

2011 WIRELESS-LIFE SCIENCES ALLIANCE

# CONVERGENCE SUMMIT

MAY 10-12, 2011

MANCHESTER GRAND HYATT | SAN DIEGO, CA



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Dear Summit Attendees:

It is our pleasure to welcome you to San Diego, California for the sixth annual Wireless-Life Sciences Convergence Summit.

The Convergence Summit continues to draw the world's most innovative executives, innovators and investors who are collectively creating the wireless health sector.

Many thanks to all those who gave their time and resources to plan and coordinate this event, as well as the upcoming academic/research conference on October 10-13, Wireless Health 2011 ([www.wirelesshealth2011.org](http://www.wirelesshealth2011.org)).

Thanks also go to our Partners whose support make our activities possible.

With kind regards,

WLSA BOARD OF DIRECTORS:

**Donald Jones, Chairman**  
Vice President, Health & Life Sciences, Qualcomm

**Robert B. McCray, Co-Founder, President and CEO**  
Wireless-Life Sciences Alliance

**Jeffrey K. Belk, Director**  
Managing Director, ICT168 Capital, LLC

**Sharon Henry, Director**  
Director, American Medical Response

**M. Wainwright Fishburn, Jr., Director**  
Partner, Cooley LLP



## WHY WIRELESS HEALTH AND YOUR PARTICIPATION MATTER – A MESSAGE FROM THE WLSA CEO

Greetings! Welcome to the 6th annual Wireless-Life Sciences Alliance (WLSA) Convergence Summit. In 2005 WLSA was the first organization to focus exclusively on the convergence of communications technology and healthcare, believing that at this intersection we would find solutions for some of healthcare's most difficult problems. We have remained true to that mission and have sharpened our message – there are not two points of convergence but three. The potential of wireless health will be realized in the effective blending of three bodies of learning: high technology; life sciences; and human factors. The third point is key: end users will determine the successes and failures in wireless health. The fourth factor is the ecosystem of innovators, executives, investors, clinicians and policy makers who compose WLSA participants – YOU are shaping the wireless health space.

*What is Wrong with Healthcare and What Does Wireless Health Have to Offer?* Societies have no choice but to change their healthcare systems in the face of exploding demand caused by aging and chronic disease. The U.S. healthcare system is already failing millions of its citizens. Wireless health offers the opportunity to satisfy this demand, thus improving life and creating shareholder value. Nonetheless, it is apparent that some institutions and professions will resist the demand for more personalized and efficient access to care. In the face of competition and digital information, however, they will ultimately be unable to resist disruptive change any better than the automobile, music or retail industries. Wireless health is powerful because it creates transparency in healthcare through measurable outcomes, and transparency creates accountability.

Last year, I opined that 2010 would be considered "year one" of the wireless health sector, that is, the inflection point in creating a mature sector after successive "years zero." We are still early – if this were the internet commerce sector we would be in 1995 when it was not clear what shape that sector would take. While we do not yet know who will be the Amazon or eBay of wireless health, certainly the core concepts have been identified and the hard work of building these companies has commenced.

What are the signs of progress? Here are three noteworthy events affecting the WLSA community that have occurred since last year's Convergence Summit:

- In November 2010, Dr. Leslie Saxon of USC published the results of a study<sup>1</sup> of long term outcomes of over 194,000 patients after ICD and CRT implantation, comparing remote device follow-up with in-clinic follow-up. The conclusion: survival rate materially improves if the device is connected through a home based monitor to a healthcare data center.
- In December 2010, the Middle Eastern operator and 2010 Summit participant Mobily rolled out an mHealth platform in conjunction with Ericsson and a major hospital in Saudi Arabia<sup>2</sup> and in February 2011 Mobily deployed the service of a WLSA members and 2010 presenter, Great Connection, to deliver sonograms to the phones of expecting parents<sup>3</sup>.

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<sup>1</sup> Circulation 122 (2010): 2359-2367. Abstract available at <http://circ.ahajournals.org/cgi/content/abstract/122/23/2359>

<sup>2</sup> Mobily launches the first mHealth solutions in the Kingdom. (2010). Retrieved May 1, 2011 from <http://www.mobily.com.sa/portalu/wps/wcm/connect/mobilycontent/ee/company+news/en/news129>

<sup>3</sup> Mobily launches Mobile Baby Service. (2011). Retrieved May 1, 2011 from <http://www.mobily.com.sa/portalu/wps/wcm/connect/mobilycontent/ee/company+news/en/news132>

- In February 2011, Epocrates ([www.epocrates.com](http://www.epocrates.com)) completed its IPO as "EPOC" and has traded in a typically volatile range but is up 10% as of April 25th. Epocrates was an invited presenter in the 2009 WLSA Investors Meeting.

#### **CONCLUSIONS & OBSERVATIONS:**

These news items are just three examples of progress in the sector. There are many others and much relevant activity is conducted in private. Looking at developments in the field as a whole, and considering the global economic and social environment in which we exist, I offer the following conclusions and observations:

- If a device or service can be connected, it should be (under penalty of malpractice, obsolescence and/or customer dissatisfaction). How else will you be able to answer questions about how your product works in the field or why someone should buy it? If you do not take this approach and your competitor does, how will you sell against connectivity? This is why we have Merlin, CareLink and Latitude even though St. Jude, Medtronic and Boston Scientific created these wireless services without extra reimbursement.
- In the developing world, increases in chronic disease and demand for access to health services rival or exceed our challenges in the developed world. U.S. life sciences companies should look for markets in the entire world and not just in the dwindling populations of rich and well insured in the U.S. and Europe. Five billion cell phone users constitute the largest distribution channel ever created in the world. How are you going to use it?
- Epocrates was founded on the principal that clinicians needed on-the-fly access to accurate and up to date information via mobile devices and it has grown to establish a platform serving a majority of U.S. practitioners with several important services. It has achieved business success and its investors and founders will be rewarded. Whether Epocrates will extend this platform to the rest of the world or leave that opportunity to others remains to be seen.
- Heuristic diagnosis is moving towards free. Access to medical knowledge, including personal genomics, is being distributed directly to consumers. So far, these trends have primarily influenced a motivated minority of consumers and especially the healthy wealthy, but over time they will shift power and responsibility to patients who will have to manage more healthcare decisions for themselves and their families. Digital music ultimately reshaped the music industry. Wireless health will have a similar impact in healthcare.
- In societies with limited access to healthcare and limited spending, wireless health delivers access to knowledge and care. In the U.S., it is disruptive and resisted. Why? Partially because the U.S. spends too much and gets too small a return compared with the rest of the world There is resistance to change because it is economically, culturally and legally disruptive. Consider the combined effects of the following:

- Professional licensure is well intended but state licensure and corporate practice restrictions shield physicians from competition.
  - The FDA operates on a laudable principle that safety and efficacy must be demonstrated, but this standard should be relaxed if the new device or service is offering a monitoring of dark space where current services leave patients unmonitored.
  - The fee for service system has created an environment where innovation depends on reimbursement which, in conjunction with device regulation, tends to freeze the innovation and impede its improvement.
- Notwithstanding these sources of inertia, the immutable forces of population aging, rising rates of chronic disease, and the effects of global competition, mean that (1) individuals will have increasing personal responsibility for coordinating their own and their family's care and (2) access to fully insured care will continue to decrease. These trends turn "patients" into "consumers" and "caregivers" who demand better products and services than the healthcare industry is accustomed to delivering.
  - Fortunately, we have the technology tools to tackle these problems: Nearly ubiquitous wireless connectivity to the world's population. Cell phones are a mobile and personal permanent address.
    - Data storage, analytics and search capabilities that are declining in cost faster than the declining cost of content creation.
    - Secure cloud based access to information via the Internet.
    - Embedded wireless technology which enables wearable devices.
    - Inexpensive whole genome sequencing and rapidly advancing esoteric diagnostic services, with results reported in a digital format to enable data sharing and analysis.

## THE FUTURE OF HEALTHCARE

*What will we do with these tools?* What is the future of the healthcare industry in the United States, the world's most expensive healthcare market?

- Will it follow the trajectory of the music industry, which was controlled by a small number of companies until digital music and the Internet made access to music free, enabled free global distribution for artists, and transformed how music lovers spend their money.
- Will it follow the course of the auto industry which tried to maintain a market for low tech low quality cars, lost its status to international companies and now has downsized, created competitive products and is regaining market share.
- Unfortunately, elements of the U.S. healthcare industry may have more in common with the financial industry, especially its lack of transparency, high cost and government support.

In a sense, the U.S. has run the largest clinical effectiveness study in history with the Medicare program: approximately 50,000,000 patients have participated over 30 years. The U.S. is ranked last among 19 industrialized nations with respect to preventable deaths, despite outspending these nations as much as twofold<sup>4</sup>. The purpose of Medicare is to operate an effective health insurance program for the aged – notwithstanding clear evidence of its failure relative to the world, elements of the professions, key institutions, and consumers (as voters) resist thoughtful efforts at Medicare's improvement. Fortunately, this problem has the attention of policy makers, entrepreneurs and some globally significant companies.

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<sup>4</sup> Commonwealth Fund, 2008

*How fast will the U.S. change?* How do businesses thrive and investors earn a return in the face of uncertainty? There is no guide book for this situation, but with healthcare being the largest component of the U.S. economy and with the development of middle class healthcare markets in Asia, it is certainly an area that is replete with opportunity. I suggest the following considerations for governments, businesses, entrepreneurs and mission oriented organizations:

1. Look internationally – devices, services and applications can be delivered to the global billions and not just the rich and well insured. Demand will accelerate in the U.S. when consumers (voters) realize they are on the outside looking in, but you need not wait for this development.
2. Do not overlook the self pay markets. They are increasing in size and if you can address the rest of the world with affordable products you will find a U.S. market as well.
3. Deliver satisfaction - consumers, patients and institutions derive more satisfaction from paying for the correct therapy than for a diagnostic process. Create solutions that lower the cost of diagnosis and deliver personalized and effective therapy.
4. Be transparent - just as internet commerce has made consumers into their own supply chain manager, access to healthcare knowledge will make the pricing of services more competitive. This shopping service itself has value and serves policy interests by increasing the health knowledge of consumers.
5. Leverage specialists' knowledge – direct access to specialists will decline, making them more valuable and more expensive. Integrate their knowledge into systems that support large numbers of patients.
6. Recognize the changed role for hospitals with “virtual walls” – hospitals in the U.S. will be increasingly dependent on government programs as the employer-sponsored market declines but they may be increasingly important as organizers of outpatient care. The elimination of reimbursement in 2012 for certain readmissions is forcing this change.
7. Focus on management, the balance sheet and integration – strong healthcare systems are in a powerful position to organize regional healthcare to be more efficient and effective and therefore have an opportunity to win in a competitive market.
8. Prepare for shifting markets and global competition - markets for diagnosis, monitoring and therapy will increasingly cross political and geographical boundaries due to the influence of knowledgeable institutional and consumer purchasers.
9. Expand the market by delivering better value – lower the effective cost of healthcare and demand will increase to utilize the excess capacity. Organizations that first establish the reputation for doing so should be able to command the loyalty and business success of a Southwest Airlines or Walmart while serving a fundamental social need.

The WLSA community of members and meeting participants continuously explore the topics outlined above. I welcome you to our conference and look forward to your continuing participation to deliver the benefits of wireless health.

Best regards,

Robert B. McCray  
Co-Founder, President and CEO  
Wireless-Life Sciences Alliance

**San Diego is the premier location in the U.S.  
for convergence of wireless and life sciences.**

The Wireless-Life Sciences Alliance (WLSA) is a special purpose, non-profit trade organization for innovators, globally relevant companies, scientists, physicians, and policy makers.

The WLSA is dedicated to creating value and improving health, globally, through the convergence of communications technologies, consumers, caregivers and all sectors of the life sciences and technology environment. WLSA partners and companies all over the world are using wireless health innovations to better manage chronic conditions, preempt disease and improve the lives of the elderly and under-served populations around the world.

The principal activities of the WLSA involve the creation of invitational group and private meetings in quality settings during which proprietary information is shared and in which partners meet the most dynamic and innovative organizations and individuals shaping the future of wireless health.

WLSA founders recognized the wireless health opportunity in 1999. In forming the organization, with the critical support of Qualcomm and Johnson & Johnson in 2005, the WLSA established from the start an operating principal that its meetings would be invitational rather than "pay-to-play," and that invitations would be based on the quality of the invitee's achievement or innovation and capability to create valuable wireless health innovations.

For more information on partnership in the Wireless-Life Sciences Alliance, please go to [www.wirelesslifesciences.org](http://www.wirelesslifesciences.org).



Special thanks to our partners who help make this event possible:

AT&T	Diversinet	ParkerWhite Brand
Accenture	Ernst & Young	Interactive
Anakam	EuMHA	Proteus Biomedical
Applied Cardiac Systems	GreatCall	Qualcomm
Ascension Health	Independa	Quintiles
Aventyn	Integer Wireless	ResMed
Body Media	InTouch Health	Roche
Calgary Scientific	Intrado	Sanofi-Aventis
California Healthcare	Johnson & Johnson	Sierra Wireless
Foundation	Lantronix	Soligie
Cambridge Consultants	Lifecomm	Sotera Wireless
CardioNet	MedApps	TelCare
CareFusion	Midmark Corp.	The California Endowment
CellTrak	Mintz Levin	3M
Comunicano	Myca	TMNG Global
Cooley LLP	National Instruments	TripleTree LLC
CTIA	Nukona	Verizon Wireless
DD Studio	OJ-BIO	VOCEL
Deloitte	Optum	Zarlink
DexCom	P&G	





## MAY 10 EXECUTIVES FORUM

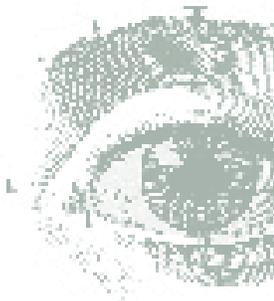
We are in a historic transition – a unique convergence where technical innovation holds great promise for some of the most important healthcare issues our nation has ever faced. For entrepreneurs, some business practices are unproven and for global leaders, paradigms are shifting quickly.

The agenda for the Executives Forum is comprehensive in its breadth, depth and scope, with a laser-like focus on everything that matters in wireless and mobile health. Patient centered coordination of care, mobile health perspectives in the developing world, and various elements of compliance are just a few of the themes you will hear to help position your business to move forward.

There has never been a more exciting time to innovate in health care – and the 2011 Convergence Summit is designed to help.



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Tuesday, May 10, 2011

7:00 AM  
REGISTRATION & NETWORKING

8:00 AM  
WELCOME AND OPENING REMARKS - SETTING THE STAGE

**Robert B. McCray**  
President & CEO, Wireless-Life Sciences Alliance

8:20 AM  
WIRELESS: A PLATFORM FOR INNOVATION

**Paul Jacobs, Ph.D.**  
Chairman & CEO, Qualcomm

8:50 AM  
DIGITIZING MAN: A CONVERSATION ABOUT THE NEED  
FOR PERSONALIZED MEDICINE

**Eric Topol, M.D.**  
Director - Scripps Translational Science Institute; Chief  
Academic Officer - Scripps Health; West Wireless Health  
Institute; The Gary and Mary West Endowed Chair of Innovative  
Medicine

**Donald Jones**  
Vice President, Health & Life Sciences - Qualcomm &  
Chairman, Wireless-Life Sciences Alliance

9:15 AM  
PATIENT CENTRIC COORDINATION OF CARE: A  
CONVERSATION ABOUT THE ROLE OF THE HOSPITAL  
IN WIRELESS HEALTH & CONNECTED CARE AS THE  
COMMUNITY STANDARD OF CARE

*Moderator:*

**M. Wainwright Fishburn, Jr.**  
Partner, Cooley, LLP &  
Board Member, Wireless-Life Sciences Alliance

*Panelists:*

- **John Doyle**  
Chief Strategy Officer & General Manager, Transformational  
Development, Ascension Health
- **Leslie Saxon, M.D.**  
Chief Division of Cardiovascular Medicine - Keck School of  
Medicine; Professor of Clinical Medicine, USC
- **Michael A. Shabot, M.D.**  
System Chief Medical Officer, Memorial Hermann Hospital  
Systems



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9:45 AM  
BREAK

10:15 AM  
UPDATE FROM THE FOOD & DRUG ADMINISTRATION - A  
VIEW INTO THE AGENCY'S OVERSIGHT OF WIRELESS  
HEALTH DEVICES, APPLICATIONS & SERVICES

*Speaker:*

**Jonathan Sackner-Bernstein, M.D.**

Associate Director, Center for Devices & Radiological Health,  
Food & Drug Administration (FDA)

Assisting Dr. Sackner-Bernstein in today's presentation will be  
**RP-7**, one of InTouch Health's Remote Presence telemedicine  
solutions.

10:35 AM  
TECH-ENABLED DELIVERY OF CARE: A DISCUSSION WITH  
SUCCESSFUL INNOVATORS IN THE FIELD

*Moderator:*

**Tom Watlington**

CEO, Sotera Wireless

*Panelists:*

- **Michael A. Martino**  
Senior Vice President, Innovation, Business Development  
and Strategy, CareFusion
- **Brad Schraut**  
CEO, InstyMeds
- **Mick Farrell**  
Senior Vice President, ResMed

11:15 AM  
ASSESSING WIRELESS HEALTH AS A NEW CONSUMER-  
CENTRIC MARKET

*Speaker:*

**Nathan Estruth**

Vice President, Procter & Gamble FutureWorks

11:35 AM  
PAYING FOR HEALTHCARE - PART I: A CONVERSATION  
ABOUT "CONSUMER PAY" MODELS FOR HEALTHCARE

*Moderator:* **Iain Gillott**

Founder & President, iGR-Inc.

