care. Additionally, see what new opportunities exist for startups and entrepreneurs in using liberated data in the digital health space to advance and tackle some of the most complex challenges we face in health care.

1:30 Humana's Approach to Medicare Advantage

Roy Beveridge, M.D., Senior Vice President and Chief Medical Officer, Humana

As a leading Medicare contractor for the past 26 years and with the nation's second-largest Medicare Advantage cohort, Humana has pioneered and then refined successful techniques to improve outcomes and reduce costs for this resource-intensive population. The company's Integrated Health Model embraces three interdependent elements: Care Delivery, featuring aligned, outcomes-oriented incentives for doctors and hospitals; Member Experience, including mobile health apps and customized rewards for healthy lifestyles; and Clinical and Consumer Insights, which makes use of the company's multiple big-data assets, including Anvita gaps-in-care analytics and Certify EMR technology.

2:00 The English Patient, a Story of NHS Informatics

Mark Davies, M.D., Executive Medical Director, Health & Social Care Information Centre, National Health Service

The English NHS continues to go through a period of radical change with a clear shift towards measurement of both the inputs and outputs of care. There is a stronger emphasis on openness, transparency and the redesign of services based on local population needs. The speaker will describe the role that informatics is playing in these changes and the implications for the delivery of both technology solutions and information management. The challenges of care delivery in the USA and UK are the same - discuss!

2:30 KEYNOTE PANEL: What are the Remaining Policy and Technology Barriers to Information Sharing with Patients?

Daniel Sands, M.D., MPH, Assistant Clinical Professor, Harvard Medical School; Co-Founder, Society for Participatory Medicine

3:00 Break and Evaluation Forms

Evening Closing Keynote and Reception:

Medical Informatics World
Conference 2014

&

Bio-IT World
CONFERENCE & EXPO '14

Join the Bio-IT World Keynote at 4:00 PM and the Grand Opening Reception in the Expo Hall at 5:00 PM

4:00 Shared Plenary Keynote: Creating an Information Ecosystem for Personalized Genomic Medicine

John Quackenbush, CEO, Genospace; Professor, Dana-Farber Cancer Institute and Harvard School of Public Health

5:00 Bio-IT World Expo Welcome Reception in the Exhibit Hall

Coordinated Patient Care, Engagement and Empowerment

Connected Health, Remote Monitoring, Personalized Medicine and Analytics to Improve Outcomes

MONDAY, APRIL 28 – TUESDAY, APRIL 29, 2014

MedicalInformaticsWorld.com/Patient-Care

MONDAY, APRIL 28

7:00 am - 6:00 pm Registration

7:00 Morning Coffee

KEYNOTE SESSION: CONNECTING PATIENTS, PROVIDERS, AND PAYERS

8:00 Organizer's Welcome and Chairperson's Remarks

Michah Lieberman, Executive Director, Conferences, Cambridge Healthtech Institute (CHI) and Medical Informatics World

Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation

8:10 Health Delivery Reform and the Future of Health IT-Enabled Quality Improvement

Jacob Reider, M.D., Chief Medical Officer, Office of the National Coordinator for Health Information Technology (ONC), U.S. Department of Health and Human Services

How can we use health IT to provide the best possible care for all Americans? Health Information Technology is critical to the success of delivery reforms that aspire to transform the nation's health care system to focus increasingly on the quality of care provided, rather than the quantity. Only health IT can provide the kind of smart data and analytics that organizations such as Accountable Care Organizations need to succeed.

8:40 Healthcare IT Innovations that are Connecting Patients, Providers, and Payers

John Halamka, M.D., MS, CIO, Beth Israel Deaconess Medical Center

This year includes some of the most challenging healthcare IT go lives of the past decade - ICD10, Meaningful Use Stage 2, the HIPAA Omnibus Rule and the new automation required to support the Affordable Care Act. Healthcare IT organizations are straining to support the needs of the business. Given the demands of day to day operations, how do we innovate to incorporate big data, genomics, cloud computing, patient/family engagement, and world class security into our IT strategy? In this presentation, the speaker will reflect on the healthcare IT innovations that are improving quality, safety and efficiency in an era of declining reimbursement and increasing user demands.

9:10 Three Patients: How Health Information Technology Will Enable the Pharmaceutical Industry to Improve Patient Care

Sachin Jain, M.D., MBA, Vice President and Chief Medical Information & Innovation Officer, Merck & Co.

Dr. Jain will discuss three patient vignettes and how appropriate use of health information technology can drive improvements in medication use and efficacy.

» 9:40 KEYNOTE PANEL: Deploying Information Technology to Enable Innovation within the Future State of Care

Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation

10:10 Coffee Break in the Exhibit Hall with Poster Viewing

PATIENT AS PARTNER

10:55 Chairperson's Remarks

Kayur Patel, M.D., Medical Director, Health Care Excel

11:00 Patient as Partner

O'Neil Britton, M.D., Chief Health Information Officer, Partners HealthCare

When technology advancements were coupled with policy initiatives promoting patient-centric healthcare transformation, it was to no surprise the pre-conditions for creating the first Personal Health Records were set in motion, specifically to engage the individual in the management of his or her own health. These concepts of transparency, flexibility, and connectivity reflect the desired participatory model of care, where patients will be welcomed to join their provider at the table and take ownership of decisions regarding their personal health. In a time of broad transformation of the healthcare system, technological advances are undeniably providing opportunities to embrace the patient as partner in their personal healthcare management.

11:25 Patient Engagement: Whose Responsibility Is It? – Challenges and Best Practices

Barbara Bartley, System Director, Clinical Decision Support, Quality, The Health Care Authority for Baptist Health, An Affiliate of UAB Health System

Patient engagement is a major challenge in the healthcare industry from a compliance, quality, clinical and financial stance. This talk will review patient engagement as it relates to regulatory requirements and quality healthcare, provide insight to the challenges and best practices in the healthcare industry, and identify the benefits of engagement from the consumer, clinical and financial stance.

» 11:50 PATIENT PANEL: Tools to Drive Patient Participation for Better Care and Improved Health: the Patient Voice

Moderator: Susan Woods, M.D., Member, Society of Participatory Medicine; Connected Health Office, Veterans Health Administration Informatics & Analytics

Panelists from the Patient Community & Society for Participatory Medicine, including: Nancy Finn, Health Care Journalist, Communication Resources & Society of Participatory Medicine; Author, e-Patients Live Longer, The Complete Guide to Managing Health Care Using Technology

12:40 Luncheon Presentation (Sponsorship Opportunity Available) or Lunch on Your Own

PATIENTS AND CONSUMERS MANAGING THEIR OWN DATA

1:55 Chairperson's Remarks

Regina Au, Strategic Marketing Consultant, New Product Planning/Marketing, BioMarketing Insight

2:00 It's Your Data: Using the Massachusetts Hlway to Take Control of Your Health

Laurance Stuntz, Director, Massachusetts eHealth Institute

Massachusetts has created a state wide healthcare information exchange, the Mass Hlway, and we're committed to involving patients in their care. The Hlway offers integration with several different personal health records and tools for managing patients' own data. This presentation will share how this patient involvement is transforming care in Massachusetts.

