

2009 CIO Forum

Saturday, April 4, 2009
McCormick Place | Chicago, Illinois

Inspiring and Strategic Ideas
to Take Your IT Leadership to New Heights of Professional
and Organizational Excellence

Presented by



The New Value Proposition in Leadership Excellence: Changing Roles in Challenging Times

Now more than ever, CIOs are required to go beyond technology and assume more strategic and more demanding leadership roles. The fundamental cause for this shift comes from powerful political and economic forces shaping healthcare today. But the bottom line is this: as the CIO, you must now add more value to everything you do. The new value proposition translates into new opportunities to help drive revenue growth, productivity and collaboration enterprise-wide. The 2009 CIO Forum shows you the challenges ahead for healthcare IT leadership – and provides the skills and strategies you need today to succeed.

During this critical, one-day session, you will:

- Discover new ways to overcome cultural barriers to facilitate cross-functional quality and safety initiatives
- Deep dive into the factors driving new levels of value across the healthcare continuum
- Learn how technology can enhance business strategy and revenue generation
- Revitalize your leadership with a return to your work's deeper purpose and meaning... and its correlation to productivity and morale
- And much more!

Join your colleagues — along with top thought leaders — for a day of high-level, high-impact discussions. Now is the time to demonstrate your commitment to tackle new roles in these challenging times... and the CIO Forum is the place. Register today for the 2009 CIO Forum, presented by CHIME and HIMSS.

The CIO Forum is brought to you in part by our generous sponsors:



2009 CIO Forum Agenda

Friday, April 3

7:00 pm – 9:00 pm

Opening Reception
Hyatt Regency Chicago

Saturday, April 4

8:00 am – 9:00 am

Registration and Continental Breakfast

9:00 am – 9:30 am

Welcome and Introductions

9:30 am – 10:30 am

Opening Keynote

The Future of Healthcare: The Quest for Value for All Americans

Healthcare is in a constant state of change. Two major forces are shaping the future of healthcare: 1) Relentless pressure on healthcare to deliver value in terms of quality, reliability, and access at an affordable cost; and 2) The movement to expand coverage to all Americans. Focus will be on political, economic and strategic context of change in healthcare and examine how the various actors are preparing for the future. Ian will identify the leadership challenges and opportunities that lie ahead and will provide strategic insights on how organizations and individuals can flourish in the years ahead.

Ian Morrison, PhD

Author, Consultant and Futurist

10:30 am – 11:00 am

Morning Break

11:00 am – 12:00 pm

Overcoming Cultural Barriers to Quality and Safety: The Role of the CIO

The goals of this presentation will be to outline the cultural changes that occur during medical training and explain how these changes create barriers to the adoption of the tenets of quality improvement. In this provocative talk, Dr Nash will demonstrate how physicians,

nurses and other health care providers view self evaluation, evidence based practice and other elements of standardization. The CIO role in overcoming these barriers will be highlighted.

David B. Nash, MD, MBA

Founding Dean

Jefferson School of Health Policy and Population Health

12:00 pm – 1:00 pm

Lunch

1:00 pm – 2:00 pm

The New CIO: A Move Beyond Operational Excellence to Value Contributor

High quality technology services and business process improvements are standard requirements for a CIO. Having developed a unique understanding of the total business, the new CIO will focus on the end customer, setting strategy for new products and services using technology. Hear one CIO's journey into the business of revenue creation.

Ellen Barry, MBA

CIO

Metropolitan Pier & Exposition Authority of Chicago

2:00 pm – 2:30 pm

Afternoon Break

2:30 pm – 3:30 pm

Closing Keynote

Leading With Spirit in Turbulent Times

Health care has been through a long period of turbulence and constant change with information technology at the heart of many of those changes. For health systems to stay successful requires leaders who can keep a deep sense of personal wellness and purpose while leading others with enthusiasm. This closing keynote will help you reconnect with the purpose of your work and discover ways to create spirited teams.

John Izzo, PhD

Author, Public Television Host, Corporate Culture Expert

3:30 pm – 4:00 pm

Wrap-up and Adjournment

4:00 pm – 5:00 pm

CIO Forum Reception

Meet Our Speakers



Ellen Barry, MBA

CIO
Metropolitan Pier & Exposition Authority of Chicago

Ellen Barry, a life-long resident of Chicago, has a strong understanding of what drives business – she has spent much of her professional life focusing on bringing value to the customer in the business world. As Chief Information Officer for McCormick Place and Navy Pier in Chicago for the past eight years, she incorporates technology initiatives in her efforts to assist Show Organizers produce successful events. Ellen loves Chicago and values the role technology plays in the economic vitality of this great city.