*Panelists:*

- **Shamus Husheer, Ph.D.**  
CEO & Co-Founder, Cambridge Temperature Concepts
- **Dave Dickinson**  
President & CEO, ZEO
- **Steve Auerbach**  
President, Connexions



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12:15 PM

LUNCH & NETWORKING

1:30 PM

IT'S A NEW WORLD: INTRODUCTION TO GLOBALIZATION

*Speaker:*

**Ashok Kaul**

Vice President Healthcare Convergence, Wireless-Life Sciences Alliance

1:35 PM

DEVELOPING WORLD VIEWPOINTS ON WIRELESS HEALTH  
TELEMEDICINE IN SOUTH ASIA: BUILDING A HEALTHCARE SYSTEM  
IN A CONSUMER PAYS SOCIETY

*Interview by:*

**Ralph Simon**

President, Mobilium Advisory Group

*Speakers:*

**Rahul Reddy**

President & CEO, Apollo Health Resources, Inc., Apollo Group Companies

**Hariharan Velayudhan**

Senior Vice President of Provider Solutions, Apollo Health Street

2:00 PM

ARE OPERATORS THE HEALTHCARE IT PROVIDERS OF THE FUTURE?

*Introduction by:*

**Peggy Johnson**

Executive Vice President & President, Global Market Development,  
Qualcomm

*Panelists:*

- **Thierry Zylberberg**  
Executive Vice President, Orange Healthcare/France Telecom
- **Douglas Li**  
CEO, SmarTone Telecommunications Holdings, Ltd.
- **David Haight**  
Vice President of Business Development, Emerging Devices  
Organization, AT&T

2:40 PM

ENABLING PATIENT-CENTRIC CARE: WILL IT IMPROVE ACCESS  
AND EFFICIENCY?

*Moderator:*

**Dave DeMarco, Ph.D.**

Northeast U.S. Pharmacy Leader, Ernst & Young

*Panelists:*

- **David Tripi**  
Janssen Pharmaceutical Companies of Johnson & Johnson
- **Mark Trigsted**  
Executive Vice President, Diversinet

3:10 PM  
NETWORKING BREAK

3:40 PM  
THE LIVING NEEDS OF SENIORS: A DISCUSSION ABOUT  
THIS NEW MARKET ACCELERATOR

*Moderator:*  
Lance Kurata  
Partner, Mintz Levin

*Panelists:*

- **Brian Bischoff**  
President & CEO, Healthsense
- **David Inns**  
CEO, GreatCall / Jitterbug

4:15 PM  
WILL PHARMA/DEVICE CONVERGENCE DELIVER BETTER CARE  
AND LOWER COSTS?

*Moderator:*  
Terry Hisey  
Vice Chairman, U.S. Life Sciences Leader, Deloitte

*Panelists:*

- **Terry Gregg**  
CEO, DexCom
- **Bruno Leroy**  
Head of Global Access Strategies, Sanofi-Aventis

4:45 PM  
WHAT HAVE WE LEARNED TODAY?

- **Paul Jacobs, Ph.D.**  
Chairman & CEO, Qualcomm
- **Robert B. McCray**  
Chairman & CEO, Wireless-Life Sciences Alliance







## MAY 11 INVESTORS FORUM

The implementation of technology has historically failed to lower health care costs. As we approach the midpoint of 2011, wireless and mobile healthcare and its growing public acceptance are top of mind for every health care professional and their financial sponsors.

The agenda for the Investors Forum has been architected around the recognition of our 12 I Award finalists, and to build on a few of the topics that were introduced during yesterday's Executive Forum.

The solutions you will see represented today are relevant not only to leaders in life sciences, but for health plans, health care providers and health and wellness companies as well. Moreover, we will enable discussions and networking that helps you more effectively leverage this innovation with an efficient use of capital.



The TripleTree I Award for the Wireless-Life Sciences recognizes innovation, insight, and initiative from wireless and mobile solutions in healthcare. A call for nominees ran January - February. From a pool of more than 100 applications, a panel of independent judges (individuals affiliated with the Wireless-Life Sciences Alliance) selected 12 finalists to participate in the 2011 WLSA Convergence Summit.

I Award finalists will be identified throughout the Summit and featured during the Investors Forum. Three winners will be recognized at 4:15 on the 11th.

Wednesday, May 11, 2011

**7:00 AM**  
REGISTRATION & NETWORKING

**8:00 AM**  
WELCOME AND OPENING REMARKS

**Robert B. McCray**  
President & CEO, Wireless-Life Sciences Alliance (WLSA)

**8:15 AM**  
MAKING HEALTH CARE WORK (FOR A CHANGE)

*Introduction by:*

**Chris Hoffmann**  
Senior Director & Chief Marketing Officer, TripleTree

**William McGuire, M.D.**  
Former Chairman & CEO, UnitedHealth Group

**9:00 AM**  
CAPTURING A FINANCIAL RETURN ON MOBILE AND WIRELESS HEALTH

*Moderator:*

**Ryan Stewart**  
Senior Director, TripleTree

*Panelists:*

- **Martin Felsenthal**  
Partner, HLM Ventures
- **Dan Lubin**  
Founder & Managing Partner, Radius Ventures
- **Donna Usiskin**  
Vice President Business Development, Edison Ventures

**9:45 AM**  
BREAK

**10:15 AM**  
I AWARD GROUP #1 - CONSUMER EXPERIENCE

*Moderator:*

**Chris Hoffmann**  
Senior Director & Chief Marketing Officer, TripleTree

*Introduction by:*

**Dave Dickinson**  
President & CEO, Zeo (2010 I Award Winner)

- **Christine Robins**  
President & CEO, BodyMedia
- **Peter Hudson**  
Founder & CEO, Healthagen
- **Jason Gorevic**  
CEO, TelaDoc
- **David Rose**  
CEO, Vitality





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11:15 AM

ADDRESS FROM THE MARWOOD GROUP

*Introduction by:*

**Frank Rahmani**  
Partner, Cooley, LLP

*Speaker:*

**John Kelliher**  
Managing Director, The Marwood Group

12:00 NOON

LUNCH

1:00 PM

I AWARD GROUP #2 - CLINICAL APPLICABILITY

*Moderator:*

**Chris Hoffmann**  
Senior Director & Chief Marketing Officer, TripleTree



*Introduction by:*

**Byron Osing**  
President & CEO, Calgary Scientific (2010 I Award Winner)

- **Shamus Husheer**  
CEO, Cambridge Temperature Concepts, Ltd.
- **Dan Cosentino**  
President & CEO, Cardiocom
- **Bill McKeon**  
CEO, Cellnovo
- **Jonathan Javitt, M.D.**  
CEO & Vice-Chairman, Telcare, Inc.

2:00 PM

I AWARD GROUP #3 - OPERATIONAL EFFECTIVENESS

*Moderator:*

**Chris Hoffmann**  
Senior Director & Chief Marketing Officer, TripleTree



*Introduction by:*

**Michael Wons**  
President & CEO, Celltrak Technologies(2010 I Award Winner)

- **Saleish Chutani**  
President & CEO, Mobisante
- **Orlando Portale**  
CIO, Palomar Pomerado Health
- **Evan Roberts**  
CTO & Co-Founder, Phreesia
- **George Pollack**  
CEO & CTO, Wound Technology Network



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3:00 PM  
NETWORKING BREAK

3:30 PM  
PAYING FOR HEALTHCARE - PART II: A DISCUSSION ABOUT NEW  
CARE PROVIDERS

*Moderator:*  
**Ryan Stewart**  
Senior Director, TripleTree

*Panelists:*

- **Bob Fabbio**  
CEO & Founder, WhiteGlove House Call
- **Mark Reagen**  
President & Chief Marketing Officer, Univita Health
- **Scott Lambert**  
Senior Director of Research & Development, Ascension Health

4:15 PM  
I AWARD WINNERS ANNOUNCED

**Chris Hoffmann**  
Senior Director & Chief Marketing Officer, TripleTree

4:25 PM  
CLOSING REMARKS

**Robert B. McCray**  
President & CEO, Wireless-Life Sciences Alliance (WLSA)

4:35 PM  
DEMO RECEPTION WITH I AWARD FINALISTS



HEALTHCARE OPERATIONAL EFFECTIVENESS



1. MOBISANTE  
Redmond, CA, for their low-cost mobile ultrasound imaging system for maternal and fetal health.



2. PALOMAR POMERADO HEALTH  
Escondido, CA, for their mobile software delivery of real-time patient electronic health information.



3. PHREESIA  
New York, NY, for their wireless touch-screen mobile tablet for patient self-service check in.



4. WOUND TECHNOLOGY NETWORK  
Hollywood, FL, for their telehealth based wound services.

HEALTHCARE CLINICAL APPLICABILITY



1. CAMBRIDGE TEMPERATURE CONCEPTS, Ltd.  
Cambridge, UK, for its wireless physiological monitor for couples suffering from infertility.



2. CARDIOCOM  
Chanhassen, MN, for its clinical telehealth services, daily vital telemonitoring and chronic disease telemanagement solutions.



3. CELLNOVO, Ltd.  
London, UK, for their diabetes management system controlled by medical-grade touch-screen mobile phone.



4. TELCARE  
Bethesda, MD, for their blood glucose meter, which wirelessly connects patients and care givers to improve diabetes testing compliance and glucose control.

HEALTHCARE CONSUMER EXPERIENCE



1. BODYMEDIA  
Pittsburgh, PA, for their wearable body monitoring device that helps consumers understand energy expenditure, sleep quality and physical activity.



2. HEALTHAGEN  
Golden, CO, for their software that improves patient access to healthcare providers, physicians and systems.



3. TELADOC  
Greenwich, CT, for their on-demand patient access solution to urgent care centers and emergency rooms.



4. VITALITY  
Cambridge, MA, for an invention that uses a combination of reminders and behavioral incentives to motivate adherence to daily medications





## MAY 12      ECOSYSTEMS FORUM

The convergence of mobile, cloud and health care is driving much of the excitement around the potential of mobile and wireless solutions in health care.

However, the world is complex and ensuring that innovators and global technology platform and communications providers can build mutually valuable partnerships is not simple.

The agenda for the Ecosystems Forum is tailored to foster a productive dialogue for those interested in scalable revenue and go-to-market strategies and meaningful partnership opportunities. The Innovators Pavilion offers a venue for interactive discussions that showcase relevant wireless and mobile health solutions for the U.S. and international markets.

Insights, networking, solutions – participants in today’s Ecosystems Forum include CEOs from emerging companies, mid-upper level strategy executives from global firms, investors, academics and policy makers. As meaningful networking discussions take place, we hope you enjoy our unique format of content and solutions demonstrations, culminating in a discussion with Dan Buettner on his international observations on Health, Happiness and Technology!



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Thursday, May 12, 2011

7:00 AM  
REGISTRATION & NETWORKING / (SPEED DATING - Foyer)

8:00 AM  
WELCOME AND OPENING REMARKS

**Ashok Kaul**  
Vice President, Healthcare Convergence, Wireless-Life Sciences Alliance  
**Chris Hoffmann**  
Senior Director & Chief Marketing Officer, TripleTree

8:15 AM  
KEYNOTE ADDRESS

**Dave Marchand**  
Chief Technical Officer, Dell Services

8:45 AM  
PICKING THE RIGHT PARTNER

*Moderator:*  
**Mark Tognetti**  
Healthcare Practice Lead, Appirio

*Panelists:*

- **Byron Osing**  
President & CEO, Calgary Scientific
- **Richard Escue**  
CIO, RehabCare
- **Albert Prast**  
CIO/CTO - Connexions

9:30 AM  
NETWORKING BREAK

10:00 AM  
NEW RESOURCES FOR INNOVATORS: FLASH PRESENTATIONS

*Moderator:*  
**Ashok Kaul**  
Vice President, Healthcare Convergence, Wireless-Life Sciences Alliance

*Panelists:*

- **Mehran Mehregany**  
Professor, Case Western Reserve University
- **Michael McGarry**  
Director, Transformational Development, Ascension Health
- **Margaret Laws**  
Director, California Healthcare Foundation



**10:30 AM**  
**NON-TRADITIONAL HEALTHCARE COMPANIES DRIVING**  
**mHEALTH INNOVATION**

*Moderator:*  
**Scott Donahue**  
 Vice President, TripleTree

*Panelists:*  
**Byron Osing**  
 President & CEO, Calgary Scientific (2010 I Award Winner)

- **Jan Malek**  
 Director & Co-Leader, Global Life Science Practice, Cisco
- **Ghassan Abdo**  
 Segment Executive, Communications Service Provider &  
 Network Equipment, Hewlett-Packard
- **Steve Burger**  
 Area Vice President of Business Development, Emerging  
 Devices Organization, AT&T

**11:15 AM**  
**MOBILE REVENUE STRATEGIES: MONETIZING THE APP**  
**ECONOMY**

*Speaker:*  
**Tien Tzuo**  
 CEO, Zuora

**11:45 AM**  
**LUNCH & INNOVATORS PAVILION**

**EXHIBITING COMPANIES AT THE PAVILION:**

3M	ITR Mobility
Calgary Scientific	LogicPD
Cambridge Consultants	mHealth Coach
Case Western	MobileStorm
CellTrak	Optum
Continua	Qualcomm Wireless Health
DD Studio	Qualcomm Wireless Reach
Dexcom	SoloHealth
Diversinet	Sotera Wirless
Ideal Life	Telcare
IntegerWireless	Zarlink

**1:30 PM**  
**MAINSTREAMING MOBILE & WIRELESS HEALTH SOLUTIONS**

*Speaker:*  
**Richard Migliori, M.D.**  
 Chief Medical Officer, Optum



Wireless-Life Sciences  
Alliance

2:00 PM

A DISCUSSION ABOUT SOCIAL TOOLS, GAMING & HEALTHCARE

*Moderator:*

**Archelle Georgiou, M.D.**

Chair, TripleTree Health Executive Roundtable

PANELISTS:

- **Mark Smith, M.D., Ph.D.**  
System Director of Simulation & Innovation, Banner Health
- **Michelle King Robson**  
Founder, Chairperson & CEO, EmpowHER
- **Mickey Beyer-Clausen**  
Founder & CEO, Mental Workout

2:45 PM

KEYNOTE ADDRESS: HEALTH, HAPPINESS & TECHNOLOGY

**Dan Buettner**

International Best-Selling Author, *The Blue Zones* & *Thrive*

3:30 PM

SUMMIT CLOSING REMARKS

**Robert B. McCray**

President & CEO, Wireless-Life Sciences Alliance (WLSA)

3:45 PM - 5:00 PM

AFTERNOON REFRESHMENTS & REOPENING OF THE  
INNOVATORS PAVILION

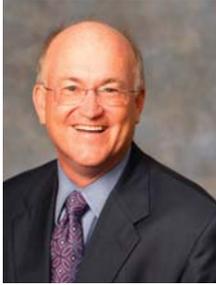




**ROBERT B. MCCRAY -**  
Co-Founder, President and CEO, Wireless-Life Sciences Alliance

Robert B. McCray is the President & CEO of the Wireless-Life Sciences Alliance, Chairman of Alliance Healthcare Foundation, Special Advisor to TripleTree LLC, Member of Midmark Corporation Board of Directors, Member of Board of Directors of CONNECT and an active advisor to several companies. Rob leverages over 25 years of experience as a business owner, senior operating executive, and legal and transactional advisor to private and public companies.

Rob has served as President, COO and an early investor in Digital On-Demand, Inc., a retail services technology company that operates under the brand name RedDotNet in chains including Barnes & Noble, Circuit City, Best Buy, Blockbuster and Fred Meyer. Previously, he served as Chairman, President and CEO of HealthCap, Inc., a venture capital-backed physician practice management company that returned 90% CAGR to its investors. Rob also served as Managing Director of Caremark Physician Resources, directing its formation during its initial high-growth years prior to its sale to MedPartners, Inc. He also co-founded OnCall Medicine, Inc., a medical house calls company. Prior to his success as a business operator, he was a Managing Partner in his law firm and a partner in a predecessor and transactional legal and consulting services to the healthcare industry for over 20 years.

**DONALD JONES - Chairman**

Vice President, Business Development Health & Life Sciences - Qualcomm

Donald Jones serves as vice president of business development for health & life sciences at Qualcomm. He is responsible for Qualcomm's enablement of wireless technologies in the health and life sciences markets. In 2005, he founded the Wireless-Life Sciences Alliance (WLSA), a 501c(6) trade organization that works with both the wireless and life science industries to enable new business models, new businesses and clinical process improvements in all sectors of the life sciences industry.

Prior to joining Qualcomm, Jones spent 22 years developing and growing healthcare enterprises. He served as chief operating officer of MedTrans (now American Medical Response - AMR), the world's largest emergency medical services provider. Jones was founder and chairman of EMME, Mexico's largest member-based, subscription health service. He was senior vice president of marketing for HealthCap, a venture capital backed startup, which rapidly grew to become the second largest provider of women's healthcare in the United States. Jones has extensive experience in mergers and acquisitions, having been involved in more than 130 acquisitions.

In 1980, he developed the \$2 billion critical care transportation sector, and led AMR's strategic entry into emergency physician practice management, including the acquisition of EMCARE, the largest US emergency medicine practice. He developed the strategy and worked with AMR CEO and executives to launch American Medical Pathways, winner of a \$600 million healthcare call center contract. In 2000, the Journal of Emergency Medical Services (JEMS) named Jones One of the 20 Most Influential People in EMS.

As Founder and Chairman of the WLSA he created the Convergence Summit, a prominent global event, hosted by the CEO of Qualcomm and Johnson & Johnson, and Wireless Health 2010, the first global academic conference on Wireless Health, in conjunction with more than 30 of the world's top engineering universities. He is on the boards of the Alliance Healthcare Foundation and the American Telemedicine Association. Jones was a founding board member of the West Wireless Health Institute with Eric Topol, M.D. and Gary and Mary West, the world's first and foremost institute focused on the clinical efficacy and economic efficiencies of wireless technologies in healthcare. In 2010, the San Diego Transcript named Jones one of "San Diego's Top Influentials."

Jones holds a bachelors' degree in biology and bio-engineering (University of California, San Diego), a Juris Doctor (University of San Diego), and an MBA (University of California, Irvine.) Jones holds a patent in the use of cell phones in health incentive programs.



