Presents:

The Ninth Annual
Healthcare Unbound
Conference & Exhibition

Networks, Platforms & Applications for Consumer Engagement & Behavior Change

Special Focus on Remote Monitoring, Home Telehealth, mHealth, eHealth, Social Media & Gaming for Promoting Wellness, Managing Diseases & Facilitating Accountable Care

July 19-20, 2012
Hotel Kabuki, San Francisco, CA

Supporting Organizations:
AgeTech California
California Association for Health Services at Home (CAHSAH)
Care Continuum Alliance
Continua Health Alliance
LeadingAge & the Center for Aging Services Technologies (CAST)
National Association for Home Care and Hospice (NAHC) / Home Care Technology Association of America (HCTAA)
Visiting Nurse Associations of America (VNAA)
Additional supporting organizations to be announced

Supporting Publications:
ACO Watch
Dorland Health
e-CareManagement blog
Digital Health Group on LinkedIn
Federal Telemedicine News
FierceHealthcare
FierceHealthIT
FierceMobileHealthcare
Healthcare Informatics
Healthcare IT News
Health 2.0 News
Home Care Technology Report
Innovation Excellence
MedCityNews.com
MobiHealthNews
This event builds on the strength of our eight previous Healthcare Unbound events. The Conference offers timely and practical information as well as visionary perspectives. Over the years the conference has attracted hundreds of high-level executives and clinicians from the across the US and abroad. As in years past, the program will feature an Aging Services educational track co-sponsored by LeadingAge and the Center for Aging Services Technologies (CAST).

You may download last year's conference brochure at:

Full details on this year’s event will be posted at:

**TARGET AUDIENCE**

- Telehealth, IT, medical device, eHealth, mHealth and social media companies
- Healthcare providers, including: hospitals, integrated delivery networks, accountable care organizations, medical groups, home care agencies, hospices, disease management/population health management companies, call centers, public health/preventive medicine companies and weight management companies
- Assisted living facilities, retirement communities and nursing homes
- Consumer technology companies, including: consumer electronics, telecom, wireless and communication technology companies as well as their partners and suppliers
- Pharmaceutical, medical device and diagnostics companies as well as contract research organizations
- Health Plans and employers
Also of interest to: home builders, financiers, security analysts, consultants, government officials

CONFERENCE THEME

Innovative technologies are driving opportunities to serve health consumers in new ways and in new settings. In 2002, Forrester Research coined the term “Healthcare Unbound” to encompass the trends toward self-care, mobile care, and home care. More specifically, Forrester describes Healthcare Unbound as “technology in, on and around the body that frees care from formal institutions.”

In addition to dramatically changing traditional health care delivery, Healthcare Unbound attracts a range of companies that previously have not been deeply involved in healthcare -- consumer electronics, telecom, gaming, fitness, and information technology companies to name a few.

Examples of technologies driving Healthcare Unbound include:

- **Consumer Technologies**
  - Smart houses
  - Personal communications devices -- PDAs, cell phones, etc.
  - Broadband -- cable, DSL, satellite
  - Digital cameras, video
  - Wireless
  - Social media
  - Wearable computing
  - Robotics

- **Healthcare Technologies**
  - Remote Monitoring
  - Personal Health Records/Electronic Health Records/Personal Health Information Records
  - ePrescribing
  - eDisease Management
  - eClinical Trials
  - Telehealth/telemedicine
  - Alerts & reminders
  - Traditional medical devices (becoming smaller, internet enabled, implantable)
  - Call Centers, customer relationship management technologies
  - Internet/web technologies -- interactive web sites, doctor/patient secure messaging, virtual physician visits, etc.

Topics to be covered in this year’s agenda include:

- Implications of healthcare reform, including accountable care organizations and meaningful use
- Reimbursement and regulatory developments
- Emerging business models
• Health consumer engagement and behavior change through the use of technology
• Leveraging Healthcare Unbound technologies to promote wellness and manage diseases
• The use of mobile apps, entertainment, gaming and social media in the promotion of fitness and wellness
• Health plan perspectives
• Employer perspectives
• Healthcare Unbound applications for Baby Boomers and seniors
• Technologies that facilitate the role of caregivers for the elderly
• Emerging wireless applications
• The evolving role of Healthcare Unbound technologies in the patient centered medical home
• Using Healthcare Unbound technologies to prevent hospital readmissions
• Innovative use of Healthcare Unbound technologies in home care
• Opportunities and challenges in creating linkages between electronic health records and consumer-facing technologies such as remote monitoring and social media
• Using principles of customer experience excellence to guide Healthcare Unbound product, service and program design
• Behavioral economics and decision-making research: implications for Healthcare Unbound product, service and program design
• Financier perspectives
• Data-driven consumer health engagement
• Creating value from consumer-generated data
• Innovations in technology-enabled coaching
• Leveraging Healthcare Unbound technologies to improve the health of underserved populations
• Proving the efficacy and ROI of Healthcare Unbound products and services
• International perspectives on Healthcare Unbound

For information on speaking, sponsorship/exhibition opportunities and/or registration, please contact: Satish Kavirajan, Managing Director, TCBI: Ph: 310-265-2570 Email: sk@tcbi.org

CONFERENCE ADVISORY BOARD

Majd Alwan, PhD, Senior Vice President of Technology, LeadingAge & Executive Director, Center for Aging Services Technologies (CAST)
Cindy Campbell, Associate Director Operational Consulting, Fazzi Associates, Inc.
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Sherri Dorfman, MBA, CEO & Consumer EHealth Specialist, Stepping Stone Partners
Kristi Miller Durazo, Senior Strategy Advisor, American Heart Association
Vince Kuraitis, JD, MBA, Principal, Better Health Technologies, LLC
Jay Srini, MS, MBA, FHIMSS, Chief Strategist, SCS Ventures
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PRELIMINARY AGENDA

DAY ONE, THURSDAY, JULY 19, 2012

7:00 REGISTRATION / SPONSOR / EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST

8:00 CHAIRPERSONS’ OPENING REMARKS
Vince Kuraitis, JD, MBA, Principal, Better Health Technologies, LLC
Jay Srini, MS, MBA, FHIMSS, Chief Strategist, SCS Ventures & Adjunct Assistant Professor, University of Pittsburgh

