

Wednesday, April 1st, 2015--6:00PM to 8:00PM

The National Capital Area Chapter of SoPE in concert with The JHU Carey Business School, MedChi, Zanvyl Krieger School of Arts and Sciences Center for Biotechnology Education, Maryland Biotechnology Center and the Medical Society of Northern Virginia present

Don't You Be Fooled!

**"Filtering Through the Noise in the Health IT Revenue Spectrum:
What Works and What Doesn't?"**

Presenters:

Pete Celano, has an MBA from UVa, and is currently the Director of Consumer Health Initiatives for the MedStar Institute for Innovation, Pete is especially focused on making patient access more convenient and friction-free. A major area of interest is cloud-platforms that can tie into the EMR, to drive new system revenue, reduce costs, improve outcomes and extend access. Another interest area is screening patients using evidence-based questionnaires, especially on the web and mobile.

Anand Iyer, PhD, currently serves as Chief Data Scientist of WellDoc Inc. WellDoc is a healthcare company that utilizes technology-based solutions to improve diabetes and other chronic disease outcomes and enhance a patient's quality of life while systematically reducing healthcare costs. Prior to WellDoc, he was the leader of the global wireless solutions practice at PRTM Management Consultants.

Kevin Keenahan

Kevin is the co-founder and CEO of the start-up Tissue Analytics. After completing his graduate training in biomedical engineering through the Center for Bioengineering Innovation and Design (CBID) at Johns Hopkins, a program based off the Stanford Biodesign model of medical device innovation, Kevin and colleagues started TA in 2014 to change the way chronic wounds are managed.

Juan Pablo Segura, CPA

Juan Pablo is the President and co-founder of Babyscripts, a digital healthcare company focused on using the Internet of things to re-imagine how prenatal care is delivered. Under his leadership, the company has rolled out its flagship product in four large hospital systems, raised more than \$2 million in venture and angel funding, and partnered with General Electric. Juan Pablo is a graduate of the University of Notre Dame, where he studied Accounting and Chinese.

AGENDA:

6:00 PM- 6:45 PM Registration, Networking (Refreshments Served)

6:45 PM – 7:00 PM Dr. Jeffrey Hausfeld--Welcoming Remarks and Society of Physician Entrepreneurs Introduction

7:00 PM - 8:00 PM "Filtering Through the Noise in the Health IT Revenue Spectrum" presentation followed by Q & A

LOCATION:

Johns Hopkins University Montgomery County Campus, Rockville, MD

9601 Medical Center Drive (A&R Building, Room 102-104) Link to driving and parking (free) directions is:

<http://web.jhu.edu/MCC/directions.html>

RSVP: (Also, please join SoPE and the National Capital Area SoPE Local Chapter at www.SoPEnet.org.)

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