

E-HEALTHCARE CONNECTIONS & THE NATIONAL CONGRESS  
HEALTHCARE CONFERENCE SERIES

presents



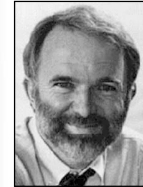
Dean Edell, MD  
HealthCentral.com



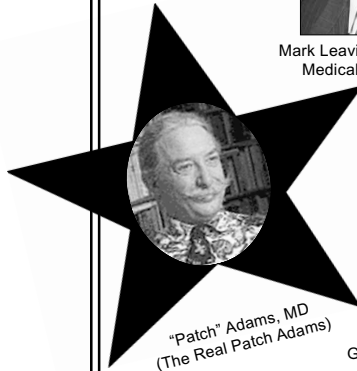
Charles E. Saunders, MD  
Healthon/WebMD



Mark Leavitt, MD, Ph.D.  
MedicaLogic.com



Tom Ferguson, MD  
The Ferguson Report



"Patch" Adams, MD  
(The Real Patch Adams)



George D. Lundberg, MD  
Medscape.com



Richard Noffsinger  
Microsoft Corporation



*The Symposium on*  
E-Healthcare Strategies for Physicians, Hospitals  
& Integrated Delivery Systems

*A Strategic Roadmap to the Internet Healthcare Revolution*

Also Presented By: AHA News, Group Practice Journal, Health Affairs, Healthcare Business, Health Forum  
Journal, Hospitals & Health Networks, Modern Healthcare, Modern Physician, and Trustee Magazine

Jointly Sponsored, Co-Provided, and Co-Sponsored by:  Medical Education Collaborative

June 25-28, 2000

Early Registration for Reduced Rates Must Be Postmarked by June 1, 2000

THE HYATT REGENCY - EMBARCADERO CENTER - San Francisco, California

800-684-4549

[www.ehealthcareconnections.com](http://www.ehealthcareconnections.com)

This activity is partially supported by unrestricted educational grants from the following companies:



HEALTHCENTRAL

PLATINUM SUPPORTERS

MEDI VATION

Medscape®



Microsoft

MedicaLogic



HEIDRICK & STRUGGLES  
Consultants in Executive Search

Healthon | WebMD

medibuy.com

Davis Wright Tremaine LLP

# Vision

A revolution is underway that will change the way physicians, hospitals and integrated delivery systems do business. This fundamental shift isn't driven by the threat of a President's solution to rising healthcare costs. It isn't driven by managed care or breakthrough discoveries in medicine. It is driven by consumers who are rushing onto the Internet in search of information and tools that will empower them to take charge of their own healthcare. By and large, it isn't hospitals or physicians responding to this phenomenon. It is a new breed of entrepreneurs, who are adding an estimated 1,500 new health-related Web sites per month.

Both healthy consumers and patients are taking more responsibility for their own care as a result of what they learn on the Internet. This will have a direct impact on traditional healthcare providers. According to a Louis Harris poll in March, 60 million Americans searched for healthcare information last year, and more than 90% said that they were satisfied with the information they found. That is an estimated 68% of all adults who had Internet access last year. The Louis Harris poll also found that two-thirds of those who searched the Internet talked about the information they found with their doctors.

Even more relevant is the fact that consumers who search the Net are looking for information on disorders that now account for a significant portion of total healthcare resource consumption. The top ten health conditions prompting a search, for example, were depression, allergies (or sinus conditions), cancer, bipolar disorder, arthritis/rheumatism, high blood pressure/hypertension, migraine, anxiety, heart disease, and sleep disorders. Think of the potential power to influence quality and costs if we could harness the energy of these web surfers. But the use of the Internet by consumers is going beyond simply looking for healthcare information.

A report from Piper Jaffray predicts that healthcare will surpass on-line book retailing, which to date has been the most successful e-commerce model. The report points out that each year Americans spend four times as much per capita on prescription drugs as on books. Piper Jaffray also noted the tremendous potential for efficiency improvement in the industry. Their research indicates that one of every four dollars spent on healthcare is wasted through delivery of unnecessary care, redundant tests, and excessive administrative costs and that six percent of hospital

admissions result in adverse drug events (most of which are preventable).

So why haven't physicians and hospitals converted many of their business and consumer communications to the "Web way of life?" Until recently, a very big factor has been physician resistance based on lack of computer-savvy, accuracy of data concerns, privacy concerns, and difficulty of incorporating a new routine.

*Where are physicians as we enter the Internet age?* In 1996, only 7% of physicians were using the Internet. A survey reported by Healthcon in mid-June now indicates that over 85% of physicians have gone on-line. Physicians are using e-mail (74%) and searching for medical information (60%). Physicians are doing research on-line, communicating with hospitals and labs or updating their medical training.

The shift onto the net by consumers and physicians has been very quick. In fact, it has happened so quickly that legal, financial, political and business structures have been caught off guard. Technically, for example, physicians throughout the world now have the ability to treat patients in cities, counties and countries on-line. Yet in America, physicians must be licensed in the state where care is provided.

There have been a number of reasons physicians and hospitals have lagged behind other industries. But now there is evidence that this is beginning to change. And consumers are the driving force. For example, in a recent survey, at least 64% of Americans said they would like to be able to send e-mail messages to their doctors, but only 34% of the doctors said they were interested. Given the ease of using e-mail compared to licking stamps, listening to Musak on the telephone, or sitting in a waiting room, it's only a question of time before this situation changes.

Strategic use of the Internet holds the potential for achieving the vision of a seamless, coordinated, accessible and comprehensive integrated health care system. And that's without sinking large dollars into legal forms and infrastructure. The goal of this conference is to help physicians and health systems to seize the opportunities to become connected in the new digital age.



