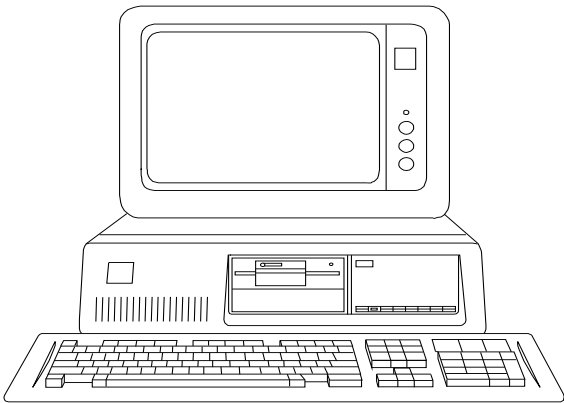


Inside Healthcare Computing presents

**Emerging
Healthcare
Infostructures**



**The Fourth Annual
Clinical/Bedside Computing
Conference and Expo**

July 11-12, 1994

By the Bay Holiday Inn, Portland, Maine

Tomorrow's Visions--Today's Leading Installations:

- User reports ● Exhibits ● Critiques ● Overviews on --
- Point-of-care systems ● Graphical user interfaces ● Telemedicine
- Clinical database systems ● Community-wide shared patient databases

Listen and talk to those who are creating today the information systems tools that physicians, nurses and other caregivers will use in tomorrow's health care providers. For example, you'll learn:

- ✓ How computerization cut labor costs 12.5% across all 110 ICU beds at Barnes
- ✓ How Cerner's Open Clinical Foundation will let Samaritan Health position itself to be both a large-scale provider and an accountable health plan if healthcare reform goes through.
- ✓ Why one hospital went high-tech wireless with CliniCare, another uses low-cost hand-held Meditech nursing terminals, and others prefer fixed bedside terminals.
- ✓ How interface engines are linking remote physicians' office with bedside charts.

**Program of
Emerging Healthcare Infostructures--
Fourth Annual Clinical/Bedside Computing Conference and Expo**

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Creating Your Clinical Systems Strategy: Philip Lohman, Director of Research, First Consulting Group, Long Beach, Calif. This nationally-known consultant on healthcare information systems will review the major vendors and technologies; describe issues you need to decide before issuing an RFP; pros/cons of networked vs. central system architectures...how interface engines fit in...key questions for the RFP and site visits...and more.

Contracting to Link Healthcare Information Systems in a Multi-Vendor Environment: Mark Biddle, Attorney, Gollatz, Griffin, Ewing & McCarthy, Philadelphia, Pa. Maybe your clinical database will come from one vendor, a bedside system from another, lab from a third. Maybe you'll use an interface engine, or retain a systems integrator to pull it all together. Who guarantees response time? Data integrity? Security? Completion? Can a contract protect you in most eventualities? Biddle, one of the nation's top healthcare systems contract attorneys, will raise key legal issues you'll need to consider, and put you on the path to solving them.

TRACK ONE:

Clinical Information Systems:

- Electronic Chart ● Clinical Databases
- Graphical User Interfaces

A Visionary 'Infostructure'--Samaritan's Strategic Area-Wide Health System: Jack Kowitz, VP/IS Samaritan Health System, Phoenix, Ariz. Samaritan is installing Hewlett-Packard's CareVue and a Cerner network. Why? As the biggest provider in Arizona, Samaritan plans to be an "Accountable Health Plan" if health care reform is enacted. The Infostructure: Samaritan is creating a corporate patient database of millions of patients. Physicians and payors, and maybe competitors, will be allowed to tap in.

Get the Inside Story on Cerner's Powerchart, Open Clinical Foundation: Patricia Button, Director, Nursing Informatics, Dartmouth-Mary Hitchcock Hospital, Lebanon, NH, Cerner's development partner on Powerchart (electronic charting), Pronet (physician order entry) and Carenet (nursing care). Get results of the pilot of Powerchart. Learn why DMH, after looking at vendor systems, decided to be a development partner, and chose fast-growing Cerner.