8:30 KEYNOTE ADDRESS: THE FUTURE OF PLATFORMS AND HEALTHCARE UNBOUND
- Are Platforms a "Nice to Have" or a "Must Have"?
- What are Key Characteristics of HU Platforms?
- How Can Platforms Unlock Patient Value and Competitive Advantage?
- How Do We Prepare for the Future? What are Action Steps?
Vince Kuraitis JD, MBA is Principal and founder of Better Health Technologies, LLC and author of the e-CareManagement blog (http://CareManagement.com). BHT consults to companies in developing strategy, partnerships and business models for chronic disease management and e-Health applications delivered inhomes, workplaces, and communities; most recently, Vince has been assisting companies with strategies enabled by HITECH and health reform --new business models built on networks, platforms & applications. BHT’s clients are both established organizations and early-stage companies, including: Intel Digital Health Group, Philips Electronics, Amedisys, Joslin Diabetes Center, Samsung Electronics, Siemens Medical Solutions, Medtronic, and many others. Vince brings 25 years of health care experience in multiple roles: President, VP Corporate Development, VP Operations, management consultant, and marketing executive. His consulting and work projects span 100+ different health care organizations, including hospitals, physician groups, medical devices, pharma, health plans, disease management, e-Health, IT, and others.

Shahid N. Shah is the CEO of Netspective Communications, a software consultancy whose actionable advice and disciplined approach delivers custom software for in-house, outsourced, or offshore solutions. Shahid’s an expert at discovering practical technology solutions to real-world business initiatives, especially in the government, healthcare and financial services industries. His expertise includes standards development, enterprise architecture analysis and design, interoperability planning, legacy modernization, and related work. He’s worked at NIH on standards, Executive Office of the President (White
House) and OMB on helping define the needs for standards, and at various commercial healthcare firms like CardinalHealth and COMSYS. In addition to working with C-Suite executives he continues to help engineering teams with architecture and development advice. He is an influential thought leader and a winner of Federal Computer Week's coveted "Fed 100" award given to IT experts that have made a big impact in the government and runs three successful blogs. At http://shahid.shah.org he writes about architecture issues, at http://www.healthcareguy.com he provides valuable insights on how to apply technology in health care, at http://www.federalarchitect.com he advises senior federal technologists, and at http://www.hitsphere.com he gives a glimpse of the health-care IT blogosphere as an aggregator.

Vince Kuraitis, JD, MBA, Principal, Better Health Technologies, LLC
Shahid Shah, CEO, Netspective Communications LLC

9:15 KEYNOTE ADDRESS: FOSTERING INNOVATION IN HEALTHCARE
There has never been a better time to be a health care innovator than right now. Wil will discuss how incentives in the health care system are shifting to reward improvements in quality, health, and value, and how key information to power these improvements is being liberated at multiple levels. Learn more about the growing "ecosystem" of innovators who are embracing this historic opportunity to help reinvent American health care and improve health.

Wil Yu leads nationwide healthcare innovation efforts for the U.S. through the Dept. of Health and Human Services. He leads several innovation grant programs and created the "Investing in Innovations" program, i2, which utilizes prizes and challenges to spur early stage innovations and community building. He is also the Director of the Strategic Health IT Advanced Research Projects program, funding breakthrough developments in health IT. Key innovations supported by his office include: mobile health, predictive analytics, gaming in healthcare, and clinical/business intelligence. He is also a Senior Advisor at the newly formed CMS Innovation Center, assisting with initiatives supporting the exploration of new approaches to the development of innovative care delivery and payment models, including ACOs. In collaboration with HHS' CTO and the White House Startup America initiative, he leads the DC-to-VC effort - promoting market development, entrepreneurship, and investment in health technology through targeted engagements between policy-makers, innovators, and investors. Wil co-founded the Federal mHealth Collaborative, advancing the development of national mHealth policies and programs. He has led several efforts at the intersection of games and gaming in healthcare and is on the HHS Innovation Council.

Wil Yu, Special Assistant, Innovations, Office of the National Coordinator (ONC/HHS) & Senior Advisor, CMS Innovation Center

10:00 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

10:30 KEYNOTE ADDRESS: PREPARING FOR THE FUTURE - PROVIDERS' INNOVATIVE AGING SERVICES MODELS
Aging services are changing in response to many drivers, including consumer preferences/demands, reimbursement/payment/revenue streams, workforce, and technology. Health reform and other recent policy changes are accelerating such transformation and technology is playing an important role in shaping emerging healthcare unbound business models that involve long-term and post-acute care providers. These models are likely to grow in the near future.

In this keynote address, Majd Alwan will share data from a series of interviews CAST conducted with leaders of pioneering aging services providers implementing innovative technology-enabled care models. His presentation will highlight key common themes emerging from these interviews, emerging models, enabling technologies utilized, success factors, challenges faced, as well as strategies providers implemented to overcome these challenges, and the advice they offer to others. The presentation will provide examples and case studies to illustrate these emerging models. Finally, the keynote will describe CAST’s ongoing effort to document and accelerate the adoption of successful technology-enabled healthcare unbound models by non-profit aging service providers.

Prior to joining CAST, Majd served as an Assistant Professor and the Director of the Robotics and Eldercare Technologies Program at the University of Virginia’s Medical Automation Research Center. His research interests there included passive functional and health assessment, biomedical instrumentation, medical automation, as well as eldercare and assistive technologies. As a volunteer, Majd chaired the Funding Aging Services Technologies committee and the Pilots committee for CAST. He is a Senior Member of the IEEE’s Engineering in Medicine and Biology, and Robotics and Automation Societies, and a member of IEEE-USA’s Medical Technology Policy Committee and the Geriatric Care Workgroup. Alwan also serves on the Alzheimer’s Association’s Work Group on Technology. He received his PhD in intelligent robotics from Imperial College of Science, Technology and Medicine, University of London, a Master's of Science degree in control engineering with distinction from Bradford University, and a bachelor's degree in electrical engineering from Damascus University.