John Izzo, PhD

Author, Public Television Host, Corporate Culture

As a writer, philosopher and frequent voice in national broadcast media, Dr. Izzo has the ability to inspire people to feel good about their chosen paths through life and work. He has authored four books, *Second Innocence: Rediscovering Joy and Wonder*, *Awakening Corporate Soul: Four Paths to Unleash the Power of People at Work*, *Values Shift: Recruiting, Retaining and Engaging the Multigenerational Workforce* and his new bestseller, *The Five Secrets You Must Discover Before You Die*. His work has been featured by the likes of Canada-AM, CNN, American Public Television, Canada's Biography Channel, Fast Company, Inc Magazine, The Healthcare Forum Expert Journal; as well he is the Leadership feature writer for the Globe and Mail.



Ian Morrison, PhD

Author, Consultant and Futurist

Dr. Ian Morrison is a founding partner in Strategic Health Perspectives, a joint venture between Harris Interactive and the Harvard School of Public Health's Department of Health Policy and Management. He is President Emeritus of the Institute for the Future (ITF) and Chairman of ITF's Health Advisory Panel. He is also author of *Healthcare in the New Millennium: Vision, Values and Leadership* (Jossey-Bass, 2002). His previous book, *The Second Curve – Managing The Velocity of Change* (Ballantine, 1996), was a New York Times Business Bestseller and Businessweek Bestseller. He also serves as a member of the Stakeholders Advisory Committee of the Program on Health System Improvement at Harvard University.



David B. Nash, MD, MBA

Founding Dean
Jefferson School of Health Policy and Population Health

Dr. David B. Nash is a board certified internist and the Dr. Raymond C. and Doris N. Grandon Professor of Health Policy at Jefferson Medical College in Philadelphia. Dr. Nash has been named as the Founding Dean of the new Jefferson School of Health Policy and Population Health, a unique school offering four masters programs in Public Health, Health Policy, Quality and Safety and Chronic Care Management. Dr Nash has been repeatedly named by Modern Healthcare as among the top 50 most powerful physician executives in the nation and is the recipient of many national awards and prizes. He is the editor of 18 books, hundreds of scholarly papers and currently serves as the editor in chief of four national journals.

Registration

2009 CIO Forum Presented by CHIME and HIMSS

First Name	MI	Last Name
CHIME Member Number	<input type="checkbox"/> CPHIMS <input type="checkbox"/> FCHIME <input type="checkbox"/> FHIMSS <input type="checkbox"/> III <input type="checkbox"/> JD <input type="checkbox"/> JR <input type="checkbox"/> MD <input type="checkbox"/> DO <input type="checkbox"/> PhD <input type="checkbox"/> RN <input type="checkbox"/> RPh <input type="checkbox"/> Other	
Nickname for Badge	Title	
Organization		
Address		
City	State	Zip Code
Country		
Telephone	Fax	
Email		
<input type="checkbox"/> Above address is permanent change from mailing label		
Emergency Contact		
Phone Number		
Special assistance required (please specify)		

FORUM FEE **STEP 1**
CIO Forum *Must be a CHIME member to register.* \$295

HIMSS09 CONFERENCE FEES				STEP 2
		If full payment received on or before 1/26/09	If full payment received from 1/27/09 to 3/9/09	Late reg & onsite rates in effect after 3/9/09
Includes entrance to all education sessions and exhibit hall Sunday through Wednesday, Sunday night welcome reception, CD-ROM conference proceedings, and registration tote bag and kit (while supplies last).	HIMSS Member/Co-Sponsor Rate	<input type="checkbox"/> \$640	<input type="checkbox"/> \$740	<input type="checkbox"/> \$1045
	Government Rate	<input type="checkbox"/> \$640	<input type="checkbox"/> \$640	<input type="checkbox"/> \$640
	Please select branch: <input type="checkbox"/> Federal <input type="checkbox"/> State <input type="checkbox"/> International			
	Exhibit Hall Only Pass*	<input type="checkbox"/> \$175	<input type="checkbox"/> \$175	<input type="checkbox"/> \$175
	Single-Day Pass	<input type="checkbox"/> \$425	<input type="checkbox"/> \$425	<input type="checkbox"/> \$550
	Please select day: <input type="checkbox"/> Sunday <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday			

* Includes admittance to exhibit hall on Tuesday and Wednesday only; keynote and all education sessions on Wednesday. Also includes tote bag materials (while supplies last).
 ** This pass grants access to any symposium on Saturday April 4, and a Single Day Pass on Sunday April 5. The Sunday One Day Pass includes admittance to all Sunday education and keynote sessions, exhibition hall, Welcome Reception, CD-ROM conference proceedings, and tote bag and kit (while supplies last).