# Goals & Objectives

The goals and learning objectives of the symposium are:

- ◆ To provide physician and health system leaders with a better understanding of Internet healthcare market forces and trends.
- ◆ To examine the impact of the Internet on relationships among consumers, patients, physicians, hospitals, and integrated delivery systems.
- ◆ To present lessons from actual case studies of Internet-based, patient-accessible, interactive electronic medical records.
- ◆ To address the issues of patient interactivity, privacy and accuracy of health information on the Web.
- ◆ To assist physicians and hospitals in redesigning their business processes to facilitate integration, connectivity coordination, communication and patient interactions.
- ◆ To present strategies for encouraging physicians to make the Internet a vital component of their practices.
- ◆ To provide a forum for examining, comparing and contrasting Internet companies that assist physicians and hospitals to realize their full "Internet potential."
- ◆ To examine the role that business to business e-commerce can play in lowering health system costs.
- ◆ To provide an unparalleled opportunity for networking.

# Who will attend

This conference is designed for physicians, RN's, pharmacists, medical group & IPA presidents & directors, health system & hospital CEOs/COOs, CFO's, chief information officers, vice presidents for strategic planning, marketing & communications, vice presidents for managed care, MSO administrators, physician medical informatics executives, and others in the provider community who expect to be "connected" in the e-healthcare world of the 21<sup>st</sup> century. But it is not limited to these groups. The Internet, like healthcare, is a ubiquitous subject involving a host of players. We hope to attract a diverse audience as a means for enhancing the learning process. In many ways, the Internet holds the promise of assisting hospitals and healthcare systems to achieve the goals of integrated healthcare a lot more easily than the attempts to structure legal arrangements. The goal of this conference is to point the way.

*Prerequisites: None*



# Symposium Agenda

## Expo Overview

Sunday, June 25, 2000

**9:00 AM - 12:00 PM**  
**LEGAL & ETHICAL ISSUES IN THE**  
**HEALTHCARE INTERNET AND**  
**E-COMMERCE**

**PARTNERSHIPS IN CYBERSPACE EXPO**

---

**EXHIBITS**  
**OPEN**  
**10:00 AM-**  
**7:00 PM**

**WORKSHOP**  
**PRESENTATIONS**  
**ON THE HOUR**  
**10:00 AM-**  
**5:00 PM**

**EXHIBITOR WINE & CHEESE RECEPTION**  
**5:00 PM-7:00 PM**

Monday, June 26, 2000

**7 - 8 AM Continental Breakfast**

CONFERENCE  
PRESENTATIONS

**9:45 - 10:15 AM Morning Break**

CONFERENCE  
PRESENTATIONS

EXHIBITS  
OPEN

**12:15-1:15 PM LUNCH**

CONFERENCE  
PRESENTATIONS

EXHIBITS  
OPEN

**2:30 - 2:45 PM Afternoon Break**

CONFERENCE  
PRESENTATIONS

EXHIBITS  
OPEN

**5:15 PM Adjournment**

**6:00 - 7:00 PM Reception**

Tuesday, June 27, 2000

**7 - 8 AM Continental Breakfast**

CONFERENCE  
PRESENTATIONS

**9:45 - 10:00 AM Morning Break**

CONFERENCE  
PRESENTATIONS

EXHIBITS  
OPEN

**12:00-1:15 PM LUNCH**

CONFERENCE  
PRESENTATIONS

EXHIBITS  
OPEN

**2:30 - 2:45 PM Afternoon Break**

BREAKOUT  
PANEL  
DISCUSSIONS

**5:00 PM Adjournment**

Wednesday, June 28, 2000

**Confidentiality,**  
**Privacy, and**  
**HIPAA Compliance**

**ONE-DAY**  
**OPTIONAL**  
**WORKSHOP**

SEPARATE  
REGISTRATION  
REQUIRED

WORKSHOP  
PRESENTATIONS

EXHIBITS  
OPEN

**10:15 - 10:30 AM Morning Break**

WORKSHOP  
PRESENTATIONS

EXHIBITS  
OPEN

**12:00-1:00 PM LUNCH**

WORKSHOP  
PRESENTATIONS

EXHIBITS  
OPEN

**4:00 PM Adjournment**

Wednesday, June 28, 2000

**E-Healthcare Strategies Symposium & The Next 20 Years in Medicine**

wish to invite you to a private bio-tech and healthcare cocktail reception on the closing night of our conference.

***This is a VERY LIMITED offer for interested attendees of our conference.***

If you wish to request a VIP pass to this event, send an e-mail to:

HSS-guest@next20years.com and say you wish to attend The Next 20 Years in Medicine gathering.

An e-mail reply/confirmation will be sent.

