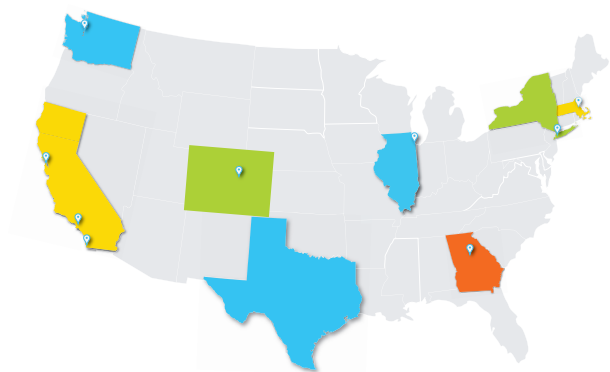


Better Care Through Collaboration

Driving Improvement in Healthcare Through the Effective Use of Technology, Education and Collaboration Among Multiple Stakeholders.



EVENTS



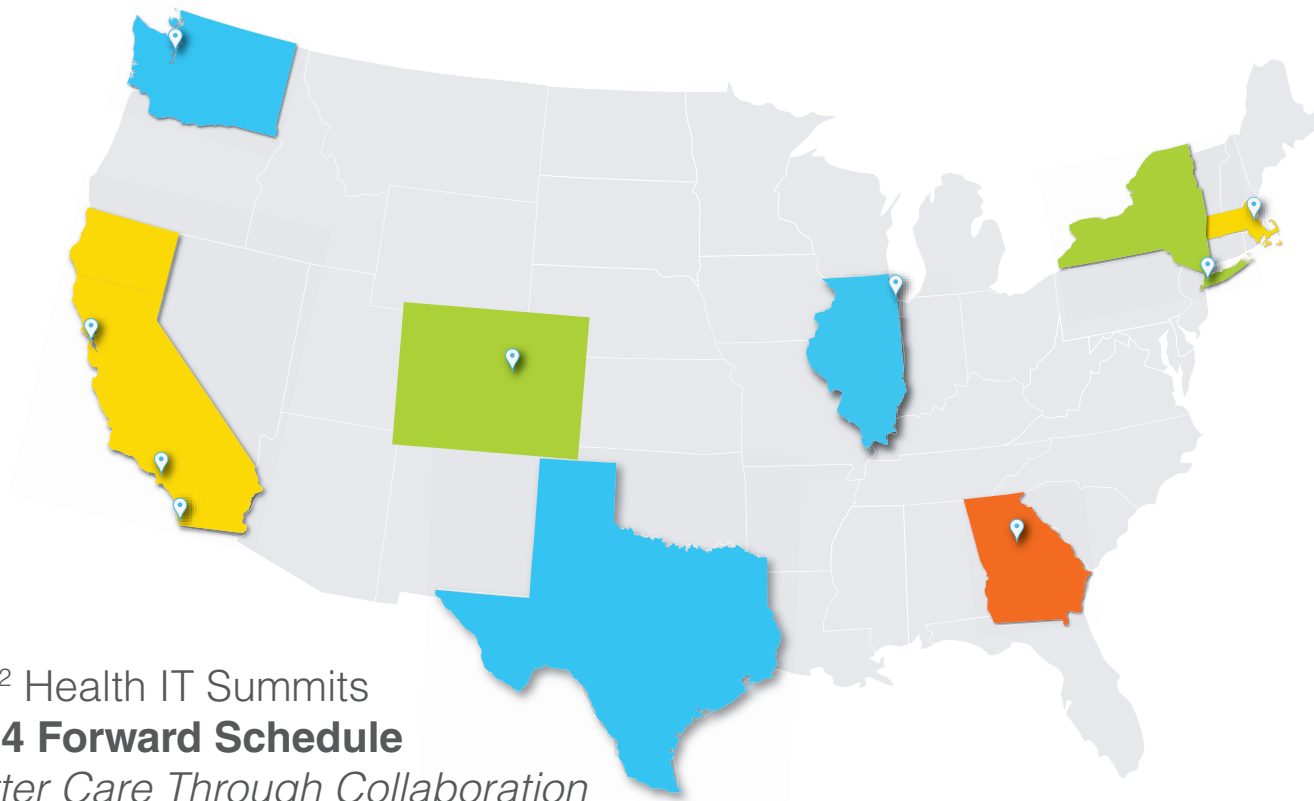
RESOURCES



WEBINARS



RESEARCH



iHT² Health IT Summits
2014 Forward Schedule
Better Care Through Collaboration

San Diego, California
January 21-22, 2014

Denver, Colorado
July 22-23, 2014

San Francisco, California
March 25-26, 2014

Seattle, Washington
August 19-20, 2014

Atlanta, Georgia
April 15-16, 2014

New York City, New York
September 16-17, 2014

Boston, Massachusetts
May 13-14, 2014

Beverly Hills, California
November 4-5, 2014

Chicago, Illinois
June 10-11, 2014

Austin, Texas
December 10-11, 2014

iHT² [eye-h-tee-squared]:

1. an awe-inspiring summit featuring some of the world's best and brightest.
2. great food for thought that will leave you begging for more.
3. a great way to connect and engage with those changing our world.

About Us

The Institute for Health Technology Transformation is the leading organization committed to bringing together private and public sector leaders fostering the growth and effective use of technology across the healthcare industry. Through collaborative efforts the Institute provides programs that drive innovation, educate, and provide a critical understanding of how technology applications, solutions and devices can improve the quality, safety and efficiency of healthcare.

The Institute engages multiple stakeholders:

- Hospitals and other healthcare providers
- Clinical groups
- Academic and research institutions
- Healthcare information technology organizations
- Healthcare technology investors
- Health plans
- Consumer and patient groups
- Employers and purchasers
- Device manufacturers
- Private sector stakeholders
- Public sector stakeholders

MISSION & VISION

The mission of the Institute for Health Technology Transformation: to drive improvement and the effective use of technology throughout the continuum of care through education and collaboration among multiple stakeholders. Technology in-and-of itself will not solve the deep challenges facing our healthcare system nor will it alone ensure more accessible and higher quality care. Realizing the benefits of technology across the healthcare continuum is a complex, under-utilized and often misunderstood process. Stakeholder collaboration under scores the Institute's focus working to ensure technology has a transformative effect at all levels of the healthcare sector.

Providing Collaboration Opportunities

Collaboration with key leaders, policy makers, and innovators addressing best practices and future trends at conferences across the U.S.