HIMSS MEMBERSHIP (Optional) **STEP 3**
 Member Join \$140 Member Renew \$140 | To renew your CHIME membership, please call the CHIME office at 734.665.0000.

HIMSS09 OPTIONAL EVENTS		STEP 4
Awards Banquet (Sat.)	<input type="checkbox"/> \$120	Symposia—Saturday, April 4 Clinical Engineering & IT Leadership Symposium <input type="checkbox"/> \$275 HIE Symposium <input type="checkbox"/> \$275 Nursing Informatics Symposium <input type="checkbox"/> \$275 Will you also attend the Friday, April 3, Nursing Informatics Foundations? <input type="checkbox"/> yes <input type="checkbox"/> no Payor Symposium <input type="checkbox"/> \$275 Pharmacy IT Symposium <input type="checkbox"/> \$275 Physicians' IT Symposium <input type="checkbox"/> \$275 Supply Chain Symposium <input type="checkbox"/> \$275 Financial Systems Symposium (½ day) <input type="checkbox"/> \$125
# of tickets for Awards Banquet	<input type="text"/>	
Awards Banquet Table	<input type="checkbox"/> \$1,200	
CPHIMS Exam*		
HIMSS Members	<input type="checkbox"/> \$275	
Non-Members	<input type="checkbox"/> \$345	
Tue <input type="checkbox"/> am <input type="checkbox"/> pm Wed <input type="checkbox"/> am		
CPHIMS Review Course	<input type="checkbox"/> \$250	
Cisco Connected Health Summit	<input type="checkbox"/> \$110	
Microsoft HUG Tech Forum	<input type="checkbox"/> \$250	
SHS Conference	<input type="checkbox"/> \$525	Workshops—Saturday, April 4 Information Security (200) <input type="checkbox"/> \$240 Process Improvement (201) <input type="checkbox"/> \$240 Project Management (202) <input type="checkbox"/> \$240 New to the HIT Field (203) <input type="checkbox"/> \$240 Human Capital Strategy (204) (½ day) <input type="checkbox"/> \$125 Healthcare IT Leadership (205) (½ day) <input type="checkbox"/> \$125 Interoperability Workshop (206) (½ day) <input type="checkbox"/> \$125 Health IT Venture Fair <input type="checkbox"/> \$275
Tuesday Night Special Event at Navy Pier	<input type="checkbox"/> \$45	
# of tickets for Tues. Night Special Event	<input type="text"/>	

* See other side for eligibility question.

Registration

General Information

CONFERENCE REGISTRATION TOTAL STEP 5

CIO FORUM FEE	_____
HIMSS09 CONFERENCE FEE	_____
HIMSS MEMBERSHIP	_____
HIMSS09 OPTIONAL EVENTS	_____
HIMSS Certificate Number or Promo Discount Code	_____ ()
TOTAL	\$ _____

METHOD OF PAYMENT No Purchase Orders Accepted STEP 6

Enclosed is a check or money order made payable to HIMSS
 Please charge my credit card: Visa American Express MasterCard Discover

Please print name as it appears on card

Name on Card _____

Card No. _____

Expiration _____

Signature _____

Full payment and signature must accompany this completed form for registration to be processed.
Note: To facilitate check payments, the HIMSS Federal Tax Identification Number is 36-3906745.

ELIGIBILITY FOR CPHIMS EXAM

To be eligible for the CPHIMS exam, candidates must fulfill one of the following requirements for education and work experience. Please check the box that most applies to your qualifications.

Bachelor's degree or global equivalent plus five (5) years of associated information and management systems experience* three (3) of those years in healthcare

Graduate degree plus three (3) years of associated information and management systems experience* two (2) of those years in healthcare

Date of Birth (mm-dd-yyyy) _____

*Associated information and management systems experience includes experience in the following functional areas: administrative/management, clinical information systems, e-health, information systems, or management engineering.