2:25 Sponsored Presentation (Opportunity Available)

2:50 Roadmap for Remote Patient Monitoring

David Pettigrew, Sector Manager, Patient Care, Sagentia

Connected health is an evolution from existing delivery models such as telehealth and telemedicine services, where the electronic transmission of patient information from one location to another is augmented by intelligent sensors and algorithms, which provide context-aware and actionable information to the patient, payer or clinician. In this presentation, the speaker will provide a "roadmap" for developing a connected health system, from initial concept to the final product.

Sponsored by
SAGENTIA

3:05 Refreshment Break in the Exhibit Hall with Poster Viewing

CONNECTED HEALTH AND THE EMPOWERED PATIENT

3:45 Connected Health as a Tool for Patient Engagement

Joseph Kvedar, M.D., Director, Center for Connected Health, Partners HealthCare

A number of colliding trends make the current strategy of one-to-one, time and place dependent care delivery unsustainable. To realize the vision of automated care, the system must capture a complex series of inputs, apply robust analysis and generate an automated, varied series of communications or outputs that keep patients engaged in improving their health. This feedback loop can lead to behavior change and allows a person to set goals and measure their achievement. He will discuss strategies that make automation of care delivery maximally effective and motivational tools to foster engagement, including coaching, social networks, incentives and games or contests.

4:10 CO-PRESENTATION: An Empowered Patient: Using a Patient Portal and a Digital Strategy to Achieve the Triple Aim

Part 1: An Overview of KP Patient Usage and Impacts to Date

Terhilda Garrido, Vice President, HIT Transformation & Analytics, Kaiser Permanente

Kaiser has made a significant investment in our patient portal/digital strategy that has now registered over four million patients. The impact has been significant in improved HEDIS scores and quality measures, improved business impact (increased patient loyalty) and many efficiencies in care. In this two-part presentation we describe the patient portal and digital strategy put into effect at Kaiser Permanente for the last eight years: features and usage by over 4 million patients, how it has been incorporated into clinical workflows and the profound changes that it is making on our care delivery.

Part 2: The Next Stage of Patient Engagement

Michael Kanter, M.D., Medical Director of Quality & Clinical Analysis, Kaiser Permanente

Kaiser Permanente Southern California is leading two important enhancements that personalize care and the information provided to patients to the next level. First, Personal Action Plans provide patients with personalized care gaps and action steps giving them critical information to improve their health. Second, Spanish MyChart: After discovering disparities in some health outcomes in Spanish speaking members associated with worse access levels to our patient portal, Kaiser Permanente has enabled a Spanish language web portal.

5:00 - 6:00 Networking Reception in the Exhibit Hall with Poster Viewing

6:15 – 8:45 PM DINNER WORKSHOP*: Advancing the Use of EHR/EMR for Clinical Research and Drug Development: A Platform that Reuses EHRs across Hospitals to Support Clinical Research supported by Sustainability Measures

Dipak Kalra, Professor, Health Informatics, University College London

Andreas Schmidt, Manager European External Collaborations, Product Development Innovation Management, F. Hoffmann–La Roche AG

David Voets, Project Manager, Custodix NV, Belgium

*Separate registration required

TUESDAY, APRIL 29

7:30 am Morning Coffee

LEVERAGING TECHNOLOGY TO DELIVER CARE MORE EFFICIENTLY

8:00 Chairperson's Remarks

Seth Feuerstein, M.D., J.D., Assistant Professor, Yale University School of Medicine; CEO, Cobalt Therapeutics

8:10 CO-PRESENTATION: Reducing Mortality: Leveraging Analytics to Promote a Culture of Partnership & Accountability

Eric Poon, M.D., Vice President & CMIO, Boston Medical Center

Roshan Hussain, Director, Analytics & Public Reporting, Boston Medical Center

With decreasing reimbursements and increasing external pressure to capture value, health care organizations have to assess the quality that they provide in terms of patient outcomes. Risk-adjusted mortality rate is a relatively common outcome measure that healthcare organizations and external drivers (i.e., regulatory agencies and payers) use to assess the quality. Even though this measure is common, it is relatively difficult to move and requires change in the cultural fabric of an organization. In this presentation, the speakers will describe the three year journey that BMC took to move its' relative performance from the bottom decile of University HealthSystem Consortium (UHC) risk adjusted mortality ratio to the top quartile. They will highlight (1) the use of analysis to create prioritization; (2) iterative approach of analysis to create trust; (3) building consensus on patient attribution; (4) providing in-sighting into major levers to affect change; (5) utility of a mixed push & pull strategy of reporting; and (6) fostering a non-punitive culture.

9:00 Sponsored Presentation (Opportunity Available)

9:25 Coffee Break in the Exhibit Hall with Poster Viewing

10:45 CO-PRESENTATION: Using Virtual Visits to Engage Patients and Deliver Care More Efficiently

Ronald Dixon, M.D., Director, Virtual Practice Project, Massachusetts General Hospital

John Schmucker, MBA, Project Lead, Product Development and Implementation, Virtual Practice Project, Massachusetts General Hospital

Primary care physicians are being asked to shoulder ever growing responsibility for patients' health and assume greater risk in controlling the cost of care. We have developed and placed into everyday clinical use a tool to deliver care to patients with multiple chronic conditions. Now with over 1,500 virtual visits completed, we have gained insight into successfully implementing and growing a "virtual" practice within a busy primary care office. We are connecting patients to their personal doctors in this manner to improve patient access and convenience and deliver care more efficiently.

11:10 The Heart of IT: Going from Patient to Consumer...Refocusing on the Human

Jess Jacobs, Director, Aetna Innovation Labs, Aetna

The last few years have brought a familiarity with a medley of federal laws (HITECH and ACA), regs (MMA and MU) and agencies (ONC, CMS, FDA...). Now we're faced with the question – is the federal alphabet soup digestible by our frontline health systems, providers, and payors? Today it's unclear if this brave new world of big data aggregation and quality metrics offers actionable signals - or is simply unnecessarily dehumanizing noise. In this presentation, the speaker will reflect on formulating these regulations and the innovations required (hint: actionable analytics and workflow redesign) to refocus our on the Heart of IT (spoiler: it's about the patients).

11:35 Luncheon Presentation (Sponsored Opportunity Available) or Lunch on Your Own

12:35 pm Session Break

KEYNOTE SESSION: TRANSFORMING GOVERNMENT & HEALTHCARE THROUGH INNOVATION

12:55 Chairperson's Remarks

Micah Lieberman, Executive Director, Conferences, Cambridge Healthtech Institute (CHI) and Medical Informatics World

1:00 Startup Mentality: Transforming Government & Health

Bryan Sivak, Chief Technology Officer & EIR, U.S. Department of Health and Human Services

Changing the way government works. This is what Bryan Sivak, U.S. Department of Health and Human Services' (HHS) Chief Technology Officer and leader of the HHS IDEA Lab, is doing by identifying and activating underutilized assets in government. Taking the most underutilized assets: people and data, Bryan is creating new opportunities through the adoption of innovative practices and forging new relationships between public and private sectors. Find out how the adoption of startup methodologies is changing how government works by establishing unconventional approaches to problem solving and how it is contributing to the transformation of health care. Additionally, see what new opportunities exist for startups and entrepreneurs in using liberated data in the digital health space to advance and tackle some of the most complex challenges we face in health care.

