ETHIC

Emerging Technologies
& Healthcare
Innovations Congress

ETHIC 2002
c/o The Emergent Group
P.O. Box 448
Richmond, VA 23219

ETHIC Corporate Sponsors:

Cisco Systems
FlexTech
Davis Wright Tremaine
First Consulting Group, Inc.
Medical Advisory Group

ETHIC Association Sponsors:

American Accreditation HealthCare Commission (URAC)
American Medical Group Association
British Healthcare Internet Association
eHealth Initiative
Health Technology Center
HiEthics
International Association of Privacy Officers
International Hospital Federation
Internet Healthcare Coalition
National Pharmaceutical Council
The IPA Association of America

ETHIC Co-Sponsors:

eHealthcare Week
FacilityCare.com
AHA News
GasJobs.com
Group Practice Journal
Harvard Health Policy Review
Health Affairs
Health Leaders
Health Management Technology
Healthcare Forum Journal
Healthcare Informatics
HealthcareProductsToday.com
Hospitals & Health Networks
H&HN's Most Wired Magazine
Med2020.com
Trustee

Sponsors:

Cisco Systems — Empowering the Internet Generation
First Consulting Group
Medical Advisory Group
FLEXTECH
Health Management Technology — The Source for Information Solutions
HealthLeaders — Information to Lead
H&HN — Hospitals & Health Networks — INFORMATICS
HealthcareProductsToday.com
FacilityCare.com
eHealthcare Week
MOST WIRED — Health Care's Information Leaders
MED2020 — The Online Source for Physicians and Executives
GasJobs — The Only Full Service Recruiting Solution

ETHIC

Emerging Technologies
& Healthcare Innovations Congress

www.ethic2002.com

The Impact
& Promise of
Technology
on the Future of
Healthcare.

As the Industry's most progressive and comprehensive forum, ETHIC is at the forefront of dynamic healthcare innovations. Providing a forum with a focus on the emerging technologies and innovations in the healthcare industry, ETHIC sets the pace for healthcare transformation.

ETHIC offers or facilitates the following categories of continuing education credit: AAPC (Coder), ACCME, ACHE, ACMPE, ACPE (Pharmacy), ADA (Dietician), AGD (Dental), AHIMA, ANCC (Nursing), CISSP/SSCP, HCCB, MCLE, NAB (Long Term Care), NAMSS, MCLE, NASBA, NASW (Social Work), PACE, (Clinical Lab), PAHCOM.

June 19 – 21, 2002
Washington Hilton & Towers • Washington, DC
www.ethic2002.com • 1.800.640.2218

ETHIC

Emerging Technologies
& Healthcare Innovations Congress

The Impact & Promise of Technology
on the Future of Healthcare.

As the Industry's most progressive and comprehensive forum, ETHIC is at the forefront of dynamic healthcare innovations. Providing a forum with a focus on the emerging technologies and innovations in the healthcare industry, ETHIC sets the pace for healthcare transformation.

June 19 – 21, 2002
Washington Hilton & Towers • Washington, DC
www.ethic2002.com • 1.800.640.2218

ETHIC 2002 Overview:

Technology and scientific innovation have the power to transform: fire, the wheel, the printing press, the telegraph, the telephone, television, the Internet, smart bombs...

New technology and innovation are poised to transform the nation's health system. It is generally conceded that the health sector is behind other major industries in the adoption and dispersion of technology. Plans and providers rely on dated legacy systems. Healthcare is the largest American industry that has failed to adopt EDI.

The health system is wracked by the twin ills of quickly rising costs and profound quality concerns. A prime driver of HIPAA is the adoption of standard transactions and code sets to permit EDI. It is anticipated that technology will permit operational savings.

Medical errors are a matter of national concern. The Institute of Medicine and the Leapfrog Group hold that technology strategies are important tools in our arsenal to address the crisis of confidence in the quality of care provided in America. New diagnostic and therapeutic technologies along with extraordinary developments in genomics, pharmaceuticals and biotechnology promise new cures.

HIPAA is like the first domino in a long line. It addresses administrative simplification through EDI, and overlays privacy and security protections. The terrorist attacks of 9/11 and the following anthrax scare have revealed fundamental weaknesses in the nation's healthcare infrastructure. A movement is now emerging to create a national health infrastructure, embracing clinical data standards and the architecture and connectivity necessary to implement them.

Following the excesses of the Internet bubble, managers and clinicians through the health system are seeking to implement practical technological solutions to real problems. The extraordinary developments in technology and innovation hold immense promise to make healthcare more cost effective and accessible and to improve healthcare quality.

Technology and innovation are also transcending national borders. Dispersion of these technologies is part of the business of American healthcare. New science and technology can make life better for people around the world.

ETHIC 2002 addresses the challenges and opportunities presented by new technology and healthcare innovation. It provides a strategic setting, and presents specific and practical solutions being implemented in the field. Join us at ETHIC 2002. Accept the challenge. Seek solutions.

ETHIC

Emerging Technologies
& Healthcare Innovations Congress

Targeted Attendees

- Healthcare Providers (Including Hospitals, Clinics, and Health Systems)
- Healthcare Practitioners (Physicians, Independent Practice Associations, Physician Group Practices)
- Healthcare Purchasers (Employers, Government Agencies)
- Healthcare Payors (Health Insurance Companies, HMOs, PPOs)
- Medical Device Manufacturers
- Pharmaceutical and Biotechnology Companies and PBMs

Job Titles

- CEOs, COOs, and CIOs
- Physicians/Providers
- Hospital Administrators
- CTOs and Technology Professionals
- CFO's/Finance Directors
- Chief Medical Officers
- Procurement/Purchasing Directors
- Medical Records
- Marketing Executives
- Development Directors
- HR Managers
- Product/Business Development Managers
- eCommerce Strategists
- Consultants

www.ethic2002.com

ETHIC 2002 Features

For Updates: www.ethic2002.com

A Faculty of Over 125 National and International Experts Presenting More Than 50 Substantive Sessions on Emerging Technology and Healthcare Innovation

Programming Content Will Include:

Preconference Symposia on:

- Healthcare Privacy, Security and HIPAA
- eHealth After the Internet Bubble
- The New, New Thing in Healthcare Technology and Innovation - What to Expect Next Year, Five Years from Now and in the Next Decade