ADDITIONAL REGISTRATION QUESTIONS STEP 7

Please complete the following information as part of your registration:

1. I would like to volunteer to participate in a focus group Yes No 2. Did you attend HIMSS08 in Orlando? Yes No

3. How many previous HIMSS Annual Conference & Exhibitions have you attended? 0 1 2 3 4 5+

3 WAYS TO REGISTER

INTERNET Credit card registration only. www.himssconference.org Click on registration.	MAIL Please allow 5-10 working days for delivery. HIMSS09 Conference Registration c/o CompuSystems, Inc. P.O. Box 492, Brookfield, IL 60513	FAX For credit card registration only. 708-344-4444 Attn: HIMSS09 Conference Registrar PLEASE DO NOT MAIL THIS FORM AFTER FAXING. YOU MAY INCUR DUPLICATE CHARGES!
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DEMOGRAPHIC QUESTIONS STEP 8

Professional Title (check one):

Information and Management Systems

<input type="checkbox"/> CIO, CTO, VP of IT/IS/MIS/Network	<input type="checkbox"/> Mgr Network, Internet, Intranet, Telecom, Call Center
<input type="checkbox"/> Director Data Processing/MIS	<input type="checkbox"/> Director of Other IT Dept.
<input type="checkbox"/> Mgr Data Processing/MIS	<input type="checkbox"/> Mgr of Other IT Dept
<input type="checkbox"/> CSO, Director Info Security/Site Security	<input type="checkbox"/> Systems Analyst
<input type="checkbox"/> Mgr Info Security/Site Security	<input type="checkbox"/> Programmers/Developers
<input type="checkbox"/> Director Network, Internet, Intranet, Telecom, Call Center	<input type="checkbox"/> Senior Staff / Staff
<input type="checkbox"/> Director, Mgmt Engineering	

General & Financial Management

<input type="checkbox"/> CEO, Chairman, Pres, Exec Dir, Adm, Group Practice Mgr	<input type="checkbox"/> VP/Director of Other Admin/ Financial Depts
<input type="checkbox"/> COO, Exec VP, Sr VP, VP, Gen Mgr	<input type="checkbox"/> Mgr of Other Admin/ Financial Depts
<input type="checkbox"/> CFO, VP/Finance, Finance Director, Controller	<input type="checkbox"/> Senior Staff / Staff

Clinical Management

<input type="checkbox"/> CMO, CMIO, Medical Director, Chief of Staff	<input type="checkbox"/> Registered Pharmacist
<input type="checkbox"/> CNO, VP/Director	<input type="checkbox"/> Chief/Director of Other Clinical Depts/ Lab Services/Pharmacy
<input type="checkbox"/> Mgr of Nursing	<input type="checkbox"/> Mgr of Other Clinical Depts/ Lab Services/Pharmacy
<input type="checkbox"/> Physician	<input type="checkbox"/> Senior Staff / Staff
<input type="checkbox"/> Nurse	

Others Allied to the Field

<input type="checkbox"/> IT, Business Consultant	<input type="checkbox"/> Marketing and Sales
<input type="checkbox"/> Professor/Educator	<input type="checkbox"/> Government Employee/Public Servant
<input type="checkbox"/> Student	<input type="checkbox"/> Other
<input type="checkbox"/> Programmers/Developers	

Worksite (check one):

<input type="checkbox"/> Academic Institution	<input type="checkbox"/> Hospital, Multi-Hospital System, Integrated Delivery
<input type="checkbox"/> Ancillary Clinical Service Provider	<input type="checkbox"/> Financial, Legal, Investment Firm
<input type="checkbox"/> Ambulatory Care Facility	<input type="checkbox"/> Long Term Care Facility
<input type="checkbox"/> Federal, State, or Local Gov't	<input type="checkbox"/> Payer, Insurance Company, Managed Care
<input type="checkbox"/> Healthcare Consulting Firm	<input type="checkbox"/> Vendor
<input type="checkbox"/> Home Healthcare Org	

Principal Work Force (check all that apply):

