

AMA IEEE Medical Technology Conference: Healthcare IT Boston 2011

*Delivering on the Promise of
Cost Effective Quality Healthcare*

To register and attend our **Second AMA-IEEE Medical Technology Conference: Health IT**, please visit <http://ama-ieee.embs.org/>. The conference will be held on **October 16-18, 2011** at the **Boston Park Plaza Hotel and Towers** in Massachusetts, USA.

The **program and accepted papers** will be available on our website September 26.

Breakout Sessions will be highly interactive and solutions-orientated. This is an unparalleled opportunity to share your knowledge with a respected audience of engineers, physicians, and other healthcare professionals as well as network with your peers in the industry. **The themes are:**

- Healthcare Reform and Health IT Adoption
- Clinical Decision Support and Individualized Medicine
- Workflow (administrative & clinical) and Health IT
- Improving the Outcomes and Quality

Our **Keynote and Plenary Speakers** will set the tone for a very dynamic conference. We are excited to welcome them!



Joseph J. Frassica, MD, FAAP, FCCP – Chief Medical Information Officer and Vice President at Philips Healthcare; and Senior Consultant at Massachusetts General Hospital. Decision support has the potential to make a significant positive impact on health care by providing timely guidance to clinicians who are immersed in the everyday work of caring for patients. Yet the uptake and acceptance of decision support tools developed to aid clinicians in their work has been extremely slow. On Sunday, he will examine the characteristics of successful decision support systems with reference to knowledge developed in other high-stress environments. He will outline an expanded definition of clinical decision support in the context of current work on predictive algorithms which

are aimed at augmenting the clinical intuition of bedside caregivers along with the elements that will be necessary to encourage wide-spread adoption.



David W. Bates, MD, MSc – Professor of Medicine, Harvard Medical School, Professor of health Policy and Management, Harvard School of Public Health. On Monday, Dr. Bates, who is an internationally renowned expert in patient safety, will discuss using information technology to improve clinical decision-making, quality-of-care, cost-effectiveness, and outcomes assessment in medical practice. At a time when patient safety has become a key driver for focusing national attention on health-care quality, Dr. Bates' work has not only shown the magnitude of the problem but also provided a blueprint for helping solve it.



Michael L. Hodgkins, MD, MPH – Chief Medical Information Officer, American Medical Association. On Tuesday, Dr. Hodgkins will discuss healthcare reform and health information technology. Healthcare reform will continue to evolve as organizations experiment with new payment and delivery models. Information technology will be an important enabler but overcoming the challenges to adoption and the flexibility to assemble the right technology at the right time will be required to achieve success.

We look forward to meeting you in Boston!

