

Monday, December 5, 2011

7:00 am – 6:00 pm

Registration Hours

11:00 am – 7:00 pm

Exhibit Floor Hours **Halls A&B – Lower Level**

9:30 am – 9:45 am

Potomac Ballroom

Opening Remarks:

Scott E. Campbell, PhD

Executive Director and CEO
Foundation for the National Institutes of Health

Rosemary Nelson, MSN, MA, RN-BC, CPHIMS

mHIMSS Taskforce Chair
HIMSS

Patricia Mechael, PhD, MHS

Executive Director
mHealth Alliance

Robert Kaplan, PhD

Director, Office of Behavioral and Social Sciences Research
National Institutes of Health

9:45 am – 10:15 am

Potomac Ballroom

Opening Keynotes:

Kathleen Sebelius

Secretary
U.S. Department of Health & Human Services

Eric J. Topol, MD

Vice Chairman
West Wireless Health Institute

Opening Session Sponsored By:

Johnson & Johnson

Corporate Spotlight:

Sharon Kathryn D’Agostino

Vice President, Worldwide Corporate Contributions and Community Relations
Johnson & Johnson

10:15 am – 11:15 am

Potomac Ballroom

Super Session 1: The Value Proposition for mHealth

Moderator: **Charlotte Howard** – *The Economist*

Panelists: **Raj Shah** – CTIS, Inc.

Donald Casey – West Wireless Health Institute

Patricia Wise – HIS, HIMSS

Xavier Williams – AT&T

Richard Migliori – UnitedHealth Group

11:15 am – 11:45 am

Potomac Ballroom

Corporate Spotlight: The Surgeon Can See You Now, Anywhere

Andrew Watson, MD, MLitt, FACS

Medical Director
Center for Connected Medicine

Corporate Spotlight: Healthcare that is Convenient, Smarter, and Faster

Anthony Nguyen, MD, MBA, FACP

Senior Vice President, Care Management
WellPoint

11:45 am – 12:00 pm

Break

12pm – 2 pm

Maryland Ballroom C

Special Session

StartUp Health: Bridging the Gap Between Health & Wellness Entrepreneurs, Payers & Providers

Moderator: **Steven Krein** – Co-founder of StartUp Health

Featuring: **Aneesh Chopra** – U.S. CTO & Assistant to the President and Associate Director for Technology within the Office of Science & Technology Policy

Donald Casey – CEO, West Wireless Health Institute &

Former Worldwide Chairman for Johnson & Johnson’s comprehensive care group and member of the Company’s Executive committee

All Speaker Bios Can Be Found On The mHealth Summit Website

12:00 pm – 1:00 pm

Themed Tracks

Business Sessions:

National Harbor 3

Business Model Challenges for Deployment of mHealth Solutions: The Provider Perspective

Moderator: **Zia Agha** – VA San Diego Healthcare Systems

Presenters: **Julie Kling** – Humana, Inc.

Eric Fennel – Center for Medicare & Medicaid Services, CMMI

James Brehm – Compass Intelligence, LLC

Steve Heilman – Norton Healthcare

National Harbor 4-5

Advances in mHealth from the Mobile Manufacturers and Operators Perspective

Moderator: **Craig Friderichs** – GSMA

Presenters: **Joseph Carangelo** – GreatCall

Niels Helkov – Orange

Mark Trigsted – Diversinet

Stephanie Atkinson – Compass Intelligence, LLC

Chesapeake D-F

Harnessing the Power of Social Media and Mobile Technology to Engage Consumers

Moderator: **Brian Dolan** – MobilHealthNews

Presenters: **Nick Martin** – UnitedHealth Group

Charles Teague – FitNow Inc.

Jonathan Javitt – Telcare, Inc.

Clint McClellan – Qualcomm Inc.

Policy Sessions:

National Harbor 6

Mapping Mobile Health Regulatory Experiences for Small and Large Companies

Moderator: **Bonnie Norman** – Care Innovations, an Intel-GE Company

Presenters: **Mark Cain** – MIM Software Inc.

Kent Dicks – MedApps, Inc.

Anand Iyer – WellDoc

David Zar – Mobisante

National Harbor 7

Interoperability: Overcoming the Challenges of Silos in Medical Device Development

Moderator: **Robert Jarrin** – Qualcomm Inc.

Presenters: **Julian Goldman** – Partners HealthCare System

Sandy Weininger – U.S. Food and Drug Administration

Michael Robkin – Anakena Solutions

Marty Miller – Children's Hospital Los Angeles

Thomas Novak – Centers for Medicare & Medicaid Services

Research Sessions:

National Harbor 10

Cardiovascular Disease Management

Moderator: **William Riley** – National Heart, Lung, and Blood Institute

Presenters: **Joseph Cafazzo** – University Health Network, Toronto

John Piette – University of Michigan

Anthony Sterns – iRx Reminder LLC

National Harbor 11

Maternal and Child Health

Moderator: **Lynne Haverkos** – National Institute of Child Health and Human Development

Presenters: **Leena Dhande** – Lata Medical Research Foundation

Kathy Katz – Georgetown University Medical Center

Azzah Nofly – Ministry of Health, Tanzania

Heather Rosen – Johns Hopkins School of Public Health/MCHIP

National Harbor 2

Population Surveillance and Emergency Response

Moderator: **Michael Ackerman** – National Library of Medicine

Presenters: **Nicole Ellenberger** – The George Washington University

Stacy Lindau – University of Chicago, Comprehensive Cancer Center

Dina Passman – U.S. Department of Health and Human Services

Melissa Stockwell – Columbia University

Monday, December 5, 2011, *continued*

- National Harbor 13* **Technology Sessions:**
The Benefits of Low Power, Short Range Wireless Health
Moderator: **Suniti Pongshe** – Accenture
Presenters: **Tarun Nimmagadda** – Mutual Mobile
 Sandra Elliott – Meridian Health
 Ketan Paranjape – Intel Corporation
 John Peeters – Gentag

