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Special discounted
registration fee for hospitals,
physician groups, health plans
and venture capital firms

Presents The West Coast

HEALTH INTERNET CONGRESS

December 11-12, 2000, Doubletree Hotel, San Jose, CA

*The premier conference and exhibition focusing on financing, partnering
and value creation for e-health companies.*

**500+ attendees expected including 50+ financiers and
100+ e-health companies**

THE INAUGURAL E-CARE FORUM

December 13, 2000, Doubletree Hotel, San Jose, CA

An intensive one-day program on e-care, the use of Internet-based applications to optimize the delivery of care. Program features timely and practical case studies from leading healthcare organizations including Beth Israel Deaconess Medical Center, Blue Cross Blue Shield of New Hampshire, Catholic Healthcare West, Cedars-Sinai Health System, Harvard Medical School, Kaiser Permanente, Legacy Health Systems, MD Anderson Cancer Center, Sharp HealthCare, Sutter Health and More!

SUPPORTING ORGANIZATIONS

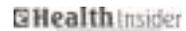


Northern & Southern California Chapters
Healthcare Information and Management Systems Society

SCOTTSDALE INSTITUTE



SUPPORTING PUBLICATIONS



WHO SHOULD ATTEND THE HEALTH INTERNET CONGRESS

Venture Capitalists : • Angel Investors • Security Analysts • Investment Bankers • Institutional Investors

High-Level Executives From: • E-Health Companies • Managed Care Organizations • Hospitals and Integrated Delivery Networks
• Physician Groups. Pharmaceutical Companies • Biotechnology Companies • Distributors • PBMs
• CROs • CSOs • Healthcare Advertising Agencies • Healthcare Information Technology Companies
• Dietary Supplement Companies • Natural Products Companies • Cosmetics Companies
• Medical Supply Companies • Medical Device Manufacturers • Diagnostics Companies
• Media Companies • Publishing Companies • Human Resources Departments of Corporations.

ABOUT THE HEALTH INTERNET CONGRESS

The Health Internet Congress is the premier event that focuses exclusively on financing, partnering and value creation for e-health companies. The Congress will provide balanced, unbiased information and analysis combined with the opportunity to network with the leading executives / financiers in e-health. The goal of the Congress is to bring together innovative healthcare organizations in order to discuss, debate and analyze business models and strategies and to offer insights on what it will take to succeed in an increasingly competitive and volatile environment. The Congress provides in-depth analysis of all of the major sectors within e-health, including wireless/remote computing, connectivity, disease management, e-commerce and ebenefits/defined contribution. 500+ attendees are expected to attend, offering significant opportunities to network with leading financiers, potential customers and thought leaders.

Keynote Speakers:

Peter Boland, Ph.D., President, BOLAND HEALTHCARE

Peter Neupert, President & CEO, DRUGSTORE.COM

Steven F. Wiggins, Chairman & CEO, HEALTHMARKET, INC.

HEALTH INTERNET CONGRESS ADVISORY BOARD

Mark R. Anderson, CEO, ARC CONSULTING GROUP, LTD.

Peter Boland, Ph.D., President, BOLAND HEALTHCARE

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Nola Masterson, TVM TECHNO VENTURE MANAGEMENT

Norman Sokoloff, M.D., M.B.A., CEO, 2FLOSS, INC. & Screening Committee, TENEX MEDICAL INC. ANGEL INVESTOR NETWORK

Kim Halvorson, Principal, TRIAGE VENTURE CONSTRUCTION

Lois Drapin, Pharma Group, WEBMD

Mitch Work, Senior Vice President, WORKINGNETS & Vice Chairman, Administration, CHIM

WHO SHOULD ATTEND THE E-CARE FORUM

**Chief Medical Officers, CIOs And Other Executives and Clinical Leaders
at: Hospitals, Health Systems, Medical Groups and Managed Care Organizations; Executives From E-Health Companies, IT Vendors, Pharmaceutical / Diagnostics/ Medical Device Companies and The Financial Community.**

ABOUT THE E-CARE FORUM

TCBI, has assembled some of the nation's leading healthcare information technology experts to offer detailed and practical insights on e-care, the use of Internet-based applications to optimize the delivery of care. Featuring practical and timely case studies from leading-edge hospitals, health systems and managed care organizations. Find out how organizations are using the Internet to cut costs, communicate with clinicians and create better health outcomes. **Our distinguished faculty includes:**

Daniel Z. Sands, M.D., M.P.H., Center for Clinical Computing, BETH ISRAEL DEACONESS MEDICAL CENTER, HARVARD MEDICAL SCHOOL

Allen Hinkle, M.D. Corporate Medical Director & Senior Vice President for Quality Healthcare Management, BLUE CROSS BLUE SHIELD OF NEW HAMPSHIRE / MATTHEW THORNTON HEALTH PLAN

Louise McCleery, Director of Health Risk Management, BLUE CROSS BLUE SHIELD OF NEW HAMPSHIRE / MATTHEW THORNTON HEALTH PLAN

George W. Bo-Linn, M.D., M.H.A., F.A.C.P., Senior Vice President & Chief Medical Officer, CATHOLIC HEALTHCARE WEST

Douglas T. Jones, Vice President, Enterprise Information Services & Chief Information Officer, CEDARS-SINAI HEALTH SYSTEM

Al Lewis, Executive Director, DISEASE MANAGEMENT CONSORTIUM

Lee Vanderpool, Chief Information Officer, DOMINICAN SANTA CRUZ HOSPITAL

Robert A. Greenes, M.D., Ph.D., Professor of Radiology, HARVARD MEDICAL SCHOOL & Professor of Health Informatics, Health Science and Technology Division (HST), a joint division of HARVARD MEDICAL SCHOOL AND MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Alan Eshleman, MD, Physician Lead, KP ONLINE, KAISER PERMANENTE

Keith Marton, Chief Medical Officer & Senior Vice President, LEGACY HEALTH SYSTEMS

William Spooner, Senior Vice President & Chief Information Officer, SHARP HEALTHCARE

Mitchell Morris, MD, Senior Vice President and Chief Information Officer, UNIVERSITY OF TEXAS, MD ANDERSON CANCER CENTER

E-Care Forum Agenda Begins On Page 13 of this brochure. Please note that the E-Care Forum is separate from the Health Internet Congress. Registration fees for the two events are separate.

