



RFID in Health Care

PRODUCED BY **RFID Journal**

Sept. 17, 2009 • The Westin Waltham-Boston • Waltham, Mass.

Learn how leading health-care providers are benefiting from RFID today

HEAR OBJECTIVE CASE STUDIES

SEE NEW RFID HOSPITAL SOLUTIONS

At the only event that shares how to use RFID to improve hospital operations

Gain new insights from these and other leaders:



KIM CARTER
Director, Cardiovascular Diagnostics and Interventional Services



PATIENT SAFETY



SCOTT SULLIVAN
Business Manager,
University of California



TRACKING INSTRUMENTS



ED BORTONE
Director of Materials Services
and Security



CONTROLLING ACCESS



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Learn how hospitals and health-care providers are using RFID today

Dear Colleague,



RFID technology is delivering a great deal of value in the health-care sector, and I'm pleased to inform you that for the first time, we will hold our annual RFID in Health Care event in Boston on Sept. 17, at the Westin-Waltham Boston.

This one-day event will offer you a unique opportunity to hear case studies from leading health-care providers already employing RFID. Learn how you can utilize RFID to improve patient monitoring and safety, asset tracking, supply chain efficiencies, automated billing and much more.

RFID in Health Care 2009 is the only event where you will hear these and other experts and early adopters share real-world case studies revealing the business benefits of RFID technology:

- ▶ **Ed Bortone**, Director of Materials Services and Security, **Lahey Clinic Medical Center**
- ▶ **Kim Carter**, Director, Cardiovascular Diagnostics and Interventional Services, **UMass Medical Center**
- ▶ **Tom Hamelin**, Director of Perioperative Services, University of California, **San Diego Medical Center**
- ▶ **Ralph Herkert**, Senior Research Engineer, **Georgia Tech Research Institute**
- ▶ **Ray Lowe**, Director Ministry Support/IS Operations, **Providence Health Care Systems**
- ▶ **Mark Roberti**, Founder and Editor, **RFID Journal**
- ▶ **Pankaj Sood**, Founder and Manager, **McMaster RFID Applications Lab**
- ▶ **Scott Sullivan**, Business Manager, University of California, **San Diego Medical Center**
- ▶ **Scott Wilson**, Director of Corporate Accounts, **Medtronic, Inc.**

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

See the latest RFID solutions from such leading companies as Awarepoint, GE Healthcare, Intelligent InSites, Reva Systems, RF Surgical, Terso Solutions, ThingMagic and US Biogistics. Network with thought leaders—*RFID Journal* events attract leading early adopters, implementers and strategists, making this your best opportunity to meet others on the cutting edge of RFID adoption. Learn how hospitals and health-care providers are utilizing RFID today, and gain valuable insights into how to move from one-off applications to an infrastructure approach to RFID.

Register before July 31 to save \$350 off regular rates! And as an added benefit, we'd like to offer you an extra 10% savings to attend RFID in Health Care—just use promotional code HBAL when registering.

Thank you for your time and consideration. We look forward to hosting you in Boston on Sept. 17.

Sincerely,

Mark Roberti, Founder and Editor, *RFID Journal*

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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 companies use RFID technologies to improve the way they do business, with timely news, strategic analysis and case studies online—in print, online and at events around the world.
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CONFERENCE AGENDA

SEPT. 17, 2009

8:15 AM Opening Remarks

8:30 AM RFID Basics for Health-Care Professionals

This session, designed for all seminar attendees looking to understand the various types of RFID technologies—as well as applications for each—will cover active, battery-assisted and passive technologies (high-frequency and ultrahigh-frequency). You will learn how different tags behave and how that impacts which technologies hospitals need to choose for different applications. The session will provide a brief overview of RFID standards, including those created by the International Organization for Standardization and EPCglobal, and explain their relevance in health care.

SPEAKER: Mark Roberti, Founder and Editor, *RFID Journal*



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9:15 AM Optimizing Critical Medical Supplies in an Acute Care Setting

The inventory at UMass Memorial Medical Center's Cardiac Cath Lab is valued at more than \$2 million. Prior to its RFID deployment, the hospital faced a monumental task in monitoring inventory, ensuring the proper products were available and managing expiration dates. Learn how RFID enables the medical center to track high-value implantable medical supplies, improve patient safety, adhere to regulatory compliance and cut inventory costs by \$300,000.

SPEAKER: Kim Carter, Director, Cardiovascular Diagnostics and Interventional Services, **UMass Medical Center**



UMassMemorial

10:00 AM Lahey Clinic Expands Use of RFID Across Its Entire Facility

The Lahey Clinic Medical Center, in Burlington, Mass., one of the top medical facilities in the Boston area, manages more than 1,500 pieces of moveable medical equipment. In this session, hear how Lahey pioneered the use of RFID for asset tracking in a hospital, and how it has since moved on to additional applications of the technology.

SPEAKER: Ed Bortone, Director of Materials Services and Security, **Lahey Clinic Medical Center**



Lahey
CLINIC

10:45 AM Networking Break

11:15 AM Evaluating Real-Time Location Systems and Creating Success Criteria from a Technical Standpoint

Much has been said regarding the effectiveness of real-time location systems (RTLS) in meeting resource visibility challenges in health care and other fields. But RTLS technology presents specific challenges related to potential interference disruption and ongoing maintenance concerns. In this session, learn how to invest in RFID, as well as how to create success criteria for an RFID hospital implementation and evaluate such a system from a technical standpoint.

