

# 8TH ANNUAL GARTNER HEALTHCARE SUMMIT 2006

Leveraging Information and Technology to Optimize Value



You may be qualified to receive a Complimentary Summit Package with

- Roundtrip Airfare
- Deluxe Hotel Accommodations
- All Meals and Networking Functions
- Full Summit Participation

See inside for full details

**Gartner**

## The only healthcare event to bring together:

- The top Gartner healthcare analysts
- Senior IT and Business Executives from:
  - Healthcare provider organizations
  - Healthcare payer organizations
- The world's leading healthcare and IT technology providers



**KEYNOTE SPEAKER**  
**Stuart Altman**  
Professor, Brandeis University



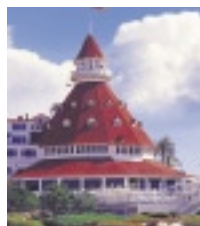
**GUEST SPEAKER**  
**Tim Tindle**  
CIO, Harris County Hospital District



**GUEST SPEAKER**  
**Bruce Bond**  
GVP, Industries Research



**GUEST SPEAKER**  
**Bruce Turkstra**  
VP, Program Director, KP HealthConnect



**November 12-15, 2006**

Hotel del Coronado  
San Diego, California

*"One of the top ten resorts in the world" – USA Today*

Your Complimentary Summit Package Is Waiting.  
To apply or learn more about the Summit, contact:

**AMANDA AMES** (For Companies Starting with the Letters A-K)  
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**TOM BEEDY** (For Companies Starting with the Letters L-Z)  
603.471.4224 or email [tom.beedy@gartner.com](mailto:tom.beedy@gartner.com)

# GARTNER ADVISORY

## A MESSAGE FROM THE CONFERENCE CHAIR

Gartner Predicts: **Healthcare IT will be the fastest growing global vertical through 2008.**



**Wes Rishel**  
Managing Vice President/Research Area Director  
Gartner

The debate about the importance of IT to healthcare providers is over. IT won – at least in the minds of the leading care delivery organizations, policymakers, employers and other payers. Wherever information systems are being used well, time, money and lives are being saved.

However, on the healthcare payer front, insurers are beset by change. As they try to move healthcare cost-management decisions from themselves and their employer clients to consumers with consumer-directed health plans (CDHPs) supported by health spending accounts, they are limited by technological and operational constraints.

At the same time, vendors are becoming larger through organic growth, acquisitions, and the entry of very large firms into the market. Now more than ever, care delivery organizations and government purchasers of healthcare IT, and healthcare payers need to establish strategic relationships with vendors and work those relationships to their advantage.

Creating a collegial atmosphere where all stakeholders in the Healthcare ecosystem can hear Gartner recommendations firsthand and begin to forge these strategic relationships is the concept behind Gartner Healthcare Summit 2006.

This year's theme, Leveraging Information And Technology to Optimize Value, will focus on transformational technologies and innovative practices at the forefront of the "what now, what next" generation of healthcare.

While healthcare IT spending is up, we know you have to invest wisely to satisfy the pent-up demand at your healthcare organization for multiple IT initiatives. Gartner analysts can help you sort through the hype – and focus on the high-payoff investments that will deliver the most value.

We hope that you will accept our complimentary invitation to the Gartner Healthcare Summit in November so that together we can explore the rapidly changing expectations, opportunities and challenges inherent in today's new healthcare paradigm.

Sincerely,

Wes Rishel

## Why An Invitation to Gartner Healthcare Summit Is So Highly Prized by CIOs

### 2005 Attendee Feedback

*"Attending the conference is already paying off for Florida Hospital in that we are now in discussion with two vendors who presented. Interestingly, one is an organization we have investigated before and the other provides a product we use. Both have additional products/features of which we were unaware - features which we are now exploring."*

— Todd Frantz, Florida Hospital CTO

*"Lots of good contacts - the Summit brings in all the right people. This is our first time as a sponsor-but it won't be our last!"*

— Christopher Click, Senior Director of Marketing, Inner Wireless

*"This Summit just keeps getting better and better. We're very pleased with the volume of attendees. The Case Studies are a great forum for us to meet directly with Decision- Makers and get their feedback."*

— Dennis Schmuland, Microsoft



# REGISTER TODAY

## Benefits of Attending

- Participate in an analysis of the top 2006 healthcare issues – at the only healthcare event featuring the Gartner analysts
- Meet your senior-level peers dealing with similar IT budget, staffing resource and business issues at Executive Roundtables led by the Gartner analysts.
- Interact with the leading technology providers with healthcare and IT offerings – and return to the office with a short list of vendors.
- Hear case studies of leading care delivery organizations and healthcare payers.
- Bring back a CD of Gartner presentations to share with your staff & your CEO – great for making a business case for new technologies.

