

# CIO Healthcare Summit Agenda

## Agenda Key

- Networking Opportunities & Session Breaks
- Executive Exchange
- CIO Executive Visions
- CIO Thought-Leadership
- CIO Case Study
- CIO Keynote Presentation

### Day 1: Sunday, May 9th

2pm -  
5pm

**Registration + Greeting to CIO Healthcare Summit**

4pm -  
5.30pm

**Executive Think-Tank**

*\*An exclusive invitation only, pre-summit think-tank for CIOs*

6pm

**Champagne Reception**

7pm -  
10pm

**Welcome Address** [Presented by Master of Ceremonies Jack Santos, CIO Executive Strategist, Burton Group](#)

**Welcome Gala Dinner + CIO Keynote Speech**  
**"The HITECH Act: Creating Lasting Value from the \$40 billion Federal Stimulus Investment"**

[Presented by: Dr. Charles Kennedy, VP Health IT, Wellpoint, National Health IT Policy Committee](#)

### Day 2: Monday, May 10th

7am -  
8.05am

**Breakfast Networking Reception & Collection of Itinerary**


8.10 -  
8.50




**CIO Keynote Presentation**


*"Meaningful Use of Health IT: a CMIO's guide for CIOs"*

With as much as \$38 billion in stimulus funding at stake, hospitals and providers are hard at work to achieve and demonstrate meaningful use of information technology in order to qualify. Dr. Ferdinand Velasco, CMIO for Texas Health Resources, will provide practical guidance for CIOs and IT executives to assist them in interpreting the CMS regulations, assessing their readiness for achieving meaningful use, and executing an action plan to address opportunities in their organization.

[Presented by Dr. Ferdinand T. Velasco, CMIO, Texas Health Resources](#)

9.00 - 9.30	Executive Exchange	<p style="text-align: center;"><b>CIO Thought-Leadership</b></p> <p style="text-align: center;"><i>Business Intelligence "A Strategic Focus"</i></p> <p>Healthcare organizations are swimming in an ever-deeper pool of data. But without a program in place to target, gather, deliver and analyze the most relevant data, these organizations will continue to be data rich but information poor. The forward-thinking healthcare organizations realize that data - and, thus, business intelligence (BI) - is at the center of informed and precise decision-making that will improve patient and service outcomes in addition to ensuring their organizations' future.</p> <p>This discussion will look at achieving the full benefits of BI and how organizations must take an enterprise wide, strategic approach to BI implementation. The key areas of focus are;</p> <ul style="list-style-type: none"> <li>• Cost savings being the main driver for implementing BI in healthcare organizations, Healthcare organizations are using BI to eliminate waste and mine data stores to examine and recoup denied claims.</li> <li>• The need to improve patient satisfaction and patient outcomes using point-of-care information to identify high-risk and non-compliant patients.</li> <li>• Innovating and leveraging the existing data investment to identify report on, and analyze costs of patient care, staff performance, risk management, department profitability, clinician workflow performance.</li> <li>• Delivering Information On-Demand in Healthcare. How can CIOs in the wake of deploying recent electronic medical records provide for the consolidation of data and its analysis? What are the key technologies that meet the needs of quality of care reporting, research, clinical-operation decision making and most of all enable improving the outcomes for their patients delivering critical information anywhere-anytime.</li> </ul>
9.35 - 10.05	Executive Exchange	<p style="text-align: center;"><b>CIO Case Study</b></p> <p style="text-align: center;"><a href="#"><u>BI Best Practices for Both Payor and Provider</u></a></p>
10.10- 10.40	Executive Exchange	<p style="text-align: center;"><b>CIO Thought-Leadership</b></p> <p style="text-align: center;"><i>"Healthcare Security &amp; Privacy in a Cloud Based World"</i></p> <p><a href="#"><u>Sponsored by Trend Micro</u></a> </p>
10.45 - 11.10	'Wired' Networking Break + Analyst Q&A Session	
11.15 - 11.45	Executive Exchange	<p style="text-align: center;"><b>CIO Case Study</b></p> <p style="text-align: center;"><a href="#"><u>Little Leaks Sink Ships: Security Trends to Watch and Plan For</u></a></p> <p>IT security events in non-healthcare industries have taken the headlines: credit card thefts at Heartland, Russian and Chinese hackers in our electric power grid. Healthcare CIOs, too, have their hands full securing protected health information and ensuring patient privacy. What strategies have worked, and which haven't? What dangers do new technologies pose – such as mobility and portable storage devices? As Internet accessible personal health records grow, what can hospitals, providers, employers, and insurers do to heighten awareness and address the threats?</p>

