



SVForum
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Healthcare Technology Innovation Boom Symposium

May 18, 2011 | 8:00am - 4:00pm
Pillsbury Winthrop Shaw Pittman LLP
2475 Hanover Street
Palo Alto, CA
94304

Healthcare Technology Innovation Boom

Wednesday May 18, 2011
Pillsbury Winthrop Shaw Pittman, Palo Alto

SVForum is pleased to hold its second annual symposium on Wednesday May 18, 2011. "Healthcare Technology Innovation Boom" will take a critical look at how technology and business model-innovation is changing the health care industry. While access to vital information is essential, how (and to whom) that information and care are delivered, the way providers are compensated, and options for patients to manage their health and wellness are changing the industry. In Silicon Valley, a globally recognized heartland of innovation in technology, what's happening to respond to the industry's challenges and the changes? Who are the emerging leaders and how will tomorrow's healthcare information technology sector differ?

Agenda:

8:00-8:45 am	Registration/Continental Breakfast & Networking
8:45-9:00 am	Welcome and Introductions
9:00-9:30 am	Holly Potter, Kaiser Permanente
9:30-10:15 am	Roundtable Discussion: "Opportunities and Challenges in Healthcare IT" Dr. Enoch Choi, PAMF Rajib Ghosh, Bosch Healthcare Moderator: David Snyder, 42TEK
10:15-10:45 am	Morning Break
10:45-11:15 am	Robert Fassett, Oracle
11:15-12:00 pm	Panel Discussion: "Technology and Data" Ryan Howard, Practice Fusion Amanda Prail, Med Vantage Dean Stephens, Healthline Ron Gutman, Health Tap Moderator: Marco Smit, Health 2.0
12:00-12:45 pm	Panel Discussion: "The Venture Landscape" Rebecca Lynn, Morgenthaler Ventures Anne DeGheest, Medstars Alex de Winter, Mohr Davidow Casper de Clercq, Norwest Venture Partners Moderator: Derek Dowsett, Moss Adams
12:45-2:00 pm	Lightning Pitches from Exhibitors and Networking Lunch
2:00-2:45 pm	Panel Discussion: "Chronic Disease Technology Transformation" Dr. Yan Chow, Kaiser Permanente Lisa Suennen, Psilos Group Byron Gehring, Convergence Health Henry Albrecht, Limeade Moderator: Patrick Doody, Pillsbury
2:45-3:30 pm	Panel Discussion: with "Rising Stars and Game-Changers" Halle Tecco, Rock Health Jeff Tangney, Doximity Eric Leven, Rip Road Mobile Albert Santalo, CareCloud Moderator: Philip Kom, First Republic Bank
3:30-4:00 pm	Shawn Leavitt, Safeway
4:00 pm	Symposium Concludes

PRICING:

Online Price through March 18: \$140 Non-members, \$120 members, \$60 Platinum Pass
Door Price: \$170 Non-members, \$150 members, \$90 Platinum Pass

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Thank you to our organizing committee:

Eilish McCaffrey: CEO Startup Advisory, Marco Smit: Health 2.0 Advisors, David Snyder: 42tek, Emily Peters: Practice Fusion, AJ Chen: Web 2 Express, Derek Dowsett: Moss Adams, Richa Wilson: Consulate of Canada and Gerry Hinkley, Pillsbury

SPEAKER BIOS:



Henry Albrecht is CEO of Limeade. He focuses on making Limeade a place where great people want to come do their best work. He also does his share of old-timey evangelizing. Before founding Limeade, Henry was a VP of Product Management at an enterprise software company and a product and marketing leader at Intuit, where he launched a number of successful new businesses under the QuickBooks brand. Before earning his MBA from Northwestern's Kellogg School of Management, Henry toiled in the econometrics and professional basketball trades.



Casper de Clercq, Partner, Norwest Venture Partners is a 20 year veteran of the medical device and life sciences industry. He brings extensive operating experience to NVP having led marketing and commercialization efforts for cardiovascular device, specialty pharmaceutical and diagnostic companies. Casper focuses on mid to late stage investments in medical devices, specialty pharmaceuticals and healthcare services. He also has an interest technology enabled companies that promise to reduce health care costs, improve clinical care, and empower consumer well being and health care decision making.