Majd Alwan, PhD, Senior Vice President of Technology, LeadingAge & Executive Director, Center for Aging Services Technologies (CAST)

11:00 KEYNOTE ADDRESS: THE CONVERGENCE OF CARE MANAGEMENT AND LIFE MANAGEMENT: HOW SHIFTING MINDSETS AND HARNESSING TECHNOLOGY WILL LEAD TO SUCCESS

The healthcare landscape is changing and we must adapt in order to thrive. The needs of patients and their families are about increasingly more than just healthcare: payers and providers are becoming accountable for physical safety, social connectedness, and cognition as well. Yet as long as members of the care team are siloed and blocked from having complex interactions with one another, success will be elusive. This session will explore what is needed for a radical breakthrough in technology and wellness convergence, and how we can start shifting mindsets to prepare for the future.
Louis Burns is the chief executive officer of Intel-GE Care Innovations™, a joint venture between Intel Corporation and GE dedicated to creating technology-based solutions that help people live healthy, connected lives. A passionate global thought leader in the healthcare and technology spaces, Louis takes the unique approach of starting with the people, not the technology itself, when developing new solutions. Since the formation of Care Innovations in January 2011, Louis has overseen the launch of four new solutions for the healthcare and independent living markets and achieved a novel FDA clearance for a software-based virtual care coordination platform. Louis’ role builds upon his past work as Vice President and General Manager of the Intel Digital Health Group, and as General Manager of a variety of Intel business groups.

**Louis Burns, Chief Executive Officer, Intel-GE Care Innovations™**

**11:30 KEYNOTE ADDRESS: HOW TECHNOLOGY IS IMPACTING HEALTHCARE AND DRIVING POSITIVE LIFESTYLE CHANGES**

In today’s fast-paced world, health companies need to communicate with consumers through the venues they use most, and in new and innovative ways that will spark their interest and inspire positive behavior changes. Humana is emerging as insurer turned innovator as it works to adopt and adapt programs and technologies that assist consumers on the path to greater well-being. Shankar Ram, Humana’s vice president of innovation, will share Humana’s use of mobile apps and technology and how the company understands the need to incorporate social media, mobile and interactive applications. Finally, Shankar will speak to the ability to change human behavior through rewards-based incentives, showcasing Humana’s perspective and best practices, and providing specific ideation for how to support consumers on their pursuit of lifelong well-being.

**Shankar has had a distinguished career in the area of new product development and Innovation. He joined Humana from Visa Inc. where he was a Senior Business Leader and Head of product solutions for the Middle East, North Africa and Pakistan, based in Dubai. In his seven years as part of the Visa’s senior leadership team, Shankar worked on both Consumer and Commercial products with financial institutions and strategic partners which included developing innovative payment products leveraging mobile, chip solutions and contactless technology. Prior to his career with Visa, Shankar held executive positions in the financial services industry for 15 years in Asia and the Middle East, that included both local and multinational players. Shankar has a Bachelor of Science degree and an MBA in Marketing from India.**

**Shankar Ram, Vice President & Innovation Leader, Humana**

**12:00 SPONSOR / EXHIBITOR SHOWCASE & LUNCHEON**

**1:15 KEYNOTE ADDRESS: TRANSITIONAL CARE EVOLUTION: IMPROVING LIVES AND SAVING MONEY**

The 2011 Delta/NAHC/Fazzi “National Study to Reduce Hospitalizations” correlated lower rehospitalization with the integration of transitional care initiatives, telehealth, EHR’s/POC Technology and metric-driven, accountable management of care. In the Ohio “Move to
In the “Improve” project, Fazzi employed recommendations derived from the study. Participating providers saw a decline in their patients’ hospitalization of 7% within six months. A 7% national reduction of home health rehospitalization would save CMS ~$1.5B; the financial and human benefit is compelling. The supporting data points of the Delta study will be examined; evoking refined models of transitional care and technology’s inherent opportunity and impact.

*Cindy Campbell, Fazzi Associates, is a nationally recognized leader in home health and hospice. An RN, with a background in critical care education and successive home health and hospice leadership, Cindy works directly with home health and hospice providers throughout the United States in organizational re-design, operational process engineering and clinical model advancement. She is known as a thought leader in advancing home health practice. Ms. Campbell has served multiple State and National Boards, (e.g. National Association for Homecare and Hospice, Executive Committee for the American Telemedicine Association’s Homecare and Remote Monitoring SIG, Chair of the Pediatric Homecare and Hospice Association of America). Cindy has been a member of the Advisory Board for Healthcare Unbound for the past five years.*

Cindy Campbell, Associate Director Operational Consulting, Fazzi Associates, Inc.

1:45 KEYNOTE ADDRESS: LIFESTYLE COMPETENCIES™: AN ENABLER FOR CHANGE

Recent research about employee health and wellness suggests that perhaps the best strategy to achieve long-term improvements in employee health, health care costs and worker productivity is through meaningful lifestyle/behavior change. Most individuals believe that they have an adequate base of knowledge of how to live a healthy lifestyle, but unfortunately, the facts indicate otherwise. Not knowing what you don’t know is problematic for a number of obvious reasons, not the least of which is the casualty of applying misguided methods that ultimately end in frustration and failure. This form of lifestyle incompetence is underappreciated as an important barrier to achieving success in the area of healthy behaviors. Fortunately, many crucial lifestyle changes are simple and easy to adopt when individuals are provided with accurate knowledge and straightforward tactics of how to begin. The four key principles of intervention that distinguish Lifestyle Competencies™ from other wellness initiatives and programs are:

- Challenging the myths that create unhealthy choices
- Experiential learning
- Facilitating bold change and “cultural detoxification” rather than incremental steps
- Assumes that everyone can be activated

In addition to providing an overview of this approach, Dr. Shurney will discuss the implications for healthcare providers and technology companies.

*Dr. Shurney holds a faculty appointment as Assistant Clinical Professor, Division of Internal Medicine and Public Health. In 2007, he was named by Tennessee Governor Phil Bredesen to chair The Diabetes Prevention and Health Improvement Board. He also serves as*
the Executive Director for the National Association of Managed Care Physicians Center on Preventive Health and Lifestyle Medicine Institute. Previous positions that Dr. Shurney has held include Senior Vice President and Chief Medical Officer for the disease management and wellness company, Healthways. Health Policy Strategist in the Division of Global Government Affairs for Amgen Inc., Chief Medical Officer and Vice President of medical affairs for Blue Cross Blue Shield of Michigan, and Editor of the Journal of Managed Care Physicians. Dr. Shurney serves on numerous boards including: The American College of Lifestyle Medicine, the Integrated Benefits Institute, the CCA (formerly the Disease Management Association of America), and the American College of Medical Quality (ACMQ) Dr. Shurney is co-author of the book “Integrating Wellness into Your Disease Management Programs” which is a "how-to" strategic guide for employers that wish to innovate their disease management programs with accountable wellness and lifestyle approaches to care.

