

Final Agenda
Third Annual eHealth Developers' Summit
Nov. 6-8, 2002, Tempe, AZ

Time	Session	Topics/Questions	Location
Tues., Nov. 5			
6:00PM – 8:00PM	Welcome Reception		Outside Pool Deck
Wed., Nov. 6			
7:00AM - 8:00AM	Breakfast		Kachina 1&2
8:00AM – 8:30AM	Welcome and Orientation Tom Eng, Summit Chair		Kachina 3&4
8:30AM – 10:00AM	State of the eHealth Sector in 2002 <u>Presenters</u> Mark Bard, President, Manhattan Research, LLC Patricia A. Gabow, CEO and Medical Director, Denver Health and Hospitals Marie Smith, Head, E-Strategy and Integration, Aventis Pharmaceuticals <u>Moderator</u> Darrell Atkin, Vice President, Marketing, iMetrikus	Recap of recent developments in the environment for eHealth development, business, and policy from health care organization, consumer, and business/corporate perspectives. <u>Focus questions:</u> <ul style="list-style-type: none"> • Where is the eHealth sector in 2002? • Who are the current and near term “movers” in eHealth? How are (will) health care organizations deploying eHealth solutions? • How has the recent economic environment impacted eHealth development and investment? • How are eHealth purchasers and investors assessing ROI? What characteristics do purchasers/ investors/funders look for in a company or product? 	Kachina 3&4
10:00AM – 10:30AM	Break		Kachina Foyer
10:30AM – 12:00PM	Emerging Technologies and Implications for eHealth Development <u>Presenters</u> Jeff Sutherland, CTO, PatientKeeper Steven Intille, Research Scientist, Home of the Future Consortium, MIT Chuck Yerich, Business & Marketing Director, Medtronic <u>Moderator</u> Neil Smithline, President, StratiVision LLC	Convergence of Web services, mobile devices, wireless, and other emerging technologies. <u>Focus questions:</u> <ul style="list-style-type: none"> • What key emerging technologies should developers and investors be aware of in the eHealth sector? • How will these technologies enable change in health care and public health? • How will devices and IT complement each other? • What are the requirements for moving emerging technologies to real products? 	Kachina 3&4

12:00PM – 1:30PM	Lunch	Affinity Tables	Top of Rock
1:30PM – 3:00PM	True Confessions of an eHealth Developer: Lessons Learned <u>Presenters</u> See True Confessions List.	Rapid-fire frank descriptions of a recent business, application development, or research problem encountered, the approach used, and lessons learned. <u>Focus question:</u> <ul style="list-style-type: none"> What individual lessons have been learned from recent experiences (both positive and negative) that may be helpful to others? 	Kachina 3&4
3:00PM – 3:30PM	Break		Kachina Foyer
3:30PM – 5:00PM	WIT Teams Meeting #1		Kachina 1, 2, 3, 4; Pueblo
5:00PM – 6:30PM	Networking and Exercise	Walking, swimming, volleyball, tennis, exercise room	
6:30PM – 8:30PM	Dinner and entertainment, affinity group tables		La Hacienda (outdoors)
Thurs., Nov. 7			
7:00AM – 8:00AM	Breakfast, WIT Teams Meeting #2		Kachina 1, Kachina 2, Kachina 5, Kachina 6, Papago
8:00AM – 8:15AM	Welcome to Day 2 Tom Eng, Summit Chair		Kachina 3&4
8:15AM – 9:45AM	Where's the Data? Hot eHealth Research Results <u>Titles & Presenters</u> Testing CrashSite: A Computer Mediated Intervention for Prevention of Impaired Driving in Teens. Simon H. Budman, Emil Chiuzzi, Shalini Tendulkar, Erica Rosenthal, Inflexxion, Inc. How Women with Breast Cancer Use the Internet and How it Affects Their Quality of Life. David H. Gustafson, Robert Hawkins, Suzanne Pingree, Fiona McTavish, University of Wisconsin A Randomized One-Year Back Pain Trial Utilizing an Email List. Kate Lorig, Diana Laurent, Philip Ritter, Stanford University	Presentation of “hot” research data and emerging eHealth knowledge base. Review Panel: David Ahern, Director, Health e-Technologies Initiative John M. Harris Jr., President, Medical Directions, Inc. Denise Runde, Vice President Strategy and Business Development, FACCT	Kachina 3&4