ABOUT THE ORGANIZER

The Center for Business Innovation (TCBI) develops and markets conferences and other educational programs in the U.S. and internationally. TCBI is an independent company and is not part of any consulting firm, investment bank, information technology firm or any other corporate entity, and therefore, the company is well-positioned to provide objective, balanced information.

TCBI currently focuses on the U.S. healthcare market, with a strong commitment to organizing programs that offer detailed insights on clinical, financial, strategic and regulatory aspects of healthcare. These programs are carefully designed to meet the information needs of executives, scientists and clinicians from hospitals, managed care organizations, physician groups, pharmaceutical / biotechnology companies, medical device companies, information technology vendors and a host of other players in the evolving healthcare industry.

If you are interested in speaking / sponsorship / exhibition opportunities, or have any questions about our events, please contact Satish Kavirajan, Managing Director, TCBI.

Phone: 310-265-6630 • Fax : 310-377-0169 • Email: sk@tcbi.org

For additional information, please visit www.tcbi.org

~ HEALTH INTERNET CONGRESS AGENDA ~

Day One—Monday, December 11, 2000

7:15 Registration / Continental Breakfast

8:00 CHAIRPERSON'S OPENING REMARKS

Lois Drapin, Pharma Group, WEBMD

8:15 KEYNOTE ADDRESS: TURNING MARKET BARRIERS INTO BUSINESS OPPORTUNITIES

Internet healthcare companies now face new barriers to market entry despite earlier pronouncements of revolutionizing the medical industry. Economic factors and technology trends affecting business are now impacting the healthcare industry's response to internet dynamics. These critical trends and market forces will be examined by one of the country's most thought-provoking commentators and industry analysts.

Peter Boland has been forecasting and analyzing healthcare industry trends for over twenty years. As a management consultant, he works with leading healthcare organizations, technology companies, e-businesses and investors. Dr. Boland has written numerous books on healthcare delivery and market strategy and is often cited in national trade and news media. He received a doctorate from UCLA, a master's degree from the University of Michigan, and a post-graduate certificate from Harvard University's executive program in health policy and management.

Peter Boland, Ph.D., President, BOLAND HEALTHCARE

9:00 SECURITY ANALYST ROUNDTABLE—IS THERE LIFE AFTER THE CORRECTION?

- What are the short term and long-term prospects for e-health companies?
- What are the implications of the competitive strategies and competitive forces that are shaping the e-health sector?
- Many e-health companies have gone public; some have performed remarkably well, while others have failed; what do you think distinguishes the winners from the losers?
- How do you evaluate companies? What do you view as the critical success factors for content, e-commerce infrastructure wireless and ebenefits companies?
- Which sectors within e-health do you think are most promising and why? Which companies do you recommend, and why?
- What technology trends will have the most impact on e-health companies?
- What trends in the-healthcare industry will have the most impact on e-health companies?
- Which healthcare information technology vendors are best positioned to take advantage of opportunities and why?

Moderator:

Kim Halvorson, Principal, TRIAGE VENTURE CONSTRUCTION

Panelists:

Josh Fisher, W.R. HAMBRECHT & CO.

Ruby Holder, Vice President, ING BARINGS

Sheryl R. Skolnick, Ph.D., Managing Director and Senior Analyst, ROBERTSON STEPHENS INC.

Bruce A. Hochstadt, M.D., Principal, THOMAS WEISEL PARTNERS

Michael Clulow, Director, UBS WARBURG

Caren Taylor, Vice President, WIT SOUNDVIEW

10:00 Refreshments

10:15 VENTURE CAPITALIST / ANGEL INVESTOR ROUNDTABLE

- What are venture capitalists looking for in e-health investments?
- How should the success of e-health companies be judged?
- Which business models are likely to succeed, and why?
- Do venture capitalists bring value, and can this value be quantified?
- In which stage of a company's development are you most interested in investing?
- The role of angels vs.venture capitalists

- What are the key challenges to e-health adoption?
- How are venture capitalists responding to competition from mezzanine financiers coming down-market in the Internet space?
- What has happened / What will happen to holding periods and return expectations for venture-stage investments?
- Just how big is the “management challenge”?
- Where are the best e-health bets?

Moderator:

Pieter A. van Hove, Principal, THE FORESIGHT GROUP

Panelists:

Brian Frenzel, BAND OF ANGELS & TENEX MEDICAL INC. ANGEL INVESTOR NETWORK

Vera Kallmeyer, M.D., Ph.D., General Partner, EARLYBIRD LLC

Prakash Patel, M.D., Vice President, INTERNET HEALTHCARE GROUP

Philippe Chambon, M.D., Ph.D., General Partner, THE SPROUT GROUP

Frank Ruderman, Co-Founder, TENEX MEDICAL INC. ANGEL INVESTOR NETWORK

Nola Masterson, TVM TECHNO VENTURE MANAGEMENT

11:15 E-HEALTH INNOVATION AWARDS

These awards recognize e-health companies that are best positioned to thrive in this highly competitive environment from an investor’s perspective. Criteria include a practical and compelling business model, technologic innovation, customer satisfaction and the ability to forge critical strategic partnerships.

Categories for E-HEALTH INNOVATION AWARDS

1. Content for Consumers
2. Content for Physicians and IDN's
3. Connectivity (Financial / Administrative)
4. Care (Clinical) / Disease Management / Care Management
5. eBenefits / eContracts / eInsurance
6. Commerce for Consumers (Pharmacy, Supplies)
7. Commerce for Physicians and IDNs (Pharmacy, Supplies)
8. Computer Applications - Physicians (GPMS, EMR)
9. Computer Applications - Wireless/ Remote Computing
10. Computer Portals and e-Foundations
11. Application Service Providers
12. Best Revenue Model

Awards Chairperson:

Mark R. Anderson, FHIMSS, CEO, ARC CONSULTING GROUP, LTD.

Healthcare Advisor to META Group, Inc.