Providing Resources

Disseminate knowledge, tools and resources that professionals and organizations can utilize to navigate the legal, technical and financial aspects of healthcare technology.

Industry Research

Working with industry leaders, professionals, academic institutions and other organizations to provide new ideas and perspectives transforming technology in healthcare.

Identifying Key Drivers & Investment Trends

Key drivers and trends effecting investment capital will continue to impact future innovation and emerging business models. Fostering dialogue and collaboration with the investor community is a critical part of technological transformation.

Continuing Education Programs

Webinars, seminars, and other partnerships that provide relevant and valuable educational opportunities for individuals, organizations and their employees.

Fostering Innovation

Providing open avenues of communication and opportunities for entrepreneurs and technologists to engage healthcare stakeholders.

Industry Leadership

Provide leadership and direction for initiatives and programs that enable technology.

Top 10 Reasons to Become a Supporter of iHT²

1

Our subscribers want to hear from you! In a recent iHT² survey, over 66% of iHT² conference attendees, responded that they do not feel they are maximizing the use of their IT budget and receiving the appropriate ROI. As health care decision makers build out their criteria for technology solutions and services over the next 6-24 months your organization must work to build relationships and brand awareness in an effort to be positioned on your target market's purchasing shortlist.

2

We bring potential prospects and future clients to you. Build relationships with decision makers and key influencers. Save the time and resources by accessing high-level decision makers, face-to-face, to more accurately understand your client's needs and build rapport at an upcoming iHT² Summit.

3

Nothing beats having stage time in front of C-Suite executives and health IT leaders! Partner with iHT² today to take an executive leadership role at one of the iHT² highly interactive and intimate summits attracting key decision makers and technology buyers. Your organization will have the opportunity to present a success story alongside a client or join a panel discussion programmed with your team and iHT² to educate the market on the latest industry trends and best practices.

4

We are brand builders! Be top of mind with decision makers and embrace a comprehensive marketing strategy because one-off marketing is not effective. Partner with iHT² today to create the name recognition and awareness your organization deserves, so you are positioned on your target market's purchasing shortlist.