Three Vendors, One Clinical System: Database, Interface Engine, Bedside System: Ameritech Knowledge Keystone; Software Technology Corp. DataGate; JRS Nursing Information System: Charles Dooley, CIO, St. Cloud, Minn. Hospital. St. Cloud is linking the new generation of Knowledge Keystone to a JRS bedside system, using the DataGate interface engine. Plus: building a Community Health Information Network from the same set of tools.

TRACK TWO:

Bedside/Point-of-Care Systems:

- Medical-Surgical ● ICU ● Pen-Based Systems
- Cost Justification

Bedside Systems Don't (Necessarily) Improve Documentation or Care: Barbara A. Happ, PhD, RN, Health Care Systems Analyst, The Analytic Sciences Corp. Dr. Happ's research overturns orthodox beliefs: it showed that the mere presence of a point-of-care system didn't help nursing documentation or patient satisfaction; in some situations, it may have hurt. It's not all just hardware and software: planning for the system is critical. Hear the lessons learned and suggestions for managing change.

Concord Goes Wireless with CliniCare: Mary Ann Cioffi, RN, MS, Prof. Dev. Coord.-Nursing and Deane Morrison, RPH, Dir, Computer Svcs, Concord Hospital, Concord, N.H. They'll explain the multi-disciplinary process they used to win administrative support for CliniCare, a point-of-care clinical information system with wireless hand-held terminals, a clinical database, and software for medical-surgical and ICU units (and now also respiratory care). **Hewlett-Packard CareVue 9000: Kevin Fitzpatrick, Systems Manager, Duke University Medical Center, Durham, N.C.** Learn why patient care information systems pioneer Duke is replacing a working home-grown ICU information system, why CareVue...how Duke will integrated the patient care system with Apache 3 outcomes research...learn about care mapping and using the system to meet JCAHO and HCFA reporting requirements.

80 Years of Paper Goes Electronic: Bell Atlantic StatLAN OACIS: Sue Ann Benner, Director of Nursing Information and Mgt. Systems, City of Hope National Medical Center, Duarte, Calif.

The situation: 80 years of paper records.

The goal: paperless in six years.

The game plan: link hospital and physician office records so MDs can track patients in and out of the hospital, view lab results, schedule patients from their offices throughout the 100-acre campus--and later do their own order entry and documentation. ADT, lab results, and transcription--and the first Oacis outpatient scheduling system--go live in April. Learn why City of Hope picked Bell Atlantic, how MDs view the system.

'Bedside Is a Location, Not a System': Second Foundation (now Ventech) Protouch: Judith W. Monaco, Director, Clinical and Mgt. Info Systems, Univ. of Maryland Medical System, Baltimore.

Nurses need clinical systems for research, quality assessment, and tasks like nursing FTE analysis, this MIS/nursing pro says. By conference time, the hospital will have had lab results on line since April. Learn which functions nurses use at bedside, in hallway alcoves, at the nursing station...Hear plans for order entry, case management and critical pathways on line.

Maximizing Potential of Health Data Sciences'

Ulticare: Jane Bull, COO, St. John's Regional Medical Center, Oxnard, Calif. Leadership teams are getting the most out of this physician-oriented system. Learn how St. John's solved problems like having to rewrite charts for transfers from the ICU; tracking and speeding lab results reporting. Why a JCAHO quality team liked Ulticare. Also: clinical system disaster prevention/recovery tips after the California earthquake.

Big Savings at Biggest Emtek System 2000 Site:

David Weiss, VP and CIO, Barnes-Jewish Inc/Christian Health Services, St. Louis, Mo. Barnes projected it would save a rosy 7% in ICU labor cost by the third year with this bedside system, then achieved a red-hot 12%--and this is no controlled pilot: it's all 110+ ICU beds. Bring your skepticism--but come ready to learn how.

Get the Scoop on the New Release 4.5 of Medtake: Pauline B. Elliott, RN, Director of Patient Care, St. Francis Medical Center, Cape Girardeau, Mo. Why the hospital expects Medtake to pay for itself in four years (a billing interface to recapture lost charges, for example).