**JEFFREY K. BELK - Director**  
Managing Director, ICT168 Capital, LLC

Jeffrey Belk is Managing Director of ICT168 Capital, LLC, focused on developing and guiding global growth opportunities in the ICT (Information and Communication Technology space). Formerly, Jeff spent almost 14 years at Qualcomm, where prior to his departure in early 2008, he was Qualcomm's senior vice president of strategy and market development, focused on examining changes in the wireless ecosystem and formulating approaches to help accelerate mobile broadband adoption and growth.

From 2000 until 2006, Jeff was senior vice president, global marketing, leading a team responsible of all facets of the company's corporate messaging, communications, and marketing worldwide. In 1999-2000, he was SVP & GM of Qualcomm Eudora Products, Qualcomm's award winning email client. In 1997, he was named VP, marketing of Qualcomm Consumer Products, and initiated the company's global branding and communications efforts.

Prior to Qualcomm, Jeff spent ten years in the early growth years of the PC industry, primarily with Proxima Corporation. He joined the company in 1983, when the company was less than 25 employees, and was with the company through its IPO in the early 90's in several key distribution, product management, and international roles.

Jeff is on the Board of Directors of Peregrine Semiconductors, InterDigital Corporation, as well as the Board of the Wireless Life Sciences Alliance.

He has a BA in Economics from University of California, San Diego, and an M.B.A. from the University of California, Irvine. He is known globally as a commentator and writer on wireless, mobile broadband, and technology evolution.



**SHARON HENRY - Director**  
Director, American Medical Response

Sharon Henry currently directs wireless initiatives for Emergency Medical Services Corporation (EMSC), the nation's leading provider of ambulance and outsourced physician services. American Medical Response provides the nation's largest emergency and non-emergency ambulance service, while EMCARE is the leading provider of outsourced physician services to hospital emergency departments, inpatient physician services, inpatient radiology management programs and anesthesiology services. EMSC also provides air ambulance service and offshore medical services to oil platforms in the Gulf. EMSC provides services each year to more than 10 million patients in more than 2,000 communities nationwide. Sharon's background in market application and implementation allows EMSC to move further into wireless digital medicine.

Sharon has been in the ambulance service business for thirty years, ten of which were in mergers and acquisitions during the roll-up of ambulance companies to large providers in the late 1990s. She co-founded MedicWest Ambulance in Las Vegas, Nevada which grew from a start-up to becoming a large provider in all of Clark County, including the famous Las Vegas Strip. MedicWest was sold to EMSC in 2007, and is now the sole provider of service in the Las Vegas market. Sharon has managed large national performance-based ambulance contracts and 911 emergency call centers.

She has a BS Degree from Oregon State University and an MBA from the University of California, Irvine.



**M. WAINWRIGHT FISHBURN, JR. - Director**  
Partner, Cooley LLP

M. Wainwright Fishburn, Jr. is a founding partner of Cooley LLP's San Diego office. He represents high growth technology and life sciences corporations ranging from start-up to public. Mr. Fishburn is an active community leader and has shaped many industry organizations. He is a founding board member of the Corporate Directors Forum, as well as BIOCOM, where he currently serves as Vice Chair of the BIOCOM Board of Directors. He is a member of the Board of Trustees and the Executive Committee of the Sanford-Burnham Institute for Medical Research. He serves on the Board of Directors for the Critical Path Institute, an independent institute created in part by the FDA, dedicated to improving the regulatory path for innovative medical therapies. Wainwright is a founder of two public companies and prior to law school, worked in the corporate environment assisting with the divestiture of a group of 12 operating companies. He received his JD degree from the University of California, Hastings College of the Law, and has served as President of the Hastings Board of Governors.



**GHASSAN ABDO**

Segment Executive Communication Service Providers and Network Equipment Providers – Hewlett-Packard

Ghassan Abdo is responsible for Hewlett-Packard's strategy and portfolio in the Communication Service Provider and Network Equipment segments. In the service provider segment, HP is focused on enabling the transformation of their business to provide higher value services beyond legacy communication services, meeting evolving customer needs and incorporating IT technologies and processes to provide an open and flexible network infrastructure and NG operation systems. In the NEP segment, HP is focused on creating strategic partnerships to address the evolving needs of service providers and enterprises and providing enabling technologies spanning IT, network operations and service delivery.

Prior to his current role, Ghassan held several senior roles within the Communication, Media and Entertainment industry both in the US and EMEA. He was the worldwide director of Joint GTM program with service providers, worldwide presales and competitive sales director and held senior EMEA sales positions. Ghassan's efforts were focused on delivering value to the service provider customers and championed a consultative selling approach. He is a regular presenter at customer events. Prior to HP, Ghassan held senior product management roles at network equipment providers and led efforts to develop intelligent network architecture and telecommunication equipment. He holds both a BSEE and MBA.

**STEVE AUERBACH**

President – Connexions

Steven Auerbach joined Connexions to infuse both internal and client organizations with the best practices that he has successfully implemented. He brings more than 20 years of executive experience to his role as President of Connexions. He previously served as Executive Vice President of Operations at UnitedHealth Group, where he oversaw 15,000 professionals providing service to more than 25 million consumers and 650,000 physicians. He also oversaw domestic and international call centers, claims processing, quality assurance, training, capacity planning, sales and marketing systems, and Internet/self-serve portal solutions.

Steven earned a Master's Degree in Business Administration from the University of Hartford and a Bachelor's Degree in Mathematics and Statistics from the University of Connecticut. He also studied Quality Management and Performance Improvement at the Juran Institute.



**MICKEY BEYER-CLAUSEN**  
Founder and CEO - Mental Workout

Mickey Beyer-Clausen is an award-winning entrepreneur and the Founder and CEO of Mental Workout. In the 1990s, Mickey's interest in starting businesses materialized and he embarked on an amazing experience to be one of the first to launch and develop successful Internet businesses. Within a span of a few years, Mickey founded/co-founded IPS/NetAffairs (1997), Speednames (1999), Afilias (2000), and Ascio Technologies (2001). These businesses took Mickey across multiple geographies, industries, and brought him in touch with many remarkable people. In 2002, Mickey established Happiness Foundation - a 501(c)3 private foundation - to help business leaders and experts donate their knowledge to help nonprofits increase their impact.

Today, Mickey continues to launch his own ventures with a focus on Internet commerce and mobile media. Lately, he has co-founded Trunk Archive (2004) and Mental Workout (2009).

Mickey has a degree in Economics and Management (HHX) from Niels Brock, Julius Thompsens Plads, Denmark (1994). In 2001, he participated in the Young Managers Programme at INSEAD, Fontainebleau, France. For a few months in 2002, Mickey studied Tibetan Buddhist philosophy and meditation at Dalai Lama's Namgyal Monastery in McLeod Ganj, India. Born in Copenhagen, Denmark, Mickey now lives in Southampton, New York.



**BRIAN BISCHOFF**  
President, CEO & Co-Founder - Healthsense, Inc.

Brian Bischoff is an acknowledged leader in the field of product development and application of sensing and control technology. He has had the privilege of being the principal investigator on three National Institute of Health (NIH) and two Defense Advanced Research Projects Agency (DARPA) grants directed at technology enabled care. He has been developing and commercializing new products for 24 years and holds twelve patents. His career has included key leadership positions with Emerson Process Management and Honeywell, where he was selected as one of thirty-three global executives to participate in the Vision 2005+ project to define strategic trends that would shape the company and society over a five- to ten-year horizon. Following the Vision 2005+ project, he managed the large, global, Control Products business unit for Honeywell, making significant operational improvements.

Brian holds Bachelor of Science and Master of Science degrees in Mechanical Engineering from the University of Minnesota.



**DAN BUETTNER**

International Best-Selling Author, *The Blue Zones & Thrive*

World-wide explorer, National Geographic writer and *New York Times* best-selling author, Dan Buettner has unlocked the secrets to living younger and better.

Buettner’s colossal research effort has found five of the longest-lived pockets in the world --- called Blue Zones --- and discovered their cross-cultural lifestyle formula. In the societies he visits, it’s no coincidence that the way people interact with each other, shed stress, nourish their bodies, and view their world yields more good years of life.

His National Geographic cover story on the topic in 2005 was one of the top sellers in the magazine’s history. His work has been featured in *USA Today*, *The Wall Street Journal*, *New York Times* and on The Oprah Winfrey Show, Good Morning America, Martha Stewart and CNN.

A pioneer in both exploration and education, Dan is the founder and president of Blue Zones® an organization that helps people live longer, better lives.



**STEVE BURGER**

Area Vice President of Business Development in the Emerging Devices Organization - AT&T

Steve Burger leads the business development team for the connected health segment at AT&T. The Emerging Devices team focuses on bringing wireless connectivity to innovative devices in key consumer segments.

Steve has been with AT&T for seven years. Prior to his role with the Emerging Devices Organization, he led the business development efforts for new and emerging distribution opportunities for AT&T’s indirect national sales channels in the consumer market.

Steve is a graduate of Purdue University.

**SAILESH CHUTANI**

CEO &amp; Co-Founder - Mobisante

Sailesh Chutani is the CEO & Co-Founder of Mobisante, Inc., a company building the world's first cell phone based ultrasound systems. These award-winning systems, cleared by the FDA have the potential to dramatically improve access to ultrasound imaging. Prior to Mobisante he managed \$100 million worth of exploratory research investments in emerging technologies to identify and seed new businesses at Microsoft. He also led the turnaround of WebTV acquisition into a profitable business launching multiple new product and services, with revenues that peaked at \$220 million.

Sailesh has championed cell phone technologies in healthcare since 2005. He has co-authored the book "Technology at the Margins," which takes a global view of the impact of mobile phone on healthcare, education, micro-finance, and resource management.

He has had business and technical leadership roles in companies such as Hewlett-Packard, Oracle, and Transarc - a start up acquired by IBM.

**DAN COSENTINO**

President &amp; CEO - Cardiocom

As President & CEO of Cardiocom, Dan Cosention is a recognized leader in telehealth. Cardiocom has been profitable for more than eight years and achieved an 18% CAGR over the last five years. Cardiocom is a vertically integrated company with internal research and development, manufacturing, and clinical call center operations serving some of the largest healthcare providers in the US.

Prior to Cardiocom, Dan was an executive member of the Heart Failure Implantable New Products group at Guidant Corporation. He was responsible for defining a new family of implantable synchronization products and developing the global marketing strategy for this \$500+ million market opportunity. Prior to Guidant Corporation, Dan founded a new division of Minntech Corporation for endoscope reprocessing systems and liquid chemical sterilants. Dan led the acquisition of a division from C.R. Bard and further established endoscope reprocessing as a core growth business.

Current board affiliations include: Advisory Board Member: Home Care Technology Association of America (HCTAA) Co-Chair Innovation Committee: Alliance for Home Health Quality and Innovation (AHHQI).

**DAVE DEMARCO, Ph.D.**

Principal, Advisory Services Practice; Member, Global Life Sciences Operating Board - Ernst & Young

Dave DeMarco serves as Global Client Service Partner for the Johnson & Johnson family of companies. He is responsible for managing the relationship between the firm and J&J, structuring Ernst & Young's worldwide resources and thought leadership to ensure J&J receives EY's highest quality of services to address their current and future challenges. Dave also serves as the US coordinating partner for Boehringer Ingelheim. As Ernst & Young's North East Area Pharmaceutical Leader, he is responsible for developing and overseeing the North East Area's Life Sciences growth strategy and managing EY's portfolio of Pharmaceutical and MedTech clients.

Dave has over 20 years of strategy, transformation and innovation consulting experience. Prior to joining Ernst & Young, he led a successful career at numerous companies including Cambrex Corporation, where he served as the VP of Strategy and Corporate Development Officer where he developed the strategy to transform the company from a contract manufacturing organization into a specialty therapeutics company. Dave was a VP for Capgemini Ernst & Young, where he was a member of the Life Sciences Strategy and Transformation consulting practice, serving as the US Coordinating partner for Aventis. In his consulting role with Aventis NA, Dave worked with the leadership team to develop and implement the organization's growth strategy aimed at doubling the size of the business in four years as well as building a high performance culture.

**DAVE DICKINSON**

President & CEO - Zeo

Dave joined Zeo, a leading innovator in digital consumer healthcare, as President and CEO in March 2007. Started by a group of sleep-deprived students at Brown University, Zeo is a sleep wellness company that is dedicated to helping people discover new, science-based ways to improve the quality of their lives through the awesome power of sleep. Since his hire, Dave has helped the start-up raise more than \$40 million in venture and angel capital.

Prior to Zeo, Dave served as Chief Operating Officer and consumer division President and CEO of StemCyte, one of the largest, most ethnically diverse and highest quality cord blood stem cell banks in the world. Before joining StemCyte, Dave held numerous executive positions within the Mead Johnson Nutritionals Division of Bristol-Myers Squibb and became a co-founder and executive-in-residence inside the Sherbrooke Capital Health & Wellness venture capital fund. Dave also served as General Manager of Household Products for the Arm & Hammer Baking Soda Division of Church & Dwight and Director of Marketing of Personal Care.

Dave received a BS degree Industrial Economics from Union College and MBA in Marketing from the Northwestern Kellogg Graduate School of Management.

**SCOTT DONAHUE**

Vice President - TripleTree, LLC

Scott Donahue joined TripleTree in 2006. For more than 15 years he has delivered a wide variety of strategic analysis and business development expertise to top technology firms. Having served in operational, investment, and advisory roles during his career, Scott has built deep knowledge in IT operations and service delivery approaches including: utility computing; heterogeneous data center operations; storage infrastructures; telecommunications and wireless operations management/OSS; and service-oriented architectures.

Most recently, Scott was vice president and lead analyst at Tier 1 Research, a Wall Street independent research provider focusing on IT infrastructure where he demonstrated thought leadership and provided technical and financial analysis on a wide range of companies including buy/sell recommendations on over 25 top public software firms. Prior experience includes both work in venture capital focused on driving investments in technology and telecommunications services and in operational and management roles at start-up and leading technology firms including a subsidiary of ADC Telecommunications.

Scott holds a BA in Economics from UC Santa Barbara and an MBA with Distinction from the University of Michigan.

**JOHN D. DOYLE**

Chief Strategy Officer - Ascension Health

John D. Doyle is the General Manager, Transformational Development & Chief Strategy Officer for Ascension Health. In this role, he has responsibility for the development and implementation of the overall system strategy, research and development and communications.

As Chief Strategy Officer, John has responsibility for developing and ensuring implementation of Ascension Health's overall Strategic Direction. In this role he serves as the architect for the framework to create the capabilities necessary to achieve the organization's Vision by 2020 including Healthcare That Works, Healthcare That Is Safe and Healthcare That Leaves No One Behind. He also serves as Chairman of the Board of TriMedx, a wholly-owned subsidiary providing clinical engineering services to healthcare organizations throughout the United States.

Before joining Ascension Health's System Office, Mr. Doyle was Executive Vice President for Strategic Development for St. Vincent Hospitals and Health Services, overseeing strategic planning, network development, managed care, marketing, corporate communications and government affairs. Mr. Doyle is a former Vice President of Marketing, Public Affairs and Product Line Management for MacNeal Health Network in Chicago and served as director of marketing and public relations for the Educational Services Unit of ITT Corp. He began his career with St. Jude Children's Research Hospital.

**DICK ESCUE**

Senior Vice President &amp; Chief Information Officer - RehabCare Group

Dick Escue has been a healthcare CIO for over twenty years and has led IT teams as large as 600, and as small as 50. He has been the CIO for a \$1 billion, a \$1.5 billion, and a \$3 billion company, and is experienced in not-for-profit as well as for-profit, publicly-held companies. Across these companies, Dick has had responsibility for IT for Physicians, Health Plans, Acute Care providers, Home Health, Skilled Nursing, In-Patient Rehabilitation, Out-Patient Rehabilitation, Contract Therapy, and Long-Term Acute Care. Recently, he has been advancing the use of cloud-based solutions and the adoption of consumer technology in the enterprise.

**NATHAN ESTRUTH**

Vice President and General Manager - Procter &amp; Gamble FutureWorks

Nathan Estruth has 20 years of experience with Procter & Gamble and is currently the Vice-President and General Manager of P&G FutureWorks, the business unit that works across many of P&G's businesses to develop and incubate new corporate growth ventures. Nathan is on the forefront of business model innovation and entrepreneurial culture at P&G, having developed and led a corporate services strategy, the Swiss Precision Diagnostics global JV with Inverness Medical, the equity partnership and eventual acquisition of MDVIP for wellness-oriented healthcare, the Mr. Clean Car Wash and Tide Dry Cleaning franchise start-ups, partnerships with Navigenics and HealthPoint Services, and several other new business models. He previously worked in P&G's Food & Beverage, Beauty Care, Wal-Mart customer team, and China operations on Brands such as Pringles, Olay, Safeguard, Folgers, Tide, and Pantene.

Nathan facilitates P&G's Corporate Innovation Fund Board, composed of P&G's CEO, CTO, CFO, and CMO. He also is a member of P&G's Global Business Leadership Council, P&G's Global Technology Council, and the Center for Corporate Innovation's CTO Innovation Forum. Nathan has served on the Board of Directors of the Songbird Company (medical device); remains on the Board of MDVIP, a wellness-focused healthcare services company; executive Board member of Agile Pursuits Franchising, Inc., P&G's Franchised Services subsidiary; and an Observer on the Board of Directors of Navigenics.

**BOB FABBIO**

President, CEO &amp; Co-Founder - WhiteHouse Glove Call

Bob Fabbio is a visionary and successful serial entrepreneur. He has founded and built multiple industry-leading companies by identifying large emerging markets, gaining intimate knowledge of customer problems, challenging conventional wisdom, and bringing targeted, innovative products to market. He was awarded the Ernst & Young Entrepreneur of the Year Award in 1997; recognized in the 1999 Digital South Magazine List of "Most Influential People In the South's New Economy;" and 2002 Forbes Magazine Midas List of the "Top 100 Technology Venture Investors (technology's top 100 dealmakers)", to name a few.

