



The First Annual Summit on

Healthcare Informatics Asia Pacific

Improving Healthcare Delivery by Leveraging Information Technology

Swissotel Hotel, Beijing China

19th & 20th April, 2006



Co-Organized by



Specialist publication



Official Publication



Oline Publication





Your Eminent Speaker Panel:

Dr. Jean-Claude Healy

Director , E-health Strategy
World Health Organization (WHO)

Prof. K.C. Lun

Former President
International Medical Informatics Association (IMIA)
Asia Pacific Association of Medical Informatics (APAMI)

Prof. Rao Keqin (to be confirmed)

Director of Statistic and Information Centre
Ministry of Public Health

Li Baoluo (to be confirmed)

CIO
Beijing Xiehe Hospital

Chow Yuen Ho

Director, Medical Informatics
Singapore General Hospital (Singapore)

President
Association for Medical and Bio-informatics, Singapore(AMBIS)

Zhang Weiguo

CIO
Shanghai Fudan University, Zhongshan Hospital

Glen Kearns

Vice President & CIO
Grand River Hospital(Canada)

Qian Zhigang

CIO
Shanghai Renji Hospital

Liu Haiyi

CIO
Beijing 301 Hospital

Dr. Hari Prasad

CEO
Apollo Hospitals (India)

Dr. Chun Por Wong

Chief of Integrated Medical Services
Ruttonjee Hospital (Hong Kong)
Chairman
Hong Kong Society of Medical Informatics

Wang Tao

CIO
Beijing Tiantan Hospital

Xue Guanhua

CIO
Guangdong People Hospital

Zhang Xiaoxiang

CIO
Wuhan Tongji Hospital

Dr. Hiroshi Tanaka

President
Japan Association of Medical Informatics

Dr. Nor Akma Yusuf

Deputy Director
Selayang Hospital (Malaysia)

Michael Humber

Head of Informatics
Royal West Sussex NHS Trust (UK)

Ross Bosswell

Clinical Director of IT
Middlemore Hospital (New Zealand)
President
New Zealand Medical Association

Meng Lili

CIO
Shanghai Xinhua Hospital

Nicole Ah Yick

Head of Health Information
Royal Melbourne Hospital (Australia)

Prof. Patrice Degoulet

President
French Health Informatics Association

Who should attend?

Chairmen/Presidents/CEOs/COOs /CIOs/ CTOs/ General Managers/VP for IT/IT Directors / IT Managers/Senior Executives, from

- Hospitals
- Clinics
- Healthcare Stations
- IT Solution Providers
- IT Equipment Providers
- Consultancies
- Related Associations
- Others



Healthcare Informatics Asia Pacific Summit Invitation Letter

Dear professionals from healthcare informatics industry,

The development of information technologies offers healthcare important tools to improve both clinical and financial outcomes. And transiting the error prone paper-based systems to safer and more efficient digital ones by properly deploying information technology has continuously been the dream for all leaders in this industry. To realize the dream, however, there are still many challenges facing healthcare professionals. In view of all these, CEO&CIO China and JF Pearson China are working together to present the Healthcare Informatics Asia Pacific Summit to address all of the cutting-edge issues.

At this event, you will learn about new technologies, developing trends, regulatory tendencies in healthcare informatics filed. You will also be able to exchange views on the current situation with peers and become more familiar with future development plans of healthcare informatics in Asia Pacific. This premier summit will also provide a platform for local and international IT-focused healthcare professionals, consultants, hospital staff, technology & equipment providers and solution providers to examine and contribute to the development of Asia Pacific healthcare informatics.

We look forward to seeing you in Beijing!

Best regards,

Healthcare Informatics Asia Pacific Organizing Committee
CEO&CIO China
JF Pearson

About CEO&CIO China



CEO & CIO China is one of the most influential IT and business management magazine in China with about 1 million readers. With the aim of applying information technology to impel enterprise management, CEO & CIO China has explored many industries in ways of management and studied keen concerned issues of both multi-national and local companies. And today, with its rich resources, it is recommended as one of the must-read magazine in IT management area.

About JF Pearson



JF Pearson is one of the world's leading business information companies with affiliated partners in U.S., China, UK, Singapore, Malaysia and Japan. As a world-class business intelligence provider, JF Pearson provides business executives with knowledge and skills through conferences, professional trainings, in-house training and consulting services. Every year JF Pearson organizes more than 70 events and works with 10000+ senior executives from leading companies to improve their strategic decision-making process.