**PRIVATE COCKTAIL RECEPTION**  
**PALACE OF FINE ARTS, SAN FRANCISCO**  
**5:30 PM**



# Symposium Agenda

Sunday, June 25, 2000

9:00 AM- **Optional Session: Legal and Ethical Issues in the Healthcare Internet and E-Commerce**  
12:00 PM Gerry Hinkley, JD      Reece Hirsch, JD      Larry Scott, Esq.  
Partner, Davis Wright Tremaine      Partner, Davis Wright Tremaine      Davis Wright Tremaine  
San Francisco, CA      San Francisco, CA      North Carolina

---

## WORKSHOPS\*

Workshop Presentations on the Hour 10:00 AM - 5:00 PM

Asterion.com	HEALTHvision	Medibuy.com
Axolotl	Healthcare Data Exchange (HDX)	Medpearl.com, Inc.
Clincomp	Healthwise, Inc.	Neoforma.com
CPM Corporation	Healtheon/WebMD.com	Nuesoft.com
DrKoop.com	Kaiser Permanente	Passport Health Communications
eProcrates Inc.	LifeChart.com	Physia.com
Enterworks Inc.	MCOL	The Trizetto Group
Health Allies.com	Medseek	V-One
Healinx Corp	MEDePass.com	VHA

---

## EXHIBITORS\*

Exhibits Open 10:00 AM - 5:00 PM Daily

Wine & Cheese Reception Sunday 25th, 5:00 PM - 7:00 PM

Asterion.com	Hospital Hub.com	Microsoft Corporation
DrKoop.com	Intel	NotifyMD
Embion.com	LifeChart.com	Nuesoft.com
Enterworks Inc.	MD Consult	Passport Health Communications
eProcrates Inc.	Medibuy.com	Physia Corporation
Healinx Corp	MedicaLogic.com	Scheduling.com
HealthCentral.com	Medivation, Inc.	Universal Systems, Inc.
Healtheon/WebMD.com	Medscape.com	V-One
HEALTHvision	Micromedex	WellMed
Healthwise, Inc.		XCare.net
Heidrick & Struggles		

*\*partial list*



# Symposium Agenda

Monday, June 26, 2000

7:00 AM Continental Breakfast

8:00 AM **Welcome & Introductions**

John D. Cochrane, M.H.A. (Moderator)  
Editor, E-Healthcare Connections  
San Diego, CA  
jcochrane@ehealthcareconnections.com  
www.ehealthcareconnections.com

Peter N. Grant, Ph.D., JD (Co-Director)  
Partner, Davis Wright Tremaine  
San Francisco, CA and Seattle, WA  
petergrant@dw.com

8:15 AM **What Consumer Internet Empowerment Means to Physicians & Hospitals**

Tom Ferguson, MD  
Editor & Publisher, The Ferguson Report  
Austin, TX

Dr. Ferguson is editor and publisher of "The Ferguson Report," the industry newsletter of on-line health. He is a senior associate at Boston's Center for Clinical Computing, a medical computing think-tank associated with Harvard Medical School. He is Adjunct Associate Professor of Health Informatics at the University of Texas Health Science Center in Houston. Tom received his M.D. from the Yale University School of Medicine. He founded the influential journal "Medical SelfCare and the SelfCare Catalog," a direct-mail company specializing in tools which help people take care of their health. He has received the National Educational Press Association's Distinguished Achievement Award. He served for many years as medical editor of "The Whole Earth Catalog." He wrote a chapter on the empowered medical consumer for the book that accompanied the Bill Moyers series on "Mind/Body Medicine." He is the author of a dozen books on consumer health, including "The No-Nag, No-Guilt, Do-It-Your-Own-Way Guide to Quit Smoking" and "Health On-line: How to Find Health Information, Support Groups and Self-Help Communities in Cyberspace." He lives and works in Austin, Texas.

9:00 AM **How Can Physicians Benefit by Incorporating the Internet in their Practice in Today's Managed Care Environment?**

Charles E. Saunders, MD, F.A.C.E.P., F.A.C.P.  
Chief Medical Officer, Healtheon/WebMD  
Santa Clara, CA

Dr. Saunders is Chief Medical Officer for Healtheon/WebMD. Before the merger, he was Vice President Strategic Planning and Medical Director for Healtheon Corporation. Prior to joining Healtheon, Dr. Saunders was a principal with A.T. Kearney, served as executive director of managed care services at an integrated health care delivery system and directed emergency medical and the 9-1-1 medical call center for the City and County of San Francisco. Dr. Saunders served on the faculty at UCSF and Vanderbilt University School of Medicine, and was the director of emergency services at the University of Colorado Health Sciences Center. Dr. Saunders is board-certified in both internal and emergency medicine. He is currently an active practitioner in emergency medicine. He received his Bachelor of Science degree from the University of Southern California and his M.D. from Johns Hopkins University School of Medicine.

9:45 AM Coffee Break & Exhibits

10:15 AM **Building Physician & Hospital Success Strategies for the Emerging E-Health Environment**

Graham Pallett  
Principal, Deloitte Consulting Health Care Practice  
Boston, MA

Thaddeus Grimes-Gruczka  
VP, Cyber Dialogue  
New York, NY

Research compiled by Deloitte and Cyber Dialogue, a leading Internet market research company, reveal the key forces accelerating the evolution of a new e-health consumer. Based on the findings they predict that only those companies acknowledging the new demands for information, customization and convenience will emerge as winners. Their report on this and subsequent research will help physicians and hospitals to better understand the new breed of e-healthcare consumer. This will provide a knowledge base for building success strategies for the emerging e-health environment.

11:00 AM **Case Study: What Happens When Patients Have On-line Access to their Health Records?**

Richard Gibson, MD, Ph.D.  
Chief Medical Information Officer,  
Providence Health System  
Portland, OR

Richard Skinner  
Chief Information Officer, Providence Health System  
Portland, OR

Mark Leavitt, MD, Ph.D.  
President & CEO, MedicaLogic  
Hillsborough, OR

MedicaLogic and the Providence Health Systems have a pilot project underway that allows patients to access their medical records and provide input in Portland, OR. This remarkable program dovetails with a practice EMR program offered by the company. Mark Leavitt founded MedicaLogic in 1985. He holds a doctorate from Stanford University in electrical engineering and a doctor of medicine from the University of Miami. Board-certified in internal medicine and geriatrics, Dr. Leavitt practiced full-time for 10 years, then served as medical director of information systems at Providence Health System for two years. Dr. Gibson has an M.D. from Case Western University and a Ph.D. in Medical Informatics from LDS Hospital and the University of Utah in Salt Lake City. He came to Providence Health System in 1996 and is responsible for planning and implementing clinical information systems in both the hospital and office arenas.