Plenary Sessions on:

- Technology Strategies to Transform Healthcare Finance and Delivery
- Futurist Face Off - Visions of a Digital Health System
- Pharmacogenomics and the Future of Medicine
- eHealth, EDI and Clinical Informatics: Building a National Health Infrastructure
- The Social, Economic and Policy Implications of Technology's Transformation of Healthcare

The Following Major Concurrent Session Tracks:

- Executive IT Strategies
- Purchasers and Plans
- Digital Health Systems
- Physicians and Medical Groups
- Transforming Clinical Practice
- Privacy, Security and HIPAA

And the Following Special Topics:

- Healthcare IT Outsourcing
- Regional Wired Healthcare Markets
- Developing Infrastructures to Respond to Bioterrorism
- Networking, Bandwidth and Wireless
- Reimbursement and Payment for Emerging Medical Devices

Featured Faculty:

Steve Black, MBA, Chief Information Officer, Osford Health Plans, Trumbull, CT • **Mark Blatt, MD, MBA**, Manager, Business Development, Internet Business Solutions, Intel Corporation, Santa Clara, CA • **Claire Broome, MD**, Senior Advisor, Integrated Health Information Systems, Office of the Director, Centers for Disease Control and Prevention (CDC), Washington, DC • **Russell C. Coile, Jr.**, Senior Vice President, Superior Consultant Company and Author, *The Paperless Hospital - Healthcare in the Digital Age*, Washington, TX • **Giovanni Colella, MD, MBA**, President and Chief Executive Officer, Healinx, Alameda, CA • **David Cox**, President and Chief Executive Officer, MedUnite Inc., San Diego, CA • **Molly Joel Coye, MD, MHA**, President, Health Technology Center, San Francisco, CA • **Jeff Goldsmith, Ph.D.**, President, Health Futures and Author, *The Wired Health System: How Information Technology is Transforming Healthcare*, Charlottesville, VA • **Bruce Goodman**, Chief Information Officer, Humana, Louisville, KY • **Alan Guttmacher, MD**, Senior Clinical Advisor, National Human Genome Research Institute, National Institutes of Health, Bethesda, MD • **James Hereford, MS**, Executive Director, Medical Informatics Division, Group Health Cooperative, Seattle, WA • **John K. Iglehart**, Founding Editor *Health Affairs* and National Private Sector Correspondent *New England Journal of Medicine*, Washington, DC • **Thomas Jones, MD**, Senior Director for Healthcare Applications, Oracle Corporation, Redwood Shores, CA • **J.D. Kleinke, J.D.**, President, HSN and Author, *Bleeding Edge: The Business of Health Care in the New Century* and *Oxymorons: The Myth of a U. S. Health Care System*, Denver, CO • **Steven S. Lazarus, Ph.D.**, FHIMSS, President, Boundary Information Group and Chair, WEDI, Denver, CO • **Janet M. Marchibroda**, Chief Executive Officer, eHealth Initiative (eHI), Washington, DC • **Kathryn McTighe**, Healthcare Practice Director, Internet Business Solutions Group, Cisco Systems, San Jose, CA • **Ian Morrison, Ph.D**, Senior Fellow, Institute for the Future and Author, *The Second Curve - Managing the Velocity of Change*, Menlo Park, CA • **Gail Naughton, Ph.D.**, President and Chief Operating Officer, Advanced Tissue Sciences, Inc., La Jolla, CA • **Lee N. Newcomer, MD**, Executive Vice President and Chief Medical Officer, Vivius Inc., Saint Louis Park, MN • **Alexander (Sandy) Pentland**, Professor, MIT Media Lab, Founding Director, Media Lab Asia, Co Founder, Digital Nations Consortium, Massachusetts Institute of Technology, Cambridge, MA • **Rudy Rai, MD**, Director, Clinical Effectiveness, Johns Hopkins Medical Institutions, Baltimore, MD • **Russell Ricci, MD**, General Manager, Global Healthcare, IBM Corporation and Chair, eHI, Waltham, MA • **Kenneth M. Riff, MD**, Vice President, Strategy and Business Development, Patient Management Group, Medtronic, Minneapolis, MN • **Ahmad Risk, MD**, Chair, British Healthcare Internet Association, Chair, Internet Healthcare Coalition, Brighton Hove, UK • **Charles Saunders, MD**, President, EDS Health Care Global Industry Group, San Francisco, CA • **Chris Stenzel**, Senior Vice President, Kaiser Permanente Ventures, Oakland, CA • **Vishal Wanchoo**, Global Vice President and General Manager, Radiology Systems, GE Medical Systems Information Technologies, Mt. Prospect, IL • **Susan Welsh, MD**, Vice President, Strategic Customer Alliances, Johnson & Johnson, New Brunswick, NJ • **Steve Wetzell**, Consultant, the Leapfrog Group, and Former Executive Director, Minneapolis Buyers Health Care Action Group, Minnetonka, MN

WEDNESDAY, June 19, 2002

For Updates: www.ethic2002.com

ETHIC

7:00 AM — Conference Registration Opens

9:00 AM – 12:00 PM — Preconference Symposia

PRECONFERENCE SYMPOSIA

Optional Concurrent Sessions - Choose One

PRECONFERENCE I: Healthcare Privacy, Data Security and HIPAA – The Implications for Healthcare Technology Innovation and Dispersion

William R. Braithwaite, MD, Ph.D. *Director, PricewaterhouseCoopers and Former Senior Advisor on Health Information Policy, Department of Health and Human Services, Washington, DC*

Alan S. Goldberg, Esq. *Partner, Goulston and Storrs, Adjunct Professor, Suffolk University Law School and Moderator American Health Lawyer Association, Health Information Technology Listserve, Boston, MA*

Steven S. Lazarus, Ph.D., FHIMSS *President, Boundary Information Group, and Chair, Workgroup on Electric Data Interchange, Denver, CO*

PRECONFERENCE II: eHealth After the Internet Bubble – Where Do We Go from Here?