## Who Should Attend

### Complimentary, Expense-Paid Summit Packages are available for:

- Chief Information Officers
- Chief Executive Officers
- Chief Operating Executives
- Chief Medical Officers
- Vice Presidents and Directors of IT/IS
- Chief Financial Officers
- Directors of Patient Services
- Other key Decision-Makers responsible for the evaluation, recommendation, and purchase of IT healthcare solutions, products and services.

### From the following healthcare organizations:

- Hospitals and Multi-Hospital Systems
- Physician Groups
- Integrated Delivery Groups
- Healthcare Payer Organizations
- State and Federal Governments

## Gartner Recognizes The Unique Challenges and Opportunities of Healthcare IT and Business Executives

Attendance at Gartner Healthcare Summit is by invitation only. Complimentary Summit Packages include:

- Roundtrip airfare
- Deluxe hotel accommodations
- All meals and social functions
- Full Summit participation at Gartner Insight Sessions

## FOUR TRACKS COVER THE HEALTHCARE INDUSTRY'S MOST CRITICAL 2006 CONCERNS

### HEALTHCARE PAYERS: NEW VISION, NEW BUSINESS, NEW MODELS

Consumer empowerment will bring fundamental changes to Healthcare Payers – who will be asked to enable customers to evaluate treatment alternatives, competitively price medical services, and manage health information. Some payers will need to create new business models. For others, there will be changes in IT's role and influence in strategic decision-making.

### HEALTHCARE PROVIDER: OPTIMIZING CARE DELIVERY AND ENTERPRISE MANAGEMENT

As IT moves from advocating for automation adoption to developing strategies for clinical and revenue cycle optimization, there are dramatic implications for IT applications as well as executive, clinical and IT management in terms of IT oversight and applications support. It is imperative to leverage IT to link clinical and business needs across the enterprise.

### TECHNOLOGY: EXTENDING THE REACH OF THE ENTERPRISE

Technology will partner with the clinician and IT professional to enable the increasingly digital and agile healthcare provider. Areas of focus will be deriving more value from existing investments ... moving patient information closer to the point of care ... and taking advantage of the convergence of data, voice and wireless to align patient care and the financial goals of the enterprise.

### COMMON GROUND: OPPORTUNITIES FOR COLLABORATION, AREAS OF COMMON INTEREST

Healthcare insurers and providers increasingly share a “common ground” either because they face similar challenges or due to their involvement in national, regional and internal initiatives. Care management and performance measurement must involve all ecosystem partners to make more than incremental progress. Both topics will be discussed in this track along with key learnings from U.S. Regional Health Information Organizations and global technology initiatives.

## YOUR COMPLIMENTARY SUMMIT PACKAGE IS WAITING

To apply or learn more about the Summit, Contact:

**AMANDA AMES** (For Companies Starting with the Letters A-K)  
603-471-4262 or email [amanda.ames@gartner.com](mailto:amanda.ames@gartner.com)

**TOM BEEDY** (For Companies Starting with the Letters L-Z)  
603-471-4224 or email [tom.beedy@gartner.com](mailto:tom.beedy@gartner.com)

# OVERVIEW & SPONSORS

Gartner Healthcare Summit is an unsurpassed experience. As a hosted IT or Business Executive attendee, you will be treated to the highest level of Gartner insight, superb peer-to-peer networking, and door-to-door "white glove" treatment.

## CASE STUDY SESSIONS

You'll join 16 to 20 of your colleagues in 30-minute vendor-led case study sessions, where you will learn how technology is being deployed at leading healthcare organizations. The Q&A sessions at the end of each boardroom give you a unique opportunity to ask vendors pointed questions about their technology and then confirm the answers onsite with a Gartner expert.