In 1989, Bob founded Tivoli Systems and was the catalyst for what became a \$12 billion Enterprise Systems Management market. In 1996, after a successful IPO, Tivoli was acquired by IBM. He later founded DAZEL Corporation, which quickly became the acknowledged market leader in Output Management, before being acquired by Hewlett-Packard. Fabbio also co-founded Ventix Systems, which later merged with Motive Communications and went public. He spent nearly 6 years in the venture capitalist industry with Austin Ventures, as a Venture Partner, and with TL Ventures, as a Managing Director. In addition, he has held senior technical and executive management positions with Cesura, VIEO, IBM, Prime Computer, Applix, and Kodak. Bob also served as a Rochester Institute of Technology Board of Trustee member.

**MICHAEL "MICK" FARRELL**

Senior Vice President, Global Stratetgic Business Unit - ResMed

Mick Farrell manages a \$600 million+ global business unit in the sleep apnea medical device market, leading a marketing, business development, and product development team of around 120 people. He reports directly to the CEO and works with key regional sales teams to ensure that ResMed leverages its innovation-based leadership for growth and to drive customer and shareholder value in its key global markets.

Prior to working at ResMed, Mick worked in management consulting and biotechnology, as well as in chemicals and steel manufacturing. He worked for Arthur D. Little, Genzyme, Dow, Vale, and BHP Billiton. Mick holds a Bachelor of Engineering (Hons I) from the University of New South Wales, a Master of Science in Chemical Engineering from the Massachusetts Institute of Technology, and an MBA from the MIT Sloan School of Management.

**MARTIN "MARTY" FELSENTHAL**

Partner - HLM Venture Partners

Marty Felsenthal was previously a General Partner of Salix Ventures, where he focused on investments in health care services and healthcare information technology. He served on the boards of Vantage Oncology, US Renal Care, Vericare, AccentCare, Titan Health and Payerpath. He is currently a director of Aperio Technologies, TelaDoc, CombiMatrix and Vericare Management. Marty also serves on the Board of the Northern California Chapter of the Crohn's and Colitis Foundation of America.

Marty received a BA from Princeton University and an MBA from the Stanford University Graduate School of Business.

**ARCHELLE GEORGIU, M.D.**

Senior Advisor &amp; Chair, Health Executive Roundtable - TripleTree

Dr. Archelle Georgiou is a Senior Advisor with TripleTree and Chair of the Health Executive Roundtable. Dr. Georgiou is also the President of Georgiou Consulting, a firm specializing in helping companies better tell their story by using the power of language and data to translate complex medical information into differentiating and meaningful health care messages. Dr. Georgiou's core passion is empowering people to take charge of their health. She founded MyHealthCompare ([www.myhealthcompare.com](http://www.myhealthcompare.com)), a free consumer website that makes it easy for consumers to rank and compare hospitals.

She serves as the Chief Clinical Officer of EmpowHER, a women's health media company, and for the last four years, Dr. Georgiou has been Fox 9 News' medical expert with a regular health segment on the morning news.

**IAIN GILLOTT**

President &amp; Founder - iGR

Iain Gillott is an acknowledged wireless and mobile industry authority and an accomplished presenter. He has been involved in the wireless industry, as both a vendor and analyst, for more than thirteen years. He is a frequent speaker on industry issues and trends and has addressed audiences around the world and at many of the leading industry trade shows, including CES, SuperComm, WiMAX World, BREW, 3G Americas, and CTIA. He has also been a guest lecturer on the wireless industry at the University of Texas and at Thunderbird. In addition, he is frequently quoted in various publications, including Investors Business Daily, the Wall Street Journal, Telephony, RCR, Newsweek International, Wireless Week, and Business Week and has appeared on CNN, CNBC, and TechTV.

**JASON GOREVIC**

CEO - Teladoc

Jason Gorevic became the CEO of Teladoc in 2009. Before joining Teladoc, he worked in various strategic roles at WellPoint, Inc., where he was responsible for developing WellPoint's Growth Strategy to identify and prioritize opportunities for long term growth. He is credited with driving enterprise-wide adoption of its consumer-directed health plan, which subsequently became the company's fastest growing product. He also created and led the Innovation Incubator that conceptualized and implemented a partnership with Zagat Survey to enable consumers to rate physicians.

While at Oxford Health Plans, Jason designed, built, and managed a first-of-its-kind telephone medical advice service staffed by Registered Nurses to ensure appropriate utilization of healthcare resources. This model has now become the industry standard.

Jason is a two-time winner of the WellPoint Pinnacle Award for outstanding leadership and, at age 31, was named one of the 2003 Crain's New York Business "40 Under 40" top executives.

**TERRANCE "TERRY" GREGG**

President &amp; CEO - DexCom

Terrance "Terry" Gregg is president and CEO of DexCom, Inc. He is currently a Special Venture partner with Galen partners, a private equity firm specializing in the healthcare industry. In 2002, he retired as President of Medtronic MiniMed, a world leader in diabetes management systems. He became President and Chief Operating Officer of MiniMed, Inc. in 1996 and was instrumental in Medtronic's \$3.4 billion acquisition of MiniMed in 2001. He also served in executive positions with Smith and Nephew and Allergan, Inc.

Terry received a BS degree from Colorado State University in 1971. In 2003, he and his wife were recognized by the American Diabetes Associations with an award for Outstanding Service in Diabetes Research Funding.

**DAVID HAIGHT**

Vice President - Business Development, Emerging Devices - AT&amp;T

David Haight leads the Emerging Devices Business Development team proactively targeting new wireless technology and developing business models to bring new products to market. His team manages strategic partners in industries including computers and tablets, consumer electronics, automotive, navigation and tracking systems, healthcare monitoring, and machine-to-machine communications solutions.

Prior to his current role, David was AT&T's lead negotiator for the iPhone agreement with Apple. He then built the sales operations organization to launch the iPhone for AT&T. He has been responsible for national distribution business development for wireless and wired products. Under his leadership, A&T added more than 30,000 points of distribution.

Previously, David served as VP of Sales and GM of AT&T Wireless, Los Angeles District, where he oversaw business operations in Southern California including: Los Angeles, Ventura, Santa Barbara, San Bernardino, Riverside and Orange Counties. He was responsible for the overall vision and growth of the Los Angeles District, focusing on all aspects of the business including customers, competitors, opportunities, resources, network/capital and people. He also led the strategic direction of each department in the Los Angeles market including direct and indirect sales, marketing, people development, finance, public/community relations and technical operations.

**R. T. "TERRY" HISEY**

Vice Chairman and U.S. Life Sciences Leader - Deloitte LLP.

R.T. (Terry) Hisey is the Vice Chairman and U.S. Life Sciences Leader for Deloitte LLP. Terry leads efforts for the Life Sciences sector in the fields of tax, audit, consulting and financial advisory services to assist clients in achieving sustainable competitive advantage through strategic change.

His life sciences experience spans the entire value chain including drug discovery & development, commercial operations, production & distribution, and regulatory compliance. His responsibilities include linking the life sciences effort with those in Health Providers, Health Plans, and Government to identify and capitalize on the unique capabilities that Deloitte offers based on our depth in all aspects of the value chain. Terry is chairman of the Life Sciences Advisory Board for Deloitte Research and is a Steering Committee member for the Deloitte Center for Health Solutions in Washington, D.C. Terry is also chairman of the Deloitte Health Sciences & Government Eminence Collaboration Board, which seeks to coordinate thought leadership development and commercialization across our functions, sectors, Deloitte Research and the Center for Health Solutions.

Terry is a noted industry authority, a frequent speaker, a strategy advisor to Pharmaceutical Executive Magazine, and a guest lecturer at several schools including the University of Pennsylvania, Drexel University and the University of California at Berkeley.

**CHRIS HOFFMANN**

Senior Director &amp; Chief Marketing Officer - TripleTree, LLC

Chris joined TripleTree in August 2005. He has over 23 years of experience as an operating executive, analyst and entrepreneur in the technology industry. He leverages this experience at TripleTree in his role as Senior Director overseeing research, as well as leading the firms marketing and executive programs.

Chris joined TripleTree from Tier1 Research, an independent sell side research firm where he was president and lead analyst for the enterprise software sector. At Tier1, Chris architected the growth of the firm toward a successful acquisition in June 2005 by The 451 Group. Prior to Tier1 Research, Chris held executive positions at Zamba Solutions, Gartner, GE Capital Consulting, IBM Global Services and a consulting firm which he founded. Chris has consulted with the world's leading technology firms including IBM, Microsoft, Accenture and HP; has been quoted in numerous trade and industry publications including the Wall Street Journal, the New York Times and Investors Business Daily; and is a frequent presenter at industry events.

Chris earned a BA in Marketing from the University of Minnesota-Duluth and has completed advanced studies through the University of Minnesota and Michigan State University. He currently serves as a member of the Chairman's Cabinet for the local Boy Scout council.



**PETER HUDSON, M.D.**  
CEO - Healthagen

Dr. Hudson is a physician and entrepreneur with more than 15 years experience founding and growing healthcare-related businesses. His focus has been on creating efficiencies within the healthcare delivery system, and empowering healthcare consumers to take control of healthcare decisions.

Prior to co-founding Healthagen, Dr. Hudson served as managing business partner and CFO of his multi-facility medical group, CEO of several healthcare-related startups, investment banking partner with a boutique mergers and acquisitions advisory firm, and independent consultant for healthcare-related private equity investments. Both with these groups and in his own business activities, Dr. Hudson has been involved in a variety of transactions, including restructurings, sell- and buy-side transactions, and founding and selling one of his startups to a public company in 2005.

Dr. Hudson has practiced emergency medicine in a wide range of environments, from country trauma centers to non-profit community hospitals. In addition, he has practiced around the world in many countries, including Nepal, Guatemala, and Kenya.



**DR. SHAMUS HUSHEER**  
CEO - Cambridge Temperature Concepts / DuoFertility

Dr. Shamus Husheer is the inventor of the technology behind DuoFertility and the CEO of Cambridge Temperature Concepts. Shamus has seven years of experience in developing instrumentation and sensors during both his MSc and PhD. A "Recidivist Entrepreneur", Shamus has started companies in the chemical, medical, optical, finance and modeling industries. He finally graduated after a group of investors said "we have the money to fund this, just graduate and do it!", and proceeded to develop a medical device from sheet of paper through prototypes, medical approvals, trials and first sales all within 18 months.

DuoFertility is a new medical device and service to help couples conceive without drugs or surgery, and has been shown to be equally effective as a cycle of IVF after just six months of use. At one-tenth the cost of IVF, DuoFertility is changing the way that we look at fertility treatment and healthcare generally. Using a team of medical and fertility experts in Cambridge UK, DuoFertility is helping couples the world over to start their families.



**DAVID INNS**  
President & CEO - GreatCall

David Inns is the President & CEO of GreatCall, the creator of the Jitterbug cell phone and a leader in wireless services focused on helping customers stay connected, safe and healthy; he also sits on the Board of Directors. Working with founders Arlene Harris and Marty Cooper, David designed and launched the GreatCall service in November 2006, a service that has gone through extraordinary growth and has been recognized by a long list of awards for its innovations in mHealth and in serving Older Americans, including the 2009 I Award.

David has 25 years of telecom management experience. Before joining GreatCall, he was Vice President, Consumer Markets for Bell Mobility in Canada where he ran the \$1.6 billion consumer market P&L. He was also Vice President, Consumer Marketing for Bell Canada where he ran the \$4 billion wireline P&L. David was a Partner at DiamondCluster International in the Chicago and San Francisco offices.

David holds a BSc in Electrical Engineering from the University of Western Ontario. He has an MBA from the J.L. Kellogg Graduate School of Management at Northwestern University and is a licensed member of the Association of Professional Engineers.



**PAUL JACOBS, Ph.D.**  
CEO & Chairman - Qualcomm

Dr. Paul Jacobs is chairman and CEO of Qualcomm. A leader in mobile communications for nearly two decades and a key architect of Qualcomm's strategic vision, Dr. Jacobs is responsible for guidance and oversight of all the Company's initiatives and operations.

Through his technology innovations and advocacy, Dr. Jacobs spearheaded Qualcomm's efforts to develop and commercialize mobile technology breakthroughs that have contributed significantly to the growth of both Qualcomm and the mobile industry. Important developments which began under Dr. Jacobs include: the first Palm OS®-based smartphone; inclusion of GPS capabilities in mobile phones; the Brew® system and Brew business ecosystem; and mirasol®, an advanced reflective display technology.

As an innovative leader of a broad range of technical teams within Qualcomm, Dr. Jacobs has been granted more than 35 patents for his inventions in the areas of wireless technology and devices. He chairs the World Economic Forum's Future of Mobile Communications council and serves on the board of A123 Systems. Dr. Jacobs received his bachelor's, master's and doctorate in electrical engineering from the University of California, Berkeley. He is a member of the Phi Beta Kappa, Eta Kappa Nu and Tau Beta Pi honor societies.



**JONATHAN JAVITT, M.D., MPH**  
CEO, Vice Chairman & Founder - Telcare

Jonathan Javitt founded Telcare with David Bjork and John Dwyer. He is a physician with a background in information technology, health economics, and public health, who continues to serve as an adjunct Professor at the Johns Hopkins School of Medicine and Senior Fellow in the National Security Health Policy Center of the Potomac Institute.

He has previously founded/co-founded six health information technology companies that have become part of Siemens, Inc., UnitedHealth Group, and Aetna. He has served multiple Presidential Appointments in both the Clinton and Bush administrations. Most recently he chaired the Health Subcommittee of PITAC (the President's Information Technology Advisory Committee) which created the executive order for the Office of National Coordinator for Health IT and created as a blueprint for concerted Executive and Legislative Branch focus on computerizing the nation's healthcare infrastructure.



**PEGGY JOHNSON**  
Executive Vice President and President, Global Market Development - Qualcomm

Peggy Johnson serves as executive vice president and president of global market development. She is responsible for commercializing new business opportunities that reside outside of existing Qualcomm business units. She also serves as a member of Qualcomm's executive committee. She previously served as executive vice president of the Americas and India. She played an instrumental role in the global development and adoption of 3G wireless broadband technology and services in those regions.

Peggy began her career at Qualcomm as a software engineer within Qualcomm Wireless Business Solutions (QWBS). She held several positions within QWBS, including director of business development, where she was responsible for adding network management centers for the OmniTRACS system in Malaysia, Korea, Japan and Mexico. She also served as vice president of technology, where she led the customer software group. She joined Qualcomm Consumer Products (QCP) in 1997 as vice president of business development and was appointed vice president of sales shortly thereafter. She was named senior vice president of sales for QCP in April 2000 and took on the additional responsibilities of marketing for Kyocera Wireless in a transitional role after the sale of QCP to Kyocera. She then went on to serve as president of Qualcomm Internet Services (QIS) and MediaFLO Technologies.

**ASHOK KAUL**

Vice President, Healthcare Convergence - Wireless-Life Sciences Alliance

Ashok Kaul has over 25 years of global marketing, sales and product development experience in healthcare with both larger, Fortune 100 companies such as GE Medical, Abbott Labs, Medtronic MiniMed, and St. Jude Medical, as well as with start-up companies. He has specific expertise and experience in international markets, with a successful career in sales, marketing, business, and product development.

He co-founded a dialysis services company in 2007 that delivers care to a major hospital chain in India. He is also on the Board of a start-up company that has developed a new technology to deliver continuous renal replacement therapies for patients in acute care environments.

Ashok earned a BSEE from Thapar Institute of India and an MBA from California State University in Sacramento.

**JOHN KELLIHER**

Managing Director - The Marwood Group

Since joining the Marwood Group in 2007, John Kelliher has been responsible for managing the day-to-day work product of Marwood Research. Prior to joining Marwood, he was a Vice President at Timmons and Company. Previous to that position, John served as Chief Counsel for the Committee on Ways and Means from 2001 to 2003. As Chief Counsel, he was responsible for managing the legislative process for the Committee. He acted as a primary advisor to Chairman Bill Thomas on policy issues, political strategy, and procedural tactics. During his tenure at the Committee on Ways & Means, significant legislation was enacted including the Medicare Modernization Act of 2003. John has also worked as Counsel and Chief Counsel at the Committee on House Administration.

John received his undergraduate degree from Princeton University and then served three years of active duty in the U.S. Army. He graduated from the Boston University School of Law.

**MICHELLE KING-ROBSON**

Founder, Chairperson &amp; CEO - EmpowHER

Michelle King-Robson is one of the nation's leading women's health and wellness advocates. She is the Founder, Chairperson and CEO of EmpowHER, one of the fastest-growing and largest health media companies dedicated exclusively to women's health and wellness. She started the company in response to dealing with her own personal, debilitating health condition that left her sick and on the verge of taking her own life. She went to numerous doctors, read books, and searched the Web for countless hours, and could not find the answers she was looking for. That is when she became determined to ensure that no other woman would suffer in silence as she had. And that is how EmpowHER was born.

Michelle is an active philanthropist and community volunteer whose work has earned her numerous awards and citations, including the Fresh Start Women's Foundation's Founder's Award, the National Osteoporosis Foundation's Health Communications Award, and the Arizona State University College of Nursing & Health Innovation's Discover Award. Michelle was Chairman of the governor-appointed Arizona Character Education Blue Ribbon Task Force, was appointed to serve on the Governor's Commission on Women's and Children's Health. She has served as the Co-Chairman of St. Joseph's Hospital/Barrow's Medical Center's \$31 million Pushing Boundaries Capital Campaign, and was Vice Chairman for the Tibet Fund Symposium, which raised over \$1 million. She is a Board Member of The Biltmore Bank of Arizona and past Board Member of the Josephson Institute on Ethics.

**LANCE KURATA**

Partner - Mintz Levin

Lance Kurata is a partner in the Mintz Levin's Corporate group and heads its West Coast technology transactions practice. The technology transactions practice specializes in strategic collaborations, technology licensing and other business transactions directed to the use, transfer and development of technology and intellectual property assets.