Editorial Board of Healthcare Informatics

MSHUG ISA Award Judge 1998, 1999, 2000

TEPRA Competition Judge 2000, 2001

The selection committee will include leading financiers and e-health experts. Companies who wish to be considered for the award should send their requests to sk@tcbi.org and specify the category of interest. For additional information and an application form, please visit www.tcbi.org

12:00 Luncheon

1:00 KEYNOTE ADDRESS

Peter Neupert brings more than 15 years of computer industry experience to drugstore.com from Microsoft Corporation. In his most recent position, he was vice president of news and publishing for the Interactive Media Group-including Slate, and media business partnerships for MSNBC Cable and Internet, and Microsoft's joint venture with Black Entertainment Television. His responsibilities also included online ad sales and business development. At Microsoft, Peter also held the position of senior director of strategic relationships for Microsoft's Advanced Consumer Technology Group, managing a broad variety of business and marketing relationships to foster the development of the information highway. His endeavors

provided the backbone for Microsoft's entry into the media, entertainment, and content worlds. Before joining Microsoft, Peter was vice president and chief operating officer of Graphic Software Systems in Portland, Oregon. He holds an M.B.A. from the Amos Tuck School of Business at Dartmouth College, and a B.A. from Colorado College

Peter Neupert, President & CEO, DRUGSTORE.COM

1:30 INVESTMENT BANKER ROUNDTABLE—DEALMAKING IN 2001 & BEYOND

- What makes for a successful IPO? What are the minimum requirements to qualify and do you see this changing over the next twelve months?
- What types of M&A deals make sense, and why?
- Which private companies are most likely IPO candidates and why?
- How are M&A deals valued? (with examples and metrics) What variables impact valuation, and to what extent (range)?
- Where are you placing your bets in e-health, and why?
- Do you envision significant consolidation among e-health companies? If so, in what time frame?
- How will the market for Internet stocks in general impact e-health companies?
- How will likely changes in the healthcare industry impact e-health?
- Do you envision more successful transitions by horizontal industry firms into healthcare or vertical healthcare players moving into other industries?
- Which international markets are poised for growth in e-health and why?
- What are your predictions for the e-health sector in 2001?

Moderator:

Johnny Walker, Vice President of Mergers and Acquisitions and Joint Ventures, [FIRST CONSULTING GROUP](#)

Panelists

Archna Sharma, M.D., Vice President, [BEAR, STEARNS & CO.](#)

Wyatt Ritchie, Executive Director, Healthcare Investment Banking, [CIBC WORLD MARKETS](#)

Ross Khosrovi, Vice President, [ING BARINGS](#)

Deborah Buresh, Internet Business Development, [SHATTUCK HAMMOND PARTNERS](#)

Clark Futch, Principal, [THOMAS WEISEL PARTNERS LLC](#)

Robert DiGia, Managing Director, [UBS WARBURG](#)

2:15 KEYNOTE ADDRESS

SELF-DIRECTED HEALTH PLANS—AN ALTERNATIVE TO MANAGED CARE

New forms of health insurance coverage are emerging as viable alternatives to managed care. Representing an entirely new paradigm for evaluating, organizing, purchasing and financing health care, these new plans are enabled by the internet and give patients total control over spending decisions. These plans, being developed by a handful of companies in the U.S., may create a vast new set of entrepreneurial opportunities in the health care industry, both for existing players and new entrants.

Mr. Wiggins currently serves as the Chairman and CEO of HealthMarket, the pioneer in Self-Directed Healthcare. Prior to founding HealthMarket, Mr. Wiggins also founded and served as Chairman of the Board and CEO of Oxford Health Plans. Under his leadership, Oxford grew to become one of America's 300 largest corporations, achieving revenues in excess of \$4.3 billion.

Prior to starting Oxford, Mr. Wiggins founded Accessible Space, Inc. ("A.S.I."), a nonprofit organization based in Minneapolis that develops and operates long-term care facilities for the handicapped. Most recently, Mr. Wiggins served on President Clinton's Healthcare Commission that drafted the Patient's Bill of Rights.

Mr. Wiggins received a B.A. from Macalester College where he currently serves as a Trustee. He received an M.B.A. from Harvard University Graduate School of Business Administration.

Stephen F. Wiggins, Chairman & CEO, HEALTHMARKET, INC.

2:45 Refreshments

3:00A HEALTHCARE E-COMMERCE: CURRENT STATUS & FUTURE DIRECTIONS

- What are the greatest opportunities in healthcare e-commerce for the short-term?
- What are the greatest opportunities in healthcare e-commerce for the long-term?
- Review and assessment of the role of exchanges in the healthcare industry
- Critical success factors for JIT management companies
- Healthcare trends most impacted on e-commerce
- Successful industries in creating value in e-commerce
- Lessons healthcare players learn from successful industries
- Critical success factors for healthcare B2B and B2C e-commerce companies
- Differences in success factors for B2B and B2C e-commerce companies
- How will time change critical success factors for e-commerce companies?
- Positioning your company with primary strategy and secondary revenue streams
- How will e-commerce models evolve in the next 2 years?
- Key considerations in forging strategic alliances in e-commerce
- How will strategic alliances change over the next two years?

Moderator:

Lee Barrett, Vice President, Healthcare Practice,
COMPLETE BUSINESS SOLUTIONS, INC. (CBSI)

Panelists:

J. J. Singh, Chairman & CEO, CARESOFT
Jon Leeke, Director of Strategic Planning, CONSUMER HEALTH INTERACTIVE
Albert L. Greene, President & CEO, HEALTH CENTRAL.COM
Adam Dublin, Managing Director of Business Development,
HEALTHSCOUT
Dr. Omar Amirana, Vice President of Data Mining, MEDSCAPE
Anne DeGheest, President & CEO, MEDPOOL.COM
Sundeep Bhan, Chairman & CEO, MEDSITE

4:00A CURRENT STATE AND FUTURE DIRECTIONS OF WIRELESS / HANDHELD / REMOTE COMPUTING

- How big is the handheld healthcare market? Is the opportunity in reducing administrative costs, clinical costs or other?
- What is the best way to grow the number of physician users fast and efficiently? How long will it take before a majority of doctors are using handheld devices?
- What are the main hurdles hampering growth? How big of a problem is linking to legacy systems? or is technology in health care just not there?
- Is there a "killer app" for physicians or do physicians want these devices at all?
- PocketPC or PalmPilot ... which handheld device will dominate the physician market? Is battery life and memory capacity an issue? What kind of wireless network is best ... LAN or WAN? Is the infrastructure in place today enough to support a WAN device for use in healthcare?
- What is the best way to entice a doctor to use a new device? Will a great clinical application sell itself? What is the best revenue model? Who should pay for handheld devices? Will physicians pay ... should they pay?