# Symposium Agenda

Monday, June 26, 2000 (continued)

12:15 PM Luncheon Speaker

**Healthcare Beyond 2000: Where is Technology Taking Physicians & Hospitals?**

Richard Noffsinger  
Worldwide Healthcare Group Manager  
Business Solutions Group, Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software for personal computers. The company offers a wide range of products and services for business and personal use, each designed with the mission of making it easier and more enjoyable for people to take advantage of the full power of personal computing every day. On many fronts Microsoft has also taken the lead in assisting physicians and hospitals to transition to the era of the Internet.

Afternoon Moderator:

Peter N. Grant, Ph.D., JD (Co-Director)  
Partner, Davis Wright Tremaine  
San Francisco, CA and Seattle, WA  
petergrant@dwt.com

1:15 PM **Why Should Physicians & Hospitals be Concerned About the Quality of Health Information on the Net? What Can We Do About it? Should Physicians Exchange E-Mail with Patients?**

Helga Rippen, MD, Ph.D., M.P.H.  
Chairperson, Internet Healthcare Coalition  
Director of Medical Informatics, Pfizer Health Solutions

Dr. Rippen is leading an effort to develop an Internet-based tool to help consumers assess the quality of health information on the Internet. This tool will be based on the recommendations of the Health Summit Group whose mission is to develop criteria to assess the quality of health information on the Internet. Dr. Rippen is Chairperson of the Health Education Subcommittee of IEEE's Medical Technology Policy Committee, External Liaison to HHS's Science Panel on Interactive Communications and Health, and Board member of the Internet Healthcare Coalition. Dr. Rippen is boarded in Public Health and Preventive Medicine. She received her Ph.D. in biomedical engineering from Duke University, a M.D. with honors from the University of Florida, and a M.P.H. from the Johns Hopkins School of Hygiene and Public Health.

2:00 PM **Preparing for HIPAA: What You Have to Do to Assure Privacy & Confidentiality of Patient Information (Regulations Due from HHS in June)**

Ted Cooper, MD  
National Director of Security & Privacy,  
Kaiser Permanente  
Oakland, CA

As healthcare enters a new era with the emergence of eCommerce, the risk of violating patient privacy has never been greater. The Health Insurance Portability & Accountability Act (HIPAA) is being heralded at Y2K II. In a recent Healthcare Informatics survey, nearly 60% of respondents said that they haven't even begun working on HIPAA compliance. Yet, the new privacy rules impose both requirements and sanctions on hospitals and physicians. It will be one of the top challenges in 2000 and this team will present solutions.

2:45 PM Afternoon Break

3:00 PM **Enabling the Mobile Healers: An Orthopedic Surgeon on the Move**

Lloyd A. Hey, MD, MS  
Assistant Professor, Division of Orthopedic Surgery  
Duke University Health System  
Founder/Chairman MDeverywhere  
Durham, NC

Dr. Lloyd Hey is a busy practicing orthopedic spine surgeon at Duke University Medical Center. For the past 11 years, he has worked toward bringing process control to healthcare through point of care information systems used by directly physicians. In addition to his outcomes research as Director of the Center for Clinical Effectiveness at Duke, and participation with performance improvement efforts for the Duke Health System, Dr. Hey is the Founder and Chairman of MDeverywhere, in RTP, NC, where he continues to play a "bridge" role to the real world of doctors in the trench. MDeverywhere provides an entire suite of ASP services to physicians via PDA's and the Internet which improve physician productivity. Dr. Hey will share how to successfully get physicians to change their behavior through proper vision, application development, implementation and support. He will also share some of the qualifiable returns on investment that can be obtained through such physician culture change, using new eHealth technology as an "enabling" tool.

3:45 PM **Case Study: A Day in the Life of a Wired Internist**

Peter Basch, MD  
Internist  
Washington, D.C.

Peter Basch, MD says, "My life as a wired internist is a compelling story with real bottom line and patient satisfaction returns...In the three years since I started using EMR, my overhead has been reduced, and my productivity has increased by as much as 30%. I am also a WebMD daily user, and my interactions with my patients reflects my willingness to partner with them, and embrace their use of e-healthcare. I freely give my e-mail address to patients, and answer e-mail throughout the day."

4:30 PM **The Race to Find and Keep "Cyber-Talent": Can Hospitals Compete, or Should They Outsource? Where will Tomorrow's E-Health Technical & Management Leadership Come From? Should Physicians be Looking to Hospitals, Medical Groups, IPAs, MSOs or Dot-Com Companies to Support Their Web Strategies?**

Al Greene  
Chief Executive Officer, Health Central.com  
Ken Graham  
Chief Executive Officer, Overlake Hospital  
Lauren Doliva  
Global Leader e-Business Practice,  
Heidrick & Struggles



# Symposium Agenda

Monday, June 26, 2000 (continued)

Sage Givens  
Managing General Partner, Acacia Venture Partners

Heidrick & Struggles is an international executive search firm with heavy involvement in placing e-healthcare executive leaders. They will be moderating a panel of provider and e-healthcare executives discussing issues that go to the core of developing effective e-healthcare strategies. How do you attract and retain both technical and management talent in this turbulent, high-velocity arena? Is the only answer to outsource? Do you compete with major consumer health portals?

