

**Wireless-Life Sciences Alliance**  
**8<sup>th</sup> Annual Convergence Summit**  
**May 28 (members only), 29 & 30<sup>th</sup>, 2013**

**Omni San Diego Hotel**  
675 L Street, San Diego, CA

## Tuesday, May 28, 2013

*(Conference Sessions Located in Grand Ballroom Salons A, B, & C - unless otherwise noted.)*

- Noon – 1:00 p.m.**      **WLSA Member Registration**
- 1:00 – 6:00 p.m.**      **General Registration & Hospitality Desk Open**  
Location: Grand Ballroom Foyer
- 1:00 – 4:00 p.m.**      **WLSA Member Meeting**  
Roundtable Discussion and Introductions  
“Off the Cuff” with Guest Speaker:  
*David Sayen*, Regional Administrator, Centers for Medicare & Medicaid Services
- 4:00 – 6:00 p.m.**      **Demo Hall Set-Up**  
Location: Grand Ballroom Salons D & E
- 4:00 – 5:45 p.m.**      **Board of Advisors Meeting**
- 6:00 - 9:00 p.m.**      **WLSA Member/Speaker Reception**

## Wednesday, May 29, 2013

*(Conference Sessions Located in Grand Ballroom Salons A, B, & C - unless otherwise noted.)*

- 7:00 a.m – 6:00 p.m.**      **Registration & Hospitality Desk Open**  
Location: Grand Ballroom Foyer
- 7:00 – 9:00 a.m.**      **Continental Breakfast**  
Location: Grand Ballroom Foyer
- 7:00 – 8:30 a.m.**      **Demo Hall Set-Up**  
Location: Grand Ballroom Salons D & E
- 8:00 – 9:00 a.m.**      **Structured Networking**  
Location: Hall of Fame Foyer

**Host Companies:**

*Ascension Health*  
*AT&T*  
*China Mobile*  
*Midmark*  
*Qualcomm Life*  
*ResMed*  
*sanofi*  
*Walgreen Company*  
*Sharecare*

- 9:00 a.m.**                    **Welcome and Opening Remarks: The Power of the Engaged Health Consumer – Connecting Health and Health Care**  
*Robert B. McCray, Co-Founder/CEO, Wireless-Life Sciences Alliance*
- 9:30 a.m.**                    **Featured Talk: Personalized Prevention – Merging Personalized Medicine with Everyday Behavioral Biomarkers to Create a New Model of Disease Prevention**  
*Joseph C. Kvedar, MD, Director, Center for Connected Health, Partners Healthcare*
- 9:45 a.m.**                    **Featured Talk: Adding the “m” to mHealth – An Update on the State of Connectivity from the Most Committed Carrier**  
*Chris Penrose, Senior Vice President, Emerging Devices Organization, AT&T*
- 10:00 a.m.**                    **Featured Talk:**  
*Bruno Leroy, MD, Vice-President Global Access Strategies in Integrated Patient-Centered Solutions, sanofi*
- 10:15 a.m.**                    **Featured Talk: Selecting the Right Tools for the Right Population in the Right Markets – Lessons from the Field of Healthcare Transformation**  
*Harry Greenspun, MD, Senior Advisor for Health Care Transformation and Technology at the Deloitte Center for Health Solutions (DCHS)*
- 10:30 a.m.**                    **Networking Break in the Innovators Pavilion**  
Location: Grand Ballroom Salons D & E
- 11:00 a.m.**                    **“Connected Health” Interactive Session: Bang The Drum!**  
*Session Leader: Ant Creed, GM, Experience Design and DDSTUDIO Colleagues*  
*With Introduction by Charles Curbbun, Chief, DDSTUDIO*
- Tell your target audience why connected health matters to them.
- **Meet:** get acquainted with fellow participants
  - **Connect:** form a team, share perspectives
  - **Work:** brainstorm, decide, commit
  - **Create:** translate words into actions
  - **Win:** prizes for the 3 best concepts, but everybody wins access to all of the output
- 12:30 p.m.**                    **Lunch**  
Location: Palm Terrace, 6<sup>th</sup> Floor
- 1:45 p.m.**                    **Panel Discussion: Strategic Investors’ Perspectives on Connected Health**  
*Moderator: Frank Rahmani, Partner, Cooley LLP*
- Panel Discussion:*  
*Rafael Torres, Senior Managing Director, GE Ventures; healthymagination Fund Leader, GE Healthcare*  
*Sam Brasch, Director, Kaiser-Permanente Ventures*  
*Jack Young, Director, Qualcomm Life Fund, North America*  
*Nick Augustinos, SVP, Health Information Services & Strategy, Cardinal Health*

