



RFID in Health Care

Produced by RFID Journal • Co-Located Health Care Supply Chain Management Summit

JANUARY 22, 2009 • RIO ALL-SUITE HOTEL & CASINO • LAS VEGAS

LEARN HOW HEALTH-CARE PROVIDERS ARE USING RFID TO CUT COSTS

HEAR FROM THESE AND OTHER EARLY ADOPTERS:

Scott Sullivan
Business Manager



UNIVERSITY of CALIFORNIA
SAN DIEGO
MEDICAL CENTER



James L. Stroud
President and CEO



Jerome R. Gardner
VP of Special Projects
and Consulting Services

INTEGRIS
Health.



Halsey Bagg
Director of Cardiology
Services



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Dear Colleague,

Over the past year, *RFID Journal* has covered numerous successful implementations of RFID in health care. The technology is delivering a great deal of value in this sector, so I'm pleased to inform you that we will hold our second annual RFID in Health Care event on Jan. 22, at the Rio All-Suite Hotel in Las Vegas.

The event is co-located with the World Congress Healthcare Supply Chain Management Leadership Summit (brochure enclosed), offering you a unique opportunity to hear from health-care providers already employing radio frequency identification. 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 is the only event where you will hear these and other leading objective experts and early adopters share real-world case studies revealing the business benefits of RFID technology:

- ▶ James L. Stroud, President and CEO, Golden State Medical Supply
- ▶ Jerome R. Gardner, VP of Special Projects and Consulting Services, Integris Health
- ▶ Scott Sullivan, Business Manager, University of California. San Diego Medical Center
- ▶ Rajit Gadh, Ph.D., Professor and Director, UCLA-WINMEC
- ▶ Halsey Bagg, Director of Cardiology Services, St. Elizabeth Medical Center

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 hospitals and health-care providers are using RFID today, and to gain valuable insights into how to move from one-off applications to an infrastructure approach to RFID.

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 code **AJQ724** when registering. Thank you for your time and consideration. We look forward to hosting you in Las Vegas on Jan. 22.



Sincerely,

Mark Roberti
Founder and Editor
RFID Journal

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RFID in Health Care**

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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 and at events around the world.

www.rfidjournal.com

ABOUT THE Health Care Supply Chain Management Summit

The 3rd 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 and 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.

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CONFERENCE AGENDA

JAN.22, 2009

8:45 am Opening Remarks

9:00 am RFID Basics for Health-Care Professionals

This session, designed for all seminar attendees looking to understand different 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**

TAKEAWAYS:

- Current RFID trends in health care
- How RFID can positively impact patient care and safety



9:45 am Going Beyond Pedigree Compliance With RFID

In anticipation of the 2011 implementation of California's drug pedigree law, Golden State Medical Supply chose to go beyond minimal requirements to become compliant, and is instead reengineering its company using a serialization solution. In this session, GSMS will share its experience in identifying its objectives around serialization within the pharmaceutical industry, as well as topics including pedigree compliance, system scalability and phase implementation approach.

SPEAKER: James L. Stroud, President / CEO, **Golden State Medical Supply**

TAKEAWAYS:

- Status of the federal drug-authenticating e-pedigree system
- Why Golden State Medical Supply invested in RFID technology



10:30 am ROI from RFID: Savings from Tagging Hernia Meshes

Integrus Health, the largest health-care provider in Oklahoma, recently completed a project involving the tagging of hernia meshes at its Southwest Medical Center acute-care facility, located in Oklahoma City. In this session, hear the project's results, including how the company estimated an ROI of more than \$300,000 due to RFID's ability to reduce shrinkage and ensure high-value items don't expire before use. In addition, learn about the company's visionary approach to rolling out a full deployment.

SPEAKER: Jerome R. Gardner, VP of Special Projects and Consulting Services, **Integrus Health**

TAKEAWAYS:

- Reducing inventory with radio frequency identification
- The importance of laying the groundwork for deploying RFID on a broad scale



11:15 am Networking Break

11:45 am Case Study: How UCSD Medical Center Achieved an ROI With an Active RFID Real-Time Location System

The University of California San Diego Medical Center lowered its rental costs for mobile medical equipment and improved its overall equipment and maintenance process when it implemented a real-time location systems (RTLS). Hear the center's original goals for improving asset management, and how it solved a broad range of process and workflow problems with RTLS applications, including how it managed equipment needs in its Incident Command Center during San Diego's recent fire disasters.

SPEAKER: Scott Sullivan, Business Manager, University of California, **San Diego Medical Center**

TAKEAWAYS:

- How RTLS generated a strong return on investment (ROI) by reducing staff time searching for lost equipment
- How to use RFID to lower equipment inventory requirements, minimizing equipment theft and loss



12:30 pm Lunch Break

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2:00 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, ultrawide-band (UWB) and ultrasound technologies. This session will explain the differences, so you can determine the best choice for your facility's needs.

