

Wireless-Life Sciences Alliance

6th Annual Convergence Summit

May 10-12, 2011 :: Manchester Grand Hyatt, San Diego, CA

(Final Agenda as of May 5, 2011)

	TUESDAY, MAY 10, 2011 EXECUTIVES FORUM
7:00 AM	REGISTRATION & NETWORKING
8:00 AM	WELCOME & OPENING REMARKS - SETTING THE STAGE Robert B. McCray, President & CEO - Wireless-Life Sciences Alliance
8:20 AM	KEYNOTE ADDRESS - 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 <ul style="list-style-type: none">• 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
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., Member - Wireless-Life Sciences Alliance Board of Directors PANELISTS: <ul style="list-style-type: none">• 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
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)
10:35 AM	TECH-ENABLED DELIVERY OF CARE: A DISCUSSION WITH SUCCESSFUL INNOVATORS IN THE FIELD MODERATOR: Tom Watlington, CEO - Sotera Wireless PANELISTS: <ul style="list-style-type: none">• 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: <ul style="list-style-type: none">• Shamus Husheer, Ph.D., CEO & Co-Founder - Cambridge Temperature Concepts• Dave Dickinson, President & CEO - ZEO• Steve Auerbach, President - Connexions

12:15 PM	LUNCH & NETWORKING
1:30 PM	<p>IT'S A NEW WORLD: INTRODUCTION TO GLOBALIZATION</p> <p>SPEAKER: Ashok Kaul, Vice President - Wireless-Life Sciences Alliance</p>
1:35 PM	<p>DEVELOPING WORLD VIEWPOINTS ON WIRELESS HEALTH <i>TELEMEDICINE IN SOUTH ASIA: BUILDING A HEALTHCARE SYSTEM IN A CONSUMER PAYS SOCIETY</i> INTERVIEWED BY: Ralph Simon, President - Mobilium Advisory Group</p> <p>SPEAKER: Rahul Reddy, President & CEO, Apollo Health Resources, Inc. - Apollo Group Companies Hariharan Velayudhan, Senior Vice President, Provider Solutions - Apollo Health Street</p>
2:00 PM	<p>ARE OPERATORS THE HEALTHCARE IT PROVIDERS OF THE FUTURE? INTRODUCTION by: Peggy Johnson, Executive Vice President & President, Global Market Development - Qualcomm</p> <p>PANELISTS:</p> <ul style="list-style-type: none"> • 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	<p>ENABLING PATIENT-CENTRIC CARE: WILL IT IMPROVE ACCESS AND EFFICIENCY? MODERATOR: Dave DeMarco, Ph.D., Northeast U.S. Pharmacy Leader - Ernst & Young</p> <p>PANELISTS:</p> <ul style="list-style-type: none"> • David Tripi, Janssen Pharmaceutical Companies of Johnson & Johnson • Mark Trigsted, Executive Vice President - Diversinet
3:10 PM	NETWORKING BREAK
3:40 PM	<p>THE LIVING NEEDS OF SENIORS: A DISCUSSION ABOUT THIS NEW MARKET ACCELERATOR MODERATOR: Lance Kurata, Partner - Mintz Levin</p> <p>PANELISTS:</p> <ul style="list-style-type: none"> • Brian Bischoff, President & CEO - Healthsense • David Inns, CEO - Jitterbug
4:15 PM	<p>WILL PHARMA/DEVICE CONVERGENCE DELIVER BETTER CARE AND LOWER COSTS? MODERATOR: Terry Hisey, Vice Chairman, U.S. Life Sciences Leader - Deloitte</p> <p>PANELISTS:</p> <ul style="list-style-type: none"> • Terry Gregg, CEO - DexCom • Bruno Leroy, Head of Global Access Strategies - Sanofi-Aventis
4:45 PM	<p>WHAT HAVE WE LEARNED TODAY?</p> <ul style="list-style-type: none"> • Paul Jacobs, Ph.D., Chairman & CEO - Qualcomm • Robert B. McCray, Chairman & CEO - Wireless-Life Sciences Alliance
5:00 PM	RECEPTION

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	WEDNESDAY, MAY 11, 2011 INVESTORS FORUM
7:00 AM	REGISTRATION & NETWORKING
8:00 AM	WELCOME & OPENING REMARKS Robert B. McCray, President & CEO - Wireless-Life Sciences Alliance
8:15 AM	KEYNOTE ADDRESS - MAKING HEALTH CARE WORK (FOR A CHANGE) 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: <ul style="list-style-type: none">• Donna Usiskin, Vice President Business Development - Edison Ventures• Martin Felsenthal, Partner - HLM Ventures• Daniel Lubin, Founder & Managing Partner - Radius Ventures
9:45 AM	BREAK
10:15 AM	I AWARD GROUP #1 - CONSUMER EFFECTIVENESS MODERATOR: Chris Hoffmann, Senior Director & Chief Marketing Officer - TripleTree INTRODUCTION by: Dave Dickinson, President & CEO - Zeo (2010 I Award Winner) <ol style="list-style-type: none">1. Christine Robins, President & CEO BodyMedia2. Peter Hudson, Founder & CEO - Healthagen3. Jason Gorevic, CEO - TelaDoc4. David Rose, CEO - Vitality
11:15 AM	THE MARWOOD GROUP INTRODUCTION by: Frank Rahmani, Partner - Cooley, LLP SPEAKER: John Kelliher, Managing Director - The Marwood Group
12:00 PM	LUNCH
1:00 PM	I AWARD GROUP #2 - CLINICAL APPLICABILITLY MODERATOR: Chris Hoffmann, Senior Director & Chief Marketing Officer - TripleTree INTRODUCTION by: Byron Osing, President & CEO - Calgary Scientific (2010 I Award Winner) <ol style="list-style-type: none">1. Shamus Husheer, CEO - Cambridge Temperature Concepts, Ltd.2. Dan Cosentino, President & CEO - Cardiocom3. Bill McKeon, CEO - Cellnovo4. Jonathan Javitt, M.D., CEO & Vice-Chairman - Telcare, Inc.

