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Keynote Speech on the HITECH Act Kicks Off the CIO Healthcare Summit

May 10, 2010 – The CIO Healthcare Summit, the leading educational event for CIOs and technology executives, kicked off yesterday with a keynote speech by Dr. Charles Kennedy, VP, Health IT, Wellpoint, National Health IT Policy Committee. Dr. Kennedy addressed an audience of 50 CIOs and technology executives from the healthcare industry after the Gala Dinner on Sunday, May 9 at the InterContinental Montelucia Resort in Scottsdale, AZ.

Kennedy, who is a member of the HIT policy committee, stressed that in order for health IT to successfully lower healthcare costs, it must focus on individual patients, as opposed to healthcare organizations. This patient-centric approach utilizes technology to give patients better access to health information with a strong emphasis on preventative health.

According to Kennedy, “For HIT to reach its potential, collaborations across organizations and across organizational silos within an organization is key.”

Day two of the CIO Healthcare Summit continues to provide attendees with information on the latest technology topics and trends. Today’s agenda includes educational sessions on cloud computing security, the consumer health movement, building a physician bridge, and more. The agenda also includes networking opportunities as well as one-on-one Executive Exchanges, which allow CIOs and technology executives to learn about the latest technology solutions for healthcare organizations.

“Dr. Kennedy’s presentation on the HITECH Act has triggered in-depth conversations among our attendees on the role technology plays in a patient-centric healthcare system. It is these conversations, which tackle the big issues that technology executives face on a daily basis, that truly make the event a success,” said Nick Backhouse, Event Director, CIO Healthcare Summit.

To view pictures of the Dr. Kennedy’s presentation at the CIO Healthcare Summit, visit CDM Media’s Flickr page at <http://www.flickr.com/photos/cdmmediaevents/>. For up-to-date information on the event, visit CDM Media’s Twitter page at <https://twitter.com/CDMmedia>.

For more information about participating in next year’s CIO Healthcare Summit, contact Nick Backhouse, Event Director, CIO Healthcare Summit, at 808-694-3652 or nick.backhouse@cdmmedia.com.



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About the CIO Healthcare Summit

The SBS Division of CDM Media has a reputation for delivering strategically positioned, content-driven events to C-level clientele from Fortune 1000 organizations. With experience delivering intimate, effective business summits, CDM Media gathers executives to develop innovative business ideas and lasting relationships with their peers and colleagues. The CIO Healthcare Summit is being hosted May 9-12, 2010 at the exclusive InterContinental Montelucia Resort in Scottsdale, AZ. The summit is designed to gather business leaders from innovative companies within North America's healthcare industry to debate and network on critical business technology issues.

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