SPEAKER: Ray Lowe, Director of Ministry Support/IS Operations, **Providence Health Care Systems**



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Health & Services

12:00 PM Lunch Break

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1:30 PM RFID in Health Care Panel

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, Wi-Fi, Zigbee and ultra-wideband (UWB) systems, as well as ultrasound technology. In this session, leading experts will discuss key issues that health-care providers need to understand when making technology choices.

MODERATOR: Mark Roberti, Founder and Editor, *RFID Journal*

PANELISTS: Ray Lowe, Director of Ministry Support/IS Operations, **Providence Health Care Systems**; Pankaj Sood, Founder and Manager, **McMaster RFID Applications Lab**



2:15 PM The Effects of RFID on Medical Devices

Electromagnetic energy from RFID readers has been found to affect the performance of some implantable medical devices, including cardiac pulse generators, neurostimulators, drug infusion pumps, and glucose and cardiac monitors. The growing use of RFID in public areas requires that readers undergo EM environmental effects (E3) testing. In this session, hear a brief history of E3 testing for implantable medical devices, a discussion of recent publications indicating the need for establishing RFID testing protocols for such devices, and an update on a health-care initiative (HCI) to develop testing protocols—a collaboration between AIM Global, Met Labs and the Georgia Tech Research Institute.

SPEAKER: Ralph Herkert, Senior Research Engineer, **Georgia Tech Research Institute**



3:00 PM Networking Break

3:30 PM Beyond Asset Tracking: How UCSD Medical Center Achieved an ROI With an Active RFID Real-Time Location System

The University of California's San Diego Medical Center initially lowered its rental costs for mobile medical equipment and improved its overall equipment and maintenance processes by implementing a real-time locating system (RTLS). Now, UCSD has gone beyond asset tracking to develop departmental applications, such as enterprise workflow with medical instrumentation tray tracking across multiple campuses. Learn how the center solved a broad range of process and workflow issues with RFID, and how it reduced inventory requirements and increased revenue by managing millions of dollars' worth of instrumentation using a sterilizable RTLS tag.

SPEAKERS: Tom Hamelin, Director of Perioperative Services, University of California, **San Diego Medical Center**; Scott Sullivan, Business Manager, University of California, **San Diego Medical Center**



4:15 PM Managing High-Value Medical Products With RFID

The Spinal and Biologics division of Medtronic, Inc., a medical technology firm, offers heavily regulated products that treat a variety of disorders of the spine. Medtronic is required to know the location of its entire field inventory, including items consigned to hospitals. In this session, hear how the firm has streamlined a manually intensive temperature and inventory reconciliation process with an RFID-enabled cabinet in which each product is separately tagged using Gen 2 RFID technology.

SPEAKER: Scott Wilson, Director of Sales Operations, **Medtronic, Inc.**



5:00 PM Successful Deployment of RTLS in Health Care: What to Demand in a Cooperative Vendor Partnership to Assure Success

San Joaquin Community Hospital recently deployed an enterprise-wide real-time location system (RTLS) covering 350,000 square feet and involving more than 1,300 assets. In this session, learn how the hospital is employing RTLS as a solution to budget pressures. Hear how it 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**



5:40 PM Closing Remarks

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TOP REASONS TO ATTEND RFID IN HEALTH CARE

We know that your time is valuable, and that when you attend an event, you expect to come away with insightful, practical learnings and ideas that will benefit your company. We surveyed our audience to find out the latest burning questions, hot topics, business challenges and goals across the health-care industry. That's why we are confident we've created a unique and comprehensive conference agenda for RFID in Health Care 2009 that is designed to deliver real business benefits.

BY ATTENDING THIS YEAR'S EVENT, YOU WILL HELP YOUR COMPANY TO:

- ▶ **ACHIEVE HARD-DOLLAR SAVINGS:** All attendees will leave the conference with insights into how RFID can be used to cut costs, improve efficiencies and enhance patient safety. The benefits could be worth tens or hundreds of thousands of dollars per year to your organization.
- ▶ **AVOID COSTLY MISTAKES:** RFID is a relatively new technology. Determining the proper technology to use, and the right vendors to partner with, can be a challenge. This conference will show you what worked for other health-care providers.
- ▶ **LEARN BEST PRACTICES:** Only *RFID Journal* is able to attract top-name end users willing to share their best practices. That means you can avoid wasting time and money on a trial-and-error approach, and begin with a deployment strategy that will work.
- ▶ **INVEST YOUR MONEY WISELY:** There are plenty of RFID solutions that appear impressive but either don't work or are technological dead ends. Learn which technologies represent the wisest investments over the long term for health-care providers.
- ▶ **SOLVE REAL BUSINESS PROBLEMS:** *RFID Journal* understands the problems health-care providers deal with, and we recruit objective speakers who can explain how they solved particular problems in their hospital or clinic—enabling you to learn what works, and what doesn't.
- ▶ **BE A LEADER:** RFID is going to be a critical technology in health care in the years to come. Understanding adoption trends, and how RFID can bring incremental as well as transformational changes to your hospital or clinic, will make you a key contributor and enhance your value to your organization.

PLUS, BE THERE TO:

- ▶ **SEE THE LATEST RFID SOLUTIONS:** RFID technology is evolving rapidly, with new solutions for health care being introduced regularly. This is the only event where you can learn about the latest RFID solutions, because it is the only event focused on RFID in health care.
- ▶ **NETWORK WITH THOUGHT LEADERS:** Only *RFID Journal* events attract the leading early adopters, implementers and strategists, making this event your best opportunity to meet others on the cutting edge of RFID adoption.



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