



Inaugural Medical Device Connectivity
Conference & Exhibition
September 10-11, 2009

Joseph B. Martin Conference Center
at Harvard Medical School
Boston, MA

SUBJECT MATTER

The subject area for the proposed conference centers on the integration of medical devices and information systems. The end product of this integration is the automation of tasks that are otherwise done manually. The basic capability required for this workflow automation is “connectivity” that links medical devices with information systems. In a basic implementation, connectivity facilitates the movement of data from one device or system to the other. While connectivity does not preclude two way communications, it is not required.

The term “interoperability” refers to the interaction of different medical devices, or a medical device and an information system, where one exerts control on the other. This interoperability explicitly requires two way communications between devices and/or systems. Acquiring medical device data for automated documentation in an EMR is typically referred to as “connectivity.” Safety interlocks, where one medical device or information system effects the operation of another medical device is an example of interoperability.

MARKET OPPORTUNITY

Medical device connectivity is an emerging market that started more than 25 years ago. Starting in the highest acuity areas, the ICU and operating rooms, connectivity also saw early adoption automating workflow in many diagnostic modalities. Over the years, connectivity has become built into many diagnostic systems. The latest wave of adoption targets the point of care, impacting monitors, therapeutic devices and point of care testing devices. Numerous trends are driving growing interest in connectivity and interoperability.

The IHE initiated the Patient Care Device (PCD) domain for point of care medical devices in 2005. Since then the PCD group has developed profiles for communicating medical device data across the enterprise, establishing patient context, and subscribing to medical device data. While these profiles are basic, and progress has been slow, this effort is gaining in visibility and nearing the realization of capabilities that will have a substantial impact on the market. Regulatory actions like the pending finalization of IEC 80001 in 2010 and the FDA’s proposed MDDS rule are driving greater awareness of connectivity. A growing constellation of vendors in this space are tackling applications from EMR documentation to alarm notification and patient safety oriented workflows. Providers are also taking a more aggressive role with initiatives like MD FIRE.

TARGET AUDIENCE

EXECUTIVES AND CLINICIANS AT HOSPITALS, HEALTHCARE SYSTEMS AND PHYSICIAN GROUPS, INCLUDING BIOMEDICAL ENGINEERING, CLINICAL ENGINEERING AND IT STAFF
MEDICAL DEVICE VENDORS, INCLUDING MARKETING / SALES EXECUTIVES (INTERESTED IN REQUIREMENTS, VALUE PROPOSITION, REGULATORY ISSUES) AND ENGINEERING EXECUTIVES (INTERESTED IN SPECIFICATIONS, DESIGN, TECHNOLOGY OPTIONS)
MANAGEMENT CONSULTANTS, GOVERNMENT OFFICIALS, ACADEMICS, VENTURE CAPITALISTS, ANGEL INVESTORS, PRIVATE EQUITY FIRMS AND INVESTMENT BANKS

PROPOSED AGENDA

The conference leads with plenary sessions that establish a common framework for considering connectivity, exploring the broadest issues facing the industry and start to frame many of the issues that are addressed in the closing plenary panel discussion.

Pre and post conference workshops the opportunity to explore topics in depth. Workshop topics have not been finalized, but will include subjects like Technology Selection (how data is extracted from the medical device, networking, software architecture), Workflow (both basic workflow like patient context, plus application specific workflows; how to elicit workflow requirements), and Regulatory (a short overview of the basics followed by in depth discussions of MDDS, alarm notification, surveillance, IEC 8001, and regulatory strategy for vendors and providers). Workshops will be designed to appeal to both vendors and providers.

GOLD SPONSORS:

Capsule
Cardiopulmonary Corp.
Cerner & Hill-Rom IT Solutions
Additional Sponsors To Be Announced

SUPPORTING ORGANIZATION:

ACCE Healthcare Technology Foundation
Additional Supporting Organizations To Be Announced

SUPPORTING PUBLICATIONS:

Healthcare Informatics
Healthcare IT News
Health Management Technology
MassDevice
Medical Device & Diagnostic Industry (MD & DI)
MX
mobihealthnews
Patient Safety & Quality Healthcare
Additional Supporting Publications To Be Announced

For additional information on speaking, sponsorship and exhibition opportunities, please contact:

Satish Kavirajan, Managing Director, TCBI

Ph: 310-265-2570 Email: sk@tcbi.org

Please note that this is a preliminary agenda. The final agenda will be posted within two weeks.

DAY ONE, THURSDAY, SEPTEMBER 10, 2009

**7:00 REGISTRATION / SPONSOR / EXHIBITOR SHOWCASE
CONTINENTAL BREAKFAST**

**8:00 CHAIRPERSON'S OPENING REMARKS & GREETING
Tim Gee, Connectologist & Principal, Medical Connectivity Consulting**

8:15 KEYNOTE ADDRESS: MARKET OVERVIEW, TRENDS AND BARRIERS TO ADOPTION

Tim Gee, Connectologist & Principal, Medical Connectivity Consulting

9:00 KEYNOTE ADDRESS

Julian M. Goldman MD, Director, MD PnP Program & the CIMIT Program on Interoperability & Medical Director, Partners HealthCare Biomedical Engineering

9:45 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

10:15 KEYNOTE ADDRESS: INDUSTRY STANDARDS (FORMAL AND DE FACTO) IN CONNECTIVITY

Invited: Chuck Parker, Executive Director, Continua Health Alliance

10:45 PANEL DISCUSSION: Industry STANDARDS – WHICH STANDARDS WILL BE ADOPTED AND WHY?

