

# Wireless-Life Sciences Alliance

## 6<sup>th</sup> Annual Convergence Summit

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

(Agenda as of April 27, 2011, subject to change.)

	<b>TUESDAY, MAY 10, 2011 EXECUTIVES FORUM</b>
7:00 AM	<b>REGISTRATION &amp; NETWORKING</b>
8:00 AM	<b>WELCOME &amp; OPENING REMARKS - SETTING THE STAGE</b> Robert B. McCray, President & CEO - Wireless-Life Sciences Alliance
8:20 AM	<b>KEYNOTE ADDRESS: WIRELESS - THE GLOBAL PLATFORM FOR INNOVATION IN SERVICES</b> Dr. Paul Jacobs, Chairman & CEO - Qualcomm
8:50 AM	<b>DIGITIZING MAN: A CONVERSATION ABOUT THE NEED FOR PERSONALIZED MEDICINE</b> <ul style="list-style-type: none"><li>• 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</li><li>• Donald Jones, Vice President, Health &amp; Life Sciences - Qualcomm</li></ul>
9:15 AM	<b>PATIENT CENTRIC COORDINATION OF CARE: A CONVERSATION ABOUT THE ROLE OF THE HOSPITAL IN WIRELESS HEALTH &amp; CONNECTED CARE AS THE COMMUNITY STANDARD OF CARE</b> MODERATOR: M. Wainwright Fishburn, Jr., Member - Wireless-Life Sciences Alliance Board of Directors  PANELISTS: <ul style="list-style-type: none"><li>• John Doyle, Chief Strategy Officer &amp; General Manager, Transformational Development - Ascension Health</li><li>• Leslie Saxon, M.D., Chief Division of Cardiovascular Medicine - Keck School of Medicine; Professor of Clinical Medicine - USC</li><li>• Michael A. Shabot, M.D., System Chief Medical Officer - Memorial Hermann Hospital Systems</li></ul>
9:45 AM	<b>BREAK</b>
10:15 AM	<b>UPDATE FROM THE FOOD &amp; DRUG ADMINISTRATION - A VIEW INTO THE AGENCY'S OVERSIGHT OF WIRELESS HEALTH DEVICES, APPLICATIONS &amp; SERVICES</b>  SPEAKER: Jonathan Sackner-Bernstein, M.D., Associate Director - Center for Devices & Radiological Health, Food & Drug Administration (FDA)
10:35 AM	<b>TECH-ENABLED DELIVERY OF CARE: A DISCUSSION WITH SUCCESSFUL INNOVATORS IN THE FIELD</b> MODERATOR: Tom Watlington, CEO - Sotera Wireless  PANELISTS: <ul style="list-style-type: none"><li>• Michael A. Martino, Senior Vice President, Innovation, Business Development and Strategy - CareFusion</li><li>• Brad Schraut, CEO - InstyMeds</li><li>• Mick Farrell, Senior Vice President - ResMed</li></ul>
11:15 AM	<b>ASSESSING WIRELESS HEALTH AS A NEW CONSUMER-CENTRIC MARKET</b>  SPEAKER: Nathan Estruth, Vice President - Procter & Gamble FutureWorks
11:35 AM	<b>PAYING FOR HEALTHCARE - PART I: A CONVERSATION ABOUT "CONSUMER PAY" MODELS FOR HEALTHCARE</b> MODERATOR: Iain Gillott, Founder & President - iGR-Inc.  PANELISTS: <ul style="list-style-type: none"><li>• Shamus Husheer, Ph.D., CEO &amp; Co-Founder - Cambridge Temperature Concepts</li><li>• Dave Dickinson, President &amp; CEO - ZEO</li><li>• Steve Auerbach, President - Connexions</li></ul>

12:15 PM	<b>LUNCH &amp; BIRDS OF A FEATHER NETWORKING SESSIONS</b>
1:30 PM	<b>IT'S A NEW WORLD: INTRODUCTION TO GLOBALIZATION</b> SPEAKER: Ashok Kaul, Vice President - Wireless-Life Sciences Alliance
1:35 PM	<b>DEVELOPING WORLD VIEWPOINTS ON WIRELESS HEALTH</b> <i>TELEMEDICINE IN SOUTH ASIA: BUILDING A HEALTHCARE SYSTEM IN A CONSUMER PAYS SOCIETY</i> INTERVIEWED BY: Ralph Simon, President - Mobilium Advisory Group  SPEAKER: Preetha Reddy, Ph.D., Executive Director - Apollo Health System (India)
2:00 PM	<b>ARE OPERATORS THE HEALTHCARE IT PROVIDERS OF THE FUTURE?</b> INTRODUCTION by: Peggy Johnson, Executive Vice President & President, Global Market Development - Qualcomm  PANELISTS: <ul style="list-style-type: none"> <li>• Thierry Zylberberg, Executive Vice President - Orange Healthcare/France Telecom</li> <li>• Douglas Li, CEO - SmarTone Telecommunications Holdings, Ltd.</li> <li>• David Haight, Vice President of Business Development, Emerging Devices Organization - AT&amp;T</li> </ul>
2:40 PM	<b>ENABLING PATIENT-CENTRIC CARE: WILL IT IMPROVE ACCESS AND EFFICIENCY?</b> MODERATOR: Dave DeMarco, Ph.D., Northeast U.S. Pharmacy Leader - Ernst & Young  PANELISTS: <ul style="list-style-type: none"> <li>• David Trippi, Janssen Pharmaceutical Companies of Johnson &amp; Johnson</li> <li>• Mark Trigsted, Executive Vice President - Diversinet</li> </ul>
3:10 PM	<b>NETWORKING BREAK</b>
3:40 PM	<b>THE LIVING NEEDS OF SENIORS: A DISCUSSION ABOUT THIS NEW MARKET ACCELERATOR</b> MODERATOR: Lance Kurata, Partner - Mintz Levin  PANELISTS: <ul style="list-style-type: none"> <li>• Brian Bischoff, President &amp; CEO - Healthsense</li> <li>• David Inns, CEO - Jitterbug</li> </ul>
4:15 PM	<b>WILL PHARMA/DEVICE CONVERGENCE DELIVER BETTER CARE AND LOWER COSTS?</b> MODERATOR: Terry Hisey, Vice Chairman, U.S. Life Sciences Leader - Deloitte  PANELISTS: <ul style="list-style-type: none"> <li>• Terry Gregg, CEO - DexCom</li> <li>• Bruno Leroy, Head of Global Access Strategies - Sanofi-Aventis</li> </ul>
4:45 PM	<b>WHAT HAVE WE LEARNED TODAY?</b> <ul style="list-style-type: none"> <li>• Paul Jacobs, Chairman &amp; CEO - Qualcomm</li> <li>• Robert B. McCray, Chairman &amp; CEO - Wireless-Life Sciences Alliance</li> </ul>
5:00 PM	<b>RECEPTION</b>

