

**MAY 8 - 9, 2008**

Featuring pre-conference workshop on  
HIE Financial Sustainability **May 7**

# **WIRING MICHIGAN**

**FOR HEALTH INFORMATION  
EXCHANGE**

**THE HYATT REGENCY HOTEL  
DEARBORN, MI**

*Presented by:*

**The Michigan Health Information Network (MiHIN) Resource Center**

*Early registration deadline is April 18, 2008.*

# WIRING MICHIGAN

## FOR HEALTH INFORMATION EXCHANGE

*Presented by:*

**The Michigan Health  
Information Network  
(MiHIN) Resource Center**

*With support from:\**

- **3M Health Information Systems**
- **Axolotl Corporation**
- **Indiana Health Information Exchange**
- **Medicity, Inc.**

*\* Sponsors as of March 20, 2008*

### NEED MORE INFORMATION ABOUT THE CONFERENCE?

Visit [www.MIHIN.org](http://www.MIHIN.org) for:

- Online registration
- Printing additional copies of this registration brochure
- Conference updates

Contact Diane Drago at [DMSdiane@concentric.net](mailto:DMSdiane@concentric.net) or 517-663-5147 for information on:

- Sponsor and exhibit opportunities
- Continuing education credits
- Registration questions

### CONFERENCE PURPOSE

This first annual conference held in Michigan will provide a unique opportunity to:

- Learn how the electronic exchange of clinical information between providers has the potential to improve health care quality, increase efficiencies and provide value;
- Discover the latest developments in national and state Regional Health Information Organizations (RHIOs)/Health Information Exchanges (HIEs);
- Learn about the benefits and value propositions of HIE to participants such as providers, health plans and public health;
- Engage state and local leaders who are launching regional HIEs in Michigan and linking them together to form MiHIN and;
- Meet HIE technology vendors and see demonstrations of their products and services.

### WHO SHOULD ATTEND?

- MiHIN participants
- Elected and appointed government officials
- Medical professionals
- Information technologists
- Health plan administrators
- Health care system representatives
- Employers

**Early Registration: Registration form must be received by April 18th.**

REGISTRATION CATEGORY	EARLY RATE BY APRIL 18th	FULL RATE AFTER APRIL 18
Pre-conference (May 7)	\$100	\$125
Conference-2 days (May 8-9)	\$175	\$200
Conference-1 day (May 8 OR 9)	\$100	\$125
CME fee (Only for those applying for continuing medical education credits.)	\$25	\$25



# MiHIN

## Michigan Health Information Network

### About the Michigan Health Information Network (MiHIN)

The Michigan Health Information Network (MiHIN) Resource Center welcomes you to this first annual statewide MiHIN conference. The MiHIN Resource Center provides guidance, direction, and coordination to regional and statewide health information exchange (HIE) initiatives in Michigan. It represents HIE regional efforts at the state and national levels, promotes adoption of standards, and identifies resources to enable HIE organizations to achieve their goals.

MiHIN is supported by the Michigan Department of Community Health (MDCH), the Michigan Department of Information Technology (MDIT), and the Health Information Technology Commission. Current regional planning and implementation projects supported by grants from MDCH include: Capital Area Regional Health Information Organization; Great Flint Health Coalition; Health Information Exchange of Northern Michigan; Michigan Health Information Alliance; Southeast Michigan Health Information Exchange; Upper Peninsula Health Information Exchange; and the West Michigan Health Information Exchange. Several stakeholder groups have also contributed to the process at the state and regional levels. See [www.mihin.org](http://www.mihin.org) for more information.

### FEATURED SPEAKERS

The conference's slate of distinguished speakers will provide participants with a unique educational experience. Some of our featured national speakers include:

**Camilla Hull Brown, MBA**

*Principal and Founder, Strategies for Tomorrow, Inc. Consulting Services*

Ms. Brown has been at the forefront in helping communities and states across the country organize HIEs and RHIOs. She is involved with governance, community e-health road maps, financial sustainability, fundraising, privacy and security, physician adoption, and health care disparities, among other issues.

