Healthcare Informatics Executive Summit

MAY 6-8, 2012
THE MARRIOTT ORLANDO WORLD CENTER RESORT • ORLANDO, FL

Join us...
for an intimate networking event of 100+ industry-leading CIOs, CMIOs, and federal policy and health IT leaders discussing meaningful use, HITECH, patient data, and more...

2012 PREVIEW GUIDE
FOR MORE INFORMATION OR TO REGISTER:
WWW.HCIEXECUTIVESUMMIT.COM
Leading Industry Event

*Healthcare Informatics* Executive Summit focuses on supporting the strategic IT needs of healthcare and healthcare IT leaders in hospitals, medical groups, and health systems, providing them with actionable strategies and tactics to achieve their organizations’ goals and improve care quality and efficiency. Its core audience includes CIOs, CMIOs, VPs of clinical informatics, CTOs, and other IT and clinical informatics leaders. It also includes members of the hospital and medical group c-suite, including CEOs, COOs, CMOs and CNOs. *Healthcare Informatics* Executive Summit provides up-to-the-minute news, reporting, analysis, and perspectives on healthcare policy (including HITECH/meaningful use) and healthcare reform (including performance-based reimbursement) topics, and on industry trends (including core clinical and non-clinical IT implementation issues), providing insights that help healthcare IT leaders translate broad mandates into organizational IT strategies.

Topics

- Data Warehousing
- IT Issues – Policy Strategies
- Patient Safety
- Evidence-Based Physician Ordering
- Revenue Cycle Management
- Health Information Exchange

Who Will Be There?

- Chief Information Officers
- Chief Medical Information/Informatics Officers
- Vice Presidents of Clinical Informatics
- Chief Technology Officers
- VPs and Directors of Information Systems
- Clinical Informaticists
- Chief Executive Officers
- Chief Operating Officers
- Chief Medical Officers
- Chief Nursing Officers
- Chief Quality Officers
- Chief Innovation Officers
- Members of Boards of Directors
Keynote Speaker

Farzad Mostashari, MD, ScM, National Coordinator for Health Information Technology, U.S. Department of Health and Human Services (invited)

Farzad Mostashari, MD, ScM currently serves as a Deputy National Coordinator for Programs & Policy with the Office of the National Coordinator for Health Information Technology at the U.S. Department of Health and Human Services. Previously, he served at the NYC Health Department (DOHMH) as Assistant Commissioner for the Primary Care Information Project, with the goal of encouraging and facilitating the adoption of prevention-oriented health information technology in underserved communities. Dr. Mostashari also led the CDC-funded NYC Center of Excellence in Public Health Informatics, and an AHRQ-funded project focused on quality measurement at the point of care. Prior to this he established the Bureau of Epidemiology Services at the DOHMH, charged with providing epidemiologic and statistical expertise and data for decision making to the Agency. He was one of the lead investigators in the outbreaks of West Nile Virus and anthrax in NYC, and among the first developers of real-time electronic disease surveillance systems nationwide.

Actionable leadership strategies to achieve organizations’ goals, optimize operations, and improve the quality of patient care.

In-depth reporting and analysis for system selection, contract negotiation, implementation and integration.

Strategic management issues including governance, financial management, staffing, budgeting and change management.

Departments including clinical, mobile, policy, ambulatory, administrative, financial, and imaging.

Order online at www.submag.com/sub/hi
## Agenda

### SUNDAY, MAY 6, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00 - 5:15 PM</td>
<td><strong>P01 - Opening Keynote Address:</strong> Farzad Mostashari, MD, ScM, National Coordinator for Health Information Technology, Office of the National Coordinator for Health Information Technology, U.S. Department of Health &amp; Human Services (invited)</td>
</tr>
<tr>
<td>5:30 - 7:00 PM</td>
<td><strong>Welcome Reception</strong></td>
</tr>
</tbody>
</table>