5:15 PM Adjournment

6:00 PM Hosted Reception

## Tuesday, June 27, 2000

7:00 AM Continental Breakfast

8:00 AM **Introduction & Opening Remarks**  
Hank Golembesky, MD (Moderator)  
Medical Editor, E-Healthcare Connections  
hgolembesky@usa.net  
www.ehealthcareconnections.com

8:15 AM **The Future of Medical Practice on the Internet**  
George Lundberg, MD  
Editor in Chief, Medscape.com

Prior to joining Medscape in February 1999, Dr. Lundberg served as Editor of the Journal of the American Medical Association for 17 years. He also served as Editor in Chief of Scientific Information and Multimedia with responsibility for its 39 medical journals, American Medical News and various electronic products. Dr. Lundberg is Adjunct Professor of Health Policy at Harvard and a member of the Institute of Medicine of the National Academy of Sciences. Dr. Lundberg holds an MS degree from Baylor University and BS and MD degrees from the University of Alabama. Dr. Lundberg holds honorary degrees from four U.S. universities.

9:00 AM **Dilemmas & Opportunities in the Internet Transformation of American Healthcare**  
Donald Hackett  
President & CEO, DrKoop.com  
Austin, TX

Boasting more than 1 million registered users, the DrKoop.com website offers 15 interactive communities with information on topics ranging from addiction to children's health. The site also features interactive health tools (polls, questionnaires) and more than 100 health related chat support groups. DrKoop.com garners revenue through hospital affiliations, advertising, content syndication, and e-commerce. DrKoop.com is also the largest health information provider to AOL. Chairman Koop, VC John Zaccaro, and president and CEO Donald Hackett founded DrKoop.com in 1997.

9:45 AM Coffee Break & Exhibits

10:15 AM **IPA/Medical Group Case Study: The Internet is a Survival Strategy in Managed Care-Intensive Markets**  
Steve McDermott  
President & CEO, Hill Physicians  
San Ramon, CA

Steve McDermott leads one of the nation's largest and most successful IPAs in a marketplace that is completely saturated with managed care - the San Francisco Bay Area. They have developed an interesting relationship with Healthcon that employs the web to improve practice efficiency and achieve savings that are essential to survival in a capitated environment.  
(www.hillphysicians.com)

11:00 AM **How to Develop a Comprehensive Integrated Healthcare "Net" Strategy**  
David Pryor, MD  
System Vice President & Information Officer,  
Allina Health System  
Minneapolis, MN

David Pryor, M.D. is the system vice president & information officer for Allina, a major statewide integrated healthcare system in Minneapolis, MN. Over the years this \$2.6 billion health system has grown to 19 hospitals, 7 nursing homes, several thousand physicians and one of the largest health plans in Minnesota. Dr. Pryor has been the point person in unifying many disparate, proprietary information systems that could not communicate with each other. He also has overall responsibility for the aggressive, consumer portal called MedFormation.com, which has exciting and greatly expanded options for consumer interaction. Dr. Pryor is also practicing Cardiologist.  
(www.allina.org)

11:45 AM Morning Faculty Q&A (Audience Participation)

# Symposium Agenda

Tuesday, June 27, 2000 (continued)

12:00 PM Luncheon Speaker

## **The Human Side of Technology & Medicine**

"Patch" Adams, MD (*The Real Patch Adams*)

Founder & Director, Gesundheit! Institute

West Virginia

America's "Clown-Doctor" with a belief in the healing power of laughter and a dream to build hospital providing free treatment. You saw the movie - now meet the man.

\* A portion of Dr. Patch Adam's fee will be donated to the Gesundheit! Institute.

1:15 PM **What do Internet-Savvy Consumers Expect of Hospitals & Physicians**

Dean Edell, MD

Syndicated Radio Talk Show Host

HealthCentral.com

Dr. Dean Edell is a physician broadcaster, author, and host of the nationally syndicated radio talk show, "The Dr. Dean Edell Show." He also the author of "Medical Minutes" and host of the daily "Medical Report." Dr. Edell has been active in the media since 1978. Prior to his career as a media doctor, he was an ophthalmologist and surgeon in private practice, as well as an instructor at the Department of Surgery for the University of California, San Diego, School of Medicine. He earned his M.D. at Cornell University Medical School. ([www.HealthCentral.com](http://www.HealthCentral.com))

1:45 PM **Overlake Hospital: Medicine in Cyberspace, Welcome to the "Virtual Clinic" Web-Based Hospital-Patient Interactivity and a Microsoft Employee Portal**

Bill Crouse, MD

Vice President, Overlake Venture Center

Bellevue, WA

Welcome to a hospital web site that let's you complete pre-admission forms, E-mail a physician, connect with vast information resources. Welcome to the "virtual clinic" - futuristic employee health care site that soon may be available to the 13,800 Microsoft workers in Bellevue, WA from their desktops. Vice president Bill Crouse, M.D. is spearheading an innovative program to connect patients, employees, companies, physicians and a community hospital. With Microsoft as a partner, they are doing some remarkable things. Bill Crouse, MD, a board certified family physician, is vice president of Medical Technology for the Overlake Venture Center in Bellevue, WA. He is also Senior Vice President and founder of DrGoodwell.com, and Internet start-up that is working in partnership with Microsoft to provide health information and "virtual clinic" medical services to employees in high-tech industries. ([www.OverlakeHospital.org](http://www.OverlakeHospital.org))

2:30 PM Afternoon Break

2:45 PM Concurrent Panel Discussions

## **Panel A:**

### **Hospital CEOs, CIOs, Chief Medical Information Officers, Planning & Marketing**

How Should Hospitals & Health Systems Approach the Development of an Internet Strategy? Will the Internet Strategy Improve Quality, Reduce Variability in Outcomes, Streamline costs, Increase Access to Services? Will it Improve Service to the Community? Will it Increase Efficiency & Productivity? Will it Improve Coordination & Communication with Physicians? Competitive Position? Payroll Relations? How Do You Demonstrate an ROI? Do You Need to Demonstrate an ROI?