- Chesapeake 4-6* **Workflow Solutions For Use Inside Care Facilities**
Moderator: **Samuel Schaffzin** – U.S. Public Health Service
Presenters: **Casey Helfrich** – UPMC
 Neil Evans – U.S. Department of Veterans Affairs
 Jonathon Feit – Beyond Lucid Technologies, Inc.
 Hank Fanberg – CHRISTUS Health

- National Harbor 12* **Search and Use Patterns: Case Studies in Patient Adherence Through mHealth**
Moderator: **Josh Seidman**– Office of the National Coordinator for HealthIT
Presenters: **Mingui Sun** – University of Pittsburgh
 Ronald Poropatich– Telemedicine and Advanced Technology Research Center
 Jennifer Dyer – DuetHealth
 Atul Nakhasi – Johns Hopkins University

- Chesapeake 7-9* **mFinance Sessions:**
Critical Policy Dynamics Within an mHealth/mFinance Platform
Moderator: **John Casillas** – HIMSS
Presenters: **Vicky Hausman** – Dalberg Global Development Advisors
 Egbe Osifo-Dawodu – Anadach Group
 Elisabeth Ashbourne – The World Bank

- Potomac 1-3* **HIT X.0 Sessions:**
Finally Catching Up with the Mobile Physician
Presenters: **Nick Van Terheyden** – CMIO, Nuance
 Thomas Giannulli – Epocrates

- 1:00 pm – 2:00 pm Lunch On Your Own**

- 2:00 pm – 3:00 pm Themed Tracks:**
- National Harbor 3* **Business Sessions:**
Examining the Clinical Value of mHealth: Clinician Perspectives on mHealth Technology
Moderator: **Jonathan Mack** – West Wireless Health Institute
Presenters: **Bella Hwang** – Weltel
 Paul Campbell – Amplify Public Affairs
 David Doherty – 3G Doctor
 Samir Damani – MD Revolution, Inc.

- National Harbor 6* **Delivering Pan-Industry Disruption: Powering-Up the ‘m’ in Mobile Health**
Moderator: **Tish Van Dyke** – Edelman
Presenters: **Eleanor Chye** – AT&T
 Richard Boyd – Lockheed Martin Virtual World Labs
 Gary Strumolo – Ford Motor Company

- National Harbor 7* **Lowering the Cost of Clinical Trials through Technology Innovation**
Moderator: **Robin Strongin** – Amplify Public Affairs
Presenters: **Anthony Costello** – Mytrus
 Ben Heywood – PatientsLikeMe
 Miguel Orri – Pfizer Inc
 Christian Reich – OMOP, Foundation for the NIH

All Speaker Bios Can Be Found On The mHealth Summit Website

Policy Sessions:

National Harbor 11

mHealth: A Status Update and View of the Future Across U.S. Government Entities

Moderator: **Kerry McDermott** – West Wireless Health Institute

Presenters: **Bakul Patel** – U.S. Food and Drug Administration
Julie Knapp – Federal Communications Commission
Michelle Lim Warner – Centers for Medicare & Medicaid Services
Yael Harris – Health Resources and Services Administration

National Harbor 12

Medical Grade Wireless Testing: Accelerating Deployment in Healthcare Settings Through Test Environments

Moderator: **Greg Walton** – El Camino Hospital

Presenters: **David Hogle** – Integra Systems, Inc.
Ira Keltz – Federal Communications Commission
Anura Fernando – Underwriters Laboratories
Chris Riha – Carilion Clinic Health System

Research Sessions:

Chesapeake 4-6

HIV

Moderator(s): **Shoshana Kahana** – National Institute on Drug Abuse
Susannah Allison – National Institute of Mental Health

Presenters: **James Bon Tempo** – Jhpiego
Freda Omaswa – University of British Columbia
Shama Mohammed – Interactive Research and Development
Deborah S. Levine – Planned Parenthood Federation of America

Chesapeake D-F

Obesity, Diet, and Physical Activity

Moderator: **James McClain** – National Cancer Institute

Presenters: **Yan Kestens** – Montreal University
Bonnie Spring – Northwestern University
Donna Spruijt-Metz – University of Southern California
Brie Turner-McGrievy – University of South Carolina

National Harbor 13

Research and Diagnostic Tools

Moderator: **Jill Reedy** – National Cancer Institute

Presenters: **Beth S. Linas** – Johns Hopkins, Bloomberg School of Public Health
Craig Lipset – Pfizer Inc
Ram Dantu – University of North Texas
Ramesh Raskar – MIT Media Lab

Technology Sessions:

National Harbor 10

Deployment of mHealth and System Infrastructure Implications

Moderator: **Arnub Chatterjee** – U.S. Department of Health and Human Services

Presenters: **Jonathon Leidig** – Virginia Tech
Sweta Sneha – Kennesaw State University
Rajeev Rajang – Qualcomm, Inc.
David Finn – Symantec