2:00 PM	<p>I AWARD GROUP #3 - OPERATIONAL EFFICIENCY MODERATOR: Chris Hoffmann, Senior Director & Chief Marketing Officer - TripleTree</p> <p>INTRODUCTION by: Michael Wons, President & CEO - Celltrak Technologies (2010 I Award Winner)</p> <ol style="list-style-type: none"> 1. Sailesh Chutani, President & CEO - Mobisante 2. Orlando Portale, CIO - Palomar Pomerado Health 3. Evan Roberts, CTO & Co-Founder - Phreesia 4. George Pollack, CEO & CTO - Wound Technology Network
3:00 PM	<p>BREAK</p>
3:30 PM	<p>PAYING FOR HEALTHCARE - PART II: A DISCUSSION ABOUT NEW CARE PROVIDERS MODERATOR: Ryan Stewart, Senior Director - TripleTree</p> <p>PANELISTS:</p> <ul style="list-style-type: none"> • Bob Fabbio, CEO & Founder - WhiteGlove House Call • Mark Reagen, President & Chief Marketing Officer - Univita Health • Scott Lambert, Director of Research & Development - Ascension Health
4:15 PM	<p>I AWARD WINNERS ANNOUNCED</p> <ul style="list-style-type: none"> • Chris Hoffmann, Senior Director & Chief Marketing Officer - TripleTree
4:25 PM	<p>CLOSING REMARKS</p> <ul style="list-style-type: none"> • Robert B. McCray, Chairman & CEO - Wireless-Life Sciences Alliance
4:35 PM	<p>DEMO RECEPTION WITH I AWARD FINALISTS</p>

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	THURSDAY, MAY 12, 2011 ECOSYSTEMS FORUM
7:00 AM	REGISTRATION & NETWORKING / SPEED DATING
8:00 AM	WELCOME & OPENING REMARKS <ul style="list-style-type: none">Ashok Kaul, Vice President, Healthcare Convergence - Wireless-Life Sciences AllianceChris Hoffmann, Senior Director & Chief Marketing Officer - TripleTree
8:15 AM	KEYNOTE ADDRESS Dave Marchand, Chief Technical Officer - Dell Inc.
8:45 AM	PICKING THE RIGHT PARTNER MODERATOR: Mark Tognetti, Healthcare Practice Lead - Appirio PANELISTS: <ul style="list-style-type: none">Byron Osing, President & CEO - Calgary ScientificRichard Escue, CIO, RehabCareAlbert Prast, CIO/CTO - Connexions
9:30 AM	NETWORKING BREAK
10:00 AM	NEW RESOURCES FOR INNOVATORS: FLASH PRESENTATIONS INTRODUCTION by: Ashok Kaul, Vice President, Healthcare Convergence - Wireless-Life Sciences Alliance PANELISTS: <ul style="list-style-type: none">Mehran Mehregany, Professor - Case Western Reserve UniversityMichael McGarry, Director, Transformational Development - Ascension HealthMargaret Laws, Director - California Healthcare Foundation
10:30 AM	NON-TRADITIONAL HEALTHCARE COMPANIES DRIVING mHEALTH INNOVATION MODERATOR: Scott Donahue, Vice President - TripleTree PANELISTS: <ul style="list-style-type: none">Jan Malek, Director & Co-Leader, Global Life Science Practice - CiscoGhassan Abdo, Segment Executive, Communications Service Provider & Network Equipment - Hewlett PackardSteve 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	INNOVATORS PAVILION & LUNCH
1:30 PM	MAINSTREAMING MOBILE & WIRELESS HEALTH SOLUTION Richard Migliori, M.D., Chief Medical Officer - Optum
2:00 PM	A DISCUSSION ABOUT SOCIAL TOOLS, GAMING & HEALTHCARE MODERATOR: Archelle Georgiou, M.D., Chair - TripleTree Healthcare Executive Roundtable PANELISTS: <ul style="list-style-type: none">Mark Smith, M.D., Ph.D., System Director of Simulation & Innovation - Banner HealthMichelle King Robson, Founder, Chairperson & CEO - EmpowHERMickey Beyer-Clausen, Founder & CEO - Mental Workout

2:45 PM	KEYNOTE: HEALTH, HAPPINESS & TECHNOLOGY • Dan Buettner, International Best-Selling Author, <i>The Blue Zones & Thrive</i>
3:30 PM	SUMMIT CLOSING REMARKS Robert B. McCray, Chairman & CEO - Wireless-Life Sciences Alliance
3:45 PM - 5:00 PM	AFTERNOON REFRESHMENTS & REOPENING OF THE INNOVATORS PAVILION