### MONDAY, MAY 7, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 9:00 AM</td>
<td><strong>Breakfast Presented by: InterSystems</strong></td>
</tr>
<tr>
<td>9:15 - 10:30 AM</td>
<td><strong>E01 - Beyond the Data Warehouse: Strategizing the Use and Analysis of Clinical Data for Meaningful Use</strong> Moderator: Mark Hagland, Editor-in-Chief, Healthcare Informatics Panelists: Bobbie Byrne, MD, Vice President &amp; CIO, Edward Health Services Corporation George Reynolds, MD, MMM, Vice President, CMIO and CIO, Children's Hospital and Medical Center John R Schooller, FACHE, FCHIME, Vice President and CIO, Orlando Health Patricia Skarulis, Vice President, Information Systems and CIO, Memorial Sloan-Kettering Cancer Center</td>
</tr>
<tr>
<td>11:00 AM - 12:15 PM</td>
<td><strong>E02 - ACOs: Policy Strategic and IT Issues</strong> Moderator: Mark Hagland, Editor-in-Chief, Healthcare Informatics Panelists: Sam VanNorman, Director of Business Intelligence, Park Nicollet Health System Daniel Garrett, Director of Operations, Lucile Packard Children’s Hospital at Stanford George Reynolds, MD, MMM, Vice President, CMIO and CIO, Children's Hospital and Medical Center John R Schooller, FACHE, FCHIME, Vice President and CIO, Orlando Health Patricia Skarulis, Vice President, Information Systems and CIO, Memorial Sloan-Kettering Cancer Center</td>
</tr>
<tr>
<td>12:30 - 1:45 PM</td>
<td><strong>Lunch</strong></td>
</tr>
<tr>
<td>2:00 - 3:00 PM</td>
<td><strong>E03 - Leveraging CPOE Implementation to Reduce Medical Errors and Improve Patient Safety</strong> Moderator: Mark Hagland, Editor-in-Chief, Healthcare Informatics Panelists: Christopher Longhurst, MD, MS, CMIO, Lucile Packard Children’s Hospital at Stanford Lisa M. Grisim, RN, MSN, IS Director of Operations, Lucile Packard Children’s Hospital at Stanford</td>
</tr>
<tr>
<td>3:15 - 4:30 PM</td>
<td><strong>E04 - The Journey Towards Evidence-Based Physician Ordering</strong> Moderator: Jeffrey Rose, MD, Vice President of Clinical Excellence, Informatics Ascension Health Panelists: Kimberly Hollingsworth, Partner, IMA Consulting</td>
</tr>
<tr>
<td>4:30 - 5:45 PM</td>
<td><strong>E05 - Optimizing Revenue Cycle Management: Inpatient Hospital and Medical Group Perspectives</strong> Moderator: Charlene Marietti, Executive Director of Editorial Initiatives, Vendome Group Panelists: Jose Rivera, Corporate Director, Physician &amp; Professional Services Central Business Office, Orlando Health Thomas Yoesle, Chief Operating Officer, Patient Financial Services, Orlando Health Kimberly Hollingsworth, Partner, IMA Consulting</td>
</tr>
</tbody>
</table>

### TUESDAY, MAY 8, 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 - 8:00 PM</td>
<td><strong>Networking Reception</strong></td>
</tr>
<tr>
<td>9:00 - 9:15 AM</td>
<td><strong>IT Innovation Advocate Awards</strong></td>
</tr>
<tr>
<td>9:30 - 10:45 AM</td>
<td><strong>E07 - Readmissions and the Medical Home: Re-Visioning Care Management</strong> Moderator: Mark Hagland, Editor-in-Chief, Healthcare Informatics Panelists: James L. Holly, MD, CEO, Southeast Texas Medical Associates, LLP Tina Buop, CIO, Muir Medical Group IPA, Inc. Ferdinand Velasco, MD., Vice President and CMIO, Texas Health Resources</td>
</tr>
<tr>
<td>11:00 AM - 12:15 PM</td>
<td><strong>E08 - Health Information Exchange: Strategies and Sustainability</strong> Moderator: Charlene Marietti, Executive Director of Editorial Initiatives, Vendome Group Panelists: Russell Branzell, FACHE, FCHIME, FHMSS, CHCIO, Vice President and CIO, Poudre Valley Health System Christopher M. Henkenius President, Bass &amp; Associates, Inc Program Director, NeHII, Inc. Devore S. Culver, M.M. Executive Director and CEO, HealthInfoNet</td>
</tr>
<tr>
<td>12:30 - 1:45 PM</td>
<td><strong>P02 - Closing Keynote Address:</strong> TBD</td>
</tr>
</tbody>
</table>
Presented by AMDIS and Healthcare Informatics

