CLOUD COMPUTING
IN HEALTHCARE

Maximizing Investments
While Evolving into the Cloud

APRIL 16 - 17, 2012
HILTON MIAMI DOWNTOWN | MIAMI, FL

OVER 40 EXPERT SPEAKERS!

Hear from thought leaders representing healthcare technology end-users, cloud developers, solution providers, VARs, and consulting organizations including:

- Adobe Systems
- AvMed Health Plans
- Cardiology Associates
- Cleveland Clinic Florida
- CloudOne Corporation
- Dell
- EMC
- F5 Networks
- Florida Department of State
- Hall, Render, Killian, Heath & Lyman
- Holy Spirit Health System
- Intel Americas, Inc.
- International Computerware, Inc
- Johns Hopkins Medicine
- Johns Hopkins Medicine Interactive Learning
- Lake County Clerk of Courts
- Marshfield Clinic
- MedHelp
- Miami Children's Hospital
- Miami-Dade County Health Department
- Milner-Fenwick, Inc.

- National Aeronautics & Space Administration (NASA)
- National Institute of Standards & Technology
- NetApp
- Orange County Health Department
- Parallon Business Performance Group (a Division of HCA)
- Pennsylvania Medical Society
- PwC
- Shands Vista & Shands Rehab Hospital
- South Florida Regional Extension Center
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A WARM WELCOME FROM YOUR CONFERENCE ORGANIZER

Dear Cloud Computing & Healthcare Leaders:

The Cloud Computing Association (CCA) invites you to join us in Miami, April 16-17, 2012 for this year's **Cloud Computing in HEALTHCARE (hCLOUD©)** conference in Miami.

There is perhaps no business enterprise that is larger – and at the same time, more fragmented and technologically disconnected – than the American healthcare industry. Therefore, the healthcare industry – more than any other – has the resources and the imperative to benefit from the adoption of cloud-based solutions to become more efficient, collaborative and interactively connected.

OVER 40 EXPERT SPEAKERS!

Our expert speaking faculty includes over 40 industry thought leaders representing healthcare technology end-users, cloud developers, solution providers, VARs, and consulting organizations that will shed light on the rapidly changing healthcare technology environment in which more and more critical functions are migrating to the Cloud. Among the topics and questions to be addressed & discussed…

• What is the State of the Cloud Computing Industry in the Healthcare Sector?
• What is the case for ROI in driving adoption of Cloud Technologies?
• EMRs: Is the Cloud the Ultimate Solution to the Interoperability Challenge?
• Mobility & the Cloud: Remote Patient Monitoring, Tele-health & More
• How does the Cloud address the Issue of Meaningful Use of Healthcare Information?
• What are the Challenges to Implementation: What are the Challenges for Healthcare/Life Sciences CIOs?
• Case Study: How is the Cloud bringing about a Revolution in Continuing Medical Education?

ADDED NETWORKING BONUS – CO-LOCATED EVENT AT SAME VENUE!

This year's Cloud Computing in HEALTHCARE conference is being held simultaneously and alongside our Cloud Computing in the PUBLIC SECTOR conference. Attendees at these two events will share a common exhibit area, luncheon and all networking functions. Conference panel sessions for the two conference tracks are timed so that attendees may attend sessions in either track at NO ADDITIONAL COST. This event is specifically designed to promote maximum creativity by providing a literal and figurative intersection where technology and human capital will meet.

To review the agenda and speakers at our Cloud Computing in the PUBLIC SECTOR conference, go to: www.cloudcomputingassn.org/publicCLOUD

Remember, registration for either the hCLOUD© or the PUBLIC SECTOR allows access to either conference for one low registration fee.

We look forward to welcoming you to Miami, April 16-17, 2012!

Regards,

Don Buford, Executive Director
Cloud Computing Association (CCA)

Lissa Blake, Director of Programming,
Cloud Computing Association (CCA)

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BUSINESS DEVELOPMENT OPPORTUNITIES:

For more information on how your company can benefit from business development opportunities through sponsorship, exhibiting, or panelist participation at this year's conference, please contact:

Lissa Blake, Program Director, Cloud Computing Association (CCA)
Phone: 704-560-8443 • Email: lissab@cloudcomputingassn.org

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DAY ONE: MONDAY, APRIL 16, 2012

8:00 – 9:15 am   Registration, Continental Breakfast,
                          & Networking in Exhibit Hall

9:20 – 9:30
Welcoming Remarks

9:35 – 10:30   Plenary Session
STATE OF THE INDUSTRY: Cloud Computing

Utility computing is evolving from technical novelty to core IT strategy. On the public side, cloud providers now offer robust, proven solutions and boast hundreds of enterprise customers. On the private side, cloud technologies—from big data models to turnkey cloud stacks—are transforming how we build and run private infrastructure.