Another View of Bedside Technology: Meditech's

Low-Cost Hand-Held Terminal: Donna Hollis, Nursing Information Systems Coordinator AMI Piedmont Medical Center, Rock Hill, SC. Some hospitals want fixed terminals with many functions at bedside. But Meditech created a low-cost hand-held, like a Nintendo Gameboy. What's best for you? This hospital finds the Meditech terminals easy to use--one 12-hour training course covers not only the terminals, but also the entire centrally-based nursing module. Nurses use just three keys for most documentation.

From No Computers to Full Bedside System--JRS

Clinical Technologies Nursing Information System: Janice A. Keyes RN, MSN, Informatics Coord., Memorial Hospital at Gulfport, Miss. Before: nurses didn't have computers to enter orders. After: charting right at the bedside as well as the nursing station. Learn how shared governance and unconventional training approaches smoothed the transition to high-tech nursing.

TRACK THREE: • Telemedicine • Linking To MDs' Offices • Will HCFA Reimburse?

Windows-Based CAI-Net Physician Link: David L. Baumgardner, Dir, Physician Service Network;

Richard A. Moore, Sr. VP, Reg. Dev., Akron General Hospital. It has a uniform user interface to four hospitals; a CAI-Net interface engine; a security system built for phone companies. It's replacing Ibox Physician Link, which lacks windows and referrals.

Warning: MDs may have to upgrade hardware to use it; not all practice management vendors are cooperating.

Telemedicine: When To Use It; Physician Resistance;

Will HCFA Reimburse? Jim Grigsby, PhD, Sr.

Research Asst., Center for Health Policy Research, Univ. of Colo. Health Sciences Center, Denver. His report for HCFA will be in final stages at conference time. Hear tips on trouble spots: for example: MDs will resist wasting time on a clunky system. Be forewarned: it can disrupt referral habits. Get a read on where HCFA stands.

How Telemedicine Works: Laura Adams, Telemedicine Coordinator, Medical College of Georgia,

Augusta, Ga. It's the biggest hospital telemedicine program in the country. Find out what it does, how it won Medicare reimbursement for "tele-consultations," the advantages for both rural and hub hospitals.

More speakers will be announced on additional topics. Speakers are not necessarily listed in order of presentations. Tracks 1 and 2 are concurrent; both start Monday morning and end Tuesday afternoon.)

The Expo...

A Personal Opportunity for You to See Systems, Ask Questions

The scheduled presenters listed in previous pages are users and consultants who will give you the benefit of their experience with these systems.

Naturally, you'll also want to see the systems they'll discuss. Our Expo is your chance to check these systems out for yourself...to schedule time to sit down for a demo and privately ask your own in-depth questions, without the suffocating crush and annoying interruptions of huge convention crowds.

We've invited the vendors of all systems discussed by speakers; so far, the companies listed below have confirmed that they will exhibit. Others will be announced; we expect to fill all 28 exhibit spaces.*

<u>Point-of-care information systems:</u>	<u>Patient Care/Clinical Systems:</u>
Westinghouse Information Networks** WIN Bedside System Hewlett-Packard Company HP CareVue 9000 Clinical Information System CliniCom, Inc. CliniCare Clinical Information System Emtek Health Care System System 2000 Corometrics/QMI Quantitative Sentinel SpaceLabs, Inc. Spacelabs clinical information systems JRS Clinical Technologies JRS Nursing Information System	Health Data Sciences Corp. Ulticare Cerner Corp. Clinical information systems Second Foundation (Ventech) ProTouch Bell Atlantic Healthcare Systems StatLAN Oacis
	<u>Clinical Interface Engine Systems:</u>
	Century Analysis Corp. CAI Integration Toolset Software Technology Corp. Datagate

* If you know of a vendor of an important next-generation clinical or point-of-care information system we haven't included in our program, call us right away, and we'll look into it.