National Harbor 2

Leveraging mHealth at the Point of Care

Moderator: **David Blackburn** – Sapient

Presenters: **Erik Douglas** – CellScope, Inc.
Heather Underwood – University of Colorado at Boulder
Mary Mays – Brandman University
Jeffrey Blander – Bienmoyo Foundation

National Harbor 4-5

The Intersection of Mobile Health & Public Health – Towards Greater Understanding & Collaboration

Moderator: **Greg Downing** – Office of Chief Technology Officer, HHS

Presenters: **Paul Meyer** – Voxiva, Inc.
Kevin Adomayakpor – One World
Yvonne Hunt – National Cancer Institute
Shelly Batra – Operation ASHA

Monday, December 5, 2011, *continued*

Chesapeake 7-9 **mFinance Sessions:**
Exploring Business Models that Leverage mFinance to Support mHealth
Moderator: **Patricia Mechael** – mHealth Alliance
Presenters: **Menekse Gencer** – mPay Connect
Samuel Agutu – Changamka
Mark Smith – Digicel
Judy Gold – Marie Stopes International

Potomac 1-3 **HIT X.0 Session:**
The Untethered Doctor: Getting Your Practice on Board with mHealth
Christopher Wasden – PricewaterhouseCooper
Prateek Dwivedi – Techna Research Institute at University Health Network

3:00 pm – 3:15 pm **Break**

3:15 pm – 4:15 pm **Themed Tracks**

National Harbor 6 **Business Sessions:**
Making Health Data Useful for Successful Clinical Decision Support
Moderator: **Stanley Hum** – Columbia University
Presenters: **Sanjoy Paul** – Accenture
Ramesh Jakka – 360Fresh
Ahmed Ghouri – Anvita Health
Lucila Ohno-Machado – University of California, San Diego

National Harbor 4-5 **Remote Monitoring for Chronic Disease Management: Critical Factors for Clinical and Economic Success**
Moderator: **Nicole Boramanand** – West Wireless Health Institute
Presenters: **Brett Stauffer** – Baylor Health
Randy Williams – Pharos Innovations
Claudio Saccavini – Consorzio Arsenà.IT

National Harbor 3 **The Evolution of Gaming and its Effect on Prevention and Wellness**
Moderator: **Mitul Shah** – West Wireless Health Institute
Presenters: **Ravi Komatireddy** – West Wireless Health Institute
Iana Simeonov – University of California, San Francisco
Debra Lieberman – University of California, Santa Barbara
Doug Goldstein – iConnecto

National Harbor 7 **Policy Sessions:**
Global Regulatory Frameworks: Understanding Regulatory Concerns Across Different Markets
Moderator: **Jeanine Vos** – GSMA
Presenters: **Tidiani Togola** – Malian National e-Health Agency (ANTIM)
Dan Namuguzi – Makerere University
Li Dachuan – China Ministry of Health

National Harbor 12 **The Role of Standards in mHealth**
Moderator: **Ross Martin** – Deloitte
Presenters: **Kamran Sayrafian** – NIST
Elliot Sloane – Center for Healthcare Information Research & Policy
Michael Robkin – ASTM and Anakena Solutions
Chuck Parker – Continua Health Alliance

National Harbor 11 **Research Sessions:**
Medication Adherence
Moderator: **Michael Stirratt** – National Institute of Mental Health
Presenters: **George Gellert** – CHRISTUS Health
Amos Adler – MEMOTEXT
Richard S. Garfein – University of California San Diego
Brian Suffoletto – University of Pittsburgh

All Speaker Bios Can Be Found On The mHealth Summit Website

Chesapeake 4-6

Smoking and Alcohol Use

Moderator(s): **Cecilia Spitznas**– National Institute on Drug Abuse
Yvonne Hunt– National Cancer Institute
Presenters: **Lorien C. Abrams** – George Washington University
Fiona McTavish – CHESS Project
Tonya L. Prescott – Internet Solutions for Kids, Inc.
Andrew Waters – Uniformed Services, University of the Health Sciences

National Harbor 13

NIH Gene, Environment, and Health Initiative (GEI)

Moderator(s): **David Balshaw**– National Institute of Environmental Health Sciences
Catherine Loria– National Heart, Lung, and Blood Institute
Presenters: **Wenyan Jia** – University of Pittsburgh
Kenzie Preston – National Institute on Drug Abuse
Sang Young Son – University of Cincinnati
Fengqing Zhu – Purdue University

Technology Sessions:

Chesapeake D-F

Framing U.S. mHealth Development: How-to-Align Function, Business, Policy and Regulation

Moderator: **Brian Dolan** – MobiHealthNews
Presenters: **Jeanette Little**– Telemedicine and Advanced Technology Research Center, USAMRMC
Yael Harris– Health Resources and Services Administration
John Fessler – Santech
Alice Borrelli – Intel Corp.

National Harbor 10

The Impact of Cloud Computing and Online Solutions on mHealth

Moderator: **Halle Tecco** – RockHealth
Presenters: **Nadine Levick** – EMS Safety Foundation
Jesse Coleman – BC Centre for Disease Control
Flaura Winston – The Children’s Hospital of Philadelphia at the University of Penn.
Mehul Shah – CTIS, Inc.

