AGENDA
MONDAY   October 5

11:30 am - 7:00 pm   **REGISTRATION FOR SUPPLIERS & SPONSORS**

11:30 am - 4:00 pm   **PROVIDER REGISTRATION**
This special Provider Registration is for all Hospital I.T. Directors and GPO Executives. Relax and enjoy a light meal & networking with your peers as you register for the conference. Lunch will be served between noon and 3:00 pm.

12:00 pm - 4:00 pm   **SUPPLIER SHOWCASE**
Select Suppliers will showcase their products, services and technology in a limited number of showcases. The showcases will only be open on Monday between 12:00noon and 4:00pm.

3:00 pm - 3:20 pm   **SUPPLIER ORIENTATION**
All Suppliers are welcome to attend this orientation meeting. This informational orientation meeting is an excellent opportunity for first time Supplier attendees to gain a clear understanding of our conference, specifically the the **Reverse EXPO** and how it works.

4:15 pm - 5:30 pm   **PROVIDER ORIENTATION & SPONSOR SPOTLIGHT**
All Hospital I.T. Directors and GPO Executives are required to attend this orientation meeting , which will provide important information pertaining to the conference and introduce a few of our sponsors.

5:30 pm - 6:30 pm   **WELCOME RECEPTION & NETWORKING PARTY - ALL ATTENDEES**

6:30 pm - . . .   **EVENING SUITES HOSTED BY OUR SPONSORS**

AGENDA
TUESDAY   October 6

7:00 am - 6:00 pm

REGISTRATION DESK OPEN
Our Registration Desk will be staffed throughout the conference. If you have questions or need assistance with anything, please stop by and let us know. We are happy to help.

7:00 am - 8:00 am

BREAKFAST - ALL ATTENDEES

PURESTORAGE

8:00 am - 9:30 am

OPENING REMARKS AND KEYNOTE ADDRESS
"What If…?"

GE Healthcare

Speaker: Mike Rayburn, *CSP, CPAE*

As a Hall of Fame international keynote speaker, author, comedian, and world-class guitarist, Mike Rayburn is an inspirational thought leader and one of the most in-demand and unconventional keynote artists in the world. The measure of any speaker is the results they produce. Mike is consistently cited as "the hit of the conference," and "what we needed and didn't even know it." More importantly, businesses regularly attribute significant, sometimes exponential increases in sales, impact and morale to the application of Mike's keynote tools and breakout session content. Always on the cutting edge, Mike is a Certified Speaking Professional (CSP), Hall of Fame speaker (CPAE), and two-time TEDx presenter who has performed more than 4,000 presentations. His comedy remains in heavy rotation on Sirius/XM radio. He has been featured in *USA Today, Newsweek, Billboard, American Entertainment, Gig,* and *Successful Meetings* magazines.
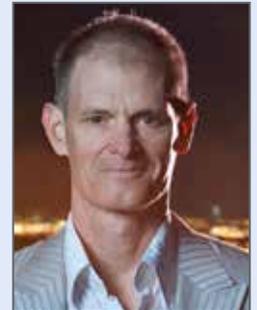
Drawing from his success as an entrepreneur as well as a Carnegie Hall headliner, Mike is a master at increasing profitability and impact by inspiring your team to become possibility thinkers and virtuoso performers… all by daring you to ask the question, "What if…?" In his hilarious, musically amazing, motivational keynote, Mike does what no other presenter can do. Not only is he a world-class guitarist and stand-up comedian, he is also an authority on personal development and human potential. In this energetic presentation, Mike uses his guitar and comedy to teach three simple, powerful tools attendees can use immediately and forever to access their unrealized potential, to look at old things in a new way, and to leap beyond their perceived limitations. These are the tools which took he from playing for seven people in a bar in Virginia to standing ovations at Carnegie Hall. They work. For anyone. And everyone. Always.