William F. Bria, M.D., chairman of AMDIS, and Mark Hagland, Editor-in-Chief of Healthcare Informatics, will present the IT Innovation Advocate Award to an individual whose personal leadership has helped create or advance healthcare IT innovation within their patient-care organization. See which of your professional peers receives the honor!
E01 - Beyond the Data Warehouse: Strategizing the Use and Analysis of Clinical Data for Meaningful Use

**Moderator:** Mark Hagland, Editor-in-Chief, Healthcare Informatics

**Panelists:**
- Bobbie Byrne, MD, Vice President and CIO, Edward Health Services Corporation
- George Reynolds, MD, MMM, Vice President, CMIO and CIO, Children’s Hospital and Medical Center
- John R Schooler, FACHE, FCHIME, Vice President and CIO, Orlando Health
- Patricia Skarulis, Vice President, Information Systems and CIO, Memorial Sloan- Kettering Cancer Center

This panel discussion will allow the CIOs of some of the hospitals and health systems that are pioneering the use of clinical data analytics for performance improvement to share their perspectives on what they’re doing. Among the topics to be discussed will be the creation of the continuous cycle of data-driven process change and performance improvement, and issues around the development of data foundations for intensive clinical and integrated data analysis.

E02 - ACOs: Policy Strategic and IT Issues

**Moderator:** Mark Hagland, Editor-in-Chief, Healthcare Informatics

**Panelists:**
- Sam Van Norman, Director of Business Intelligence, Park Nicollet Health System
- Daniel Garrett, Principal, National HIT Practice Lead, PriceWaterhouse Coopers

As Medicare’s accountable care organization shared savings program gets underway, what have pioneering organizations learned already about accountable care and its data and information facilitation? Panelists will discuss the innovative contracting arrangements already emerging in healthcare markets across the country and the learning so far on this very complex and challenging journey.

E03 - Leveraging CPOE Implementation to Reduce Medical Errors and Improve Patient Safety

**Christopher Longhurst,** MD, MS, CMIO, Lucile Packard Children’s Hospital at Stanford

**Lisa M. Grisim,** RN, MSN, IS Director of Operations, Lucile Packard Children’s Hospital at Stanford

The clinical informaticists at Lucile Packard Children’s Hospital at Stanford University have been making industry-shaping breakthroughs in their leveraging of their organization’s computerized physician order entry (CPOE) system to improve patient safety, physician diagnosing, and clinical analytics. Find out from CMIO Christopher Longhurst, M.D., and Lisa Grisim, R.N., M.S.N., Director of Operations, Department of Information Services, about the exciting advances they’ve been making in these key areas.

E04 - The Journey Towards Evidence-Based Physician Ordering

**Jeffrey Rose,** MD, Vice President of Clinical Excellence, Informatics Ascension Health

The St. Louis-based Ascension Health is one of the multi-hospital health systems that has made the greatest strides forward so far in implementing evidence-based physician ordering, system-wide. Find out from Jeffrey Rose, M.D., Ascension’s Vice President of Clinical Excellence Informatics, the strategic and tactical steps that he and his colleagues have taken in order to make the breakthrough to system-wide evidence-based M.D. ordering, which will be a critical advance for patient care organizations nationwide to make.
E05 - Optimizing Revenue Cycle Management: Inpatient Hospital and Medical Group Perspectives  
**Moderator:** Charlene Marrietti, Executive Director of Editorial Initiatives, Vendome Group  
**Panelists:**  
Jose Rivera, Corporate Director, Physician & Professional Services Central Business Office, Orlando Health  
Thomas Yoesle, Chief Operating Officer, Patient Financial Services, Orlando Health (invited)  
Kimberly Hollingsworth, Partner, IMA Consulting  

Out of necessity, leaders of patient care organizations of all types are moving towards optimizing their revenue cycle management processes. Find out what the most advanced strategies are right now among the healthcare and healthcare IT leaders at innovative organizations nationwide.