National Harbor 2

Passive, Non-Invasive, Engaging: Technology Solutions for Managing Chronic Disease

Moderator: **Miguel Gomez**– U.S. Department of Health and Human Services
Presenters: **David Delaney** – SAP America
Timothy J. Dion – Sensei, Inc.
Barbara Sorondo – Eastern Maine Medical Center
Suzanne Clifford – Inspiring Transformations, Inc.
Brigitte Piniewski – PeaceHealth Labs

mFinance Sessions:

Chesapeake 7-9

Developing mHealth and mFinance Business Models and Platforms, an Interactive Session

Moderator: **Brooke Partridge** – Vital Wave Consulting
Presenters: **Mark Smith** – Univocity
Menekse Gencer – mPay Connect
David Lubinski – PATH
Karl Brown – Rockefeller Foundation

HIT X.0 Session:

Potomac 1-3

Global Mobile – A View from the Other Side

Presenter: **Christopher Catalo** – Greystone.net

4:30 pm – 6:30 pm

Special Sessions:

Potomac 1-3

Design Mobile Apps That Healthcare Consumers Will Love – Or At Least Use

Presenter: **Lisa Gualtieri** – Tufts University School of Medicine
(This is a Fee Based Session)

Maryland Ballroom C

mHealth Alliance: National Stakeholders: Learning from the Global South

Moderator: **Clive G. Smith** – mHealth Alliance
Presenters: **Patrick Imbasciani** – Pan American Health Organization
Eric Woods – Switchboard Health
Ananya Raihan – D.Net
Gwen Ramokgopa – Ministry of Health, South Africa

Chesapeake 4-6

ONC TownHall Meeting on Consumer Engagement

Presenter: **Lygeia Ricciardi** – Office of the National Coordinator for Health IT

Chesapeake D-F

Open mHealth

Presenters: **Deborah Estrin** – Openmhealth.org

Ida Sim – Open mhealth.org

David Haddad – Openmhealth.org

National Harbor 6

U.S. Department of Commerce: Exporting mHealth: Resources and Tips from the International Trade Administration

Speaker(s): **Nicole Lamb-Hale** – International Trade Administration, U.S. Department of Commerce

Martin Herbst – U.S. Export Assistance Center, Baltimore, Maryland;

U.S. Commercial Service, U.S. Department of Commerce

Tuesday, December 6, 2011

7:00 am – 6:00 pm

Registration Hours

11:00 am – 7:00 pm

Exhibit Floor Hours **Halls A&B – Lower Level**

8:00 am – 9:15 am

Morning Discussion Groups

National Harbor 7

Diabetes Management

National Harbor 11

Tobacco, Alcohol and other Substance Use

National Harbor 12

HIV and Sexual Health

Chesapeake D-F

Prenatal Health

National Harbor 6

Cancer Treatment and Management

National Harbor 2

Disease Screening and Diagnostic Tools

National Harbor 3

Electronic Health Records and mHealth

Potomac 1-3

Aging-in-Place and related Elderly Health Issues

National Harbor 4-5

Behavioral and Environmental Sensor Technologies

8:00 am – 9:15 am

Special Sessions:

Maryland C

Fierce: Executive Breakfast Roundtable: Powering the Care Models of Tomorrow – mHealth’s Pivotal Role in Care Coordination & Accountable Care
(This is a Fee Based Session)

Moderator: **Sarah Jackson** – FierceMobile HealthCare

Presenters: **Steven Dean** – Inova Health System

Mohit Kaushal – West Wireless Health Institute

Wendy J. Nilsen – National Institutes of Health

Audie Atienza – U.S. Department of Health & Human Services

National Harbor 13

mHealth Alliance Strategy Launch

Presenters: **Patricia Mechael** – mHealth Alliance

National Harbor 10

IDC Health Insights: The Second Wave of Clinical Mobility
(Closed Session – Invite Only)

9:30 am – 10:00 am

Morning Keynotes:

Potomac Ballroom

John Stratton

Executive Vice President and Chief Operating Officer

Verizon Wireless

Regina M. Benjamin, MD, MBA

Surgeon General of the United States

U.S. Department of Health and Human Services

10:00 am – 11:00 am
Potomac Ballroom

Super Session 2: Mobile Health in the Clinical Enterprise
Moderator: **Patrick Muldoon** – HealthAlliance Hospital
Presenters: **Krishnan Ganapathy** – Apollo Telemedicine Networking Foundation
Russell Glasgow – National Cancer Institute
Joseph C. Kvedar – Center for Connected Health
Donna Ramos-Johnson – DCPCA
Eric Yablonka – University of Chicago Medical Center & Biological Sciences

11:00 am – 11:15 am

Break

11:15 am – 12:15 pm

Themed Tracks:

Business Sessions:

National Harbor 3

Successful mHealth Business Models in Emerging Markets
Moderator: **Nam Mokwunye** – Vital Wave Consulting
Presenters: **Yusheng Zhang** – Apricot Forest
Nandu Madhava – mDhil
Allen Hammond – Healthpoint Services Global, Inc.
Phillip Olla – Mobile Diagnostic Services

Chesapeake 4-6

The Impact of Mobile on the Pharmaceutical Industry: Supply Chain to Compliance
Moderator: **Prashant Yadav** – University of Michigan
Presenters: **Lekan Asuni** – GlaxoSmithKline
Ashifi Gogo – Sproxil
Ruchi Dass – HealthCursor Consulting Group
Susan Shiff – Pfizer Inc.