Lance advises both growth and mature companies in the life sciences, information technology, and clean technology industries. He provides strategic and creative advice for the commercialization and exploitation of technology assets and has successfully structured and negotiated numerous high-profile technology-based transactions with and for global industry leaders. His practice includes strategic intellectual property asset purchases and sales; technology mergers, acquisitions, and spin-offs; and intellectual property litigation settlement agreements. Lance also advises on general corporate matters and provides general outside counseling for a number of his clients.

Lance received his BA from UCLA (1992) and his JD from Stanford Law School (1996) where he was an Editor of the Stanford Law Review. He was named one of San Diego Metropolitan Magazine's Forty under 40 (recognizing the region's civic and business leaders) in 2007.

**SCOTT LAMBERT**

Lead Partner, Transformational Group - Ascension Health

Scott Lambert is the Lead Partner of the Transformational Development group at Ascension Health. Transformational Development seeks to anticipate emerging healthcare trends, challenge the status quo, and identify, develop and explore innovative approaches to solve widespread healthcare challenges. Scott joined Ascension Health in 2003 and assisted in the start up of the Healthcare That Works element of Ascension Health's Call to Action. Prior to joining Ascension Health he was a principal with the consulting firm Cap Gemini Ernst & Young for 20 years. Scott's consulting focus was operational improvement and large system change in health care. His consulting experience prior to healthcare was leading change initiatives for various Fortune 500 companies in the areas of operational and supply chain improvement.

Scott holds a BS in Business Information Systems from Missouri State University in Springfield, Missouri.

**BRUNO LEROY**

Global Access Strategies - sanofi-aventis

Bruno Leroy is Vice-President Global Access Strategies in Pharmaceutical Customer Solutions, one of the Business Unit of sanofi-aventis, a large Pharmaceutical Company.

He started his career as an Assistant Professor in Pediatric Nephrology in Paris and joined the Pharmaceutical Industry in 1993. He has conducted large clinical programs and submitted compounds for regulatory approval in EU, Japan and the US. He has been directly involved in virtually all phases of development of a compound, from dose selection to approval, access and launch phases. He has then headed various positions in Medical Affairs at sanofi-aventis before taking the lead of Global Access Strategies, in charge of Market Access and Pricing Strategies, Product Life Optimization, and Customer Solution & Innovation. In this current role, his team mandate is to accelerate incorporation of efficient access strategies and innovative customer solutions at sanofi-aventis, contributing to its transformation into a diversified global healthcare leader, focused on patients' needs.

**DOUGLAS LI**

Chief Executive Officer - SmarTone Telecommunications Holdings Limited / SmarTone-Vodafone

Douglas Li served as SmarTone's founding CEO at its inception in 1992. He oversaw the rapid expansion and service innovations that laid the foundation for what SmarTone is today. In 1996, he left to take up the appointment as Managing Director of Suez Asia, a direct investment house in Hong Kong, until he re-joined SmarTone in July 2001. Upon his return, he set about the transformation of SmarTone into an early exponent of advanced mobile multimedia services, with a focused mission of providing a superior customer experience and opening up new revenue streams.

In addition to his experience in mobile communications, Douglas has extensive experience in finance, investment banking and direct investment. He worked for KPMG in both London and Hong Kong, and was an investment banker with Morgan Grenfell in Hong Kong. Following his appointment at Sun Hung Kai Properties Limited, he was responsible for corporate finance, direct investments and new business development, in which capacity he started up SmarTone.

Douglas is a graduate of the University of London and is a Chartered Accountant. He is a member of the Advisory Committee of the Electrical and Electronic Engineering Department of the University of Hong Kong and is also on the HK Advisory Panel of The Institute of Chartered Accountants in England and Wales.

**DANIEL LUBIN**

Founder & Managing Partner - Radius Ventures

Daniel C. Lubin is the Managing Partner and co-founder of Radius Ventures, LLC (Radius), a New York-based venture capital organization focused on the health and life sciences industry. In his role at Radius, Daniel focuses on the firm's investment effort in the healthcare services and IT sector, and represents Radius on the boards of Healthsense, Inc., Management Health Solutions, Inc. and Aethon, Inc., all Radius portfolio companies.

Previously, he was a Director in the Investment Banking Division of Schroder Wertheim & Co., with co-responsibility for managing the firm's Health Care Group. He co-founded and was Managing Director of KBL Healthcare Inc., a health and life sciences venture capital and investment banking organization.

In addition to his Radius boards, Daniel serves on the Board of Trustees of The Haverford School (Haverford, PA), the Board of Trustees of Riverdale Country School (Riverdale, NY), as well as the National Counsel of Advisors for the Center for the Study of the Presidency and Congress (Washington, D.C.). He has been a guest lecturer at Harvard Business School, Wharton Business School, Columbia Business School and Columbia Law School on the topics of venture capital and asset management. He earned a B.S. cum laude in Foreign Service from the Georgetown University School of Foreign Service and an MBA with honors from Harvard Business School.

**JAN MALEK**

Director and Global Co-Leader Life Sciences, Internet Business Solutions Group (IBSG) - Cisco Systems

A member of the IBSG Healthcare practice, Jan Malek advises leaders of life science and healthcare delivery organizations on new and innovative uses of technology. Working on a non-fee basis, IBSG helps clients use technology, organizational, and business process innovation to drive industry transformation.

Jan brings 15-plus years of experience in strategy, technology and the formation of new ventures in healthcare, including the establishment of the first End-Stage-Renal-Disease (ESRD) management company and a 2nd eMedical Opinions venture.

At Cisco, Jan co-invented the Pharmaceutical Expert Gateway (PEG) for pharmaceutical sales, and organized the first clinical trial investigator meeting via TelePresence. He also represents Cisco on the World Economic Forum's Healthcare Delivery Innovation project.

Jan holds a bachelor's degree from the University of Pennsylvania and an MBA from the Wharton School of the University of Pennsylvania.

**DAVE MARCHAND**

Chief Technology Officer - Dell Services

As chief technology officer of Dell Healthcare & Life Science Services, Dave Marchand focuses on the development of solutions that benefit the global healthcare community. Recently, his focus is on Electronic Health Records (EHRs), Health Information Exchanges (HIEs), Health Insurance Exchanges (HIXs), privacy and security, healthcare consumerism, mobility, and analytics/informatics solutions that turn healthcare data into actionable intelligence for areas such as Accountable Care Organizations (ACOs), population health, and personalized medicine. Dave is targeting advanced delivery models such as cloud and Software as a Service (SaaS) to develop platforms of integrated solutions designed to improve the overall efficiency and quality of healthcare.

In his fifteen years with Dell Services, formerly Perot Systems, Dave has held various senior-level positions ranging from technical roles, such as chief innovation officer and chief architect, to executive management roles, such as general manager and chief operating officer. His service in the information technology industry for over 25 years has resulted in the development of advanced technology solutions for healthcare, energy, financial services, defense, aerospace, travel, and telecommunications. Dave received a Bachelor of Science degree in electrical engineering from the University of Notre Dame.


**MIKE MARTINO**

Senior Vice President of Innovation, Business Development and Strategy - CareFusion

Prior to joining CareFusion, Mike Martino served as President and CEO of Arzeda Corp. and before then he was president and CEO of Sonus Pharmaceuticals from 1999 to 2008. During his tenure at Sonus, he helped lead the company's transformation from a developer of diagnostic ultrasound contrast agents to a developer of therapeutic cancer drugs.

Previously, Mike held leadership roles of increasing responsibility at Mallinckrodt Medical, Inc. from 1983 - 1998, including serving as vice president of strategic planning and corporate development and vice president and general manager of the nuclear medicine division. Through this experience, he completed multiple mergers and acquisitions, product development and licensing agreements.

Mike holds a bachelor's of business degree from Roanoke College and an MBA from Virginia Tech.


**BILL MCGUIRE, M.D.**

Former Chairman and CEO - UnitedHealth Group & Senior Advisor - TripleTree

Bill McGuire, M.D., is a Senior Advisor with TripleTree and former Chairman and CEO of UnitedHealth Group. He joined United HealthCare in November 1988 as an executive vice president when the Peak Health Plan, of which he was then president and chief operating officer, was acquired by United. In May 1989, he was appointed to the board of directors and became chief operating officer of United. In November 1989, he became president of the company, a position he held until May 1991. He was named chief executive officer in February 1991, and chairman of the board of directors in May of the same year.

When Bill joined United, it was an unprofitable regional health maintenance organization with annual revenues around \$400 million. When he left, United was one of the largest, most profitable, and most diversified healthcare companies in the world, with more than \$70 billion in annual revenues, more than 50,000 employees, and more than sixty million health plan members.


**BILL MCKEON**

Chief Executive Officer - Cellnovo

Bill McKeon is the CEO of Cellnovo, which is headquartered in London, UK. He has held leadership roles at some of the most prestigious institutions in the United States, Europe and China including; Stanford Medical Center, Du Pont, Medtronic, US Oncology, MicroPort Shanghai and Cellnovo.

Bill has dedicated his career to utilizing wireless technology to advance the delivery of medical therapies. He was a founding member of The Continua Health Alliance to advance the wireless interoperability of technologies. Early in his career, he moved remote cardiac surveillance online allowing physicians to view patients electrocardiograms in real-time. He then launched the first system to automate the matching of cancer patients to clinical trials, which was another industry first. He was twice awarded the Computerworld Smithsonian Award in Medicine.

Today, at Cellnovo, Bill has built the first mobile diabetes management system. The system is comprised of the world's smallest insulin pump and a medical mobile handset that automates the collection and secure, real-time movement of data to healthcare providers and family members. He recently closed one of the largest rounds of financing in the medical device industry, raising nearly \$50m to support Cellnovo's commercial launch.


**DR. BYRON OSING**

CEO, Chair &amp; Co-Founder - Calgary Scientific Inc. (CS)

CS is a Calgary-based software developer dedicated to the commercialization of the innovative web-enablement platform marketed as PureWeb® and a family of advanced web and mobile diagnostic imaging products under the ResolutionMD™ label. A core focus of CS in the medical arena is redefining the industry standards of accessibility as it relates to mobile and acute care medicine.

Dr. Byron Osing, former President and CEO of Telebackup Systems Inc., was one of three founding shareholders responsible for driving the company's success, leading to an acquisition by the largest USA data storage company, Veritas Software, Inc. Dr. Osing is also co-founder and former CEO and Chair of 180 Connect, Inc., a publicly traded technical services organization with over 4,500 employees.

Dr. Osing has a BA in Psychology from the University of Lethbridge, and an MBA and a PhD in Marketing and New Enterprise Development from the University of Calgary. He is a recipient of the Ernst & Young "Emerging Entrepreneur of the Year Award" for the Prairies Region and "Canada's Top 40 Under 40 Award."

**GEORGE POLLACK**

Chief Operating & Technology Office & Founding Partner -  
Wound Technology Network

As COO, George Pollack directs all sales efforts for Wound Technology Network and has been responsible for all negotiations and contract administration with health plans and medical. As CTO, he leads the evaluation and implementation of new technology platforms that optimize WTN's wound care delivery. In addition, George is one of the country's leading experts in the use of wireless technology in health clinical applications.

Through his efforts as the CTO, WTN has been awarded: QUALCOMM's 3G A List Award Business Innovation 2006, Network World All Star 2006; ComputerWorld Honors Computer Laureate 2007; and ComputerWorld Mobile and Wireless Honors 2007 & 2008. Under George's leadership Wound Technology Network partnered with Microsoft, AT&T, HTC, and iVisit to develop a wireless mobile telehealth video conferencing platform to serve patients within their home, hospital, skilled nursing facilities, assisted living facilities and clinics in doctors' offices. Before Wound Technology, George served as President and CEO of Florida Health Care Management Corporation and was the Administrator at Hallandale Rehabilitation Center.

**ORLANDO PORTALE**

Chief Innovation Officer - Palomar Pomerado Health (PPH)

Orlando Portale is a nationally recognized healthcare leader in the realm of business transformation and technology. He currently serves as the Chief Innovation Officer with Palomar Pomerado Health (PPH), which provides healthcare services to a 2,200 square mile area in Southern California. As the organization's first innovation officer, Orlando has focused on establishing a future oriented agenda in genomics, emerging care delivery models, and advanced technology. He has established the technological vision for the new \$1 billion Palomar Medical Center West in San Diego County.

Prior to joining Palomar, Orlando was the President of Portale & Co., a management consulting firm. Previously, he was the G.M. Global Health Industry with Sun Microsystems, Executive Director for M&A with WellPoint, and a Senior Advisor with SAIC.

Orlando launched his healthcare career at the University of Michigan, where he became the Department Head for Applied Clinical Informatics. He holds a Masters in Healthcare Leadership from the University of California, San Diego.

**ALBERT PRAST**

Executive Vice President &amp; CIO - Connexions

Prior to joining Connexions, Albert Prast was CTO of Rotech Healthcare Inc. In his 13-year career there, he created and supported the infrastructure that allowed it to grow from 40 locations and \$62 million in revenue to more than 500 locations and \$560 million in revenue. Previously, he was associated with IBM for more than 10 years. In addition to his corporate staff experience, he has demonstrated strong entrepreneurial credentials, having founded, funded and sold a number of successful small companies.

Albert attended the Alfred P. Sloan School of Management at the Massachusetts Institute of Technology where he concentrated in Management Information Systems. He holds a Master's degree in Business Administration from Rollins College, Florida, and a Bachelor of Arts degree from the University of Michigan.

**FRANK RAHMANI**

Partner - Emerging Companies Practice Group - Cooley, LLP

Frank Rahmani is a partner in the Cooley Emerging Companies practice group. Resident in the Palo Alto office, he has been with the Firm since 1997.

Frank has a general business and corporate law practice with an emphasis in the representation of emerging growth companies and investors in securities transactions, including private institutional led financings, public offerings, intellectual property transactions, and mergers and acquisitions.

Frank has counseled companies, entrepreneurs and investors in a broad range of matters from start-up formation and spin-off transactions, assistance with obtaining early stage financing, technology acquisition and licensing matters, to later stage financings, strategic and commercial relationships, variety of public offerings and mergers and acquisitions. Frank counsels companies in a wide range of industries including medical devices and life sciences, software, semiconductor and telecommunication equipment. He has represented company clients, investors and underwriters in over two hundred financings and securities offerings and over one hundred strategic partnering, various types of acquisitions and commercial transactions.

Frank received a J.D., from Santa Clara University School of Law in 1997, where he was on the Dean's List and was a representative to the American Bar Association. He received a business degree from Santa Clara University. Prior to joining Cooley, he was an analyst with Intel Corporation working with the corporate finance and worldwide sales organizations. Frank is a member of the State Bar of California.

**MARK REAGEN**

President of Univita Engagement and Chief Marketing Officer - Univita

Mark Reagen is the President of Engagement Services, one of Univita's strategic business units. Mark brings more than 25 years of experience in consumer and business-to-business marketing and product development to his role, with an emphasis on the healthcare industry. His previous roles included Vice President, Product Development for Healthways and Chief Marketing Officer for Axia Health Management, where he also led the development of new, integrated wellness programs. Mark has held senior marketing positions with Advance PCS (now CVS/Caremark) and within the automotive industry.

Mark received a Master of Management degree from Northwestern University's Kellogg Graduate School of Management after earning a BA degree in business and economics.

**RAHUL REDDY**

CEO &amp; President, Apollo Health Resources, Inc. - Apollo Group Companies

Rahul Reddy has 20+ years of experience with IT and healthcare ventures as a CEO, owner, and advisor. As Director of the Apollo Innovation Company he is responsible for exploring, evaluating, and implementing technology, processes, and delivery models to allow Apollo Hospitals expand its ability to provide effective and compassionate healthcare to a greater number people. This includes the growing population in India's rural and urban areas, and other high need geographies.

Apollo Hospitals started as a 150 bed hospital in Chennai, India in 1983. Currently the Apollo Group is Asia's largest integrated healthcare organization with operations throughout India and overseas. It owns and manages 50 hospitals, as well as diagnostic clinics, dispensing pharmacies and consultancy services. Additionally, the group's service offerings include healthcare at the patient's doorstep, clinical & diagnostic services, medical business process outsourcing, third party administration services and health insurance. To enhance performance and service to customers, the company also makes available the services to support the business of healthcare. These include telemedicine services, education and training programs, research services and a host of not-for profit projects.

Rahul has a BA from the University of Portland in Business and Computer Systems. He was born in Waltham, Massachusetts and grew up in Portland, Oregon.

**EVAN ROBERTS**

Chief Technology Officer &amp; Co-Founder - Phreesia

As CTO and co-founder of Phreesia, Evan Roberts is the technical visionary responsible for driving Phreesia's initiative to pioneer patient self-service registration and educational solutions, at a low cost to clinicians in their medical practices.

Prior to founding Phreesia, Evan was a Senior Sales Engineer at Spotfire, a leading provider of interactive analytics software, where he helped to penetrate new markets including pharmaceutical sales and marketing, resulting in significant net new revenue. In that capacity he developed innovative applications, and trained and managed his team to support and nurture these new markets. He began his career at Spotfire as a member of the Professional Services team.

Evan holds a degree in Computer Engineering from Tufts University.

**CHRISTINE ROBINS**

CEO - BodyMedia

Christine Robins is the CEO of BodyMedia, a pioneer in developing and marketing wearable body monitors designed to help people lose weight, affect positive change in their behaviors, and ultimately lead healthier lives.

Prior to joining BodyMedia, she was the CEO of the Philips Oral Healthcare business most notably the Sonicare® brand of power toothbrushes. She led this global brand to significant sales and market share growth and developed a great passion for the integration of professional and consumer business models. Christine also has extensive experience in a wide range of marketing capacities gained during her 17 years at S.C. Johnson, a global consumer goods company. She ran a number of brands such as Raid® insecticides, Glade® air fresheners, Aveeno® skin care and Ziploc® bags. She started her career there in finance holding a variety of positions in the US and Canada for the company.

Christine holds a degree in Marketing and Finance from the University of Wisconsin-Madison and an MBA from Marquette University.