Harvey Price (Moderator)

Contributing Editor, E-Healthcare Connections  
Boca Raton, FL

Jean Balgrosky

Chief Information Officer, Scripps Health

La Jolla, CA

Jean Balgrosky is the Chief Information Officer of Scripps Health in San Diego, a large hospital system with multiple affiliated physician groups that is in the process of developing an extensive intranet, extranet and Internet market presence. She plays a pivotal role in orchestrating the health system's Internet strategy.

Dave Dawson

President, V-ONE (Internet Confidentiality & Security)  
Germantown, MD

Mr. Dawson is the president and CEO of V-ONE Corporation, located in Germantown, Maryland. The company develops and markets the SmartGate VPN suite of network security products for government and commercial customers worldwide. V-ONE provides an electronic commerce Virtual Private Network solution. SmartGate VPN offers encryption, authentication, and access control and interfaces with leading certificate authorities (CA). ([www.v-one.com](http://www.v-one.com))

Peter Dysert, MD

Chief of Staff & Chief Information Officer,

Baylor University Medical Center

Dallas, TX

Dr. Dysert has the impressive dual role of chief of staff and chief medical information officer at one of the country's largest health systems. As such, he has played a central role in coordinating the development of the health system's Internet strategy. ([www.baylorhealth.com](http://www.baylorhealth.com))



# Symposium Agenda

Tuesday, June 27, 2000 (continued)

Harry R. Jacobson, MD  
Vice Chancellor for Health Affairs,  
Vanderbilt University Medical Center  
Nashville, TN

Dr. Harry Jacobson represents Vanderbilt University in a consortium of five of the country's top academic medical centers who have joined WebEBM to author and write evidence-based clinical guidelines that are presentable in both clinical and consumer language. The consortium includes Duke University Medical Center, Washington University School of Medicine, Oregon Health Sciences University, Emory University Woodruff Health Sciences Center and Vanderbilt University Medical Center. These EBM guidelines will help hospitals and integrated health systems reduce the variability in care provided by their medical staff while providing content and connectivity for the hospital with its patient base. ([www.WebEBM.com](http://www.WebEBM.com))

2:45 PM Concurrent Panel Discussions

## Panel B:

### Practicing Physicians

How Should Physicians Incorporate the Internet in their Practices? What's Possible? What's Desirable and Practical? How Do I Deal with Patients who Come to Me with Internet Material? Should Physicians Establish an Interactive Web-Site? What are the Pros and cons of Going with a Dot Com Company? Should I Exchange E-mail with Patients? What are the Malpractice Implications? What are the HIPAA Implications? How can it be Structured to Enhance Practice Income, Reduce Costs, and Increase Productivity? Will it Improve My Life-style?

Lawrence Welikson, MD (Moderator)  
Contributing Editor, E-Healthcare Connections  
Board of Regents of the American College of Physicians & American Society of Internal Medicine

Ira C. Denton Jr., MD  
Founder, CapMed Corporation  
Huntsville, AL

Dr. Denton is a board-certified neurosurgeon who trained in Boston, Minneapolis, Memphis, and, as the Van Wagenen Neurosurgical Fellow, Zurich, Switzerland. He practiced in academic and private situations until June 1999 when he and Judith S. Denton, Ph.D., co-founded a company to develop a computer-based patient record (CPR), an effort that began the long march toward an "electronic medical office." Dr. Denton is also President of the HealthDirections group of CapMed Corporation. In that capacity he promoted PHR, CapMed's electronic personal health record, as a tool that can advance shared decision making among doctors and patients.

Brad Bowman, MD  
Founder/Chief Science Officer, Wellmed, Inc.

Dr. Bowman founded WellMed in 1993 with the mission to simplify the way people access the information they need to better manage and improve their overall health. A pioneer in the rapidly evolving health media industry, WellMed has created proprietary software tools - WellQuotient, WellRecord, and WellTIPs - which are components of its Personal Health Manager. These tools identify personal health status, outline steps that can be taken to prevent serious medical problems, store individual and family medical history on-line and facilitate the delivery of personalized health information and tutorials.

Robert Rowley, MD  
Family Practice Physician & Member,  
Hill Physicians IPA  
Hayward, CA

Dr. Rowley is a member of the large Hill Physicians IPA in the San Francisco Bay Area and has a perspective on the relationship between Hill and Healtheon/WebMD. He considers himself to be a "wired" physician but acknowledges practical limits. In their pressurized managed care environment, his busy 3 physician primary care office in Hayward, CA, can't afford not to be wired.

Francine Gaillour, MD  
President & CEO, Ki Health  
Bellevue, WA

Dr. Gaillour is a consultant who specializes in assisting healthcare technology vendors and e-health companies refine their market and clinical product strategies to better meet the needs of their customers.

2:45 PM Concurrent Panel Discussions

## Panel C:

### The Road Ahead for E-Healthcare Commerce

What do Venture Capitalists Look for in New Internet Healthcare Ventures? What is the Prognosis for B2B and B2C E-Healthcare Commerce? What are the Marketplace Trends? How Should Would-Be Entrepreneurs & DotCom Doctors Approach the Marketplace? Where are the Key Success Factors? What are the Sustainable Business Models? What Should Physicians & Hospitals Look for Outsourcing Portions of their Internet Strategy? Will Wall Street Capital Continue to Flow into these Companies with out a Bottom Line?