National Harbor 12

The Role of mHealth in Emergency Response
Moderator: **Dennis Admudson** – Scripps Health
Presenters: **Chris Fickle** – A&D Medical
Douglas Naegele – Infield Health
Jennifer Manner – Federal Communications Commission
Paul Margie – Telecoms Sans Frontieres

Chesapeake 7-9

Special Session: The Basic Building Blocks of mHealth – The Role of Patient Education and Monitoring of their Medical Compliance
Moderator: **Michael O’Neil** – GetWellNetwork, Inc.
Presenters: **Eric Schultz** – QuantiaMD
John de Souza – MedHelp International Inc.
Ryan McWhorter – Logistimo

Chesapeake D-F

Policy Sessions:

mHealth 101: Overview of Regulatory Bodies
Moderator: **Brian Dolan** – Mobihealthnews
Presenters: **Geraldine Matisse** – Federal Communications Commission
Megan Moynahan – U.S. Food and Drug Administration
Robert Tagalicod – Centers for Medicare & Medicaid Services

National Harbor 3

Government Role in Scaling mHealth: Collaborations to Launch National mHealth Strategies
Moderator: **Gina Lagomarsino** – Results for Development
Presenters: **Craig Friderichs** – GSMA
Derek Ritz – ecGroup, Inc.
Brendan Smith – Vital Wave Consulting

National Harbor 11

Research Sessions:

Diabetes Management
Moderator: **Christine Hunter** – The National Institute of Diabetes and Digestive and Kidney Diseases
Presenters: **Charlene Quinn** – University of Maryland School of Medicine
Richard Katz – George Washington University
Ernesto Gozzer – Universidad Peruana Cayetano Heredia

Tuesday, December 6, 2011, *continued*

National Harbor 10 **Maternal and Child Health – Focus on Africa**
Moderators: **Florence Haseltine**– National Institute of Child Health and Human Development
 Flora Katz – Fogarty International Center
Presenters: **John Koku Awoonor-Williams** – Ghana Health Service
 Rohit Chaudhri – University of Washington
 Marc Mitchell – D-tree International
 Seneca Perri – Dimagi, Inc.

National Harbor 6 **Research and Diagnostic Tools – Focus on Function**
Moderator: **Paul Cotton** – National Institute of Nursing Research
Presenters: **Yong-Jun Kwon** – Randolph College
 Brian Ragan – Ohio University
 David Roberts – American Pain Research Association
 Erin Snook – University of Massachusetts Amherst

National Harbor 13 **Technology Sessions:**
Short-term Strategies for Fragmentation: Overcoming Interoperability Challenges Today
Moderator: **Christopher Wasden** – PricewaterhouseCoopers
Presenters: **Todd Plesko** – EXTENSION, Inc.
 Mark Kramer – MITRE Corporation
 Tom Routon – D-tree International
 Bettina Experton – Humetrix

National Harbor 4-5 **Wireless Patient Monitoring in Care Facilities: The Future of Wearable mHealth Applications, Devices, and Sensors**
Moderator: **Wil Yu** – Office of the National Coordinator
Presenters: **Benjamin Sawyer** – Games for Health Project
 Chuck Parker – Continua Health Alliance
 Surendar Magar – HealthMicro, Inc.
 Matthew Grubis – GE Healthcare

National Harbor 7 **Deployment Case Studies for the mHealth Field Worker**
Moderator: **Wendy Nilsen**– National Institutes Health
Presenters: **Heather LaGarde** – IntraHealth International
 Michael Setton – SenSaris
 Erica Whinston – Qualcomm, Inc.
 Matt Berg – Millenium Villages Project

Potomac 1-3 **HIT X.0 Session:**
What Mobility Innovation Means to Healthcare
Presenters: **Tracy Hulver** – Verizon
 Peter Tippett – Verizon

12:15 pm – 12:30 pm Break

12:30 pm – 12:45 pm Keynote Luncheon:
Corporate Spotlight: Using Mobile Technology to Build End-to-End Solutions for Patients Managing Chronic Diseases
Potomac Ballroom **Raj Shah**
 Chairman and CEO
 CTIS Inc.

12:45 pm – 1:00 pm Corporate Spotlight: Community Based Care
Potomac Ballroom **Eric Dishman**
 Intel Fellow, Intel Architecture Group
 Director, Health Innovation Initiative
 Intel Corp.

All Speaker Bios Can Be Found On The mHealth Summit Website

1:00 pm – 2:00 pm
Potomac Ballroom

Luncheon Keynotes:
Julius Genachowski
 Chairman
 Federal Communication Commission
Hamadoun Touré. Ph.D.
 Secretary-General
 International Telecommunication Union

2:00 pm – 2:15 pm

Break

2:15 pm – 3:15 pm

Themed Tracks

Business Sessions:

National Harbor 4-5

The Venture Capital Perspective on mHealth

Moderator: **Robert McCray** – Wireless-Life Sciences Alliance
Presenters: **Mohit Kaushal** – West Wireless Health Institute
Darren Hite – Aberdare Ventures
Daniel Lubin – Radius Ventures LLC

National Harbor 12

Medical Device Interoperability: Overcoming the Barriers and Accelerating the Adoption

Moderator: **Aaron Goldmuntz** – West Wireless Health Institute
Presenters: **Santhosh Nair** – Wind River Systems
John Rhoads – Philips Healthcare
Margaret Campbell – HealthAlliance Hospital, Inc.
Elliot Sloane – Center for Healthcare Information Research & Policy

National Harbor 3

mHealth Business Models in Maternal Health

Moderator: **Jennifer Potts** – mHealth Alliance
Presenters: **Sarah Colamarino** – Johnson & Johnson
Elena Dmitrieva – Health and Development Foundation
Judy Meehan – National Healthy Mothers, Healthy Babies Coalition
Elizabeth Jordan – Johns Hopkins School of Nursing

Chesapeake D-F

Policy Sessions:

Privacy and Security Implications of mHealth

Moderator: **Marcy Wilder** – Hogan Lovells
Presenters: **Adam Greene** – Davis Wright Tremaine LLP
Verne Rinker – Office for Civil Rights, HHS
Joy Pritts – U.S. Department of Health & Human Services
David Houlding – Intel Corp.