E06 - The Evolution of the CIO - CMIO Relationship and of the CMIO Role  
**Moderator:** Mark Hagland, Editor-in-Chief, Healthcare Informatics  
**Panelists:**  
William Bria, MD, CMIO, Shriners Hospitals for Children; Chairman, AMDIS  
Bobbie Byrne, MD, Vice President and CIO, Edward Health Services Corporation  
Brian D. Patty, MD, Vice President and CMIO, HealthEast Care System  
Ferdinand Velasco, Vice President and CMIO, Texas Health Resources  
Linda B. Hodges, Senior Vice President, Information Technology Practice Leader Witt/Kieffer  

Things are moving fast when it comes to the evolution of the CMIO (Chief Medical Information/Informatics Officer) role in advanced patient care organizations. More and more, CMIOs are becoming not just facilitators of clinical IS implementations, but leaders of process change and care quality and patient safety improvement. Find out from industry leaders in this area how the CMIO role is changing in organizations across the country, and what the new frontiers are for this incredibly important role.

E07 - Readmissions and the Medical Home: Re-Visioning Care Management  
** Moderator:** Mark Hagland, Editor-in-Chief, Healthcare Informatics  
**Panelists:**  
James L. Holly, MD, CEO, Southeast Texas Medical Associates, LLP  
Tina Buop, CIO, Muir Medical Group IPA, Inc.  
Ferdinand Velasco, MD, Vice President and CMIO, Texas Health Resources  

A small number of multispecialty medical groups, hospitals, and health systems are leading the way in evolving forward the patient-centered medical home concept, and have already documented concrete successes in this area. Learn from some of the leading industry pioneers in this area what the strategic IT challenges and opportunities are in this absolutely critical area.

E08 - Health Information Exchange: Strategies and Sustainability  
**Moderator:** Charlene Marrietti, Executive Director of Editorial Initiatives, Vendome Group  
**Panelists:**  
Russell Branzell, FACHE, FCHIME, FHIMSS, CHCIO, Vice President and CIO, Poudre Valley Health System  
Christopher M. Henkenius, President, Bass & Associates, Inc Program Director, NeHII, Inc  
Devore Culver, M.M. Executive Director and CEO, HealthInfoNet  

Health information exchange is both one of the very most exciting, as well as one of the most complex and confusing, areas of strategic healthcare IT development right now. Learn from industry leaders what is working strategically in HIE advancement, and the lessons being learned around sustainability, one of the most challenging aspects of HIE development.
Biographies

Russell Branzell, FACHE, FCHIME, FHIMSS, CHCIO
Vice President and CIO
Poudre Valley Health System (PVHS)

Prior to joining PVHS, Mr. Branzell was the Regional Deputy Chief Information Officer and Executive Director of Information Services for Sisters of Mercy Health System in St. Louis, MO. While on active duty, he served in numerous healthcare administration positions, including being selected for the Air Force Medical Service Fellowship program and completed a Chief Information Officer Internship at the Unity Health System in St. Louis, MO.

Before his time in St. Louis, Mr. Branzell served on active duty in the US Air Force and retired from the Air Force Reserves in 2008. While on active duty, he served in numerous healthcare administration positions, including being selected for the Air Force Medical Service Fellowship program and completed a Chief Information Officer Internship at the Unity Health System in St. Louis, MO.

Eligibility for care is not based on financial need or relationship to a Shriner. As Chief Medical Information Officer (CMIO), he directs the medical informatics plan for the 22 hospital system. This includes the implementation of an integrated EHR system in each hospital as well as formulating and implementing the clinical decision support and business intelligence components for the system. Dr. William F. Bria is a Pulmonary/Critical Care physician and Adjunct Clinical Associate Professor of Medicine at the University of Michigan and University of South Florida. He is the President of the Association of Medical Directors of Information Systems (AMDIS) and co-founder. Dr. Bria has been a leader in Applied Medical Informatics for over 25 years. He has authored numerous articles and books on informatics, most recently, The CMIO Survival Guide: A Handbook for Chief Information Officers and Those Who Hire Them.

Dr. Bria is past president of the Medical Information Systems Physicians Association, and the review board of the Journal of Healthcare Information Management Healthcare Informatics and Healthcare Informatics.

