



Program Description for the Technology and Innovation Program presented by The Northern California HIMSS Chapter: ***mHealth--How mobile health is changing the way we deliver care***

Event Date: Thursday, February 9, 2012
Location: NorthBay Healthcare
1200B Gale Wilson Blvd
Fairfield, CA 94533

Tentative Schedule:

11:00 am	Registration, Networking and Vendor Solution Showcase opens
11:30 pm	Lunch & Sponsor Introductions
12:00 pm	Keynote speaker (1)
12:45 pm	Guest Speaker (2)
1:30 pm	Raffle and Break
1:45 pm	Guest Speaker (3)
2:30 pm	Guest Speaker (4)
3:15 pm	Raffle and Break
3:30 pm	Key Note Speaker (5)
4:15 pm	Panel Discussion
5:00 pm	Program concludes

Join us as we hear from healthcare leaders who have practical experience planning and implementing mobile technologies within their systems for consumers and providers through individual speakers and a panel of physicians, CMIOs and policy experts. Learn about their experiences including what they would do the same and what they would do differently and how they see the emerging mhealth market and the challenges ahead. We will learn about healthcare disparities and how mobile can--and can't--help address those disparities.

The Northern California HIMSS Chapter is planning an event that will include 5 guest speakers including one nationally recognized keynote speaker. Each speaker will deliver a 30-45 minute presentation related to mHealth including Q&A. After the last guest speaker presentation, all 5 speakers will participate in a group panel discussion.

Guest speakers will represent the views of the one or more of the following: physician, CMIO and healthcare policy advocate.

We are finalizing the list of speakers, have confirmed the following speakers:

- **Tim Kieschnick, Executive Consultant** at Kaiser Permanente will talk about healthcare disparities and the role of mobile in addressing them

- **Michael Aratow, MD** is the Director of Medical Informatics for CEP America. He practices at San Mateo Medical Center where he is also Chief Medical Information Officer.
- **Gwendolyn O'Keefe, MD** is the CMIO for Group Health Northwest where she implemented a successful consumer mobile application. (Hoping to confirm today)

The purpose of this program is to answer questions like:

- How does mHealth fit into a strategy to delivery higher quality care, improve patient safety and/or reduce the cost in care delivery?
- What components of mobile technology, if any, will be a requirement of healthcare providers in the future?
- How will mobile technology be regulated and what should hospitals be doing to prepare for it?
- How can mobile healthcare strategies help me address the influx of under-served patients if healthcare reform continues along its current track?
- Where should healthcare provider and physician organizations start in planning their mHealth strategy?
- How can healthcare providers manage the broad landscape of mobile devices, smart phones, etc, that end-users want incorporated in the mHealth strategy
- What responsibility does the healthcare organization have to appropriate use and security of personal health information in an mHealth environment?

Networking opportunities and time to visit our sponsors will be available. Cost of registration includes Coffee & Lunch.