Our success is based on the fact that we constantly research and listen to all industry sectors. Our events and research papers are addressing the issues and concerns raised in the discussion that we have with you. In this way we ensure that the business information we provide is timely, cutting-edge and features the best speakers. Therefore, when an executive from JF Pearson calls you or knocks at you door, please tell him or her about your requirements so that we can give you with our best service.





Sponsoring and Exhibiting at Healthcare Informatics Asia Pacific Summit

Custom-tailored Marketing Solutions

Trade shows are out. Mass marketing is out. Traditional advertising is out. There's a huge shift toward targeted, segmented marketing and THAT is exactly what JF Pearson Summit provides. If you want access to the top professionals in healthcare informatics field, spend your money with JF Pearson, we can create custom packages for any size budget. We promise to deliver results you can measure.

As a business to business professional, you recognize how challenging it is to navigate through to the actual decision-maker. Our delicately-designed events attract attendance by top level professionals across industries and functions. JF Pearson prides itself on delivering the highest quality content, focusing on business strategy, market share and brand performance.

We guarantee:

- 1) **Custom designed** packages to match your budget and marketing objectives
- 2) **Face-to-face interaction and networking** with top decision makers in a low pressure environment
- 3) Opportunities to demonstrate your expertise through **non-commercial presentations**
- 4) Extensive brand exposure through promotion of your company within an extensive **integrated marketing campaign**
- 5) Positioning above your competition
- 6) Strategically designed exhibit areas for **optimum traffic**
- 7) Access to post-conference **feedback**

Our attendees seek your products and services. Together we can provide them with a one-stop-shop for all their marketing and business needs.

Return on Investment

- **Strategic exposure** and branding driven events with access to **hundreds of qualified decision makers**
- Effective platform to **position products to key decision makers** from a **target audience** in a short period of time
- Opportunity for **face to face** contact with key buyers at a competitive cost per contact and timely manner
- Ability to access **numerous contacts** in an environment conducive to conduct business

Healthcare Informatics Asia Pacific Summit offers solution providers a variety of ways to meet their sales, marketing and business development objectives and to achieve their corporate targets. By concentrating an exhibition, conference and product demonstrations in one place, buyers from the entire region will use this opportunity to improve their awareness of the latest products, services, techniques and trends in their industry. Healthcare Informatics Asia Pacific Summit will assist all attendees in meeting the current and future challenges in their industry.



Why you should attend?

The development of information technologies offers healthcare important tools to improve both clinical and financial outcomes. Transiting the error prone paper-based systems to safer and more efficient digital ones by properly deploying information technology has continuously been a dream for leaders in healthcare industry who want to see the most efficient delivery of the best service to the patients and create a better and more rewarding working environment for the clinical staff. To realize this dream, however, there are still many challenges facing healthcare professionals. How to effectively and properly implant hospital IT system, such as HIS, PACS, EMR and RFID, to impact healthcare delivery? How to build extensive network to exchange core sets of information, and how to improve healthcare service and reduce financial costs by smart IT-related staff management?

Therefore, we organize this conference to put together a platform for the healthcare IT professionals to share their ideas on the new technologies and their impact on the patient care and also review what approach to use to benefit physicians and patients alike.



Conference Agenda

Day One-April 19th 2006, Wednesday

0830 Registration

0850 Opening address from the Chairman

0900 SESSION ONE / KEYNOTE SPEECH

Improving healthcare organizations through information technology

There is a growing consensus that information technology is the key to improve the quality of healthcare delivery. Its development will offer various tools for upgrading health outcomes by preventing medical errors and providing higher-quality care - getting the right treatment to the right patient at the right time. In this session, the speaker will share with us how information technology can help professionals monitor the patient's progress and create a better and more rewarding working environment for the clinical staff.

- Describing the current development of the information technology in the healthcare field around the world
- Explaining how IT can benefit in record keeping, communication, decision support and quality improvement in the health industry
- Forecasting the future of the digitalizing of healthcare

Dr. Jean-Claude Healy

Director, E-health Strategy

World Health Organization (WHO)

0945 SESSION TWO / E-HEALTHCARE STANDARDIZATION IN CHINA

Overview and forecasting of e-healthcare industry legislation and regulation

It is known to all that medical care ought to be using modern technologies in order to better share information, reduce medical errors and the cost of the health care system. To make this happen, what's called healthcare regulation and informatization standards must be continuously developed and perfected. Thus we will hear from the expert from China Ministry of Public Health about the development of standards of Chinese e-health industry.