3:00B THE EVOLVING ROLE OF APPLICATION SERVICE PROVIDERS

- Define 'Application Service Provider' – is it just outsourcing/shared services with a different hat on? What's the unique value?
- How compelling is the ASP value proposition, and what's the real potential ROI?
- The industry has been "at" ASPs now for a couple of years... what's working? What are the market barriers that still need to be overcome?
- Is IT outsourcing more effective if business processes are outsourced in combination?
- How do ASP companies reconcile conflicting incentives? (When a 'pure ASP' offers competing product solutions)
- What type of applications are best suited for an ASP approach? Are security and confidentiality concerns appropriately addressed for clinically-oriented ASP applications?
- What's the 5-year outlook for ASPs? How do you see the market evolving, and where do you expect your organization to be in that timeframe?

Moderator:

Joseph M. DeLuca, MA, FACHE, CEO,
INFORMATION TECHNOLOGY OPTIMIZERS

Panelists:

Jonathan Bush, CEO, ATHENA HEALTHCARE
Alan Portela, Vice President, CLINICOMP
John Holton, CEO, SCHEDULING.COM
Janet Dillione, Group Vice President
SMS / SIEMENS FINANCIAL SYSTEMS
Dan Spirek, President, ASP Solutions Business,
THE TRIZETTO GROUP
Gene Ramirez, CEO and Co-Founder, VITALZ

4:00B DEFINED CONTRIBUTION: GREAT IN THEORY, BUT WILL IT WORK?

- Why now? What are the drivers behind defined contribution in healthcare?
- But don't we already have some form of DC? What about MSA's and the role they play? And the potential for expanded MSA legislation?
- What types of business models will evolve?
- Which employers will adopt DC first and why? And how long will it take before the movement gains main stream acceptance?
- What role will the incumbents, i.e., HMOs, play?
- How important is the issue of building a

TRACK A

- What is big pharma's perspective on handheld devices? What's in it for pharmaceutical companies ... better drug compliance, increased utilization, another medium for advertising or all the above?

Moderator:

Josh Fisher, Senior Research Analyst, W.R. HAMBRECHT & COMPANY

Panelists:

Glen Tullman, Chairman & CEO, ALLSCRIPTS

Rex Wang, Director, Product Marketing, CONFER SOFTWARE

Stuart Weisman, M.D., President & CEO, EPHYSICIAN

Richard Fiedotin, M.D., Vice President of Business Development and Product Development (Co-founder), EPOCRATES

Joseph McCormick, Vice President of Business Development, ISCRIBE

Rick Hendricks, President & CEO, POCKETSCRIPTS

5:00A HEALTHCARE CONTENT & COMMUNITIES--BUSINESS MODELS AND APPROACHES

- What is the current role of content relative to the other Cs: commerce, connectivity, care, and community?
- How have consumer expectations changed relative to content? Overall, what do consumers want from a Web site and Web service? For example, what is the role of variables such as continuity, convenience, customization, commitment, and control?
- Have you found any differences in terms of the way men and women respond to content, and the way members of various generations respond to it? What kinds of adjustments do you have to make?
- What makes a site truly sticky? In other words, how do you use content to retain customers and build e-loyalty?
- How do healthcare professionals' expectations and preferences relative to content compare and contrast with those of consumers? In other words, what do physicians want in terms of content?
- How can organizations differentiate their Web sites and build their brand when there is so much competition?
- More healthcare organizations are licensing their content from content vendors? What do healthcare organizations need to be careful of, and how should vendors differentiate themselves to build the trust of clients and customers?
- Given the standards coming out of the AMA, Internet Healthcare Coalition, and HI-Ethics, many experts feel that the bar has been raised in terms of content quality and ethics. How are you responding to these challenges and expectations relative to quality of content, and what advice would you give healthcare organizations?

Moderator:

Joyce Flory, Ph.D., Principal, COMMUNICATIONS FOR BUSINESS AND HEALTH, Editor, INTERNET HEALTH CARE STRATEGIES & Author, HEALTHCARE GUIDE TO THE INTERNET & Columnist, MEDICINE ON THE NET

Panelists:

David Schofield, President & CEO, EDIETS.COM

Fred Toney, Executive Vice President and CFO, HEALTHCENTRAL

Kerry Hicks, CEO, HEALTHGRADES

Matthew Holt, Vice President, Strategy & Business Development, I-BEACON

Dr. Vikas Bhushan, CEO & Co-Founder, MEDSCHOOL.COM

Mitch Work, Senior Vice President, WORKINGNETS

TRACK B

defined contribution brand versus private labeling?

- How will providers respond to defined contribution?
- What are the obstacles in moving to a defined contribution world?

Moderator:

Caren Taylor, Vice President, WIT SOUNDVIEW

Panelists:

Steven Jenkins, Managing Director, E-Business, BLUE CROSS BLUE SHIELD ASSOCIATION

Andy Slavitt, CEO, HEALTHALLIES.COM

Hasan Rifat, Vice President, HEALTHMARKET

Chip Tooke, CEO, LUMENOS

David Sanders, M.D., President & CEO, MYHEALTHBANK

Tom Beauregard, Chief Strategist, SAGEO

Barbara Lubash, Managing Director, VERSANT VENTURES

5:00B E-HEALTH STRATEGIC ALLIANCES/ ACQUISITIONS

- Lessons learned from the b2b trenches so far
- What do e-healthcare organization and traditional healthcare organizations need to do to survive together?
- Who's on the sidelines still and why?
- What types of e-health companies will need to partner or merge to deliver the solutions healthcare organizations need?