1:30 Humana's Approach to Medicare Advantage

Roy Beveridge, M.D., Senior Vice President and Chief Medical Officer, Humana

As a leading Medicare contractor for the past 26 years and with the nation's second-largest Medicare Advantage cohort, Humana has pioneered and then refined successful techniques to improve outcomes and reduce costs for this resource-intensive population. The company's Integrated Health Model embraces three interdependent elements: Care Delivery, featuring aligned, outcomes-oriented incentives for doctors and hospitals; Member Experience, including mobile health apps and customized rewards for healthy lifestyles; and Clinical and Consumer Insights, which makes use of the company's multiple big-data assets, including Anvita gaps-in-care analytics and Certify EMR technology.

2:00 The English Patient, a Story of NHS Informatics

Mark Davies, M.D., Executive Medical Director, Health & Social Care Information Centre, National Health Service

The English NHS continues to go through a period of radical change with a clear shift towards measurement of both the inputs and outputs of care. There is a stronger emphasis on openness, transparency and the redesign of services based on local population needs. The speaker will describe the role that informatics is playing in these changes and the implications for the delivery of both technology solutions and information management. The challenges of care delivery in the USA and UK are the same - discuss!

» 2:30 KEYNOTE PANEL:

What are the Remaining Policy and Technology Barriers to Information Sharing with Patients?

Daniel Sands, M.D., MPH, Assistant Clinical Professor, Harvard Medical School; Co-Founder, Society for Participatory Medicine

3:00 Break and Evaluation Forms

Evening Closing
Keynote and
Reception:

Medical
Informatics
World
Conference 2014

&

Bio-IT World
CONFERENCE & EXPO '14

Join the Bio-IT World Keynote at 4:00 PM and the Grand Opening Reception in the Expo Hall at 5:00 PM

» 4:00 Shared Plenary Keynote: Creating an Information Ecosystem for Personalized Genomic Medicine

John Quackenbush, CEO, Genospace; Professor, Dana-Farber Cancer Institute and Harvard School of Public Health

5:00 Bio-IT World Expo Welcome Reception in the Exhibit Hall

Population Health Management and Quality Improvement

Using Technology and Analytics to Predict Outcomes, Target High-Risk Populations, Increase Compliance and Control Quality

MONDAY, APRIL 28 – TUESDAY, APRIL 29, 2014

MedicalInformaticsWorld.com/Population-Health-Management

MONDAY, APRIL 28

7:00 am - 6:00 pm Registration

7:00 Morning Coffee

KEYNOTE SESSION: CONNECTING PATIENTS, PROVIDERS, AND PAYERS

8:00 Organizer's Welcome and Chairperson's Remarks

Micah Lieberman, Executive Director, Conferences, Cambridge Healthtech Institute (CHI) and Medical Informatics World

Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation

8:10 Health Delivery Reform and the Future of Health IT-Enabled Quality Improvement

Jacob Reider, M.D., Chief Medical Officer, Office of the National Coordinator for Health Information Technology (ONC), U.S. Department of Health and Human Services

How can we use health IT to provide the best possible care for all Americans? Health Information Technology is critical to the success of delivery reforms that aspire to transform the nation's health care system to focus increasingly on the quality of care provided, rather than the quantity. Only health IT can provide the kind of smart data and analytics that organizations such as Accountable Care Organizations need to succeed.

8:40 Healthcare IT Innovations that are Connecting Patients, Providers, and Payers

John Halamka, M.D., MS, CIO, Beth Israel Deaconess Medical Center

This year includes some of the most challenging healthcare IT go lives of the past decade - ICD10, Meaningful Use Stage 2, the HIPAA Omnibus Rule and the new automation required to support the Affordable Care Act. Healthcare IT organizations are straining to support the needs of the business. Given the demands of day to day operations, how do we innovate to incorporate big data, genomics, cloud computing, patient/family engagement, and world class security into our IT strategy? In this presentation, the speaker will reflect on the healthcare IT innovations that are improving quality, safety and efficiency in an era of declining reimbursement and increasing user demands.

9:10 Three Patients: How Health Information Technology Will Enable the Pharmaceutical Industry to Improve Patient Care

Sachin Jain, M.D., MBA, Vice President and Chief Medical Information & Innovation Officer, Merck & Co.

Dr. Jain will discuss three patient vignettes and how appropriate use of health information technology can drive improvements in medication use and efficacy.

» 9:40 KEYNOTE PANEL: Deploying Information Technology to Enable Innovation within the Future State of Care

Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation

10:10 Coffee Break in the Exhibit Hall with Poster Viewing

ACOs, POPULATION HEALTH MANAGEMENT AND THE FUTURE OF CLINICAL DECISION SUPPORT

10:55 Chairperson's Remarks

11:00 Moving ACOs Forward: Why Payer-Provider Collaboration is a Key Ingredient for ACO Success

Charles Kennedy, M.D., CEO, Accountable Care Solutions, Aetna

Becoming an ACO is a big step for providers, particularly since many organizations lack the population health expertise and infrastructure needed to sustain value-based payment models. By working collaboratively with payers, providers can fill these gaps and successfully make the move toward patient-centered, accountable care. This session will explore recent examples of payer-provider collaborations, from simple shared savings agreements to private-label health plans. It will also discuss the role payer technologies and population health management solutions play in these collaborations and evaluate their impact on care quality, costs and patient engagement.

11:25 Using MU to Provide Population DSS for ACOs: Challenges and Opportunities

Hadi Kharrazi, M.D., Assistant Director, Center for Population Health Information Technology, Johns Hopkins Bloomberg School of Public Health

Over the last two years more than 400 ACOs have been registered to comply with ACA. ACOs are responsible for the health of their population and have to collect the data necessary to analyze and report the health of their population. This presentation discusses the challenges and opportunities in using meaningful use measures to collect and analyze population health quality measures, mandated by both CMS and NQQA, for ACOs.

11:50 Approaching Clinical Decision Support Differently to Enable Personalized Medicine

Samuel (Sandy) Aronson, Executive Director, IT, Partners HealthCare Center for Personalized Genetic Medicine

Genomic medicine introduces a whole new scale of complexity to clinical knowledge management challenges. New architectures must be introduced to meet this challenge. This presentation will discuss these architectures and the range of possibilities they open up for improving clinical care.

12:15 pm Sponsored Presentation (Opportunity Available)

12:40 Luncheon Presentation (Sponsorship Opportunity Available) or Lunch on Your Own

TURNING HEALTHCARE DATA INTO ACTIONABLE OUTCOMES

1:55 Chairperson's Remarks

Robert Stewart, M.D., Professor, Psychiatric Epidemiology and Clinical Informatics, Department of Psychological Medicine, King's College London

2:00 Health Care Big Data: Moving from Abstraction and Reporting to Action

Barbara Bartley, System Director, Clinical Decision Support & Quality, Baptist Health

Many organizations collect data on a regular basis but fail to move it to actionable outcomes to benefit the consumers and organizations. This presentation will transfer knowledge of taking data from abstraction and reporting to the next level: action; it will address work flow of data from creation to outcomes, and it will identify benefits of making data actionable.

2:25 What Can We Learn By Performing a Broader Health Risk Assessment for Health Plan Enrollees

Ralph Peretto, Ph.D., Vice President, Provider Solutions, Optum

Traditional HRAs offer little information about the health status of enrollees. However, incorporating a health status measure with an HRA offers predictive qualities that can be valuable to payers facing an influx of new members without prior claims history. This new HRA can offer insights into the need for future hospitalization and medical expenditures. It can also be used to screen new enrollees for chronic disease in order to make the necessary resources available to them proactively.

