



### Monday, July 28th

- 7:00am – 9:00am:** Exhibitor Set-Up and Conference Registration
- 9:00am – 8:00pm:** Exhibit Hall Open
- 9:00am – 5:00pm:** Partners 4 Innovention Business Partnering Event
- 6:00pm – 8:00pm:** Innovention Opening Reception

Connecting and networking Indiana health and life science companies is the primary objective of the Indiana Health Industry Forum. This year, we are very pleased to offer a specialized pre-conference networking event that will provide participants with up to FOURTEEN (14) pre-selected meetings in the course of one day!

Using an interactive website, you simply register your company, then select from the other registered companies you want to meet. Interested in making a connection to a business that isn't registered? Work directly with IHIF to invite select businesses to participate!

At the start of the event, you will be provided with a customized meeting schedule blending your interests with others who want to meet you too. In a series of 20 minute meetings, you will sit down with up to 14 companies and have time to exchange contact information and discuss possible areas for future collaboration. There is additional networking time available to meet any additional participants or explore the exhibition booths surrounding the meeting area.

Please join us afterwards for the gala opening reception for Innovention 2008! The reception is free to attend but registration is requested.

### Tuesday, July 29th

- 7:30am:** Registration Opens
- 8:00am – 10:00am:** IBJ Power Breakfast  
Please note: Registration for Innovention 08 conference and IBJ Power Breakfast are separate. More information is available on [IHIF website – www.ihif.org](http://www.ihif.org)
- 10:15am – 10:45am:** IHIF Innovention '08 Opening Session
  - Welcome from Chairman and Sponsors
  - IHIF Activity Updates
  - Afternoon Overview
  - Exhibition Opportunities
- 10:45am – 12:00pm:** Exhibit Hall Open
- 12:00pm – 12:30pm:** Luncheon
- 12:30pm – 1:50pm:** Keynote Presentation and Panel Discussion

**Keynote Luncheon – Keynote Speaker and Response Panel**  
*Topic:* Perception vs. Reality: Understanding the Economics of the Cost of Healthcare  
Sponsored by Indiana University

An in-depth look at the myths and misconceptions that make up the public's perception of the cost of healthcare in the U.S. What are the true factors influencing healthcare costs and what are some innovative strategies for reducing the real cost drivers.

**Keynote Speaker:** Peter Neumann, ScD, Director of the Center for the Evaluation of Value and Risk in Health at the Institute for Clinical Research and Health Policy Studies at Tufts Medical Center and Professor of Medicine, Tufts University School of Medicine

- Response Panel:**  
*Moderator:* Eric R. Wright, Ph.D., Director, Indiana University Center on Health Policy
- Mary Anne Sloan, R.N., M.B.A, Director, Healthcare Technical Assistance Program, Purdue University
  - Lawrence S. Davidson, Ph.D., W. Michael and William D. Wells Life Sciences Faculty Fellow, Founding Director, Center for the Business of Life Sciences, Professor of Business Economics & Public Policy, Indiana University Kelley School of Business
  - Douglas J. Leonard, President, Indiana Hospital Association
  - Jeffrey M. Wells, MD, MBA, Director of Medicaid, FSSA, Office of Medicaid Policy & Planning

- 12:30pm – 1:15pm:** Dr. Peter Neumann
- 1:20pm – 1:40pm:** Response Panel
- 1:40pm – 1:50pm:** Audience Q & A
- 1:50pm – 2:00pm:** BREAK (to panels)
- 2:00pm – 3:15pm:** Concurrent Panel Sessions 1-3
  - Look to the Future
  - Innovation in Healthcare Delivery
  - Collaboration

**Look to the Future**  
*Topic:* Disruptive Innovation: A Fundamental Challenge to the Status Quo in Healthcare  
Sponsored by Deloitte

As stakeholders in the U.S. healthcare system struggle to reduce costs and improve quality, there is widespread consensus that any transformative solution requires the inclusion of disruptive innovations.

Using in-home monitoring devices in tandem with care management programs to enhance self-care for chronic disease management and post-acute discharge monitoring is one such disruptive innovation. The medical home, a term used to describe a healthcare model in which individuals use primary care practices as the basis for accessible, continuous, comprehensive and integrated care, is yet another disruptive innovation. Within the consumer marketplace, the accelerated growth of the retail clinic is worthy of note to plans, providers and policymakers, and is potentially game changing.

The panel discussion will explore these and other disruptive innovations on the U.S. healthcare system and their impact on system transformation.

- Moderator:* Paul H. Keckley, Ph.D., Executive Director, Deloitte Center for Health Solutions
- Jessie A. Westlund, R.N., CEO, Community Home Health Services
- Other panelists to be confirmed*

**Innovation in Healthcare Delivery**  
*Topic:* How Reimbursement Policies Drive Innovation

Insurance reimbursement policies have an enormous impact on the development, adoption and consumer demand for new technologies. This session will examine how innovation is helping to deliver cost savings at various levels in the healthcare delivery process, from the perspectives of industry bringing a product to market and how hospitals assess new technologies.

- Stephen Flint, Executive Director, Engineering Surfaces, Hill-Rom Company, Inc.
  - Eric Schmitz, Director, Indiana Hospital Contracting, Anthem Blue Cross and Blue Shield
  - Dave Ramsey, Senior Consultant and Marketing Director, Aptimise
- Other panelists to be confirmed*

**Collaboration**  
*Topic:* Partnerships in Preventative Healthcare  
Sponsored by Purdue University

Examining trends and progressive approaches to reducing employer healthcare costs. How motivating and encouraging employees to take responsibility for their personal health is helping to bring down employer expenses. This panel will examine both employer-employee programs as well as industry-to-delivery initiatives.