- 2:25 p.m.**                    **Business Models Built to Last – Perspectives from Early Stage Successes**  
*Session Leader: M. Wainwright Fishburn, Jr., Director, Wireless-Life Sciences Alliance, and Partner, Cooley LLP*
- Perspectives:*
- 2:35 p.m.**                    *Dave Monahan, CEO, FitLinxx*
- 2:45 p.m.**                    *David Icke, CEO, MC10*
- 2:55 p.m.**                    *Jonathan Javitt, MD, MPH, CEO & Vice-Chairman, Telcare*
- 3:05 p.m.**                    **Networking Break in the Innovators Pavilion**  
 Location: Grand Ballroom Salons D & E
- 3:30 p.m.**                    **iAward Finalists: Rapid-Fire Presentations**  
*Moderator:*  
*Chris Hoffmann, Senior Director & Chief Marketing Officer, TripleTree LLC*
- Finalists:***  
***AgaMatrix:*** Sridhar Iyengar, PhD, Co-Founder & Chief Technology Officer  
***AliveCor:*** Daniel Sullivan, CEO & President  
***Asthmapolis:*** David Van Sickle, PhD, Co-Founder & Chief Executive Officer  
***Caret Health Services:*** John Erwin, President  
***Careticker:*** Chiara Bell, Founder & CEO  
***Change Healthcare:*** Doug Ghertner, President & CEO  
***Cyracom:*** Jeremy Woan, Chairman & CEO  
***Etransmedia:*** Vikash Agrawal, President, CEO & Co-Founder  
***Evive Health:*** Peter Saravis, CEO  
***Healthsense:*** A.R. Weiler, President & Chief Executive Officer  
***Qualcomm Life, Inc.:*** Anthony Shimkin, Senior Director, Marketing  
***Trice Imaging, Inc.:*** Asa Nordgren, Co-Founder & CEO
- 5:00 p.m.**                    **Keynote Address: The Future of Integral Remote Monitoring in Developing Worlds**  
*Dean Kamen, Founder/CEO/Inventor, DEKA Research & Development Corporation*
- 5:30 – 7:00 p.m.**            **Networking Reception & Demonstrations in the Innovators Pavilion**  
 Location: Grand Ballroom Salons D & E

## Thursday, May 30, 2013

*(Conference Sessions Located in Grand Ballroom Salons A, B, & C - unless otherwise noted.)*

- 7:00 a.m. – 5:30 p.m.**    **Registration & Hospitality Desk Open**  
 Location: Grand Ballroom Foyer
- 7:00 - 9:00 a.m.**        **Continental Breakfast**  
 Location: Grand Ballroom Foyer