Enoch Choi, M.D., Palo Alto Medical Foundation. Dr. Enoch Choi is a Board Certified family physician practicing full-time in the Urgent Care Department at Palo Alto Medical Foundation (PAMF). In addition to treating out-patients in the clinic, Dr. Choi provides virtual care via personal health records (PHRs), an online portal that enables transactions such as prescriptions and referrals. Dr. Choi is an expert in electronic medical records (EMRs) and PHRs and has been involved in new technologies implementation at Sutter Health, Epic Systems and Misys as a consultant. He has also advised a number of venture firms, including IDEO, Bessemer Venture Partners (BVP) and Mohr Davidow Ventures (MDV), to name a few.



Dr. Yan Chow is Director of Kaiser Permanente (KP) Information Technology's Innovation & Advanced Technology Group (IAT). IAT identifies, assesses, and makes internal recommendations on new and emerging clinical information technologies that will impact health care in the next two to five years. IAT is affiliated with KP's Sidney R. Garfield Center for Health Care Innovation, an advanced 37,000-sf laboratory for care delivery simulation. The Garfield Center houses a full-sized OR, ED, ICU, OB suite, medical/surgical ward, outpatient offices, and even a home care environment. Here new technologies and workflows are tested in as real a setting as possible without risk to patients or disruption of operations.



Anne DeGheest is a managing partner at MedStars Ventures Partners that she founded in 1988. She is a serial entrepreneur and mentor capitalist specializing in funding and shaping up early-stage life science companies. In 2010, Anne founded HealthTech Capital, a new ecosystem between private angel investors, venture capitalists and industry players to fund and mentor new "HealthTech" companies that decrease healthcare cost by leveraging computer and mobility technology. She has an MBA from Harvard and a Master in Business Engineering from University of Brussels.



Rob Fassett, M.D., Senior Director, Healthcare Product Strategy, Oracle Health Sciences

Rob Fassett, M.D., is responsible for Oracle's healthcare data warehousing and analytics products. Dr. Fassett has 15 years experience as practicing physician and software executive. He completed his M.D. degree and clinical training at the UCLA School of Medicine.



Byron Gehring Co-founded ConvergenceHealth Inc. a global population health solutions company based in the US that designs and develops proprietary technologies for large scale population health improvement.

In the last decade under Byron's leadership the company has pioneered technology solutions that include complex on line health assessments, program interventions for lifestyle change and a core case management platform for lifestyle and health improvement coaching. Clients of ConvergenceHealth include some of the leading healthcare services companies in the US such as Aetna, Humana, Vitality and ValueOptions to name a few.



Rajib Ghosh, MS, MBA is the Product Strategy Manager for Robert Bosch Healthcare based in Palo Alto, California. Rajib has 18 years of experience in technology business including almost a decade in medical device industry. He has worked for companies like Keane, Hill-Rom and Solta Medical in the past in senior product management and marketing roles with global responsibilities. Since early 2009 he is with Robert Bosch Healthcare and focused on creating product strategy for the future in telehealth, remote patient monitoring and the chronic disease management industry.



Ron is HealthTap's Founder and CEO. He's responsible for the company's innovation, vision, and product. Prior to founding HealthTap, Ron was the founder and CEO of Wellsphere, a leading online consumer health 2.0 company that developed the world's largest community of independent health writers and became one of the largest health sites on the Internet, serving more than 100 million users to date (acquired in early 2009). Prior to creating Wellsphere, as a graduate student at Stanford University, Ron organized and led a multidisciplinary group of faculty and graduate students from the schools of Engineering, Medicine, Business, Psychology and Law to conduct research in personalized health and to design ways to help people live healthier, happier lives.