Moderator:

Sandy Lutz, Associate Director of Research and *E-Health Quarterly* Editor, PRICEWATER HOUSECOOPERS

Panelists :

Gregory A. Gratias, CEO, ASTERION.COM

Ray Falci, Managing Director, BEAR STEARNS & CO.

John Gaines, Vice President, Strategic Alliances, CONFER SOFTWARE

W. Reece Hirsch, Partner,

DAVIS WRIGHT TREMAINE

Gary Stevenson, CFA, Director of Health Care Investment Banking, MORGAN KEEGAN & COMPANY

Jan Kaputkin, CEO, QUOTEMED

Richard Findlay, President & CEO,

RXCENTRIC, INC.



6:00 Day One Concludes; Networking Cocktail Reception

7:30 *Continental Breakfast*

8:00 CO-CHAIRPERSONS' OPENING REMARKS

Kim Halvorson, Principal, TRIAGE VENTURE CONSTRUCTION

Robert J. Durej, Senior Director, COMPLETE BUSINESS SOLUTIONS, INC. (CBSI) & President, HEALTH INFORMATION AND MANAGEMENT SYSTEMS SOCIETY (SOUTHERN CALIFORNIA CHAPTER)

TRACK A

8:15A SPECIAL MINI-WORKSHOP: STARTUP TO EXIT—YOUR EXTRAMURAL TEAM A TO Z

Key Considerations in Starting an E-Health Venture and Creating Value

- What companies should entrepreneurial ventures look for outside their own companies to help them through their life cycle?
- What values do you add?
- What distinguishes the best of your breed?
- What does your company do beyond the grossly obvious?
- Does the breadth of your company's skillset's obviate the need for some of the kinds of companies on the panel, or are they complementary?
- At what point in a company's life cycle should you be brought in?
- How might a company analyze the ROI in your engagement?

Moderator:

Norman Sokoloff, M.D., M.B.A., CEO, 2FLOSS, INC. & Screening Committee, TENEX MEDICAL INC. ANGEL INVESTOR NETWORK

Panelists:

Fern Lazar, Executive Vice President, Corporate Healthcare, EDELMAN PUBLIC RELATIONS WORLDWIDE

Lisa Pieper, M.D., M.B.A., EGON ZEHNDER INTERNATIONAL
Lion Goodman, President, THE GOODMAN GROUP

Allan May, Chairman, Steering Committee,
TENEX MEDICAL, INC. ANGEL INVESTOR NETWORK

Sheryl R. Skolnick, Ph.D., Managing Director and Senior Analyst,
ROBERTSON STEPHENS INC.

Mark Wan, Partner, THREE ARCH PARTNERS

Kim Halvorsen, Principal, TRIAGE VENTURE CONSTRUCTION

Chris Mitchell, Partner, WILSON SONSINI GOODRICH & ROSATI

10:00 *Refreshments*

10:15A CONNECTIVITY—FINANCIAL / ADMINISTRATIVE INTEGRATION

- What are the driving factors for reducing administrative back office expenses and where will these savings come from?
- What business characteristics should a healthcare organization seek to help transform their business processes and systems to fully exploit the speed, flexibility, and accessibility of back office administrative systems to support their members, providers, and plan sponsors?
- How can effective online services help eliminate thousands of calls per month, automate referrals, increase electronic eligibility inquires, reduce administrative costs, and eliminate claims attachments?
- How can organizations quickly adapt and scale financial and

TRACK B

8:15B INNOVATIVE E-HEALTH COMPANY PRESENTATIONS

The day two program begins with two tracks. Track B (from 8:15 to 10:00 am) will consist of company presentations by CEOs and other high-level executives of innovative e-health companies. Each company will have a maximum of 15 minutes to present. We are actively seeking innovative companies interested in presenting to a group of potential investors and strategic alliance partners. For additional information on speaking opportunities, please contact Satish Kavirajan, Managing Director, TCBI at sk@tcbi.org

Presenters Include:

Charles Hearn, CEO,

ALTEER CORPORATION

Raymond Scott, Founder & CTO,

AXOLOTL CORPORATION

Karamjeet Paul, CEO,

HEALTHSCOUT

Charles Koo, Ph.D., Chairman & CEO,

IMEDICA

To be announced, INFINITY MARKETS

Eric Grossman, Founder,

SIMPLYHEALTH

Craig Froude, CEO,

WELLMED

Additional speakers and a schedule of presentations will be listed on www.tcbi.org

10:00 *Refreshments*

10:15B THE STAMPEDE TOWARDS NEW TECHNOLOGY IN DISEASE MANAGEMENT

- New Technologies which upload to the internet--some examples
- Are the outcomes proven?
- How are these technologies financed by the health plan?
- Why do some health plans not use technology?

TRACK A

administrative integration to support their strategic business drivers and to facilitate rapid business changes?

- How can Web-enabled host applications introduce new functionality to areas such as auto eligibility, auto adjudication, point of care settlement, and connectivity?
- Who are the interesting players in the field and which providers and payers are already employing e-business solutions? What can we learn from best practices?

Moderator:

Mark R. Anderson, FHIMSS, CEO, ARC CONSULTING GROUP, LTD.

Panelists:

Charles Hearn, CEO, ALTEER CORPORATION

Geoff Baker, President & CEO, E-MED SOLUTIONS

J.R. Hughes, President, Provider Services Group, IMCKESSON

G. Allen DeGraw, Founder & CEO, THE MERALLIS COMPANY

Bruce Oliver, Founder & Vice President, Business Development, QUALITY CARE SOLUTIONS, INC.

Alfredo Ramirez, Chairman & CTO, VITALZ

11:15A SPECIAL PANEL ON E-HEALTH ADOPTION BY PHYSICIANS: ARE PHYSICIANS BUYING INTO E-HEALTH?