Mark K.Bard *Group Director, Health Practice, Fulcrum Analytics, New York, NY*

Joyce Flory, Ph.D. *President, Communications for Business & Health, and Contributing Editor, Medicine on the Net, Chicago, IL*

Ahmad Risk, MD *Chair, Internet Healthcare Coalition, Chairman, British Healthcare Internet Association, Brighton, England*

PRECONFERENCE III: The New, New Thing in Healthcare Technology and Innovation – What to Expect Next Year, Five Years from Now and in the Next Decade

Kevin Fickenscher, MD *National Director and Partner, Clinical Transformation, CSC Global Healthcare Group, San Francisco, CA*

Thomas M. Jones, MD *Vice President and Chief Medical Officer, Oracle Corporation, Redwood Shores, CA*

Vikas Kheterpal, MD *Vice President and General Manager, Global Clinical Information Systems, GE Medical Systems Information Technologies, Annapolis, MD*

Kathryn McTighe *Healthcare Practice Director, Internet Business Solutions Group, Cisco Systems, Inc., San Jose, CA*

Molly Joel Coye, MD, MPH, *Founder and President, Health Technology Center, Former Director, California Department of Health Services, and Former New Jersey Commissioner of Health, San Francisco, CA, (Moderator)*

11:00 AM — Exhibit Hall Opens

12:00 AM – 1:30 PM — Break

1:30 PM – 3:00 PM — ETHIC 2002 Commences Concurrent Sessions I

1.01 Executive IT Strategies: Health Systems with Cutting Edge IT Strategies

Alden Solovy, MA, MBA *Executive Editor and Associate Publisher, Health Care's Most Wired Magazine, Chicago, IL*

1.02 Purchasers and Plans: Employer Requirements for New Technologies in Healthcare

David S. P. Hopkins, Ph.D. *Director of Health Information Improvement, Pacific Business Group on Health, San Francisco, CA*

Steve Wetzell *Consultant, The Leapfrog Group, and Former Executive Director, Minneapolis Buyers Health Care Action Group, Minnetonka, MN*

1.03 Digital Health Systems: A Vision of the Digital Hospital of the Future

Steven J. Goe, CHE *Healthcare Principal, HDR Consulting, and Former CEO, Scripps Hospital – Encinitas, San Diego, CA*

Kevin Fickenscher, MD *National Director and Partner, Clinical Transformation, CSC Global Healthcare Group, San Francisco, CA*

Craig Semingson, AIA+ACHA *Healthcare Principal, HDR Architecture, Pasadena, CA*

1.04 Physicians and Medical Groups: Online Consultations – Models That Work

James Hereford, MS *Executive Director, Medical Informatics Division, Group Health Cooperative, Seattle, WA*

Giovanni Colella, MD, MBA *President and Chief Executive Officer, Healinx, Alameda, CA*

Kevin Thomas Fitzpatrick, RN, PA-C *Vice President, Professional Practices, Medem, Vienna, VA*

Joseph Kvedar, MD *Founder and Director, Partners Telemedicine, Vice Chair, Dermatology, Massachusetts General Hospital, Assistant Professor, Harvard Medical School, Boston, MA*

1.05 Transforming Clinical Practice: Livers, Hearts and Retinas: Organ Assistance and Substitution

Robert L. Kormos, MD *Professor of Surgery, Director, Artificial Heart Program and Cardiothoracic Transplantation, University of Pittsburgh Medical Center, Pittsburgh, PA*

Patrick J. Maguire, MD, Ph.D., MBA *Vice President, Medical Affairs and New Technology Development, VitaGen, La Jolla, CA*

Wade M. Aubry, MD *Senior Advisor, Health Technology Center, San Francisco, CA, (Moderator)*

1.06 Privacy, Security and HIPAA: New Technology HIPAA Compliance Strategies

William R. Braithwaite, MD, Ph.D. *Director, PricewaterhouseCoopers, and Former Senior Advisor on Health Information Policy, Department of Health and Human Services, Washington, DC*

Keith Korenchuk, Esq. *Partner, Davis Wright Tremaine, Washington, DC*

1.07 Special Topic: Healthcare IT Outsourcing

Patrick B. Carney *Chief Information Officer, North Shore-Long Island Jewish Health System, Great Neck, NY*

John Cracovaner *North Shore-Long Island Jewish Health System Account Manager, Westbury, NY*

John V. Furniss *Catholic Healthcare West Account Manager, Perot Systems Corporation, Phoenix, AZ*

Gayle Vernon Simkin *Chief Information Officer, Catholic Healthcare West, Phoenix, AZ*

3:00 PM – 3:30 PM — Break

3:30 PM – 5:00 PM — Concurrent Sessions II

2.01 Executive IT Strategies: The Strategic Application of Information Technology in Health Care Organizations

John P. Glaser, Ph.D., FHIMSS *Vice President and Chief Information Officer, Partners HealthCare System, and Author, **The Strategic Application of Information Technology in Health Care Organizations**, Boston, MA*

2.02 Purchasers and Plans: Health Plan Strategies in Technology Transformation

Steve Black, MBA *Chief Information Officer, Osford Health Plans, Trumbull, CT*

David Cox *President and Chief Executive Officer, MedUnite Inc. San Diego, CA*

Bruce J. Goodman, CLU, ChFC *Chief Information Officer, Humana Inc., Louisville, KY*

2.03 Digital Health Systems: Reimbursement and Payment for Internet-Enabled Health Services

Joshua Seidman, MHS *Executive Director, Center for Information Therapy, Washington, DC*

Donald W. Moran *President, The Moran Company, and Chair, Reimbursement Working Group, eHealth Initiative, Washington, DC*

2.04 Physicians and Medical Groups: The Challenge of Clinical Adoption: Why Physicians Do and Don't Use Technology Tools

Peter Basch, MD *Medical Director of eHealth Initiatives, MedStar Health, Washington, MD*

C. Martin Harris, MD, MBA *Chief Information Officer and Chairman, Information Technology Division, Cleveland Clinic Foundation, Cleveland, OH*

Kevin Fickenscher, MD *National Director and Partner, Clinical Transformation, CSC Global Healthcare Group, San Francisco, CA, (Moderator)*

2.05 Transforming Clinical Practice: Blood and Cartilage Substitutes; Fluid and Tissue Replacement

Gail Naughton, Ph.D. *President and Chief Operating Officer, Advanced Tissue Sciences, Inc., La Jolla, CA*