<b>WEDNESDAY, MAY 11, 2011 INVESTORS FORUM</b>	
7:00 AM	<b>REGISTRATION &amp; NETWORKING</b>
8:00 AM	<b>WELCOME &amp; OPENING REMARKS</b> Robert B. McCray, President & CEO - Wireless-Life Sciences Alliance
8:15 AM	<b>KEYNOTE ADDRESS</b> William McGuire, M.D., Former Chairman & CEO, UnitedHealth Group
9:00 AM	<b>CAPTURING A FINANCIAL RETURN ON MOBILE AND WIRELESS HEALTH</b> MODERATOR: Ryan Stewart, Senior Director - TripleTree  PANELISTS: <ul style="list-style-type: none"> <li>• Barbara Lubash, Director - California Healthcare Foundation</li> <li>• Martin Felsenthal, Partner - HLM Ventures</li> <li>• Dan Lubin, Founder &amp; Managing Partner - Radius Ventures</li> </ul>
9:45 AM	<b>BREAK</b>
10:15 AM	<b>I AWARD GROUP #1 - CONSUMER EFFECTIVENESS</b> 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"> <li>1. Christine Robins, President &amp; CEO BodyMedia</li> <li>2. Peter Hudson, Founder &amp; CEO - Healthagen</li> <li>3. Jason Gorevic, CEO - TelaDoc</li> <li>4. David Rose, CEO - Vitality</li> </ol>
11:15 AM	<b>THE MARWOOD GROUP</b> INTRODUCTION by: Frank Rahmani, Partner - Cooley, LLP  SPEAKER: John Kelliher, Managing Director - The Marwood Group
12:00 NOON	<b>LUNCH</b>
1:00 PM	<b>I AWARD GROUP #2 - CLINICAL APPLICABILTY</b> 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"> <li>1. Shamus Husheer, CEO - Cambridge Temperature Concepts, Ltd.</li> <li>2. Dan Cosentino, President &amp; CEO - Cardiocom</li> <li>3. Bill McKeon, CEO - Cellnovo</li> <li>4. Jonathan Javitt, M.D., CEO &amp; Vice-Chairman - Telcare, Inc.</li> </ol>
2:00 PM	<b>I AWARD GROUP #3 - OPERATIONAL EFFICIENCY</b> MODERATOR: Chris Hoffmann, Senior Director & Chief Marketing Officer - TripleTree  INTRODUCTION by: Michael Wons, President & CEO - Celltrak Technologies (2010 I Award Winner)  <ol style="list-style-type: none"> <li>1. Sailesh Chutani, President &amp; CEO - Mobisante</li> <li>2. Orlando Portale, CIO - Palomar Pomerado Health</li> <li>3. Evan Roberts, CTO &amp; Co-Founder - Phreesia</li> <li>4. George Pollack, CEO &amp; CTO - Wound Technology Network</li> </ol>
3:00 PM	<b>BREAK</b>

3:30 PM	<b>PAYING FOR HEALTHCARE - PART II: A DISCUSSION ABOUT NEW CARE PROVIDERS</b> MODERATOR: Ryan Stewart, Senior Director - TripleTree  PANELISTS: <ul style="list-style-type: none"><li>• Bob Fabbio, CEO &amp; Founder - WhiteGlove House Call</li><li>• Hugh Lytle, Co-Founder &amp; CEO - Univita Health</li><li>• Scott Lambert, Ascension Health - TBD</li></ul>
4:15 PM	<b>I AWARD WINNERS ANNOUNCED</b> <ul style="list-style-type: none"><li>• Chris Hoffmann, Senior Director &amp; Chief Marketing Officer - TripleTree</li></ul>
4:25 PM	<b>CLOSING REMARKS</b> <ul style="list-style-type: none"><li>• Robert B. McCray, Chairman &amp; CEO - Wireless-Life Sciences Alliance</li></ul>
4:35 PM	<b>DEMO RECEPTION WITH I AWARD FINALISTS</b>

**THURSDAY, MAY 12, 2011  
EXECUTIVES FORUM**

7:00 AM **REGISTRATION & NETWORKING / SPEED DATING**

8:00 AM **WELCOME & 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**  
Harry Greenspun, M.D., Chief Medical Officer - Dell Inc.

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**  
INTRODUCTION by: 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:  

- 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 **INNOVATORS PAVILION & LUNCH**

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

- 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: HEALTH, HAPPINESS & TECHNOLOGY**  

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

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**