

HITCON 15

Hospital Information Technology Conference & Exhibition

Healthcare Technology – Playing to Win



October 8 - 9, 2015 | Grand Hyatt, San Antonio

HOSTED BY



The **TEXAS ORGANIZATION OF RURAL & COMMUNITY HOSPITALS (TORCH)** is a nationally-recognized hospital association representing more than 150 rural & community hospitals.

The **TORCH FOUNDATION** is a non-profit affiliate of TORCH that provides programs and services on health IT, network services, grant support, leadership development, and education.



HITCON 15

Hospital Information Technology Conference & Exhibition

Invitation to Attend

The TORCH Foundation and the Texas Organization of Rural & Community Hospitals (TORCH) are pleased to host the 11th Annual Rural Hospital Information Technology Conference & Exhibition (HITCON15).

With the healthcare market and payment system in transition from fee-for-volume to fee-for-value, hospitals and providers everywhere are faced with daunting challenges to continue providing high-quality care and reducing cost. Technology can be a game-changer.

HITCON is a premiere education and networking event designed specifically for rural and community hospitals. This year's conference theme "Healthcare Technology – Playing to Win" focuses on both the offensive and defensive aspects of technology: that is, maximizing and optimizing your technology investment and capabilities, while focusing on security and data protection. Education sessions will be delivered by subject matter experts and industry leaders from around the country. This year's conference will cover many topics of high financial, operational and clinical relevance, including:

- Winning with Innovative Technologies
- Panel Discussion from the C-Suites on Top Healthcare Strategies, Priorities and Tactics
- Critical Issues in Security, HIPAA Compliance and Cyberliability
- Technology and Population Health - Hospital and Physician Partnerships
- IT Talent - Winning with Productivity and Engagement
- Strategic Use of Data and Analytics in Care Coordination
- Communication Technology and Social Engineering
- Waiver Renewal and the Role of Technology
- **PRODUCT LAB:** see demonstrations of IT products and solutions

We invite you to attend this unique education conference and tradeshow on hospital information technology. Don't miss this chance to learn the latest information, developments and best practices in health IT; make important connections and build meaningful relationships; interact with peers, and industry experts; and visit with a variety of vendors showcasing their quality products, services and solutions—all in one place.

**ATTEND AND SEE WHAT OTHERS ARE MISSING
REGISTER FOR HITCON TODAY!**

Conference Information



ONLINE REGISTRATION

Registration for HITCON15 is available online for hospital attendees (all others, including vendors and non-profits can register using the form in the Exhibitor/Sponsor brochure).

TORCH/Foundation Member: **\$150 per person**

Non-member: **\$200 per person**

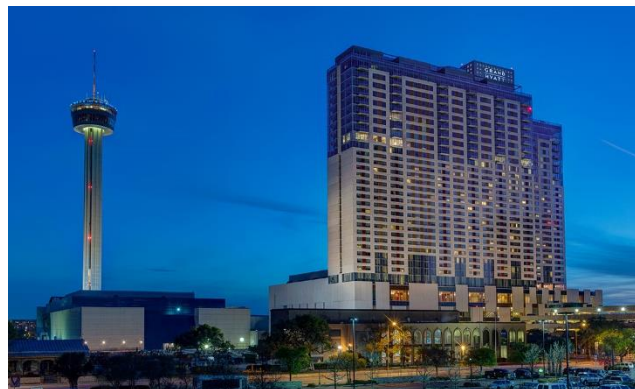
Register online at: <http://bit.ly/HITCON15>



HOTEL INFORMATION

HITCON15 will be held at the **Grand Hyatt San Antonio**, located at 600 E. Market St., San Antonio, TX 78205. A block of rooms at the special conference rate of **\$159 per night** (single/double) is reserved for HITCON15 participants.

Reserve your room before September 23, 2015 for the special rate by calling the hotel at (210) 224-1234. Ask for **TORCH-HITCON Conference 2015-hospital rate** or register online at: <http://resweb.passkey.com/go/hospitals>.



CONTACT INFORMATION

For questions regarding registration, confirmation or cancellation, contact Rose Valenzuela at (512) 873-0045 or rose@torchnet.org. For questions regarding the program contact Quang Ngo at quang@torchnet.org.