Tina Buop
CIO
Muir Medical Group IPA, Inc.

Tina Buop is Chief Information Officer for Muir Medical Group IPA, a multi-specialty IPA of over 600 physicians. She is responsible for the clinical, business and technical integration of independent physician practices and internal IPA IT operations. Tina champions the business planning, development, implementation, training, adoption and support of electronic health records, practice management solutions and health information exchange. In addition, she fosters interfaces with hospitals, labs, imaging, payers, and related patient base applications such as PHRs and websites. Tina has business and technical teams for over 18 years for Fortune 100 & 500 Companies (Robert Half International, DHL Worldwide Express), as well as Blue Shield of California.

Bobbie Byrne, MD MBA FAAP
Vice President and CIO
Edward Health Services Corporation (EHSC)

Bobbie Byrne is responsible for all information technology and applications, and biomedical engineering. She also serves as a member of the organization’s senior executive team. Dr. Byrne serves as a Commissioner for the Certification Commission for Health Information Technology (CCHIT). The Board of Commissioners guides and approves the work of the voluntary work groups, the inspection processes and policy. Previously, Bobbie served as the Senior Vice President and General Manager of Clinical Solutions for Eclipsys Corporation.

Dev Culver
Executive Director and CEO
HealthInfoNet

Dev Culver is the Executive Director and Chief Executive Officer of HealthInfoNet, a public-private partnership of providers, employers, consumers, payers and state government tasked with building the Maine’s statewide health information exchange (HIE) and also managing the federal Regional Extension Center grant for the State of Maine. In providing overall leadership for these initiatives, Mr. Culver is responsible for strategic planning, business planning, system design, government relations, vendor negotiations and fund raising. Prior to HealthInfoNet, Mr. Culver served as CIO for Eastern Maine Healthcare, a seven-hospital integrated delivery network (IDN) located in eastern and northern Maine. During his 16-year tenure, he implemented new technologies to enhance access to clinical data and medical records across the region, and to reduce medication errors and associated costs through the development of clinical decision-support, medication management and cost accounting systems. In 2004, Mr. Culver joined Eclipsys Corporation and then later Cerner Corporation in senior management positions responsible for the installation of advanced clinical information systems and the delivery of consulting services to healthcare clients in a multi-state region.
Biographies

**Daniel T Garrett**  
Partner and Leader of the Health Industry IT (HIT) Practice  
Health Industry Advisory Group  
PricewaterhouseCoopers  
Mr. Garrett is part of the Health Industries Advisory Practice Senior Leadership team and brings to PwC his track record and experience in successfully leading large industry transformation initiatives across health care. Dan leads the HIT practice for PwC. Dan has worked with industry executives across leading Provider, Health Plan, Pharmaceutical/Medical Device manufacturers/distributors, and Life Sciences organizations. Dan has also served as an advisor and board level executive to key industry associations, and Federal Health care agencies. Engagements have ranged from strategic planning, designing and then building out new business models leveraging HIT to specific Operations and IT initiatives to improve performance, effectiveness and quality at the payer, provider, and community, state and country level. Dan has participated in some of the largest deployments of EHR technologies in the US, and abroad and he has been invited to work with the leading Industry, Commercial, Global, and Federal groups in implementing the HIT part of the American Recovery and Reinvestment Act (ARRA). Mr. Garrett previously held the position of Vice President and Managing Partner of CSC’s Global Health Solutions (GHS) practice where he was responsible for leading all health care activities across CSC worldwide.

**Lisa M. Grisim, RN, MSN**  
IS Director of Operations  
Lucile Packard Children’s Hospital at Stanford  
Lisa Grisim is a R.N. who has worked at Stanford University Medical Center in various nursing, education, management and IT roles over the past 25 years. In 2001 Lisa was the Project Manager for the activation of Computerized Physician Order Entry (CPOE) on 26 units within Stanford Hospital. Again, in November of 2007 Lisa was the IT Director for the CPOE as well as Clinical Documentation implementation at Lucile Packard Children’s Hospital (LPCH). Most recently, Lisa has been the Director over the Project Management Office, IS Budgeting and Strategic planning for the IS dept. at LPCH. Currently, Lisa is the Clinical Operations Lead for a 30 month implementation project replacing the organization’s current HIS to include both in-patient and out-patient clinicals as well as revenue cycle.

