HOSPITALS ARE ACHIEVING HUGE SAVINGS WITH RFID LEARN HOW YOU CAN, TOO

Learn how these and other leading health-care providers are benefiting from RFID today:

SCOTT HARDIN
Director of Cardiac Operations

SCOTT SULLIVAN
Business Manager, University of California, San Diego Medical Center

SAM ITANI
Vice-President, San Joaquin Community Hospital

TERRI SIMPSON-TUCKER
Assistant Administrator of Support Services, Kaiser Foundation Hospital, San Jose Medical Center

SAVE 10% OFF REGISTRATION TO RFID IN HEALTH CARE
(SEE LAST PAGE FOR DETAILS)

www.rfidjournalevents.com/healthcare
Dear Colleague,

RFID technology is delivering a great deal of value to organizations in the health-care sector. At our fourth RFID in Health Care event, you will learn how the latest RFID systems are helping health-care providers improve patient care while improving efficiencies and cutting costs.

Co-located with the fourth annual Leadership Summit on Health Care Supply Chain Management, RFID in Health Care is the one place where you can hear early adopters share real-world case studies that reveal the business benefits health-care providers are seeing from RFID today. Plus, you will see the latest RFID hospital solutions from the leading technology companies.

LEARN HOW YOUR ORGANIZATION CAN USE RFID TO:

- Improve patient monitoring and safety
- Increase asset utilization with real-time tracking
- Boost revenue with automated billing
- Reduce medical errors by tracking medical devices
- Enhance supply chain efficiencies
- And so much more!

To view the most up-to-date speaker list and agenda, please visit www.rfidjournalevents.com/healthcare.

Don’t miss this unique opportunity to learn how leading health-care providers are benefiting from RFID today. Register early for maximum savings! And as an added benefit, we’d like to offer you a special extra 10% savings to attend RFID in Health Care—just use promotional code PNG758 when registering.

Thank you for your time and consideration. We look forward to hosting you in Dallas on Jan. 28, 2010.

Sincerely,

Mark Roberti, Founder and Editor, RFID Journal

ABOUT RFID JOURNAL
RFID Journal is the leading independent media and events company devoted solely to radio frequency identification and its many business applications. RFID Journal’s mission is to help businesses use RFID technologies to improve the way they do business, with timely news, strategic analysis and case studies online—in print, online and at face-to-face events worldwide.

www.rfidjournal.com

ABOUT THE HEALTH CARE SUPPLY CHAIN MANAGEMENT SUMMIT
The fourth annual Leadership Summit on Health Care Supply Chain Management will convene the industry’s most respected, forward-thinking opinion leaders to present solutions that will drive change in the industry. This executive forum will present innovative supply chain management solutions for the acceleration of financial returns, the containment of costs, the control of waste, the implementation of integrated IT systems, the streamlining of supply chain management processes and the critical push toward stakeholder collaboration in the health-care industry.

www.worldcongress.com/supplychain

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Conference Agenda

8:30 AM
Opening Remarks
SPEAKER: Mark Roberti, Founder and Editor, RFID Journal

8:45 AM
RFID Basics for Health-Care Professionals
This session, designed for all seminar attendees looking to understand the various types of RFID technologies and the applications for each, will cover active, battery-assisted and passive technologies (high-frequency and ultrahigh-frequency), and explain how they can be deployed to track various assets. The session will also include a brief overview of EPCglobal’s standards, and their relevance in health care.
SPEAKER: Mark Roberti, Founder and Editor, RFID Journal

9:30 AM
Successful Deployment of RTLS in Health Care
San Joaquin Community Hospital, part of the Adventist Health System, recently deployed an enterprise-wide real-time location system (RTLS) covering 350,000 square feet and involving more than 1,300 assets. The system included equipment asset tags and temperature-monitoring tags. In this session, learn how the hospital is employing RTLS as a solution to budget pressures, not as an additional cost. Learn how to utilize the data to make business decisions that result in an ROI. Hear how San Joaquin Community Hospital worked with its vendor during the installation process to make sure the solution provided a financially significant return on its investment.
SPEAKER: Sam Itani, Vice President, San Joaquin Community Hospital

10:15 AM
Networking Break

10:45 AM
Using RTLS to Overcome Business-Management Challenges in Today’s Operating Room
Properly managing perioperative services from both a patient-flow and budget perspective affects a hospital’s entire organization. Operating room flow drives the vast majority of a medical facility’s in-patients, and ORs are the major revenue and cost centers of most hospitals. Ultimately, improving perioperative services improves a medical center’s overall flow and bottom line. Today’s OR management team must oversee multi-million-dollar budgets, meet aggressive quality and safety targets, recruit and retain employees, and drive surgeon satisfaction. In this presentation, learn how RTLS technology impacts the UCSD Medical Center’s process-improvement goals to maximize operational efficiency, as well as minimize required resources and related costs.
SPEAKER: Scott Sullivan, Business Manager, University of California, San Diego Medical Center

