

## Iowa Chapter of Health Information and Management Systems Society February 17, 2009

Sponsored by:

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### Location

Hotel Fort Des Moines  
515.243.1161  
1000 Walnut St.  
Des Moines, IA

### Agenda

#### Thursday:

- 8:30 Registration
- 9:00 Advocacy Day Kick Off: Steve Lieber
- 10:00 John Gillespie, State of IA
- 11:00 Dr. Tim Gutshell
- 12:00 Networking lunch
- 12:30 Iowa Legislative Update
- 1:15 Business Meeting
- 1:30 Panel: National Perspective Break
- 3:00 Advocacy Training
- 3:45 Leave for Capital
- 4-6 Legislative Meetings
- 6:00 Wine and Cheese Social

### Iowa HIMSS Website

<http://www.iowahimss.org>

### Iowa HIMSS Board

#### President

Randy Haskins CPHIMS, Regional Information Systems Director, Mercy Medical Center - North Iowa Mason City

#### Vice President

Diane Capaldo MHA  
Clinical Application Architect, Iowa Health System Des Moines

### February 17

#### Advocacy Kickoff:

#### Steve Lieber, President & CEO HIMSS

Steve Lieber brings to the Healthcare Information and Management Systems Society (HIMSS) over 28 years of experience in healthcare, over 25 of them in healthcare association management.



Since 2000, Lieber has served as President and CEO of HIMSS, the largest healthcare association focused on healthcare information technology (HIT). Lieber not only serves on the Board of Directors of HIMSS and its two related corporations, but he also serves on numerous other corporate, non-profit and coalition boards and groups. He is one of the founders of the Certification Commission for HIT and the Health Information Technology Standards Panel, two U.S. federally funded initiatives at the foundation of the U.S. interoperability effort.

As a nationally-recognized commentator on health policy in general and specifically healthcare IT trends and issues, Lieber is a regular speaker and contributor to corporate strategic planning efforts, government-sponsored policy efforts, private sector initiatives and other non-profit organizations. Lieber has been recognized as one of the Top 100 most influential people in US healthcare every year since 2004.

In his strategic leadership role at HIMSS, Lieber has established the Society as a global leader on issues such as electronic health records, interoperability, technology standards, IT adoption, and certification. He has also brought significant growth to HIMSS, more than quadrupling the organization's size and expanding its scope to encompass ambulatory IT issues, healthcare business information systems in addition to HIMSS leadership in the acute care clinical information systems arena.

Lieber previously served as CEO of the Emergency Nurses Association (ENA) for nearly nine years before accepting a position with the American Hospital Association as Vice President, Division of Personal Membership Groups. Prior experience includes Vice President of Operations for the Illinois Hospital Association; Senior Budget Analyst for the Illinois Bureau of the Budget; and Assistant Administrator, Research and Statistics for Arkansas Social Services.

Lieber holds an MA from the School of Social Service Administration at the University of Chicago, a BA in Psychology from the University of Arkansas, and has completed additional course work at the graduate schools of business at both universities and at the Keller Graduate School of Management. Steve has been a Certified Association Executive (CAE) since 1994, is a member of the American Society of Association Executives and Association Forum of Chicagoland and has been awarded honorary life memberships at the American Hospital Association and the American Society of Healthcare Risk Management.

### Past President

Cristina Thomas  
VP and CIO Information  
Systems, Mercy Medical Center  
Des Moines