DEDICATED EXHIBIT HALL HOURS

Thursday, October 8th

10:00 am – 11:00 am	Morning Break
3:30 pm – 4:00 pm	Afternoon Break
5:00 pm – 6:00 pm	Evening Reception

Friday, October 9th

8:00 am – 9:00 am	Breakfast
10:00 am – 10:30 am	Morning Break

DEDICATED PRODUCT LAB HOURS

1:00 pm – 5:00 pm	Product Lab Opens
2:15 pm – 3:30 pm	Dedicated Program Time

Agenda: Thursday, Oct. 8th

8:00 am – 10:00 am

Exhibitor Check-in & Setup

8:00 am – 8:10 am

The Opening Kick-Off

James Vanek, Chief Executive Officer, Columbus Community Hospital, Columbus, TX

Quang Ngo, Executive Vice President, TORCH; President/CEO, TORCH Foundation, Austin, TX

8:10 am – 9:10 am

Keynote: Winning with Innovative Technologies

Strategic innovation in new technology is poised to revolutionize healthcare, and it is doing so at an amazing pace and with mind-blowing outcomes. But new futuristic technologies are not fantasies. Putting game changing healthcare innovation to use in your hospital today requires the kind of mindset, passion and capabilities that push the realm of possibilities.

Learning Objectives:

- Set the stage for how strategic innovative technologies is transforming healthcare
- Explore the implications of futuristic technologies on care and quality of life
- Learn how innovative, engineered tissue products impact wound care, healing and reconstructive surgery

9:10 am – 10:00 am

Panel Discussion: Executive Technology Huddle

John Henderson, Chief Executive Officer, Childress Regional Medical Center, Childress, TX (invited)

Michael Williams, Chief Financial Officer, Limestone Medical Center, Groesbeck, TX

Clint Walker, Chief Information Officer, Hansford County Hospital District, Spearman, TX

In this session, get the play-by-play from the C-Suite on the role and importance of technology in healthcare on a variety of topics, from EHR to patient portal to telemedicine to accountable care. Get answers and insights from the coaching team on how technology impacts finance, operations, quality, patient care, productivity, engagement, and much more. This is one executive huddle you won't want to miss!

Learning Objectives:

- Gain insights and perspectives on the different roles staff can play in optimizing the use of technology
- Explore opportunities for meaningful planning, collaboration and coordination within and among care settings
- Understand how technology impacts finance, operations, quality, care outcomes, productivity, and engagement

10:00 am – 11:00 am

Timeout with Vendors and Sponsors

11:00 am – 12:00 pm

Security is the Name of the Game

John Southrey, CIC, CRM, Manager, Consulting Services, Texas Medical Liability Trust Austin, TX

Cathy Bryant, RN, BSN, MHA, CHPC, Sr. Compliance & Risk Management Rep., Texas Medical Liability Trust Austin, TX

The best offense is a good defense—and security is now the name of the game...and there's no off-season! Do you know what the biggest security threats are for 2015 and beyond? Do you know your cyberliability risks? Are you in compliance with HIPAA and Meaningful Use? Audits are coming! In this session, hear what every hospital and physician needs to know about protecting your data.

Learning Objectives:

- Understand the value of healthcare data and the rise of cyber crimes
- Understand key areas of security risks, vulnerabilities and exposures within your care settings
- Learn how you can protect yourself against data breach

12:00 pm – 1:15 pm

Half-Time (Awards Luncheon)

1:00 pm – 5:00 pm

Product Lab Opens (see description below)

1:15 pm – 2:15 pm

Population Health Management: Spectators or Players?

Morgan Dunn, President and Executive Director, Pioneer Health Alliance, Magee, MS

Rich Steinle, Sr. Vice President - Operations, Innovista Health Solutions, Austin, TX

With the market and payment system in transition from volume-based to value-based, many providers are scrimmaging on population health. In this session, learn about the journey, the promise and the reality of population health management from the perspectives of primary care physicians as well as hospitals, and how these sometimes rivals can and must team up in the future for successful care coordination. Will you remain spectators on the sidelines or players in the game?

Learning Objectives:

- Understand the forces behind population health
- Learn about the power of technology, data, and predictive analytics in successful care coordination
- Explore real life and practical implications and opportunities of an integrated hospital-physician partnership

PRODUCT LAB: Opens from 1:00 pm – 5:00 pm Dedicated Time: 2:15 pm – 3:30 pm

PRODUCT LAB is a new addition to HITCON. Product Lab allows vendors to set up shop in one of three dedicated rooms to showcase and provide hands-on, live demonstrations of their product, solution and service offerings. Product Lab will be open on Thursday, October 8th from 1pm – 5pm (4 hours). Between 2:15 pm – 3:30 pm the conference program will shift from general education sessions into the Product Lab to allow all conference participants to attend the solution(s) of their choice. Outside these dedicated hours, attendees can also schedule specific one-on-one appointment times to meet vendors to see a full demo of their product.