**Charles Magruder, MD, MPH**

*Senior Advisor, National Center for Public Health Informatics, Centers for Disease Control and Prevention*

Dr. Magruder brings a wealth of public and private sector experience to his current work at the CDC on the national development of health information exchange. A medical epidemiologist, Dr. Magruder's wide-ranging career has ranged from local health department director and health officer to consulting on medical surveillance needs associated with bioterrorism preparations.

**Robert Mandel, MD, MBA**

*Vice President, Health Care Services, Blue Cross Blue Shield of Massachusetts*

Dr. Mandel has spent the past two years leading Blue Cross Blue Shield of Massachusetts' (BCBSMA) transformation agenda, which is focused on seven key areas of engagement believed to be key drivers for system change. His leadership roles have included COO of the Massachusetts eHealth Collaborative, Vice President of eHealth at BCBSMA and Vice President and Chief Medical Officer for Health Central, a provider-sponsored health plan in Pennsylvania.

**Walter G. Suarez, MD, MPH**

*President and CEO, Institute for HIPAA/HIT Education and Research and Public Health Data Standards Consortium*

A nationally recognized physician and public health and medical information systems specialist, Dr. Suarez will lend his vast experience in health IT adoption, HIE, public health data standards, health disparities and health information privacy and security standards to the discussion on public health participation in HIEs.

# WIRING

## MICHIGAN

FOR HEALTH INFORMATION

## EXCHANGE

MAY 7 - 9, 2008

THE HYATT REGENCY HOTEL  
DEARBORN, MI

## AGENDA

### Wednesday, May 7, 2008

#### 12:00 NOON

##### Registration opens

#### 1:00 P.M.

##### Pre-conference Workshop: HIE Financial Sustainability—Today and Tomorrow

###### **Camilla Hull Brown, MBA**

*Principal and Founder, Strategies for Tomorrow, Inc. Consulting Services, Indianapolis, IN*

###### **Raul Zavaleta**

*Principal, Strategies for Tomorrow, Inc. Consulting Services, Indianapolis, IN*

This workshop will help leaders understand what is required for an HIE to be self-sustaining. Key

topics will include: (1) stakeholder value proposition and ROI; (2) financial sustainability basics; (3) market analysis; (4) community collaboration decision making process; and (5) breakout sessions on specific topics. Checklists and worksheets will be provided such as HIE roadmap, simple financial planning tools, value proposition worksheet, sample ROI analyses worksheet, market and physician outreach strategies, etc. Resources and links to key topics and promising practices will also be provided.

#### 4:30 P.M.

##### Workshop adjourns

Dinner on your own

### ENTERTAINMENT OPTIONS!

- There are several restaurants, Fairlane Town Center Mall, and a movie theater in walking distance. A number of other Dearborn restaurants are located within a mile of the hotel.
- The Detroit Tigers baseball team will be playing the Boston Red Sox at 7:05 p.m. on May 7, 8 and 9 at beautiful Comerica Park in downtown Detroit—about 20 minutes from the Hyatt. (Go to [www.tigers.com](http://www.tigers.com) for ticket information.)

**For those arriving early to the conference, staying Friday afternoon and/or bringing family, don't forget to check out The Henry Ford.** The Henry Ford includes The Henry Ford Museum and Greenfield Village—historical destinations that bring the American Experience to life. With a rich and diverse offering of exhibits, demonstrations, programs and reenactments, The Henry Ford celebrates yesterday's traditions as well as today's innovations. There are several distinct attractions at The Henry Ford that captivate and inspire visitors of all ages. Spread over more than 90-acres, Greenfield Village comes alive with the unforgettable sights, sounds and settings of America's past. Housing one of the largest collections of its kind ever assembled, The Henry Ford Museum showcases the people and ideas that have fired our imaginations and changed our lives. An IMAX Theatre featuring three different films (with shows in the evening) is also part of the complex. The Henry Ford is about three miles from the Hyatt Regency Hotel and is open daily from 9:30 a.m. to 5:00 p.m. It is one of Michigan's greatest and favorite destinations. For more information, go to: [www.thehenryford.org](http://www.thehenryford.org).