Chesapeake 7-9

Open Standards for mHealth Interoperability in Severely Resource-Constrained Environments

Moderator: **Fredrik Winsnes** – NetHope
Presenters: **Michael Gehron** – U.S. Department of State
Derek Ritz – ecGroup Inc.
Jonathan Jackson – Dimagi, Inc.
Alice Baker – Intel Corp.

National Harbor 6

Research Sessions:

Cancer Treatment and Management

Moderator: **Heather Patrick** – National Cancer Institute
Presenters: **Ming-Yuan Chih** – University of Wisconsin Madison
Lola Awoyinka – University of Wisconsin Madison
Sophia Smith – Duke University
Nihal Mohamed – Mount Sinai School of Medicine

National Harbor 7

Department of Defense mCare

Moderator: **Ronald Poropatich** – Telemedicine and Advanced Technology Research Center
Presenters: **Jeanette Little** – Telemedicine and Advanced Technology Research Center
Holly Pavliscsak – Telemedicine and Advanced Technology Research Center
James Tong – Ke’aki Technologies

Tuesday, December 6, 2011, *continued*

National Harbor 2

mHealth Evidence Workshop Report

Moderator: **Wendy Nilsen** – National Institutes Health
Presenters: **Charlene Quinn** – University of Maryland School of Medicine
Bonnie Spring – Northwestern University
Misha Pavel – National Science Foundation
Deborah Estrin – UCLA / CENS
Santosh Kumar – University of Memphis

Technology Sessions:

National Harbor 13

Encouraging Care Organizations and Payers to Become mHealth Testbeds

Moderator: **Pierce Graham Jones** – U.S. Department of Health and Human Services
Presenters: **Mark Cummings** – Kennesaw State University
Ernesto Ramirez – University of California San Diego
Annette Ghee – World Vision International
Martin Were – Indiana University

National Harbor 11

What Will it Take to Drive Mass Adoption and Patient Engagement

Moderator: **Lygeia Ricciardi** – U.S. Department of Health and Human Services
Presenters: **Daniel Greenberg** – Media Rez
Kelly Caine – Indiana University
Edward Shin – WellApps
Mark Casselman – Centre for Global eHealth Innovation

National Harbor 10

Case Studies in U.S. mHealth in Rural Communities: The Intersection of Health Disparities and Mobile

Moderator: **Miryam Gerdine** – Health Resources and Services Administration
Presenters: **James Eberhard** – Mobile Accord
Karen Pak Oppenheimer – World Health Partners
Joseph Rubambe – Deloitte
Harry Strulovici – Life For Mothers
Steven Graves – Applied Medical Information, Inc

HIT X.0 Session:

Potomac 1-3

Being Four Places at Once: Mobile Device Situational Awareness

Presenters: **Brian Rothman** – Vanderbilt University Medical Center
Warren Sandberg – Vanderbilt University Medical Center

2:30 pm – 7:30 pm
Maryland Ballroom C

Mobile Health Venture Fair — Presented by mHIMSS - “A DC to VC Event”

Opening Remarks: **Wil Yu** – Office of the National Coordinator for Health Information Technology

Raising Capital Panel

Moderator: **Jennifer Daniels** – Healthcare and Life Sciences Industry Groups, Blank Rome LLP
Panelists: **Howard Burde** – Howard Burde Health Law
Beth Cohen – Blank Rome LLP
Chris Hoffman – Triple Tree
Lenard Marcus – Edison Ventures
John Shire – Nelson Mullins

Strategic Partnership with Key Industry Leaders Panel

Moderator: **William E. Gramlich** – Healthcare and Life Sciences Industry Groups, Blank Rome LLP
Sam Bastia – Global Strategy and Corporate Development, Verizon
Eleanor Chye – AT&T Mobility Services LLC
Jennifer Daniels – Healthcare and Life Sciences Industry Groups, Blank Rome LLP
Dan Lubin – Radius Ventures
Rick Valencia – Wireless Health Qualcomm

(An Information Guide will be Distributed During this Session)

3:15 pm – 3:30 pm

Break

3:30pm – 5:00 pm
Chesapeake 4-6

Special Sessions:

B2 Group: Wireless Health Channel's – The Invisible Hand

Moderator: **Tony Sklar** – bnetTV
Presenters: **Bob Bilbruck** – B2 Group
Clint McClellan – Qualcomm Inc.
Jared Reitzin – MobileStorm
Brian Russell – Zephyr

National Harbor 12

MDISS: Applied Medical Device Security for mHealth: Challenges and Opportunities to Ensure a Safe Medical Device Industry

Panel #1: Security Standards for Medical Devices

Jing Wang MacKenzie – Booz Allen Hamilton
Daniel Silverstein – Kaiser Permanente
Mike Ahmadi – GraniteKey LLC
Lynette Sherrill – Department of Veterans Affairs

National Harbor 2

Deloitte: A New Model for National-level mHealth Planning

Moderator: **Michael Cowan** – Deloitte
Presenters: **Steve Ollis** – D-Tree International
Kelly Keisling – The mhealth Working Group
Marcos Mzeru – Tanzania Ministry of Health & Social Welfare
Mwendwa E. Mwenesi – Tanzania Ministry of Health & Social Welfare
Sarah Emerson – CDC Foundation
Maruis Conradie – Vodacom
Nathaniel Clarke – Deloitte

National Harbor 10

The mHealth Regulatory Coalition Presents and Reviews Its Final Mobile Medical Apps Guidance Recommendations to FDA

Presenters: **Dane Stout** – Anson Group
Anne E. Lara – WellDoc, Inc.
Lolita Forbes – Verizon Wireless
Jeffrey H. Dygert – AT&T Services, Inc.
Yishai Knobel – Mobile Health, AgaMatrix
Kent Dicks – MedApps, Inc.