William B. Hanlon, III (Moderator)  
Founding Principal, Shattuck Hammond Partners  
Atlanta, GA

5:00 PM Adjournment

# Symposium Agenda

Wednesday, June 28, 2000

## Optional HIPAA Workshop The New Privacy Rules & HIPAA Agenda

8:00 AM **The Technical and Policy Context HIPAA and the Healthcare Privacy and Confidentiality Debate**  
*James J. Moynihan*  
Principal, McLure Moynihan, Inc.

8:45 AM **An Overview of the HIPAA Law and Regulations**  
*Donna Z. Eden, Esq.*  
Senior Attorney, Office of General Counsel  
Health Care Financing Administration  
Washington, D.C.

9:30 AM **Organizing to Respond to HIPAA and Realize the Benefits**  
*Steve Lazarus*  
President, Boundry Information Group and WEDI  
Chair Elect  
Denver, CO

10:15 AM Break

10:30 AM **Legal and Regulatory Issues in HIPAA Compliance**  
*Allan Goldberg, Esq.*  
Partner, Goul Storrs  
Boston, MA  
*Paul T. Smith, Esq.*  
Partner, Davis Wright Tremaine  
San Francisco, CA

11:15 AM **Case Study in Health Plan HIPAA Compliance**  
*Chris de Laurier*  
Principal, IBM Healthcare  
*Hat Sadowy, Ph.D.*  
National Practice Executive, IBM Global Services  
Indianapolis, IN

12:00 PM Networking Box Lunch

1:00 PM **HIPAA Compliance Case Study: Personal/MD.com**  
*Alan Zwerner, MD*  
Chief Privacy Officer, Personal/MD.com  
*Reece Hirsch, Esq.*  
Partner, Davis Wright Tremaine  
San Francisco, CA

1:45 PM **HIPAA Compliance Case Study: New England Healthcare EDI Network, LLC**  
*John Halamka*  
Chief Information Officer,  
Care Group Health Care System  
Boston, MA

*Greg Debor*  
Principal, National Healthcare Practice  
CSC Consulting

2:30 PM **HIPAA Compliance Case Study: Universal Health System**

*Linda Reino*  
Chief Information Officer,  
Universal Health System

*Jon Zimmerman*  
Principal, SMS, Inc.

3:15 PM Audience Participation & Discussion

4:00 PM Adjournment

### Continuing Education Credits



AMA Category 1 Credit. This Activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Medical Education Collaborative and Health Care Conference Administrators, LLC. Medical Education Collaborative (MEC), a nonprofit education organization is accredited by the ACCME to provide continuing medical education for physicians and takes responsibility for the content, quality and scientific integrity of this CME activity.

Medical Education Collaborative designates this educational activity for a maximum of 25 hours in category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.



ACPE Credit. Medical Education Collaborative, Inc. is approved by the American Council on Pharmaceutical Education as a provider of continuing pharmaceutical education. Medical Education Collaborative, Inc. has assigned 25 contact hours/2.5 CEUs of continuing pharmaceutical education credit. ACPE provider number: 815-999-00-031-L04

Participants will be required to sign in daily and complete an evaluation form for credit. Registration fee includes certificate, which will be mailed within six weeks after the meeting.

CNA (Nursing) Credit. This educational activity for 30.30 contact hours is provided by Medical Education Collaborative. Medical Education Collaborative is approved as a provider of continuing education in nursing by the Colorado Nurses Association, which is accredited as an approver of continuing education in nursing by the American Nurses Credentialing Center's Commission on Accreditation.

(Nursing Advisory Committee: Darla Robinson and Nola Palmer)

Provider approved by the California Board of Registered Nursing, Provider Number CEP-12990 for 30.30 contact hours.

ACHE Credit. Medical Education Collaborative is authorized to award 25 hours of pre-approved Category II (non-ACHE) continuing education credits for this program toward advancement, recertification, or reappointment in the American College of Healthcare Executives. Participants of this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when applying for advancement, recertification, or reappointments in ACHE.

NASBA Credit. Registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN, 37219-2417. Telephone 615-880-4200.

A maximum of 30 credits based on a 50-minute hour will be granted. Recommended experience level for this course is intermediate to advanced.

ABA - MCLE Credit. This activity is pending approval for minimum continuing legal education by the State Bar of California.

Maximum credit hours have been calculated to include optional sessions.

# Registration Form

## The Symposium on E-Healthcare Strategies for Physicians, Hospitals & Integrated Delivery Systems

Apply early as space is limited. Submission of an application does not guarantee a space. Symposium registration is confirmed upon full payment.

1

### PLEASE COMPLETE THE FOLLOWING

Name of Registrant: \_\_\_\_\_

Title: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Physician  IPA/Medical Group  Hospital (# of Beds: \_\_\_\_\_)  Dot Com Company  Other (Please Specify) \_\_\_\_\_

Indicate your American College of Healthcare Executives (ACHE) credentials:  Certified Healthcare Executive (CHE)  Fellow of ACHE (FACHE)

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

(For more than one person from the organization, attach additional copies of this form.)