<p>11.50 - 12.20</p> <p><b>Executive Exchange</b></p>	<p style="text-align: center;"><b>CIO Thought-Leadership</b></p> <p style="text-align: center;"><i>"CIO Challenges in 2010 - Consumer Health Movement - What it Means for the CIO"</i></p> <ul style="list-style-type: none"> <li>• Status and Strategies for EHRs</li> <li>• Aligning Information Technologies with Marketing and Hospital Objectives</li> <li>• Interoperability: What should and what should not be interoperable?</li> <li>• The mHealth Revolution</li> </ul> <p><a href="#"><u>Presented by Peter Waegemann, mHealth Initiative</u></a> </p>
<p>12.25 - 12.55</p> <p><b>Executive Exchange</b></p>	<p style="text-align: center;"><b>CIO Case Study</b></p>
<p>1.00 - 2.00</p>	<p style="text-align: center;"><b>VIP Luncheon + Open Forum Discussion</b> <i>(Forum, invitation only)</i></p> <p><a href="#"><u>Led and Moderated by: Edgar L. Mounib, MBA, MPH, Global Healthcare Lead, IBM Institute for Business Value</u></a> </p>
<p>2.05 - 2.35</p> <p><b>Executive Exchange</b></p>	<p style="text-align: center;"><b>CIO Executive Visions</b></p> <p><a href="#"><u>Improving Patient Care through Mobility- Anytime, Anywhere, Collaborative Communication</u></a></p>
<p>2.40 - 3.10</p> <p><b>Executive Exchange</b></p>	<p>Whether it's used by patients and family or clinicians and staff , Health Information Technology departments continue to rollout PACS, electronic medical records, and innovative computer based services. Unfortunately, in our consumer-driven IT world, the bar keeps getting set higher – from desktops to laptops to netbooks, from Blackberrys to Iphones, work at home or work anywhere. How are healthcare organizations dealing with increased mobility; what technologies have made a difference, and what have been the pitfalls? The panel will look at mobility in healthcare from the patient, clinician, and administrator perspective. What's been working, why, and where are we headed?</p> <ul style="list-style-type: none"> <li>• Delivering Information: Anytime, Anywhere</li> <li>• Enhance enterprise agility</li> <li>• Migration from the desktop</li> <li>• Improve team collaboration, responsiveness and accuracy at the Point of Care</li> <li>• Event-driven, real-time notification and patient care alerts intelligently routed to appropriate user</li> </ul> <p><a href="#"><u>Moderated by Jack Santos, CIO Executive Strategist, Burton Group</u></a> </p> <p><b>Panelists:</b> Patrick Hale, CTO, Sparrow Health System Jay Srin, Chief Innovation Officer, UPMC Health Plan</p>
<p>3.15 - 3.45</p> <p><b>Executive Exchange</b></p>	<p style="text-align: center;"><b>CIO Thought-Leadership</b></p> <p style="text-align: center;"><i>The Unified Communications (UC) Journey: Get On the Path to Improved Health Outcomes, Patient Satisfaction and Improved ROI</i></p>

<p>3.50 - 4.20</p> <p><b>Executive Exchange</b></p>	<p style="text-align: center;"><b>CIO Thought-Leadership</b></p> <p style="text-align: center;"><i>"Exchange of Patient Data - The Next Step in Healthcare's Transformation"</i></p> <p>The U.S. Health IT Stimulus programs not only push for widespread e-health record adoption, they're promoting the use of health information exchanges, or HIE's. Whether a HIE is large or small, rural or urban, using a central repository or a peer-to-peer federated model or some other method of sharing data, they all have the same goal: To securely and efficiently share patient data so that providers can deliver quality, cost-effective care.</p>
<p>4.25 - 4.55</p> <p><b>Executive Exchange</b></p>	<p style="text-align: center;"><b>CIO Thought-Leadership</b></p> <p style="text-align: center;"><i>"Lessons Learned from Server Virtualization and the Future of Database and Client Virtualization"</i></p>
<p>5.00 - 6.00</p>	<p style="text-align: center;"><b>Keynote Session - CIO Executive Visions</b></p> <p style="text-align: center;"><i>"Managed Services &amp; Outsourcing in a Challenging Climate"</i></p> <p>Healthcare companies must carefully pick the spots where it can cut costs and where to continue – or even accelerate – investment. What providers and payers may have to give up in coming months and years is the idea that they need to own and operate the systems that underlie their operations. The reality is that much of this infrastructure is non-strategic, non-standard, and lacks the scale needed for operational efficiency.</p> <p>A new generation of outsourced services that remove these tired assets from provider balance sheets and operate them as shared managed services potentially provides a high road for the effective management of resources during the recession, and sets the stage for growth in less encumbered areas once the economy rebounds.</p> <p style="text-align: right;">  </p> <p><a href="#">Moderated by Jack Santos, CIO Executive Strategist, Burton Group</a></p>
<p>6.00 - 7.00</p>	<p style="text-align: center;"><b>Cocktail Reception</b></p>
<p>7.00 - 9.00</p>	<p style="text-align: center;"><b>Gala Dinner Keynote Presentation</b></p>
<p>9.00 - 10.30</p>	<p style="text-align: center;"><b>Cheese &amp; Wine Tasting</b></p>
<p style="text-align: center;"><b>Day 3: Tuesday, May 11th</b></p>	
<p>7.30 - 8.30</p>	<p style="text-align: center;"><b>Networking Breakfast</b></p>
<p>8.35 - 9.15</p>	<p style="text-align: center;"><b>CIO Keynote Presentation</b></p>

