

eHealth Developers' Summit 2001

Aptos, CA
November 14-16, 2001

Wednesday, November 14

5:30 PM – 7:30 PM **Registration and Informal Reception [Pacific]**

Thursday, November 15

7:00 AM – 8:30 AM **Registration and Continental Breakfast [Pacific]**

8:30 AM – 9:00 AM **Welcome, Orientation, and Introductions [Seascape]**

Welcome from Major Cosponsors

Conference Logistics: Tom Eng, *Chair, Summit Planning Committee*

9:00 AM – 10:30 AM **Where is eHealth Today? [Seascape]**

Moderator

James Chung, *Founder, Beansprout Networks, Inc.*

Panelists

Thaddeus Grimes-Gruczka, *Vice President, Health Practice, Cyberdialogue*

Deryk Van Brunt, *Senior Vice President and COO, Healthcentral.com*

Anna-Lisa Silvestre, *Manager, KP Online, Kaiser Permanente*

Janet Marchibroda, *Executive Director, eHealth Initiative*

Focus Areas

- Who are the current and near term “movers” in eHealth?
- How has the recent collapse of public Internet companies impacted eHealth development and investment? What lessons can be garnered from the “bubble” period? What are the key indicators of success and failure?
- How are (will) health care organizations deploying eHealth solutions?
- What lessons can be garnered from bellwether companies/industries outside of health?

10:30 AM – 10:45 AM **Break [2nd Floor Foyer]**

10:45 AM – 12:30 PM **Promoting eHealth Adoption, Dissemination, and Integration [Seascape]**

Moderator

Jim Norman, *Founder and Chairman, InterMap Systems, Inc.*

Panelists

Mark Leavitt, *Chairman of the Board, Medscape*

David Weinstein, *Senior Vice President, Strategy, Healinx*

Barbara Lackritz, *Patient Advocate and Author*

Focus Areas

- How do we promote market/consumer/provider demand for eHealth tools?
- What are success stories and successful models in overcoming barriers to widespread dissemination and adoption of eHealth tools among consumers, providers, health plans, and others? How can large purchasers promote adoption/dissemination?
- Why do some good tools languish or fail?
- How can eHealth stakeholders address the public's privacy and confidentiality concerns?
- How can system-related barriers be addressed so that eHealth tools are integrated with existing administrative procedures, technology infrastructure, and workflow issues?

12:30 PM – 1:45 PM

Lunch [Pacific]

Speaker: Richard Noffsinger, *Worldwide Healthcare Group Manager, Microsoft*

1:45 PM – 3:30 PM

Special Interest Breakouts: Priority Areas for eHealth Development

Concurrent small group discussions with Group Leaders. Participants self-select one of the following groups by target audience/setting:

1. Home/consumers: Bill Silberg, *Vice President and Executive Editor, Medscape, Inc. [Seascape 1]*
2. Health care settings/providers: David Cochran, *SVP for Strategic Development, Harvard Pilgrim Health Care [Seascape2]*
3. Businesses/employers: Dennis Ary, *President, Oregon Center for Applied Science[Seascape 3]*
4. Schools/educational settings: John Harris Jr., *President, Medical Directions, Inc. [Del Mar2]*
5. Other group "by demand" [Peninsula]

Focus Areas

- What are the major barriers to development and adoption of applications in each group?
- What types of applications are needed but not currently being addressed? How should they be prioritized?
- What current needs are not being addressed?
- How can collaborations/partnerships within each group be promoted/supported?

3:30 PM – 4:00 PM

Break [2nd Floor Foyer]

4:00 PM – 5:30 PM

What Works in eHealth? Lessons Learned [Seascape]

Moderator

Eric Dishman, *Manager, People & Practices Research, Corporate Technology Group, Intel*

Panelists

David Brailer, *Chairman and CEO, CareScience*

Mark J. Roman, *General Manager, IBM Global Healthcare Solutions*

BJ Fogg, *Director, Stanford Persuasive Technology Lab, Stanford University*

Focus Areas

- What lessons have we learned about the application development and implementation process? What are specific examples of places that eHealth is working well?
- How can developers ensure that their applications are usable and effective?
- What is the realistic role of research and evaluation in commercial development? What are priority research topics that will not be rendered obsolete by evolving technologies/trends?
- Where are the opportunities for collaborative research and evaluation?

6:00 PM – 7:30 PM

Dinner [Rio]

gamEhealth!