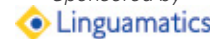
Sponsored by

Good for the system™

2:50 Advanced NLP for Electronic Health Records

David Milward, CTO, Linguamatics

This talk will look at how advanced NLP can be applied to a growing range of healthcare applications, enabling data analysts and medical researchers to extract valuable information from complex patient documentation such as radiology and pathology reports. This can be used to identify care gaps, build predictive models of key areas, and link EHR data to external sources such as ClinicalTrials.gov to identify potential trials.

Sponsored by


3:05 Refreshment Break in the Exhibit Hall with Poster Viewing

CONVERTING DATA AND INTEGRATING WORKFLOW TO IMPROVE QUALITY

3:45 Healthcare Data Analytics as a Core Competency of an Adaptive Learning Delivery System

Joe Kimura, M.D., MPH, Deputy Chief Medical Officer, Atrius Health

ACOs are striving to optimize healthcare value for patients and populations through innovation and delivery system process improvement. Data informed decision making is critical for innovation and improvement work. Healthcare data analytics is now a core competency that supports strategic, tactical, and operational decision making. As such, delivery systems need to assess and develop core capabilities that maximize the chances of translating raw data into action and organizational learning.

4:10 Integrating Technology through Operations and Workflow to achieve High Quality, Low Cost Outcomes

Chris Wood, M.D., Medical Director, Information Services, Intermountain Healthcare

Find out how Intermountain Healthcare learned to leverage technology through organizational changes, workflow redesign and data management to achieve astonishing improvements in care quality and cost. A laser focus on driving technology into natural workflow and monitoring the outcomes pays off big for patients, physicians, payers and now the pharmaceutical industry.

4:35 Converting BIG Data into Value while Controlling the Governance Process

Alan Krumholz, M.D., Vice President, Director, Quality Outcomes, Franciscan Healthcare (FH), Mayo Clinic Health System

This talk describes Mayo Clinic Health System's analytics program as one which focuses on actionable opportunities. One platform works in conjunction with Cerner's EMR and aggregates clinical data against various quality metrics. MCHS also compares its performance against other large medical groups in AMGAs database. Examples to shared: How to predict which CHF patients are at risk for readmission using the EMR and claims data; How Mayo manages the reporting across sites, the report request process, and data governance; Finally, is there a correlation between quality and cost?

5:00 - 6:00 Networking Reception in the Exhibit Hall with Poster Viewing

6:15 – 8:45 PM DINNER WORKSHOP*: Advancing the Use of EHR/EMR for Clinical Research and Drug Development: A Platform that Reuses EHRs across Hospitals to Support Clinical Research supported by Sustainability Measures

Dipak Kalra, Professor, Health Informatics, University College London

Andreas Schmidt, Manager European External Collaborations, Product Development Innovation Management, F. Hoffmann–La Roche AG

David Voets, Project Manager, Custodix NV, Belgium

* Separate registration required

TUESDAY, APRIL 29

7:30 am Morning Coffee

TOTAL PHM & POPULATION-BASED DECISION SUPPORT SYSTEMS

8:00 Chairperson's Remarks

Hadi Kharrazi, M.D., Assistant Director, Center for Population Health Information Technology, Johns Hopkins Bloomberg School of Public Health

8:10 Stories from the Front Line: How Partners HealthCare is Approaching Population Health IT

Sree Chaguturu, M.D., Medical Director, Population Health Management, Partners HealthCare & Massachusetts General Hospital

Partners HealthCare has embraced population health with over 500,000 lives in accountable care arrangements. In order to facilitate this large scale transformation of healthcare delivery, Partners has invested heavily and strategically in the technologies required to be successful in PHM. In this session, the speaker will share how Partners developed their population health IT strategy, and how they have been successful (or not... just yet!) in implementing their vision.

8:35 Member-Centric Decision Management: The Technical and Analytical Aspects of Total Population Health Management

Stephen Jones, Ph.D., Manager, Predictive Analytics, Medical Informatics, BlueCross BlueShield of TN

BC/BS of Tennessee Dept. of Medical Informatics has spent the last 3 years ramping up technology and analytics to develop a complete member-centric PHM program. Highly specialized teams were formed to address all aspects of improving member engagement and experience, including a predictive modeling team, Identification/Stratification team, devoted IT resources, rapid application development and a complete clinical data warehouse data mart supporting infrastructure. To do this required extensive proof-of-concepts with multiple vendor solutions and homegrown analytics. We plan to discuss in brief the technology and personnel required to develop such capabilities in a shortened timeframe.

9:00 Improving Health Outcomes through the Innovative Analysis of Healthcare Delivery Systems

Aaron Kamaau, M.D., M.S., M.P.H., CEO, Anolinx LLC

Systems analysis is an examination of the interplay between members of a healthcare delivery system and how their actions/decisions influence the actions/decisions of other members. This presentation will introduce the analysis of healthcare delivery systems and provide the example of stroke care. Performing systems analyses is vital to the improvement of healthcare delivery and health outcomes.

9:25 Coffee Break in the Exhibit Hall with Poster Viewing

10:45 Top Predictors of Misdiagnosis and Incorrect Treatment Resulting in Increased HC Costs...and How to Prevent Them

Dipti Patel-Misra, Ph.D., Chief Analytics Officer, Analytics, Best Doctors

This presentation will look at what drives the high cost of care from a consumer perspective and what can be done to improve quality for the right health outcome.

11:10 CO-PRESENTATION: Electronic Signature for 'Identification' of Intensive Care Unit Metrics: A Pragmatic Approach

Rahul Kashyap, M.D., Assistant Professor, Anesthesiology-Critical Care Medicine, Mayo Clinic
Nathan Smishney, M.D., Mayo Clinic Scholar, Anesthesiology-Critical Care Medicine, Mayo Clinic

The use of electronic-search strategies have resulted in accurate and timely data extraction when navigating the electronic medical record. These search algorithms are partially dependent on the infrastructure from which the algorithm is built. We describe the Mayo Clinic Critical Care and Anesthesia Research infrastructure, which has enabled the use of electronic search algorithms for both clinical and research purposes. We illustrate the development and validation of one such electronic search strategy that resulted in accurate extraction of 'emergent endotracheal intubations' within the ICU.

11:35 Luncheon Presentation (Sponsorship Opportunity Available) or Lunch on Your Own

12:35 pm Session Break

KEYNOTE SESSION: TRANSFORMING GOVERNMENT & HEALTHCARE THROUGH INNOVATION

12:55 Chairperson's Remarks

Micah Lieberman, Executive Director, Conferences, Cambridge Healthtech Institute (CHI) and Medical Informatics World

1:00 Startup Mentality: Transforming Government & Health

Bryan Sivak, Chief Technology Officer & EIR, U.S. Department of Health and Human Services

Changing the way government works. This is what Bryan Sivak, HHS's CTO and leader of the HHS IDEA Lab, is doing by identifying and activating underutilized assets in government. Taking the most underutilized assets: people and data, he is creating new opportunities through the adoption of innovative practices and forging new relationships between public and private sectors. Find out how the adoption of startup methodologies is changing how gov't works by establishing unconventional approaches to problem solving and how it is contributing to the transformation of health care. Additionally, see what new opportunities exist for startups and entrepreneurs in using liberated data in the digital health space to advance and tackle some of the most complex challenges we face in health care.

