

RFID IN HEALTH CARE **EAST**



OCT. 12, 2010

Radisson Plaza-Warwick Hotel Philadelphia
PHILADELPHIA • PENNSYLVANIA

LEARN HOW TO IMPROVE PATIENT CARE AND CUT COSTS WITH RFID TECHNOLOGIES

HEAR POWERFUL CASE STUDIES FROM THESE AND OTHER INDUSTRY LEADERS:



Kathy Santini



Ed Bortone



Lisa Stepps



Ray Lowe



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www.rfidjournalevents.com/healthcare/west



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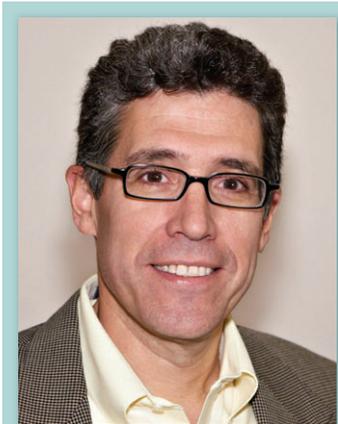
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WELCOME

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Dear Colleague



Hospitals across the country are improving patient care, lowering costs and operating more efficiently with the help of radio frequency identification. The technology has proven that it can provide major benefits to hospitals, and we'd like to show you how at RFID in Health Care East, being held on Oct. 12, in Philadelphia, Pa. When you register by Friday, Sept. 24, you will save \$200 off registration—plus, save an extra 10% by using promotional code HEAB.

By attending this conference, you will hear from hospital executives already using RFID, and see the latest solutions designed for your industry. Leading health-care professionals will present real-world case studies showing how this technology has helped their organization. To view the most up-to-date speaker list and agenda, and to register, please visit www.rfidjournalevents.com/healthcare/east.

To save \$200 off registration, you must register by Friday, Sept. 24—plus, save an extra 10% by using promotional code HEAB. Teams of three or more can save 20% off regular registration rates when registering from the same company at the same time.

Thank you for your time and consideration. I look forward to seeing you at the event.

Yours,

Mark Roberti, Founder and Editor, RFID Journal



RFID JOURNAL

THE WORLD'S RFID AUTHORITY

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.

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AGENDA | OCT. 12

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8:45 AM **OPENING REMARKS**

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



9:00 AM **OPTIMIZING INVENTORY MANAGEMENT IN AN ACUTE-CARE SETTING**

Saint Joseph's Hospital, a 410-bed facility located in Atlanta, Ga., uses RFID technology and a Web-based information system to optimize its management of high-cost medical devices valued at \$2 million in the specialty areas of the hospital's Cardiac Cath Lab and Electrophysiology Lab. In this session, hear how the system interfaces with several hospital information systems already in use at Saint Joseph's, employing high-frequency (HF) 13.56 MHz passive RFID tags conforming to the ISO 15693 standard, to link items to a digital database, where they can then be tracked and monitored. In addition, learn how the system enables the facility to quickly generate real-time reports and analysis, resulting in a significant cost savings and improved charge capture.

SPEAKER: Lisa Stepps, Data Manager, Cardiovascular Services, **St. Joseph's Hospital**



9:45 AM **TRACKING AND MANAGING ASSETS WITH RFID**

Texoma Medical Center, an acute-care hospital located in Denison, Texas, is utilizing an enterprise-wide real-time locating system (RTLS) to track and manage mobile medical equipment and monitor temperature-sensitive assets. In this session, learn how the hospital is lowering costs in the areas of capital budget reallocation and monthly rental savings, while reducing the incidence of lost or missing assets. And hear how the medical center is using temperature-monitoring tags to proactively manage the temperatures of nourishment and medication refrigerators throughout its facility.

SPEAKER: Gregg Stepp, CMRP, Director of Supply Chain Operations, **Texoma Medical Center**

10:30 AM **NETWORKING BREAK**



11:00 AM **RFID SAVES BON SECOURS RICHMOND \$2 MILLION ANNUALLY**

After five years of employing an RFID-based real-time location system (RTLS) to manage assets, and following 18 months of tracking patients in operating rooms, health-care company Bon Secours Richmond Health System has seen an annual savings of \$2 million. Such savings come as a result of drastically reducing the amount of rental equipment utilized by the company's four hospitals, as well as decreasing the incidence of lost or stolen equipment. The asset-tracking portion of the deployment included tagging 11,000 assets, such as IV pumps, wheelchairs and stretchers, with 433 MHz active RFID tags, to make the management of equipment more effective. In this session, learn how the system has saved the staff time, while also cutting in half the number of phone calls placed by employees to locate equipment required for surgeries.