Dexter Shurney, MD, MBA, MPH, Chief Medical Director, Employee Health Plan, Vanderbilt University and Medical Center

2:15  KEYNOTE ADDRESS: EXPONENTIALITY, INEVITABILITY, AND THE BIG OPPORTUNITIES FOR HEALTH AND WELLNESS

Expansion of knowledge and innovative technology continues to accelerate at an exponential rate. The human capacity to exploit and absorb the breakneck speed of innovation has not accelerated in parallel. There are several key consequences of these inexorable exponential trends:

1) The ability of any individual, team, organization or consortium to keep pace with new developments is increasingly challenged.
2) The financial incentives to "push" new technologies ahead of the evidence supporting their utility distorts media reports, advertising and adoption.
3) The opportunities for transformational change are rising faster than our ability to exploit them.
4) The inevitable emergence of "digital snake oil" for over-hyping a particular technology requires that we more systematically develop mechanisms for proof points along the implementation life cycle.
5) Technologies are increasingly threatening social conventions, e.g. Facebook, and pervasive genomics.

This discussion will include a futuristic view of where we are headed, and how we can insert proof points along the way.

John has designed, built, and/or implemented seven different Electronic Health Record systems, most recently KP HealthConnect, which has resulted in numerous national recognitions for quality, including HIMSS Level 7 awards for all KP hospitals in SCAL, and 6 of those hospitals were recognized among the top 24 hospitals nationwide as “Most Connected Hospitals in the US” by US News and World Report earlier this year. His team received the prestigious Davies Award at HIMSS 2012. Currently, John actively oversees all information systems for the SCAL region of Kaiser Permanente and is an active member of local, state, and federal governing bodies that oversee Health Information Exchange. He has lectured at UC San
Diego, UC Berkeley, UCLA, and Stanford, and currently contributes to graduate courses in Clinical Informatics Courses at UCSD and CSUSM, and in Healthcare Leadership at UCSD. He was recognized as one of the initial honorees as a "Game Changer" by Health Data Management in 2010 for his work in Health Information Technology.

John Mattison, MD, Assistant Medical Director & Chief Medical Information Officer, Kaiser Permanente, SCAL Region

2:45 KEYNOTE ADDRESS: THE NEXT GENERATION OF HEALTHCARE: PERSONAL CONNECTED HEALTH & WELLNESS
- Interoperability and standards: why they're important
- Moving from a traditional care model to one that incorporates an ecosystem of interoperable healthcare devices and services, including mhealth
- What are the economic benefits to the various stakeholders in healthcare, including ACOs?
- How is healthcare quality impacted?
- How do employers benefit?
- What is the broader economic impact on the technology industry?

Charles (Chuck) Parker is the Executive Director of Continua Health Alliance. This membership-driven company focuses on developing an ecosystem of personal connected health care devices. Through working with standards bodies and industry experts, Continua publishes certification standards built upon international criteria from IEEE, HL7, Bluetooth, USB, and others. Chuck leads the many working groups and day-to-day operations of the Alliance. Mr. Parker has over 20 years of experience in health care technology and the strategic design of evaluation and measurement strategies, having previously served as Chief Technology Officer and Senior Vice President of Business Development and Marketing at Masspro, one of the United States’ leading performance improvement organizations dedicated to advancing health care quality.

Chuck Parker, Executive Director, Continua Health Alliance

3:15 KEYNOTE ADDRESS: INCORPORATING INNOVATIONS IN HEALTHCARE BUSINESS MODELS
Innovative strategies are key to success in new health care delivery models. Yet, health care organizations struggle to integrate innovative technologies into existing business models and program platforms. Care Continuum Alliance (CCA) has developed best practices for incorporating innovations in health care. This presentation will identify core components of business models that incorporate population health management innovations, explain how models can be created or adjusted to incorporate innovations, achieve improved health outcomes and generate cost savings and demonstrate the value of incorporating innovations into healthcare industry business models. Learn how health care is innovating at every level.

Tracey Moorhead is recognized as a leading health care advocate with considerable experience in public policy and coalition management. She effectively directs policy formulation and strategic advocacy efforts, as well as represents the population health management community before the media, allied organizations and constituents, and all levels of government. Ms. Moorhead previously served as
Executive Director of the Alliance to Improve Medicare (AIM), a bipartisan coalition advocating comprehensive Medicare improvements. AIM supported enactment of the Medicare Prescription Drug, Improvement and Modernization Act of 2003. As AIM’s Executive Director, Ms. Moorhead coordinated and moderated educational and policy briefings for congressional staff; directed AIM’s policy research, development and communications efforts; and developed grassroots programs in conjunction with AIM member organizations.

Tracey Moorhead, President & CEO, Care Continuum Alliance

3:45 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

Choose From Track A, B or C

TRACK A – Aging Services – Co-sponsored by LeadingAge & LeadingAge CAST

4:15A PANEL DISCUSSION: INNOVATIVE TECHNOLOGY-ENABLED CARE MODELS - PROVIDER CASE STUDIES

Health reform introduces new patient-centered, pay for performance and integrated care delivery models that aim to improve the quality of care and population health while lowering the cost of care. Under these models, LTPAC providers will be key partners to acute care providers in post-operative rehabilitation, patients’ stabilization post-hospitalization, managing chronic conditions and holistic care coordination and support. This session will highlight the efforts of pioneering long-term and post acute care providers in preparation for the implementation of health reform. Session attendees will:

- Hear about providers’ effort in integrating and implementing key enabling technologies like electronic health records (EHRs), telehealth, telecare, wellness and connectedness technologies that will be essential to the success of providers in the future
- See methodical approaches to innovation through partnerships with technology companies, research and on-going exploration
- Discuss impacts these providers are experiencing on the quality of care, quality of life, and the cost of care as a result of implementing technology-enabled care through a series of case studies

Moderator:
Scott Peifer, Executive Director, AgeTech California, An Affinity Organization of CAST
Panelists:
Sheri Peifer, Vice President, Research and Strategic Planning, Eskaton
Bill Anderson, PhD, VP, Quality, Innovation, and Change Engineering, Evangelical Lutheran Good Samaritan Society
Denise Rabidoux, President & CEO, Evangelical Homes of Michigan
Kari Olson, CIO, Front Porch & President, Front Porch Center for Technology Innovation and Wellbeing
**TRACK B**