**DAVID ROSE**

Chief Executive &amp; Product Designer - Vitality

David Rose is a product designer, technology visionary, and serial entrepreneur. Currently David is Chief Executive at Vitality, a company reinventing medication packaging with wireless technology.

David founded and was CEO of Ambient Devices where he pioneered glanceable technology: embedding Internet information in everyday objects like light bulbs, mirrors, refrigerator doors, digital post-it notes, and umbrellas to make the physical environment an interface to digital information.

In 1997 David patented online photo-sharing and founded Opholio. Before the Internet he founded Interactive Factory, which creates interactive museum exhibits, educational software and smart toys, including the award-winning LEGO Mindstorms Robotic Invention System.

David also teaches a popular course in tangible user interfaces at the MIT Media Lab.

**JONATHAN SACKNER-BERNSTEIN**Associate Director, Center for Devices & Radiological Health,  
Food & Drug Administration (FDA)

As Associate Center Director for Post Market Operations of FDA's CDRH, Dr. Sackner-Bernstein's portfolio currently focuses on the scientific, innovative and public health components of the Center's current strategic priorities. This includes leadership spanning from the Task Force focusing on using new science in regulatory decision making to the establishment of the Center's Council on Medical Device Innovation along with partners from eight federal agencies.

Jonathan joined the Agency as part of its Post Market Transformation Initiative, serving as champion of the Center's initiative to reengineer as a matrix organizational structure. In parallel with his expertise in regulatory science and FDA operations, Dr. Sackner-Bernstein brings to his role 20 years of experience in clinical practice, medical research and healthcare management, with that research experience in pre-clinical, first-in-human, proof of concept, pivotal and post-approval studies, including drug and device therapies as well as diagnostics.

Previously, he served as Chief Medical Officer at the CRO Clinilabs and on the faculty of Columbia University, with roles including that of Associate Chief of Cardiology at St. Luke's-Roosevelt Hospital as well as membership on the Columbia Faculty Council, the Scientific Review Committee of Columbia's GCRC and the Graduate Medical Education Committee.

**LESLIE SAXON**

Chief Division of Cardiovascular Medicine - Keck School of Medicine;  
Professor of Clinical Medicine, University of Southern California

Leslie A. Saxon, M.D., is a Professor of Clinical Medicine at the Keck School of Medicine of USC, specializing in the diagnosis and treatment of arrhythmias in patients with congestive heart failure. After serving as the director of the electrophysiology laboratory and implantable device services at UC San Francisco, Dr. Saxon was recruited to serve as the Chief of Cardiovascular Medicine at USC.

In addition to using state-of-the-art resynchronization devices in patients with arrhythmias, such as modified pacemakers and implantable defibrillators, Dr. Saxon also collaborates with medical device companies to evaluate the latest, most innovative interventional gadgets for patients with difficult-to-treat heart failure.

Dr. Saxon has completed over 90 publications in various medical journals and is an active member of a multitude of organizations, including the American College of Cardiology, the Heart Rhythm Society, The American Heart Association, and the Heart Failure Society of America.

**BRAD SCHRAUT**

CEO - InstyMeds

Brad Schraut has led InstyMeds since 2005. InstyMeds has created the first fully automated physician dispensing system. By combining the safety, security and reliability of an ATM with the simplicity of a soda machine, patients may now pick up their prescriptions at the doctor's office. Brad has had a distinguished career developing startup companies/industries and leading them into successful businesses. Under his leadership InstyMeds has transformed from a small Minnesota company to a national network of prescription medication dispensers that have successfully dispensed over one million prescriptions without error and with an industry leading 85% patient compliance rate to patients in all 50 states.

Brad started his career in the healthcare information industry as co-founder of Rovak, Inc., a provider of practice management software. He served as President-mid-Range Division of InfoCure after Rovak was simultaneously rolled into InfoCure and consummated its IPO. Subsequently, he served as CEO of Audio Video Planners, a top US custom electronic installation firm. He holds patents in Healthcare Infomatics and received his secondary education at the Academy of Accountancy in Minneapolis.

**MICHAEL A. SHABOT, MD, FACS, FCCM, FACMI**

System Chief Medical Officer - Memorial Hermann Healthcare System

M. Michael Shabot, M.D. is Chief Medical Officer for the Memorial Hermann Healthcare System in Texas. He is responsible for quality, patient safety, medical informatics, epidemiology, pharmacy, critical care, nursing, and laboratory services for the system, which includes nine acute care hospitals, a children's hospital, two rehabilitation hospitals, 19 ambulatory surgical centers and numerous other outpatient facilities. Dr. Shabot is an Adjunct Professor at the University of Texas at Houston, School of Biomedical Informatics Sciences. Under his leadership, in 2009 Memorial Hermann received the National Quality Healthcare Award from the National Quality Forum and the National Patient Safety Leadership Award from the VHA Foundation and National Business Group on Health.

Dr. Shabot is Board certified in General Surgery and Surgery Critical Care, with specialties in general surgery, trauma surgery and critical care. He is a Fellow of the American College of Surgeons, the American College of Critical Care Medicine and the American College of Medical Informatics. Prior to joining Memorial Hermann, Dr. Shabot served as Medical Director of Enterprise Information Services, Director of Surgical Intensive Care and Associate Director of Surgery at Cedars-Sinai Medical Center in Los Angeles, California. He is a past Chief of Staff at Cedars-Sinai. He served as President of the Los Angeles Surgical Society and the Southern California Chapter of the American College of Surgeons.

**RALPH SIMON**

CEO, The Mobilium Advisory Group

Ralph Simon is regarded as one of the founders of the modern mobile entertainment industry. Over the last decade he has been a global trailblazer and innovator, growing the global mobile entertainment and content industry, and playing a central role in its growth and presence world-wide. He has been dubbed the 'father of the ring tone, as he and his team created and developed the first ring tones in the US, Europe, Africa and Australia in 1998.

Prominent internationally, he evangelized mobile operators, media and film companies, TV networks, brands, ad agency groups, and platform providers on how to create and grow mobile revenues and content on mobile phones.



**MARSHALL "MARK" SMITH, M.D., Ph.D**  
System Director of Simulation and Innovation - Banner Health

Dr. Mark Smith is the Medical Director of Clinical Education and Innovation at Banner Health. He conceptualized and helped to develop and lead the first simulation training center at Banner Health, a Center that is now a Level One Training Institution for the American College of Surgeons. He has also helped develop and build at Banner Health one of the largest training centers (55,000 sq ft) in the country devoted entirely to clinical simulation learning, the Banner Simulation Medical Center.

Dr. Smith received his MD and PhD at the University of Texas and completed a residency in Obstetrics and Gynecology Arizona. He subsequently spent twenty years in private practice and served as a teaching faculty. He pioneered several procedures in operative laparoscopy in the 1980s which are still used today.

He is a Fellow of the American College of Obstetricians and Gynecologists and the American College of Surgeons, a member Society for Simulation in Healthcare and an invited charter member of the ACOG Simulation Consortium. He is active in the American Association of Gynecological Laparoscopists and sits on their Board of Credentialing in Endoscopic Surgery in addition to leading their Simulation Advisory Committee.



**RYAN STEWART**  
Senior Director - TripleTree, LLC

Ryan Stewart joined TripleTree in mid-2009, bringing more than 15 years of extensive banking and operational experience to the firm's Healthcare practice. Previously, Ryan was a senior healthcare services banker with Lazard, with lead responsibility for the firm's healthcare technology and care management practice. Prior to Lazard, Ryan was a corporate strategy executive at UnitedHealth Group; Managing Director and Senior Healthcare Equity Research Analyst at Piper Jaffray; Founder/CEO of a venture-backed HCIT company; and healthcare strategy and operations consultant with Arthur Andersen. He began his career in Business Development with Horizon BlueCross BlueShield of New Jersey.

Ryan holds a BA in Government & Law from Lafayette College in Easton, PA.



### **MARK TOGNETTI**

Client Partner, Healthcare Vertical & Mobile Cloud Practice - Appirio

With over 20 years of enterprise IT experience, Mark Tognetti plays a key role in ensuring the successful solution delivery to Appirio's most strategic clients – most recently a Mobile Time and Treatment App for RehabCare, a leading national provider of post-acute services.

Prior to Appirio, Mark was VP of IT Strategy and Innovation at PHH Arval – a 650,000 vehicle fleet management company. He set the strategic technology direction and determined how to apply these technologies across the enterprise to achieve business results. He introduced and expanded PHH Arval's use of personal mobile devices, vehicle telematics, geospatial information systems, business process management, business rules engine and identity management.

Mark joined PHH from TVM Partners, a technology management consultancy he founded that was focused on helping clients derive the maximum value from technology. Prior to that, he was co-founder of ComVersant, LLC, an eBusiness consulting company which later merged in to Operon Partners. Mark has held a number of lead IT and product development roles in a variety of industries, including travel, publishing, electronics distribution, and manufacturing.



### **ERIC TOPOL, MD**

Director, Scripps Translational Science Institute; Chief Academic Officer, Scripps Health ; Vice-Chairman, West Wireless Health Institute, The Gary and Mary West Chair of Innovative Medicine; Professor of Translational Genomics, The Scripps Research Institute

Dr. Topol is one of the leading physicians in the US. He is a pioneer of the genomic and wireless digital innovative technologies to reshape the future of medicine. He is a practicing cardiologist at Scripps in La Jolla, California and well known for leading the Cleveland Clinic to become the #1 center for heart care. While there he also started a new medical school, led many worldwide clinical trials to advance care for patients with heart disease, and spearheaded the discovery of multiple genes that increase susceptibility for heart attacks.

Since 2006, in La Jolla, he leads the flagship NIH supported Scripps Translational Science Institute and is a co-Founder and the Vice-Chairman of the West Wireless Health Institute. He also serves as Professor of Translational Genomics at The Scripps Research Institute and Chief Academic Officer of Scripps Health.

Dr. Topol pioneered the development of many medications that are routinely used in medical practice including t-PA, Plavix, Angiomax, and ReoPro and was the first physician to raise safety concerns on Vioxx. He has published 1100 peer-reviewed articles and over 30 medical textbooks. In 2011, the University of Michigan initiated the Eric Topol Professor of Cardiovascular Medicine in his honor.

He was elected to the Institute of Medicine of the National Academy of Sciences and is one of the top 10 most cited researchers in medicine.

**MARK TRIGSTED**

Executive Vice President - Diversinet

Mark Trigsted is responsible for expanding Diversinet's sales capabilities to provide solutions tailored to the needs of healthcare payers and providers, medical-device manufacturers, systems integrators, and related technology companies. Trigsted has developed and implemented several winning go-to-market strategies, and maintains close relationships with large national healthcare organizations across the United States. With more than 25 years of experience in healthcare IT, he has held senior positions managing sales, marketing and business development at such companies as McKesson Corporation, HEALTHvision, Sunquest Information Systems, Oacis Healthcare Systems and GE Medical Systems.

**DAVID TRIPI**

Partner, Janssen Healthcare Innovation Group - Johnson &amp; Johnson

David Tripi has been with Johnson & Johnson for the past 15 years. He started as a finance manager at Ortho Biotech in Raritan, NJ in 1996. From there David joined OMJ Pharmaceuticals in San German, Puerto Rico to work at one of J&J's manufacturing plants. In 2001, David moved to San Francisco, CA to join the field sales organization to sell the J&J product Procrit to hospital based ICUs. In 2003, after J&J's acquisition of ALZA, David joined to lead the R&D finance team.

In 2007, David moved to San Diego to become the COO of the Pharmaceutical Research & Development site. Earlier this year, David was named a Partner for Janssen Healthcare Innovation group, a newly created business area for Pharmaceuticals. In his current role he is part of a multi-disciplinary group working toward the goal of propelling the company to become the leader in the healthcare solution business.

David graduated from Ohio University in Athens, Ohio.

**TIEN TZUO**

Founder &amp; CEO - Zuora

Tien Tzuo, widely recognized as one of the thought leaders in the software-as-a-service industry, founded Zuora in 2008 and serves as Chief Executive Officer.

Before joining Zuora, Tzuo had witnessed a shift to a new business model where both consumers and businesses favored a subscription model versus a one time transaction. It was clear that this shift was going to drastically change the way companies do business and a need would evolve for a service to enable these companies to succeed in this new economy. As Zuora's CEO, Tien has evangelized this shift to subscription based business models and the complex billing structures they inherit, coining the phrase Subscription Economy.

Before Zuora, Tien was one of the "original forces" at salesforce.com, joining as employee number 11. In his 9 years at salesforce.com, Tzuo built salesforce.com's original billing system and held a variety of executive roles in technology, marketing, and strategy organizations, including building out the product management & marketing organization, serving as Chief Marketing Officer for two years, and most recently as Chief Strategy Officer. Prior to salesforce.com, Tien was at CrossWorlds Software. Earlier, at Oracle Corporation he managed several of Oracle's largest Telecommunications accounts, including MCI, NYNEX, Bell Atlantic (now Verizon), and AT&T.

**DONNA USISKIN**

Vice President Business Development - Edison Ventures

Donna Usiskin leads Edison's business development group which generates new investment opportunities. She manages the primary activity of proactive outbound deal prospecting and sector-focused research executed by her team.

Since joining the group in 2002, Donna has followed and sourced hundreds of opportunities for Edison. She uncovers investment opportunities of growing and emerging companies in healthcare and pharmaceutical information technology. She currently sits on the Advisory Board of the Institute for Health Technology Transformation and Montgomery County Community College - Center for Entrepreneurial Studies.

Donna has over 15 years experience in sales and marketing in the software industry. She was Vice President of Sales, North America, for Connexive, an integration software company providing Business Process Management solutions and an exited Edison investment. She was also Regional Sales Manager for Princeton Softech, an enterprise database management solutions company.

Donna attended Rutgers College of Pharmacy and has a BA in Psychology.

**HARIHARAN VELAYUDHAN**

Senior Vice President of Provider Solutions - Apollo Health Street

Hari Velayudhan manages the company's Provider Solutions with responsibility for growth strategy, profit and loss, sales, and client management. He began his employment with Apollo nearly ten years ago conceptualizing, designing, and launching India's first Disease Management Program.

His experience spans more than a 15 years of sales and operations across consumer goods, e-commerce, and healthcare sectors. He is a member of the Health Management Academy (HMA) and has presented several papers on the globalization of healthcare.

Hari earned a master of business administration from the Indian Institute of Management, Ahmedabad and a bachelor's degree in commerce from Osmania University in Hyderabad, India.

**TOM WATLINGTON**

CEO - Sotera Wireless

Tom Watlington, whose experience in the medical device industry spans 28 years, joined Sotera Wireless as CEO in February 2006. During that year he served a dual role as President of Naviscan Pet Systems, a medical imaging company, before transitioning to a full-time position with Sotera Wireless in January 2007.

For ten years prior to joining Sotera Wireless, Tom served as Senior Vice President of Commercial Operations and later as Executive Vice President and Chief Operating Officer of Biosite Incorporated, a leader in the field of medical diagnostics. In addition, he spent 14 years at Boehringer Mannheim Corporation in various sales, marketing and strategic roles, including Vice President of Marketing for the Diabetes Care division.

Tom previously served on the board of Home Diagnostics, Inc., a public company in the field of diabetes monitoring that was acquired in June 2010 by Nipro Diagnostics. He received a BS degree from the University of Maryland

**MICHAEL WONS**

President &amp; CEO - CellTrak Technologies

Michael Wons is an experienced senior executive who is leading all aspects of CellTrak's strategy and execution of its business plan. With more than 25 years of experience with leading healthcare and advanced technology companies he brings a unique "customer focused" perspective to lead CellTrak. Serving in senior executive roles with startups, mid-stage companies and industry leaders Federal Signal Corporation, Microsoft and Waste Management, Mike is a leader experienced with engaging customers, partners and the industry in the build out of mission critical solutions.

He is the Chairman of the Board at CellTrak and actively serves and participates in the National Association of Homecare and Hospice (NAHC) and the National Hospice and Palliative Care Organization (NHPCO). He also serves or has served in advisory board roles for Home Care & Hospice Strategic Planning Congress, Electronic Visit Verification (EVV) work group, AT&T Field Services Advisory Board, Microsoft CTO Council and the Service Oriented Architecture Consortium (SOA-C).

Mike is focused on helping establish a common platform for the industry to help enable automation of processes and improving the delivery of care via mHealth solutions.

**THIERRY ZYLBERBERG**

Executive Vice President - Orange France Telecom

Thierry Zylberberg is Executive Vice President in charge of Strategic Partnerships and General Manager of the newly created Health Line of Business at France Telecom.

Previously he was Senior Vice President, Sales and Marketing of the Major Account Division of France Telecom. He has served in various positions within the FT Group, including General Manager of France Telecom in Mexico, managing the controlling interest France Telecom took in Telmex in 1990, and providing assistance and consultancy to Telmex in its newly deregulated market; Marketing Director, Professional Products and Services in France Telecom, where he was responsible for the development of such products as ISDN, PBX, modems and Centrex.

Thierry helped create and managed the Theseus Institute, a Business School focusing on the impact of Information Technology on corporate management and strategy. He is a graduate from Stanford University, Ecole Polytechnique and Ecole Nationale Supérieure des Telecommunications.





AT&T  
[www.att.com](http://www.att.com)

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest 3G network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verseSM and AT&T & DIRECTVSM brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by FORTUNER magazine.



CAREFUSION  
[www.carefusion.com](http://www.carefusion.com)

CareFusion (NYSE: CFN) is a global corporation serving the health care industry with products and services that help hospitals measurably improve the safety and quality of care. The company develops market-leading technologies including AlarisR IV pumps, PyxisR automated dispensing and patient identification systems, AVEAR, AirLife™ and LTVR series ventilation and respiratory products, ChloroPrepR products, MedMined™ services for infection surveillance, NeuroCare neurological monitoring and diagnostic products, V. MuellerR surgical instruments, and an extensive line of products that support interventional medicine. CareFusion employs more than 15,000 people across its global operations.