## PRE-SCHEDULED ONE-ON-ONE MEETINGS

Prior to the Summit, you will receive invitations from individual technology providers to get together for private meetings onsite at the event.

## ONE-ON-ONE SESSIONS WITH THE GARTNER ANALYSTS

Many healthcare IT and Business Executives tell us that their private meetings with the Gartner analysts alone make the trip to the Summit worthwhile. It's an unparalleled opportunity to discuss your healthcare organization's unique challenges and get specific, targeted feedback.

## HEALTHCARE CENTER™

During the 2nd and 3rd nights of the Summit, you are invited to join the world's leading healthcare and IT providers at the Healthcare Center to get a firsthand look at today's most exciting IT products and services geared toward the healthcare provider and payer marketplaces. It's a great way to see for yourself which vendors have what you need – so that you can go back to the office with a "short list" that will speed up vendor research and selection.

## SPONSORS



NOTE: This list of Technology Providers grows daily.  
For an updated roster, go to [www.healthcareitsummit.com](http://www.healthcareitsummit.com)

## THE GARTNER DIFFERENCE

Gartner is the leading provider of research and analysis on the global information technology industry – serving more than 10,000 clients worldwide. More than 37,000 IT and business professionals attend Gartner events each year.

Fully 60% of the Fortune 1000 and 80% of the Global 500 support their key technology decisions with Gartner insight and knowledge. "According to Gartner" carries a great deal of clout in the executive suite.

## SUMMIT HIGHLIGHTS

### Gartner Insight Sessions on Your Top IT Concerns

The Gartner healthcare analyst team will be addressing your most pressing 2006 IT and IT challenges including:

- Information Management
- Evidence Based Medicine
- Data Retention
- Customer Relationship Management
- Ambulatory Care
- Business Intelligence
- Workflow/Business Process Management
- IT Services Market Landscape
- Revenue Cycle Management
- Global Technology Initiatives
- Care Management
- Clinical Systems
- RHIOs and US NHIN
- ... and more.

### ATTENTION TECHNOLOGY PROVIDERS:

The Summit's Case Study Sessions and pre-scheduled IT Executive/ Technology Provider Meetings put you in direct, personal contact with IT decision-makers with serious buying intentions — for the highest ROI of any healthcare IT and business event.

For more information on vendor participation and sponsorship opportunities contact:

**DAN McGRATH**

603.471.4234 or [dan.mcgrath@gartner.com](mailto:dan.mcgrath@gartner.com)



# AGENDA AT-A-GLANCE\*

## SUNDAY NOV 12, 2006

2:00 pm - 8:00 pm	Registration
2:00 pm - 8:00 pm	Technology Provider Set-up
6:00 pm - 6:30 pm	Technology Provider Orientation and Vendor Orientation
6:45 pm - 7:00 pm	Healthcare Overview - Delivering Value From Gartner, Bruce Bond
7:00 pm - 8:00 pm	Opening Session - Healthcare 2015: Paperless and Virtual, Vi Shaffer
8:00 pm - 10:00 pm	Welcome Reception

## MONDAY NOV 13, 2006

7:15 am - 8:15 am	Technology Provider Continental Breakfast								
8:20 am - 9:20 am	Keynote Presentation: The Future of US Health Care and the Role of Information Technology, Stuart Altman								
9:30 am - Noon	Technology Provider Case Study Presentations								
9:30 am - Noon	Prescheduled Technology Provider One-on-Ones with Gartner Analysts								
Noon - 1:15 pm	Collaborative Lunch Session - Hurricane Katrina: Disaster Response and Information Technology, Tim Tindle								
1:20 pm - 2:20 pm	Track Sessions								
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2:30 pm - 4:30 pm	Technology Provider Case Study Presentations								
2:30 pm - 4:30 pm	Prescheduled Technology Provider One-on-Ones with Gartner Analysts								
4:40 pm - 5:40 pm	Track Sessions								
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5:45 pm - 8:15 pm	Healthcare Center™								
8:15 pm - 10:00 pm	Free Evening								

