



The World Health Care Congress 2nd Annual Leadership Summit on Consumer Connectivity convenes leading health care executives to examine technology as a key enabler of system wide reform. Our fragmented system leaves health care professionals struggling with the challenge of day to day care delivery, thus a new business model for innovation is needed now more than ever before. **This Summit will offer compelling solutions for providers, health plans and employers to revolutionize health care through the integration and adoption of web applications and personal health management tools**, thereby accelerating quality initiatives, increasing access and controlling escalating costs.

SUMMIT AGEND

Monday, February 23, 2009

8:00 am – 8:30 am

Pre-Summit Registration and Workshop Registration

8:30 am – 11:30 am

PRE-SUMMIT WORKSHOP: Designing and Developing a Product Framework for Consumer Participation

Workshop Presenters Include:

David Ahern, PhD, National Program Director, **Health e-Technologies Initiative**; Member, National Advisory Committee, **Project Health Design**
Michael Christopher Gibbons, MD, MPH, Assistant Professor and Associate Director, Johns Hopkins Urban Health Institute, **Johns Hopkins University**; Member, National Advisory Committee, **Project Health Design**
Michael D. Parkinson, MD, MPH, President, **American College of Preventive Medicine**; Former Executive Vice President, Chief Health and Medical Officer, **Lumenos**

11:30 am – 12:30 pm

Pre-Summit Adjournment; Lunch on Your Own

12:30 pm – 12:45 pm

CHAIRPERSON'S WELCOME AND OPENING REMARKS

Bruce A. Metz, PhD, Chief Information Officer, **Thomas Jefferson University**

12:45 pm – 2:00 pm

OPENING KEYNOTE PANEL: Education as the Cornerstone to Consumer Activation – Identifying the Value Proposition to Consumers

MODERATOR: David Ahern, PhD, National Program Director, **Health e-Technologies Initiative**; Member, National Advisory Committee, **Project Health Design**

Karen Kocher, Chief Learning Officer, **CIGNA**

Scott Heimes, Senior Vice President, Consumer Solutions, **OptumHealth**

2:00 pm – 2:30 pm

Networking and Refreshment Break in the Executive Networking Lounge

2:30 pm – 3:40 pm

CONCURRENT EXECUTIVE SEMINARS (Choose 1 of 3)

SEMINAR A: Patient Care Anytime, Anywhere, Anywhere
CANCELLED
 in TeleHealth

Executive Presenters TBD

SEMINAR B: Overcoming Legal and Policy Barriers for Health IT Adoption

Robert L. Coffield, Health Care Lawyer, **Flaherty, Sensabaugh & Bonasso, PLLC**

Rod Piechowski, Senior Associate Director for Policy, **American Hospital Association (AHA)**; Director, **National Association of Health Information Technology (NAHIT)**

SEMINAR C: Health Marketing 2.0: Increasing Access, Adherence and Prevention

Daniel R. Rench RN, MS, MBA
 Vice President eBusiness
Community Health Network
Erin Edgerton, MA, Content Lead, Interactive Media, Division of eHealth Marketing, National Center for Health Marketing, **Centers for Disease Control and Prevention (CDC)**

3:45 pm – 4:55 pm

CONCURRENT EXECUTIVE SEMINARS (Choose 1 of 3)

SEMINAR D: Merging Millennial Technologies with a Patient-Centered Medical Home Model

Scott Shreeve, MD, Chief Executive Officer, **Crossover Healthcare**

Jordan Shlain, MD, Medical Director, **Current Health**

SEMINAR E: Bridging Today's Industry Silos to Build Tomorrow's 2.0 Application

Vince Kuraitis, JD, MBA, Principal, **Better Health Technologies, Inc.**

Additional Executive TBD

SEMINAR F: A Comprehensive Approach to Online Engagement – Web Tools and Social Networks

Neal S. Sofian, Director, Behavioral Interventions, **Resolution Health**

Jay Helmer, Vice President, Solutions, **OptumHealth**

5:00 pm – 6:00 pm

CLOSING KEYNOTE PANEL: Privacy in a Networked Era – Preparing for the Future of Health Care Delivery

MODERATOR: Rod Piechowski, Senior Associate Director for Policy, **American Hospital Association (AHA)**; Director, **National Association of Health Information Technology (NAHIT)**