National Harbor 11

mHealth Alliance: Participatory Design for mHealth

Facilitators: **Erica Kochi** – UNICEF
Robert Fabricant – Frog Design
Jason Severs – Frog Design
Rachel Regina – Frog Design

National Harbor 4-5

Vodafone - Evaluating mHealth Adoption Barriers: Human Behaviour

Presenters: **Axel Nemetz** – Vodafone
Stephen Johnston – Fordcastle
Juliet Bedford – Anthrologica
Ruud Kooi – Across Health

National Harbor 6

Booz Allen Hamilton: Practical Policy and Business Implications of Implementing Mobile Health Solutions Across the Biomedical Domain

Moderator: **William Riley** – National Heart, Lung, and Blood Institute
Panelists: **Joseph Cafazzo** – University Health Network & Healthcare Human Factors
Eliot Siegel – University of Maryland School of Medicine, Department of Diagnostic Radiology
Ilene Yarnoff – Booz Allen Hamilton

National Harbor 13

PAHO - EHealth: Exploring Innovation and Collaboration in The Americas

Moderator: **Giselle Ricur** – PAHO/WHO

PAHO/WHO eHealth Strategy for the Americas

Presenter: **Marcelo D'Agostino** – PAHO/WHO

IDRC International Development Research Centre Ottawa Canada

Presenter: **Chaitali Sinha**

eHealth Project for Haiti –Collaboration and Innovation

Presenters: **Richard Scott** – University of Calgary
Moné Palacios – University of Calgary

eSAC Project

Presenters: **Andrea A. Cortinois** – Toronto General Hospital & University of Toronto

Young Professionals YP’s eSAC Project Presentations

Fabiola de Andrade – Brazil
Camilo Erazo – Chile
Felipe Mejia – Colombia
Nasim Farach – Honduras
Soroya Julian – Jamaica

National Harbor 7

UnitedHealth Group: Mobile Health and Device Connectivity as an Extension of Services

Panelists: **Shawn Moore** – OptumHealth
Mike Rynchek – Spyder Trap

Chesapeake 7-9

Ashoka: The 1000 Days of Pregnancy and Infancy – A Lighthouse Project(s)

Moderator: **David Aylward** – Ashoka

Maternal and Newborn Health Care Segment

Presenter(s): **Sangita Reddy** – Apollo Hospitals
Trishan Panch

Nutrition Segment

Presenter(s): **Valeria Merino** – Ashoka

Clinic, Water and Telemedicine Segments

Presenter(s): **Allen Hammond** – Healthpoint Global Services

ICT and Telemedicine Segment

Presenter(s): **Mridul Chowdhury** – mPowerHealth and BRAC
Krishnan Ganapathy – Apollo Health

Training Segment

Presenter(s): **Vidar Jorgensen** – Grameen

Business Models and Partner Opportunities

Presenter(s): **Kari Stoever** – Pegasus Capital

Evaluation and Research:

Presenter(s): **Jay Satia** – Public Health Foundation of India
Alain Labrique – Johns Hopkins Bloomberg

Chesapeake D-F

Pioneer - What I Really Need from mHealth: Five Perspectives on Value

Moderator: **Albert Shar** – Robert Wood Johnson Foundation

Presenters: **Robert Jarrin** – Qualcomm, Inc.
Carol McCall – GNS Healthcare
Anmol Madan – Ginger.io
Richard Katz – George Washington University Hospital

National Harbor 3

**Wireless-Life Sciences Alliance - Making Wireless Health Innovation Work for the Whole World:
A Friendly Competition by Innovators**

Moderator: **Robert McCray** – Wireless-Life Sciences Alliance

Presenting Organizations:

- Kian Saneii** – Independa
- Scott Mackie** – Cambridge Temperature Concepts
- Jonathan Javitt** – Telcare
- Dave Albert** – Alivecor
- Michael McGarry** – Ascension Health
- Joseph Kvedar** – Center for Connected Health

Panelists: **Vicky Hausman** – Dalberg
Mridul Chowdhury – Click Diagnostics
Arna Ionescu – Proteus Biomedical

3:30 pm – 7:00 pm

Exhibit Hall Dedicated Time **Halls A&B – Lower Level**

5:00 pm – 7:00 pm
*Pose Ultra Lounge &
 Nightclub*

Special Sessions:
Health In Place (HIP) – Disruptive Women in Health Care is Launching a New Initiative

Moderator: **Robin Strongin** – Disruptive Women in Health Care

Presenters: **John Marttila** – Marttila Strategies
John C. (Jack) Lewin – American College of Cardiology
Pamela Cipriano – Institute of Medicine
Halle Tecco – Rock Health