Michael D. Pierschbacher, Ph.D. *Senior Vice President and Director, Corporate Research Center, Integra LifeSciences Corporation, San Diego, CA*

Wade M. Aubry, MD *Senior Advisor, Health Technology Center, San Francisco, CA, (Moderator)*

2.06 Privacy, Security and HIPAA: A Survey of Ten Health Systems' HIPAA Compliance Efforts

Steven S. Lazarus, Ph.D., FHIMSS *President, Boundary Information Group, and Chair, Workgroup on Electronic Data Interchange, Denver, CO*

2.07 Special Topic: Regional Wired Healthcare Markets

David J. Brailer MD, Ph.D *Chairman and Chief Executive Officer, CareScience, Inc., Philadelphia, PA*

James K. Lassetter, MD *Chief Executive Officer, Medicity, Inc., Salt Lake City, UT*

Jay McCutcheon *McCutcheon and Company, and Consultant, Michiana Health Information Network, South Bend, IN*

5:00 PM – 5:30 PM — Break

5:30 PM — Exhibit Hall Closes

5:30 PM – 6:45 PM — Opening Plenary Session

OPENING PLENARY SESSION: Technology Strategies To Transform Healthcare Finance and Delivery – Molly Joel Coye, MD, MPH *Founder and President, Health Technology Center, Former Director, California Department of Health Services, and Former New Jersey Commissioner of Health, San Francisco, CA, (ETHIC Co chair)*

6:00 PM – ROUNDTABLE: Key Strategies by Industry Sector –

John P. Glaser, Ph.D., FHIMSS *Vice President and Chief Information Officer, Partners HealthCare System, and Author, **The Strategic Application of Information Technology in Health Care Organizations**, Boston, MA*

Bruce J. Goodman, CLU, ChFC *Senior Vice President and Chief information Officer, Humana, Inc., Louisville, KY*

Susan M. Welsh, MD *Vice President, Strategic Customer Alliances, Johnson & Johnson, New Brunswick, NJ*

6:45 PM — Adjournment

For Updates: www.ethic2002.com

THURSDAY, June 20, 2002

For Updates: www.ethic2002.com

7:00 AM

Conference Registration Opens

8:00 AM – 10:30 AM
Morning Plenary Session

MORNING PLENARY SESSION: Futurist Face Off – Visions of a Digital Health System

John K. Iglehart – *Founding Editor, Health Affairs, and National Private Sector Correspondent, New England Journal of Medicine, Washington, DC, (ETHIC Co chair)*

8:05 a.m. – The Digital Hospital – Russell C. Coile, Jr. *Senior Vice President, Superior Consultant Company, and Author, **The Paperless Hospital - Healthcare in the Digital Age**, Washington, TX*

8:30 a.m. – The Wired Health System – Jeff Goldsmith, Ph.D. *President, Health Futures, and Author, The Wired Health System: How Information Technology is Transforming Healthcare, Charlottesville, VA*

9:00 a.m. – Genomics, Biotechnology and Pharmaceuticals – J. D. Kleinke, J.D. *President, Health Strategies Network, and Author, Bleeding Edge: the Business of Healthcare in the New Century and Oxymorons: The Myth of a U.S. Health Care System, Denver, CO*

9:30 a.m. – Technology and the Patient – Alexander (Sandy) Pentland *Professor, MIT Media Lab, Founding Director, Media Lab Asia, Co Founder, Digital Nations Consortium, Massachusetts Institute of Technology, Cambridge, MA*

Alice P. Pentland, MD *James H. Sterner Professor of Dermatology, Professor and Chair, Department of Dermatology, University of Rochester Medical Center, and Medical Director, Center for Future Health, Rochester, NY*

Questions and Comments

10:30 AM

Exhibit Hall Opens

10:30 AM – 10:45 AM

Break

10:45 PM – 12:15 PM
Concurrent Sessions III

3.01
Executive IT Strategies: Future Thinking – The implications of Healthcare Innovation

Alexander (Sandy) Pentland *Professor, MIT Media Lab, Founding Director, Media Lab Asia, Co Founder, Digital Nations Consortium, Massachusetts Institute of Technology, Cambridge, MA*

Alice P. Pentland, MD *James H. Sterner Professor of Dermatology, Professor and Chair, Department of Dermatology, University of Rochester Medical Center, And Medical Director Center for Future Health, Rochester, NY*

3.02
Purchasers and Plans: Defined Contribution

Kenneth Linde *President and Chief Executive Officer, Destiny Health, Bethesda, MD*

Tony Miller, MS, MBA *Chief Executive Officer, Definity Health, St. Louis Park, MN*

Lee N. Newcomer, MD *Executive Vice President and Chief Medical Officer, Vivius Inc., Saint Louis Park, MN*

3.03
Digital Health Systems: Digital Hospital 1 – Saint Alphonsus Regional Medical Center

Leslie Kelley Hall *Chief Information Officer, Saint Alphonsius Regional Medical Center, Boise, ID*

Debra Sanders, RN, MAM *Vice President, HDR Consulting, Omaha, NE*

3.04
Physicians and Medical Groups: The Wired Medical Practice - Innovations in Mobile Computing

Richard Fiedotin, MD *Vice President for Business Development, ePocrates, San Carlos, CA*

Lloyd A. Hey, MD, MS *Founder and Chairman, MDeverywhere, Director, Duke Center for Clinical Effectiveness, and Assistant Professor of Orthopaedic Surgery, Duke University Medical Center, Durham, NC*

Rudy Rai, MD *Director, Clinical Effectiveness, Johns Hopkins Medical Institutions, Baltimore, MD*

Holly Whitaker *Healthcare Practice Leader, ArcStream Solutions, Watertown, MA*

3.05
Transforming Clinical Practice: Picture Archiving Computer Systems (PACS)

David Avrin, MD. Ph.D. *Vice Chairman, Clinical Services, Co Director, Clinical PACS, Laboratory for Radiological Informatics, University of California, San Francisco, San Francisco, CA*

Henri "Rik" Primo *Division Manager, Siemens Medical Solutions, Inc. Clinical Networking, Chicago, IL*

Vishal Wanchoo *Global Vice President and General Manager, Radiology Systems, GE Medical Systems Information Technologies, Mt. Prospect, IL*