**8:00 A.M.**

## Registration opens Breakfast with the Exhibitors

**9:00 A.M.**

## Welcome and Opening Address

**The Honorable Jennifer M. Granholm (invited)**  
*Governor, State of Michigan*

**9:15 A.M.**

## Update on the Michigan Health Information Network

**Janet Olszewski, MSW**  
*Director, Michigan Department of Community Health, Lansing, MI*

Director Olszewski will examine the progress of the Michigan Health Information Network and how it has progressed since the 2006 Conduit to Care report. Learn what steps have been taken to address investment in HIT; legal, political and regulatory policy; as well as state and local initiatives toward providing efficient and effective interoperable health information exchange.

**10:00 A.M.**

## The Role of the Federal Government and Health Information Exchange

**Charles Magruder, MD, MPH**  
*Senior Advisor, National Center for Public Health Informatics, Centers for Disease Control and Prevention, Atlanta, GA*

**Chris Muir**  
*Office of Programs and Coordination, Office of the National Coordinator for Health Information Technology, Washington, DC*

These federal government representatives will speak from a national perspective on the development of Health Information Exchange (HIE) and the National Health Information Network (NHIN).

**11:00 A.M.**

## Break with the Exhibitors

**11:15 A.M.**

## Concurrent Workshops: Morning Session

**Session 1A: Michigan's Statewide Identity Management Strategy**

**Jim Lee**

*Vice President, Data Policy and Development, Michigan Health and Hospital Association, Lansing, MI*

This session will report the results of a technical workgroup established by the Health Information Technology Commission which discussed an identity management strategy for matching patients and records across the regional MiHIN HIEs.

## Session 2A: Issues and Opportunities for Public Sector Behavioral Health Organizations and RHIOs

MODERATOR:

**David LaLumia**

*Executive Director, Michigan Association of Community Mental Health Boards, Clinton Twp., MI*

PANELISTS:

**Sarah B. Bannon, MSW, LMSW, ACSW**

*CEO, Lakeview Consultants, LLC, DeWitt, MI*

**Kevin Sackett, MA, GHSC, CPEHR, CPHIT**

*Saginaw County Community Mental Health Authority, Saginaw, MI*

**Chuck Dougherty, MBA**

*Director of Information Systems, Clinton-Eaton-Ingham Community Mental Health Authority, Lansing, MI*

In this presentation and panel discussion, experts will discuss research, examples from Michigan, and ideas and opportunities on how to engage and connect behavioral health professionals and HIEs.

## Session 3A: Privacy and Security Legal Issues in HIE

**Margaret Marchak, BA, MBA, JD**

*Attorney, Hall, Render, Killian, Heath & Lyman, P.L.L.C., Troy, MI*

**Kelly K. Coyle, JD**

*Senior Business Analyst, MiHIN Resource Center, Okemos, MI*

This session will address privacy and security issues in HIE and approaches to maintaining the privacy and security of health information in HIE. Model policies for privacy and security will be discussed.

# Thursday, May 8, 2008, continued

## Session 4A: Engagement Strategies for Physicians

**Todd Rowland, MD**

*Executive Director, healthLINC, Bloomington, IN*

Physician commitment is a key building block for the success of an HIE/RHIO during its planning, implementation and growth stages. Learn how to approach this key group of stakeholders and make them an active part of your HIE. Methods and examples concerning how to engage physicians, show them the value an HIE provides and how to sustain their active involvement will be discussed.

## Sessions 5A and 6A: Technology Demonstrations

Select technology vendors specializing in products currently used by operational RHIOs and HIEs will be on hand to allow participants the opportunity to develop an in-depth familiarity with the technology and its potential value.