### Advocacy

Paul Foelsch FHIMSS  
VP / Chief Information Officer,  
Mercy Hospital Iowa City

Lisa Spellman

HIMSS National Chicago IL

### Communications

Eric McColloch CPHIMS,  
Systems Support Manager,  
Mercy Hospital Iowa City

### Secretary

Vickie Wickham MSN  
Project Manager, Mercy Medical  
Center Des Moines

### Treasurer

Darcy Otis  
General Manager, Siemens Des  
Moines

### Web Site

Daniel Vanden Bosch  
Network Services Supervisor,  
Mercy Medical Center-DSM

### Membership

Lisa Goedken  
RSM McGladrey Dubuque

### Program Committee

Julie Allen Rague  
Account Executive, Quilogy, Inc

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Cedar Rapids

Gary Davis

IS Director, Great River Health  
Systems, West Burlington

Roxanne Menke RN

Clinical Informatics Specialist,  
Iowa Health System - Des  
Moines

Stephen Post

Manager LAN/Desktop Services,  
Mercy Medical Center North  
Iowa Mason City

## Title: John Gillespie, State of Iowa CIO

John Gillespie oversees systems that touch thousands of Iowans every day as the leader of Iowa state government's two key technology operations. As Executive Director of the Iowa Communications Network (ICN), Gillespie oversees management of a unique state-owned fiber optic network through which Iowans access distance learning and training opportunities, government services, telemedicine, and telejustice via high-speed Internet and interactive videoconferencing.

Gillespie also serves as the Chief Operating Officer for the Information Technology Enterprise of the Iowa Department of Administrative Services and as the designated Chief Information Officer for Iowa. In this role, he oversees daily operations of information technology and shared services throughout state government, including the State's ERP system, the official State of Iowa website and desktop services for thousands of state workers.



## Inertia and the Physics of Change: The Physician Office and HIT

Presenter: Dr. Tim Gutshell, Iowa Foundation for Medical Care

Inertia is defined as the disinclination to action or change. What more apt description of HIT and the physician office. This presentation will discuss the drivers for change and their current and future impact on the physician office environment.

Timothy Gutshell, M.D., is the senior clinical director for the Iowa Foundation for Medical Care (IFMC). In this role, he provides clinical leadership and strategic planning support for the company's Medicare quality improvement projects in Iowa, as well as, clinical support for regional and national projects outside of Iowa. Dr. Gutshell has 15 years experience as a staff physician with the Iowa Health System Emergency Physicians in Des Moines, Iowa. Previous to his ER experience, he practiced family medicine for nine years with the Iowa Physician's Clinic in Des Moines. Dr. Gutshell earned his medical degree from the University of Iowa in Iowa City, Iowa, and completed his residency at the Wake Forest University Bowman Gray Family Practice Residency Program in Winston-Salem, North Carolina.

## Iowa Legislative Update

Presenter: Linda Upmeyer, Iowa State Representative, 12<sup>th</sup> District

Linda Upmeyer was elected to the Iowa House of Representatives in 2002. Her current committee assignments include: Administration and Rules, Economic Growth, Human Resources, and Natural Resources. In the House Linda serves in the Republican Leadership as the Republican Whip. Linda is a member of Farm Bureau, Iowa/American Nurses Assn., Prof. Cardiovascular Nurses Assn., and Iowa/American Academy of Nurse Practitioners, Sigma Theta Tau Int'l Nursing Honor Society, Omicron Delta Kappa Nat'l Leadership Honor Society, Phi Theta Kappa, and American Heart Assn. Cardiovascular Nursing Council. She is a former trustee for North Iowa Area Community College and a former board member of both the National and Iowa Association of Community College Trustees.

Rep. Upmeyer received her BSN from the University of Iowa and her MSN from Drake University, and she is a member of the Iowa Nurse Practitioner Society and the American Academy of Nurse of Practitioners. Rep. Upmeyer was born in Mason City, Iowa and is currently a nurse practitioner living with her husband in Garner, Iowa. She is the proud mother of five children and has one grandchild.