**Mark Hagland**  
Editor-in-Chief, Healthcare Informatics  
Mark Hagland was named Editor-in-Chief of Healthcare Informatics in January 2010. Prior to that, he had spent more than ten years as a Contributing Editor, then Senior Contributing Editor, to the magazine. He has spent over two decades in healthcare publishing, and in the course of his healthcare publishing career, has won numerous national and regional journalism awards, and is the author of two published books on quality and efficiency in healthcare. He is responsible for the overall strategic direction of the magazine. He has a B.A. in English from the University of Wisconsin, and a master’s degree in journalism from the Medill School of Journalism at Northwestern University.

**Christopher Henkenius**  
President, Bass & Associates, Inc.  
Program Director, NeHII, Inc  
Mr. Henkenius led a dynamic, multi-disciplinary team through a rapid HIE (Health Information Exchange) implementation in Nebraska, and was instrumental in quickly pulling together a highly effective public/private partnership to govern the effort. As the Program Director for NeHII (the Nebraska Health Information Initiative), Mr. Henkenius established and maintains a fully virtual staffing model to implement what is arguably the most quickly executed and cost efficient HIE in the nation. Through his leadership, NeHII quickly established a sustainable revenue stream, has developed new models for revenue sharing with businesses in Nebraska and beyond, expanded the HIE throughout the state of Nebraska, and is in detailed discussions with a border state that will be sharing the NeHII technical infrastructure. This innovative model was developed by a group of leaders, including Mr. Henkenius and will allow states to establish autonomous HIEs quickly and cheaply.

**Linda Hodges**  
Senior Vice President and Leader of the IT Executive Search Practice  
Witt/Kieffer  
Linda Hodges, senior vice president and leader of Witt/Kieffer’s IT executive search practice, is a leading expert in health industry IT trends, regulatory and compliance issues and best practices in IT executive recruitment. With more than 20 years of healthcare IT executive search and consulting experience, Linda identifies leaders on behalf of hospitals, integrated delivery networks, academic medical centers, managed care companies, associations and universities. Prior to Witt/Kieffer, Linda was executive vice president with Hersher Associates, Ltd., a healthcare and higher education executive search firm.

**Kim Hollingsworth, MBA**  
Partner, IMA Consulting  
Kim has more than 25 years of experience exclusively in the healthcare field, and she leads IMA Consulting’s Revenue Management practice. Her expertise in the revenue cycle includes Patient Access, Charge Capture, Patient Accounting, and Information Technology. She has many years of operational experience working for a provider and as a consultant. Kim has worked for multi hospital health systems, community hospitals, academic medical centers, and large physician practices across the country. Her areas of expertise include process improvement, change management, project management, and information systems implementation and adoption. As Project Management Consultant responsible for reducing the inpatient unbilled file by $30 million, Kim developed a process to ensure the file was maintained at an acceptable level and implemented similar controls for the outpatient unbilled file. She developed policies and procedures for Patient Accounting Information Systems, Patient Access, Financial Counseling, and Health Information Management; as well as developed the process to review and resolve system rejections timely to ensure integrity of data files, reduce billing rejections, and ensure accuracy of revenue.
Biographies

**James Holly**

**CEO**

Southeast Texas Medical Associates

Dr. Holly is the CEO of Southeast Texas Medical Associates in Beaumont, Texas which is a multi-specialty practice. He has led SETMA to become an NCQA Tier III and an AAACH accredited Medical Home, as well as to be a Joslin Diabetes Affiliate. Dr. Holly writes extensively and speaks on healthcare transformation and informatics. He and his wife have endowed a Distinguished Professorship and also a Distinguished Lecture Series in PC-MH at the University of Texas Health Science Center San Antonio School of Medicine. SETMA was the 2011 HCI Innovator of the Year Runner Up. SETMA is a Davies Award winner in 2005 and SETMA’s HIMSS Stories of Success was published in 2011.