5

Our Research Reports are a HIT! iHT² Research Reports average over 1000 downloads and have been featured on the front page of: Healthcare IT News, FierceHealthIT, HealthLeaders Media, Information week, SearchHealthIT, and more.

6

In-person doesn't work? Try our webinars! iHT² Webinars are the perfect way to share your customer success stories to over 65,000 iHT² subscribers, and to a guaranteed 100 registrants.

7

Your competition, clients, and prospects are working with us: iHT² works with many of the most progressive hospitals and health care organizations across the US. Our research partners, program faculty, and thought leaders include organizations representing:

- 94% of the Best Hospitals 2011-2012: The Honor Roll – US News and World Report
- 90% of the Baldrige Award Winners for Healthcare
- 88% of the Hospitals from the 2011 Most Wired List

8

65,000 Subscribers, 7,500 website visits a week, need we say more? iHT² Online Advertising Programs offer dynamic online lead-generation opportunities to reach iHT² subscribers and partners:

- 75% of our audience plans to implement additional healthcare IT solutions within their organization in the next 12-24 months
- 81% of our audience personally recommends, influences, or authorizes for products or services in their organization

9

iHT² Summits Have the Perfect Amount of Executives - iHT² Summits bring out an average of 225 C-Suite Executives & Health IT Decision Makers who are ready to learn about the latest trends, challenges, & solutions in Health IT. By the time the two days are over, you'll be able to say you met everyone at the program.

10

iHT² Programs are Fun! iHT² Summits are filled with interactive sessions that help with networking and keeping everyone hungry for more!

Testimonials

“Incredible Summit and the best we participated at in 2012. We met some great contacts and loved the venue and attendees.”

Vincent Corley, *Marketing Manager* – East Region, Time Warner Cable Business Class

“Thanks so much for all your help with getting everyone on the same page to make this as smooth as possible. Thought the webinar went very well – thank you so much for all your efforts in coordinating and planning!”

Peggy Bolosan, *Marketing Coordinator*, TigerText

“I was very impressed with the overall format and set up of the iHT² forums. The speakers and topics were informative and relevant. The attendees were high quality and market specific which is so different versus other shows or events. You have been able to bring together the people from healthcare and the vendors for their IT niche and keep everything relevant and focused to those needs - very rare to have!! We were glad to have participated!”

Lisa Elson, *Western Regional Director*, Altus

“You get big bang for the marketing dollar through the Institute.”

John Tempesco, *CMO*, ICA

“Of all the things that I have been affiliated with in recent times, this is really a first rate program and really is one of the best.”

Todd Rothenhaus MD, *CMIO*, athenahealth

“You folks do some nice work. I received a lot of positive feedback from the webinar you hosted for me.”

Robert Szczerba, PhD, *Director*, Global Healthcare Initiatives, Lockheed Martin

Goals



Thought Leadership: What are you looking for?

- ☐ Establish credibility
- ☐ Build business case
- ☐ Launch business case
- ☐ Educate the market
- ☐ Change the perception of your brand
- ☐ Build or maintain a business case
- ☐ Make a business case
- ☐ Tell a success story
- ☐ Take stage time (thought leadership)

Networking: What are you looking for?

- ☐ Build Relationships
- ☐ Learn client's needs
- ☐ Retain customers
- ☐ New business
- ☐ Meet with decision makers in an intimate setting

Branding: What are you looking for?

- ☐ Create name recognition
- ☐ Create awareness
- ☐ Associate your brand to a specific product
- ☐ Position your brand on your target market's shortlist

Challenges



- ☐ New Product/Capabilities
- ☐ New to Market
- ☐ Small Company
- ☐ Lack of Differentiation
- ☐ Solutions Unknown
- ☐ Hard to Identify Decision Makers
- ☐ Slow ROI
- ☐ Long Sales Cycles
- ☐ Slow Conversion Rates
- ☐ Brand Not Known in Space
- ☐ Losing Deals to Competition
- ☐ Hard to Establish Credibility



iHT² Webinar Series:

The Institute for Health Technology Transformation (iHT²) 2014 Online Thought Leadership Series is comprised of 60-minute interactive, sponsored Webinars covering current issues and industry trends for healthcare IT executives. Each program is selected by the Advisory Board, presented by leading experts in the field, and managed and operated by the Institute (iHT²) staff.

iHT² Webinar Topics:

- Leveraging cloud computing to address public health disparities
- Healthcare Cyber 1st Responders - Moving from Reactive to Proactive
- Leveraging Cloud Standards for Virtualization in Health Care
- Three Defensive Moves for Data Security and Management in Healthcare
- Leveraging CDS - An Integral Component of a Quality Improvement Program
- Transform the Future of Care with Technology
- Leveraging Meaningful Use to Accomplish Practice Transformation
- Re-engineering Healthcare: Revolutionizing Healthcare with Aerospace Technology
- Multiplying the Benefits of Clinical Decision Support by Expanding Across the Care Continuum
- Disruptive Technology: A New Approach to a National HIE
- BI & Analytics in Health Care: Using Smart Data to Improve Outcomes
- Achieving 100% Availability in a Digital Health Care Environment
- Reducing Costs and Improving Outcomes through Evidence-based Clinical Redesign
- Building HIE Across Multiple Cities, Counties and States
- Strategies for Improving Quality with Case Management, Registry Use and Embedded Case Management

iHT² Webinar Partners:





iHT² Research:

The Institute for Health Technology Transformation (iHT²) provides programs that drive innovation, educate, and provide a critical understanding of how technology applications, solutions and devices can improve the quality, safety and efficiency of health care.

Institute Research Groups are charged with providing strategic guidance and tactical support for topic specific areas related to technology and the role it plays in our health care system. Each group exists to articulate an innovative voice for the range of technological advancements that continue to impact the health care community. By providing domain expertise, leadership and guidance each project provides cutting edge research, recommendations, guidelines, best practices and new approaches to effectively leverage technology throughout the continuum of care. Project members are recognized as industry leaders in their functional area who are passionate about making a meaningful contribution to our health care system. Research findings and recommendations serve as an invaluable tool for industry professionals and their organizations to capture unrealized benefits that health care technologies & solutions can provide at every level of care.

Current areas of focus include:

- Health information exchange
- Electronic health records
- Privacy & Security
- Personal health records
- Telemedicine & remote patient monitoring
- Population Health Management
- Technology adoption & implementation
- Venture investment & innovation
- Accountable Care Organization
- Big Data in Health Care
- Health Care Process Improvement

iHT² Research Partners:



Who We Work With



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Advertise with the Institute Today!



The Institute for Health Technology Transformation (iHT²) hosts an integrated media platform devoted to bringing together private and public sector leaders fostering the growth and effective use of technology across the healthcare industry. iHT² hosts 13 in-person programs per year and helps over 40,000 health IT professionals stay up-to-date on the latest trends and issues related to health information technology.

With concise news articles and timely features, the iHT² Health IT Weekly Digest and the iHT² Health Care Information Technology Journal keep health IT professionals abreast of the latest news and information affecting the practice of health care and information technology. Reports from conferences, expert interviews, and clinical news articles are major features.

Available Advertising & Lead Generation Opportunities:

- iHT² Health Care Information Technology Journal Advertising
- iHT² Health IT Weekly Digest Advertising
- Webinars
- Custom Content
- Case Studies
- Website Banner Advertising

Why Participate in the iHT² Content Distribution Platform?

1. Instantly enhance exposure of your brand, generate high-quality leads, and increase sales!
2. Get your message front and center in front of the top CIOs, VPs, and Directors of IT in the industry
3. Reach an influential audience of key decision makers
4. Gain high-level visibility and connect with a community of more than 65,000 health IT professionals and executives looking for solutions to the challenges they are currently facing
5. 75% of our audience plans to implement additional healthcare IT solutions within their organization in the next 12-24 months
6. 81% of our audience personally recommends, influences, or authorizes for products or services in their organization

Contact the Institute for Health Technology Transformation today to craft a custom advertising package that specifically fits your needs for 2014 and beyond.



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IHT² FACTS

- More than 25,000 healthcare executives visit ihealthtran.com each month
- ihealthtran.com page views have increased more than 87% in the past year
- ihealthtran.com site visits have increased more than 101% in the past year

PARTNER ACHIEVEMENTS

The Institute for Health Technology Transformation works with many of the most progressive hospitals and health care organizations across the US. Our research partners, program faculty, and thought leaders include organizations representing:

- 94% of the Best Hospitals 2011-2012: The Honor Roll - US News and World Report
- 90% of the Baldrige Award Winners for Healthcare
- 88% of the Hospitals from the 2011 Most Wired List

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