- For healthcare providers what does the future hold in terms of the role of IT?
- How will the Cloud impact personalized medicine and genomic studies?

This session will address how the intersection of mobile, social and cloud technologies will change business, what's next in the landscape, and what you should do to prepare for the change.

PANELISTS:
J. Larry Aultman, CIO,
FLORIDA DEPARTMENT OF STATE

Adrian R. Gardner, Chief Information Officer, Director of Information Technology and Communications Directorate,
NATIONAL AERONAUTICS AND SPACE ADMINISTRATION

Frank Nydam, Office of the CTO - Healthcare,
VMWARE

Jerry Silverman, Senior Solutions Consultant,
ADOBE SYSTEMS

Mark Woodward, CTO Healthcare,
EMC

10:30 – 11:00   Mid-Morning Networking Break in Exhibit Hall
                       (for attendees of both events)

11:00 – 12:00   Plenary Session
Risk Factors From Privacy to Global Security

- Establish a long-term security plan
- Identify Risk
- Mitigate legal exposure
- How technology has enabled transparency
- Understand breach prevention & protocol
- Identify key privacy, residency, and security areas to consider when adopting cloud applications
- Best practices for securing cloud to be enterprise-ready

PANELISTS:
John Christly, Director of Information Security,
AVMED HEALTH PLANS

Brent R. Holladay, Chief Deputy, Information Resources,
LAKE COUNTY CLERK OF COURTS

Margaret Marchak, Associate Vice President and Deputy General Counsel, **UNIVERSITY OF MICHIGAN**

Melissa L. Markey, Attorney,
HALL, RENDER, KILLIAN, HEATH & LYMAN

Gary Walderich, Field Systems Engineer,
F5 NETWORKS

12:05 – 1:30   Networking Luncheon Sponsored by: **UDT** United Data Technologies

LUNCHEON KEYNOTE: The Virtual Economy is Here

Henry Fleches, CEO/President,
UNITED DATA TECHNOLOGIES

After jointly held luncheon and exhibition hall activities, attendees will attend break-out sessions of either of the co-located conferences as follows:

1:35 – 2:10
TECHNOLOGY IN HEALTHCARE: Driving Adoption Through ROI

In order for cloud-based healthcare solutions to be used regularly and effectively they need to provide significant ROI. This session will:

- Examine the benefits of utilizing cloud-based technologies to manage medical imaging data;
- Provide details and examples of use in image transfer, image archival, workflow, blinded reads and collaboration; and
- Provide a cost/benefit analysis.

PANELISTS:
Cindy Carson, National Director/VP Development,
MILNER-FENWICK, INC.

Edith Dees, VP/CIO,
HOLY SPIRIT HEALTH SYSTEM

James F Philbin, PhD, Director, Center for Biomedical Imaging & Informatics (CBI2), **JOHNS HOPKINS MEDICINE**

Sara Rushinek, PhD, Professor, Health Information Systems,
UNIVERSITY OF MIAMI

Jamie Shepard, Executive Vice President – Technology Solutions,
INTERNATIONAL COMPUTERWARE, INC

2:15 – 2:45   Mid-Afternoon Refreshments & Networking Break in
                     Exhibit Hall *(for attendees of both events)*

3:00 – 4:05
Remote Patient Monitoring, Telehealth & More

- Building a telehealth program to deliver more convenient, accessible and efficient patient care at a lower cost
- Emerging telehealth technologies and their impact on clinical outcomes
- Emerging trends, strategic opportunities and future challenges in remote patient monitoring
- Building a better telehealth program through interoperable and scalable technology

PANELISTS:
Nina M. Antoniotti, RN, MBA, PhD, Director of TeleHealth,
MARSHFIELD CLINIC

Chris Collinge, Director of Information Technology,
ORANGE COUNTY HEALTH DEPARTMENT

Alexander Nason, Director, Telehealth, Program Director,
JOHNS HOPKINS MEDICINE INTERACTIVE LEARNING

Scott C. Simmons, Director of TeleHealth,
UNIVERSITY OF MIAMI MILLER SCHOOL OF MEDICINE

MARKETING/MEDIA PARTNERSHIP OPPORTUNITIES:

If you represent a publication, newsletter, online site, professional association or other organization that provides news and information to the types of executives who will be attending this conference, find out more about the co-branding opportunities this conference offers. Contact:

Ria Lubis, Director of Membership, Media & Marketing, CCA
Phone: 212-300-2523 • Email: rial@cloudcomputingassn.org

REGISTER: 1. Online: www.CloudComputingAssn.org/hCLOUD 2. Call: 212-300-2520 3. FAX: 212-300-2529

4:05 – 5:00

ELECTRONIC MEDICAL RECORDS: Exchange of Information and Data Across the Healthcare Ecosystem, Interoperability of Users and Providers

- What's new on the horizon, up and coming trends
- The latest security and privacy issues in health IT
- What your organization should be thinking about to keep its health information safe.