**4:15B  PANEL DISCUSSION: WHAT'S NEXT FOR mHEALTH?**

mHealth has emerged as one of the fastest growing markets in healthcare, which is no surprise given the staggering applications for mHealth. Never before has there been such a functional yet accessible technology used by doctors, patients, and everyone in-between. mHealth app purchases alone already number in the tens of thousands each year and mHealth is being used in a variety of healthcare programs such as disease management, medication adherence, smoking cessation, personal emergency response, sleep management, mental health, diet and nutrition, and many others. However, the challenges for this high interest area are no less numerous, including regulatory and privacy concerns, along with doubts around clinical effectiveness and sustainable business models. This panel will explore some of the dramatic ways mHealth is already transforming healthcare. The panel will also tackle some of the serious questions concerning mHealth, offering insight and solutions for those facing mHealth's distinct challenges.

**Moderator:**
Zachary Bujnoch, Senior Research Analyst, Frost & Sullivan & Author of the Report *Analysis of the U.S. Broadband mHealth Applications Market*

**Panelists:**
John Mattison, MD, Assistant Medical Director & Chief Medical Information Officer, Kaiser Permanente, SCAL Region
Matt Hately, VP of Product Strategy and Innovation, Macadamian Technologies
Matthew Holt, Co-Chairman, Health 2.0 & Founder, The Health Care Blog
Chris Bergstrom, Chief Strategy & Commercial Officer, WellDoc
Halle Tecco, CEO, Rock Health
Additional panelist to be announced

**6:00  DAY ONE CONCLUDES; SPONSOR/EXHIBITOR SHOWCASE & NETWORKING RECEPTION**
patient. At the same time, Healthcare Unbound (technology in, on and around the body that frees care from formal institutions) further impacts the role of the clinician by making healthcare more directly accessible to consumers. This panel will explore how some of these technologies and tools will disrupt and, ultimately, transform the physician practice business model into one that will contribute toward the achievement of the Triple Aim (improved patient experience, improved population health, reduced cost trend). Trends to be discussed include:

- Bringing diagnosis and knowledge closer to the patient through m-health and e-health applications
- Making electronic health record applications available to capital constrained physician practices
- Eliminating the physician office altogether through direct telephonic and electronic access to physicians

**Moderator:**
Christobel Selecky, Principal, ZIA Healthcare Consultants

**Panelists:**
Ron Gutman, Founder & CEO, HealthTap
Sean Chai, MS, Director of Innovation Technology, Kaiser Permanente
Matthew Douglass, Vice President of Engineering & Co-Founder, Practice Fusion, Inc.
Pat Salber, MD, MBA, Curator, The Doctor Weighs In

**5:15C PANEL DISCUSSION: TECHNOLOGY INNOVATION IN AND AROUND ACOs: A PERSPECTIVE ON FACTORS IMPACTING CARE COORDINATION**

While there may be disagreements on which type of an ACO model might prevail, everyone agrees we are well on our way there and it will be done with information technology as a backbone. Mirena Bagur, a health technology practice leader at ReviveHealth, and an associate course director at an MIT/Harvard Medical School program, will be joined by two business leaders whose companies develop technologies used in health care settings that enable better communications across the care continuum. Attendees will hear about:

- communications challenges described by pioneer ACOs
- key characteristics of technologies that enable “virtual” team communications
- top issues to be solved for better post acute patient-physician communications
- examples of proven technology deployments that reduce the cost and improve care

**Moderator:**

**Panelists:**
Louis Burns, Chief Executive Officer, Intel-GE Care Innovations™
Brent Lang, President and COO, Vocera Communications
6:00  DAY ONE CONCLUDES; SPONSOR/EXHIBITOR SHOWCASE & NETWORKING RECEPTION

DAY TWO, FRIDAY, JULY 20, 2012

7:30  SPONSOR / EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST

8:00  CHAIRPERSONS’ OPENING REMARKS
Majd Alwan, PhD, Senior Vice President of Technology, LeadingAge & Executive Director, Center for Aging Services Technologies (CAST)
Pat Salber, MD, MBA, Curator, The Doctor Weighs In
Mitch Work, MPA, FHIMSS, President & CEO, The Work Group, Inc.

Choose from Track A, B or C

TRACK A – Aging Services – Co-Sponsored By LeadingAge & LeadingAge CAST

8:15A  PANEL DISCUSSION: ELECTRONIC HEALTH RECORDS IN LONG-TERM AND POST-ACUTE CARE: LANDSCAPE, SELECTION AND IMPLEMENTATION CASE STUDIES
Interoperable Electronic Health Records (EHRs) that facilitate the exchange of health information between care providers, including acute and long-term and post-acute (LTPAC), is key to improving quality of care, improving outcomes, eliminating unnecessary re-hospitalizations and reducing cost. This session will summarize the important steps a provider needs to take in planning and implementing an EHR, providing reference to specific tools providers can use from two excellent toolkits from Stratis Health. The session will provide an overview of the LTPAC EHR landscape, and describes a selection tool CAST designed to help providers select the most appropriate EHR product based on the functionalities of their line of business (Nursing Homes, Assisted Living, Continuing Care Retirement Communities, etc.), and the functional requirements they need. This session will highlight EHR implementation case studies and will share their experiences in EHR selection and implementation, workflow redesign, outcomes of implementation and information exchange, lessons learned and advice to others. Session attendees will:

- Learn about existing EHR products for LTPAC, their fit for different care settings/models, functionalities, interoperability, and certification status and a tool that helps providers select an EHR
- Hear case studies from providers who embarked on workflow assessment and EHR implementation on their journey to paperless facilities/operations
• Discuss the benefits experienced after EHR implementation and health information exchange, lessons learned along the way and their advice to others.