- What do we mean by e-health?
- Key issues confronting MDs for which e-health could be useful
- Primary obstacles and challenges
- How physicians view the growing empowerment of patients
- Important trends to watch

Moderator:

Robert A. Greenes, M.D., Ph.D., Professor of Radiology, HARVARD MEDICAL SCHOOL & Professor of Health Informatics, Health Science and Technology Division (HST), a joint division of HARVARD MEDICAL SCHOOL & MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Panelists:

Raymond Scott, Founder & CTO, AXOLOTL

Jonathan Teich, M.D., Ph.D., Chief Medical Officer, HEALTHVISION

Matthew Holt, Vice President, Strategy & Business Development, I-BEACON

Kate Christensen, MD, National Physician Lead, KP Online, KAISER PERMANENTE

12:15A PANEL DISCUSSION: RETURN ON INVESTMENT—THE DEAL BREAKER

The number one problem in healthcare IT today, is that most vendors do not have a quantifiable ROI model. Many healthcare system CIOs are finding it difficult to win executive management support for multimillion-dollar investments for strategic application because of an inability to show tangible, quantitative "hard dollar" ROI. It is imperative that healthcare IT vendors learn how to develop true ROI models to increase sales and to insure financial stability. In this session, the panelists will discuss:

- Specific ROI models that CIO's look for today
- Specific ROI models that investors look for today

TRACK B

- How do the physician and patient benefit?

Moderator:

Al Lewis, Executive Director

DISEASE MANAGEMENT CONSORTIUM

Panelists:

Louise McCleery, Director, Director of Health Risk Management, ANTHEM BLUE CROSS BLUE SHIELD OF NEW HAMPSHIRE

Vince Kuraitis, Principal,

BETTER HEALTH TECHNOLOGIES, LLC.

Carl Tsukahara, Vice President, Marketing and StrategicAlliances, CONFER SOFTWARE

Joseph Tallman, President,

Medical Management Group, IMCKESSON

Eve Stern, President, NEXCURA

Bart Stephens, Vice President, Business Development, ONCOLOGY.COM

11:15B PRESENTATIONS BY INNOVATIVE E-HEALTH COMPANIES

12:15B PRESENTATIONS BY INNOVATIVE E-HEALTH COMPANIES

TRACK A

- What makes a "winning" ROI model?
- ROI models for determining labor reduction vs. service reduction
- ROI models that don't work

Moderator:

Mark Anderson, FHIMSS, CEO, ARC CONSULTING GROUP, LTD.

Panelists:

Robert J. Durej, Senior Director,
COMPLETE BUSINESS SOLUTIONS, INC. (CBSI) & President,
HEALTH INFORMATION AND MANAGEMENT SYSTEMS
SOCIETY (SOUTHERN CALIFORNIA CHAPTER)

Barb Russo, Vice President for Marketing and Sales, SYNERTECH

Kelly Jorgenson, E-Health Product Founder

Investment Banker To Be Announced

TRACK B

1:00 Conference Concludes; Luncheon For Attendees Of Afternoon Workshops Only

December 12, 2000

~ OPTIONAL POST-CONFERENCE WORKSHOP ONE ~
A LEGAL REGULATORY FRAMEWORK FOR E-HEALTH

SPECIAL FOCUS ON HIPAA

Workshop Hours: 2:00 to 5:15

As the Internet transforms healthcare in the U.S., all of the different players, including payers, providers, employers, e-health companies, IT vendors and financiers will need to keep abreast of the latest regulatory developments regarding use of the Internet. The workshop instructors, nationally known experts, will offer their insights on current regulatory developments at both the state and federal levels and offer legal strategies and advice on how to avoid the hidden minefields associated with conducting business via the Internet. The workshop is intended to provide a practical overview of the legal and regulatory concerns that e-health companies must consider in developing business models that will remain viable in the rapidly evolving regulatory environment. Attendees will also have the opportunity to ask specific questions relevant to their own businesses. Highlights of this intensive workshop include:

- * Complying with the Healthcare Insurance Portability and Accountability Act (HIPAA) security standards, the Electronic Signatures in Global and National Commerce Act (E-SIGN), the HCFA Internet Security Policy and patient privacy laws
- * Recent attempts to regulate healthcare web sites
- * Anticipating future regulatory trends
- * Practice and liability issues related to providing medical information over the Internet and hosting chat rooms
- * Applying Medicare fraud and abuse laws to e-health

W. Reece Hirsch, Partner, DAVIS WRIGHT TREMAINE LLP

Lee Barrett, Vice President, Healthcare Practice, COMPLETE BUSINESS SOLUTIONS, INC. (CBSI)

December 12, 2000

~ OPTIONAL POST-CONFERENCE WORKSHOP TWO ~
WEB SUCCESS RX: FROM "STICKINESS" TO CALCULATING ROI

Workshop Hours: 2:00 to 5:15

Have you developed the kind of website that will bring users back again and again? In an increasingly competitive marketplace, you can't afford to rest on your laurels. You have to deliver on consumer's escalating expectations for quality content and information, seamless, efficient transactions and up-close-and-personal customization.

But just making your website lively, satisfying and unique isn't enough. You've got to be able to prove it—especially to the "suits" who need to be convinced to spend—and—continue spending—scarce resources.

Tapping the brain power behind some of the nation's top healthcare sites, this workshop will explore how you can drive traffic and build community by creating a satisfying Web experience for users. Equally important, you'll find out what yardsticks you can use to measure and evaluate your site. Following are just some of the valuable take-aways you'll pick up in this session:

- Identify features that contribute to stickiness—from surveys, contests and sweepstakes, to "ask-the-experts," daily bytes, links and shopping
- Learn how top provider sites tap into the power of portals and integrate sticky elements into their websites
- See how the analysis of target communities can influence goal development and measurement decisions
- Build a toolbox of processes and tools you can use for site measurement
- Learn how to analyze site data to make decisions about promotion, content, business objectives, re-engineering and shut down

Workshop Chairperson:

Joyce Flory, Ph.D., COMMUNICATIONS FOR BUSINESS & HEALTH,
Creative Director, ALLIANCES INTERACTIVE, Editor, INTERNET HEALTHCARE STRATEGIES

Workshop Instructors:

Jon Leeke, Director of Strategic Planning, CONSUMER HEALTH INTERACTIVE
Kate Christensen, MD, National Physician Lead, KP Online, KAISER PERMANENTE

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~ INAUGURAL E-CARE FORUM AGENDA ~