- The overview of Chinese legislation and regulation regarding to e-health standards
- The current status of the standardization of the technology
- Analyzing the current flaws and forecasting the future development

Professor Rao Keqin (to be confirmed)

Director of Statistic and Information Centre

Ministry of Public Health

1030 Morning refreshments & networking break

1100 SESSION THREE / HEALTH INFORMATION INFRASTRUCTURE

Building national health information infrastructure-key to the future of health care

Chinese Government is promoting and encouraging the development of the National Health Information Infrastructure to provide anytime, anywhere health care information and decision support to prevent medical errors as well as improve quality and reduce costs. This infrastructure includes both in-hospital IT implementation and between-hospital information exchanges that allow timely and effective healthcare delivery. In this session, the Professor will present its vision and implementation strategy.

- Studying the need for a National Health Information Infrastructure to enhance patient safety, improve quality of care, and increase efficiency
- Understanding the key roles of both between-hospital health information exchanges and telemedicine in this infrastructure
- Identifying the key benefits of the structure and the challenges in accelerating its development

Li Baoluo (to be confirmed)

CIO

Beijing Xiehe Hospital

1145 SESSION FOUR / HIS STRATEGY

Developing proper strategies to prepare for the adoption of HIS

Planning for an HIS requires awareness and understanding of a complex web of human, technology, resource, and process elements. The presenter will take a nuts and bolts approach to share with you about the strategic and practical tactics towards HIS implementation, including the consideration of the budget, timing, culture, processes, governance, financing, and many other critical elements.

- Defining the mandatory elements of a successful HIS implementation project
- Analyzing the complexity of roles and relationships involved in HIS roll-out
- Employing learned techniques from other parties for the effectiveness of the implementation

Zhang Weiguo

CIO

Shanghai Zhongshan Hospital

1230 Luncheon





Conference Agenda

Day One-April 19th 2006, Wednesday

1330 SESSION FIVE/ GENOMIC MEDICAL INFORMATION SYSTEMS

Genomic medical information systems for individualized healthcare

The developments and the increased importance of genetics in health care are already changing clinical care. Since most individuals maintain unique genotype information, it is predicted that our healthcare professionals will consult this information first for evaluating of possible disease symptoms and diagnosis.

In this session, the professor will share with us his view on the development and potentials for the genomic medical information systems for individualized healthcare.

Dr. Hiroshi Tanaka

President

Japan Medical Informatics Association

1415 SESSION SIX / PACS INTEGRATION

Integrating PACS into IT systems to cope with the increasing demands placed on the management system by the large archive of medical images

Traditionally, the films of the hospital are placed manually and the hospital will always face problems of information losing, difficult retrieval and limited film life span. Therefore, creating a network which can effectively store, manage and recall data and information has always been considered by the IT professionals. In this session, the director of IT center in Beijing Tiantan hospital will share with us the successful story of their PACS implantation.

Wang Tao

CIO

Beijing Tiantan Hospital

1500 Afternoon refreshments & networking break

1530 SESSION SEVEN / EHR EXPERIENCE

A shared EHR system for 6 million population on a single platform in Hong Kong

Over the last few years, many countries have embarked on large projects to make the individual's health record available when they want to present themselves for care in any part of the country. Though the approach is quite different as the solution is based on differences in starting points, geography, health delivery systems, finances, politics, technology and many other things, there are common trends among the programs found in their motivation and dependencies as well as available off-the-shelf vendor packages. In this session, the expert will share with us his experience of a shared EHR system.

Dr. Chun Por Wong

Chief of Integrated Medical Services

Ruttonjee Hospital (Hong Kong)

Chairman

Hong Kong Society of Medical Informatics

1615 SESSION EIGHT / PHYSICIAN'S PERSPECTIVE OF IT IN HEALTH INDUSTRY - A PHYSICIAN'S PERSPECTIVE

The use of new and evolving information and communications technologies provide a powerful tool to improve the delivery of health care and achieve better quality care and outcomes for individuals and communities. Though many staff started their work in hospital as physicians, they actually dealt with a lot of IT tools every day. In this session, Dr. Hari Prasad, a physician turned administrator in Indian Apollo Hospitals, will share with us his experiences in this field.