**Moderator:**
Majd Alwan, PhD, SVP of Technology, LeadingAge, and Executive Director, LeadingAge Center for Aging Services Technologies (CAST)

**Panelists:**
Doc Devore, Director, Clinical Informatics & Industry Relations, AOD Software
Greg Goodale, Marketing Manager, HealthMEDX, LLC
Paul Burnstein, MA, Associate Director, LeadingAge Center for Aging Services Technologies (CAST)
Brian Dimit, Director of Industry Marketing, RAC-CT certified, PointClickCare
Kristal Wood, Product Marketing Manager, PointClickCare

**10:00 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS**

**10:30A PANEL DISCUSSION: NEW TECHNOLOGY TOOLS AND APPROACHES FACILITATE PERSON-CENTERED CARE AND SUPPORT FOR INDEPENDENT SENIORS**

This session will provide an overview of a number of new technology platforms for independent seniors that facilitate remote monitoring, social connectedness, communication, engagement, self-care, behavior change and chronic disease management. The technology platforms presented allow care managers to remotely assess seniors, developed care plans, execute them and provide ongoing monitoring and adjustment. Key to the success of delivery models enabled by many of these technology platforms is engagement of professional as well as the family caregivers. Hence, the session will describe care models that provide close coupling between caregivers, and training provided to patients, their families, and local care providers to deliver more effective management of care and chronic conditions. The presentations will also provide approaches used to analyze the value created to develop business and payment models. Session attendees will:

• Learn about advanced monitoring, telehealth and social connectedness technology platforms that enable person-centered care

• Hear how these technologies integrate engagement of professional and family caregivers, empower self-care and led to tightly couple care

• Hear the results of evaluations and how they led to the creation of efficient and cost-effective services models.

**Moderator:**
Majd Alwan, PhD, Senior Vice President of Technology, LeadingAge & Executive Director, Center for Aging Services Technologies (CAST)

**Panelists:**
12:00A PANEL DISCUSSION: NURTURING WELLBEING: MEANING, METHODS AND MEASUREMENTS FOR HEALTH
Wellbeing is increasingly the topic of interest in governments, corporate America, private homes and even in clinical settings. Extending beyond the concept of wellness, wellbeing is a well defined and scientifically validated attribute that not only contributes to improved health, but is actually an independent factor in health. With the growing interest in the topic, there is also a cadre of tools, technology and analytics that help measure, monitor and interpret the wellbeing of individuals, groups and entire countries. This panel will explore four facets of wellbeing from a political and societal perspective, from a clinical perspective, from a self-tracking perspective and from a participatory research perspective. Learn how wellbeing is moving health beyond traditional definitions and into the way we live our daily lives.
Moderator:
Virginia Gurley, MD, MPH, Founder & President, Auraviva
Panelists:
Ryan T. Howell, PhD, Assistant Professor, Psychology Department, San Francisco State University
Dexter Shurney, MD, MBA, MPH, Chief Medical Director, Employee Health Plan, Vanderbilt University and Medical Center

1:00 CONFERENCE CONCLUDES; Luncheon for Attendees of Optional Post-Conference Workshops

_TRACK B_

8:15B PANEL DISCUSSION: GAMES TO PROMOTE HEALTH & WELLNESS
Games have become a tool to improve a wide variety of health efforts, ranging from encouraging people to exercise to improving public health to advancing research and development. In this discussion, we'll speak with leading innovators and thinkers about the role of games in health and about opportunities to use gaming dynamics to further health innovations.
Moderator:
Bradley Kreit, Research Director, Institute for the Future
Panelists:
Alex Gourley, Founder & Product Lead, BitGym
Richard Tate, Vice President of Communications & Marketing HopeLab / Zamzee
Shankar Ram, Vice President & Innovation Leader, Humana
William Stensrud, Principal, Interactive Fitness Holdings LLC
Tim Chang, Managing Director, Mayfield Fund
PANEL DISCUSSION: SOCIAL MEDIA
Social Media in healthcare continues its steady upside growth trajectory. Despite the cautious ‘wait and see’ approach of some, many healthcare institutions, physicians, medical groups or entities on their behalf are minimally putting a ‘toe in the water’ via ‘listening post’ technology for brand monitoring if not customer service or marketing; while others proactively engage in the new medium, exploring applications from change management to more effective patient or stakeholder engagement. In this panel, we’ll explore both the philosophy range of the strategies deployed by two Bay Area healthcare systems and an enterprising medical group entering a crowded market during challenging economic times that built itself entirely on a social media platform.
Moderator:
Gregg Masters, MPH, CEO, Xanate Media
Panelists:
Aaron Blackledge, MD, Founder and CEO of CarePractice.com
Vince Golla, Director, Digital Media and Syndication, Kaiser Permanente
Erin Macartney, Regional Public Affairs/Social Media Specialist, Palo Alto Medical Foundation, a Sutter Health Affiliate

THE USE OF MOBILE APPS, ENTERTAINMENT, GAMING AND SOCIAL MEDIA IN THE PROMOTION OF FITNESS AND WELLNESS
This presentation is an exploration of the current landscape within the context of expectant mothers and their interactions with digital channels and Health Care Providers (HCPs). With the availability of new digital channels for healthcare information expectant mothers are increasingly seeking support for their maternity needs outside of the traditional patient / provider relationship. Given this trend how can HCPs continue to maintain a valuable relationship with their patients? Our research suggests that healthcare providers need to engage more fully with new digital ways of reaching their patients specifically in the areas of:

- Utilizing gamification to incentivize and encourage wellness
- Establishing a Social Media Presence
- Building a meaningful digital relationship between provider and patient.

We will present current technology adoption trends, discuss the proliferation of disconnected digital services and what this means for providers and review learnings from other industries. We will also help to answer the question: are health care professions ready for social media and digital engagement with patients.
Proteus Duxbury, Managing Consultant, PA Consulting Group
Simon Hall, PA Managing Consultant, PA Consulting Group

FINANCIER PANEL DISCUSSION
Leading investors discuss the opportunities, challenges and critical success factors for startups and more established companies in the connected health space. Topics to be covered include investor perspectives on mHealth, eHealth, social media and remote monitoring. The panel will also address the role of incubators in stimulating HIT innovation and strategies for managing gaps in funding (options between angel and venture capital funding).

**Moderator:**
Jay Srini, MS, MBA, FHIMSS, Chief Strategist, SCS Ventures & Adjunct Assistant Professor, University of Pittsburgh

**Panelists:**
Ted Driscoll, PhD, Technology Partner, Claremont Creek Ventures
Missy Krasner, Executive in Residence, Morgenthaler Ventures
Lisa Suennen, Managing Member, Psilos
Halle Tecco, CEO, Rock Health

**12:00B  PATIENT EXPERIENCE: YOU CAN’T EXTEND WHAT’S FUNDAMENTALLY BROKEN**
New reimbursement models, CMS rules around readmission, and other changes in the healthcare system promise big opportunities for healthcare unbound solutions that improve care efficiency and effectiveness. But patients won’t engage with technology solutions when the fundamental patient relationship is broken. In this session we’ll look at overall efforts to improve patient, clinician, and staff experience and how to leverage technology to create human-to-human connections in healthcare.