Wednesday, December 13, 2000

7:45 *Registration / Continental Breakfast*

8:30 CHAIRPERSON'S OPENING REMARKS

Ralph Wakerly, Vice President, FIRST CONSULTING GROUP

8:45 CASE STUDY: USING A WEB-BASED SYSTEM TO IMPROVE OUTCOMES, MEMBER SATISFACTION AND PROVIDER SATISFACTION

- Overcoming challenges to Internet-based health management
- SmartCare health management integrated delivery system
- Wireless technology
- Managing health through fact and information
- Assessing members' knowledge, readiness to change and learning styles and providing health management and support accordingly
- Measuring satisfaction, functional health, clinical quality and cost

Allen Hinkle, M.D. Corporate Medical Director & Senior Vice President for Quality Healthcare Management, BLUE CROSS BLUE SHIELD OF NEW HAMPSHIRE / MATTHEW THORNTON HEALTH PLAN

9:15 CASE STUDY: COMMUNITIES THROUGH E-CONNECTIVITY

Catholic Healthcare West recognizes the critical importance of enhancing connectivity with the patients, employees, physicians, and the communities which we serve. As such, CHW developed its internet and intranet capabilities to project content, enhance transactions, migrate best practices, facilitate e-commerce, and brand our healthcare services. The presentation shall illustrate how CHW connects now with various functionalities of a web site, and shall expand in the near future.

George W. Bo-Linn, M.D., M.H.A., F.A.C.P., Senior Vice President & Chief Medical Officer, CATHOLIC HEALTHCARE WEST

9:45 *Refreshments*

10:00 PANEL DISCUSSION: TRANSITIONING TO E-CARE

A diverse panel of experts and practitioners discuss the challenges and opportunities to consider as healthcare organizations begin implementing an e-care strategy.

- How to promote physician adoption of e-care
- Moving toward an electronic medical record
- Key challenges to e-care implementation and innovative approaches for overcoming them

Moderator:

Peter Kilbridge, MD, Practice Director, FIRST CONSULTING GROUP

Panelists:

Jonathan Teich, M.D., Ph.D., Chief Medical Officer, HEALTHVISION

Keith Marton, Chief Medical Officer & Senior Vice President, LEGACY HEALTH SYSTEMS

Louise McCleery, Director of Health Risk Management,

BLUE CROSS BLUE SHIELD OF NEW HAMPSHIRE / MATTHEW THORNTON HEALTH PLAN

11:30 CASE STUDY: PROVIDING CONSUMER HEALTH INFORMATION THROUGH A LOCAL PORTAL—A STORY OF SUCCESSES AND LIMITATIONS

- What the public looks for in a health information site
- Goals for a health information portal
- Approaches: wide-area vs. locally-based
- An implementation: design, experience, and issues

- Issues in creating and maintaining value

Robert A. Greenes, M.D., Ph.D., Professor of Radiology, [HARVARD MEDICAL SCHOOL](#) & Professor of Health Informatics, Health Science and Technology Division (HST), a joint division of [HARVARD MEDICAL SCHOOL AND MASSACHUSETTS INSTITUTE OF TECHNOLOGY](#)

12:00 EVALUATING DISEASE MANAGEMENT VENDORS—WEBSITES, OUTCOMES & FINANCES

Al Lewis, whose Disease Management Purchasing Consortium assists 57 health plans in putting programs into place, will discuss how health plans select disease management vendors. He will focus on

- Financial terms of recently awarded contracts and current trends
- The role of reported outcomes in vendor differentiation
- The buyer's perspective on the importance of websites and their role in a disease management program

Al Lewis, Executive Director, [DISEASE MANAGEMENT CONSORTIUM](#)

12:30 Luncheon

1:30 CASE STUDY: WEB ACCESS TO CLINICAL INFORMATION

Cedars-Sinai Medical Center, a Los Angeles academic medical center, has developed a leading Internet-based clinical information system. A broad array of patient specific and referential information is available to Cedars-Sinai physicians at any computer with Internet access. The presentation will cover the design and development of the product, the necessary infrastructure development and its acceptance and utilization by physicians.

Douglas T. Jones, Vice President, Enterprise Information Services & Chief Information Officer, [CEDARS-SINAI HEALTH SYSTEM](#)

2:00 CASE STUDY: IMPLEMENTING A E-HEALTH STRATEGY IN A DIVERSE IDN

From small very rural community hospitals to the largest urban hospitals, how do you build a bridging "E strategy" for a diverse customer base?

John Hummel, Chief Information Officer, [SUTTER HEALTH](#)

2:30 CASE STUDY: ELECTRONIC PATIENT-CENTERED COMMUNICATION: EMAIL AND OTHER WAYS TO COMMUNICATE CLINICALLY (CLINICAL CONNECTIVITY)

A national expert on the use of e-mail in patient care will speak about:

- Risks and benefits of e-mail in patient care
- Reasons and responses to physician resistance
- Reasonable approaches to utilizing e-mail in clinical practice
- Web-based approaches to patient-centered communication
- Challenges and promises of integrating these systems with the computerized patient record
- Issues surrounding patient access to their health information through web-based communication systems

Daniel Z. Sands, M.D., M.P.H., Center for Clinical Computing, [BETH ISRAEL DEACONESS MEDICAL CENTER, HARVARD MEDICAL SCHOOL](#)

3:00 CASE STUDY: QUALITY ASSURANCE AND RISK MANAGEMENT IN AN ON-LINE HEALTH DISCUSSION GROUP

- How On-line health interventions differ from In-Person interventions
- Risk management: beyond the Terms of Service Agreement
- Quality Assurance
- Future Challenges

Alan Eshleman, MD, Physician Lead, [KP ONLINE, KAISER PERMANENTE](#)

3:30 CASE STUDY: BUILDING THE HEALTHCARE INTRANET: A PRACTICAL DISCUSSION

Developing an Intranet for a healthcare organization must produce a return on investment. Learn how a corporate Intranet can benefit your organization, how to engage the user community in the design and prioritization of Intranet features, and avoid the common pitfalls. Clinical, administrative/financial, and academic Intranet programs will be discussed.