	<p>Member Satisfaction with Online Web Services. James Hereford, Ted Eytan, John Lee, Group Health Cooperative</p> <p>Influencing Dietary Behavior through an eHealth Intervention Implemented in a Managed Care Setting. Victor J. Strecher*, Christine Johnson**, George Divine**, Mack Ruffin*, Lucy Robinson**, Holly Derry*, Mike Nowak*, *University of Michigan; ** Henry Ford Health System</p> <p><u>Moderator</u></p> <p>David Ahern, Director, Health e-Technologies Initiative</p>		
9:45AM – 10:15AM	Break		Kachina Foyer
10:15AM – 11:30AM	<p>eHealth for the Public Good: Population/Public/Community Health Applications</p> <p><u>Presenters</u></p> <p>Bruce Bragg, Director, Ingham County Health Department</p> <p>Claudia Page, Program Officer, California HealthCare Foundation</p> <p>Steve Solomon, Chief, Healthcare Outcomes Branch, National Center for Infectious Diseases, Centers for Disease Control and Prevention</p> <p><u>Moderator</u></p> <p>Kay Randolph-Back, Program Analyst, Kellogg Foundation</p>	<p>Applications for population and public health, including surveillance, health outcomes, the underserved, and bioterrorism efforts.</p> <p><u>Focus questions:</u></p> <ul style="list-style-type: none"> • What are some examples of successful eHealth applications that focus on public or community health? • How can “public good” applications be sustained? What are potential business models? • What is the role of the public versus private sector in funding the development and dissemination of such applications? 	Kachina 3&4
11:30AM – 12:10PM	<p>Mini Developers’ Workshop #1</p> <p>User Centered Design and Testing: Methods to Improve eHealth</p> <p><u>Presenters</u></p> <p>Sanjay Koyani, Usability Engineer, and Janice Nall, Chief, Communication Technologies Branch, NCI</p> <p><u>Moderator</u></p> <p>Eric Dishman, Senior Manager &</p>	<p>Review of relevant models in usability theory and when developers should use them.</p> <p><u>Focus questions:</u></p> <ul style="list-style-type: none"> • What usability theories and models are relevant for eHealth developers? • How do developers know when such theories and models are applicable? • How should developers evaluate eHealth application usability? 	Kachina 3&4

	Researcher, Intel Proactive Health Lab		
12:10PM – 1:30PM	Lunch with Affinity Groups		Top of the Rock
1:30PM – 2:30PM	Open Space Sessions <u>Topics/Presenters</u> <ol style="list-style-type: none"> 1. Funding Issues: Looking for Money in the Right and Wrong Places (Andrew Robinson, Executive Director, Patient2Patient, Inc.) 2. Impact of HIPAA on eHealth Application Development and Implementation (Neil Smithline, President, StratiVision LLC; Denise Runde, Vice President Strategy and Business Development, FACCT; John E. Cummerford, Attorney, Greenberg Traurig LLP) 3. Information Therapy: Pushing Ix Prescriptions to Patients at Every Moment of Care (Don Kemper, CEO, Healthwise) 4. Innovation and Technology Sharing for Enhanced Quality and Lower Technology Cost (Douglas E. Goldstein, President, Medical Alliances, Inc. and eHealthcare.net) 5. Strategies for Embedding Quality in Medical Practice: How to Improve Quality and Drive Adoption (Peter Basch, Medical Director, e-Health Initiatives, MedStar Health) 		Pima; Kachina 1, 2, 5; 6
2:30PM – 3:30PM	Table Chat Demos and Break See Table Chat List	One-on-one table top demos w/ laptops.	Kachina 3&4
3:30PM – 4:30PM	eHealth Data Standards and Interoperability <u>Presenter</u> Wes Rishel, Chair, Board of Directors, HL7 and Research Director, Gartner Group <u>Moderator</u> Carol Diamond, Managing Director, Information Technologies for Better	Review of progress in achieving useful eHealth-related standards, including HL7 3.0 and XML. <u>Focus questions:</u> <ul style="list-style-type: none"> • What is the current status of eHealth-related standards? • What do developers need to know about these standards? • How can developers ensure that their applications will be compatible with the widest array of software and hardware? • What should purchasers and 	Kachina 3&4

