

# Impact2010

The Premier Conference for Business and IT Leaders

May 2 - 7  
Venetian Hotel  
Las Vegas , NV



## Healthcare and Life Sciences Session Highlights

IMPACT 2010 addresses the most pressing business issues and challenges the Healthcare and Life Sciences industries face today, presents real life case studies from your peers and shares the latest practical ideas for doing more with less in the new economy.

Monday

**Session ID: 2155**  
**Track: Customer Experience**

2:00 - 3:15 p.m.  
Marco Polo 806

**A Healthy Customer Experience: Personalized Medicine**

*Ed Mounib, IBM Industry Consultant; Patrick Shearman, CIO, HCF*

HCF, Australia's 3rd largest private health insurer, introduced an interactive loyalty and promotion program that uses predictive analytics, business rules and social networking to create a highly personalized, educational customer experience.

**Session ID: 1522**  
**Track: Industry Solutions**

2:00 - 3:15 p.m.  
Marco Polo 701

**A UK Hospital System Embarks on IT Transformation to Enable Genuine**

*Kevin Braithwaite, IBM*

Learn about the IT strategy of Basingstoke to address the issues of reducing clinical risk, improving patient experience and increasing operational efficiency -- which are top of the agenda for clinicians and CxOs.

**Session ID: 2752**  
**Track: Industry Solutions**

3:45 -5:00 p.m.  
Marco Polo 806

**Parkland Health and Partners Healthcare Improve Processes for Delivering**

*Howard Goldberg, Partners Healthcare; Lisa Hutson, Parkland Health and Hospital System*

Learn how two healthcare providers deliver on smarter healthcare with business process improvement initiatives. Participants will have the opportunity for candid interactive dialogue with the speakers.

**Session ID: 1420**  
**Track: BPM**

5:15 - 6:30 p.m.  
Venetian Casanova 504

**Business Optimization Enabled by BPM**

*Tarek Saad, Ministry of State for Administrative Development; Diaa Yousry, IBM SW Services*

Learn how Ministry of State for Administrative Development (MSAD) with Ministry of Health (MOH) established a centralized operation for the Pharmaceutical Products Registration Process by leveraging BPM enabled by SOA.

Tuesday

**Session ID: 2764**  
**Track: Industry Solutions**

10:15 - 11:30 a.m.  
Marco Polo 806

**HealthNow Tackles Multichannel Enrollment**

*John Walsh, Healthnow*

HealthNow will share point of view on a strategic business process improvement initiative; SOA multichannel enrollment modernization solution and Information Agenda strategy and roadmap. They will cover business drivers, and results

**Session ID: 2031**  
**Track: SOA Connectivity**

10:15 - 11:30 a.m.  
Venetian Casanova 601

**Architecture for Legacy and Healthcare Packaged Application Integration**

*Jose Ramos Sandoval, Triple-S, Inc*

Triple-S, Inc (Blue Cross Blue Shield of Puerto Rico) adopted a SOA architecture to support coexistence of new and legacy systems. Learn about product selection, architecture, development, and deployment of SOA solution based on WebSphere

**Session ID: 1323**  
**Track: SOA & Governance**

1:30 - 2:45 p.m.  
Venetian Casanova 602

**Enterprise SOA Governance & SLA Management at Kaiser Permanente**

*Manish Vipani, Kaiser Permanente; I. Heritage, IBM*

Kaiser Permanente's SOA governance solutions consists of IBM DataPower Appliances, WebSphere solutions for security, policy enforcement and governance, and Tivoli for monitoring SLAs. Speakers will share challenges and lessons learned.

**Session ID: 2924**  
**Track: Industry Solutions**

1:30 - 2:45 p.m.  
Marco Polo 806

**Boston Medical Center Achieves Revenue Growth with Referral Management**

*Joel Vengco, BMC, Boston Univ School of Public Health; Ajay Asthana, IBM*

In order to address BMCs challenge with patient referrals across a community health system, IBM and Carefx provided an e-referral portal that allows coordination and collaboration between physicians and specialists. Measurable results are dramatic.