**12:30 P.M.**

## Lunch with the Exhibitors

**1:45 P.M.**

## Plenary Session: HIE Growth and Development: Current Challenges

**Michael H. Kreitzer, MBA**

*Senior Consultant, Strategies for Tomorrow, Inc., Consulting Services, Indianapolis, IN*

**Alan Snell, MD, MMM**

*Chief Medical Informatics Officer, St. Vincent Health, Indianapolis, IN*

This session will educate leaders about key principles and decisions to be made for establishing and growing an HIE. Contributing factors to the success and failure of similar efforts across the U.S. will be discussed.

**3:15 P.M.**

## Break with the Exhibitors

**3:30 P.M.**

## Concurrent Workshops: Afternoon Session

Sessions 1A through 4A will be repeated as Sessions 1B through 4B.

## Session 1B: Michigan's Statewide Identity Management Strategy

## Session 2B: Issues and Opportunities for Public Sector Behavioral Health Organizations and RHIOs

## Session 3A: Privacy and Security Legal Issues in HIE

## Session 4B: Engagement Strategies for Physicians

## Sessions 5B and 6B: Technology Demonstrations

A second group of technology demonstrations will be offered by additional vendors.

**4:30 P.M.**

## Reception (cash bar) in Exhibit Hall

Additional technology demonstrations may be offered.

**5:15 P.M.**

## Hospitality Suite Networking Receptions and Presentations offered by Platinum Sponsors (tentative)

VISIT: [WWW.MIHIN.ORG](http://WWW.MIHIN.ORG) FOR ONLINE REGISTRATION

**7:00 A.M.**

## **Registration and Breakfast with the Exhibitors**

**8:00 A.M.**

## **Understanding the Roles and Benefits of Public Health Participation in HIEs**

**Walter G. Suarez, MD, MPH**

*President and CEO, Institute for HIPPA/HIT Education and Research and Public Health Data Standards Consortium, Alexandria, VA*

The role of public health in emerging and evolving Health Information Exchanges is both critical and complex. State and local public health agencies can and do play many different roles in regional HIEs, including a facilitating role, a supportive/financing role, an active HIE trading partner role, an 'anchor' role, or any combination of the above. Still, the business case for their participation, including the benefits from bi-directional and multi-directional communications with public health, is not clearly documented or well understood.

The purpose of this session is to (1) review the roles that public health agencies play in HIEs; (2) present a national landscape on state and local public health involvement in HIEs; and (3) discuss the benefits of participation both to public health as well as to all other HIE partners. Examples of success stories will be presented.

**8:45 A.M.**

## **The Value Proposition of Health Information Exchange to Health Plans**

**Robert Mandel, MD, MBA**

*Vice President, Health Care Services  
Blue Cross Blue Shield of Massachusetts, Boston, MA*

Dr. Mandel will discuss the perspective of Blue Cross Blue Shield of Massachusetts (BCBSMA) in RHIO development and the factors that led to BCBSMA's decision to provide significant financial support toward successful HIE within the state.

**9:30 A.M.**

## **Break with the Exhibitors**

**10:00 A.M.**

## **The Role of Blue Cross Blue Shield of Michigan in MiHIN**

**Mary A. Smith, BS**

*Vice President, Health Care Delivery Strategy  
Blue Cross Blue Shield of Michigan, Detroit, MI*

The latest news and perspectives on Blue Cross Blue Shield of Michigan's participation in MiHIN will be discussed.

**10:15 A.M.**

## **The Role of Michigan Medicaid in MiHIN**

**Paul Reinhart, (invited)**

*Deputy Director, Medical Services Administration  
Michigan Department of Community Health,  
Lansing, MI*

An update on the role and status of Medicaid in the development of effective HIE in Michigan will be provided.

**10:30 A.M.**

## **Lessons Learned from Existing HIEs and RHIOs**

**Debbie Banik, MHA**

*Director, Clinical Messaging Services, Indiana Health Information Exchange, Indianapolis, IN*

**Keith Hepp**

*CFO, Vice President of Business Development,  
HealthBridge, Cincinnati, OH*

**Ted Kremer, MPH**

*Executive Director, Rochester Regional Health Information Organization, Rochester, NY*

**Dick Thompson**

*Executive Director, Quality Health Network,  
Grand Junction, CO*

This panel presentation by nationwide experts will share lessons learned at the operational level. The session will include time for discussion and a question and answer session with participants.