Jody Pettit, MD, Strategic Leader, PHR Work Group, **Certification Commission for Healthcare Information Technology (CCHIT)**; Former Health IT Coordinator, **Office for Oregon Health Policy & Research**; Former Project Director, **Oregon Health Information Security & Privacy Collaboration**

Deven McGraw, Director, Health Privacy Project, **Center for Democracy & Technology (CDT)**

William A. Yasnoff, MD, PhD, FACMI, Founder and Managing Partner, **National Health Information Infrastructure (NHII) Advisors**; Founder and President, **Health Record Banking Alliance (HRBA)**

Pam Dixon, Executive Director, **The World Privacy Forum**

6:00 pm – 7:00 pm

Networking Cocktail Reception in the Executive Networking Lounge

****Agenda is Subject to Change****

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in
discussions

plan
for
change

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A - AT - A - GLANCE

Tuesday, February 24, 2009

7:00 am – 8:00 am **Networking Breakfast in the Executive Networking Lounge**

8:00 am – 8:05 am **CHAIRPERSON'S WELCOME AND DAY TWO REMARKS**

Bruce A. Metz, PhD, Chief Information Officer, **Thomas Jefferson University**

8:05 am – 8:45 am **21st Century Patient-Provider Relationships: An Interview with "Pauline the Patient"**

Kate Christensen, MD, Medical Director, Internet Services Group, **Kaiser Permanente**

Pauline Kelzer, Representative, Member Advisory Panel, **Kaiser Permanente**

8:50 am – 10:00 am **DISCUSSION PANEL: Next Generation Consumer Engagement – New-Age Solutions to Advance Consumer-Driven Health**

MODERATOR: **Vince Kuraitis, JD, MBA**, Principal, **Better Health Technologies, Inc.**

James R. Mault, MD, FACS, Director, New Products and Business Development, Health Solutions Group, **Microsoft Corporation**

John Young, Vice President, Consumerism, **CIGNA HealthCare**

Craig Froude, Executive Vice President and General Manager, **WebMD Health Services**

10:00 am – 10:30 am **Networking and Refreshment Break in the Executive Networking Lounge**

10:30 am – 11:45 am **INNOVATOR'S SHOWCASE: New Age Technologies on the Horizon**

Community Health Network – Mobile Applications

Mayo Clinic – Social Networks & Blogs

Center for Disease Control and Prevention – Virtual Communities

CONCURRENT EDUCATIONAL TRACKS (CHOOSE 1 OF 2)

	TRACK 1: Integrating Web-Based Tools into Care Delivery – Lessons in Provider Adoption	TRACK 2: Health Plan Solutions to Increase Member Engagement
11:45 am – 11:50 am	Chairperson's Remarks	Chairperson's Remarks
11:50 am – 12:35 pm	Health Care Meets Social Networking – Mayo Clinic's Journey into Web 2.0 Lee Aase , Manager, Syndication and Social Media, Mayo Clinic	Powering Consumer Engagement through Integrated Health Care Management Jason Strong , Senior Product Manager, The TriZetto Group, Inc.
12:40 pm – 1:25 pm	Tools and Techniques for Overcoming Barriers to PHR Utilization Holly Miller, MD, MBA, FHIMSS , Principle, Miller Health Information Technology Solutions ; Former Vice President and Chief Medical Information Officer, University Hospitals and Health System	Making Innovation a Strategic Priority – Sustainable Solutions for Today's Health Plan Chad Pomeroy , Vice President, eBusiness and Consumer Innovation, WellPoint
1:25 pm – 2:30 pm	Luncheon in the Executive Networking Lounge	
2:30 pm – 3:15 pm	Delivering on the Patient-Centered Promise (Virtually) Provider Executive TBD	PHR Design & Delivery – Best Practices for Adoption and Integration Jan Oldenburg , Senior Practice Leader, Health Portfolio, Internet Services Group, Kaiser Permanente

3:15 pm – 4:15 pm **CLOSING KEYNOTE DISCUSSION: Exploring the Future of Online Communications – What's Next in the Evolution of Social Networks?**

Neal S. Sofian, Director, Behavioral Interventions, **Resolution Health**

Joseph Villa, Chief Executive Officer, **Social Kinetics**

4:15 pm – 4:30 pm **Chairperson's Closing Remarks; Summit Concludes**

****Agenda is Subject to Change****

Supporting Organizations and Publications

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