**It's a brand-new system from this new joint venture of Integrated Medical Networks and Westinghouse.

Hotel accommodations: two locations

● **By the Bay Holiday Inn** isn't your average Holiday Inn. With a sweeping view of Casco Bay and one of the nation's great historic cities, it's also a November, 1993 winner of Holiday Inns' Torchlight Award for excellence. (Only 33 Holiday Inns of 1,770 worldwide won this award in 1993.) Indoor pool, sauna, exercise facility; shuttle service from Portland International Jetport. For the room rate of \$85 single/\$95 double (includes continental breakfast mornings of July 11-12), call Reservations at (800) 345-5050 or (207) 775-2311; ask to reserve for Inside Healthcare Computing's Clinical/Bedside Computing Conference.

● **The Sonesta Hotel Portland**, a short stroll from the meeting site, offers the intimacy of a New England bed and breakfast as well as the high standards of a Sonesta Hotel. For the same room rate of \$85 single/\$95 double (includes continental breakfast mornings of July 11-12), call Reservations at (800) 777-6246 or (207) 775-5411; ask to reserve for Inside Healthcare Computing's Clinical/Bedside Computing Conference.

Both hotels are in the heart of historic downtown Portland, within a walk of the Old Port: once a brawling, big-shouldered seaport in the days of wooden ships and iron men, now its restored waterfront is a lively shopping, entertainment and dining district, a starting-point for tours of offshore islands.

Official Airline and Travel Agency:

Our conference travel agent is negotiating with airlines to get the lowest possible group fares. We expect to designate an official airline shortly. To ensure that your fares are the lowest, please consult with us before you book any non-refundable air fares.

Registration Fees:	Three Easy Ways to Register:
<p>\$635 for the first registrant from an organization. <u>Big savings are available for early registration and multiple registrants.</u> See the enclosed registration form for the full fee schedule and deadlines.</p> <p>These fees cover: all sessions, exhibits, conference working materials, the two reference books, breakfasts, refreshment breaks, and lunches Monday and Tuesday.</p>	<ol style="list-style-type: none">1. MAIL the registration form to: Inside Healthcare Computing, 3600 S. harbor Blvd., Suite 220, Oxnard CA 93035.2. FAX your registration form to us at (805) 984-8504.3. CALL (805) 984-8500 8:00 a.m.-4 p.m. Pacific time, and tell us you want to register.

About the conference sponsor:

The conference is sponsored by Inside Healthcare Computing, the newsletter which has been the most authoritative source of news and in-depth reports on hospital information systems for the past three years, with the largest and most experienced news staff of any independent newsletter covering this subject. The conference organizers, Editor Sue Corrales, Correspondent Marjolijn Bijlefeld, and Publisher Bill Donovan, have over 12 years' collective experience reporting on and analyzing hospital computer systems; they have organized a dozen conferences on hospital information systems issues.

Included in the registration fee: all sessions and exhibits; lunches July 11 and 12; refreshment breaks; and a conference workbook with proceedings.

Conference Reservation and Cancellation Policy:

Please read carefully; no-shows who do not cancel in advance are liable for fees up to \$150.

You may register on site. However, conference seating is limited to about 400; your seat will not be guaranteed until paid for. If you register and then must cancel, we will process an immediate 100% refund if you cancel and notify us by June 10, 1994. Cancellations after June 10, but by 5:00 p.m. Pacific Time July 5, 1994, are subject to a \$50/person processing fee. Cancellations received after 5:00 p.m. July 5, 1994, and no-shows, will be charged a \$150 processing and cancellation fee to cover our additional costs.

Registrant Substitution; Participant Satisfaction and Refund Policy:

If you cannot attend, you may send a substitute. If you do attend, and then feel that the information doesn't benefit your organization, we'll refund your fees.

This conference is designed for:

- VPs of Information Systems/CIOs
- MIS Directors
- DP Directors
- Directors of Medical Affairs
- Directors of Nursing Service
- VPs of Patient Care
- Consultants and Vendors
- CEOs, COOs, Administrators
- Others involved in decision-making on clinical and bedside information systems

Clinical/Bedside Computing Conference and Expo
 July 11-12, 1994, By the Bay Holiday Inn, Portland, Maine
CONFERENCE RESERVATION FORM

Fees cover sessions, exhibits, lunches Monday and Tuesday, refreshment breaks, and conference workbook.

