

# Consumer Driven Healthcare Conference

*"Bridging the Gap between Healthcare Providers & Partners, and Academia"*

*A SoCal HIMSS Academic Alliance Committee Program*

**Date/Time:** Friday, February 5, 2010, 9:45 AM to 3:00 PM

**Location:** UCLA Covel Commons, 330 De Neve Dr., LA, CA 90095-1492

**Directions and Interactive Map:** Click [HERE](#)

**Cost:** \$15.00 (Students), \$45.00 (HIMSS Members); \$75 (Non-HIMSS Members) \$10.00 (Parking)

**Online Registration:** <http://www.himss-socal.org/>

**Location hosted by**



**Department of Health Services**  
*Improving Access, Quality & Efficiency through Scholarship & Practice*

## PROGRAM AGENDA

09:00 – 09:45 **Registration/Networking/Vendor Table Visits**

09:45 – 10:00 **Chapter Announcements**

10:00 – 10:45 **Keynote Speaker**

Charles Kennedy, MD

Vice President, Wellpoint, ARRA HIT Policy Committee Advisor

*"The HITECH Act: How \$40 Billion Worth of Health IT Could Transform the Healthcare Industry"*

10:50 – 11:25 **Presentation #1**

John Fontanesi, PhD

Director and Professor of Medicine, UCSD School of Medicine

*"Addressing the Challenge of Delivering Quality Healthcare to Consumers"*

11:25 – 12:10 **Lunch/Networking/Vendor Table Visits**

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# PROGRAM AGENDA

(CONTINUED)

12:10 – 12:45 **Presentation #2**

Todd Taylor, MD, FACEP

Physician Executive, Microsoft Health Solutions Group

*“Connected Health: Building a Scalable Patient Centric Health System”*

12:50 – 01:25 **Presentation #3**

Thomas Horan, PhD

Director and Associate Professor, Claremont Graduate University

*“Action Design Research in Health IT: Research, Development, and Commercialization of a HealthATM Network”*

01:25 – 01:40 **Networking/Vendor Table Visits**

01:40 – 02:55 **Panel Q&A Session**

Diana Hilberman, DrPH (Moderator)

Professor of Health Services and Director of the Program in Health Policy and Management  
UCLA School of Public Health

Leah Vriesman, PhD, MHA, MBA (Panelist)

Assistant Professor, UCLA School of Public Health

*Health 3.0: Moving Past Static EMRs (1.0) and Social Networking (2.0) to Interactive Patient/Provider Technology (3.0)*

Tyrone Grandison, PhD (Panelist)

Manager of Health Informatics, IBM

*“Privacy and Security Factors Affecting PHRs/Consumer Health”*

Jan Oldenburg, PhD (ABD) (Panelist)

Senior Practice Leader, Kaiser Permanente

*“Lessons Learned from Kaiser Permanente’s Implementation of MyHealthManager”*

Gail Medeiros, MPH, MHA (Panelist)

Adjunct Professor, University of Southern California, School of Policy, Planning & Development; Director, Solutions Performance Analysis, My Health Community

*“Social Media: Harness the Power, Connect with your Community”*

Frances Dare, MBA (Panelist)

Director, Healthcare Practice, Cisco Systems

*“Healthcare’s Overlooked Opportunity to Connect Consumers”*

02:55 – 03:00 **Raffle Drawing and Closing Remarks**

03:00 – 03:45 **Post Conference Networking/Vendor Table Visits/Refreshments**

*Participating Universities include ...*



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