1:30 Humana's Approach to Medicare Advantage

Roy Beveridge, M.D., Senior Vice President and Chief Medical Officer, Humana

As a leading Medicare contractor for the past 26 years and with the nation's second-largest Medicare Advantage cohort, Humana has pioneered and then refined successful techniques to improve outcomes and reduce costs for this resource-intensive population. The company's Integrated Health Model embraces three interdependent elements: Care Delivery, featuring aligned, outcomes-oriented incentives for doctors and hospitals; Member Experience, including mobile health apps and customized rewards for healthy lifestyles; and Clinical and Consumer Insights, which makes use of multiple big-data assets, including Anvita gaps-in-care analytics and Certify EMR technology.

2:00 The English Patient, a Story of NHS Informatics

Mark Davies, M.D., Executive Medical Director, Health & Social Care Information Centre, National Health Service

The English NHS continues to go through a period of radical change with a clear shift towards measurement of both the inputs and outputs of care. There is a stronger emphasis on openness, transparency and the redesign of services based on local population needs. The speaker will describe the role that informatics is playing in these changes and the implications for the delivery of both technology solutions and information management. The challenges of care delivery in the USA and UK are the same.

» 2:30 KEYNOTE PANEL:

What are the Remaining Policy and Technology Barriers to Information Sharing with Patients?

Daniel Sands, M.D., MPH, Assistant Clinical Professor, Harvard Medical School; Co-Founder, Society for Participatory Medicine

3:00 Break and Evaluation Forms

Evening Closing Keynote and Reception:

Medical
Informatics
World Conference
2014



Bio-IT World
CONFERENCE & EXPO '14

Join Bio-IT World Keynote at 4:00 PM and Grand Opening Reception in the Expo Hall at 5:00 PM

» 4:00 Shared Plenary Keynote: Creating an Information Ecosystem for Personalized Genomic Medicine

John Quackenbush, CEO, Genospace; Professor, Dana-Farber Cancer Institute and Harvard School of Public Health

5:00 Bio-IT World Expo Welcome Reception in the Exhibit Hall



Information Security and Privacy in Healthcare

Navigating New Challenges of HITECH, BYOD, HIPAA and the Need for Information Sharing Between Patients, Providers, and Payers

MONDAY, APRIL 28 – TUESDAY, APRIL 29, 2014

MedicalInformaticsWorld.com/Information-Security-Privacy

MONDAY, APRIL 28

7:00 am - 6:00 pm Registration

7:00 Morning Coffee

KEYNOTE SESSION: CONNECTING PATIENTS, PROVIDERS, AND PAYERS

8:00 Organizer's Welcome and Chairperson's Remarks

Micah Lieberman, Executive Director, Conferences, Cambridge Healthtech Institute (CHI) and Medical Informatics World

Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation

8:10 Health Delivery Reform and the Future of Health IT-Enabled Quality Improvement

Jacob Reider, M.D., Chief Medical Officer, Office of the National Coordinator for Health Information Technology (ONC), U.S. Department of Health and Human Services

How can we use health IT to provide the best possible care for all Americans? Health Information Technology is critical to the success of delivery reforms that aspire to transform the nation's health care system to focus increasingly on the quality of care provided, rather than the quantity. Only health IT can provide the kind of smart data and analytics that organizations such as Accountable Care Organizations need to succeed.

8:40 Healthcare IT Innovations that are Connecting Patients, Providers, and Payers

John Halamka, M.D., MS, CIO, Beth Israel Deaconess Medical Center

This year includes some of the most challenging healthcare IT go lives of the past decade - ICD10, Meaningful Use Stage 2, the HIPAA Omnibus Rule and the new automation required to support the Affordable Care Act. Healthcare IT organizations are straining to support the needs of the business. Given the demands of day to day operations, how do we innovate to incorporate big data, genomics, cloud computing, patient/family engagement, and world class security into our IT strategy? In this presentation, the speaker will reflect on the healthcare IT innovations that are improving quality, safety and efficiency in an era of declining reimbursement and increasing user demands.

9:10 Three Patients: How Health Information Technology Will Enable the Pharmaceutical Industry to Improve Patient Care

Sachin Jain, M.D., MBA, Vice President and Chief Medical Information & Innovation Officer, Merck & Co.

Dr. Jain will discuss three patient vignettes and how appropriate use of health information technology can drive improvements in medication use and efficacy.

» 9:40 KEYNOTE PANEL: Deploying Information Technology to Enable Innovation within the Future State of Care

Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation

10:10 Coffee Break in the Exhibit Hall with Poster Viewing

REAL CHALLENGES OF UNAUTHORIZED DISCLOSURE OF PHI

10:55 Chairperson's Remarks

11:00 Patient Privacy and Security: What Recent Benchmarks of Healthcare Providers Revealed

Larry Ponemon, Chairman and Founder, Ponemon Institute

This presentation will summarize recent benchmark research focused on the privacy and data protection practices of leading healthcare providers located throughout the United States. The presenter will discuss major trends observed over the past four years, including the impact of disruptive technologies and emerging healthcare regulations on the sanctity of confidential patient information. The presentation will conclude by summarizing best and worst practices actually observed and documented by the researcher.

11:25 Fair Information Practice for Cyber ID

Adrian Gropper, M.D., CTO, Patient Privacy Rights

Fair information practice for cyber ID means engineering for transparency, oversight and accountability in our relationship locator services. It requires a smooth transition from in-person relationships with our physician, to online relationship with our health records resulting from in-person relationships and finally to online relationship to RLS data brokers that have no in-person relationship to the individual. Fair information practice for Cyber ID needs to respect the sovereignty of the individual by minimizing privacy risk when possible and maximizing transparency and accountability when operating relationship locator services.

11:50 Should I Trust You With My Patient's Data?

Rick Moore, CIO, National Committee for Quality Assurance (NCQA)

As the demand to share/exchange digital healthcare data increases, so too do the numbers of various business associates a covered entity must engage to accomplish its mission. Although the HITECH regulations extend the reach of HIPAA directly to business associates, it is still incumbent upon covered entities to ascertain the information security posture of its business partners.

12:15 pm Sponsored Presentation (Opportunity Available)

12:40 Luncheon Presentation (Sponsorship Opportunity Available) or Lunch on Your Own

HITECH REGULATIONS AND THE FUTURE OF TRANSPARENCY

1:55 pm Chairperson's Remarks

2:00 A Practical Look at the HITECH Proposed Regulations and Federal Information Transparency Policies: The Payer Perspective

Marilyn Zigmund Luke, Senior Counsel and Compliance Officer, America's Health Insurance Plans (AHIP)

This session will focus a discussion on the pending regulations from the U.S. Department of Health and Human Services, Office for Civil Rights and similar federal policy proposals to increase information transparency within the health care system. The presenter will explore the practical effects on affected entities. Current trends within the industry will also be discussed.

2:25 Sponsored Presentations (Opportunities Available)

3:05 Refreshment Break in the Exhibit Hall with Poster Viewing

PUTTING HEALTHCARE DATA IN THE CLOUD

3:45 Can PHI and the Cloud Coexist?

Paul Connelly, Vice President, CISO, Hospital Corporation of America (HCA)

The typical initial reaction to the thought of putting PHI into a Cloud system is, "No way!" But is that really the case? With careful analysis and a few key actions, perhaps PHI can exist in the Cloud. Even more, the Cloud may actually improve the protection of the data.

