



SOUTHERN CALIFORNIA Health Care Summit

October 29, 2009 ★ 9am - 3pm ★ Ontario Convention Center



LOMA LINDA UNIVERSITY
School of Public Health



Contact: Scott McNulty (951) 275-5800

President Obama's Medical Records Czar to Keynote Summit

Health and Human Services' David Blumenthal to headline Southern California Health Care Summit

Riverside, CA (October 19, 2009) - With \$45 billion on the table and a deadline of 2014, Dr. David Blumenthal's job is simple: change the way doctors have been keeping track of patients since the time of Hippocrates while protecting patient privacy and keeping costs low.

As HHS National Coordinator for Health Information Technology, Dr. David Blumenthal will outline his plan for converting the nation to a paperless health records system at the [Southern California Health Care Summit](#) on October 29, 2009, at the Ontario Convention Center.

Nearly 1,000 physicians, health care and hospital executives, government leaders and community stakeholders are expected to attend the conference addressing public health, the spread of H1N1, reducing the pandemic of chronic disease, public policy and new business models for the health care industry. "While much of the focus has been on the health care debate in Washington D.C., the issues being covered by the Southern California Health Care Summit are where real health care change will occur," said Dr. Dora Barilla, Assistant Professor and MPH Program Director, Department of Health Policy & Management, Loma Linda University School of Public Health.

Dr. Blumenthal will lead the effort at HHS to modernize the health care system by catalyzing the adoption of interoperable health information technology by 2014 thereby reducing health costs for the federal government by an estimated \$12 billion over 10 years.

Dr. Blumenthal most recently served as a physician and director of the Institute for Health Policy at The Massachusetts General Hospital/Partners HealthCare System in Boston, Mass. He was also Samuel O. Thier Professor of Medicine and Professor of Health Care Policy at Harvard Medical School. There, he also served as director of the Harvard University Interfaculty Program for Health Systems Improvement. Prior to that, he was senior vice president at Boston's Brigham and Women's Hospital and served as executive director of the Center for Health Policy and Management and as a lecturer on Public Policy at the John F. Kennedy School of Government.

During the late 1970's, Dr. Blumenthal worked on Senator Edward Kennedy's Senate Subcommittee on Health and Scientific Research. More recently, Dr. Blumenthal served as a senior health adviser to the Obama for America campaign. Dr. Blumenthal has extensively researched the dissemination of health information technology, quality management in health care, the determinants of physician behavior, access to health services, and the extent and consequences of academic-industrial relationships in the health sciences.

"As a primary care physician who has used an electronic record to care for patients every day for 10 years, I understand the enormous potential of this technology," said Dr. Blumenthal. "President Obama has laid out a vision of health reform that is both inspiring and long overdue. We cannot make that vision a reality without the help of our most advanced computer technology."

Dr. Blumenthal joins a formidable list of speakers presenting at this year's Southern California Health Care Summit. Other speakers include:

- Herb Schultz, Senior Advisor to Governor Schwarzenegger
- Duane Dauner, President and Chief Executive Officer, California Hospital Association
- Dr. Dev GnanaDev, President, California Medical Association
- Patrick Johnston, President and Chief Executive Officer, California Association of Health Plans
- Dr. John Mattison, Chief Medical Information Officer, Kaiser Permanente - Southern California
- Anne Haddix, Chief Policy Officer, Centers for Disease Control (CDC)
- Grad Conn, Senior Director, Microsoft Health Solutions Group
- Dr. Marion Ball, Senior Advisor, Healthcare and Life Sciences Institute, IBM Research & Founder, T.I.G.E.R. Initiative
- John Clymer, Senior Advisor, Alliance to Make US Healthiest
- John Bardis, Chairman, MedAssets
- John Casillas, Founder, Medical Banking Project
- Dr. William Yasnoff, Chairman and Chief Executive Officer, Health Record Banking Alliance
- Helga Rippen, Former Chief Health Information Officer, Hospital Corporation of America
- Jeanine Martin, US Health Industry Strategist, Healthcare & Life Sciences, Microsoft Corporation
- Christine Leyden, Chief Accreditation Officer, URAC
- Bevey Miner, Vice President & Executive Director, National ePrescribing Patient Safety Initiative (NEPSI) & Vice President, Government Affairs, AllScripts

This year's Summit, which is produced and coordinated by the Riverside-based strategic communications firm [TMG Communications Inc.](#), will focus on the future of health care, the business of health care, health IT, disruptive partnerships and innovation, fighting the pandemic of chronic disease, public health - doable change and other crucial topics in the health and health care industry. For more information or to register, please visit [socalhealthsummit.com](#) or call (951) 275-5800. **Seating is limited, and tickets are selling quickly!**

About the Summit: [Southern California Health Care Summit](#) is produced and coordinated by [TMG Communications Inc.](#), a Riverside-based strategic communications firm serving all of Southern California's public affairs and public relations needs. For more information please contact (951) 275-5800 or visit [tmgonline.com](#).

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National Coordinator, Health Information Technology - Department of Health and Human Services