- 8:00 – 9:00 a.m.**      **Structured Networking**  
Location: Hall of Fame Foyer
- Host Companies:**  
*Ascension Health*  
*AT&T*  
*China Mobile*  
*Midmark*  
*Qualcomm Life*  
*ResMed*  
*sanofi*  
*Walgreen Company*  
*Sharecare*
- 9:00 a.m.**      **Orientation to the Day**  
*Robert B. McCray*, Co-Founder/CEO, Wireless-Life Sciences Alliance
- 9:10 a.m.**      **New Models of Healthcare Delivery Using Remote Presence Telemedicine**  
*Yulun Wang, PhD*, Chairman and CEO, In Touch Health, with RP-Vita™
- 9:30 a.m.**      **An Update on the Regulation of Mobile Health Applications and Related Connected Health Devices – when does connectivity extend regulatory activity?**  
*Bakul Patel*, Senior Policy Advisor, FDA
- 10:00 a.m.**      **Connected Health Updates:**  
*Rick Valencia*, Vice President and General Manager, Qualcomm Life  
*Christine Robins*, CEO, BodyMedia, Inc.  
*Gunnar Trommer, PhD*, Vice President, Marketing, Business Development and Customer Service, Sotera Wireless
- 10:30 a.m.**      **Networking Break in the Innovators Pavilion**  
Location: Grand Ballroom Salons D & E
- 11:00 a.m.**      **Understanding China as a Market for Connected Health:  
An Overview of Key Trends in Chinese Society and Business by Peter Cowhey &  
Three Unique Perspectives from Chinese Investors**  
*Moderator/Speaker:*  
*Peter Cowhey, PhD*, Dean, UCSD, School of International Relations and Pacific Studies
- Panelists:*  
*Li-Qun Xu, PhD*, Chief Scientist, China Mobile Research Institute  
*Zhong Yuan Li, PhD*, Chairman, China Healthcare Holdings Ltd.
- 11:40 a.m.**      **Wireless Health in Africa**  
*Ralph Simon*, Founder, Chief Executive Officer, Mobilium International
- 12:10 p.m.**      **Connected Health Updates**  
*Brian Russell*, CEO, Zephyr  
*Kian Saneii*, CEO, Independa
- 12:30 p.m.**      **Lunch**  
Location: Palm Terrace, 6<sup>th</sup> Floor

- 1:45 p.m.**                    **Connected Health Updates**  
*Session Leader:*  
Donald Jones, Co-Founder & Chairman, WLSA; Vice President of Global Strategy & Market Development, Qualcomm Life
- Speakers:*  
Jeremy Jauncey, Co-Founder & Business Development Director, TicTrac  
Nat Findlay, CEO, Hello Health  
Shamus Husheer, PhD, CEO, Cambridge Temperature Concepts  
Aaron Rowe, PhD, Research Director, Scanadu
- 2:35 p.m.**                    **Finding the Crystal Ball in Social Networks – Social Data as Biomarkers.**  
James Fowler, PhD, Professor of Medical Genetics and Political Science at the University of California, San Diego
- 2:50 p.m.**                    **Panel Discussion: The Engaged Health Consumer**  
*Moderator:*  
Jeff Arnold, Co-Founder/CEO, Sharecare; Co-Founder, WebMD
- Panelists:*  
Brendan Gallagher, SVP, Emerging Technology & Channels at Digitas Health  
James Fowler, PhD, Professor of Medical Genetics and Political Science at the University of California, San Diego  
Daniel Kraft, MD, Executive Director, FutureMed & Medicine Track Chair, Singularity University
- 3:30 p.m.**                    **Networking Break in the Innovators Pavilion**  
Location: Grand Ballroom Salons D & E
- 4:00 p.m.**                    **Connected Health Updates**  
Andrew Anderson, Senior Manager, Long Term Innovation and Strategy, PepsiCo Global R&D, Technology Scouting  
Igor Gershfang, Sr. Director, Emerging Technology Solutions, Walgreen Company
- 4:15 p.m.**                    **Special Announcement & Panel Discussion: Open mHealth**  
*Moderator/Speaker:*  
Ida Sim, MD, PhD, Professor of Medicine, Co-Director of Biomedical Informatics of the Clinical and Translational Science Institute, UCSF; Co-Founder of Open mHealth
- Panelists:*  
John Mattison, MD, Assistant Medical Director, Chief Medical Information Officer, Kaiser Permanente, SCAL  
Chuck Parker, Executive Director, Continua Health Alliance  
Kabir Kasargod, Director, Business Development, Qualcomm Life  
Maneesh Goyal, Vice President, Corporate Development, WellTok
- 4:45 p.m.**                    **What Have We Learned?**  
Robert B. McCray, Co-Founder & CEO, WLSA  
Don Jones, Qualcomm Life, Co-Founder & Chairman, WLSA
- 5:30 – 7:00 p.m.**           **Networking Reception & Demonstrations in the Innovators Pavilion**  
Location: Grand Ballroom Salons D & E