**Christopher Longhurst, MD, MS**

**CMIO**

Lucile Packard Children’s Hospital at Stanford

Dr. Christopher Longhurst is a board-certified pediatric hospitalist at Lucile Packard Children’s Hospital and a Clinical Assistant Professor at the Stanford University School of Medicine. He also holds an administrative appointment at Packard Children’s as the Chief Medical Information Officer, where he has helped lead the organization through the implementation of a comprehensive electronic medical record (EMR) since 2004. These efforts resulted in national attention when Dr. Longhurst published the first-ever correlation between implementation of a computerized physician order entry (CPOE) system and a decrease in hospital-wide mortality in 2010. That same year he was honored to be the selected by Modern Healthcare for Vendome Group, the publishers of Healthcare Informatics magazine, where she has served as Editor-in-Chief. Her extensive healthcare experience includes clinical and consulting positions across the spectrum of healthcare facilities and service centers as well as teaching positions at university and college institutions. She is a medical technologist (MT-ASCP) with an M.S. degree in clinical pathology from The Ohio State University.

**Dr. George Reynolds**

**Vice President and CMIO**

HealthEast Care System

Dr. Reynolds is Vice President, Chief Medical Informatics Officer and Chief Information Officer at Children’s Hospital & Medical Center in Omaha, Nebraska. He is board certified in Pediatric Critical Care and General Pediatrics. He also holds a masters degree in Medical Management from Carnegie Mellon University. In 2007, Dr. Reynolds was a recipient of the American Medical Directors Association Information Systems Award for Excellence and Achievement in Applied Medical Informatics.

**Brian D. Patty, MD**

**Vice President, CMIO and CIO**

Children’s Hospital & Medical Center

Dr. Patty is the CEO of Southeast Texas Medical Associates (SETMA). In 2004, while Dr. Holly was the CMIO for SETMA, he published the first-ever correlation between implementation of a computerized physician order entry (CPOE) system and a decrease in hospital-wide mortality in 2010. That same year he was honored to be the selected by Modern Healthcare for his championing the EHR’s role in the quality improvement efforts at HealthEast.

**Jose Rivera**

**Corporate Director, Physician & Professional Services Central Business Office**

Orlando Health

Jose Rivera started his journey in professional revenue cycle management in 1992. Today he is a proud team member of the Orlando Health Revenue Management team and is the Corporate Director of the Physician & Professional Services Central Business Office. We successfully manage the revenue cycle for 60+ [multispecialty] physician practices (faculty and non-faculty) which include 350+ employed physicians.
Biographies

Jeffrey S. Rose, MD
Vice President Clinical Excellence, Informatics
Ascension Health

Jeffrey S. Rose, MD is Vice President of Clinical Excellence, Informatics, at Ascension Health where he provides senior clinical leadership and strategic support for new clinical systems and quality initiatives. Through his work with associates in both Clinical Excellence and Information Technology, he serves as the clinical liaison to Ascension Health hospitals and related facilities regarding clinical systems and medical informatics while guiding the introduction of knowledge-driven care and redesigned clinical practices to improve the quality and safety of patient care. He was selected by Modern Healthcare Magazine as one of the top 25 Informaticists in the United States in 2010. Ascension Health (www.ascensionhealth.org) is the nation’s largest Catholic and nonprofit health system, with more than 113,000 associates serving a network of 67 hospitals, and related health facilities providing acute care services, long term care, community health services, psychiatric, rehabilitation and residential care. Comprised of more than 37 health ministries and nearly 80 acute care facilities in 20 states at 500+ locations, Ascension Health works with over 20,000 physicians and has total assets of over $16.5B.

Sam VanNorman, MBA, CPHQ
Director of Business Intelligence
Park Nicollet Health System

Sam VanNorman is the Director of Business Intelligence and Clinical Analytics at Park Nicollet Health System, a Medicare PGP demonstration project and Pioneer ACO participant. He is also a member of the Office of Population Management, charged with developing innovative, high value health care for populations served by Park Nicollet. Sam has a wide-ranging background in healthcare, including work in finance, operations, quality improvement, innovation, and economics at payer, provider, and consulting organizations. Sam also teaches graduate health economics at St. Cloud State University. Prior to working in healthcare, Sam designed microchips for IBM and several failed startups. In his spare time, he plays with his two crazy children, brews beer, and tries not to destroy his house with home improvement ‘projects’. He holds a Bachelor's degree in Computer Engineering from Purdue University, and a Masters in Business Administration from the University of North Carolina. He has also completed PhD coursework in Health Services Research at the University of Minnesota and is a Certified Professional in Healthcare Quality (CPHQ).