Agenda: Thursday, Oct. 8th Cont.

2:15 pm – 3:30 pm

Dedicated Product Lab Time

3:30 pm – 4:00 pm

Timeout with Vendors and Sponsors

4:00 pm – 5:00 pm

Talent Wins! It's That Simple

Modern healthcare is a "team sport." It's also a business enterprise. To use a football analogy: quarterbacks don't win games by themselves. Why do some teams succeed while others fail? Successful teams don't have exclusive access to the secret software products or strategies. The difference is TALENT! In this session, learn how to make your IT talent your winning edge, why technology must be a priority, and how to strategically engage with your IT team to execute a winning game plan.

Learning Objectives:

- Learn how to engage, empower and maximize your IT team/staff to be a winning team
- Understand how to prioritize and optimize technology to drive results and innovation
- Determine your best approach to cultivating IT talent

5:00 pm – 6:00 pm

End Zone Celebration (Evening Networking Reception)

Agenda: Friday, Oct. 9th

8:00 am – 9:00 am

Opening Play - Breakfast in Exhibit Hall

9:00 am – 10:00 am

Winning with Special Teams: Using Data and Analytics to Improve Care Coordination

Sarah Llamas, JD, Chief Operating Officer, Sonic Healthcare USA, iMorpheus, Austin, TX
Mike McGuire, Chief Executive Officer, Holon Solutions, Roswell, GA

Volume is on decline. EHR incentive dollars will run out. Is there life after volume and incentive payments? In this session, hear about a hospital-led initiative utilizing a sophisticated pattern recognition software to provide real-time clinical decision support and advanced analytical capabilities to support risk stratification, evidence-based practice, and care coordination. Lessons learned from this data-driven gridiron will pave the way for a broader rural population-based interventions and programs.

Learning Objectives:

- Learn how to develop capabilities for integrating claims and clinical data to support care coordination interventions
- Assemble the core teams and technology infrastructure to improve outcomes and reduce cost
- Evaluate the effectiveness of clinical and financial outcomes of the intervention strategies and programs

10:00 am – 10:30 am

Timeout with Vendors and Sponsors

10:30 am – 11:20 am

The Social Engineering Blitz and "the Strong Effect"

Sarah Badahman, Founder/CEO, HIPAAtrek, St. Louis, MO

Are you being played without your knowledge? Hackers target social media and penetrate networks by attacking the weakest links in cyberspace: human beings and our emotional psyche. Communication technologies and social media are shaping healthcare in positive ways, but they also pose profound security threats. With healthcare being a highly attractive and relatively easy target, learn how you can defend against a social engineering blitz in mobile, digital world.

Learning Objectives:

- Understand how hackers are attacking healthcare and the weakest link(s) in your human, social and technology network
- Learn about some commonly targeted data points that are often poorly protected
- Learn how to develop and manage an effective information assurance strategy and capabilities

11:20 am – 12:10 pm

The Big Win: Waiver Renewal and the Role of Technology

David Pearson, MHA, FACHE, Chief Executive Officer, TORCH, Austin
Scott Goodspeed, DHA, FACHE, Principal, Stroudwater Associates, Portland, ME

The idea behind the 1115 Medicaid Waiver was to achieve delivery system transformation. In this session, learn how TORCH is working with HHSC in the development of a statewide "virtual" rural DSRIP (VR-DSRIP) to enhance and augment the current portfolio of activities to help drive true transformation. Learn what specific rural-relevant initiatives are being planned that can simultaneously help to achieve the objectives in our state waiver program, harmonize the many existing DSRIP activities and provide a set of focused resources to rural hospitals. If rural wins on this, it's Super Bowl rings for all!

Learning Objectives:

- Learn about the proposed statewide "virtual" rural DSRIP
- Understand the role and use of technology to support successful Waiver projects
- Collaborate on the scope, relevance and fit of statewide rural activities for Waiver renewal

Continuing Education Units

A certificate of attendance will be provided to all participants, which can be used to claim CE credits from professional associations and state licensing boards. This program provides: 8 hours of CE units for CPAs from the Texas State Board of Public Accountancy: sponsor # 04763, no preparation required; and 8 hours of pre-approved ACHE Qualified Education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants wishing to have the CE hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.



RETURN SERVICE REQUESTED

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IMPORTANT DATES

Registration Deadline, *October 2, 2015*

Hotel Reservation Deadline, *September 23, 2015*