4:10 Proactive Regulatory Compliance for the Healthcare Cloud

Speaker to be Announced

BYOD: BALANCING PRIVACY, SECURITY AND FLEXIBILITY

4:35 BYOD: Job Security for Privacy and Information Security Professionals

Marti Arvin, Chief Compliance Officer, David Geffen School of Medicine, UCLA Health System

This discussion will address the complexities of allowing BYOD. It will include the need to balance privacy and security of devices and data against the desire to have flexibility. It will also address some mitigation ideas and why the risk cannot likely ever be fully mitigated.

5:00 - 6:00 Networking Reception in the Exhibit Hall with Poster Viewing

6:15 – 8:45 PM DINNER WORKSHOP*: Advancing the Use of EHR/EMR for Clinical Research and Drug Development: A Platform that Reuses EHRs across Hospitals to Support Clinical Research supported by Sustainability Measures

Dipak Kalra, Professor, Health Informatics, University College London

Andreas Schmidt, Manager European External Collaborations, Product Development Innovation Management, F. Hoffmann–La Roche AG

David Voets, Project Manager, Custodix NV, Belgium

* Separate registration required

TUESDAY, APRIL 29

7:30 Morning Coffee

**BYOD: BRING YOUR OWN DEVICE OR
BRING YOUR OWN DISASTER?**

8:00 Chairperson's Remarks

Rick Moore, CIO, National Committee for Quality Assurance (NCQA)

8:10 Mobile Security and BYOD in a Large Hospital System

Jennings Aske, CISO, Partners HealthCare System

BYOD in healthcare raises compliance challenges never before experienced. When data breaches with patient information occurs it means a loss of revenue and even worse – a loss of trust. For the administrators responsible for security, BYOD at their healthcare facilities was not an issue in the past. Now, thanks in part to advanced security features in healthcare wireless networks, BYOD implementation is gaining popularity. What is your plan? How do you satisfy the various stakeholders' needs?

9:00 Can a Company with More than Two Million Employees Successfully Implement BYOD?

Anthony Martin, Senior Associate General Counsel, Privacy & Information Security, Walmart

9:25 Coffee Break in the Exhibit Hall with Poster Viewing

**OVERCOMING THE INTEROPERABILITY-PRIVACY
STANDOFF**

10:45 "Mind the Gap": Lessons from London on Using Information to Improve English Healthcare

Samantha Meikle, Director, London Connect

We have a story to tell of a quiet revolution in London. We all face challenges in bridging gaps within our existing infrastructure, processes and behavior to provide the best possible care experiences and outcomes. It is essential that we use information to empower patients and the public to increase engagement with their own care and boost self-management: but what are the key enablers? Learn from London's journey of using democratized data and user-centered development of Personal Health Records to create 'patient-pull' for information. Combined with support for service professionals to appropriately share and use information, our culture of healthcare is starting to change - for good.

11:10 Overcoming the Interoperability-Privacy Standoff

Peter Madras, M.D., Senior Staff, Lahey Health and Hospitals; Founder, Medical Record Bank

Many factors, but primarily HIPAA privacy concerns, preclude sharing medical information freely amongst providers. However, patients own their medical information and are free to use it as they see fit. In a world of consumer-driven healthcare, patient-centered technologies and patient empowerment, why not give the patient complete control of their medical information? As a community we should question the current paradigm of data being locked up in EMR systems. Guiding health care consumers in the appropriate use of their own information integrates care, empowers patients allowing greater choice in selection of caregivers, overcomes privacy concerns, HIPAA regulations and accomplishes this at a fraction of the costs of complex EHR systems.

11:35 Luncheon Presentation (Sponsorship Opportunity Available) or Lunch on Your Own

12:35 pm Session Break

**KEYNOTE SESSION: TRANSFORMING GOVERNMENT
& HEALTHCARE THROUGH INNOVATION**

12:55 Chairperson's Remarks

Micah Lieberman, Executive Director, Conferences, Cambridge Healthtech Institute (CHI) and Medical Informatics World

1:00 Startup Mentality: Transforming Government & Health

Bryan Sivak, Chief Technology Officer & EIR, U.S. Department of Health and Human Services

Changing the way government works. This is what Bryan Sivak, U.S. Department of Health and Human Services' (HHS) Chief Technology Officer and leader of the HHS IDEA Lab, is doing by identifying and activating underutilized assets in government. Taking the most underutilized assets: people and data, Bryan is creating new opportunities through the adoption of innovative practices and forging new relationships between public and private sectors. Find out how the adoption of startup methodologies is changing how government works by establishing unconventional approaches to problem solving and how it is contributing to the transformation of health care. Additionally, see what new opportunities exist for startups and entrepreneurs in using liberated data in the digital health space to advance and tackle some of the most complex challenges we face in health care.

1:30 Humana's Approach to Medicare Advantage

Roy Beveridge, M.D., Senior Vice President and Chief Medical Officer, Humana

As a leading Medicare contractor for the past 26 years and with the nation's second-largest Medicare Advantage cohort, Humana has pioneered and then refined successful techniques to improve outcomes and reduce costs for this resource-intensive population. The company's Integrated Health Model embraces three interdependent elements: Care Delivery, featuring aligned, outcomes-oriented incentives for doctors and hospitals; Member Experience, including mobile health apps and customized rewards for healthy lifestyles; and Clinical and Consumer Insights, which makes use of the company's multiple big-data assets, including Anvita gaps-in-care analytics and Certify EMR technology.

2:00 The English Patient, a Story of NHS Informatics

Mark Davies, M.D., Executive Medical Director, Health & Social Care Information Centre, National Health Service

The English NHS continues to go through a period of radical change with a clear shift towards measurement of both the inputs and outputs of care. There is a stronger emphasis on openness, transparency and the redesign of services based on local population needs. The speaker will describe the role that informatics is playing in these changes and the implications for the delivery of both technology solutions and information management. The challenges of care delivery in the USA and UK are the same - discuss!

» 2:30 KEYNOTE PANEL:

What are the Remaining Policy and Technology Barriers to Information Sharing with Patients?

Daniel Sands, M.D., MPH, Assistant Clinical Professor, Harvard Medical School; Co-Founder, Society for Participatory Medicine

3:00 Break and Evaluation Forms

**Evening Closing
Keynote and
Reception:**

**Medical
Informatics
World** Conference 2014

&

Bio-IT World
CONFERENCE & EXPO '14

Join Bio-IT World Keynote at 4:00 PM and Grand Opening Reception in the Expo Hall at 5:00 PM

» 4:00 Shared Plenary Keynote: Creating an Information Ecosystem for Personalized Genomic Medicine

John Quackenbush, CEO, Genospace; Professor, Dana-Farber Cancer Institute and Harvard School of Public Health

5:00 Bio-IT World Expo Welcome Reception in the Exhibit Hall

DISTINGUISHED FACULTY OF MEDICAL INFORMATICS WORLD 2014

Samuel (Sandy) Aronson, Executive Director, IT, Partners HealthCare Center for Personalized Genetic Medicine

Marti Arvin, Chief Compliance Officer, David Geffen School of Medicine, UCLA Health System

Jennings Aske, CISO, Partners HealthCare System

Barbara Bartley, System Director, Clinical Decision Support, Quality, The Health Care Authority for Baptist Health, An Affiliate of UAB Health System

Marc Berger, M.D., Vice President, Real World Data and Analytics, Pfizer, Inc.