Ryan Howard founded Practice Fusion in 2005 and has grown the free Electronic Health Record system into the largest EHR community in the US. He successfully raised capital from the Band of Angels, Felicis Ventures and Founders Fund to fuel the company's rapid growth. Leveraging his background in technology, integrations and healthcare, Ryan formed a robust Advisory Board of industry leaders and brokered strategic partnerships with Fortune 500 companies including Dell (NASDAQ:DELL), McKesson (NYSE:MCK) and LabCorp (NYSE:LH). Ryan has spoken on health IT at HIMSS, SVForum and Health 2.0 conferences and has been quoted by the Wall Street Journal, New York Times and Wired as an innovative leader in the sector.



Shawn Leavitt is currently the Vice President of Benefits at Safeway Inc. In his role, he has responsibility for all Safeway sponsored benefit plans. Over his 18 year career, Shawn has developed a reputation in industry for implementing creative comprehensive benefit strategies, managing complex outsourced benefit administration and overseeing successful employee Web portal campaigns.



Eric Leven is the **President of Rip Road**, a mobile solutions provider for healthcare companies. Rip Road designs and develops mobile strategies and solutions to impact health outcomes – using SMS/MMS applications, Mobile Internet sites, and Native SmartPhone applications – for major Payors, Hospital Systems, Pharmaceutical Companies, and Departments of Health. Rip Road's technology powers the CDC/Kaiser Family Foundation KNOWIT (KNOW HIV) program, Mt. Sinai's Text in the City program for Adolescent Youth & Teen parents, and the Text 2 Survive program for the Illinois Department of Health. Our clients include several Blue Cross Blue Shield organizations, Partners Healthcare, Consumer Reports Health and many more



Rebecca Lynn is **Partner at Morgenthaler Ventures**. She focuses on early-stage investments in mobile, health 2.0, Internet services and financial services. She serves on the boards of Practice Fusion, Lending Club and Socrata, and she is second on the board of Adara Media.



Holly Potter is **vice president of Public Relations for Kaiser Permanente**. She oversees efforts to promote the company's story and achievements through both traditional and social media. In addition, her team is responsible for broad public relations, partnerships and stakeholder management programs that help to build Kaiser Permanente's reputation among opinion leaders and partners in the health, business, philanthropic, and advocacy communities.

An experienced health communications strategist, she has held a variety of leadership positions directing a broad range of communications and advocacy campaigns. She brought to Kaiser Permanente a proven 15-year track record of award-winning public relations programs that influence stakeholders and shift public opinion. In her career, she has advised and partnered with senior executives in the nonprofit, government and corporate sectors to advance policy and promote brand identity.



Amanda Prail of Med Vantage has more than 16 years of experience defining product requirements and user interface designs for leading edge software products. Working for Hewlett-Packard as Manager of Human Factors Engineering, Amanda directly contributed to many products including the New Wave object-oriented graphical desktop product and the OpenView product line. As Director of User-Centered Design for Symantec, Amanda oversaw the usability and user interface design of all Symantec's products including the Internet Development Tools, Anti-Virus and Security, and consumer-oriented solutions such as ACT!. Amanda has more than ten years of experience in product management leadership roles, experience which includes bringing completely new patent-pending business intelligence solutions to market.



Albert Santalo is **Founder and CEO of CareCloud**, a provider of financial, administrative and clinical apps for healthcare. An experienced entrepreneur, he founded CareCloud with the mission of creating a cloud-based platform to enable a digital ecosystem for healthcare, thus disrupting the old-school client/server players which dominate the healthcare IT landscape. He was previously founder and CEO of Avisena, a venture-backed web-based revenue and practice management company which he successfully built until exiting in 2008.



Lisa Suennen is a **co-founder and Managing Member of Psilos Group**, a healthcare-focused venture capital firm with over \$450 million under management. Ms. Suennen has headed Psilos' West Coast office since the firm's founding in 1988 and focuses on the medical device, healthcare information technology and healthcare services sectors.