Dr. Hari Prasad

CEO

Apollo Hospitals (India)

1700 SESSION NINE / PANEL DISCUSSION

Identifying and lowering barriers for IT implementation

- Identifying the barriers to IT adoption and acceptance
- Changing the style of management to facilitate IT uptake
- Pinning down ROI and benefits in measurable terms

Moderator:

Ross Bosswell, Clinical Director of IT, **Middlemore Hospital (New Zealand)**

President, **New Zealand Medical Association**

Panelists:

Chow Yuen Ho, Director, Medical Informatics

Singapore General Hospital (Singapore), President **Association for Medical and Bio-informatics, Singapore (AMBIS)**

Liu Haiyi, CIO, **Beijing 301 Hospital**

Zhang Xiaoxiang, CIO, **Wuhan Tongji Hospital**

More to be invited

1735 Closing remarks from Chairman and end of Day One



Conference Agenda

Day Two-April 20th 2006, Thursday

0830 Registration

0850 Opening address from the Chairman

0900 SESSION ONE / T DEVELOPMENT TENDENCY

The developing tendency of healthcare informatization in Asia Pacific

For the healthcare providers, what will be the future of the health digitalizing is a key issue to know. Therefore, you will hear from Prof K.C. Lun , former president of APAMI and IMIA about his vision on the tendency of the healthcare IT development, the challenges we have to face as well as the imperatives we must embrace for the benefits of all patients in Asia Pacific Region

- Analyzing the current activities of HI development in Asia Pacific region
- Defining the principals of a future system of electronic healthcare
- Describing the standardization process and its impact on the healthcare industry

Prof. K.C. Lun

Former President

International Medical Informatics Association (IMIA)

Asia Pacific Association of Medical Informatics (APAMI)

0945 SESSION TWO / NATIONAL PROGRAM FOR IT

National program for IT-a UK acute hospital's view

The UK's National Program for Information Technology is the world's largest healthcare IT system implementation. Costing over? 6.2bn (€9.2bn, \$11.1bn) , this 10 year program of change aims to provide modern, integrated systems throughout the NHS in England connecting over 100,000 doctors, 380,000 nurses and 50,000 other health professionals. Providing an electronic health record for all 50 million patients, the program promises secure access to up-to-date, accurate information for diagnosis, treatment and care for all those involved in the care of a patient.

Halfway through the program the systems are only just starting to be installed. During this presentation we will hear from one particular acute hospital affected by the change. How is it affecting the doctors, nurses, patients and the care being given? Do we want to continue with the program and if not is it too late to turn back? What does the future hold for IT within England's NHS healthcare system?

Michael Humber

Head of Informatics

Royal West Sussex NHS Trust

1030 Morning refreshments & networking break

1100 SESSION THREE / CUSTOMER RELATIONSHIP MANAGEMENT

Effective customer relationship management through IT utilization

- Identifying the basic need of IT system in customer relationship management
- Exploring the effective ways in utilizing those IT systems for customer management
- Studying the pitfalls in the management process and finding out potential solutions.

Xue Guanhua

CIO

Guangdong People Hospital

1145 SESSION FOUR / RFID INTEGRATION

Integrating RFID to improve health delivery in hospitals

RFID has long been well-known for its use in the retail sector and logistic area. However, how the RFID will impact patient safety is hardly known by all. In this session, the speaker will help you explore the strategies in RFID integration and its benefits.

- Describing basic facts about RFID technology
- Explaining the benefits of RFID tagging in hospitals
- Establishing RFID technology infrastructure based on the existing architecture
- Evaluating RFID integration on patient care delivery and patient safety improving

Meng Lili

CIO

Shanghai Xinhua Hospital

1230 Luncheon



Conference Agenda

Day Two-April 20th 2006, Thursday

1330 SESSION FIVE/ HOSPITAL TRANSFORMATION

Engaging staff during the implementation of IT tools-change the way employees view IT systems

The main reason for the fail of the information system project is not the flawed technology but rather organizational and people related issues. To effectively utilize the technology, implementers must apply new strategies to effectively engage the end-user providers in the total process. In this session, the speaker will share with you his idea on how to change the ways of doing things, not just tools.

- Identifying common people-related pitfalls in system implementation failures
- Exploring the places where management can change in achieving desired results of technology adoption
- Employing learned techniques to facilitate system implementation

Dr. Nor Akma Yusuf

Deputy Director

Selayang Hospital (Malaysia)

1415 SESSION SIX / HIS IMPLEMENTATION

Upgrading the hospital framework for the better service of patients

In creating a better model of Healthcare for the future, many barriers and opportunities need to be addressed. Rebuilding the management system and business process and understanding the needs of the end-users and customers will help establish the strategies and benchmarks for achieving the goal. In this presentation, the speaker will share with you the successful story of the health information system development in the hospital.

