

# HEALTH IT TRENDS & MARKETING

A CONFERENCE DESIGNED FOR HEALTH IT VENDORS

## SCHEDULE AT A GLANCE

Monday, August 22		Tuesday, August 23				Wednesday, August 24	
8:30 - 11:30 am	8:30 - 11:30 am	8:30 - 10 am				8 am - Noon	8 - 11:30 am
		OPENING SESSION					
TUTORIAL #1: Introduction to the Healthcare IT market	TUTORIAL #2: The Reality of e-Prescribing for Vendors	Break				TRACK #8: Contracts From a Vendor Perspective	TRACK #9: The CCR Standard and Implementation: How IT Fits in the CDA and Benefits for IT Vendors
		10:15 am - Noon	10:15 am - Noon	10:15 am - 5 pm			
		TRACK #1: Integrating Workflow into Your Product	TRACK #2: RFID in Healthcare IT	TRACK #3: Industry Drivers and Players in Healthcare IT			
Noon - 2:00 am		Lunch Break				Lunch Break	
		1 - 3:30 pm	1 - 3:30 pm	TRACK #3: Industry Drivers (continued)	1:30 - 5:45 pm	1 - 3:30 pm	1 - 5 pm
	2 - 5 pm	TRACK #4: EMR Systems Versus Electronic Patient Care	TRACK #5: Integrating Mobile Healthcare Products		TRACK #7: International Developments (continued)	TRACK #10: How to Anticipate the Market and Find Venture Capital to Fund Your Initiative	TRACK #11: Architectural Standards and Interoperability for Healthcare
		Break				Break	
		3:45 - 5:30 pm					
		TRACK #6: Marketing for Healthcare IT					