Dean Stephens is President and COO of Healthline. Dean served four years as CEO and president of Intermap Systems Inc, the company that became Healthline. He converted the original content portal company into a taxonomy-based search engine that today forms the intellectual property foundation for the Healthline platform. Dean was instrumental in gaining early market adoption of this technology into Merck, Tenet Health Systems, and PacifiCare, among others. Prior to Healthline, Dean spent thirteen years at Deloitte Consulting, where he was the partner in charge of the customer relationship management service line for Deloitte's world-renowned healthcare practice. Dean has degrees from Dartmouth College and the University of Washington.



Jeff Tangney is the founder and CEO of Doximity. He previously was the Co-Founder, President and Chief Operating Officer of Epocrates, a recent IPO and the most successful professional medical mobile app of all time. He was the Ernst & Young Entrepreneur of the Year N CA in 2006 and is a graduate of the Stanford Graduate School of Business.



Halle Tecco is the founder and Managing Director of Rock Health, the first seed-accelerator devoted exclusively to health apps. Tecco recognized the need and potential for startups in the interactive health space while working at Apple's App Store covering the health vertical. Her background expands both health and technology, and she has her MBA from Harvard Business School.



Alex de Winter is a partner in Mohr Davidow's life science practice, where he evaluates investments in personalized medicine and healthcare. Prior to Mohr Davidow, he was an early employee and scientist at 454 Life Sciences and later at Pacific Biosciences. Alex went to Amherst College, has a Ph.D. in Chemistry from Stanford, and an MBA from UC Berkeley.

MODERATORS BIOS:



Marco Smit, President, Health 2.0 Advisors, has more than 18 years experience helping companies in the US, Europe, and Asia win. He has worked with large companies in leading management consulting firms (Monitor Company, Bain, A.T. Kearney), as well as in executive roles with smaller companies in industry (e.g. Affymetrix). He especially enjoys working in the areas of growth strategy, sales & marketing effectiveness, business development and M&A. Marco is the President of Health 2.0 Advisors.



Derek Dowsett is the leader of the Moss Adams Technology & Life Sciences Practice in Northern California. He has over nineteen years of public accounting experience working with technology and life sciences companies ranging from early stage start-ups to multi-national public companies. He consults with clients on private placements, public stock offerings, mergers and acquisitions, and SEC compliance matters. He also advises clients on technical accounting issues related to revenue recognition, equity and debt transactions, stock-based compensation, valuations of private company stock, asset impairments, corporate restructurings, and segment reporting. His transactions experience includes public offerings of debt and equity securities in excess of \$1 billion and acquisitions in excess of \$1 billion.



Patrick Doody, Pillsbury is a partner in the Intellectual Property Section and is a member of the Medical Devices and Life Sciences groups. He focuses on a broad spectrum of intellectual property matters, providing flexibility and creativity in counseling clients in the pharmaceutical, medical devices, chemical, and biotech technology sectors. Mr. Doody is a leading expert in due diligence matters and regularly counsels clients in licensing and transactional matters, patent prosecution, patent-related opinions, and patent infringement litigation.



Philip Korn, Managing Director, First Republic Bank, has 20 years of financial services experience, and focusings on on technology entrepreneurs and the venture capital community, providing private banking, business banking, investment management and trust services, and real estate lending services.

Previously Philip lead TriNet's venture capital relationship efforts nationwide. Venture capital firms and their portfolio companies are TriNet's core market focus and TriNet has 10-15% market share of all venture backed companies. Philip is responsible for business development and is establishing a venture relationship program for TriNet that will help drive the company's growth in the coming years. Philip has an MBA from Thunderbird School of Global Management and a BS in Business Administration from the University of Maryland, College Park.



David M. Snyder, P.E., President, 42TEK, Inc., has healthcare experience ranging from respiratory therapy in Intensive Care Units to working on healthcare payment systems at Kaiser Permanente. The convergence of biomedical engineering with IT systems in what has come to be known as "medical device connectivity" is one his current interests. Between 2005 and 2008, he led Apple's corporation-wide efforts to comply with credit card data security requirements, which are similar to HIPAA privacy and security requirements. He is currently working at a startup that provides hardware and software for Near Field Communication (NFC) payment and marketing systems. In 2009, he gave an industry association presentation on Payments in the Health Care Industry.