	Health Program, Markle Foundation	users look for in an application to ensure compatibility with other applications and a reasonable shelf life?	
4:30PM – 6:00PM	WIT Teams Meeting #3		Pima; Kachina 1, 2, 5, 6
6:00PM – 7:00PM	Networking and Exercise	Walking, swimming, volleyball, tennis, exercise room	
7:00PM – 9:00PM	<p>Dinner with Keynote Speaker</p> <p>The Semantic Web: Implications for the Future of eHealth</p> <p>Deborah McGuinness, Associate Director and Senior Research Scientist, Knowledge Systems Laboratory, Stanford University</p> <p>Awards Announcement</p>	<p>Presentation followed by announcement of Award for Best Online CME and Best Research Paper Award.</p> <p><u>Focus questions:</u></p> <ul style="list-style-type: none"> • What is the semantic Web and why is it important to eHealth applications? • How will the semantic Web impact eHealth application developers and users? • How should developers account for the semantic Web in the near-term? 	Hopi 1&2
Fri., Nov. 8			
7:00AM – 8:00AM	Breakfast		Apache/Navajo
8:00AM – 8:15AM	<p>Welcome to Day 3</p> <p>Tom Eng, Summit Chair</p>		Kachina 3&4
8:15AM – 10:05AM	<p>eHealth WIT (Working Innovation Technology) Teams Presentations</p> <p><u>Team Leaders</u></p> <p>Darrell Atkin, Vice President, Marketing, iMetrikus</p> <p>Joseph Dal Molin, President, e-cology Corporation</p> <p>Stephanie Karsten, Vice President, Humanitas</p> <p>Gary Kreps, Chief, Health Communications and Informatics Research Branch, National Cancer Institute</p> <p>James Norman, Chairman of the Board, Intermap Systems</p> <p>Denise Runde, President, Parsis</p> <p>David Sides, Practice Director, Cerner Corporation</p> <p>Bill Silberg, Vice President, Medscape/WebMD</p> <p>Anna-Lisa Silvestre, Director, eHealth Care Strategy, Kaiser Permanente</p> <p>Gale Wilson-Steele, CEO, MedSeek</p>	Small group teams will tackle and propose an eHealth solution to a major problem in health or healthcare. Each team's results are presented to a judging panel. The team with the best overall solution receives a cash award for funding subsequent collaborative activities.	Kachina 3&4
10:05AM – 10:30AM	Break		Foyer

10:30AM – 11:00AM	<p>Mini Developers' Workshop #2</p> <p>Commercialization and Marketing</p> <p><u>Presenter</u></p> <p>Allen Baker, Senior Portfolio Manager, DawnBreaker</p> <p><u>Moderator</u></p> <p>Linda Harris, Senior Health Communication Scientist, National Cancer Institute</p>	<p>Effective marketing and commercialization techniques for eHealth applications.</p> <p><u>Focus questions:</u></p> <ul style="list-style-type: none"> • What are the best practices in marketing and commercializing eHealth products? • How can developers improve the likelihood of product success (commercial or otherwise)? 	Kachina 3&4
11:00AM – 11:45AM	<p>Mini Developers' Workshop #3</p> <p>Partnering with Big Business: Pros and Cons</p> <p><u>Presenter</u></p> <p>John Marchica, Founder and CEO, FaxWatch, Inc.</p> <p><u>Moderator</u></p> <p>Kenneth Brier, Associate Director, Medical Education, Purdue Pharma L.P.</p>	<p>Discussion about pros and cons of partnerships with pharmaceutical companies and other big corporations.</p> <p><u>Focus questions:</u></p> <ul style="list-style-type: none"> • What are the pros and cons of partnerships and business relationships with big corporations? • How do small businesses and large corporations mutually benefit from partnerships? • What key issues should be considered in formalizing a business relationship, and what are some minefields? 	Kachina 3&4
11:45AM – 12:00PM	<p>Summary and Adjourn</p> <p>Tom Eng, Summit Chair</p>	Presentation of WIT Team award, door prizes, meeting summary, and next steps.	Kachina 3&4
12:00PM – 1:00PM	Reception		Kachina Patio (Outdoors)