PANELISTS:

Deb Braley, RHIA, Regional Director, HIM Operations, **PARALLON BUSINESS PERFORMANCE GROUP** *(Subsidiary of Hospital Corporation of America)*

Erin Head, MBA-HCM, RHIA, Supervisor, Health Information Management and PPS, **SHANDS VISTA AND SHANDS REHAB HOSPITAL**

Terrell Herzig, MSHI, CISSP, Information Security Officer, **UAB HEALTH SYSTEM**

Lisa K. Rawlins, Executive Director, **SOUTH FLORIDA REGIONAL EXTENSION CENTER**

5:00 – 6:30
Evening Networking & Cocktail Reception in Exhibit Hall *(for attendees of both events)*

DAY TWO: TUESDAY, APRIL 17, 2012

8:00 – 8:45   **Continental Breakfast & Networking in Exhibit Hall** *(for attendees of both events)*

8:45 – 9:15
Key Benefits & Risks of Cloud Adoption for the Healthcare Industry

The rising cost of healthcare is not sustainable. New models of care and worldwide reform initiatives are intended to reduce cost, and improve the quality of healthcare. Faced with these challenges health-IT departments are being asked to do more with less. Coud computing has the potential to address these challenges, but the industry has concerns over several aspects of cloud adoption. In this session you will:

- Learn why healthcare CIOs find cloud computing so compelling.
- Explore the key benefits and risks of cloud adoption for the healthcare industry
- Examine the current landscape and discuss key trends that illuminate what the future has in store.

Chris Gough, Healthcare Cloud Computing Architect, **INTEL**

9:15 – 10:00
MEANINGFUL USE & BEYOND:
A Road Map to a High Performance Health Care System

- Using clinical decision support tools, patient registries, patient portals, e-prescription and more
- The widespread adoption and meaningful use of certified EHR technology
- Implementing EHRs, obtaining government incentive funds and defining Meaningful Use
- Measuring, Evaluating and Improving the Usability of Electronic Health Records
- Improving outcomes and reducing costs through implementation of Meaningful Use

PANELISTS:

Catherine Comeno, RN, BSN, CCDS, MBA – Clinical Services Director, **CARDIOLOGY ASSOCIATES**

Matthew Quinn, Usability Expert, **NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY**

John Santangelo, Director of IT, **CLEVELAND CLINIC FLORIDA**

10:05 – 10:50
Growth of Mobile Health Applications and Open Data Initiatives; Real time, Point of Care Data

How has the growth of mobile health played a key role in various areas of healthcare delivery, including education and awareness, remote data collection, remote monitoring, disease and epidemic outbreak tracking, and diagnostic and treatment support? This session explores emerging trends in sources and types of health data, and new strategies for data dissemination.

PANELISTS:

Mohamad Arif Ali, MD, Council member, **PENNSYLVANIA MEDICAL SOCIETY**

Ari Entin, MHSA, CPHIMS, Director of Information Technology, **MIAMI-DADE COUNTY HEALTH DEPARTMENT**

Khaled Hassounah, Chief Technology Officer, **MEDHELP**

Mallesh Murugesan, Business Development Leader, **MIAMI CHILDREN'S HOSPITAL**

10:50 – 11:15   **Mid-Morning Networking Break in Exhibit Hall** *(for attendees of both events)*

11:15 – 12:00
IMPLEMENTATION OF CLOUD TECHNOLOGIES: Challenges for Healthcare/Life Science CIOs

- Combining applications, databases, infrastructure and client services, to enable traditional business models, processes and functions
- The Adoption of ITaaS and hybrid delivery models in Healthcare
- Leverage the cloud to reduce costs, time & complexity of clinical research
- Boosting patient engagement in an effort to improve the quality of health care
- What is the role of Health Information exchange models how are they successfully working with Regional Extension Centers (RECs)

PANELISTS:

John McDaniel, Strategic Partner Manager, **NETAPP**

James Pietrocarlo, Vice President of Business Development, **CLOUDONE CORPORATION**

Christopher Sullivan, PhD, HIE Director, **SOUTH FLORIDA REGIONAL EXTENSION CENTER**

Christopher Wasden, EdD, Global Healthcare Innovation Leader, **PwC**

12:00 – 12:45
Medical Education with the Use of the Cloud

This team of medical library experts will share how they became a mobile integration center; and will show how others can plan, develop and implement a similar strategy. UCF is a new medical school and is currently implementing the use of tablet technology for the integration of library e-resources into the new medical school curriculum. All medical students and full-time faculty have an iPad. The UCF health sciences library is at the center of a 'perfect storm' of leveraging mobile technology by procuring hard technology and negotiating with content owners to integrate e-smartbooks (textbooks) and other e-resources into the curriculum.