Roy Beveridge, M.D., Senior Vice President and Chief Medical Officer, Humana

Inderpal Bhandari, Ph.D., Vice President, Chief Data Officer, Express Scripts

O'Neil Britton, M.D., Chief Health Information Officer, Partners HealthCare

Tracey Campbell, Director, Colorado All Payer Claims Database (APCD), Center for Improving Value in Health Care (CIVHC)

Sree Chaguturu, M.D., Medical Director, Population Health Management, Partners HealthCare & Massachusetts General Hospital

Paul Connelly, Vice President, CISO, Hospital Corporation of America (HCA)

Clayton Curtis, M.D., Ph.D., VHA-IHS Liaison for Health IT Sharing, Office of Informatics and Analytics, Veterans Health Administration

Mark Davies, M.D., Executive Medical Director, Health & Social Care Information Centre, National Health Service

Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation

Ronald Dixon, M.D., Director, Virtual Practice Project, Massachusetts General Hospital

Nancy Finn, Health Care Journalist, Communication Resources & Society of Participatory Medicine; Author, e-Patients Live Longer, The Complete Guide to Managing Health Care Using Technology

John Freedman, M.D., MBA, Principal, Freedman HealthCare; former AVP and Medical Director, Quality and Medical Management, Tufts Health Plan

Josh Gray, Vice President, athenaResearch, athenahealth

Terhilda Garrido, Vice President, HIT Transformation & Analytics, Kaiser

Harry Glorikian, Managing Director, Scientia Advisors

Eric Goralnick, M.D., Medical Director, Emergency Preparedness, Brigham and Women's Hospital

Adrian Gropper, M.D., CTO, Patient Privacy Rights

John Halamka, M.D., MS, CIO, Beth Israel Deaconess Medical Center

Roshan Hussain, Director, Analytics & Public Reporting, Brigham and Women's Hospital, Boston Medical Center

Jess Jacobs, Director, Aetna Innovation Labs, Aetna

Charles Jaffe, M.D., Ph.D., CEO, Health Level 7 International (HL7)

Sachin Jain, M.D., MBA, Vice President and Chief Medical Information & Innovation Officer, Merck & Co.

Stephen Jones, Ph.D., Manager, Predictive Analytics, Medical Informatics, BlueCross BlueShield of TN

Sanjay Joshi, CTO, Life Sciences, EMC Isilon

Dipak Kalra, Professor, Health Informatics, University College London

Michael Kanter, M.D., Medical Director, Quality and Clinical Analysis, Kaiser Permanente

Rahul Kashyap, M.D., Assistant Professor, Anesthesiology-Critical Care Medicine, Mayo Clinic

Charles Kennedy, M.D., CEO, Accountable Care Solutions, Aetna

Sean Kennedy, Director, Health Information Exchange, Mass eHealth Institute

Iya Khalil, Ph.D., Executive Vice President and Co-Founder, GNS Healthcare

Hadi Kharrazi, M.D., Assistant Director, Center for Population Health Information Technology, Johns Hopkins Bloomberg School of Public Health

Joe Kimura, M.D., MPH, Deputy Chief Medical Officer, Atrius Health

Alan Krumholz, M.D., Vice President, Director, Quality Outcomes, Franciscan Healthcare (FH), Mayo Clinica Health System

Joseph Kvedar, M.D., Founder and Director, Center for Connected Health

Adam Landman, M.D., MS, MIS, MHS, Chief Medical Information Officer, Health Information Innovation and Integration, Brigham and Women's Hospital

Marilyn Zigmund Luke, Senior Counsel and Compliance Officer, America's Health Insurance Plans (AHIP)

Chad Malone, M.D., Vice President, Medical Affairs, Remedy Informatics

Peter Madras, M.D., Senior Staff, Lahey Health and Hospitals; Founder, Medical Record Bank

Anthony Martin, Senior Associate General Counsel, Privacy & Information Security, Walmart

Samantha Meikle, Director, London Connect

David Milward, CTO, Linguamatics

Rick Moore, Chief Information Officer, National Committee for Quality Assurance (NCQA)

Dipti Patel-Misra, Ph.D., Chief Analytics Officer, Analytics, Best Doctors

Kayur Patel, M.D., Medical Director, Health Care Excel

Ralph Perfetto, Ph.D., Vice President, Provider Solutions, Optum

David Pettigrew, Sector Manager, Patient Care, Sagentia Larry Ponemon, Chairman and Founder, Ponemon Institute

Eric Poon, M.D., Vice President & CMIO, Boston Medical Center

John Quackenbush, CEO, Genospace; Professor, Dana-Farber Cancer Institute and Harvard School of Public Health

Jacob Reider, M.D., Chief Medical Officer, Office of the National Coordinator for Health Information Technology (ONC), U.S. Department of Health and Human Services

Cris Ross, Chief Information Officer, Mayo Clinic

Daniel Sands, M.D., MPH, Assistant Clinical Professor of Medicine, Harvard Medical School; Co-Founder, Society for Participatory Medicine

Craig Schilling, Pharm.D., Vice President, Patient Programs, Optum

Andreas Schmidt, Manager European External Collaborations, Product Development Innovation Management, F. Hoffmann-La Roche AG

Nathan Smischney, M.D., Mayo Clinic Scholar, Anesthesiology-Critical Care Medicine Division, Mayo Clinic

John Schmucker, MBA, Project Lead, Product Development and Implementation, Virtual Practice Project, Massachusetts General Hospital

Bryan Sivak, Chief Technology Officer & EIR, U.S. Department of Health and Human Services

Robert Stewart, M.D., Professor, Psychiatric Epidemiology and Clinical Informatics, Department of Psychological Medicine, King's College London

Laurance Stuntz, Director, Massachusetts eHealth Institute

Joel Vengco, M.D., Vice President, Information Services and CIO, Baystate Health

David Voets, Project Manager, Custodix NV, Belgium

Eric Weil, M.D., Associate Chief, Clinical Affairs, General Medicine Unit; Medical Director, Mass General Care Management Program, Massachusetts General Hospital

Chris Wood, M.D., Medical Director, Information Services, Intermountain Healthcare

Susan Woods, M.D., MPH, Director of Patient Experience, Connected Health Office, Veterans Health Administration Informatics & Analytics

HOTEL & TRAVEL INFORMATION

Conference Venue

Seaport World Trade Center

200 Seaport Boulevard
Boston, MA 02210

Host Hotel

Seaport Hotel

(Located directly across the street)
One Seaport Lane
Boston, MA 02210
T: 617-385-4514

Discounted Room Rate: \$251 s/d

Discounted Room Rate Cut-off Date: March 21, 2014

Please visit www.MedicalInformaticsWorld.com to make your reservation online, or call the hotel directly to reserve your sleeping accommodations. You will need to identify yourself as a Cambridge Healthtech Institute conference attendee to receive the discounted room rate with the host hotel. Reservations made after the cut-off date or after the group room block has been filled (whichever comes first) will be on a space and rate-availability basis. Rooms are limited, so please book early.

For more information, please visit MedicalInformaticsWorld.com

SPONSORSHIP & LEAD GENERATION OPPORTUNITIES

CHI offers comprehensive sponsorship packages which include presentation opportunities, exhibit space, branding, and networking with specific prospects. Sponsorship allows you to achieve your objectives before, during, and long after the event. Any sponsorship can be customized to meet your company's needs and budget. Signing on early will allow you to maximize exposure to qualified decision-makers.