Wednesday, December 7, 2011

7:00 am – 12:00 pm

Registration Hours

10:00 am – 1:00 pm

Exhibit Floor Hours **Halls A&B – Lower Level**

8:00 am – 9:15 am
*National Harbor 4-5
 National Harbor 7
 Potomac 1-2
 National Harbor 13
 National Harbor 11
 National Harbor 2
 National Harbor 12
 National Harbor 6
 National Harbor 3*

Morning Discussion Groups

- Cardiovascular and Respiratory Disease Management
- Diet and Physical Activity
- Mental Health
- Medication Adherence
- Malaria, TB, and Other Infectious Diseases
- Alcohol and Drug Abuse
- Maternal and Child Health (Perinatal)
- Clinical Decision Support and Training
- Biomedical Sensor Technologies

8:00 am – 9:15 am
National Harbor 10

Special Sessions:
mHealth Alliance - Evidence Matters: Perspectives Across the mHealth Landscape on Priorities, Gaps, and Common Goals for Strengthening the Evidence Base

Presenters: **Larry W. Chang** – Johns Hopkins School of Medicine
Garrett Mehl – World Health Organization
Alain Labrique – Johns Hopkins Bloomberg School of Public Health
Craig Friderichs – GSMA
Wendy Nilsen – National Institutes of Health
Mridul Chowdhury – mPower Health, Bangladesh
Sandhya Rao – USDA Bureau for Global Health

Chesapeake 4-6

Vodafone Health Debate Session
(Closed Session)

9:30 am – 10:00 am

Potomac Ballroom A-B

Morning Keynotes:

Paul E. Jacobs

Chairman of the Board and Chief Executive Officer
Qualcomm, Inc.

Sangita Reddy

Executive Director, Operations
Apollo Hospitals Group

10:00 am – 11:00 am

Potomac Ballroom A-B

Super Session 3: The New Wireless Paradigm in the Medical Device Industry

Moderator: **Tom Wheeler** – Core Capital Partners

Presenters: **Paul Coss** – Philips Healthcare

Andrew M. Flanagan – SAP

Michael Kremliovsky – Medtronic, Inc.

Tom Watlington – Sotera Wireless, Inc.

10:30 am – 5:30 pm

Potomac Ballroom 6

Designing Mobile Experiences for Health Care Consumers

(This is a Fee Based Session)

Moderator: **Lisa Gualtieri** – Tufts University School of Medicine

Presenters: **Tara Montgomery** – Consumer Reports Health

Matt Goldfeder – Consumer Reports

Stead Burwell – Alliance Health

11:00 am – 12:00 pm

Potomac Ballroom A-B

Super Session 4: Global Policy and Regulatory Perspectives of mHealth

Moderator: **Joseph Smith** – West Wireless Health Institute

Presenters: **Joseph McCannon** – Centers for Medicare & Medicaid Services

William Maisel – U.S. Food and Drug Administration

Gwendoline Ramokgopa – Ministry of Health, South Africa

Lourdes Motte-Murguie – PPAL

Ariel Pablos-Mendez – USAID

12:00 pm – 12:15 pm

Potomac Ballroom A-B

Summit Closing Remarks

1:00 pm – 4:00 pm

Potomac Ballroom C

Special Sessions:

mHealth Alliance - Real World Experiences: Delivering Health Messages through Mobile Phones to Expectant and New Mothers

Engaging Mobile Network Operators

Presenter: **Craig Friderichs** – GSMA

Generating Evidence

Presenter: **Patricia Mechael** – mHealth Alliance

Creating Relevant Health Content

Presenter: **Daphne Metland** – BabyCenter

Marketing Strategies for the Bottom of the Pyramid

Presenter: **Ananya Raihan** – D.NET

Creating a Sustainable Business Model Through Public-Private Partnerships

Presenter: **Pam Riley** – Abt Associates

Getting Started:

Presenter: **Joanne Stevens** – MAMA South Africa

Building for Scale:

Presenter: **Tim Wood** – Grameen Foundation

1:00 pm – 3:00 pm
Potomac Ballroom 1-2

GBC Health - Building Partnerships That Work: Designing for Success and Scale

Moderator: **Vicky Hausman** – Dalberg Global Development Advisors

Presenters: **Paul Ellingstad** – Office of Global Social Innovation, HP
Erin Mote – USAID Global Broadband and Innovations Alliance (GBI)
Sarah Sanders – Vodafone Health Solutions
Rodrigo Saucedo – Carlos Slim Health Institute
Jon Tigges – Deloitte Consulting, LLP

1:00 pm – 5:00 pm
Potomac Ballroom 4-5

MDISS - Applied Medical Device Security for mHealth: Challenges and Opportunities to Ensure a Safe Medical Device Industry

Panel #2: “Technical Challenges: Interoperability versus Security”

Panelists: **Julian Goldman** – Partners HealthCare System
Kevin Fu – University of Massachusetts Amherst
Allen Hobbs – Kaiser Permanente
Ira Winkler – Codenomicon

Panel # 3: “Consumer Products in Healthcare Environments”

Panelists: **David Houlding** – Intel Corporation
Randy Ledson – VA System
Brian Fitzgerald – U.S. Food and Drug Administration
Kurt Stammberger – Mocana
Rick Hampton – Partners HealthCare System

Panel #4: “Understanding the Risk: Surveillance, Epidemiology, Simulated Networks, Wireless Interference and Loads”

Panelists: **Blake Sutherland** – Trend Micro
Michael Taborn – Intel Corporation
Lisa Kaiser – U.S. Department of Homeland Security
Dale Nordenberg – MDISS Consortium
Nate Kube – Wurldtech

All Information Current as of November 22, 2011