**Liz Boehm, Director, Patient Experience Collaborative, ExperiaHealth**

**12:30B  USABILITY FOR HEALTHCARE UNBOUND**
It’s clear that usability is a critical factor in user adoption and patient safety for health related products and services. In fact, NIST recently released recommendations and guidelines for design evaluation and user (e.g., clinicians, patients, consumers) performance testing of EHR systems. While companies in the Healthcare Unbound space are not “bound” to these guidelines, they refer to User Experience Design activities and best practices that shouldn’t be ignored. An understanding of these guidelines can help vendors create better mHealth, Telehealth, eHealth, CloudCare and consumer health solutions with better consumer/user engagement, increased user adoption and improved health outcomes. Find out how. Examples provided.

**Lorraine Chapman, Director of Research, Macadamian Technologies**

**1:00  CONFERENCE CONCLUDES; Luncheon for Attendees of Optional Post-Conference Workshops**
8:15C PANEL DISCUSSION: REDUCING HOSPITAL READMISSIONS THROUGH THE USE OF MOBILE TECHNOLOGIES - MAKING A REAL DIFFERENCE IN IMPROVING CARE AND REDUCING COSTS

This panel consists primarily of chief executives of mobile technology companies who have demonstrated creative and innovative programs showing real improvements in patient care, including reductions in hospital readmissions of patients with chronic conditions such as congestive heart failure, diabetes, depression, and COPD.

This panel will present:

- A look at the size and cost of the hospital readmissions problem and the CMS penalties facing hospitals who do not adequately address this problem
- The challenges of recruitment, enrollment, and retention as key to successful remote monitoring programs
- An overview of state-of-the-art mobile technology platforms and back office infrastructures to support these programs on a large scale
- Where we stand on who will pay for these programs and why it has been such a struggle to obtain adequate reimbursement. Is there light at the end of this tunnel?
- Where do we go from here?

Moderator:
Mitch Work, MPA, FHIMSS, President & CEO, The Work Group, Inc.
Panelists:
Tim Rowan, Editor, Home Care Technology Report
Terry Duesterhoeft, President, Honeywell HomMed
Kent Dicks, CEO, Chairman & Founder, MedApps
Chris Bergstrom, Chief Strategy & Commercial Officer, WellDoc

9:15C BIG DATA IN HEALTH CARE

One of the grand challenges of medicine in the coming decades will be the management and interpretation of big data. The explosion of data from numerous sources, such as the biomedical research literature, electronic medical records, lab and imaging systems, pharmacy transactions, numerous IT infrastructure systems, on-site and remote patient monitoring, geospatial data, biosurveillance, email and social media, and sentiment analysis, threatens to overwhelm our ability to keep up. This presentation will discuss big data issues and related healthcare use cases at a level appropriate to the emerging status of the big data industry.

Yan Chow, MD, MBA, Director of Innovation and Advanced Technology, Kaiser Permanente

10:00 SPONSOR/EXHIBITOR SHOWCASE & REFRESHMENTS

10:30C DIGITAL ENGAGEMENT: THE WAY TO MEANINGFUL USE, QUALITY CARE AND BETTER HEALTH

Digital Engagement is a high touch, high tech connection with people that provides real utility in solving problems, improving convenience,
and enriching lives. Everyone knows we have to engage the patient but everyone is looking for the right recipe. Digital Engagement harnesses the power of media embraced by billions including mobile, social media, gamification/gaming, care coordination, big data predictive analysis and extreme personalization integrated with a person’s care team. Now is the time to support fitness, health and health care 24x7 through compelling Digital Engagement strategies, technologies, products and services.

Douglas Goldstein, eFuturist & Executive Vice President, Diversinet

11:00C  PANEL DISCUSSION: HOW BIG DATA EMPOWERS EMERGING BUSINESS MODELS - LEVERAGING CONSUMER DATA FOR BEHAVIOR CHANGE

It’s now common knowledge that the amount of data in healthcare is exploding and we need to figure out ways to store it and manage it effectively from a technical perspective. However, the real challenge comes in how to use it effectively for real quality and outcomes improvement as well as cost reduction. McKinsey & Co. reports that “if US healthcare were to use big data creatively and effectively to drive efficiency and quality, the sector could create more than $300 billion in value every year. Two-thirds of that would be in the form of reducing US healthcare expenditure by about 8 percent.” This panel will introduce the topic of “Big Data” as it applies to healthcare and will inform the audience how that data can be used to create that $300 billion in value.

Moderator:  
Shahid Shah, CEO, Netspective Communications LLC

Panelists:  
Rebecca Woodcock, Founder & CEO, Cake Health  
Anmol Madan, Founder/CEO, Ginger.io  
Andrew Rosenthal, Chief Strategy Officer, Massive Health  
Brent Vaughan, COO & Co-Founder, WellnessFX

12:00C  UTAH DIABETES mHEALTH PILOT

The Utah Beacon Community is one of 17 ONC-funded communities building and strengthening local health IT infrastructure and testing innovative approaches to make measurable improvements in the delivery of healthcare services for patients with diabetes. The IC^3 Beacon works with local care providers to improve the quality and efficiency of care patients receive through better disease management and care coordination, while reducing avoidable hospital stays and emergency department visits for people with diabetes. Recognizing that much of “diabetes care” occurs outside the clinic walls and under the direction of the patient, our community effort has piloted several innovative mHealth tools to help patients engage in their own disease management. One of these is Care4Life, a two-way SMS/text messaging coaching and education service for Type 2 Diabetes Mellitus. We have deployed this tool in 18 primary care clinics participating in the Utah Beacon Community Program’s three-county geographic focus area surrounding Salt Lake County. In this presentation, we will describe strategies for recruiting primary care clinics for novel mHealth interventions, offer lessons on deployment of a two-way SMS-protocol for DM management in the unaffiliated
independent primary care clinic setting, and present preliminary findings on patient experience with this 2-way text messaging program.