IBM IMPACT Conference, May 2-7, 2010, The Venetian, Las Vegas, NV  
For the latest information visit [www.ibm.com/impact](http://www.ibm.com/impact)



Tuesday

**Session ID: 2938**  
**White Board Session**

1:30 - 5:15 p.m.  
 Galileo 1004

**Business Agility Symposium - Patient-centric Collaborative Care**

*Ed Mounib, IBM; Leonard Lee, IBM*

Join your peers for an interactive symposium that will help you overcome the organizational silos and rigid IT systems that inhibit change. Register for this exclusive symposium at [ibm.com/software/websphere/events/impact/symposium.html](http://ibm.com/software/websphere/events/impact/symposium.html)

**Session ID: 2521**  
**Track: Industry Solutions**

3:15 - 4:30 p.m.  
 Marco Polo 702

**Cardinal Health Enables a Smarter Supply Chain with WebSphere Sensor**

*Greg Tilton, AMS Technical Consultant, Cardinal Health*

Learn how Cardinal Health is leveraging WebSphere Sensor Solutions to improve the agility and efficiency of their distributed warehouse application environment.

**Session ID: 2080**  
**Track: Industry Solutions**

4:45 - 6:00 p.m.  
 Marco Polo 806

**Emdeon Brings Agility to Healthcare Information Processing**

*Kris Olberg, Emdeon Inc.; Jennifer Whitmire, Emdeon Inc.*

Emdeon is an intermediary in the exchange of information between providers, payers and patients. We will examine the role of a business rule management system and how technology improves the ability to adapt systems and evolve business models.

Wednesday

**Session ID: 2518**  
**Track: Industry Solutions**

10:15 a.m. - Noon  
 Marco Polo 701

**Kaiser Permanente's Service Blueprint Strategy for their Health Plan Business**

*John Wells, Kaiser Permanente; Sanjay Motwani, IBM*

Kaiser Permanente's service blueprint strategy towards calls for SOA solutions for their health plan business. The focus is on achieving increased organizational flexibility and technology-enabled responsiveness that is key to positioning for growth.

**Session ID: 2839**  
**Track: SOA Connectivity**

10:15 - 11:30 a.m.  
 Venetian Casanova 603

**Extending Connectivity to Partners with WebSphere DataPower Appliance**

*Richard J. Kinard, IBM*

The Commonwealth of Massachusetts' HHS is creating a secure Health Data Gateway to extend connectivity internally and externally, leveraging industry standards to simplify communications and lower costs of connecting with partners.

**Session ID: 2938**  
**White Board Session**

10:30 a.m. - 2:15 p.m.  
 Galileo 1004

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**Session ID: 1218**  
**Track: Industry Solutions**

1:30 - 2:45 p.m.  
 Venetian Casanova 602

**UPMC Modernizes Healthcare Interoperability with WebSphere Process Server**

*Lisa Khorey, UPMC; Jeremy Smith, Summa*

Hear about UPMC's initiative to modernize interoperability using WebSphere middleware. Learn why UPMC chose SOA and WebSphere, the path to adoption, and how SOA provides agility to succeed in the changing healthcare landscape.

**Session ID: 2036**  
**Track: SOA & Governance**

3:15 - 4:30 p.m.  
 Venetian Toscana 3701

**Case Study: Successful SOA Transformation of a Health Insurance System**

*Carlos D. Torres, BCBS of Puerto Rico*

BCBS of Puerto Rico chose SOA to support coexistence of existing systems and new solutions. They had to develop new ways for business and IT to work together to define, implement and test new processes. Hear of the benefits realized.

Thursday

**Session ID: 1122**  
**Track: Industry Solutions**

10:45 a.m - Noon  
 Venetian Casanova 602

**BCBS of Tennessee Moves Back Office Transactions to Point of Service**

*Bruce Kaurene, The TriZetto Group; Trevin Bernarding, Blue Cross Blue Shield of Tennessee*

BCBS of TN is utilizing a TriZetto solution that enables physicians to estimate patient liability at the point of service, prior to rendering these services and optionally submit the claim in real time to the health plan.