2

### REGISTRATION FEES

**CONFERENCE & EXPO\***

Through June 1, 2000

First person.....\$1,295 \_\_\_\_\_

Each additional person.....\$1,195 \_\_\_\_\_

After June 1, 2000

First person.....\$1,395 \_\_\_\_\_

Each additional person.....\$1,295 \_\_\_\_\_

**SPECIAL HIPAA WORKSHOP (Wednesday, June 28th)**

When Combined with General Conference Registration..... \$295 \_\_\_\_\_

When Purchased Separately..... \$495 \_\_\_\_\_

Total \$ \_\_\_\_\_

\*E-Healthcare Connections Subscribers deduct \$100 from each tuition level for the Conference & Expo only.  
Groups of 10 or more, \$1095 per person.

3

### PAYMENT OPTIONS

Please enclose payment with your registration and return it to the conference registrar at the address below, or fax your credit card payment to 760-771-3183.

Check/money order enclosed  
(Make Checks Payable to E-Healthcare Strategies Symposium)

Payment to be made by check/money order. Credit card given to hold registration. If payment not received by date of conference, credit card payment will be processed.

American Express  Visa  Mastercard

\*TAX ID NO. 91-1892021

Total \$ \_\_\_\_\_ Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Signature of Cardholder \_\_\_\_\_

All registrations require faxed or original signature on this form

Registrant Signature \_\_\_\_\_

How did you learn about this conference?  Brochure  Magazine Ad  Friend/Colleague  E-mail Notice

### HOW TO REGISTER

Fully complete steps 1-3 (one form per registrant, photocopies acceptable). Payment must accompany each order.  
Mail to: The Symposium on E-Healthcare Strategies for Physicians, Hospitals & Integrated Delivery Systems; Attn.: Registration  
53881 Avenida Villa, La Quinta, CA 92253 • (800) 684-4549 • Fax: (760) 771-3183  
Alternative registration available on website: [www.ehealthcareconnections.com](http://www.ehealthcareconnections.com)

**For more information call: (800) 684-4549**

### CANCELLATION POLICY:

Cancellations must be submitted in writing. For cancellations received on or before May 26, 2000, tuition will be returned less a processing fee of \$150 per attendee. After May 26, 2000, only 50% will be refunded, and after June 1, 2000, no refunds will be made, although registration is transferable to another person from the same organization.

## CONFERENCE FACILITY & LOCATION

Located downtown on San Francisco Bay in the financial district, the Hyatt Regency is part of the dynamic 8-block Embarcadero Center business and retail complex. It's convenient to Fisherman's Wharf, Chinatown, Moscone Convention Center, Ghirardelli Square and Cannery Row. The Hyatt is adjacent to BART rapid transit, California Street Cable Car and ferry terminal. With 805 guest rooms, including 45 suites, The Hyatt Regency features Equinox the revolving rooftop restaurant, Eclipse Cafe, 13 Views coffee and cocktail bar, Concierge, Club-One Fitness Spa, and on-site exercise room, golf and tennis nearby, and a jogging path.

## CONFERENCE SUPPORTER & EXHIBITOR OPPORTUNITIES

On Sunday, June 25, 2000 from 10:00 AM to 7:00 PM, the conference will feature a "**Partnerships in Cyberspace**" Expo. An agenda will be available at the registration desk for a Workshop Schedule. There will be a hosted wine and cheese reception from 5:00 to 7:00 PM Exhibits continue on Tuesday, June 27th until 3:00 PM. On Wednesday, June 28th from 10:00 AM to 4:00 PM, the conference will feature a HIPAA Expo.

## HOTEL RESERVATIONS

A special conference rate of \$215.00 Single/\$235.00 Double Occupancy, plus tax per night is available to all attendees of the Symposium. To receive the special conference rate, please call the Hyatt Reservations Department directly at (415) 788-1234. Or by fax (415) 291-6538. Please remember to mention that you are attending the Symposium on E-Healthcare Strategies to receive the conference rate. Space is limited so please make your reservations by Friday, May 26th, 2000. Reservation requests received after the cutoff date will be accepted on a space and rate availability.

**The Hyatt Regency San Francisco**  
**In Embarcadero Center**  
**5 Embarcadero Center, San Francisco, California 94111**  
**Reservations: (415) 788-1234 / Fax: (415) 291-6538**

**E-HEALTHCARE STRATEGIES**  
53881 Avenida Villa  
La Quinta, CA 92253

USPS PFW1 881  
Approved Polly

## AIRLINES

To receive reduced air travel, you may make your reservations directly through American Airlines Meeting Services Desk at (800) 433-1790 or United Airlines at (800) 521-4041 (7:30 AM. to 11:00 PM. ET, Monday-Friday; 8:30 AM-11:00 PM. ET, Saturday and Sunday). You will receive an additional 5 percent discount off the lowest applicable discount fare, including first class, or a 10 percent discount off the unrestricted midweek coach fares, no advance purchase necessary. Please refer to American Airlines file number 5460VA or United Airlines file number 593NW. Book early to take advantage of promotional fares that will give you the greatest discount. Mileage Plus members receive full credit for all miles flown to this meeting.

## CAR RENTAL

Special meeting rates are available directly through Avis Rent-A-Car Meeting Reservation and Information Desk at (800) 433-1790. Please mention the group number **B136000** in order to receive the special rates.

## AIRPORT TRANSPORTATION

The SFO Airporter picks up and drops off guests in front of the hotel every 30 minutes. Shuttle boarding at San Francisco International Airport is directly outside of the lower level baggage claim area. Current fares are approximately \$10.00 each way. Please note that fares are subject to change, for additional information, please contact SFO Airporter directly at (800) 544-6034.

## LIMOUSINE & SEDAN SERVICE

For Reservations contact Grand Limousine at (888) 754-1700.

Presorted <b>First-Class Mail</b> U.S. Postage Paid Palm Desert, CA Permit No. 163
--