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



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2:45 pm Researching, Testing and Evaluating RFID for Medical Devices, Equipment and Medicines

Worried about how radio frequency identification might affect your devices, medicines and equipment? In this session, hear about WinRFID MedTest, a combination of methodology and technology being developed to enable hospitals, health-care organizations, medical equipment vendors and pharmaceutical companies to evaluate the effectiveness of attaching RFID tags to such items, and to study how this can affect those items when in use. WinRFID MedTest is being designed by WINMEC (Wireless Internet for Mobile Enterprise Consortium), a UCLA-based research group. This unique method cum technology enables users to identify the readability of RFID when attached to such items, and the possibility of electromagnetic interference (EMI) affecting RFID systems prior to deployment.

SPEAKER: Rajit Gadh, Ph.D., Professor and Director, **UCLA-WINMEC**

TAKEAWAYS:

- The factors involved in measuring RFID's interference on medical equipment
- Shielding capability that can protect devices from electromagnetic interference (EMI)



3:30 pm Networking Break

4:00 pm Using RFID to Track Cardiac Device Inventory at St. Elizabeth Medical Center

St. Elizabeth Medical Center, in Utica, is one of the busiest cardiac catheterization and electrophysiology labs in the mid-New York State region. The hospital performs more than 5,000 procedures each year, with total on-hand inventory valued at more than \$1 million on any given day. The cath lab deployed an RFID-enabled inventory management solution to track and manage implantable devices, which can come with price tags of \$1,000 to \$30,000. Prior to implementing the RFID solution, the hospital relied on clinical staff members to manually track inventory. In this session, find out how St. Elizabeth's has found a better method for tracking and managing inventory levels, consignment stock, expired products and recall notifications.

SPEAKER: Halsey Bagg, Director of Cardiology Services, **St. Elizabeth Medical Center**

TAKEAWAYS:

- How RFID helped St. Elizabeth's to maintain optimum inventory levels and track their bulk buy purchases
- Using RFID to improve workflow for front-line staff in a hospital setting



4:45 pm Deploying RFID as a Cost-Savings Infrastructure

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 what to keep in mind as you plan your RFID investment strategy.

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

TAKEAWAYS:

- A checklist of points to consider when deploying an RFID infrastructure
- A list of applications that can be deployed over time using an infrastructure approach



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5:30 pm Closing Remarks

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The World Health Care Congress 3rd Annual Leadership Summit on Health Care Supply Chain Management

is the only industry events that bring together more than 300 of the health care industry's forward thinking Supply Chain, Procurement, Logistics, Finance and IT Executives to present best practices in technology implementation and process improvement utilization for increased efficiency and cost control in the health care supply chain. Leveraging on the success of last year's event, we have assembled a distinguished group of industry practitioners and thought leaders to present innovative solutions for the following:



- ▶ Acceleration of financial returns
- ▶ Containment of costs and control of waste
- ▶ Implementation of integrated IT systems
- ▶ Streamlining of supply chain management processes
- ▶ Critical push towards stakeholder collaboration in the health care industry

At this executive summit, you have the opportunity to attend a variety of sessions designed to maximize your learning experience and provide you with the necessary tools to increase the efficacy and efficiency of your supply chain.

Review the Agenda-At-A-Glance for more information. For a complete Summit brochure, please visit:

www.worldcongress.com/supplychain.

TUESDAY, JANUARY 20, 2009

Keynote Panel — Addressing the Need for Stronger Leadership and Alignment between the C-Suite and Supply Chain Executives

CONCURRENT SEMINARS: Please Choose 1 of 3

SEMINAR A: New Supply Chain Management Frameworks

SEMINAR B: Clinical Integration and Performance Improvement

SEMINAR C: Supply Channel Efficiency and Inventory Management

How Can Supply Chain Leaders Support the Move to a Continuum of Care with Ancillary/Retail Services?

Keynote Address — Exploring The Health Management Academy's Profile of Success Study: Supply Chain Management Practices of the Largest Health Systems

WEDNESDAY, JANUARY 21, 2009

Keynote Address — The FDA Perspective on Supply Chain and Clinical Initiatives: Understanding the Impact of Unique Device Identification

Keynote Reactor Panel — Emphasizing Patient Safety and Quality of Care: Why Effective Supply Chain Management Can Be the Difference Between Life and Death

Introduction to Perfect Order — The New Metric for the Health Care Supply Chain

CONCURRENT SYMPOSIA: Please Choose 1 of 3

SYMPOSIUM A: New Supply Chain Management Frameworks

SYMPOSIUM B: Clinical Integration and Performance Improvement

SYMPOSIUM C: Supply Channel Efficiency and Inventory Management

Utilizing Lean Methodologies to Reengineer the Hospital Supply Chain

Examining RFID and Wireless Technology in the Acute Care Setting: Getting the Expert Perspectives

Keynote Panel — Why the Push towards Standardization Will Reduce Supply Chain Costs and Improve Patient Safety: Update on the Enablement of Standards and Synchronization of Data

THURSDAY, JANUARY 22, 2009

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