Wade M. Aubry, MD *Senior Advisor, The Health Technology Center, Former Senior Vice President and CMO, California Blue Shield, San Francisco, CA, (Moderator)*

3.06
Privacy, Security and HIPAA: HIPAA Security Rule, GLB FTC Security Rule, FIPS-197, eSign Law, Antiterrorism and Current Developments in PKI

Alan S. Goldberg, Esq. *Partner, Goulston and Storrs, Adjunct Professor, Suffolk University Law School, and Moderator American Health Lawyer Association, Health Information Technology Listserve, Boston, MA*

3.07
Special Topic: Developing Local and National Infrastructures to Respond to Bioterrorism

Helga Rippen, MD, Ph.D., MPH *Director, Science and Technology Policy Institute, RAND, Arlington, VA*

12:15 PM – 2:15 PM

Networking Luncheon in Exhibit Hall

1:00 PM – 2:00 PM

Sponsored Workshop

2:15 PM – 3:45 PM
Concurrent Sessions IV

4.01
Executive IT Strategies: What CEOs Should Know

Joseph M. DeLuca, MA, FACHE *Chief Executive Officer, Health Care Investment Visions LLC, and Author, **The CEO's Guide to Health Care Information Systems**, Alameda, CA*

4.02
Purchasers and Plans: Kaiser Permanente Technology Investment

Chris Stenzel *Senior Vice President, Kaiser Permanente Ventures, Oakland, CA*

Andrew M. Wiesenthal, M.D. *Associate Executive Director, The Permanente Federation, LLC, Oakland, CA*

4.03
Digital Health Systems: Case Study: Digital Hospital 2 – The Indiana Heart Hospital

Neal Bowlen *Chief Information Officer, The Indiana Heart Hospital, Indianapolis, IN*

Vikas Kheterpal, M.D. *Vice President and General Manager, Global Clinical Information Systems, GE Medical Systems Information Technologies, Annapolis, MD*

Dr. Michael Venturini, M.D., F.A.C.C. *Chief Medical Officer, The Indiana Heart Hospital, Indianapolis, IN*

4.04
Physicians and Medical Groups: Mobile Wireless Technologies: Improving Quality and Efficiency

Ann Hendrich *Senior Vice President, Patient Care Services, Clarian Health Partners, Methodist Campus, Indianapolis, IN*

Patsy W. Sublett, RN, MSN *Senior Clinical Analyst, Danville Regional Medical Center, Danville, VA*

Claudia Tessier, CAE *Executive Director, Mobile Health Care Alliance, Washington, DC*

Erica Drazen, ScD *Vice President, Emerging Practices Institute, First Consulting Group, Lexington, MA, (Moderator)*

Paul Steinichen *Vice President, First Consulting Group, Alpharetta, GA*

4.05
Transforming Clinical Practice: Key Hole and Robotic Surgery: Minimally Invasive Techniques

David W. Rattner, MD *Department of Surgery, Massachusetts General Hospital, Boston, MA*

Richard Satava, MD *Professor of Surgery, Yale University School of Medicine, New Haven, CN*

Charles B. Wilson, MD *Senior Advisor, Health Technology Center,*

4.06
Privacy, Security and HIPAA: Security Issues in Operating Healthcare Technology

Andrew C. Herlands *Director, Healthcare Security Practice, Certicom, Hayward, CA*

Richard Marks, Esq. *Partner, Davis Wright Tremaine, Washington, DC*

David Rand *Director of Marketing, Wyse Technology Inc., San Jose, CA*

Thomas Welch, CPP, CISSP *Chief Executive Officer, Secure Enterprises Solutions, Inc., Fairfield, NJ*

4.07
Special Topic: Networking, Bandwidth and Wireless

Mark N. Blatt, MD, MBA, *Manager, Business Development, Internet Business Solutions, Intel Corporation, Santa Clara, CA*

Richard Dick, MD *Founder and Chief Executive Officer, Nex2, Alpine, UT*

Michael J. Mytych *President, Health Information Consulting, LLC, Menomonee Falls, WI*

Marsha Radaj, AAS *President, Wisconsin Health Information Network, Franklin, WI*

3:45 PM – 4:00 PM

Break

4:00 PM

Exhibit Hall Closes

4:00 PM – 6:15 PM
Afternoon Plenary Session

AFTERNOON PLENARY SESSION: PHARMACOGENOMICS AND THE FUTURE OF MEDICINE

Karen Williams, Ph.D. *President, National Pharmaceutical Council, Reston, VA, (ETHIC Co chair)*

4:15 p.m. – The Genomics Revolution: The Right Drug for the Right Person at the Right Time Alan E. Guttmacher, MD
Senior Clinical Advisor, National Human Genome Research Institute, National Institutes of Health, Bethesda, MD

5:15 p.m. – The Implications of Genomics for the Future of Health Insurance and Underwriting Thomas H. Murray, Ph.D. *(Invited)*
President and Chief Executive Officer, The Hastings Center, Garrison, NY

6:15 PM – 8:00 PM

Adjournment and Networking Reception in Exhibit Hall

8:00 PM

Performance by the *Capitol Steps*

FRIDAY, June 21, 2002

For Updates: www.ethic2002.com

7:00 AM — Conference Registration Opens

8:00 AM – 10:30 PM — Morning Plenary Session

8:00 a.m. – MORNING PLENARY SESSION: eHealth, EDI, and Clinical Informatics – Strategies, Barriers and Solutions Janet M. Marchibroda *Chief Executive Officer, eHealth Initiative, Washington, DC, (ETHIC Co chair)*

8:15 a.m. – The Challenge of Quality Enhancement and Medical Error Reduction in American Healthcare Kenneth W. Kizer, MD, MPH *President and CEO, National Quality Forum, Washington, DC*

8:45 a.m. – The Role of Information Technology in Enhancing Healthcare Quality
Blackford Middleton, MD, MPH, MSc *Director, Clinical Informatics Research & Development, Chairman, Center for Information Technology Leadership, Partners HealthCare System, Inc., Assistant Professor of Medicine, Brigham & Women's Hospital, Harvard Medical School, Boston, MA*