Qian Zhigang

CIO

Shanghai Renji Hospital

1500 Afternoon refreshments & networking break

1530 SESSION SEVEN / CASE STUDY

Empowering patients -Grand River Hospital's experience with the internet portal for patients with cancer

In order to allow patients to participate as an active member of the health care team, Grand River hospital has developed a specific internet portal. This portal is the first comprehensive portal of its kind in Canada and possibly in North America as well. By utilizing this internet portal, the patients are able to access to information and the management of their care, and the organization can use the learning from the portal in order to become more patient centric in their model of care.

Glen Kearns

Vice President & CIO

Grand River Hospital

1615 SESSION EIGHT/ TECHNOLOGY CHOICE

How to find out right technologies for the development of your organization

Middlemore Hospital examined available clinical information systems in 1999 and gave serious consideration to the "big bang" implementation of a fully integrated system. We chose instead to adopt a number of best-of-breed solutions, held together by an HL7 integration engine and a common browser-based clinician interface. In this presentation the advantages and disadvantages of this approach will be explored.

Ross Bosswell

Clinical Director of IT

Middlemore Hospital (New Zealand)

1700 SESSION NINE / IMPLEMENTAION STRATEGY

Carrying out proper strategies to aid health information technology adoption

- Assessing the drivers of IT adoption
- Establishing the systems that meet the needs of the staff
- Choosing the right time for implementation
- Ensuring the optimal use of the technology

Nicole Ah Yick

Head of Health Information

Royal Melbourne Hospital (Australia)

1745 SESSION TEN / PANEL DISCUSSION

Establishing effective collaboration to achieve mutual benefit

Managing the complexities of the IT organization is quite a challenge job for one individual. Thus, as the CIO of the healthcare, establishing an effective network and developing a reliable framework will make the job much easier. Therefore, we have this panel discussion on how to develop co-operational relationship across organizational boundaries and geographic locations by mutual understanding, trust and collaboration.

- Developing effective internal and external network based on mutual needs and interests
- Establishing a give-and-take model to maintain the good relationship with other hospitals
- Adjusting collaborative relationship based on the understanding of other parties' concerns

Moderator:

Prof. Patrice Degoulet

President

French Health Informatics Association

Panelists:

Qian Zhigang, CIO, Shanghai Renji Hospital

Dr. Hiroshi Tanaka, President, Japan Association of Medical Informatics

Dr. Hari Prasad , CEO, Apollo Hospitals (India)

more to be invited

1820 close of the conference



The JF Pearson Summit Model

The JF Pearson Summit Model

By creating a centralized event incorporating a high-level **conference**, an **exhibition**, and **vendor presentations**, **JF Pearson** summits allow vendors to achieve all of their sales, marketing and business development objectives, and buyers to improve their awareness of the latest products, services, techniques and trends in order to assist them in meeting the current and future challenges in their industry.

The conference at each summit is produced in close cooperation with the **key industry** associations and **customers** in the region. **JF Pearson** summits promote efficiency in markets by encouraging dialogue between vendors and decision-makers, thus facilitating improved communication and greater awareness of the needs of their industry.

Each **JF Pearson** summit also includes the opportunity for solution providers to speak directly to a self-selected audience by taking part in the **one-to-one meeting of buyers and suppliers** in a dedicated VIP room. Here, cutting edge solution providers can demonstrate their latest technology directly to an audience of industry experts, who have come to the summit in order to learn.

Pre-Event Service and Support

- Experienced Operations Management Team dedicated to **pre-event education** to assist you in maximizing your investment and to offer technical assistance
- Pre-event access to registered delegates' details to seek to **arrange appointments** at the event via the frequently **updated delegates list**
- Time to research all pre-registered delegates in order to maximize effectiveness of **on-site appointments**
- Inclusion in **pre-event marketing campaign** raising awareness of corporate profile in advance of the event
- Company profile listing on the event website offering **pre-event exposure** and enabling delegates to make informed decisions when deciding who to see during their visit

At the Event

- Dedicated on-site **JF Pearson** management team to facilitate your participation and assist with successful organization of your stand
- Company entry and description in **official summit guide** to raise your profile during the event
- **Sponsorship opportunities** to increase your profile at the show and accompanying conference
- One-to-one meeting of buyers and suppliers in dedicated VIP rooms at the event

Post-event Follow-up

- Continued exposure on the summit website which will be archived and stored for a period up to one year
- Priority re-booking status to the next year's event



For more information on this event please contact:

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