Rick Schooler, FACHE, FCHIME, MBA
Vice President and CIO
Orlando Health

Rick Schooler joined Orlando Health in October, 2001 as Vice President/Chief Information Officer. His current areas of responsibility include Information Technology, Telecommunications, Clinical Informatics, BioMedical Engineering, Supply Chain, Retail Pharmacy and a Group Purchasing Organization. Prior to joining Orlando Health, he was the Vice President and CIO for Central Georgia Health System. From 1991 to 1994, Rick served as Director of Systems Integration for the Methodist Hospital of Indiana. His previous employers also include Ameritech, General Dynamics, and Computer Systems Corporation.

Patricia C. Skarulis
Vice President and CIO
Memorial Sloan-Kettering Cancer Center

Patricia Castel Skarulis is the Vice President and Chief Information Officer at Memorial Sloan-Kettering Cancer Center where she oversees all computing and communications for the clinical and research enterprise. Prior to joining Sloan Kettering, Pat served in a similar capacity as Vice President and CIO at Rush University Medical Center in Chicago where she was also an Assistant Professor in the Department of Health Systems Management. Prior positions include: Vice President for Information Systems and Vice Chancellor at Duke University where she was also Professor of the Practice of Computer Science; Director, Administrative Systems at Princeton University; Assistant Director, Academic Computing at Rutgers University, and Associate Member of Technical Staff at Bell Laboratories.

Ferdinand T. Velasco, M.D.
Vice President and CMIO
Texas Health Resources

Dr. Velasco is the physician champion for THR’s medical informatics initiatives and provides clinical and executive leadership for the organization’s electronic health record initiative. In addition to his role at THR, Dr. Velasco chairs the National Quality Forum (NQF) eMeasure Review Panel and the HIMSS Quality Cost and Safety Committee. In 2010, he was recognized among the Top 25 Clinical Informaticists by Modern Healthcare. Prior to joining THR in 2002, Dr. Velasco was Assistant Professor of Cardiothoracic Surgery at the Weill Medical College of Cornell University, where he served as physician champion for the medical center’s initiative to implement CPOE.

Sam VanNorman, MBA, CPHQ
Director of Business Intelligence
Park Nicollet Health System

Sam VanNorman is the Director of Business Intelligence and Clinical Analytics at Park Nicollet Health System, a Medicare PGP demonstration project and Pioneer ACO participant. He is also a member of the Office of Population Management, charged with developing innovative, high value health care for populations served by Park Nicollet. Sam has a wide-ranging background in healthcare, including work in finance, operations, quality improvement, innovation, and economics at payer, provider, and consulting organizations. Sam also teaches graduate health economics at St. Cloud State University. Prior to working in healthcare, Sam designed microchips for IBM and several failed startups. In his spare time, he plays with his two crazy children, brews beer, and tries not to destroy his house with home improvement ‘projects’. He holds a Bachelor’s degree in Computer Engineering from Purdue University, and a Masters in Business Administration from the University of North Carolina. He has also completed PhD coursework in Health Services Research at the University of Minnesota and is a Certified Professional in Healthcare Quality (CPHQ).

Tom Yoesle
Chief Operating Officer of Patient Financial Services
Orlando Health

Orlando Health is a multi-hospital system with annual net revenues exceeding $1.5 billion. Tom’s responsibilities span Patient Business registration, scheduling and insurance verification, as well as Patient Accounting billing, collections and audit functions. Tom holds undergraduate and graduate degrees in healthcare administration and has enjoyed over 19 years with Orlando Health in various HIM, IT and financial management roles.
Healthcare Informatics Executive Summit

MAY 6-8, 2012
THE MARRIOTT ORLANDO WORLD CENTER RESORT • ORLANDO, FL

FOR MORE INFORMATION OR TO REGISTER:
WWW.HCIEXECUTIVESUMMIT.COM