



Florida Health Care Coalition

★ ★ ★ 19th Annual National Conference ★ ★ ★

THE HEALTHCARE (R)EVOLUTION: Best Practices in Patient Engagement



March 6-7, 2012

**Orange County Convention Center
Orlando, Florida**

Hear from industry leaders about best practices for successfully engaging patients including:



Jeffrey Lerner, PhD
President and Chief Executive Officer
ECRI Institute



Dave deBronkart
e-Patient Dave



Lee Aase, MSW
Director, Center for Social Media
Mayo Clinic



Peter Carmel, MD
President
American Medical Association

**SPECIAL RATE...
HEAR THE
INDUSTRY'S
TOP SPEAKERS
FOR JUST
\$149!***

Plus... e-Patient Dave will facilitate a special interactive Patient Engagement Panel Session where everyone is encouraged to join in the conversation!



Recipient of the National Business Coalition on Health's Value-Based Purchasing Membership Award.

Register Online! Visit our website at www.flhcc.org

Conference Co-Sponsored by **AstraZeneca** 

CONFERENCE SCHEDULE

Tuesday, March 6, 2012

8:00am - 9:00am Outside Hall F1 & F2
Registration & Continental Breakfast
Join us outside the Exhibit Hall for breakfast and registration. Come early to network!

9:00am - 9:30am Room 240
Welcome & Overview
Karen van Caulil, PhD, President, Florida Health Care Coalition

9:30am - 10:30am Room 240
Plenary Session I
Dave deBronkart (“e-patient Dave”)
Operationalizing Best Practices in Patient Engagement - Dave deBronkart, better known on the internet as “e-Patient Dave,” may be the leading spokesperson for the e-Patient movement – e-patients are Empowered, Engaged, Equipped, Enabled. A high tech executive and online community leader for many years, he was diagnosed in 2007 with Stage IV kidney cancer, with a median survival of just 24 weeks. He used the internet in every way possible to partner with his care team and beat this unbeatable disease. Today he is well and is a leader in patient driven solutions.

10:30am - 11:30am Room 240
Plenary Session II
Jeffrey Lerner, President /CEO – Emergency Care Research Institute (ECRI)
Comparative Effectiveness Research and the Importance of Patient Engagement - The ECRI Institute, founded in 1968, is the world’s largest independent nonprofit health technology assessment organization that researches the best approaches to improving the safety, quality, and cost-effectiveness of patient care.

Dr. Lerner will provide insight into the world of comparative effectiveness and evidence based research ECRI employs when evaluating medical procedures, devices, drugs, or what processes are best for improving patient care.

11:30am - 11:45am Transition to Luncheon

11:45am - 12:15pm Room 230
AstraZeneca Awards Luncheon

12:15pm - 12:30pm
Florida Health Care Coalition Awards Presentation - Innovations in Patient Engagement
The Coalition is pleased to recognize and honor those individuals and their organizations who have shown true vision in the patient engagement landscape with our annual awards.

12:30pm - 1:15pm Room 230
Special Guest Luncheon Speaker
Peter Carmel, MD, President, American Medical Association
The AMA’s Perspective on Patient Engagement - Dr. Carmel will share the latest from the AMA on patient engagement strategies, accountable care organizations, medical homes, and more.

1:15pm - 1:30pm Transition to Plenary Session

1:30pm - 3:30pm Room 240
Plenary Session III
Dave deBronkart (“e-patient Dave”)
Patient Engagement Panel Session - Dave is back for a second session to walk everyone through the levels of engagement including strategies to target specific populations.

This special Panel Session is designed to provide practical knowledge developed over many years that have proven timely and effective. Patient Engagement is not a “one size fits all” for most organizations so Dave and the assembled panelists will provide usable information that can be used to address your population’s needs.

3:30pm - 3:45pm Break

3:45pm - 4:00pm Room 240
Wrap up and Overview of Day 2
Karen van Caulil, PhD, President – Florida Health Care Coalition

4:00pm - 5:30pm Hall F1 & F2
Exhibitor's Cocktail Reception
Exhibit Hall opens - please join us at the conclusion of the day’s sessions for the cocktail reception. We urge you to take the opportunity to visit our exhibitors and learn about their products and services.

Wednesday, March 7, 2012

8:00am - 9:00am Hall F1 & F2
Registration & Continental Breakfast
Join us in the Exhibit Hall for breakfast - plus another opportunity to visit our exhibitors and to be eligible to enter our prize drawing!

9:00am - 9:15am Room 240
Welcome
Karen van Caulil, PhD, President – Florida Health Care Coalition

9:15am - 10:15am Room 240
Plenary Session IV
Lee Aase – SMUG Chancellor and Director of Mayo Clinic Center for Social Media – Mayo Clinic
Mayo's Success in Patient Engagement via Social Media - Social Media seems to have taken the world by storm but how do we harness its potential in the health care setting? Hear how the Mayo Clinic has put social media to work to engage patients in their own care and with their providers.

10:15am - 11:15am Room 240
Plenary Session V
Trapper Markelz – Head of Product, MeYou Health, a subsidiary of Healthways
Why It's Important for Employers to Care about their Employees' Well-Being - As a leading global well-being company, Healthways is suitably positioned to provide a clear picture of the true value behind employee wellness. The need for employers to invest the resources necessary to drive worksite wellness and overall health is clear but the approaches can vary dramatically. Trapper will share his expertise on some of the effective tools and designs that have clearly demonstrated value.