OPTUM  
[www.optum.com](http://www.optum.com)

On April 11, 2011 we announced that three leading businesses within the health services industry would be unifying and simplifying their presence under a single brand—Optum. These distinct businesses—Ingenix, one of the largest health information, technology and consulting companies; OptumHealth, the leader in population health management serving the physical, mental and financial needs of both individuals and organizations; and Prescription Solutions, the specialist in the delivery, clinical management, and affordability of prescription medications — possess a unique combination of capabilities designed to enable a health care system that can work better for everyone.

Over the course of the coming weeks and months, these three businesses will transition to new Optum business names: Ingenix will become OptumInsight, OptumHealth will maintain its name, and Prescription Solutions will become OptumRx (with their Pharmacy Benefits Management services continuing to use the current Prescription Solutions name.)

All of the businesses of Optum will continue to be distinct in the markets they serve, while they also collaborate to solve some of the most pressing issues facing the health industry today and tomorrow. By coming together more explicitly, we seek to serve our clients based on their needs— whether it is a comprehensive solution that draws from the combined strengths of our Optum businesses, or a critical point solution offered by OptumInsight, OptumHealth or OptumRx.



## QUALCOMM

Qualcomm Incorporated (Nasdaq: QCOM) is a leader in developing and delivering innovative digital wireless communications products and services based on CDMA and other advanced technologies. Qualcomm plays a central role in the rapid adoption and growth of 3G and next-generation wireless around the world. Qualcomm's current intellectual property portfolio includes more than 11,000 United States patents for wireless technologies, with more than 175 telecommunications equipment manufacturers licensing them worldwide. Headquartered in San Diego, Calif., Qualcomm is included in the S&P 100 Index, the S&P 500 Index and is a 2009 FORTUNE 500 company.

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

P&G  
[www.pg.com](http://www.pg.com)

Procter & Gamble is a global company that provides consumer products in the areas of pharmaceuticals, cleaning supplies, personal care, and pet supplies. Driven by passionate people and a common purpose, P&G brings beloved brands to consumers around the world—including our 50 Leadership Brands that are among the world's most well known household names.



#### ASCENSION

Ascension Health is transforming healthcare by providing the highest quality care to all, with special attention to the poor and vulnerable. Ascension Health, which provided \$868 million in care of persons who are poor and community benefit last year, is the nation's largest Catholic and nonprofit health system, and the third-largest system (based on revenues) in the US. Our mission-focused Health Ministries provide acute care services, long-term care, community health services, psychiatric, rehabilitation and residential care. Our sponsors began this ministry of faith hundreds of years ago. Today Ascension Health continues this legacy through the work of more than 113,000 associates serving in more than 500 locations in 19 states and the District of Columbia. [www.ascensionhealth.org](http://www.ascensionhealth.org)



#### CALIFORNIA HEALTH CARE FOUNDATION

The California HealthCare Foundation works as a catalyst to fulfill the promise of better health care for all Californians. We support ideas and innovations that improve quality, increase efficiency, and lower the costs of care.

CHCF is a nonprofit grantmaking philanthropy based in Oakland, California. Founded in 1996, the staff of about 50 people issues around \$40 million in grants each year from an endowment of approximately \$700 million. CHCF does not participate in lobbying or fundraising.

To accomplish its goals, the Foundation focuses its effort in these areas: Improving clinical outcomes and quality of life for Californians with chronic disease.

- Reducing barriers to efficient, affordable health care for the underserved.
- Promoting greater transparency and accountability in California's health care system
- Supporting the implementation of health reform and advancing the effectiveness of California's public coverage programs.

[www.chfc.org](http://www.chfc.org)



#### COMUNICANO

Comunicano, Inc., is an asymmetrical communications, public relations and marketing strategy consultancy based in Del Mar, Calif. Founder and CEO Andy Abramson built Comunicano from a one-man operation to a 26 person global full-service consultancy with dozens of technology clients in business and consumer products and services, telecom, VoIP, wireless, mobile, collaboration and voice-related applications. Its staff is totally virtual.

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



#### COOLEY LLP

Cooley's 650 attorneys have an entrepreneurial spirit and deep, substantive experience, and are committed to solving clients' most challenging legal matters. From small companies with big ideas to international enterprises with diverse legal needs, Cooley has the breadth of legal resources to enable companies of all sizes to seize opportunities in today's global marketplace. The Firm represents clients across a broad array of dynamic industry sectors, including technology, life sciences, clean tech, real estate, financial services, retail and energy.

The Firm has full-service offices in major business and technology centers nationwide: Palo Alto, CA, New York, NY, San Diego, CA, San Francisco, CA, Reston, VA, Broomfield, CO, Washington, DC, Boston, MA and Seattle, WA.



DIVERSINET

Diversinet provides a patented and proven secure application platform that enables healthcare organizations to rapidly deploy HIPAA-compliant mobile healthcare (mHealth) applications to anyone, anytime, anywhere, on mobile devices so everything is Connected and Protected. Diversinet's reliable, end-to-end MobiSecure® platform powers mobile applications that securely and easily connects people with their healthcare information, payers and providers. Our platform helps the healthcare industry meet rapidly growing needs for safe, convenient, on-the-go storage and sharing of personal health data. All major mobile devices and operating systems are supported. Our MobiSecure platform is based on Open AuTHentication (OATH) standards for authentication, and was created specifically to prevent unauthorized access to confidential data. Coupled with Diversinet's encryption architecture, our platform enables users to securely connect with critical healthcare information with the utmost protection against identity theft or fraud. Founded in 1997, and based in Dallas and Toronto, Diversinet has invested \$80 million in its core technology platform and has built a sizable patent portfolio.

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



JOHNSON & JOHNSON

Caring for the world, one person at a time...inspires and unites the people of Johnson & Johnson. We embrace research and science - bringing innovative ideas, products and services to advance the health and well-being of people. Our approximately 114,000 employees at more than 250 Johnson & Johnson companies work with partners in health care to touch the lives of over a billion people every day, throughout the world.

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

## MINTZ LEVIN

### MINTZ LEVIN

Mintz Levin is an international law firm representing the life science industry since its inception, and today has one of the largest life science practices in the United States. Since 2004, the firm's life sciences practice has completed over 340 transactions including: mergers and acquisitions totaling over \$7 billion; venture capital deals totaling over \$1 billion; more than 50 public offerings totaling over \$5.2 billion; numerous strategic collaborations valued at over \$2.5 billion and dozens of other financings.

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



### SANOFI-AVENTIS

Sanofi-aventis' ambition is to be a diversified global healthcare leader, focused on patients' needs.

Sanofi-aventis has core strengths in the field of healthcare with six growth platforms: emerging markets, human vaccines, consumer healthcare, diabetes treatment, innovative products and animal health.

Sanofi-aventis strategy is based on three key principles in order to deliver long-term sustainable growth: increasing innovation in Research & Development, seizing external growth opportunities, and adapting Group structures for future challenges.

Headquartered in Paris, France, Sanofi-aventis employs approximately 100,000 people in 100 countries and had 2010 net sales of €30.4 billion.

[www.sanofi-aventis.com](http://www.sanofi-aventis.com)

## Strategic Partners



## Wireless-Life Sciences Alliance

### TRIPLE TREE, LLC

TripleTree, LLC is an independent, merchant and investment banking firm focused on mergers and acquisitions, financial restructuring, principal investing, and strategic advisory services for healthcare and technology companies. The firm specializes in growth businesses, vertical industry specialization, and disruptive technology delivery models.

[www.triple-tree.com](http://www.triple-tree.com)

## Industry Partners



## Wireless-Life Sciences Alliance

### ACCENTURE

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments.

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



## DELOITTE

Deloitte has 45,000 professionals in the United States with a single focus: serving our clients and helping them solve their toughest problems. We work in four key business areas — audit, financial advisory, tax and consulting — but our real strength comes from combining the talents of those groups to address clients' needs. Fortune and BusinessWeek consistently rank our firm among the best places to work, which is good news for our talent and our clients alike. When the best people tackle the most compelling challenges, everyone wins. "Deloitte" is the brand under which tens of thousands of dedicated professionals in independent firms throughout the world collaborate to provide audit, consulting, financial advisory, risk management and tax services to selected clients.

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## ERNST &amp; YOUNG

Ernst & Young is a global leader in assurance, tax, transaction, advisory services and strategic growth markets. Our 141,000 people are the foundation of our success. We assemble the right multi-disciplinary team for your business to help you achieve your potential.

How our Global Life Sciences Center can help your business

Life sciences companies — from emerging to multinational — are facing challenging times as access to healthcare takes on new importance. Stakeholder expectations are shifting, the costs and risks of product development are increasing, alternative business models are manifesting, and collaborations are becoming more complex. At the same time, companies from other industries are entering the field, contributing to a new ecosystem for delivering healthcare. New measures of success are also emerging as the industry begins to focus on improving a patient's "health outcome," and not just on units of a product sold. Our Global Life Sciences Center — one of 14 Global Industry Centers — brings together over 7,000 industry-focused professionals to anticipate trends, identify implications and provide points of view on how to respond to critical industry issues. Whether your company is a new player or non-traditional player in healthcare, we can help you navigate your way forward and achieve success in the new health ecosystem.

**PROTEUS BIOMEDICAL**

Proteus, headquartered in Redwood City, California, was founded with a passion for improving the lives of people with chronic disease. The company is developing intelligent medicine products internally and in partnership with device, pharmaceutical and biotechnology companies. These products address therapeutic areas where disease management complexity, patient monitoring requirements, therapeutic efficacy, and poor patient adherence create large clinical and commercial opportunities. The company currently has three products in development that target cardiac disease and heart failure, including a program in Cardiac Resynchronization Therapy in partnership with a world-leader in cardiovascular implantable devices.

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

**3M**

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries.

[www.3m.com](http://www.3m.com)



#### THE CALIFORNIA ENDOWMENT

The California Endowment is a private, statewide health foundation that was created in 1996 as a result of Blue Cross of California's creation of WellPoint Health Networks, a for-profit corporation. This conversion set the groundwork for our mission: The California Endowment's mission is to expand access to affordable, quality health care for underserved individuals and communities, and to promote fundamental improvements in the health status of all Californians.

[www.calendow.org](http://www.calendow.org)



#### TMNG GLOBAL

TMNG Global (NASDAQ: TMNG) is a leading provider of professional services to the converging communications industry. TMNG Global and its companies CSMG and Cartesian and its base of more than 600 consultants, have provided strategy, management and technical consulting, products and services to more than 1200 communications clients worldwide. The company's clients represent all areas of the communications industry including wireless and wireline service providers; entertainment, media and technology companies; and the supporting capital formation firms that support the industry. The company is headquartered in Overland Park, Kansas, with offices in Beijing, Boston, Chicago, London, New Jersey, New York, Shanghai and Washington, D.C.

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

## Industry Partners



## Wireless-Life Sciences Alliance

### VERIZON WIRELESS

Verizon Wireless operates the nation's most reliable and largest wireless voice and 3G data network, serving more than 91 million customers. Headquartered in Basking Ridge, N.J., with 83,000 employees nationwide, Verizon Wireless is a joint venture of Verizon Communications (NYSE, NASDAQ: VZ) and Vodafone (LSE, NASDAQ: VOD).

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

## Innovation Partners



## Wireless-Life Sciences Alliance

### APPLIED CARDIAC SYSTEMS

Applied Cardiac Systems, Inc ("ACS") located in Laguna Hills, CA is a well established, successful leader in the field of diagnostic cardiac instrumentation. Since 1981, ACS has developed, manufactured and marketed diagnostic and therapeutic equipment, which includes Holter Monitors and ECP devices. In 2010, ACS made a break through transition into the world of wireless medical technology by developing a patent-pending Mobile Cardiac Telemetry system, known as the "Core."

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

**AVENTYN**

Aventyn, Inc. is a San Diego, California based wireless technology company committed to developing and delivering innovative leading-edge Connected Information Processing solutions for the enterprise industry. Founded in 2004, Aventyn is a privately held venture.

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

**ANAKAM**

Anakam Identity Services have been successfully deployed across multiple verticals serving diverse user bases - from sensitive patient record systems to massive citizen-facing government websites. Led by experienced industry and technology experts, Anakam has developed a reputation for flawless execution on system deployment and follow on customer support. We believe that by revolutionizing the authentication industry we make it easier for you to create trust in the online channel, automate manual processes and, most importantly, improve service to your customers.

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

**BODYMEDIA**

When your body talks, BodyMedia listens. BodyMedia has been unlocking and deciphering secrets of the body since 1999. Headquartered in Pittsburgh, PA, BodyMedia is the pioneer in developing wearable body monitoring systems designed to help people lose weight, improve performance, and lead healthier lives. Our patented multi-sensor technology provides continuous body-monitoring that tracks physical activity levels, calories expended and sleep patterns. What sets BodyMedia technology apart is our validated accuracy, our clinically proven outcomes and our FDA status as a Class II medical device

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

**CALGARY SCIENTIFIC**

Calgary Scientific is dedicated to providing web-enablement and advanced visualization solutions for medical imaging that improves the efficiency and quality of diagnosis made by imaging professionals. Calgary Scientific has a powerful portfolio of products that perform sophisticated image post-processing, including tools for 2D, MIP/MPR and 3D, a suite of cardiac modules for both CT and MR, and vessel analysis. All of these products have a zero-footprint web enablement capability made possible with the power of PureWeb™. Calgary Scientific also has proprietary intellectual property for image fusion, virtual colonoscopy and Computer Assisted Tissue Identification (CATITM). Calgary Scientific aims to be the premier provider of advanced visualization solutions in the medical imaging market.

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

**CAMBRIDGE CONSULTANTS**

Cambridge Consultants develops breakthrough products, creates and licenses intellectual property, and provides business consultancy in technology critical issues for clients worldwide. For 50 years, the company has been helping its clients turn business opportunities into commercial successes, whether they are launching first-to-market products, entering new markets or expanding existing markets through the introduction of new technologies. With a team of over 300 engineers, designers, scientists and consultants, in offices in Cambridge (UK) and Boston (USA), Cambridge Consultants offers solutions across a diverse range of industries including medical technology, industrial and consumer products, transport, energy, cleantech and wireless communications.

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



### **CARDIONET**

CardioNet is the leading provider of ambulatory, continuous, real-time outpatient management solutions for monitoring relevant and timely clinical information regarding an individual's health. CardioNet's initial efforts are focused on the diagnosis and monitoring of cardiac arrhythmias, or heart rhythm disorders, with a solution that it markets as Mobile Cardiac Outpatient Telemetry™ (MCOT™).

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

### **CELLTRAK**

CellTrak is a team of highly focused and passionate entrepreneurs who have spent years understanding the points of pain within the home healthcare and hospice marketplace. Since its founding in 2004 and its first client using the service in 2006 CellTrak has delivered cell phone based automation to agencies who no longer want to work with self reported information and paper processes. During this short time period of 5 years, the team has developed the CellTrak name into a brand that is respected, appreciated and has become the industry leader in delivering innovative field staff automation solutions. CellTrak and the CellTraker™ solve major problems for the home healthcare and hospice market. Our forward thinking allows us to continue to penetrate the market and advance our solutions. This results in CellTrak being embedded into the daily routine of the home healthcare agency's success.

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

### **DD STUDIO**

DD Studio, based in Carlsbad, CA, is a turnkey product development resource focused on profitable growth through user-centric design. Offering an impressive array of seasoned multidisciplinary specialists, DD Studio is a competent partner that serves as an extension of your own team. Specialized in the commercialization of technology, DD Studio has 25 years experience in the successful development of design and industry award-winning products — all finely tuned for cost-effective manufacturing. In the healthcare industry, the company develops laboratory instruments and medical devices across a broad spectrum of research.

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

**DEXCOM**

DexCom, Inc. is a leader in continuous glucose sensing technologies, and focuses 100% on these technologies. Founded in 1999, DexCom's roots stem from the pioneering 1967 research on implanted glucose sensors at the University of Wisconsin. DexCom started with a focus on creating an implantable Sensor that the body would not reject and that would perform for a long period of time.

Today, DexCom's Sensor technology is based on this research and sets it apart from other brands. DexCom continues to improve, with the introduction of the SEVEN® PLUS. Moving into their second decade, DexCom is committed to delivering best-in-class products and support services to patients and customers.

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

**GREATCALL**

Since the shipment of the first Jitterbug phone in 2006, GreatCall has been recognized as a leader in wireless services for aging Americans and other consumers seeking simplified cell phone experiences and easy-to-use mobile services. GreatCall has won numerous awards and national media coverage for our ability to deliver the benefits of innovation and technology in a meaningful and uncomplicated format. Our integrated platform supports not only social connection and services that engage the user, but also the delivery of mobile safety, health and wellness services and solutions that support an active, healthy and independent lifestyle. Our high-touch customer support approach is unique to the wireless industry and encourages technology adoption and on-going usage. In early 2009 GreatCall introduced its first health-related service, LiveNurse Advice and Triage, paving the way as a pioneer and emerging leader in mobile health services. Other popular services include: 5Star Personal Security (mobile PERS), Check-in Calls for high risk individuals, Health and Lifestyle Tips, Wellness Coaching and Stress Management, and Medication and Prescription Management. In 2011 GreatCall will introduce a number of our services to a broader market segment by way of the iPhone and Android Apps Stores.



**INDEPENDA**

Independa, Inc. provides integrated technologies and solutions that help remote caregivers help their elder care receivers live at home longer, safer, and more comfortably. Independa’s cloud-based, wireless health subscription services address today’s gap in easy to use solutions to deliver Technology-enabled Independent Living.

1. Independa’s unique platform focuses on smart reminders, social connectivity, and health & safety solutions to address significant market trends amongst the aging population, as well as provider and payer stakeholders:
2. Target audience of 50 million+ adult children caring for their aging loved ones
3. Exploding demographic of elderly living longer and wishing to live independently
4. Unsustainable cost increases for healthcare providers and payers, and family caregivers
5. Increasing challenges in medication compliances, chronic disease management, and social engagement

Independa’s IntegratedTeleCare solutions provide greater safety and dignity for care receivers, greater peace of mind for their caregivers, and demonstrable savings versus today’s alternatives, particularly “healthcare” pricing models families and health providers face for institutionalized eldercare. Independa revolutionizes how remote caregivers support their elderly care receivers, providing a cost effective and real time answer to the question, “How’s my Loved One doing?”