SPEAKER: Kathy Santini, VP of Surgical Services, **Bon Secours Richmond Health System**



11:45 AM **DISNEY CANCER CENTER USES RFID TO ENHANCE PATIENT EXPERIENCE**

Providence Saint Joseph Medical Center's Disney Family Cancer Center is employing an innovative RFID solution to reduce patient anxiety and improve workflow between clinicians, patients and administrators. In this session, learn how the hospital deployed interrogators to relay information from low-profile passive RFID tags on patients' ID badges to centralized applications that retrieve patient information. This information includes patient preferences to activate custom hospital room settings—music, lighting and temperature—as well as location data that can be sent to the staff's phone displays, thereby enabling clinicians to greet or locate patients quickly. Information is also provided to the facility's security and environmental-control systems, thus maximizing the hospital's operational efficiencies.

SPEAKER: Ray Lowe, Director of Ministry Support/IS Operations, **Providence Saint Joseph Medical Center**

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12:30 PM LUNCH BREAK



2:00 PM RFID HELPS HOSPITALS MAINTAIN PATIENT SAFETY

Hospitals around the world are employing RFID-based systems to help protect and care for patients. Learn how to build a smarter health-care system for monitoring and tracking patient safety in real time, using existing RFID, ultrasound and software solutions. In this session, hear how hospitals are utilizing RFID technologies to realize benefits in shipping and receiving efficiency, as well as patient identification, error reduction at the point of care, medications management, and employee tracking.

SPEAKER: Maria Agostinho, Director, Biomedical Engineering, **Saint Michaels Medical Center, Inc.**, A member of Catholic Health East

2:25 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, ultra-wideband (UWB) and ultrasound technologies. In this session, leading technology experts will discuss some of the key issues health-care providers need to understand when making technology choices.

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



2:45 PM NYACK HOSPITAL IMPROVES MEDICATION COMPLIANCE WITH RFID

When patients are released from a hospital, they are typically given drug prescriptions that they must then fill and keep track of on their own. If a patient fails to take the medications as prescribed, he or she may end up back in the hospital. Learn how Nyack Hospital is addressing this problem with an automated solution that provides each patient with an RFID-enabled mobile phone connecting to a Web-based server, and a package of RFID labels with the name of a prescription drug printed on it. Each label's embedded tag is encoded with an encrypted unique ID number corresponding with information the hospital has provided regarding that patient, allowing the center to remotely manage an individual's prescription regimen.

SPEAKER: Joseph Pinto, Director of Pharmacy, **Nyack Hospital**

3:30 PM NETWORKING BREAK



4:00 PM REGIONAL MEDICAL CENTER USES RTLS TO IMPROVE EFFICIENCIES

The Our Lady of the Lake Regional Medical Center, a 740-bed community hospital in Baton Rouge, La., has more than 1,000 physicians and 4,000 team members. The facility undertook an enterprise-wide real-time locating system (RTLS) deployment that covers almost 1 million square feet, with nearly 6,000 assets under management. Learn how to understand end-user goals, facilitate change management, drive user adoption and develop business standards, and find out how the hospital is using RTLS to favorably impact capital-dollar allocations, as well as safety and nursing efficiency.

SPEAKER: Allyn Whaley-Martin, Director of Safety, **Our Lady of the Lake Regional Medical Center**



4:45 PM LAHEY CLINIC EXPANDS USE OF RFID ACROSS ITS ENTIRE FACILITY

On any given day, the ambulatory care center at the Lahey Clinic Medical Center, in Burlington, Mass., treats approximately 3,000 patients, while hundreds more receive top-quality care in the 295-bed hospital, 24-hour emergency department and trauma center. The center, one of the top medical facilities in the Boston area, has 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, CHPA, Director of Materials Services and Security, **Lahey Clinic Medical Center**

5:30 PM CLOSING REMARKS

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