Step 1: tell us who you are:	
FIRST REGISTRANT:	TITLE:
SECOND REGISTRANT:	TITLE:
THIRD REGISTRANT:	TITLE:
FOURTH REGISTRANT:	TITLE:
FIFTH REGISTRANT:	TITLE:

Use additional sheet for other registrants if needed; add totals below. To qualify for multiple-registrant discounts, all co-registrants must be employees of the same organization. You do not have to register at the same time.

Step 2: your organization:	
ORGANIZATION:	PHONE:
ADDRESS:	FAX:
CITY/STATE/ZIP:	COUNTRY (if not USA)

Step 3: calculate your fees, discounts, and total:	
A. Base fee for one on-site registrant, \$635.00. See big discounts below:	= \$ 635.00
B. Additional registrants, same organization, \$50 off. Number ___ x \$585	= \$
C. Advance payment savings for each registrant meeting these deadlines*:	
C-3: Triple-Early Discount: paid 90 or more days early, \$90 off.* Mail payment by April 10, 1994. Number: ___ x \$90 off	
OR C-2 Double-Early Discount: paid 60 or more days early, \$60 off.*	= - \$ (_____)
OR C-1: Early Discount: paid 30 or more days early, take \$30 off.*	
Mail payment by June 10, 1994. Number: ___ x \$30 off.	
SUBTOTAL--Add A + B. Subtract C if you meet payment deadlines:	= \$
PLUS: Number ___ of full sets of conference audio tapes at \$99 each. This price--well below cost--is a special discount for pre-registrants only:	= \$
TOTAL: registration fees above plus any audio tape orders:	= \$

* Note: to qualify for early payment discount, check (not purchase order) must be mailed by deadline; faxed orders without payment do not qualify for early-payment savings. We do not yet accept advance payment by credit card; credit card payments will be accepted on site. Late fees: 1.5% for payments made July 13-Aug. 15; additional 1.5% each month or part thereof after Aug. 15. Checks are payable in U.S. dollars to:

Inside Healthcare Computing
 (corporation; small business; FEIN/TIN 33-0433482)
 3600 S. Harbor Blvd., Suite 220, Oxnard CA 93035 (805) 984-8500; Fax (805) 984-8504

ENVELOPE ART

Below is the teaser art for the envelope.

What does the Clinton plan mean for patient care systems?

Will HCFA reimburse for 'teleconsultations'? Will doctors do them?

Which should your hospital install first--

- ▶ *a bedside/point of care information system?*
- ▶ *a clinical database with graphical interface for physicians?*
- ▶ *network interfaces to lab, pharmacy, and other ancillaries?*

How do you get a doctor to use the computer?

Get answers in Portland, Maine July 11-12, 1994

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SUBSCRIBER DISCOUNT RESERVATION FORM

Fees cover sessions, exhibits, lunches Monday and Tuesday, refreshment breaks, and conference workbook.

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FIFTH REGISTRANT:	TITLE:

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D. Subtract Subscriber Discount, \$75. One discount per subscription.	= - \$ (75.00)
SUBTOTAL: A + B, Minus C if you meet payment deadlines, Minus D:	= \$
PLUS: Number ___ of full sets of conference audio tapes at \$99 each. This price--well below cost--is a special discount for <u>pre-registrants</u> only:	= \$
TOTAL: registration fees above plus any audio tape orders:	= \$

* Note: to qualify for early payment discount, check (not purchase order) must be mailed by deadline; orders without payment do not qualify for early-payment savings. We do not yet accept advance payment by credit card; credit card payments will be accepted on site. Late fees: 1.5% for payments made July 13-Aug. 15; additional 1.5% each month or part thereof after Aug. 15. Checks are payable in U.S. dollars to:

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