## CIO Thought-Leadership

### [Empowering IT Services](#)

9.25 -  
9.55

**Executive  
Exchange**

Learn how you can provide a measurable return on investment to senior management team gained through improved IT alignment with organizational goals and share in success such as:

- Optimize your IT processes to reduce operational costs.
- Improve your IT responsiveness to organizational change, while minimizing risks and disruption.
- Improve your service delivery quality and increase user productivity.
- Build on existing investments while making progress towards future goals.

10.00 -  
10.30

**Executive  
Exchange**

## CIO Executive Visions

*"The Role of Dynamic Data Centers & Virtualization in Healthcare- Increasing Revenue While Decreasing Capital and Operational Expenditure"*

Every healthcare organization runs on data and more of it each day, driving the deployment of larger numbers of servers, massive increases in storage and the development of new applications to glean intelligence from disparate data sets. The need to use resources most cost-effectively during the scaling of data and data centers forces the move to virtualization--of servers, storage, networks, and even data centers themselves in the form of cloud computing. This panel explores the following:

- Why Virtualize? Assessing your server and storage landscape, capacity planning tools, and operations before and after virtualization
- Network and virtualization security considerations
- Disaster Recovery--designing a backup and recovery strategy
- The impact of virtualization on data center facilities, power, and cooling

### **Panelist**

Scott Ranson, VP & CIO, Brooksdale Senior Living

11.10 -  
11.35

Networking Break + Analyst Q&A

## CIO Thought-Leadership

*"Virtualization: First Aid for Desktop Management"*


Get started today using existing desktop budgets to implement desktop virtualization within your healthcare organization. In this session you will learn how virtual desktops can:

- Significantly reduce the time and costs of implementing EMR/EHR
- Easily connect providers for coordination of care
- Improve patient care and increase physician satisfaction
- Benefit high resolution PACS applications

11.40 -  
12.10

**Executive  
Exchange**

Join us to hear a real world example of a successful virtual desktop implementation by Alameda County Medical Center.

12.15 - 12.45	<b>Executive Exchange</b>	<p style="text-align: center;"><b>CIO Thought-Leadership</b></p> <p style="text-align: center;"><i>"Cloud Computing and SaaS in Healthcare"</i></p> <ul style="list-style-type: none"> <li>• Collaboration and Enterprise 2.0 for patients and providers</li> <li>• Increasing operational healthcare efficiency whilst saving money</li> <li>• Is cloud the answer to our woes?</li> <li>• Does SaaS offer the right alternative?</li> </ul>
12.50 - 1.25	<p style="text-align: center;"><b>Closing CIO Keynote Presentation</b></p> <p style="text-align: center;"><i>"Personalized Healthcare"</i></p> <p style="text-align: center;"><a href="#">Presented by Edgar L. Mounib, MBA, MPH, Global Healthcare Lead, IBM Institute for Business Value</a> </p>	
1.25 - 1.30	<p style="text-align: center;"><b>Closing Remarks</b></p>	
1.30 - 2.15	<p style="text-align: center;"><b>VIP Luncheon &amp; Networking + CIO Executive Think-Tank</b></p>	
2.00 - 6.30	<p style="text-align: center;"><b>Desert Golf Classic Tournament</b></p>	
7.00 - 9.30	<p style="text-align: center;"><b>Southwestern Dinner + Networking</b></p>	