Independa is the only platform that is scalable from the consumer to a fully provider-integrated, enterprise application –Independa offers Consumer, Prosumer, Professional and Enterprise solutions. Even a single month delay of a move to an institutionalized care facility can pay for a lifetime of Independa services!



**INTEGER WIRELESS**

Over the past 16 years, Integer Wireless has become the leading engineering firm with more than 1,000 cellular, DAS and Wi-Fi projects, including deployments for Kaiser Permanente, Cedar Sinai, Hoag Hospital, Methodist Health Care and Wake Medical.

Integer Wireless specializes in designing, building and optimizing reliable, highly secure in-building and wide-area wireless networks for health care, hospitality, general enterprise, aerospace, corporate campuses, public sports and entertainment venues, retail and government facilities. Integer Wireless’unique end-to-end methodology includes assessment, interoperability testing, installation of HIPAA-compliant hardware, optimization and long-term support for the health care industry. Integer Wireless partners include Cisco, Mobile Access, AT&T, Verizon,

Sprint, Ekahau and other leading providers of infrastructure, applications and services. This fall, the company will debut the Integer Wireless Experience Center, providing executives with a hands-on opportunity to discover the latest wireless solutions available to meet their industries' unique needs. Developed in partnership with Cisco, Mobile Access and 10 other major technology companies, the Integer Wireless Experience Center will feature healthcare-focused solutions, using technologies such as Wi-Fi, RTLS, 3G and LTE, along with patient safety and other essential applications.

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



**INTOUCH HEALTH**

InTouch Health provides comprehensive telemedicine solutions that enable physicians to perform real-time consults with hospital patients. Through a single interface, physicians can access a host of FDA-cleared Remote Presence devices to provide and document care into emergency rooms, critical care units, patient wards, and operating rooms. Wherever access to medical expertise is limited, InTouch Health's Remote Presence telemedicine solutions can effectively extend the physician's reach to manage patient care, thereby removing critical time and distance barriers.

The Company has more than 250 customers on six continents using Remote Presence to deliver specialty care services such as stroke, cardiology, trauma, pediatrics, neonatology, psychiatry, translation services, critical care coverage, patient rounds, clinical education, and surgical/procedure mentoring.

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



**INTRADO**

For over 30 years, Intrado has played a key role in helping to define, build and maintain the complex emergency communications system in North America. Intrado provides the core of the 9-1-1 infrastructure and has supported over 1 billion 9-1-1 calls. Intrado is partnering with public safety agencies and telecommunications carriers to deliver the next generation of 9-1-1 technology and services.

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



**LANTRONIX**

Lantronix, Inc. (NASDAQ: LTRX) is a global leader of secure communication technologies that simplify remote access, management and control of any electronic device. Our solutions empower businesses to make better decisions based on real-time information, and gain a competitive advantage by generating new revenue streams, improving productivity and increasing efficiency and profitability. Easy to integrate and deploy, Lantronix products remotely connect and control electronic equipment via the Internet, provide secure remote access to firewall-protected equipment, and enable remote management of IT equipment over the Internet. Founded in 1989, Lantronix works with over 650 health care customers, as well as some of the largest security, industrial and building automation, transportation, retail/POS, financial, government, consumer electronics/appliances, IT/data center and pro-AV/signage entities in the world.

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

**LIFECOMM**

Lifecomm is an innovative mobile health and wellness solutions company with a proven, best-in-class infrastructure of integrated back-office systems and wireless network connectivity via the largest wireless carriers in the United States. Lifecomm is a majority owned subsidiary of Hughes Telematics, Inc. and a joint venture between Hughes Telematics, Inc., Qualcomm and American Medical Alert Corporation.

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

**MEDAPPS**

MedApps is dedicated to providing innovative solutions for the collection, transmission and management of remote monitored patient data. MedApps is an acknowledged innovator in the field of telehealth and has been recognized with numerous awards and citations.

[www.medapps.net](http://www.medapps.net)

**MIDMARK**

Midmark Corporation brings efficient patient care to millions of people each day in the human and animal healthcare industries around the world. The most trusted name in medical, dental and veterinary healthcare equipment solutions, Midmark is committed to providing innovative products and services for the healthcare professional, integrating value-added technology into everything it does. With over 1,100 teammates worldwide, Midmark is dedicated to making a positive difference in the practice of healthcare. Headquartered in Versailles, Ohio, Midmark Corporation maintains four subsidiaries in the United States. To support international healthcare markets, it holds a subsidiary in France, and partners with a leading healthcare manufacturer in India.

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

**MYCA**

Myca Health™ is the power behind a revolution in health care. Its web-based technology, MycaHub™ is being adopted by customers of all types, from small primary care practices to large hospital systems and insurers, transforming the health care experience for providers and patients. Privately held, Myca Health is based in Quebec City and is led by a seasoned world-class team of doctors, technologists and managers with deep experience across the health care industry.

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

**NATIONAL INSTRUMENTS**

National Instruments transforms the way engineers and scientists around the world design, prototype, and deploy systems for test, control, and embedded design applications. Using NI open graphical programming software and modular hardware, customers at more than 30,000 companies annually simplify development, increase productivity, and dramatically reduce time to market. From testing next-generation gaming systems to creating breakthrough medical devices, NI customers continuously develop innovative technologies that impact millions of people.

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

**NUKONA**

Nukona is a mobile application management and security platform that enables IT organizations to easily deploy, manage and secure business applications, networks and enterprise data on any company-owned or personal mobile device – regardless of model, OS or carrier.

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

**QUINTILES**

Quintiles is the only fully integrated biopharmaceutical services company offering clinical, commercial, consulting and capital solutions worldwide. The Quintiles network of more than 20,000 engaged professionals in 60 countries works with an unwavering commitment to patients, safety and ethics. Quintiles helps biopharmaceutical companies navigate risk and seize opportunities in an environment where change is constant.

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

**OJ-BIO**

OJ-bio Ltd is bringing to market a range of revolutionary wireless diagnostic devices & biochips for the rapid detection of disease. OJ-Bio products provide rapid detection and identification using simple, low cost products, with wireless connectivity. The component used for detection, a surface acoustic wave device (SAW), is mass manufactured by partners Japan Radio Co. Ltd for use in mobile phones and many other electronic devices. The OJ-Bio biochips will read swabs, blood, or urine samples, eliminating the delay caused by laboratory testing and providing rapid results. OJ-bio's products will revolutionise the way testing can be performed opening up the existing diagnostic market and create new applications in consumer diagnostics, pharmaceuticals, animal and environmental testing.

[www.oj-bio.com](http://www.oj-bio.com)



## PARKER WHITE

ParkerWhite Brand Interactive is a branding and digital communications agency. From company logo to product launch, website design to digital push, we make your brand matter. It's about finding those ideas and avenues to create a positive reaction in the way people interact and connect with your brand. Our services include:

- **Branding**  
From the first steps of building powerful partnerships with your company to creating the look and feel of your brand, we take you all the way through to end results where we reevaluate strategy and metrics.
- **Design for Print and Web**  
Our amazing group of designers, programmers and artists can make your vision a reality, whether it's as tangible as your shiny, new print collateral or as virtual as a new website.
- **Digital and Online Marketing**  
Our digital marketing team will help you find, define and connect with your target demographic with lightning fast speed in the proper online medium as well as follow up analytics.
- **Public Relations and Social Media**  
We use our skilled PR Detectives and Social Media Gurus to carve out a strategic communications plan tailored just for you that will speak loud and clear to all those who need to hear.

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



## RESMED

ResMed is a leading developer, manufacturer, and distributor of medical equipment for treating, diagnosing, and managing sleep-disordered breathing and other respiratory disorders. We are dedicated to developing innovative products to improve the lives of those who suffer from these conditions and to increasing awareness among patients and healthcare professionals of the potentially serious health consequences of untreated sleep-disordered breathing.

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

**ROCHE DIAGNOSTICS**

Headquartered in Basel, Switzerland, Roche is a leader in research-focused healthcare with combined strengths in pharmaceuticals and diagnostics. Roche is the world's largest biotech company with truly differentiated medicines in oncology, virology, inflammation, metabolism and CNS. Roche is also the world leader in in-vitro diagnostics, tissue-based cancer diagnostics and a pioneer in diabetes management. Roche's personalised healthcare strategy aims at providing medicines and diagnostic tools that enable tangible improvements in the health, quality of life and survival of patients. In 2009, Roche had over 80,000 employees worldwide and invested almost 10 billion Swiss francs in R&D. The Group posted sales of 49.1 billion Swiss francs. Genentech, United States, is a wholly owned member of the Roche Group. Roche has a majority stake in Chugai Pharmaceutical, Japan.

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

**SIERRA WIRELESS**

Sierra Wireless provides mobile broadband modems, wireless modules, gateways and routers, and wireless asset management services for mobile computing and M2M. Sierra Wireless is expanding the wireless world with a comprehensive offering of hardware, software, and connected services for mobile lifestyles and machine-to-machine communications. Our customers count on us to help them succeed with innovative, reliable, high-performing solutions and early access to new wireless technologies. Founded in 1993, Sierra Wireless has a track record of leading the way with new wireless technologies and solutions. We focus on wireless devices and applications, offering a comprehensive portfolio of products and services that reduce complexity for our customers. With sales, engineering, and research and development teams located in offices around the world, we also offer a network of experts in mobile broadband and M2M integration to support customers worldwide.

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

**SOLIGIE**

Soligie is the leading company to utilize high speed manufacturing to produce printed electronics with a variety of conductive, resistive and proprietary materials on flexible substrates such as PET, paper and foil. The Company is on the cutting edge of a new industry that merges nanotechnology, electronics and advanced printing technologies to enable production of printed electronic components using high speed, fully additive roll-to-roll processes. Soligie offers a full range of services from concept design, circuit design, design for manufacturability and final volume production, and currently serves the medical device, smart packaging, RFID and flexible interconnect markets. Soligie is located in Savage, Minnesota and is owned by the Taylor Corporation.

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

**SOTERA WIRELESS**

Sotera Wireless, Inc. is a medical device company dedicated to development, marketing and sale of a new generation of comprehensive vital signs monitoring. Sotera's mission is to improve patient safety by empowering clinicians to detect early signs of deterioration in virtually any care setting and enable rapid response and early intervention, all without limiting the patient's freedom of movement.

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

**TELCARE**

By creating an immediate two-way feedback loop between patient and caregiver, TELCARE's technology transforms the management of diabetes from inefficient and episodic contact between patient and caregiver to a continuous and empowering model that measurably improves clinical results, keeps the patient well, and simultaneously reduces cost of care.

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

**VOCEL.**

**VOCEL**

VOCEL has developed the next generation interactive messaging platform that engages users by delivering compelling mobile experiences that are actionable and immediately measurable.

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



**ZARLINK**

Zarlink Semiconductor delivers world-leading, mixed-signal chip technology for a broad range of communications, medical and optical applications. The Company's core expertise is in network timing for wireless and wired networks, line circuits enabling high-quality voice services over cable and broadband networks, telecom networking and voice processing products for converging infrastructures, and ultra-low power radios linking implanted and on-body medical devices with monitoring and programming equipment. Serving the world's largest equipment manufacturers, Zarlink's highly integrated solutions help customers simplify design, lower costs and reach market quickly.

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

**CTIA**

CTIA-The Wireless Association® is an international nonprofit membership organization that has represented the wireless communications industry since 1984. Membership in the association includes wireless carriers and their suppliers, as well as providers and manufacturers of wireless data services and products.

The association advocates on behalf of its members at all levels of government. CTIA also coordinates the industry's voluntary efforts to provide consumers with a variety of choices and information regarding their wireless products and services. This includes the voluntary industry guidelines; programs that promote mobile device recycling and reusing; and wireless accessibility for individuals with disabilities.

CTIA also supports numerous important industry initiatives, such as "On the Road, Off the Phone," a teen-focused safe driving public service announcement campaign; text4baby, a free mobile educational service to promote the birth of healthy babies; the "Be Smart. Be Fair. Be Safe: Responsible Wireless Use" program to help parents, educators and policymakers teach kids about responsible mobile behavior and driving; the "go wireless, go green" campaign to educate consumers and policymakers about the industry's numerous eco-friendly initiatives and activities; and Wireless AMBER Alerts.

The association also operates the industry's leading trade shows, as well as equipment testing and certification programs to ensure a high standard of quality for consumers.

[www.ctia.org](http://www.ctia.org)

**EuMHA**

The European MHealth Alliance (EuMHA) is an initiative designed to support and promote the wider adoption of healthcare and wellbeing (including sports and fitness) products, services, applications and innovation across Europe. EuMHA is a non-profit organisation that will concentrate on the economic development of the MHealth sector.

The Alliance will provide leadership, innovation and economic transformation across a wide spectrum of private and public sector organisations, to encourage a broad offering of new products and services for all European citizens that will promote a healthy and improved lifestyle to benefit everyone.

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

**FNIH**

Medical science is poised like never before to crack the code to some of humankind's most vexing health challenges—including Alzheimer's disease, HIV, malaria, cancer. By supporting the mission of the National Institutes of Health (NIH), the Foundation for the National Institutes of Health draws together the world's foremost researchers and resources, pressing the frontier to advance these critical discoveries.

Through the foundation, every stakeholder—individuals, companies, universities, agencies and advocacy groups—plays a role in this exciting endeavor to improve health around the world.

The Foundation for NIH was established by Congress<sup>1</sup> in 1990 as a 501(c)(3) public charity. We began our work in 1996 to facilitate groundbreaking research at the National Institutes of Health and worldwide. As an independent non-profit organization, we accomplish this by raising private funds and creating public-private partnerships to support the mission of the National Institutes of Health (NIH): conducting scientific research...to extend healthy life and to reduce the burdens of illness and disability.

The partnerships we create combine the expertise and resources of NIH with those of industry, the public and philanthropic communities, sparking research that is more innovative, collaborative, complex, and efficient than ever before. We are recognized as the number-one medical research charity in the country—leveraging support, and convening high level partnerships, for the greatest impact on the most urgent medical challenges we face today.

[www.fnih.org](http://www.fnih.org)



### **CLOUDBOOK**

Cloudbook brings together top thought leaders and specialists to share their insights and experiences to help accelerate the adoption of cloud computing.

In 2011, Cloudbook became the first Industry Visibility Partner to join the WLSA Convergence Summit.

[www.cloudbook.net](http://www.cloudbook.net)



### **MOBIHEALTH NEWS**

MobiHealthNews offers a combination of breaking news, exclusive interviews, live event coverage and industry commentary to its growing readership of hospital administrators, healthcare service providers, physicians, nurses and the industry players designing, developing and deploying the wireless services that are transforming healthcare today. Healthcare executives rely on daily reports from MobiHealthNews to track innovations and to define sustainable business models for the emerging wireless health.

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



### **THE QUANTIFIED SELF**

Quantified Self is a collaboration of users and tool makers who share an interest in self knowledge through self-tracking. We exchange information about our personal projects, the tools we use, tips we've gleaned, lessons we've learned. We blog, meet face to face, and collaborate online.

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



## Shaping the Future of mHealth

December 5-7, 2011

The Gaylord National Resort and Convention Center  
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[mhealthsummit.org](http://mhealthsummit.org)

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## THE WIRELESS HEALTH PAVILION at MEDICA

November 16-19, 2011 | Dusseldorf, Germany



Exhibit at the world's largest medical trade show with approximately 140,000 visitors from well over 100 countries.

Sponsored by CTIA and Qualcomm, with support from the Wireless-Life Sciences Alliance, the Wireless Health Pavilion will be the only Wireless Health showcase at MEDICA. Exhibitors will have numerous opportunities to participate in high level networking events.

WLSA Partners receive discounted registration.

Contact Andrea Jackson to learn more about exhibiting - [ajackson@wirelesslifesciences.org](mailto:ajackson@wirelesslifesciences.org)

# Wireless Health 2011

## Academic/Industry Conference

Hosted by the Wireless-Life Sciences Alliance  
with support from our partners  
and from ACM, AIMBE, BMES & UCSD IEM



## Wireless-Life Sciences Alliance

Accelerating the Adoption of Wireless Health



AMERICAN INSTITUTE FOR MEDICAL  
AND BIOLOGICAL ENGINEERING



## October 10-13, 2011

Hilton La Jolla Torrey Pines Hotel  
La Jolla, CA USA

[www.wirelesshealth2011.org](http://www.wirelesshealth2011.org)

SCHEDULE AT A GLANCE:

	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM
MAY 10 EXECUTIVES FORUM	Registration	Wireless: A Platform for Innovation	Patient Centric Coordination of Care	Tech-Enabled Delivery of Care	Paying for Healthcare-Consumer Pay Model	Lunch	World Viewpoints on Wireless Health	IT Providers of the Future; Operators?	Enabling Patient Centric Care	Will Pharma/Device Convergence Better Care?	What Have We Learned Today?
MAY 11 INVESTORS FORUM	Registration	Making Health Care Work (For A Change)	Capturing a Financial Return	I Award Group #1	The Marwood Group	Lunch	I Award Group #2	I Award Group #3	Paying for Healthcare-Care Providers	I Award Winners & Closing Remarks	Demo Reception
MAY 12 ECOSYSTEMS FORUM	Registration	Dell Keynote	Picking the Right Partner	Non-Traditional Companies Driving mHealth Innovation	Mobile Revenue Strategies: Monetizing the App Economy	Lunch & Innovators Pavilion	Mainstreaming Mobile & Wireless Health Solutions	Social Tools, Gaming & Healthcare	Health, Happiness & Technology	Innovators Pavilion Summit Closing Remarks	Innovators Pavilion



# Wireless-Life Sciences Convergence Summit

*Accelerating the Adoption of Wireless Health*

May 10-12, 2011

San Diego



Event Manager: CONNECT