

CONVERGENCE SUMMIT 2014: AGENDA

WLSA's 9th Convergence Summit will focus on the most important barriers to achieving the goals of connected health. The technology sector has "discovered" the health care market and the pace of innovation in tech-enabled health care and personal health solutions is accelerating. Tech is not the problem. We have an adoption issue. Consumer and institutional customers are confused by such factors as conflicting and unsubstantiated marketing claims, financial incentives that are counter-productive to the adoption of tech-enabled solutions, regulatory processes that do not keep up with the pace of innovation and too many unengaged consumers.

The agenda is designed to address the realities and solutions for these challenges.

Thursday, May 15 Conference Sessions:

7:00 a.m. Registration and Continental Breakfast

8:00 a.m. Structured Networking Sessions

9:00 a.m. Opening Remarks: Rob McCray, Co-Founder and Chief Executive Officer, WLSA

9:20 a.m. Curating for Outcomes

Clinicians, providers and payors are challenged by uncertainty in trying to select the connected health devices, services and applications that meet their needs. Consumers are confused about their choices, as well as being insufficiently engaged. Traditional approaches for establishing the safety and efficacy of medical technologies are slow, expensive and delay the introduction of useful products. This session will explore how the tools of connected health and adaptive methods for clinical studies may offer a solution to the disconnection between the pace of technology innovation and traditional approaches to validation. Other topics related to this conversation include the role of the marketplace, transparency as to outcomes and standards.

Session Leader: Don Jones, Chief Digital Officer, Scripps Translational Science Institute

- Leroy Hood, MD, PhD, President and Co-Founder, Institute for Systems Biology
- Steve R. Steinhubl, MD, Director of Digital Medicine, Scripps Translational Science Institute; Clinical Cardiologist, Scripps Health
- Komathi Stem, Senior Director, Product Development, Innovation Lead, Genentech
- David-Alexandre Gros, MD, Chief Strategy Officer, Sanofi

10:30 a.m. Networking Break

11:00 a.m. The Engaged Health Consumer

To maintain health, people need to be engaged with their own health as consumers, not just as patients. At a societal level, we must reduce the avoidable demand for health care through improved lifestyles and behavior. This session will present examples of how connected health solutions are or key challenges in achieving these goals. How can we use connected solutions to increase consumers' engagement with their own health? Will the consumer retail sector become a driver of improved personal health?

Session Leader: James R. Mault, MD, FACS, Vice President and Chief Medical Officer, Qualcomm Life

- Chris Penrose, Senior Vice President, Emerging Devices, AT&T Mobility
- Jeremy Jauncey, Co-Founder, TicTrac
- Adam Pellegrini, Vice President, Digital Health, Walgreens
- Dave Monahan, Chief Executive Officer, Fitlinxx
- David Pauer, MNO, Director of Wellness for the Employee Health Plan, Cleveland Clinic
- Gad Shaanan, Chief Executive Officer, YofiMeter

12:00 p.m. Lunch

1:30 p.m. Toward a Sustainable Health Care System

Can innovation solve the access and cost problems in health care? What are the prospects for reducing the demand for chronic care services? What are the best models in the health care sector? What can we learn from innovations in other countries?

Session Leader: Ralph Simon, Chief Executive Officer, Mobilium Global

- John Doyle, Executive Vice President, Ascension; President and Chief Executive Officer, Ascension Holdings
- Craig Friderichs, MBChB, Director of Health, GSMA
- Michael K. Wons, Chief Executive Officer, CellTrak
- Ilene Klein, MD, Director, Global Employee Health Services, Qualcomm
- Dale Athey, PhD, Chief Executive Officer, OJ-Bio

2:40 p.m. Networking Break

3:10 p.m. The 6th Annual iAwards for Connected Health, presented by TripleTree

iAward nominees are evaluated on a range of criteria including the uniqueness of their solution; marketplace traction; clinical, operational or consumer relevance; size of addressable market and international presence.

Session Leader: Chris Hoffmann, Senior Director Marketing, Research & Executive Programs, TripleTree

- Lou Silverman, Chief Executive Officer, Advanced ICU Care
- Matt Patterson, MD, Chief Operating Officer, AirStrip
- Greg Foster, Chief Executive Officer, BrightWhistle
- Bob Yungk, Chief Executive Officer, Clinically Home of America
- James C. Simmons, Interim Chief Executive Officer, ConnectYourCare
- Ed Meyercord, Chief Executive Officer, Critical Alert Systems
- Rajiv Kumar, MD, Chief Executive Officer, ShapeUp
- Stefan Agustsson, Partner, Tea Leaves Health
- Mark D. Wiederhold, MD, PhD, FACP, Chief Executive Officer, The Virtual Reality Medical Center (VRMC)
- Chris Hendriksen, Chief Executive Officer, VRI
- David Medvedeff, Chief Executive Officer, VUCA Health
- Jon Pearce, PharmD, Chief Executive Officer, Zipnosis

4:40 p.m. What Have We Learned Today?