11:15am - 11:30am Break

11:30am - 12:30pm Room 240
Plenary Session VI
Coalition Awardees Session
Driving Health Improvement - From quality improvement to direct contracting to ACO's, you will learn about the progressive programs from our award winners - health care is local and each of these organizations has made a mark on driving improvements. Learn what these leaders have done to move the needle in their unique markets.

12:30pm - 1:15pm Hall F1 & F2
Exhibitor's Luncheon & Prize Giveaway - Exhibit Hall opens for lunch - Visit the exhibit booths and enter to win fabulous prizes! Take advantage of another great networking opportunity!

1:15pm Adjournment

Conference Co-Sponsored by



EXHIBITORS

Exhibit space is still available for *THE HEALTHCARE (R)EVOLUTION* Conference. Exhibiting offers your organization the opportunity to market its products and services to a captive audience.

Exclusive Exhibit Hall hours are carefully designed to incorporate receptions, breakfasts, and lunches to ensure maximum networking opportunities.

Don't miss this chance to showcase your organization to key decision makers. Availability is limited, so contact the Florida Health Care Coalition today at 407-425-9500 or via e-mail at info@flhcc.com for questions or to receive more information on Exhibiting.

Ready to sign-up now? Just go to the conference section of our website and download the Exhibitor Agreement at:

<https://www.flhcc.com/images/2011-11/Sponsor-Exhibitor%20contract%202012.pdf>

Exclusive Exhibit Hall Hours

Tuesday, March 6, 2012

Continental Breakfast:	8:00am - 9:00am
Exhibitor's Cocktail Reception:	4:00pm - 5:30pm

Wednesday, March 7, 2012

Continental Breakfast:	8:00am - 9:00am
Exhibit Hall Luncheon & Prize Giveaway	12:30pm - 1:15pm

Exhibit Rates

FHCC Member	\$1200	(10' x 10' booth)
Non-Member	\$1900	(10' x 10' booth)

SPONSORS

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<https://www.flhcc.com/images/2011-11/Exhibitor%20contract%202012.pdf>

CONFERENCE DETAILS

CONFERENCE LOCATION: The Orange County Convention Center is located at 9800 International Drive, Orlando, Florida. *THE HEALTHCARE (R)EVOLUTION* is held in the North Wing of the West Complex. For more information on the Convention Center including maps and parking directions, visit their website for attendees at: <http://www.occc.net/attendee/default.asp>

Registration: outside Hall F1 Exhibit Hall: F1 & F2
Plenary Sessions: Room 240

Attire for the conference is business casual (no jeans please).

For all other questions, please call us at 407-425-9500 or visit our website at: www.flhcc.org

THE HEALTHCARE (R)EVOLUTION: Best Practices in Patient Engagement

March 6-7, 2012 Orange County Convention Center, Orlando, Florida

Now 3 Easy Ways To Register: 1. Visit us online at www.flhcc.com - or- 2. Fax this completed form to 407-425-9559 - or - 3. Mail your completed form with payment to the address below.

REGISTRATION FORM (One registration per form)

Registration includes a Conference Handbook, all additional materials, admission to all sessions, breakfasts, lunches, receptions, refreshment breaks, and the exhibit hall.

NAME Please type or print clearly

NAME AS IT IS TO APPEAR ON BADGE

POSITION

ORGANIZATION

ADDRESS

CITY STATE ZIP

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PHONE FAX

E-MAIL ADDRESS (all registration confirmations will be sent via e-mail only)



REGISTRATION FEES Please check the appropriate item

- FHCC Member @ \$89.⁰⁰ Student rate @ \$25.⁰⁰
- Government / Non-Profit @ \$119.⁰⁰
- Non-Member @ \$149.⁰⁰ registered on or before February 15, 2012*
- All registrations received after February 15, 2012 will be \$249.⁰⁰

If you are unable to attend the entire conference, please let us know what sessions you plan to attend:

- Full conference (both days, all sessions)
- Day 1 am Sessions Lunch pm sessions
- Day 2 am Sessions Lunch pm sessions

PAYMENT METHODS

- Enclosed is my check or money order, in US Funds, made payable to the Florida Health Care Coalition.
- Please charge my...  

CARD NUMBER

SIGNATURE (REQUIRED)

EXPIRATION DATE

Please mail your completed Registration with payment to:

**Florida Health Care Coalition
4401 Vineland Rd Suite A-10
Orlando FL 32811-7361**

Credit Card Registrations *ONLY* may be faxed to:

407-425-9559

Sorry, registrations cannot be taken over the phone.

REGISTRATION POLICIES

- Register early! Space is limited.
- Registration forms and payment must be received on or before Friday, February 15, 2012 to receive discount.
- Cancellations received in writing on or before Friday, February 15, 2012 will receive refunds (less a \$25.00 processing fee). No refunds will be issued after that date.
- No-Shows will be responsible for the full registration fee.
- Substitutions will only be accepted with prior written notification from the registrant.

HOTEL ACCOMMODATIONS

For your convenience, we have reserved a limited number of rooms at the beautiful Rosen Plaza Hotel (www.rosenplaza.com) at a discounted rate of \$196 per night for single or double occupancy. For Reservations call 1-800-627-8258 or 407-996-9700.

There are a wide variety of accommodation choices available along International Drive and throughout the Orlando area. You may call Central Reservation Services at 1-800-548-3311 for area hotel information or consult your local travel agent.