**12:15 P.M.**

## **Conference adjourns**

# WIRING MICHIGAN

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EXCHANGE

MAY 7 - 9, 2008

THE HYATT REGENCY HOTEL  
DEARBORN, MI

REGISTRATION INFORMATION  
AND FORM

## There are two forms of registration available – Online and Traditional

The conference registration fee includes all breaks, breakfast and lunch on May 8th; the reception the evening of May 8th; breakfast on May 9th; access to the exhibit area; and all conference materials.

**You will receive written confirmation of your registration.** If you believe you are registered and have not received confirmation within three weeks of registering contact Diane Drago (DMSdiane@concentric.net) for registration confirmation.

TO REGISTER ONLINE: [WWW.MIHIN.ORG](http://WWW.MIHIN.ORG)

TO REGISTER BY FAX OR BY MAIL:

1. Please complete both pages of the registration form in their entirety. TYPE OR PRINT CLEARLY.
2. To ensure the early registration rates, this form must be received by **April 18th**. (Payment may follow in the mail.). Registration forms received after April 18th will be subject to the full registration rate.
3. Faxed registration forms are accepted and encouraged to reserve a space at the conference.

Return this form by mail or fax to:

**Wiring Michigan for Health  
Information Exchange Conference  
c/o Diversified Management Services  
620 Hall Street  
Eaton Rapids, MI 48827  
FAX: 517-663-5245**

## CANCELLATION POLICY

1. Full refunds, less a \$25 processing fee, are available until May 1st only.
2. **Written notice of cancellation must be received by May 1st**, either by e-mail (DMSdiane@concentric.net) or by fax to (517-663-5245).
3. Payment in full is expected for cancellations after May 1.

## REGISTRATION INFORMATION

First name	Last name	
Credentials	Title	
Organization		
Address		
City	State	Zip Code
Telephone	Fax	
E-mail		

- You may include my name as it appears above in the conference program which will be given to each conference attendee.
- Do not include my name in the conference program.

**REGISTRATION INFORMATION**

Indicate your attendance plans and whether you are applying for continuing education credits.

I am registering for:	Early Rate by April 18	Full Rate after April 18
<input type="checkbox"/> Pre-conference workshop (May 7)	\$100	\$125
<input type="checkbox"/> Conference-2 days (May 8-9)	\$175	\$200
<input type="checkbox"/> Conference-1 day (Circle one: May 8 OR 9)	\$100	\$125
<input type="checkbox"/> CME fee (Only for those applying for credits.)	\$25	\$25
<b>TOTAL</b>	<b>\$</b>	

**May 8 and 9 Session Attendance**

**This information is required to process your registration.**

Please check each session you plan to attend. Indicate the workshop numbers (found on the agenda) for each session.

**May 8 Conference Sessions**

- Continental breakfast
- Opening Keynotes
- 11:15 a.m., Morning Workshop: Session #\_\_\_\_\_
- Lunch
- 1:45 p.m. Plenary Session
- 3:30 p.m., Afternoon Workshop: Session #\_\_\_\_\_
- Reception

**May 9 Conference Sessions**

- Continental breakfast
- Morning Plenary Sessions

**PAYMENT INFORMATION**

- Check #\_\_\_\_\_ is enclosed. Checks should be payable to MICHIGAN STATE UNIVERSITY.
- Please invoice me. (Payment MUST be received by the conference date.)
- Credit card payment:     VISA     Mastercard

Card number	Expiration date
Name on card	
Signature	

- Complimentary Registration – Speaker                       Complimentary Registration - Sponsor
- Complimentary Registration - Conference Planning Committee Member

**ADDITIONAL INFORMATION**

**Please check all information that applies to you:**

I have the following physical requirements:


I have the following dietary restrictions:


Lunch entrée preference:  
 Chicken     Salmon     Vegetarian

Please send me information on becoming a sponsor or exhibitor.