*Moderator:* Steven M. Witz, PhD, MPH, St. Vincent Health Chair of Healthcare Engineering, Director, Purdue Regenstrief Center for Healthcare Engineering

- Mike Campbell, President, Wellness Council of Indiana
- Mary L. Hill, RN, Esq., Deputy Commissioner, Indiana State Department of Health
- Eric Olson, President, Novia CareClinics, LLC
- James Gardner, MD, MBA, Director of Reimbursement, Medical Science Officer, Cook Inc.

**3:15pm – 3:30pm:** BREAK

**3:30pm – 4:45pm:** Concurrent Panel Sessions 4-6

- Health IT
- Emerging Technologies
- Economic Development

**Health IT**  
*Topic:* Quality Improvements Through IT Solutions

Improved tools for information management and analysis are helping to drive down the costs of healthcare while improving the quality of delivered care. Indiana plays a leading role in this field and this discussion panel will examine the companies, assets and initiatives helping to form tomorrow's policies.

- Gregory Larkin, M.D., Chief Medical Officer, Indiana Health Information Exchange
  - Julie Beckner, Regional Vice President, ACS Healthcare Solutions
  - Scott McLaughlin, Sr. Technical Advisor, Optiform Imaging Systems
- Other panelists to be confirmed*

**Emerging Technologies**  
*Topic:* It's a great idea, but will anyone pay for it?  
Sponsor: Barnes & Thornburg LLP

How to assess a technology's commercial viability and find the path to easy adoption. This session is directed towards entrepreneurs and start up businesses.

- Moderator:* Todd G. Vare, Partner, Barnes & Thornburg LLP
- Jim Eifert, Ph.D., President, Indiana Venture Center
  - R. Matthew Neff, President, Clarian Health Ventures
  - Ed Morris, President and CEO, Morris Innovative Research
  - Joe Muldoon, CEO, FAST Diagnostics
  - Greg Odle, Vice President, OrthoPediatrics

**Economic Development**  
*Topic:* Understanding a Life Science Business Plan  
Sponsor: Rose-Hulman Institute of Technology

What makes a successful life science business plan: what do venture capitalists look for and where to find resources to help local companies. This session is geared towards economic development officials and others serving in an advisory capacity to small businesses.

- Carrie Bates, Managing Partner, Triathlon Medical Venture Partners
  - Raul Zavaleta, CEO, Maaguzzi LLC
  - Mike Shepard, Herron Capital
- Other panelists to be confirmed*

**4:45pm – 5:00pm:** Conference Conclusion

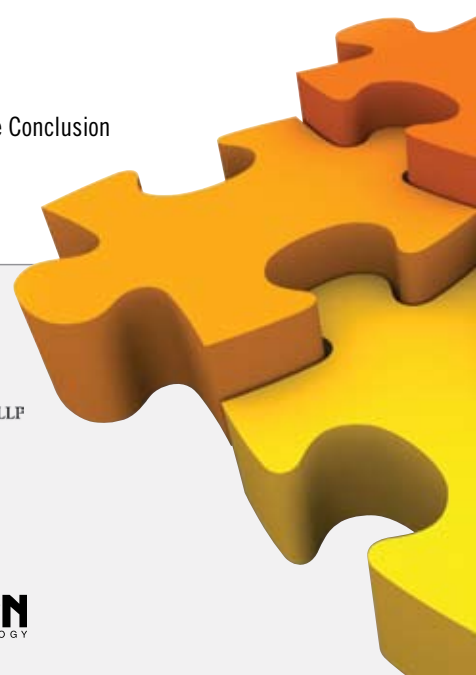
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INDIANAPOLIS CONVENTION CENTER  
SAGAMORE BALLROOM

**JULY 28-29, 2008**



IMPROVING THE VALUE OF HEALTHCARE

# Innovation 08

INDIANA HEALTH INDUSTRY FORUM  
351 W. 10TH ST. SUITE 216  
INDIANAPOLIS, IN 46202

**Pricing and Registration**  
Please register on-line at [www.ihif.org](http://www.ihif.org).

**Innovation 08 Conference**  
Monday-Tuesday, July 28-29

- Member – \$75
- Non-member – \$100

- Includes Opening Reception (registration required), keynote luncheon, exhibit area and conference panel sessions
- Luncheon is included in price of full conference registration

**Partners 4 Innovation**  
Business-to-Business Partnering Event  
Monday, July 28

- Member - \$100
- Non-Member - \$150

**Exhibitor**

Monday-Tuesday, July 28-29

- Member – \$1,000
- Non-member – \$1,500
- Exhibitors receive one free registration for Partners 4 Innovation
- Exhibitors receive two free registrations to the Innovation Conference

**Gala Opening Reception**  
Monday, July 28

- Free to attend, but registration is required

**Keynote Luncheon**  
Tuesday, July 29

- Individual – \$50
- Table of 10 – \$500
- May register for luncheon only

**Payment Options**

- Cash at the door
- Credit Card - Visa and Mastercard Only
- Issue P.O. or Invoice
- Check

\*IBJ Power Breakfast – separate registration required