Learning Objectives:
During this session, each attendee will learn:
* Three simple, powerful tools they can use immediately and forever to access the gold mine of unrealized potential inside them
* The most powerful motivational force on this planet
* The most basic human brain function and how to harness it for powerful change
* How to manage change by creating change – defining the curve rather than following it
* The power of a sense of purpose and how to draw from it as a source of strength and renewal
* How to become a virtuoso: a simple, powerful 10-minute exercise which will demonstrate how to master the things that truly matter

AGENDA

TUESDAY October 6, *continued*

9:30 am - 9:45 am   **COFFEE BREAK**

HITACHI
Inspire the Next

9:45 am - 10:45 am   **EDUCATIONAL SESSION: Interoperability, Part 1 - CMIO Perspective**

TRUVEN
HEALTH ANALYTICS™

Learning Objectives:
As a result of this session, attendees will
- Recognize the current challenges related to inadequate data portability across systems, from a patient and clinician perspective
- Describe the clinical impact that inadequate availability of information has on quality, safety and patient experience
- Illustrate the "Nirvana" of a perfectly aligned, health system with constant information availability across all platforms
- Illustrate high level strategies for achieving seamless availability of all relevant information in all venues of care

Speaker: Lynn R. Witherspoon, *M.D.*
Dr. Lynn Witherspoon is a graduate of the University of Wisconsin Medical School in Madison. He trained in Internal Medicine and Nuclear Medicine at the Ochsner Medical Institutions in New Orleans and Duke University Medical Center in Durham and is Board Certified in both. After serving in the United States Navy, he joined the staff of the Ochsner Clinic in New Orleans where his practice included Endocrinology, Nuclear Medicine, and the creation and management of Ochsner's immunoassay laboratory.

Dr. Witherspoon served in an Informatics role or as CIO during much of his Ochsner career. He conceptualized and built a clinical repository in the mid-1980's and subsequently shepherded the design, development, deployment, and certification of Ochsner's legacy EHR platform. Since 2009 Ochsner has implemented a broad suite of practice support, billing, medical record, and clinical applications from Epic. Dr. Witherspoon is now System Vice President and Chief Medical Information Officer for the Ochsner Health System.

AGENDA

11:00 am - 12:00 pm

TRUVEN HEALTH ANALYTICS™

EDUCATIONAL SESSION: Interoperability, Part 2 – Vendor Perspective

Learning Objectives:
During this session, attendees will review
- Historical perspective on clinical interoperability
- Business drivers to connect EMRs
- Past, present, future state of the standards and their adoption
- Technology approaches to connecting EMRs

Speaker: Chris Ingersoll

Chris Ingersoll has 25 years of experience in interoperability and Internet based solutions, providing leadership across multiple software disciplines of engineering, product management, professional services, and business development. He has 12 years' experience in health care, focused on population management, health information exchange (HIE), analytics, patient engagement, and care coordination. In his 12 years at RelayHealth, he's held leadership positions in engineering, product management and business development focused on interoperability. He led the architectural development of RelayHealth's Health Information Exchange platform focusing on electronic health record (EHR) connectivity, patient identity, clinical terminology, and patient consent. Chris currently leads a team responsible for representing McKesson's HIE and Analytics technologies in business development to assess alignment with customer strategic objectives.

Prior to joining RelayHealth, Chris was an engineering director for six years at Commerce One, a pioneer in the Internet business-to-business market. Commerce One developed procurement and supply chain management solutions and created many early XML and web services technologies. He is an early innovator in the field of XML-based interoperability and is lead inventor of two XML patents in transformation and version management. He started his career at Gnossos Software, a Washington DC based software company that developed Political Action Committee and Lobbying information solutions. He held lead positions in product development and professional services. Chris earned his bachelor's in Computer Science from Dartmouth College in Hanover, New Hampshire. He lives in Berkeley, California with his wife and two children.