9:15 a.m. – Building a National Health Infrastructure: Architecture, Connectivity and Clinical Data Standards
Claire Broome, MD *Senior Advisor, Integrated Health Information Systems, Office of the Director, Centers for Disease Control and Prevention (CDC), Washington, DC*
William R. Braithwaite, MD, Ph.D. *Director, PricewaterhouseCoopers , and Former Senior Advisor on Health Information Policy, Department of Health and Human Services, Washington, DC*
Jeffrey L. Kang, MD, MPH *Chief Clinical Officer, Centers for Medicare and Medicaid Services, and Director, Office of Clinical Standards and Quality, Baltimore, MD*
Charles Saunders, MD *President, EDS Health Care Global Industry Group, San Francisco, CA*
Russell J. Ricci, MD *General Manager, Global Healthcare, IBM Corporation, and Chair, eHealth Initiative, Waltham, MA, (Moderator)*
Questions and Comments

10:30 AM — Exhibit Hall Opens

10:30 AM – 10:45 AM — Break

10:45 AM – 12:15 PM — Concurrent Sessions V

5.01
Executive IT Strategies: Capitalizing New Technology and Scientific Innovation
Mitchell L. Kornblit *Principal, Shattuck Hammond Partners LLC, New York, NY*

5.02
Purchasers and Plans: Health Plan Strategies in Transforming Enrollee and Provider Relations Through Information Technology
David Steele, M.D. *Medical Director, e-Health, Humana, Louisville, KY*
Alan Gellman *Vice President, eBusiness, Blue Shield of California, San Francisco, CA*
John Ounjian *Chief Information Officer, Blue Cross Blue Shield of Minnesota, St. Paul, MN*
Jamie Robinson, Ph.D. *Professor of Economics, School of Public Health, University of California, Berkeley, Berkeley, CA, (Moderator)*

5.03
Digital Health Systems: Case Study: The Hospital of the Future – An International Perspective
Jon Wyn Owen *(Invited) Secretary to the Nuffield Trust, London, England*

5.04
Physicians and Medical Groups: Physician Referrals and Pre-Authorizations on the Web
Vicki Coates, MHA *Vice President, Provider Operations, Harvard Pilgrim Health Care Inc., Boston, MA*
Ralph A. Korpman, MD *Professor of Pathology, University of Tennessee School of Medicine, and Loma Linda University School of Medicine, and President and Chief Executive Officer, HealthTrio Inc., Nashville, TN*

5.05
Transforming Clinical Practice: Ubiquitous Sensors: Labs, Bedside and Implants
James K. Carney, Ph.D. *Senior Principal Staff Engineer, Biomedical Sensors, Medtronic, Inc., Minneapolis, MN*
Wayne W. Manges, MS *Oak Ridge National Laboratory, Oak Ridge, TN*
Russell O. Potts, Ph.D. *Vice President, Research, Cygnus, Inc., Redwood City, CA*
Charles B. Wilson, MD *Senior Advisor, Health Technology Center, San Francisco, CA, (Moderator)*

5.06
Privacy, Security and HIPAA: HIPAA's Implications for Biomedical Devices and Systems
Stephen L. Grimes *Senior Consultant, Technology in Medicine, and Chair, HIPAA Task Force, American College of Clinical Engineering, Saratoga Springs, NY*
Gerry Hinkley, Esq. *Partner, Davis Wright Tremaine, San Francisco, CA*

5.07
Special Topic: Redesigning Clinical Workflows with eHealth Technologies
John Bachman, MD, *Sanders Professor of Primary Care, Mayo Clinic, Rochester, NY*
Allen Wenner, MD *Assistant Professor Family Medicine, University of South Carolina Department of Family Medicine, Vice President, Content Design, Primetime Medical Software, Columbia, SC*

12:15 PM – 1:15 PM — Networking Luncheon in Exhibit Hall

1:30 PM — Exhibit Hall Closes

1:15 PM – 2:45 PM — Afternoon Plenary Session

1:15 p.m. – CLOSING PLENARY SESSION: Where Will Technology and Science Take Us?
Peter N. Grant, JD, Ph.D. *Partner, Davis Wright Tremaine, Instructor, Harvard University and University of California at Berkeley Schools of Public Health, Seattle, WA, (ETHIC Co chair)*

1:30 p.m. – A Vision of World Healthcare without Borders Ahmad Risk, MD *Chair, Internet Healthcare Coalition, Chairman, British Healthcare Internet Association, Brighton, England*
1:45 p.m. – Technology's Transformation of Healthcare: Hold on to Your Hats Ian Morrison, Ph.D. *Senior Fellow, Institute for the Future, and Author, Healthcare in the New Millennium and The Second Curve - Managing the Velocity of Change, Menlo Park, CA*

2:45 PM – 3:00 PM — Break

3:00 PM – 4:30 PM — Concurrent Sessions VI

6.01
Executive IT Strategies: Calculating Return on Investment of Advanced Clinical Systems
Carol L. Belmont, RN *Vice President and National Practice Leader, Clinical Integration Practice, Cap Gemini Ernest & Young, Tampa FL*
Jay E. Toole *Vice President and National Director, Clinical Transformation Practice, Cap Gemini Ernest & Young, Atlanta, GA*

6.02
Purchasers and Plans: Disease Management: Using Technology to Cut Costs and Enhance Quality
Martin Atherton, DrPH, MPH *Assistant Professor, George Mason University, Arlington, VA*
Vince Kuraitis, JD, MBA *Principal, Better Health Technologies, LLC, Boise, ID*
Al Lewis *Executive Director, Disease Management Purchasing Consortium, Wellesley, MA*

6.03
Digital Health Systems: Unleashing Open Source on Healthcare: A Systematic Approach to Lowering the Total Costs of IT Ownership
Douglas E. Goldstein *President, eHealthcare.net, and Author, eHealthcare: Harness the Power of the Internet, eCommerce and eCare, Alexandria, VA*
Michael E. Stull *Senior Vice President, EHealthcare.net, Alexandria, VA*

6.04
Physicians and Medical Groups: The Wired IPA and Medical Group
Bartley S. Asner, MD *Chief Executive Officer, Monarch HealthCare, Mission Viejo, CA*
Kenneth Brin, MD, Ph.D. *Director, Quality Improvement, Cardiovascular Service Line, Geisinger Clinic, Wilkes Barre, PA*
Jamie Robinson, Ph.D. *Professor of Economics, School of Public Health, University of California, Berkeley, Berkeley, CA, (Moderator)*