11:30 AM
Tennessee Hospital Tracks High-Value Items
A hospital in Tennessee is using RFID-enabled cabinets to combat the loss of unused and unbilled products, such as implantable and surgical devices. Before implementing the RFID solution, the products either disappeared, were charged incorrectly or were moved to the wrong department. In this session, hear how the hospital has already saved money thanks to the system, in part because staff members find it easier to record a product’s use. Items are, therefore, more likely to be billed correctly. Learn why the system helps the facility to identify billing errors and thefts.
SPEAKER: Scott Hardin, B.S., RT-R, CV, RCIS, FSICP, Director of Cardiac Operations

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www.rfidjournalevents.com/healthcare
Health-care facilities are faced with many choices when it comes to implementing an RFID asset-tracking system, including passive high-frequency (HF) and ultrahigh-frequency (UHF), active 455 MHz systems, Wi-Fi, ZigBee, ultra-wideband (UWB) systems and ultrasound technology. In this session, leading technology experts will discuss some of the key issues health-care providers need to understand when making technology choices.

SPEAKER: Mark Roberti, Founder and Editor, RFID Journal
PANELIST: William Mapp, President, BA Systems, LLC

Equipment and supplies that are not readily available when required for patient care can compromise safety and impact staff productivity. By appropriately tracking the location, availability and usage of equipment or high-cost, low-turnover supplies, an investment in RFID has the potential to save money, minimize waste and improve employee efficiency. This presentation will discuss one hospital’s experience in developing a business case with a positive ROI to fund and implement RFID at a 248-bed, acute-care hospital, ambulatory surgical unit and nine medical office buildings.

SPEAKER: Terri Simpson-Tucker, RN, MSN, Assistant Administrator of Support Services, Kaiser Foundation Hospital, San Jose Medical Center

RFID can be used in many ways in hospitals, from patient monitoring to asset tracking. The key to getting the most from your RFID investment is to build an infrastructure that will provide a near-term ROI while also enabling you to introduce new applications that deliver additional benefits over time. In this session, learn how to create an RFID investment strategy that will pay off in both the short and long term.

SPEAKER: Mark Roberti, Founder and Editor, RFID Journal

Conference Concludes
# The 4th Annual Leadership Summit on Health Care Supply Chain Management and Co-Located RFID in Health Care

Accelerate Cost Savings and Increase Supply Channel Efficiency through Inventory Management, Clinical Integration, Stakeholder Collaboration and Capital Management