7:30 PM – 9:30 PM

Evening Networking and Table Chat Session [Seascape]

Informal one-to-one chats and demos with presenters who wish to get feedback on a product, discuss issues of common interest, and/or recruit partners/collaborators.

Friday, November 16

- 7:00 AM – 8:00 AM **Continental Breakfast [Pacific]**
- 8:00 AM – 8:30 AM **Welcome and Orientation to Day 2 [Seascape]**
- Logistics, Feedback from Participants: Tom Eng, *Chair, Summit Planning Committee*
- 8:30 AM – 10:00 AM **Open Source, Standards, and Collaborative eHealth Development [Seascape]**
- Moderator
Kevin Patrick, *Adjunct Professor of Public Health, San Diego State University*
- Panelists
Peter Greene, *Executive Director, MedBiquitous Consortium, and Associate Dean for Emerging Technologies, Johns Hopkins School of Medicine*
- Joseph Dal Molin, *Founder, Open Source Health Care Alliance, and President, e-cology Corporation*
- Jeff Sutherland, *Chief Technology Officer, PatientKeeper, Inc.*
- Focus Areas
- What is the role, if any, for standards, open source software, or public domain approaches to eHealth development? What changes (e.g., structural changes, incentives, funding) are needed to jumpstart and sustain such approaches?
 - What are appropriate models for how various stakeholders (e.g., technology companies, health care companies, academia, government agencies) can exchange expertise and resources to address priority areas? What types of specific mechanisms, structural changes, or incentives are needed?
 - What specific mechanisms should be established for sharing lessons from related and disparate industries?
 - How can common technical infrastructure promote eHealth development/adoption?
- 10:00 AM – 10:30 AM **Break [2nd Floor Foyer]**
- 10:30 AM – 12:00 PM **Open session (to be convened “on the fly” by audience demand) [Seascape]**
- 12:00 PM – 1:30 PM **Lunch [Pacific]**

Participants self-select Special Interest Tables

Report out by Discussion Leaders

1:30 PM – 2:45 PM

Commercializing eHealth: What Are Purchasers/Sponsors Looking for? [Seascape]

Moderator

Alicia De Stefano, *Health Management Services Executive, Schering-Plough*

Panelists

Christobel Selecky, *CEO, LifeMasters, Inc.*

David Jacobowitz, *Associate Director, eBusiness, Novartis*

Peter Basch, *Medical Director, e-Health Initiatives, MedStar Health*

Focus Areas

- What key characteristics (e.g., quality/satisfaction/outcome measures, cost savings and other guarantees, risk sharing) are potential purchasers and sponsors (e.g., health plans, large employers, pharmaceutical companies) looking for in an eHealth product?
- What are the best practices in marketing and commercializing eHealth products?

2:45 PM – 4:00 PM

Funding and Sustaining eHealth Development Efforts [Seascape]

Venture Capitalist/Corporate/Private Investor Panel

Moderator

Paul B. Kusserow, *Senior Vice President, Corporate Strategy and Ventures, Tenet Healthcare Corporation*

Panelists

Paul Auerbach, *Delphi Ventures*

Lisa Skeete Tatum, *Partner, Cardinal Partners*

Luis Barros, *Manager, e-Lilly Venture Fund*

Focus Areas

- What are private funding sources for eHealth development? What is the near-term outlook for eHealth investment/funding?
- What are the characteristics that investors/funders look for in a company or product?
- What are some emerging eHealth business models? How can

developers improve the likelihood of success (commercial or otherwise)?

Foundation/Government Panel

Moderator

Matthew Kreuter, *Associate Professor and Director, Health Communication Research Laboratory, St Louis University School of Public Health*

Panelists

Diane Needham, *Health Communication and Informatics Analyst, National Cancer Institute*

Simon Budman, *CEO, Inflexxion, Inc.*

Sam Karp, *CIO, California HealthCare Foundation*

Susan Hassmiller, *Senior Program Officer, Robert Wood Johnson Foundation*

Focus Areas

- What are public and philanthropic funding sources for eHealth development?
- What characteristics do government and philanthropic funders look for in a company/product or grant proposal?
- How can developers improve the likelihood of success (commercial or otherwise)?

4:00 PM – 4:15 PM

Next Steps and Closing Remarks [Seascape]

4:15 PM – 5:30 PM

Adjourn to Informal Reception and Follow-up Networking [Peninsula]