6.05
Transforming Clinical Practice: Closing the Cardiac Care Loop with Advanced eHealth Applications
K. Randall Burt *President and Chief Executive Officer, Alere Medical, Inc., Reno, NV*
Evan Loh, MD *Senior Director, Cardiovascular, Wyeth Research, Collegeville, PA*
Kenneth M. Riff, MD *Vice President, Strategy and Business Development, Patient Management Group, Medtronic, Minneapolis, MN*
Jeremy J. Nobel, MD, MPH *Faculty, Department of Health Policy and Management, School of Public Health, Harvard University, Boston, MA (Moderator)*

6.06
Privacy, Security and HIPAA Compliance: HIPAA Compliance for Pharmaceutical Manufacturers, PBMs and Pharmacies
Jean-Paul Hepp, Ph.D. *Director, Global Privacy, Pharmacia, Peapack, NJ*
John Mack, MS, MPhil *President, Virsci Corporation, and President, Internet Healthcare Coalition, Philadelphia, PA*

6.07
Special Topic: Reimbursement and Payment: Emerging Medical Devices
Grant P. Bagley, MD, JD *Partner, Arnold & Porter, Former Medical Director, FDA*
And Former Director, Coverage and Analysis Group, HCFA, Washington, DC

4:30 PM — ETHIC 2002 Adjournment

For Updates: www.ethic2002.com

www.ethic2002.com

Learning Objectives:

- To Provide an Overview of the Status of Emerging Technology and Healthcare Innovation in the United States
- To Articulate Practical Business Strategies for Healthcare Executives in Implementing New Technologies; Including Operational Technologies and Emerging Medical Devices
- To Analyze the Clinical and Operational Implications of New Technology for Purchasers, Plans, Health Systems and Physician Organizations
- To Assess the Role that Electronic Data Interchange (EDI), Advanced Networking, Wireless Technologies and the Internet Will Play in Transforming Healthcare
- To Outline New Opportunities in Technology Outsourcing, Bioterrorism Response, the Digital Hospital of the Future and the Wired Medical Practice
- To Establish the Regulatory Context for New Technology Development and Dispersion; Including Privacy, Data Security and HIPAA Compliance
- To Investigate the Role that New Technology Can Play in Enhancing Quality and Reducing Medical Errors as Suggested by the Institute of Medicine and the Leapfrog Group
- To Convene a Discussion of the Development of a National Health Infrastructure; Including the Necessary Architecture, Connectivity and Clinical Data Standards
- To Consider the Implications of Emerging Technologies and Healthcare Innovation to International Healthcare

Continuing Education Credits:

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Medical Education Collaborative and Healthcare Conference Administrators, LLC. Medical Education Collaborative (MEC), a nonprofit education organization, is accredited by the ACCME to provide continuing medical education for physicians.

Medical Education Collaborative designates this educational activity for a maximum of 21.5 hours in category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

AAPC - This program is pending prior approval from the American Academy of Professional Coders (AAPC) for 21.5 CE credits.

ACHE - Medical Education Collaborative is authorized to award 21.5 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement or re-certification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when applying for advancement or re-certification in ACHE.

ACMPE – This program may qualify for continuing education credit in the American College of Medical Practice Executives (ACMPE). To apply for ACMPE credit, submit a generic credit hour form with a copy of the brochure. Forms will be available on-site.

ACPE - Medical Education Collaborative, Inc. is approved by the American Council on Pharmaceutical Education as a provider of continuing pharmaceutical education. Medical Education Collaborative, Inc. has assigned 21.5 contact hours/2.15 CEUs of continuing pharmaceutical education credit. ACPE universal program number: 815-999-02-112-L04.

Participants will be required to complete an evaluation form for credit. Registration fee includes statement of credit, which will be mailed within six weeks after the meeting.

ADA - Medical Education Collaborative, Inc. ME002 is a continuing Professional Education (CPE) Accredited provider with the Commission on Dietetic Registration (CDR) from February 11, 2002 to February 10, 2005. Registered Dieticians (RDs) and Dietetic Technicians, Registered DTRs will receive 22 continuing professional education units (CPEUs) for completion of this program/materials. Continuing professional education provider accreditation does not constitute endorsement by CDR of a provider, program, or materials.

AGD – This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (PACE) thorough the joint program approval of Medical Education Collaborative and Healthcare Compliance Association. MEC is approved for FAGS/MAGD credit.

AHIMA – This program is pending approval for 21 CE credits for use in fulfilling the continuing education requirements of the American Health Information Management Association (AHIMA).

ANCC (Nursing Credit) – Approved for 25.8 contact hours of continuing education for RNs, LPNs, LVNs, and NPs. This program is co-sponsored with Medical Education Collaborative, Inc. (MCE). MEC is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. Provider approved by the California BRN provider number: CEP-12990 for 29.4 contact hours.

CISSP/SSCP - This program may qualify for continuing education credit for security certification under the Systems Security Certified Practitioner (SSCP) and the Certified Information Security Specialist (CISSP) programs, offered by the International Information Systems Security Certification Consortium (ISC)2. See www.ISC2.org.

HCCB – This program is pending approval for HCCB continuing education credits for compliance certification for 25.8 CE credits (based on a 50 minute hour).

MCLE – Required sponsor documentation has been forwarded to and credit requested from most MCLE states with general requirements for all lawyers. We have requested a total of 21.5 CLE hours from most MCLE states. Lawyers seeking credit in Pennsylvania must pay fees of $1.50 per credit hour directly to the PA CLE Board. Medical Education Collaborative pays applicable fees in other states where the sponsor is required to do so, and in states where a late fee may become applicable. Please be aware that each state has its own rules and regulations, including its definition of CLE; therefore, certain programs may not receive credit in some states. For information on approved credit hours for your state, please contact Medical Education Collaborative at (303) 420-3252 ext 24 starting two to three weeks prior to the program date.

NAB - This program has been submitted (but not yet approved) for 21 continuing education clock hours from NAB/NCERS (Long Term Care Administrators). Call Jennifer Orf at MEC (Medical Education Collaborative) (303)420-3252 for further information.

NAMSS - This program is pending approval by the National Association of Medical Staff Services for 21.5 CE credits.