Korey Capozza, MPH, Consumer Engagement Director, HealthInsight

12:30C SESSION TO BE ANNOUNCED
Please visit www.tcbi.org for agenda updates

1:00 CONFERENCE CONCLUDES; Luncheon for Attendees of Optional Post-Conference Workshops

OPTIONAL POST-CONFERENCE WORKSHOP 1

INNOVATION EXCELLENCE COMES TO HEALTHCARE UNBOUND: HOW INNOVATION LEADS TO SEEING 'WHAT IS NEXT' IN HEALTHCARE

Workshop Hours: 2:00 to 6:00 pm

Did you know that the urgency to innovate and the ability to innovate are inversely related? Whether a remote monitoring, telehealth, mobile or a wellness company, your company is impacted by market forces and when healthcare companies miss key market signals, they loose strategic opportunity for innovation. In this workshop you will learn not only through dynamic presentations, but through the visualization and weaving together of ideas to create a powerful blueprint that will inspire your stakeholders to work together to 'see what is next' in the healthcare segment. This workshop will focus on both disruptive and incremental innovation by dissecting the innovation process, team building, innovation portfolio management and tracing the successful innovation history of specific healthcare companies. You will leave the workshop understanding:
1. How to indentify underlying market forces and how to shift business innovation strategy to stay ahead/keep pace with the market.
2. How to manage an existing innovation portfolio that will provide upside potential.
3. How to apply innovation design to ensure healthcare business sustainability.
4. How to create a business case for innovation through systematically analyzing opportunity to commercialization.
5. How to identify and develop innovation teams through leveraging the different traits.
6. How to leverage creative and visionary ideation in creating innovation strategy.
7. How to launch an innovation product into an existing or new market.

The team of experts include physician innovator Virginia Gurley who has created a mobile health care company, focused on wellness, author and chief innovation officer of MagaDesign and executive editor of Innovation Excellence Julie Anixter, LeAnna J. Carey, radio host of TheHealthMaven, and Healthcare Editor of Innovation Excellence, and co-founder of AuraViva.

Workshop Instructors:
OPTIONAL POST-CONFERENCE WORKSHOP 2
THE USE OF MOBILE APPS, ENTERTAINMENT, GAMING AND SOCIAL MEDIA IN THE PROMOTION OF FITNESS AND WELLNESS
Workshop Hours: 2:00 to 6:00 pm

Building on our talk in the conference covering the use of mobile apps, entertainment, gaming and social media in the promotion of fitness and wellness, this four hour workshop is designed to help attendees think through how best to engage more fully with patients using digital channels. The session will be structured as follows:

Session 1: Patient-led Use Cases & Cutting Edge Solutions (60 Minutes)
- Present some cutting edge solutions and perform a detailed walkthrough of some patient-led use cases
  - Leveraging currently available mobile technologies to monitor and manage health parameters
- Share insight into how specific solutions map to different patient profiles and how they can be used to influence behavior
  - Customizing solutions and making interactive and engaging tools for improving wellness
- Demonstrate how these solutions fit into the overall lifestyle of patients
  - Explore digital channels that are an integral part of everyday life

Session 2: Success and Challenges (60 minutes)
- Present some case studies from leading providers – and discuss what is exceptional about them
  - Share present day success stories of using the digital, mobile and social media technology
- Collectively brainstorm the barriers and challenges facing providers and how to work around these including long term patient barriers to adoption
  - Creating patient awareness
  - Other factors that might influence wider adoption of digital channels for managing health conditions, wellness and fitness.

Session 3: How to make it click? (90 minutes)
- Examine how to demonstrate ROI with these initiatives.
Healthcare and insurance providers’ view of these ventures from a reimbursement standpoint.

- How can policies be steered to cater to this market?

- Share our insight on how to develop and partner with other organizations to develop digital applications and leverage opportunities
  - Explore synergistic collaboration between health care providers, technology inventors and insurance providers to create impactful tools based on current day digital channels to help manage health, wellness and fitness.

Final Comments and Wrap-up (15 minutes)

Workshop Instructors:
Proteus Duxbury, Managing Consultant, PA Consulting Group
Simon Hall, PA Managing Consultant, PA Consulting Group
Additional instructor To Be Announced

OPTIONAL POST-CONFERENCE WORKSHOP 3
CREATING VALUE FOR THE CUSTOMER
Workshop Hours: 2:00 to 6:00 pm

This hands-on workshop includes multiple role-playing scenarios aimed at helping participants understand the context that supports the successful implementation of new technologies. Participants will be taking on the roles of stakeholders across the healthcare ecosystem and exploring ways that these stakeholders can collaborate to co-create value for the consumer. The scenarios ask participants to examine their assumptions about their customer and consumer needs, their design and product capabilities and how to foster adoption of new products. Providers, Payers, Employers, Vendors and Patients/Consumers will all have something to contribute to this workshop, as well as find value in the exercises.

Presentation #1: Understanding the Customer Needs (45 min)
- Ecosystem of players, needs and resources (technology)
  - Providers, Payers/Employers, Vendors (e.g. telehealth, wellness vendor, admin decision-making tool, health coaching) and Patient/Consumer
  - Context Scenario: Future oriented tech review: internet of things, sensors, virtualization of care
  - Task is to get something adopted by organization and consumer. Sales at two levels
- Customer/Consumer criteria for success/adoption
  - Cost
Case Study Exercise #1 (60 min)
- Group into vendor, provider or payers
- Provider and payer create needs statement from organization’s perspective
- Vendor creates their pitch and how it will serve organization’s needs with a future focus. How would tech evolve based on what the customer needs?
- Pair up and present to each other
- Provider and payer offer critique (specific criteria for judgment provided)

Presentation #2: Understanding the Consumer/Patient Needs (30 min)
- What we know about behavior change and how to get consumers to do something
  - Focus on specific behavior
  - Activation
- What we know about how consumers use technology and what is engaging to consumers
  - Technophiles’ assumptions about consumer behavior
  - Integration into daily life

Case Study Exercise #2 (60 min)
- Vendor becomes consumer
- Provider and payer present value messages to the consumer
- Consumers offer critique (specific criteria for judgment provided)

Report Out and Discussion (45 min)

Workshop Instructors:
Mary Cain, Managing Director, HT3 & Research Affiliate, Institute for the Future
Elise Giancola, Managing Director, HT3