11:30 am - 1:00 pm   **LUNCH - ALL ATTENDEES**

Amico

AGENDA

TUESDAY   October 6, *continued*

1:30 pm - 3:30 pm

Health Language

®Wolters Kluwer

REVERSE EXPO SESSION I
The Hospital I.T. Directors and GPO Executives host the exhibit booths in this very unique *Reverse EXPO*.

4:00 pm - 5:00 pm

SurMD
HIPAA Compliant

EDUCATIONAL SESSION: The Coming Health Tech Disruption

Learning Objectives:
During this session, attendees will review
- Explore current healthcare trends that intersect both the radiology and I.T. worlds
- Gain an understanding of how consumerism, patient-generated data and virtual health technologies are changing care delivery
- Learn how evolutions in 3D printing, artificial intelligence and genomics are advancing the fields of radiology and healthcare I.T.

Speaker: Allison Heddon
As co-lead of Sg2's Center for Clinical Technology, Allison's work focuses on emerging medical technologies, specifically virtual health, and the impact of these innovations on care delivery. Allison shapes corporate messaging and develops strategic guidance relating to enterprise-wide technology acquisition strategies and virtual health implementation for both US and international organizations. Within this role, she has led development of Sg2's proprietary STEPTM (Sg2 Technology Evaluation and Prioritization) tool and managed projects for large international technology vendors and pharmaceutical companies focused on global technology assessments.

Allison has been named a "20 In Their 20s" by Crain's Chicago Business and her work has been published in the *Journal of Medical Ethics*. She has spoken across the nation on various health care technology topics and has served as an innovation workshop lead at Singularity University's Exponential Medicine Conference. Allison also serves as a mentor to biotech start-ups in MATTER, a Chicago-based accelerator aiming to grow next-generation diagnostics, biopharma, health IT and medical device businesses. Allison is also the cofounder and chief informatics officer of Resonance Medical, LLC, a neuroinformatics company that is developing novel brain-machine interfaces and drug delivery technologies. Allison earned her master's degree in bioethics and health policy from Loyola University Chicago and her bachelor of arts degree in biology from Illinois Wesleyan University. Allison and her husband, Chris, live in Evanston, IL, with their two chinchillas, Lucy and Oliver.

AGENDA

TUESDAY October 6, *continued*

6:00 pm - 10:00 pm

GCX Mounting Solutions

MERGE

NEC NEC Display Solutions

DINNER & ENTERTAINMENT

On Tuesday night, join us for an unforgettable Los Angeles evening at the Belasco. Built in 1926, the theater opened with the stage version of *Gentlemen Prefer Blondes* – the first of many productions to grace the stage with stars like Humphrey Bogart and Helen Hayes. Over the decades, the theater served as a film set for everything from *The Prestige* to *Memoirs of a Geisha*. After a 20 year closure and a $10 million dollar renovation, today the theater is a popular destination for celebrity photo shoots, filming, and private Hollywood events. Come prepared for the full red carpet treatment, (including photo ops with surprise guests), wonderful food and open bars.

After dinner, dust off your bellbottoms and get ready to boogie down to all your favorite hits from the 70s, including the Bee Gees, K.C. and the Sunshine Band, Donna Summer and many more. If you can still dig it, join us as we travel back in time with *Grooveline* for an hour of disco delight.

We'll close off the evening with the *M-80's*, a rockin' 80s new wave band covering everything from "Just Like Heaven" by the Cure to "The Safety Dance" by Men Without Hats. If you were a wild child of the 80's, don't forget your Member's Only jackets and crimped hair. The M-80's won't!
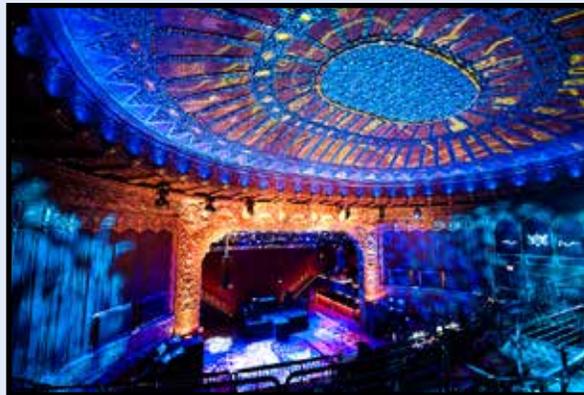
AGENDA
WEDNESDAY   October 7

7:00 am - 12 noon

REGISTRATION DESK OPEN
Our Registration Desk will be staffed throughout the conference. If you have questions or need assistance with anything, please stop by and let us know. We are happy to help.