## Business Meeting

President: Randy Haskins

## Panel

Pano Logic, Andrew Perry, Senior Director of Sales

Aaron Vance  
IT Director, Iowa Heart Center,  
P.C. Des Moines

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GeoNetric, Ben Dillon, Vice President and eHealth Evangelist

IBM, Chris Bailey, Regional Services Executive, General Business

Phoenix Health Systems

Choice Solutions

QuadraMed, Heather Wood, Product Manager/Senior Consultant

### Advocacy Training

Presenter: Thomas Keefe, MA Sr. Director, State Government Relations, HIMSS

Tom S. Keefe, MA, joined HIMSS in October 2005 and is Senior Director of State Government Relations. He is responsible for leveraging the grassroots capabilities of HIMSS chapters. Tom works to seamlessly integrate all state government relations activities to expand national HIMSS influence and expertise via HIMSS Chapters. Tom is staff liaison to the Chapter Advocacy Liaison Roundtable (CALR). Formerly, Tom served as Deputy Assistant Secretary at the Veterans Employment and Training Service at the U.S. Department of Labor. He has more than 35 years experience in the private sector and government working on complex issues including employment rights, training, benefits, worker safety, health, homelessness, and other socioeconomic concerns. Through his combination of experience and expertise, he provides HIMSS members a powerful advantage in helping to develop legislative and policy strategies that impact HIT strategies.

# Sponsors

## **Pano Logic, Andrew Perry, Senior Director of Sales**

Founded in 2006, Pano Logic develops virtualization-based software and hardware solutions that deliver superior desktop computing by eliminating the cost, complexity and security risks inherent in traditional PC environments. The Pano Virtual Desktop Solution (VDS) leverages server virtualization technology to deliver the first true 'zero client' experience – providing simplified client set-up, support for the latest OS capabilities, client roaming and mobility capabilities, and self-help for users. Pano VDS includes the hardware client and software components for a complete, purpose-built VDI solution. The company is privately held, and backed by leading investment firms Velocity Venture Capital, Foundation Capital and Goldman Sachs. Pano Logic is located in Menlo Park, California.

As director of customer development, Andrew is driving early sales and customer adoption at Pano Logic. Andrew has previously driven sales efforts at multiple successful start-ups from their first customers to enterprise scale. Prior to joining Pano, Andrew held senior sales positions at leading technology companies Timestock, Inc., (acquired by Computer Associates), Peribit Networks (acquired by Juniper Networks), and the VitalSoft Division of Lucent Technologies. Andrew holds a B.A. in Economics from Syracuse University.

## **GeoNetric, Ben Dillon, Vice President and eHealth Evangelist**

Geonetric works with hospitals and health systems to develop and implement innovative Web strategies to engage their customers online. Geonetric's award-winning content management system, VitalSite, manages multiple Web sites, intranets, and extranets under a single platform and delivers customized content and functionality to site visitors. VitalSite offers a variety of interactive modules including bill payment, calendar and events registration, appointment requests and donation sales that are focused on crafting the ideal end-user experience.

Ben is a co-owner of Geonetric and serves as a thought leader for Geonetric's prospects and clients - writing and speaking extensively about Geonetric's research in eHealth and the industry leading efforts of its clients. With 13 years of professional experience in information technology, business and healthcare, Ben has helped lead Geonetric through its rapid growth. Prior to working at Geonetric, Ben worked in business process re-engineering and enterprise software development with top-tier organizations including University of Iowa Healthcare and the Michigan Insurance Bureau. He holds a BSE in Computer Engineering from The University of Michigan and an MBA in eBusiness and Strategic Management from The University of Iowa. Ben is a member of HIMSS (the Healthcare Information Management Systems Society), the Microsoft Healthcare Users Group, SHSMD (the Society for Healthcare Strategy and Market Development), and has been a judge of the eHealth Leadership Awards for the past five years.

## **IBM, Chris Bailey, Regional Services Executive, General Business**

Mention IBM and people usually think hardware. Did you know IBM also has one of the world's largest provider consulting firms with expertise in the major application packages? In addition, IBM leverages the provider practice by coupling our industry expertise with IBM's software, hardware and even our R&D groups to deliver meaningful solutions to the Healthcare Industry. The presentation will provide the audience with a snapshot of IBM's expertise in Healthcare, a future-looking perspective of where we believe Healthcare is headed, and examples of how IBM, as a self-insured company, is trying to alter the industry as one of the nation's largest Healthcare consumers. In the end, we hope the next time you hear IBM, you think hardware AND Healthcare expertise.