<input type="checkbox"/> Case Management	<input type="checkbox"/> Leadership Management
<input type="checkbox"/> Clinical Systems	<input type="checkbox"/> Medical Staff Service
<input type="checkbox"/> E-Commerce/E-Health	<input type="checkbox"/> Reengineering/Performance Improvement
<input type="checkbox"/> Financial Management	<input type="checkbox"/> Security/Confidentiality/Privacy
<input type="checkbox"/> Internet/Intranet	<input type="checkbox"/> Telecommunications
<input type="checkbox"/> IT Infrastructure	
<input type="checkbox"/> Legal Aspects of Healthcare	

Length of Time in the Field (years):

<1 1-5 6-10 11-15 >15

Purchasing Authority:

Decision influencer Decision maker Not applicable

Annual Budget of your Department/Area:

<\$1M \$1.1M - \$10M \$10M - \$50M >\$50M

Total Annual Budget of Your Organization

<\$100M \$101M - \$500M \$500M - \$1B >\$1B

A block of rooms has been reserved for members of CHIME at the Hyatt Regency Chicago, located at 151 East Wacker Drive, Chicago, Illinois. This full-service hotel offers deluxe accommodations with several dining and lounge facilities and a variety of nearby recreation options.

To make your reservations:

- Go to www.himssconference.org
- Click on "Hotel and Travel"
- Click on "Make hotel reservations"
- Click on "CHIME" and enter the password

You will need a password to complete the reservation. You can get the password by calling the CHIME office at 734.665.0000.

Make your hotel reservations early so your preferred arrival and departure dates are available. Making hotel reservations prior to registration is recommended. There are no out-of-pocket costs to make hotel reservations; only a credit card is required as a guarantee. The deposit will not be charged until approximately two weeks prior to the conference.

Chicago Airport

The Hyatt Regency Chicago is located approximately 18 miles from O'Hare International Airport and 12 miles from Midway International Airport. Most U.S. airlines fly into Chicago, but it is best to book early to get the flight of your choice and the best rates.

Airline Reservations

For information on special discounted airline reservations with our selected airlines – plus details on car rental discounts – please visit www.himssconference.org, click on "Hotel and Travel" and click on the Air Fare & Car Rental Information page. Follow the instructions to complete your reservation.

CIO Forum Opening Reception

A welcoming reception for CIO Forum attendees will be held at the Hyatt Regency Chicago on Friday, April 3 from 7:00 pm to 9:00 pm.

Registration Information

Register online at: www.himssconference.org. You must use your **CHIME member number**. To register by fax, print the completed form with payment information and fax to 708.344.4444.

NOTE: Attendance at the CIO Forum is limited to members of the College of Healthcare Information Management Executives (CHIME) and representatives of CHIME Foundation firms only. IT executives who are not yet members may apply for membership by contacting CHIME at 734.665.0000 or by going to www.cio-chime.org. Applications for membership must be received and approved by March 13, 2009 to attend the CIO Forum. All registrations will be confirmed by e-mail. Please call CompuSystems, the HIMSS Registrar, at 877.303.0721 if you do not receive an e-mail confirmation.

Fees

Fees are \$295 for members of CHIME. There is no charge for CHIME Foundation and Premier Foundation firm representatives (limit 3; limit 4 if a 2009 CIO Forum Sponsor). Associate Foundation firms are allowed one registration; limit two if a 2009 CIO Forum Sponsor. The registration fee for Foundation firm representatives increases to \$75 for registrations received after March 16, 2009. Your registration includes a badge packet, handouts, attendance at all Forum sessions, continental breakfast, lunch, and a reception on Friday, April 3 and Saturday, April 4. Fees do not include hotel accommodations or HIMSS conference registration fees. You may register for both the HIMSS conference and the CIO Forum at www.himssconference.org or by using the registration form on the next page.

By registering, I agree to all the terms and conditions set forth by HIMSS. Noncompliance will result in registration cancellation without refund.

To review the registration policies, visit: www.himssconference.org/registration/policies.aspx

Questions about your registration? Call: 877-303-0721 or 708-486-0721 Email: himss09@compusystems.com

Questions about the conference program or HIMSS? Call: 312-664-HIMSS (664-4467)

For hotel reservations, please visit: www.himssconference.org/travel

2009 CIO Forum

Saturday, April 4, 2009
McCormick Place | Chicago, Illinois

Presented by



High-level, high-impact discussion, knowledge-exchange and networking on professional and organizational excellence.



230 E. Ohio St., Suite 500
Chicago, IL 60611



Register Today

www.cio-chime.org | www.himssconference.org