## CONFERENCE HOTEL INFORMATION

The entire conference will be held at the **HYATT REGENCY HOTEL** in Dearborn, Michigan, located at 600 Town Center Drive. Parking is complimentary. Detroit Metropolitan Airport (DTW) is approximately 13 miles from the hotel. Driving directions are below.

A block of rooms has been reserved at the Hyatt Regency Hotel for the nights of May 7 and 8 at the special conference rate of \$109 (single or double occupancy), plus 14% tax. You must call the Hyatt Regency Hotel at 313-593-1234 OR 800-233-1234 by **APRIL 18th** to reserve a room at the conference rate and reference the Michigan Health Information Network Conference.

**NOTE: The room block will be released on April 18th. The conference rate is not guaranteed after this date.**

### The Hyatt Regency Hotel features:

- Giulio and Sons—A full-service restaurant featuring regional Italian cuisine
- Archimedes Lobby Bar
- Perks Coffee Bar—Serving Starbucks, beverages, pastries, sandwiches and salads
- Heated indoor free-form pool, whirlpool and sauna
- 24-hour Hyatt Stay Fit gym
- High-speed Internet access
- And many more amenities!

### For additional information on the Hyatt Regency Hotel and the Greater Detroit area:

Hyatt Regency Hotel: [www.dearborn.hyatt.com](http://www.dearborn.hyatt.com)

Detroit Metro Convention and Visitors Bureau: [www.visitdetroit.com](http://www.visitdetroit.com)

## DIRECTIONS TO THE HYATT REGENCY HOTEL

**Hyatt Regency Hotel**  
**600 Town Center Drive**  
**Dearborn, Michigan, USA**  
**Telephone: 313-593-1234**  
**Fax: 313-593-3366**  
**[www.dearborn.hyatt.com](http://www.dearborn.hyatt.com)**

### DRIVING DIRECTIONS

#### From Detroit Metropolitan Wayne County Airport

(Approximately 13 miles):  
Go northeast on William G. Rogell Drive toward East Service Road, stay straight to go onto Merriman Road. Merge onto I-94 East toward Detroit. Take the M-39 exit #204, toward the Southfield Freeway; merge onto M-39/Southfield Freeway North via exit on the left. Take the US-12 exit #6, toward Michigan Avenue. Merge onto Michigan Ave/US-12 West, then veer slightly right onto Evergreen Road, then right again onto Valley View Drive. Make a right onto Town Center Drive. The hotel is across the street from Sears.

#### From the West:

Take I-94 East to Southfield Freeway/M-39 North. Proceed north to Michigan Avenue West. Stay on Michigan Avenue westbound, then turn right at Evergreen Road; right into Fairlane Town Center and right again at stop sign. The hotel is across from Sears on the right.

#### From the South:

Take I-75 North to exit #41, Southfield Road exit. Turn left at the light and follow the Southfield Freeway North to Michigan Avenue West. Take Michigan Avenue West to the first street which is Evergreen; turn right. Turn right into the Fairlane Town Center and again at the stop sign. The hotel is located across from Sears, in the southeast corner of the mall.

#### From the North:

Take I-75 South to I-696 West to Southfield Road/Freeway South/M3-9. Exit at Michigan Avenue West. Turn right at Evergreen Road,

then right into Fairlane Town Center and again at the stop sign. The hotel is across from Sears on the right.

#### From the Northwest:

Take I-96 East to Southfield Freeway/M-39 South to Michigan Avenue West. Turn right at Evergreen Road, then right into Fairlane Town Center and again at the stop sign. The hotel is across from Sears on the right.

#### From the East:

Take I-94 west to #exit 210-A, Michigan Avenue. West. Proceed approximately five miles to Evergreen Road and turn right. Stay to the right, then turn right into the Fairlane Town Center. Turn right at the stop sign. The hotel is located across from Sears, in the southeast corner of the mall.