Mitchell Morris, MD, Senior Vice President and Chief Information Officer
[UNIVERSITY OF TEXAS, MD ANDERSON CANCER CENTER](#)

4:00 CASE STUDY: WEB STRATEGY ON A (WITHOUT A) BUDGET

Healthcare organizations are increasingly forced to allocate scarce dollars creatively to assure their survival. Learn how one organization began an aggressive web strategy of high-impact programs to bring value to consumers, patients, physicians and staff, within tight financial constraints. Examples of each and the challenges the organization met will be discussed.

William Spooner, Senior Vice President & Chief Information Officer, SHARP HEALTHCARE

4:30 CASE STUDY: CLINICAL AUTOMATION

The Santa Cruz community of diverse providers implemented standard communication tools which allow physicians to benefit from advancing Internet technologies and take a step-wise approach to full clinical automation.

Raymond Scott, Founder and Chief Technology Officer, AXOLOTL

Lee Vanderpool, Chief Information Officer, DOMINICAN SANTA CRUZ HOSPITAL

5:00 THE PHARMA AND MEDICAL DEVICE COMPANY PERSPECTIVE ON DISEASE MANAGEMENT APPLICATIONS

- DM drivers for pharma and medical device manufacturers
- Value proposition for DM (the win-win scenarios)
- Business Models for sponsored DM programs
- Technology considerations
- A review of how pharma and medical device companies are exploiting web technologies to provide disease management approaches for patients, providers and payers.

Martin Holzman, Vice President, FIRST CONSULTING GROUP

5:30 Inaugural E-Care Forum Concludes

The Scottsdale Institute provides information, idea exchange, and access to industry resources to help healthcare executives improve organization performance through more effective information management.

The goal of Scottsdale Institute is to assist healthcare executives in enhancing both strategy and operations through information management. A founding principle is the idea of information sharing, working together, and helping each other address common issues.

SCOTTSDALE INSTITUTE

The Scottsdale Institute is a supporting organization of the E-Care Forum.

TCBI would like to thank the staff of the Scottsdale Institute for their extraordinary contributions to the E-Care Forum.

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Axolotl Corp. is a leader in multimedia e-Health communications and patient care management tools. An installed base of over 53,000 physicians and over 20 million individuals are already enjoying the benefits of Axolotl's products.

Axolotl's Web-based clinical messaging solutions, known as Elysium, effectively meet the growing demands of physicians—demands for more efficient, interactive systems that accelerate communications with healthcare partners and patients, control costs, and improve office workflow. The Company's Waiting Room Television Network (AccentHealth) and healthcare information Web site (accenthealth.com) are key distribution channels for the communication of relevant, valuable health information to consumers and patients. Axolotl's Web services include Web site customization services, private doctor-patient communication through a private patient portal, and high-speed broadband connectivity for fast, persistent Internet connections and information delivery.



ARC Consulting Group, LTD. (ARC) is the nation's premier research company dedicated to health care information technology. ARC's dedicated researchers focus on the issues that have the greatest impact on our Healthcare clients – not just technology questions, but strategic, policy, and organizational considerations. Our analysts' track industry trends, conduct member surveys and case studies, assess best practices, and perform benchmarking studies. We also assist vendors in their Business Strategies, Market and Customer Strategies, Competitive Analysis, and Product Profiling.

Since 1972, the consultants at ARC have been helping Healthcare IT professionals make better strategic and tactical decisions. We offer clients the advantage of the finest industry research available anywhere, as well as a resource equally valuable -- the collective hindsight of hundreds of companies whose IT experiences we have monitored and analyzed in detail.



CBSI is a global provider of business and technology solutions with a vigorous fifteen-year history of growth, commitment, customer loyalty, and successful system implementations. We have deep experience in many industries, and our healthcare industry expertise is unparalleled. We are widely recognized in the industry for both our contributions to HIPAA legislation -- CBSI personnel led the ASC X12N Insurance Subcommittee that designed the nine electronic transactions outlined in the legislation -- and for our leadership in compliance assessments and implementations. CBSI consultants have already completed HIPAA assessments and remediation planning for major healthcare payers, HMOs, and Integrated Delivery Networks.



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The HealthScout Network is the Internet's largest provider of health information and interactive tools delivered through its consumer and corporate divisions. The Network's offerings are available through an extensive affiliate network including Yahoo!, The Toronto Star, and USA Today. The company's corporate DoHealth division offers organizations tools designed to encourage constituencies to improve and maintain their health. With the implementation of HealthScout's recent agreement with InfoSpace, nearly 6 million people at over 3,000 Web sites will have access each month to the company's products. Through its offerings, The HealthScout Network strives to add value to every health-related transaction on the Internet.



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Vitalz is based in Austin, Texas, with an additional sales and client service office in Oakland, California. For more information, contact Vitalz at info@vitalz.com or call (512) 615-3800.



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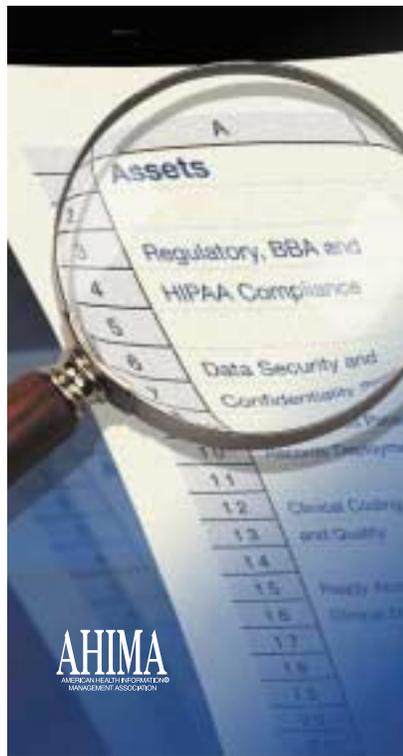
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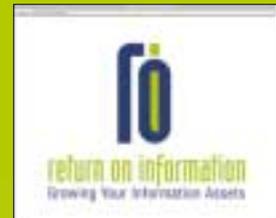
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For additional information, please contact Satish Kavirajan at TCBI:

Ph: 310-265-6630 Email: sk@tcbi.org

HEALTH INTERNET CONGRESS THE INAUGURAL E-CARE FORUM

December 11-13 • Doubletree Hotel, San Jose, CA

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