## TUESDAY NOV 14, 2006

7:30 am - 8:30 am	Group Breakfast with Gartner Analyst								
8:30 am - 9:30 am	Track Sessions								
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9:30 pm - Noon	Prescheduled Technology Provider One-on-Ones with Gartner Analysts								
Noon - 1:00 pm	Collaborative Lunch Session - The Kaiser Experience: What does it mean to Payers and Providers?								
1:10 - 2:10 pm	Track Sessions								
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5:30 pm - 7:30 pm	Healthcare Center™								
8:00 pm - 9:30 pm	Industry Awards Ceremony - IT Executives' Choice Awards								

## WEDNESDAY NOV 15, 2006

7:30 am - 8:30 am	Group Breakfast with Gartner Analysts								
8:40 am - 9:40 am	Track Sessions								
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9:45 am - 11:15 am	Round Tables								

\* Agenda current as of June, 2006, and is subject to change.



## TRACK A: HEALTHCARE PAYER

### New Vision, New Business, New Models

Consumer empowerment will bring fundamental changes to Healthcare Payers — who will be asked to enable customers to evaluate treatment alternatives, competitively price medical services, and manage health information. Some payers will need to create new business models. For others, there will be changes in IT's role and influence in strategic decision-making.

#### A Virtual Information Enterprise Is Needed for the Healthcare Payer Post-Industrial Business Model

**Joanne Galimi**, *Research Director and*  
**Bob Booz**, *Research Vice President*

Healthcare payer organizations must jettison the traditional assembly-line approach of business processes based on transactions and IT enablement. This session will address the need for payers to adopt a post-industrial business model where information is instant, virtual - and available to be accessed and manipulated by many.

#### The Consumer of the Future: Here Now and Wants More than You Offer!

**Bob Booz**, *Research Vice President*

Whether evaluating treatment alternatives, pricing medical services, or managing medical information, consumers face new challenges. The healthcare payer industry is responding by increasing accessibility and functionality of web portals and creation of medical and financial decision aids. This session focuses on the attributes and challenges of creating successful one-to-one experiences.

#### The BPM intersection with Customer Relationship Management (CRM)

**Joanne Galimi**, *Research Director*

The insatiable need for agility is changing the architectural principles and the technologies that healthcare payers must embrace. Rules engines are a key component of BPM and are now embedded "under the covers" of CRM

applications. This session will explore how BPM and CRM intersect – so redundancy and rule management challenges can be avoided.

#### Underwriting Automation

**Cynthia Burghard**, *Research Director*

The automation of the underwriting processes in healthcare insurers impacts top-line growth by improving the customer experience through more accurate rates delivered to prospective customers more quickly. Technology is only just being applied to these processes. This roundtable will discuss the challenges and successes experienced by participants.

## TRACK B: HEALTHCARE PROVIDER

### Optimizing Care Delivery and Enterprise Management through the use of IT

As IT moves from advocating for automation to developing strategies for clinical and revenue cycle optimization, there are dramatic implications for executive, clinical and IT management in terms of IT oversight and applications support. It is imperative to leverage IT to link clinical and business needs across the enterprise.

#### Healthcare Automation Support for Clinical Care Optimization

**Barry Hieb**, *M.D., Research Director*

Healthcare is now entering into the age of evidence-based medicine (EBM) — placing new demands on the automation systems that support the delivery of patient care. A computer-based patient record system is essential for making this transition. This presentation will look at some of the automation capabilities that are required if EBM is going to become real.

#### How CDOs can Optimize Clinical Care and Demonstrate Value

**Thomas Handler**, *M.D., Research Director*

Many CDOs are poised to move from selecting a CPR system to the even more important issue of obtaining full value from the system they have chosen. While technology is important, success will be determined by the ability to understand

and modify its processes, politics and culture. This presentation will examine the steps needed to optimize clinical care processes.

#### The Physician Office of the Future

**Barbara Kelly**, *Research Director*

While overarching goals - optimizing clinical care and improving the bottom line - will remain the same, the physician's office of the future will operate much differently than it does today. This presentation will discuss how care delivery organizations should adapt their ambulatory care strategy to most effectively leverage industry change.