NASBA – Registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Telephone: 615-880-4200.

A maximum of 26 credits based on a 50-minute hour will be granted. Recommended experience level for this course is intermediate to advanced.

NASW - Approval is pending with National Association of Social Workers.

P.A.C.E.® - Medical Education Collaborative has applied for approval as a provider of continuing education programs in the clinical laboratory sciences by the ASCLS P.A.C.E.® program for 21 CE credits.

PAHCOM - This program is pending approval by the Professional Association of Health Care Office Management for 21.5 CE credits.

TRAVEL INFORMATION

Hotel Accommodations:
A special rate of $199/single, $223/double, $239/triple, per night, plus tax, has been arranged. Please make your reservations directly with the hotel and request the group rate ETHIC SUMMIT to receive the reduced rate. Rate Expires: May 19, 2002. Requires first night's deposit, refundable up to 48 hours in advance of convention date/which is nonrefundable.

Washington Hilton and Towers
1919 Connecticut Ave. N.W. • Washington, DC 20009
800-HILTONS (445-8667) • 202-483-3000

Travel Information:
United Airlines is the Official Airline of ETHIC 2002.
If you or your travel agent call United's toll-free number (1-800-521-4041) to book your reservations, you will receive a 5% discount off the lowest applicable discount fare in First Class, or a 10% discount off mid-week coach fares, purchased 7 days in advance. An additional 5% discount will apply when tickets are purchased at least 60 days advance of your travel date. Discounts also apply on Shuttle by United and United Express. Call United's Specialized Meeting Reservations Center at 1-800-521-4041 to obtain fares and schedule information. **Make sure you refer to Meeting ID Number 592XZ.** United reservationists are on duty 7 days a week from 8:00 AM to 10:00 PM EST.

ETHIC 2002
PO Box 448
Richmond, VA 23219

Save $100 - Register by May 10, 2002

Four Easy Ways To Register:

1. Online at: www.ethic2002.com
2. By Mail: Return your completed registration form to:
   ETHIC 2002
   c/o The Emergent Group
   PO Box 448
   Richmond, VA 23219
3. By phone: 800-640-2218
4. By Fax: 804-225-7458

To ensure proper processing for the special discount offer, registrations and payment must be received in our office by May 10, 2002.

Contact Information:

Please fill out the following required information:

Name & Degree

Title & Department

Organization

Address

City State ZIP Country

Phone Fax

Email Address

Pricing Options:

	Advanced Rate (before 05/10/02)	Rate (after 05/10/02)	On-site Registration
O **Full Conference Pass** Includes all Sessions, Pre-Conference Forums, Sponsored Workshops, Keynotes, Capitol Steps Event and Exhibit Floor	$1,095	$1,195	$1,295
O **Academic Full Pass** Fax credentials to (804) 225-7458	$495	$495	$495
O **Full-Time Student Pass** Fax credentials to (804) 225-7458	$195	$195	$195
O **Pre-Conference Forums** Includes Exhibit Floor	$395	$450	$495
O **Opening Keynote & Expo** Includes Exhibit Floor	$75	$100	$125
O **Exhibit Floor Pass**	$25	$25	$50

Attendee Profile (must be completed):

1. Type of Business/Organization
(check only one)
- O Health Maintenance Organization (HMO)
- O Independent Physician Assoc. (IPA)
- O Management Service Organization (MSO)
- O Preferred Provider Organization (PPO)
- O Point of Service Provider
- O Physician Group Practice
- O Integrated Delivery System (IDS)
- O Physician Practice Management Company
- O Health Insurance
- O Hospital
- O Disease Management Company
- O Specialty Provider (Home Health, etc.)
- O Pharmaceutical Manufacturer
- O Medical Device Manufacturer
- O Government
- O Employer/Coalition
- O Professional Services/Consulting
- O University/Medical School
- O Association/Policy Organization
- O Physician Hospital Organization (PHO)
- O Publishing/Media
- O Student/Teacher
- O Other

2. Job Function/Area of Responsibility
(check only one)
- O Care Management
- O Outcomes Measurement/Assessment
- O Business Development
- O Nursing
- O Managed Care
- O Financial
- O Executive Management
- O Member Services
- O Reimbursement
- O Patient Health/Education
- O Discharge Planning
- O HR/Employee Benefits
- O Provider Relations
- O Research/Clinical Analysis
- O Information Systems Management
- O Corporate Risk/Risk Management
- O Government Programs
- O Disease Management
- O Medicare/Medicaid
- O Regulatory Policies/Compliance
- O Purchasing
- O Contracting/Network Development
- O Ambulatory Care
- O Home Care Services
- O Pharmacy
- O Strategic Planning
- O Marketing
- O Sales
- O Quality Assurance/Utilization Review
- O Student/Teacher
- O Other

3. Company's Annual Revenue
(check only one)
- O Over 100 million
- O 50,000,001 - 100,000,000
- O 10,000,001 - 50,000,000
- O 5,000,000 - 10,000,000
- O 1,000,000 - 5,000,000
- O Below 1 million
- O No Answer

4. Number of Employees
(check only one)
- O Over 20,000
- O 10,001 - 20,000
- O 5001 - 10,000
- O 1001 - 5000
- O 501 - 1000
- O 101 - 500
- O 50 - 100
- O Under 50

5. Your Role in Purchasing
(check all that apply)
- O Approve
- O Specify
- O Recommend
- O Research
- O Not Involved

6. How Did You Hear About This Event?
(check only one)
- O Brochure / Mailer / Postcard
- O Advertisement
- O Industry Association / Organization
- O Other

Payment Information:

Please enclose payment with your registration and return to ETHIC 2002 at the address provided, or fax your credit card payment to 804-225-7458. You may also register by phone with a credit card, 800-640-2218.

O Check/Money Order Enclosed Payable to ETHIC 2002

Credit Card: O MasterCard O Visa O American Express

Credit Card Number Exp. Date

Cardholder's Signature

Cardholder's Name

Billing Address

O Please check here if you have any special needs that require attention.

Notices and Policies:
Program subject to change. There are no refunds of registration fees. Registrants may transfer registrations, but such transfer may not be a basis for a refund by the recipient. This executed registration form constitutes a contract between the parties.