January 25-27, 2010 • The Fairmont Dallas • Dallas, TX

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<th>Monday, Jan. 25, 2010</th>
<th>Tuesday, Jan. 26, 2010</th>
<th>Wednesday, Jan. 27, 2010</th>
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<tr>
<td>7:00 am - 8:00 am</td>
<td>8:05 am - 9:15 am</td>
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<tr>
<td>Pre-Event Registration</td>
<td>OPENING KEYNOTE: Procurement - The Mystery of Value</td>
<td>OPENING KEYNOTE ADDRESS: Examining the Impact of Reform on the Supply Chain: Analyzing the Impact on the Industry Reform on Long and Short Term Supply Chain Management Frameworks</td>
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<td>8:00 am - 12:00 pm</td>
<td>SPEAKER: Dean Edwards, Chief Procurement Officer, Vice President, Procurement &amp; Supply, Kaiser Permanente</td>
<td>9:00 am - 9:15 am</td>
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<td>In-Depth Industry Solutions Workshop: Utilizing e-Solutions and e-Procurement in the Health Care Supply Chain</td>
<td>GENERAL SESSION: Utilizing Comparative Effectiveness and Evidence Based Medicine as a Key Framework for Supply Chain Innovation</td>
<td>Networking and Refreshment Break in the Executive Networking Lounge</td>
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<td>SPEAKERS: TBD</td>
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<td>9:15 am - 10:45 am</td>
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<tr>
<td>12:00 pm - 1:15 pm</td>
<td>10:00 am - 10:45 am</td>
<td>Track A: Strategic Capital Management and Project Evaluation</td>
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<td>Welcoming Luncheon in the Executive Networking Lounge</td>
<td>Networking and Refreshment Break in the Executive Networking Lounge</td>
<td>Track B: Strategic Frameworks for Optimal Partnerships and Increased Collaboration</td>
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<tr>
<td>1:15 pm - 1:30 pm</td>
<td>10:45 am - 12:15 pm</td>
<td>Track C: Strategic Frameworks for Optimal Partnerships and Increased Collaboration</td>
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<tr>
<td>Chairperson’s Welcome and Opening Remarks</td>
<td>GENERAL SESSION: Taking the Leap into Standardization: Increased Collaboration</td>
<td>10:45 am - 12:15 am</td>
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<td>SPEAKER: Rob Handfield, PhD, Distinguished Professor of Supply Chain Management, Bank of America University</td>
<td>GENERAL SESSION: Strategic Frameworks for Optimal Partnerships and Increased Collaboration</td>
<td>Panelists: Joe Sheil, Director of Contracting, Beth Israel Deaconess Medical Center, Other Executives TBD</td>
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<tr>
<td>Distinguished, Consulting Editor, Journal of Operations, Management Department of Business Management, College of Management, North Carolina State University</td>
<td>LUNCHEON KEYNOTE ADDRESS: Can you Supply Chain take the HIT?: Pandemic and Disaster Preparedness for Hospitals and Health Systems</td>
<td>PLEASE NOTE: The conference schedule is confidential and subject to change.</td>
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<tr>
<td>Tom Nash, C.P.M., CPIM, MBA, Corporate Vice President and Chief Procurement Officer, Ministry Health Care, Tom Faciszewski, MD, Orthopedic Surgeon, Past President, North American Spine Society (NASS), Medical Director, Ministry Health Care Supply Chain</td>
<td>SPEAKER: Gene Kirster, Chief Operating Officer, Resource Optimization and Innovation</td>
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<td>2:45 pm - 3:15 pm</td>
<td>2:00 pm - 2:50 pm</td>
<td>10:45 am - 12:15 am</td>
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<td>Networking Refreshment Break in the Executive Networking Lounge</td>
<td>Track A: Procurement Methodologies and Inventory Management</td>
<td>Panelists: Steve Huckaba, Network Vice President, Supply Chain Management &amp; Retail Pharmacy, The Cooper Group NC, Frank Kilzer, Vice President of Material and Facility Resources, St. Alexius Medical Center</td>
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<tr>
<td>3:15 pm - 4:15 pm</td>
<td>TRACK A: Procurement Methodologies and Inventory Management</td>
<td>FOR MORE INFORMATION, VISIT: <a href="http://www.worldcongress.com/supplychain">www.worldcongress.com/supplychain</a></td>
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<td>GENERAL SESSION: Applying Health Care Economics Data for Optimal Hospital Decision-Making: Leveraging the Supply Chain to Decrease Costs and Capture Economic Savings</td>
<td>Track B: Supply Channel Efficiency and Supply Chain Utilization</td>
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<td>SPEAKER: Michael E. Minshall, MPH, Manager, Global Health Economics and Outcomes Research, Coviden</td>
<td>Track C: Strategic Frameworks for Optimal Partnerships and Increased Collaboration</td>
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<td>4:15 pm - 5:15 pm</td>
<td>2:50 pm - 3:50 pm</td>
<td>10:45 am - 12:15 am</td>
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<td>GENERAL SESSION: Chasing the Tail of Retail: Dual Perspectives on How the Health Care Industry Can Close the 30 Year Gap</td>
<td>GENERAL SESSION: Taking the Leap into Standardization: Breaking the Electronic Barrier between Suppliers and the Patients</td>
<td>Panelists: Joe Sheil, Director of Contracting, Beth Israel Deaconess Medical Center, Other Executives TBD</td>
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<td>MODERATOR: David J. Rike, Vice President, Sales, Edict Systems, Inc.</td>
<td>SPEAKERS: Mitch Cooper, Chief Executive Officer, The Cooper Group NC, Frank Kilzer, Vice President of Material and Facility Resources, St. Alexius Medical Center</td>
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<td>PANELISTS: Cathy Frye, EDI Manager, C&amp;S Wholesale Grocers; Bill Whalen, Senior Manager, Global E Commerce, Kraft Foods; Denyce Campo, CPM, Director, Supply Chain Management, Legacy Health System (tentative); Michael Deluca, Director, Supply Chain Systems and Consulting Services, UPMC Supply Chain Management</td>
<td>3:50 pm - 4:10 pm</td>
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<td>5:15 pm - 6:45 pm</td>
<td>Networking Break in the Executive Networking Lounge</td>
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<td>Networking Cocktail Reception in the Executive Networking Lounge</td>
<td>4:10 pm - 5:30 pm</td>
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<td>CLOSING KEYNOTE PANEL: ProductRecalls and Supply Chain Interconnectivity - The Industry-Wide Challenge</td>
<td>Panelists: Steve Huckaba, Network Vice President, Supply Chain Management &amp; Retail Pharmacy, The Cooper Group NC, Frank Kilzer, Vice President of Material and Facility Resources, St. Alexius Medical Center</td>
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