Chris Bailey manages a highly skilled team of services professionals charged with addressing client problems through consultative services solutions. During his 14 year IBM career, Mr. Bailey has led various teams, domestically and internationally, focused on the Healthcare & Life Sciences industry covering a variety of industries including provider, payer, pharma, med device, academia, and government. Mr. Bailey joined IBM in 1995 as a Provider Consultant and was responsible for the successful launch of an executive dashboard offering by IBM called ExecIS then he moved to Indianapolis to manage IBM's provider territory for Central Indiana. Through a series of promotions, Mr. Bailey was given global account responsibility of Eli Lilly & Company. Mr. Bailey's next assignment was to lead a global Life Sciences team comprised of PhD resources missioned to address R&D issues within IBM's pharma and med device clients. After successfully managing the solutions team during IBM's launch of the Life Sciences business unit, Mr. Bailey worked with Indianapolis headquartered WellPoint-Anthem, the US's largest payer company. Mr. Bailey was responsible for overall account revenue and customer satisfaction as the client moved through a strategic outsourcing relationship with IBM. Prior to the current management role, Mr. Bailey led sales for the Central Region for IBM's provider consulting practice, Healthlink.

## **Phoenix Health Systems**

### **Choice Solutions**

Choice Solutions specializes in developing long term technology strategies for organizations of all sizes. Our mission is to understand where technology is today, where it's going to be in the future, and how it can be applied to support your organization's vision and long term goals. As a management consultancy and systems integrator, we combine both areas of expertise to educate your

organization on best-in-class solutions that deliver bottom-line results, and help you implement them as part of your IT master plan strategy.

### **QuadraMed, Heather Wood, Product Manager/Senior Consultant**

QuadraMed is an industry leader in developing information technology solutions that enable healthcare organizations to leverage quality care into positive financial outcomes.

QuadraMed Care-Based Revenue Cycle solutions, spanning Patient Access, Identity Management, Care Management, Health Information Management, and Patient Revenue Management, optimize the entire patient experience by empowering healthcare organizations to maximize financial performance and reimbursement based on the quality of care provided. QuadraMed fosters long-term client partnerships, enabling healthcare organizations to deliver quality care while achieving the highest value from their IT investments.

Heather Wood has been a member of the QuadraMed product management team since 1986, and currently serves as a Product Manager and Senior Consultant. Prior to joining the company, she was an acute care nurse with St. Francis Medical Center and Northwestern Memorial Hospital in Illinois, working as a staff nurse, nurse manager and director of nursing. Ms. Wood earned her RN from St. Francis School of Nursing, and her Bachelor of Science degree from Northwestern University. She was then awarded a MBA from Loyola University where she was named president of the Women MBA Students Association, and a recipient the Outstanding Leadership award.

# Registration Form

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Nickname for Badge

Title

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Organization

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Address

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City

State

Zip

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Phone

E-mail

REGISTRATION FEES (includes breakfast, lunch, and happy hour):

Both days:

\_\_\_ HIMSS Members \$40 *(either chapter or national membership)*

\_\_\_ Non-HIMSS Members \$50  
*(includes 1 year membership in the Iowa Chapter of HIMSS - \$35 value!)*

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**MAIL:**

(please allow 5-10 working days for delivery)  
Iowa HIMSS Conference Registration  
Attn: Eric McColloch  
Mercy Hospital  
500 East Market Street  
Iowa City, IA 52245

**FAX:**

Attn: Eric McColloch  
(319) 887-2955

**EMAIL:**

RSVP can be sent to:  
Email: <mailto:eric.mccolloch@mercyic.org>

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Online registration available at: <http://www.iowahimss.org/>

Questions about the conference?  
Call: 319-339-3328, Eric McColloch  
Email: [eric.mccolloch@mercyic.org](mailto:eric.mccolloch@mercyic.org)