7:00 am - 8:00 am

BREAKFAST - ALL ATTENDEES

PURESTORAGE

8:00 am - 10:00 am

REVERSE EXPO SESSION II
The Hospital I.T. Directors and GPO Executives host the exhibit booths in this very unique *Reverse EXPO*.

Health Language
Wolters Kluwer

10:30 am - 11:30 am

EDUCATIONAL SESSION: Emerging Security Concerns
Expert Panel Discussion

Learning Objectives:
As a result of this session, attendees will
• Understand the latest IT security risks and best practices for mitigation
• Learn about how to protect your organization from breaches or hacks of cloud based technologies
• Hear about tactics to minimize impact from Bring Your Own Device and external email utilization in the clinical environment
• Recognize the highest risk areas for data leakage and strategies for preventing exposure of sensitive information

KONICA MINOLTA

Moderator:
Cindy Peterson has over 25 years' experience in Healthcare Information Systems and Technology. She currently holds the title of Vice President/ Chief Information Officer for Henry Mayo Newhall Hospital in Southern California. Henry Mayo, a community based 238 bed facility, is a Stage 6 EMRAM and both 2013 & 2014 Most Wired hospital that recently completed a full CPOE and Physician Documentation roll out. Cindy leads Information Systems, Communications, Network Support, Biomedical Engineering, Privacy/Compliance and Informatics. For the past three years the IT department has been a finalist for the Best Healthcare IT Department surveyed by employees nationwide. In February 2014, Cindy was acknowledged by Becker's Hospital Review, 100 Hospital & Health System CIO's to Know. Prior to joining Henry Mayo she was the Regional CIO for Adventist Health and supported five hospitals.

10:30 am - 11:30 am

EDUCATIONAL SESSION: Security Panel Discussion *(continued)*

Panelists:

Barry Mathis, Principal with H. I. S. Professionals, LLC, has over 25 years' experience in the healthcare IT industry working as a CIO, CTO, Sr. IT Audit Manager, IT Director and Healthcare IT Consultant. He has advised and worked with some of the largest and most complex healthcare providers in the nation. He has served as a compliance officer, HIPAA subject matter expert and presently as the Principal HIPAA Security specialist for H.I.S Professionals.

Skip Rollins, Chief Information Officer and Chief Information Security Officer for Freeman Health System in Joplin, Missouri. He received a BBA degree from Faulkner University in 1990. After beginning his career in the Banking IT Industry, he moved to the healthcare industry. He has held multiple senior leadership position in organizations such as First Tennessee Bank, Compass Bank, Ascension Health, Gateway Health, Baptist Memorial Health and Freeman Health Systems. Skip was the President of Integration Resource Group for 15 years, which focused on strategic planning, large scale implementations and interim leadership roles in the healthcare IT industry. He was a trusted advisor to a large number of CIO's in the healthcare industry.

Tony Scott serves as the Founder and CEO of Technical Financial Solutions, a Georgia-based firm serving healthcare entities across the country. TFS currently conducts HITECH/HIPAA Security assessments for nearly 50 covered entities and has helped eight clients with CMS audits and one client with an OCR audit. TFS has performed vulnerability scans on over 150,000 IPs. He has over 23 years of combined experience implementing information systems and auditing system controls, including five years of service at a Big Four firm. Tony graduated from Georgia Southern University earning a bachelor's degree in Business Administration with a major in Accounting in 1992.