#### Pioneering Medicine's Next Information Frontier

**Curtis Cole**, *M.D. Director of Information Services, Cornell Physician Organization*

**Richard Mackenzie**, *M.D. Vice Chariman of Emergency Medicine and Beth Karoly, MBA, RRT, Senior Clinical Analyst, Lehigh Valley Hospital and Health Network*

Everyone talks about turning data into information. But that effort must lead to action, and that means getting information to the clinical champions who make change happen. Leading facilities and champions share their experiences in doing it right, and the patient care benefits that can result.

#### Asking, and Answering, the Right Questions : Business Intelligence for Healthcare Delivery Organizations

**Vi Shaffer**, *Research VP*

The progress of clinical automation and the complex management issues of integrated delivery systems are combining with Pay for Performance and consumer-directed health plan initiatives to fuel demand for timely, better enterprise information. This session will cover building the business case for integrated BI; the critical elements of effective healthcare BI, and discuss how organizations can improve their odds of success.

# SESSION DESCRIPTIONS

## TRACK C: TECHNOLOGY

### Extending the Reach of the Enterprise

Technology will partner with the clinician and IT professional to enable the increasingly digital and agile healthcare provider. Areas of focus will be deriving more value from existing investments ... moving patient information closer to the point of care ... and taking advantage of the convergence of data, voice and wireless to align patient care and the financial goals of the enterprise.

#### Mobile Computing Devices and Healthcare

**Ken Dulaney**, *VP Distinguished Analyst*

This presentation discusses the most recent offerings of notebook computers, industrial handhelds, PDAs, cellular photocommunications, and mobile software and their potential application to the healthcare setting. Healthcare providers will receive guidance on how to adjust procurement, security and deployment strategies to keep pace with changes and maximize ROI over the long term.

#### Telemedicine and Telehealth at the VHA

**Dr. Adam Darkins**, *Chief Consultant for Care Coordination, Department of Veterans Affairs (VA)*

As a consultant to the Veteran's Health Administration, a world leader in the field of Telemedicine and Telehealth, Dr. Darkins will share his experience in transforming telemedicine programs into successful clinical services and viable businesses. Dr. Darkins will share practical recommendations — as well as the challenges — of establishing sustainable Telehealth programs.

#### Data Retention Issues in the Healthcare Provider

**Barry Runyon**, *Research Director*

Clinical automation and interoperability initiatives are creating a need to store and retrieve more information — both structured and unstructured — from medical imaging systems, enterprise email, etc. Without guidance, provider storage managers respond by saving everything in near-term storage — which isn't practical. This session

will address pragmatic data retention guidelines for healthcare providers.

#### Web Portals to Healthcare

**Barry Runyon**, *Research Director*

Healthcare portal strategies have evolved to an outreach approach that includes stakeholders such as Payers, Suppliers, Distributors, Patients and Consumers. This session will address how Care Delivery Organizations should advance their web portal strategies from simple data aggregation and collection to one of sophisticated data and process integration to meet multiple business goals.

## TRACK D: COMMON GROUND

### Opportunities for Collaboration, Areas of Common Interest

Healthcare insurers and providers increasingly share a “common ground” either because they face similar challenges or due to their involvement in national, regional and internal initiatives. Care management and performance measurement must involve both sides to make more than incremental progress. This track will explore key learnings from U.S. Regional Health Information Organizations and global technology initiatives.

#### Moving Outside the Hospital: Successes from Around the World

**Jonathan Edwards**, *Research Director*

With the emergence of RHIOs across the United States, it's time for US healthcare organizations to look at the value of sharing clinical data as well as administrative data. While the ROI is hard to quantify, we will share examples of successful initiatives in terms of qualitative benefits. This presentation will also look at telemedicine — the delivery of care across organizational boundaries.

#### RHIOs: Hype, Disillusionment and Hope

**Wes Rishel**, *Managing Vice President*

The RHIO movement in the US is dropping towards the Valley of Disillusionment in the Gartner hype cycle. The few successes are

seeds of future growth and the more abundant failures and frustrated progress are the compost. This session reviews 2006 progress, identifies the functional, technology, business and policy approaches of successful RHIOs, and explores what the “RHIO Market” will look like.

