Agenda

4:00-7:00 pm   Registration

6:30 pm   Welcome reception

7:00 pm   Dinner and panel
                      What Matters to Patients and Their Families?

                    James Allen Heywood, *Chairman & Co-Founder,* PatientsLikeMe
                    Karen Herzog & Richard Sachs, *Co-Founders*, Sophia's Garden

People with serious illness and their families must make frequent decisions about daily behaviors and medical treatments. How important is personal health information to someone managing a loved one's health and health care? How do people make sense of all the information, or share it with care teams? What can this new PHR industry do to help meet the needs of patients and their families?

Thursday, December 6, 2007

7:00-8:30 am   Breakfast

8:30-9:00 am   **Colliding Worlds: The Institutions of U.S. Health Care, The Global Internet Brands, and the 21st Century "Patient"**
                     David Lansky, *Senior Director, Health Program, & Executive Director*, Personal Health Technology Initiative, Markle Foundation

9:00-10:45 am   **Challenge #1: Liberating the Personal Health Data**
                     Moderator: **David Lansky**

                    Adam Bosworth, *Chairman & CEO,* Keas
                    Brooks Edwards, *Medical Director*, Mayo Clinic Health Solutions
                    Charles Kennedy, *VP, Health Information Technology,* WellPoint
                    Peter Neupert, *Corporate VP,* Health Solutions Group, Microsoft

What actions are needed to enable American consumers to get their hands on their health data? Why is it so hard? What are the real impediments for data holders when asked to release their data to another party? How real are the liability concerns and what can be done to alleviate them?

10:45-11:15 am   Break

11:15-1:00 pm	**Challenge #2: Common Policies: Market-maker or Threat to Innovation?** Moderator**: Carol Diamond**, *Managing Director, Health Program, & Chair,* Connecting for Health, Markle Foundation **Bill Bernstein**, *Partner*, Manatt **Jodi G. Daniel**, *Director, Office of Policy and Research*, Office of the National Coordinator for Health Information Technology **Joy Pritts**, *Founding Director, Center on Medical Record Rights and Privacy,* Georgetown University **Paul Tang**, *VP & Chief Medical Information Officer***,** Palo Alto Medical Foundation

What rules should govern the organizations that acquire, store, and share personal health information over the internet? How will we satisfy the legitimate concerns of the public, consumer advocates, government agencies, providers, and vendors at a time when cyber security threats, phishing, and identity theft problems are in the headlines? How should the nation determine an updated set of policies? How should they be adopted or enforced? What are the repercussions of operating in the absence of them?

1:00-2:30 pm	Lunch
2:30- 4:30 pm	**The Consumer Experience: Scenarios in a Policy-Driven Environment** Presenter: **David Lansky** Reactors: **Janlori Goldman**, *Director & Founder*, Health Privacy Project, Columbia University **James Allen Heywood,** *Chairman & Co-Founder,* PatientsLikeMe **Cynthia Solomon**, *President*, FollowMe

How do different consumers view their health information? How do they think differently about the benefits or risks of moving it over the web? What will make the web environment safe enough for patients to put their most sensitive personal information online? How will trustworthy policies be applied to the user experience? How do policies evolve to accommodate the emerging Web 2.0 world of social networks, patient self-management, and genomics?

4:30- 5:00 pm	**Summary of Policy Discussion and Endorsement Next Steps**
6:30-7:00pm	Reception
7:00 pm	Dinner

7:30-9:00 am	Breakfast

9:00-9:30 am   **Embracing Transparency and Providing Leadership to Health Reform**
Glenn Steele, *President & CEO,* Geisinger Health System

How will giving consumers their health information be a driver of system transformation? How can PHR services and other consumer tools change the relationship with the health care delivery system? How will it change the delivery system itself? How does a progressive delivery system see its relationship with Microsoft or Intuit or health plans or employers who want to enable consumers to make decisions, comparisons, and seek new forms of care delivery and support?

9:30 –11:30 am   **The Value: Business Drivers … and Realities**
Moderator**: Esther Dyson,** *Chairman,* EDventure Holdings

Colin Evans, *President,* Dossia Consortium
Stefanie Fenton, *Director, Market Development, Quicken Health,* Intuit
Craig Froude, *Executive Vice President & General Manager,* WebMD Health Services
Jay Silverstein, *Chief Imagineer,* Revolution Health
Anna-Lisa Silvestre, *Vice President, Online Services,* Kaiser Permanente

What are the emerging business models for PHR adoption? Are there industry-wide practices that would accelerate adoption and innovation? Or, could there be specific initiatives that are not industry-wide, yet that could succeed and create waves of adoption and competition? What are the best ways to overcome reluctance to share health data? And how can we stimulate demand in a fragmented consumer market?

11:30-noon   **Wrap-up – What's Next?**

Noon   Lunch or grab a picnic box and catch your flight