Invited: Chuck Parker, Executive Director, Continua Health Alliance,
Moderator

Julian Goldman MD, Director, MD PnP Program & the CIMIT Program on Interoperability & Medical Director, Partners HealthCare Biomedical Engineering

Tom Herzog, Vice President IT Medical Devices, Cerner

Bridget Moorman, CCE, President, Moorman Consulting

Mike Robkin, Treasurer, Continua Health Alliance

11:45 SPONSOR / EXHIBITOR SHOWCASE & LUNCHEON

1:00 KEYNOTE ADDRESS: IMPACT OF PROPOSED FDA RULE ON MEDICAL DEVICE DATA SYSTEMS

Invited: Brian Fitzgerald, Deputy Director Division of Electrical and Software Engineering, Center for Devices and Radiological Health, FDA

1:45 KEYNOTE ADDRESS: IEC 80001 AND PATIENT SAFETY

Invited: George Mills, Associate Director, Standards Implementation Group, Joint Commission

2:30 PANEL DISCUSSION: HOW WILL MDDS AND IEC 80001 IMPACT THE MARKET?

Invited: Brian Fitzgerald, Moderator

Invited: George Mills, Associate Director, Standards Implementation Group, Joint Commission

Rick Hampton, Corporate Manager Wireless Communications, Partners Healthcare

Peter Kelley, Director Quality Assurance/Regulatory Affairs, Capsule

Tom Herzog, Vice President IT Medical Devices, Cerner

3:15 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

3:45 KEYNOTE ADDRESS: REGULATORY ISSUES FACING HEALTHCARE PROVIDERS

William Hyman, ScD, Professor Department of Biomedical Engineering, Texas A&M University

4:30 KEYNOTE ADDRESS: THE BASIC COMPONENTS OF CONNECTIVITY
Bridget Moorman, CCE, President, Moorman Consulting

5:15 DAY ONE CONCLUDES; SPONSOR/EXHIBITOR SHOWCASE & NETWORKING RECEPTION

DAY TWO, FRIDAY, SEPTEMBER 11, 2009

7:30 SPONSOR / EXHIBITOR SHOWCASE & CONTINENTAL BREAKFAST

8:00 CHAIRPERSONS' OPENING REMARKS

Choose from Track A, B or C

TRACK A - INFRASTRUCTURE

8:30A CONVERGED MEDICAL DEVICE AND ENTERPRISE NETWORKS: CHALLENGES AND BEST PRACTICES
David Hoglund, Principal & Founder, Integra Systems

9:15A OPTIMIZING SUPPORT FOR POINT OF CARE AUTOMATION
Jason Joseph, Director Clinical Technology & Information Solutions, Spectrum Health

10:00 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

10:30A DISTRIBUTED ANTENNA SYSTEMS: REALITY VERSUS HYPE
Steve Olsen, Vice President Wireless Solutions, Interface Communications
Rick Hampton, Corporate Manager Wireless Communications, Partners HealthCare

11:15A WIRELESS SENSORS: PERFORMANCE, COEXISTENCE & INTEROPERABILITY
Invited: Jim Welch, Vice President Patient Safety Initiatives, Masimo

12:00 CLOSING PLENARY PANEL DISCUSSION
Invited: Erik Petersen, Moderator
David Hoglund, Principal & Founder, Integra Systems
John Zaleski, PhD, Senior Director & Research Department Head, Biomedical Informatics Department, Philips Research

1:00 CONFERENCE CONCLUDES; Luncheon for Attendees of Optional Post-Conference Workshops

TRACK B - CONNECTIVITY SOLUTIONS

8:30B INFUSION PUMP CONNECTIVITY FOR EMR DOCUMENTATION
Fred Ehrhad

9:15B ENABLING POINT OF CARE APPLICATIONS WITH DEVICE CONNECTIVITY
Michael Gallup, Vice President & General Manager, IT Solutions, Hill-Rom

10:00 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

10:30B POSITIVE PATIENT ASSOCIATIONS IN CONNECTIVITY
Brian McAlpine, Director, Strategic Products, Capsule

11:15B CONNECTIVITY, DECISION SUPPORT SYSTEMS & PATIENT OUTCOMES
John Zaleski, PhD, Senior Director & Research Department Head,
Biomedical Informatics Department, Philips Research

12:00 CLOSING PLENARY PANEL DISCUSSION
Invited: Erik Petersen, Moderator
David Hoglund, Principal & Founder, Integra Systems
John Zaleski, PhD, Senior Director & Research Department Head,
Biomedical Informatics Department, Philips Research

1:00 CONFERENCE CONCLUDES; Luncheon for Attendees of Optional Post-Conference Workshops

TRACK C – SCHEDULED VENDOR MEETINGS

Meetings to be scheduled with Sponsors at the conference

Conference attendees will have to option to schedule meetings with sponsors for in-depth solution demonstrations or consultive discussions about their unique needs and situation.

8:30C AVAILABLE MEETING TIME

10:00 SPONSOR / EXHIBITOR SHOWCASE & REFRESHMENTS

10:30C AVAILABLE MEETING TIME

12:00 CLOSING PLENARY PANEL DISCUSSION
Invited: Erik Petersen, Moderator
David Hoglund, Principal & Founder, Integra Systems
John Zaleski, PhD, Senior Director & Research Department Head,
Biomedical Informatics Department, Philips Research

1:00 CONFERENCE CONCLUDES; Luncheon for Attendees of Optional Post-Conference Workshops

OPTIONAL POST-CONFERENCE WORKSHOP ONE
CONVERGED MEDICAL DEVICE-ENTERPRISE NETWORKS: BEST PRACTICES
Workshop Hours: 2:00-6:00 pm

OPTIONAL POST-CONFERENCE WORKSHOP TWO
TOPIC TO BE ANNOUNCED
Workshop Hours: 2:00-5:45pm