PANELISTS:

Nadine Dexter, MLS, D-AHIP- Director, Health Sciences Center Library, **UNIVERSITY OF CENTRAL FLORIDA COLLEGE OF MEDICINE**

Michael Garner MLS- Medical Informatics Librarian, **UNIVERSITY OF CENTRAL FLORIDA COLLEGE OF MEDICINE**

Shalu Gillum, JD, MLS- Public Services Librarian, **UNIVERSITY OF CENTRAL FLORIDA COLLEGE OF MEDICINE**

1:00   **Conferences Concludes**

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United Data Technologies is the complete IT specialist that helps you Accomplish More. We design, build, deliver and service innovative IT solutions that integrate and elevate your current systems with the latest technology. Increase efficiency, improve effectiveness, optimize information systems – and maximize your capabilities. At UDT, our mission is to be the resource of choice for our clients' technology needs. Throughout Florida and across the country, clients in Commercial Enterprises , Healthcare, K-12, Higher Education, and the Municipal, State and Federal verticals rely on UDT as their trusted partner to deliver vital IT solutions. At UDT, we are committed to helping your organization Accomplish More.

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VMware, the global leader in virtualization and cloud infrastructure, delivers healthcare solutions that modernize healthcare IT and improve patient care. With VMware solutions, healthcare providers of all sizes gain the efficiency, control, and freedom of choice they need to transform the cost, quality and delivery of patient care. Learn more by visiting http://www.vmware.com/go/healthcare

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Hall Render provides organizations in the highly regulated health care industry with full service legal representation. From the time William S. Hall founded the firm in 1967, Hall Render has focused its practice in health law and is now recognized as one of the nation's preeminent health law firms. With more than 160 attorneys, Hall Render represents over 500 organizations, including hospitals and health systems, physician practices, life science firms and non-profit organizations.

Perimeter E-Security delivers secure infrastructure from the cloud that businesses of all sizes rely on. Our advanced technology, expert intelligence, and superior scale makes our clients' information more secure, more highly available, compliant and less costly to manage. Our growing customer base includes 6,000 organizations across all major verticals.

Intel brings its trademark innovation and game-changing technologies to the challenges facing healthcare in the 21st century. Independently and through strategic ecosystem partnerships, Intel helps enable trusted, community-based, customized care that improves outcomes, addresses costs, and drives global wellness.

At **KineticD**, we want you to view data backup as an enabler rather than a burden. Since 2002 our advanced, patented technology has been trusted daily by over 40,000 customers supported throughout the world by an extensive partner network of 1000 resellers, and 100 MSPs. Our solutions have won prestigious industry awards and been featured in leading industry publications. In early 2011, KineticD merged its decade's worth of cloud backup experience with ROBOBAK's impressive past that formed a dynamic match that will drive the technology to power cloud backup and recovery solutions around the globe for customers and partners alike for years to come. For more information go to: www.kineticd.com

Milner-Fenwick, Inc., leading producer of multimedia patient education and wellness content, works nationally across multiple platforms of content delivery: CCTV, On Demand, Web, In-facility & In-home DVD, Mobile, and Digital Signage. Preventice Inc. and Milner-Fenwick co-developed HealthClips Rx mobile health app., delivering education when and where it's needed. Utilizing Preventice's cloud based Health Guardian platform, patient education can now be prescribed individually, accessed anywhere, and fed back into patient records upon viewing, closing the care transition gap and driving better patient outcomes. www.milner-fenwick.com; www.healthclips.com; www.patienteducationupdate.com; www.preventice.com

REGISTRATION FORM

☐ **$1,695: Cloud Vendor/Service Provider Rate**

☐ **$895: Cloud End-User/Healthcare Rate**

SPECIAL GROUP RATES for registering 3 or more to attend this conference are available. For more information, contact:

Don Buford, Executive Director, Cloud Computing Association (CCA)
Phone: 212-300-2521 • Email: donb@cloudcomputingassn.org

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Cloud Computing Association

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