#### Consulting Firms in the Healthcare Provider Market: Do They Have What You Need?

**John Lovelock**, *Principal Research Analyst*

Healthcare organizations IT Departments are under pressure to deliver new IT services, implement new software and improve overall system performance. Internal resources are perennially stretched beyond their ability to meet these demands. Learn what it takes to successfully engage external service consultants to implement systems, back fill internal staff and/or provide thought leadership.

#### Care Management: Strategic and Technological Innovation

**Cynthia Burghard**, *Research Director*

Over the past two years, care management has moved to toward a patient-focused approach with tools such as predictive modeling and patient health management tools. This presentation will address how to balance technology and high touch in care management programs to engage consumers in healthcare decisions.

#### Provider Performance: Linking Measurement and Management

**Cynthia Burghard**, *Research Director*

Provider performance measurement is here to stay. Demands will continue to grow and the vocabulary and definitions will continue to be confusing. Innovative healthcare organizations will tie measurement to business objectives. Performance metrics must tie to management objectives, both internal and external in order to have meaning and be accepted by all stakeholders. This presentation will address the issues of linking measurement to management from both the healthcare provider and payer perspective.

# HOW TO ATTEND

## 1. Healthcare Payer and Provider IT and Business Executives

Complimentary Healthcare Summit travel packages are available. If you qualify, you will receive:

- Roundtrip airfare
- Deluxe hotel accommodations
- Meals and social functions
- Full Summit Registration, which includes: Case Study Presentations, One-on-One Meetings with Gartner Analysts and Vendors, access to Industry Insight Sessions, admission to the Showcase of Exhibits and networking functions

To see if you qualify, complete the online survey at [www.healthcareitsummit.com/surveyform.html](http://www.healthcareitsummit.com/surveyform.html)

### Contact:

**Amanda Ames** (Companies A-K) 603.471.4262 or [amanda.ames@gartner.com](mailto:amanda.ames@gartner.com)

**Tom Beedy** (Companies L-Z) 603.471.4224 or [tom.beedy@gartner.com](mailto:tom.beedy@gartner.com)

## 2. Technology Providers

Purchase a Case Study Sponsorship package, and you will receive (for multiple attendees based upon badge allotment):

- One-on-One Gartner Analysts Meetings
- Attendance at Gartner Insight Sessions and Keynote
- Exhibit at the Healthcare Center
- Networking functions

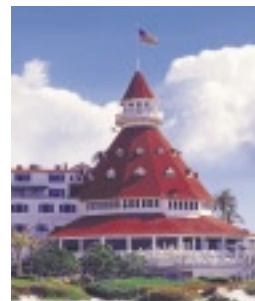
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**Dan McGrath** 603.471.4234 or [dan.mcgrath@gartner.com](mailto:dan.mcgrath@gartner.com)

## HOTEL INFORMATION

**Hotel del Coronado**  
San Diego, California

**November 12-15, 2006**  
Hotel del Coronado  
San Diego, California



A classic historic hotel, The Del was built in 1888 and designated a National Historic Landmark in 1977. Today, The Del offers travelers contemporary luxury in an enchanting Victorian atmosphere. Add to this, the resort's beachfront location, and it's no wonder USA Today calls The Del "one of the top ten resorts in the world."

For additional hotel and conference information, please go to [www.healthcareitsummit.com](http://www.healthcareitsummit.com)

EVENT PARTNERS



MEDIA PARTNER



TECHNOLOGY PARTNER



## UPCOMING GARTNER EVENTS

### MIDSIZE ENTERPRISE SUMMIT WEST

September 17-20, 2006  
JW Marriott Desert Ridge Resort & Spa, Phoenix, AZ

### MIDSIZE ENTERPRISE SUMMIT EAST

May 14-17, 2007  
The Hyatt Regency Atlanta, Atlanta, GA

### PROJECT & PORTFOLIO MANAGEMENT EUROPE

November 29 - December 1  
Crowne Plaza, Geneva, Switzerland

### IT AND SOFTWARE ASSET MANAGEMENT SUMMIT

September 18-20, 2006  
Hilton Disneyworld, Lake Buena Vista, FL

*"I got enough out of the first hour to justify the entire trip – the rest was pure bonus." Richard Drew, Challinors Lyon Clark*



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