

SoCal HIMSS Presents ...

Consumer Driven Healthcare Conference

Featuring Keynote ...

Charles Kennedy, MD, HIT Policy Committee Advisor

"The HITECH Act & Health IT: \$40 Billion To Transform Healthcare"



Charles Kennedy, MD

Vice President of Health Information Technology, WellPoint, Inc.

Charles D. Kennedy, MD is the Vice President of Health Information Technology for WellPoint, Inc. Dr. Kennedy is a nationally recognized speaker and the founding commissioner on the Certification Commission for Health Information Technology. He is the first insurance industry representative on the HIT Policy Committee and serves on a variety of state level boards, such as the California Health IT Financing Advisory Committee.

Register today to hear Dr. Kennedy discuss ...

- ▶ if the HITECH Act and \$40 billion will transform healthcare
- ▶ how affordability, quality, and variation in care will affect healthcare value
- ▶ the roadmap to achieving meaningful use of health IT
- ▶ why the IHR program and Shared Clinical Intelligence can improve care
- ▶ the interoperability of HIE and PHR

Register [HERE](#) Today!! ... Limited Seating Available!!

Conference Date: Friday, February 5, 2010

Conference Time: 9:45 AM to 3:00 PM

Conference Location: UCLA Covel Commons
330 De Neve Dr.
Los Angeles, CA 90095

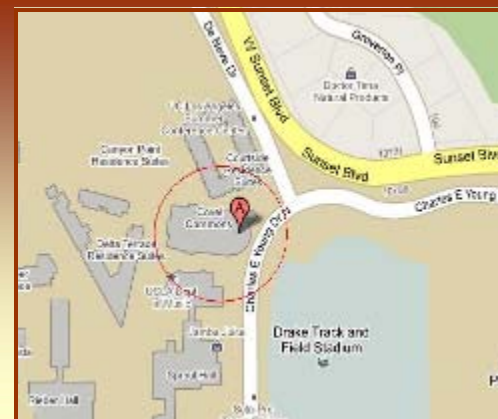
Directions and Interactive Map: Click [HERE](#)

Cost: \$15.00 (Students), \$45.00 (HIMSS Members)

\$75 (Non-HIMSS Members) **Parking:** \$10.00

More Information at: <http://www.himss-socal.org>

****** Doors Open at: 9:00 AM ******



Also Featuring Keynotes ...



Todd B. Taylor, MD, FACEP
*Physician Executive
Microsoft Corporation Health
Solutions Group*

Connected Health: Building a Scalable Patient Centric Health System



Thomas A. Horan, PhD
*Director, Kay Center
Associate Professor, ISIST
Claremont Graduate University*

Research, Development, and Commercialization of a HealthATM Network

John Fontanesi, PhD - *Director, Center for Management Science in Healthcare, UCSD Medical School*
"Addressing the Challenge of Delivering Quality Healthcare to Consumers"

And an Exciting Panel of Healthcare Industry and Academic Experts ...



Diana Hilberman, DrPH
*Professor of Health Services,
Director of the Program in Health
Policy and Management,
Department of Health Services,
UCLA School of Public Health*

Panel Moderator



Leah J. Vriesman, PhD,
MHA, MBA
*Assistant Professor, UCLA School
of Public Health; President, Excel
Research*

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



Tyrone Grandison, PhD
*Manager, Data Privacy Research,
IBM Almaden Research Center*

Privacy and Security Factors Affecting PHRs and Consumer Health



Jan Oldenburg, PhD (ABD)
*Senior Practice Leader, Internet
Services, Kaiser Permanente*

Lessons Learned: Kaiser Permanente's Implementation of My Health Manager



Frances V. Dare, MBA
*Director, Global Healthcare
Practice, Cisco Systems*

The Untapped Opportunity to Connect with Healthcare Consumers



Gail Medeiros, MPA, MHA
*Adjunct Professor, SPPD,
University of Southern California;
IT Solutions Performance
Director, MyCommunityHealth*

Social Media: Harness the Power, Connect with your Community

Don't Miss Out ... Register [HERE](#) Before It's Too Late!!
The Chapter's Last Event (CIO Forum) Sold Out Early!!

Enjoy the Spectacular Grand Horizon Banquet Facilities at UCLA's Covell Commons Conference Center, Located in the Center of Westwood, CA



Attend the sessions and qualify for 4.6 CPHIMS continuing education contact hours!

Sponsored by the Southern California Chapter of HIMSS

Location Hosted by the Department of Health Services, UCLA School of Public Health

We would like to thank our Southern California HIMSS chapter sponsors who help make this event possible!!

Looking forward to seeing you there!