An interactive discussion with the audience, led by Rob McCray, WLSA and Don Jones, Scripps Digital Health

5:00 p.m. Reception in the Innovators Pavilion

7:00 p.m. Close of Sessions

Friday, May 16 Conference Sessions:

7:00 a.m. Registration and Continental Breakfast

8:00 a.m. Structured Networking Sessions

9:00 a.m. Connected Health, Policy and Payments

This session will focus on two very timely issues in health care in the world's largest health care market:

- How should health information technology be regulated? Should Congress amend the legislation governing the FDA?
- Is the fee for service model sustainable or should we plan for its replacement?

Session Leader: Rob McCray, Co-Founder and Chief Executive Officer, WLSA

- Brad Thompson, Attorney, Epstein Becker Green
- Stephanie Zaremba, Senior Manager, Government and Regulatory Affairs, athenahealth

Mr. Thompson and Ms. Zaremba will engage in a friendly debate about the need for legislation to achieve the FDA's stated goals of protecting patient safety and promoting innovation to improve public health.

- David Gruber, MD, MBA, Managing Director and Director of Research, Alvarez & Marsal
- David Sayen, Regional Administrator, Centers for Medicare & Medicaid Services

Dr. Gruber and Mr. Sayen will address the sustainability issue from two different perspectives, the market and government payment policy.

10:10 a.m. Health Care meets the Consumer - Customer Service in B2B and B2C Models

Remote patient monitoring and therapeutic compliance are two of the best early opportunities for connected health. The patients most in need of connected health services are often those who are among our least connected and tech-proficient citizens. This session will explore the results when connected health technology is put in the hands of consumer end users. Can design eliminate the need for customer service? What are the elements of a successful customer support operation?

Session Leader: Dan March, Managing Partner, BrandForce Health

- Rick Valencia, Senior Vice President and General Manager, Qualcomm Life
- David Inns, Chief Executive Officer, GreatCall
- Jonathan Javitt, MD, MPH, Chief Executive Officer, Vice Chairman, and Founder, TelCare
- Brian Russell, Chief Executive Officer, Zephyr Technologies
- Amar Kendale, Vice President of Marketing, MC10

11:00 a.m. iAwards Presentation

11:10 a.m. Networking Break

11:30 a.m. The Hospital Panel

Wonderful technological solutions to everyday problems in hospitals fail if they are not integrated into the workflow and IT platforms of hospital customers. They also have to be paid for. What can we learn from the experience of some best of breed connected health care solutions that are designed for the hospital market? How do hospital customers think about major purchases? What are the major barriers to hospital adoption? How can they be overcome? Are there identifiable changes in policy or markets that would accelerate adoption?

Session Leader: Don Jones, Chief Digital Officer, Scripps Translational Science Institute

- Tom Klopach, Chief Executive Officer, Skylight Healthcare Systems
- Terrell Edwards, Chief Executive Officer, PerfectServe, Inc.
- Byron Osing, PhD, Chief Executive Officer, Calgary Scientific
- Mike Mitsock, Senior Vice President of Marketing, AirStrip

12:25 p.m. Lunch

1:40 p.m. Afternoon Keynote:

Jeff Arnold, Chairman and Chief Executive Officer, Sharecare

Daniel G. Amen, MD, Chief Executive Officer, Amen Clinics, Inc.

Unlocking Human Potential through Population Health Management – enabling people to realize their full potential by viewing life through the lens of health.

2:10 p.m. Voices of Patients

“Patient centric” care has been a buzzword for a number of years. Better health outcomes are linked to patient engagement with their own health and health care. However, the health care sector is paternalistic: “orders” are given to patients who are neither expected nor encouraged to understand and participate in their own care. This interactive session will highlight the powerful personal stories of three accidental patients and on that basis engage the entire audience in a conversation about the value patient voices and how to increase their impact with clinicians, device and pharmaceutical companies, and regulators.

Session Leader: Moshe Engelberg, PhD, MPH, President and Chief Executive Officer, ResearchWorks

- Ramesh Rao, PhD, Director, UCSD Division of the California Institute for Telecommunications and Information Technology (Calit2); Professor, Electrical and Computer Engineering, Jacobs School of Engineering, UCSD
- Anna McCollister-Slipp, Patient Advocate and Co-Founder, Galileo Analytics
- Kim Goodsell, Patient Advocate and Co-Founder, ProAbility WalkArt

3:20 p.m. Networking Break

3:50 p.m. Crowdfunding for Health

New models of funding offer opportunities for entrepreneurs to bring in the capital required to build new health and wellness apps and devices while also receiving feedback from early adopters and data that can be used for clinical validation.

Session Leader: Rob McCray, Co-Founder and Chief Executive Officer, WLSA

- Silona Bonewald, Product Development and Community Development Director, Emotiv
- Justin Butler, Business Development Lead, Misfit Wearables
- Christian Braemer, Chief Executive Officer and Co-Founder, Benefunder
- Andy Abramson, Chief Strategy Officer, Velocity Growth; Founder, Comunicano, Inc.
- Jeff Belk, Founder, Bright Light Management; Venture Partner, OurCrowd; Managing Director, ICT168 Capital LLC
- Scott Jordon, Founder, HealthiosXchange

5:00 p.m. Reception in the Innovators Pavilion

7:00 p.m. Close of Sessions