Podium Presentations - *Within Main Agenda*

Showcase your solutions to a guaranteed, targeted audience. Package includes a 15- or 25-minute podium presentation within the scientific agenda, exhibit space, on-site branding and access to cooperative marketing efforts by CHI.

Breakfast & Luncheon Podium Presentations

Opportunity includes a 30-minute podium presentation. Boxed lunches are delivered into the main session room, which guarantees audience attendance and participation. A limited number of presentations are available for sponsorship and they will sell out quickly. Sign on early to secure your talk!

Additional branding opportunities include:

- Conference Tote Bags
- Literature Distribution (Tote Bag Insert or Chair Drop)
- Badge Lanyards
- Program Guide Advertisement
- Receptions
- Padfolios and More...

Invitation-Only VIP Dinner/Hospitality Suite

Sponsors will select their top prospects from the conference pre-registration list for an evening of networking at the hotel or at a choice local venue. CHI will extend invitations and deliver prospects. Evening will be customized according to sponsor's objectives i.e.:

- Purely social
- Focus group
- Reception style
- Plated dinner with specific conversation focus

Exhibit

Exhibitors will enjoy facilitated networking opportunities with 300+ qualified delegates. Speak face-to-face with prospective clients and showcase your latest product, service, or solution.

Looking for additional ways to drive leads to your sales team?

Cambridge Healthtech Institute can help!

Benefits of working with Cambridge Healthtech Institute for your lead generation needs:

- Your campaign will receive targeted promotion to Cambridge Healthtech Institute's unparalleled database of over 800,000 individuals, all of which are involved in all sectors of the life sciences – lists can be segmented based on geography, research area, title and industry.
- All custom lead generation programs are promoted through our experienced marketing team that will develop and drive targeted campaigns to drive awareness and leads to your lead generation program.
- For our webinar programs, we offer assistance in procuring speakers for your web symposia through our extensive roster of industry recognized speakers across multiple disciplines within life sciences, as well as provide an experienced moderator and dedicated operations team will coordinate all efforts.
- If choosing a whitepaper program, we can offer editorial experience and provide an industry recognized author to write your whitepaper.

For partnering and sponsorship information, please contact:

Companies A-K

Angela Parsons

VP, Business Development

P: 781-972-5467

E: aparsons@healthtech.com

Companies L-Z

Elizabeth Lemelin

Manager, Business Development

P: 781-972-1342

E: elemelin@healthtech.com

MEDIA PARTNERS

SPONSORING ASSOCIATIONS



OFFICIAL MEDIA PARTNERS



LEAD SPONSORING PUBLICATIONS



SPONSORING PUBLICATIONS



WEB PARTNERS



Medical Informatics World Conference 2014

April 28 - 29, 2014 Seaport World Trade Center | Boston, MA



Complimentary news delivered to your inbox

Bio-IT World
Subscribe to New Bulletins or the Weekly Update Newsletter at Bio-ITWorld.com

CLINICAL INFORMATICS NEWS *****
Clinical Trials to the Clinic, subscribe at ClinicalInformaticsNews.com

Pricing and Registration Information

Commercial

Academic, Government,
Hospital & Health
Systems, Health Plans

DINNER WORKSHOP PRICING

(Includes access to Workshop only)

Dinner Workshop	\$595	\$295
Monday, April 28th – 6:15-8:45 pm		
Advancing the Use of EHR/EMR for Clinical Research and Drug Development: A Platform that Reuses EHRs across Hospitals to Support Clinical Research supported by Sustainability Measures		

MAIN CONFERENCE PRICING

(Includes access to all tracks, excludes Dinner Workshop)

Advance Registration Discount until March 14, 2014	\$1749	\$879
Registration after March 14, 2014 and onsite	\$1949	\$979

Track 1: Provider-Payer-Pharma Cross-Industry Data Collaboration	Track 2: Coordinated Patient Care, Engagement and Empowerment
Track 3: Population Health Management and Quality Improvement	Track 4: Information Security and Privacy in Healthcare

CONFERENCE DISCOUNTS

Exclusive Offer to Attend Bio-IT World Conference & Expo*

Paid attendees of Medical Informatics World Conference can attend the co-located Bio-IT World Conference & Expo (April 29 - May 1) for a special discounted rate (20% discount off the registration fee for the main conference). Medical Informatics World and Bio-IT World Expo are being held back-to-back to complete the week of scientific content by bridging the healthcare and life science worlds.

To receive this exclusive 20% discount, mention keycode **1466HITXP** when registering for Bio-IT World Conference & Expo. Please note: Our records must indicate you are a paid attendee of Medical Informatics World 2014 to qualify.

*Discount applies to paid attendees of Medical Informatics World Conference only. Applies to new registrations only and cannot be combined with other discount offers, except poster discount. Discount does not apply to pre-conference workshops.

Poster Submission - Discount (\$50 Off): Poster abstracts are due by **March 7, 2014**. Once your registration has been fully processed, we will send an email containing a unique link allowing you to submit your poster abstract. If you do not receive your link within 5 business days, please contact jring@healthtech.com. *CHI reserves the right to publish your poster title and abstract in various marketing materials and products.

REGISTER 3 - 4th IS FREE: Individuals must register for the same conference or conference combination and submit completed registration form together for discount to apply.

Additional discounts are available for multiple attendees from the same organization. For more information on group rates contact David Cunningham at +1-781-972-5472

If you are unable to attend but would like to purchase the Medical Informatics World Conference CD for \$750 (plus shipping), please visit MedicalInformaticsWorld.com. Massachusetts delivery will include sales tax.



A series of diverse reports designed to keep life science professionals informed of the salient trends in pharmaceutical technology, business, clinical development, and therapeutic disease markets. For a detailed list of reports, visit InsightPharmaReports.com, or contact Rose LaRaia, rlaraia@healthtech.com, +1-781-972-5444.



Barnett is a recognized leader in clinical education, training, and reference guides for life science professionals involved in the drug development process. For more information, visit barnettinternational.com.



Cambridge Healthtech Associates™ (CHA™) leverages its extensive network and unique collaborative model in **consulting, technology evaluations and community-based communication services** to help clients in the life sciences industry commercialize and penetrate the marketplace to increase revenue. Visit www.chacorporate.com.

ADDITIONAL REGISTRATION DETAILS

Each registration includes all conference sessions, posters and exhibits, food functions, and access to the conference proceedings link.

Handicapped Equal Access: In accordance with the ADA, Cambridge Healthtech Institute is pleased to arrange special accommodations for attendees with special needs. All requests for such assistance must be submitted in writing to CHI at least 30 days prior to the start of the meeting.

To view our Substitutions/ Cancellations Policy, go to <http://www.healthtech.com/regdetails>

Video and/or audio recording of any kind is prohibited onsite at all CHI events.

Please use keycode
1466 F
when registering!

How to Register: www.MedicalInformaticsWorld.com
reg@healthtech.com • P: 781.972.5400 or Toll-free in the U.S. 888.999.6288

Please refer to the Registration Code below:

Cambridge Healthtech Institute
250 First Avenue, Suite 300, Needham, MA 02494
www.healthtech.com • Fax: 781-972-5425