



JUNE 15, 2010

# RFID IN HEALTH CARE WEST

Renaissance Hollywood Hotel & Spa

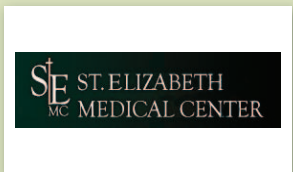
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## LEARN HOW HEALTH-CARE PROVIDERS ARE USING RFID TODAY

- Hear objective case studies •
- See new RFID solutions for hospitals •



**Halsey Bagg**



**Scott Sullivan**



**Sam Itani**



**Steve Montgomery**



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WELCOME



## Dear Colleague

Hospitals across the country are under budgetary pressures. Radio frequency identification is a fairly new technology, but it has proven that it can provide major benefits to hospitals. I'd like to invite you to hear from hospital executives who are already using RFID to achieve significant benefits.

In the next few pages, you will find a list of the speakers we've lined up for our RFID in Health Care West event, being held on June 15 at the Renaissance Hollywood Hotel & Spa. These speakers will present real-world case studies showing how RFID helped them to improve operations, cut costs and reduce capital expenditures by increasing asset utilization.

#### BY ATTENDING THIS CONFERENCE, YOU WILL LEARN:

- ▶ How to improve ER operations with RFID
- ▶ How to make a successful business case for investing in RFID
- ▶ How to use RFID to stop the loss of high-value assets
- ▶ How leading health-care providers are benefiting from RFID today
- ▶ And so much more!

To view the most up-to-date speaker list and agenda, and to register, please visit [www.rfidjournalevents.com/healthcare/west](http://www.rfidjournalevents.com/healthcare/west).

Use the special offer code, HWBC, to receive a special 15 percent discount off regular registration rates. For teams of three or more, you can save 20 percent off registration—simply call (631) 249-4960 to register your team today.

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

Yours,

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 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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CONFERENCE AGENDA

JUNE 15

## 8:45 AM OPENING REMARKS

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



## 9:00 AM USING RFID TO OPTIMIZE MEDICAL DEVICE INVENTORIES AT ST. ELIZABETH MEDICAL CENTER

The 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, and typically has an on-hand cardiac device inventory valued at more than \$1 million. The lab deployed an RFID-enabled inventory-management solution to track and manage implantable devices, which can carry 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 was able to optimize inventory levels and better manage consignment stock, expired products and recall notifications with RFID.

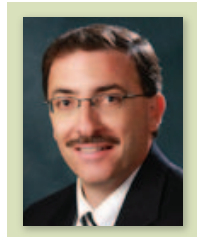
**SPEAKER:** Halsey Bagg, Director of Cardiology Services, **St. Elizabeth Medical Center**



## 9:45 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 the Providence Saint Joseph Medical Center's Roy and Patricia Disney Family Cancer Center is investing in RFID, as well as how to create success criteria for an RFID hospital implementation, and how to evaluate such a system from a technical standpoint.

**SPEAKER:** Steve Merlo, Director of Infrastructure and Technology, **Providence Health Care Systems**



## 10:30 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 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, VP, **San Joaquin Community Hospital**

## 11:15 AM NETWORKING BREAK



## 11:45 AM RFID APPLIED: REAL-WORLD USES IN HEALTH CARE

RFID is an enabling technology that can be applied across many health-care applications. In this session, hear how the use of the technology in a hospital operating room can save health-care providers money, boost operating efficiencies, reduce liabilities and improve patient safety.

**SPEAKER:** Dr. Verna Gibbs, Professor of Clinical Surgery, **University of California, San Francisco**; Director, **NoThing Left Behind**; and Staff Surgeon, **San Francisco VA Medical Center Home**

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JUNE 15

**12:30 PM LUNCH BREAK**

**2:00 PM RFID HELPS HOSPITALS MAINTAIN PATIENT SAFETY | SPONSORED BY IBM**

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.



**2:45 PM RTLS AT KAISER SAN JOSE MEDICAL CENTER: DRIVING USER ADOPTION AND VALUE**

Kaiser Permanente San Jose is using a real-time location system to track the utilization of equipment and increase the oversight of \$6.5 million worth of hospital-owned equipment. In this session, hear how the facility has maximized its investment and is driving user adoption and value by reducing rental equipment costs, reducing the "hunting and gathering" function for its nurses and ancillary staff, providing utilization information to guide capital equipment purchases, monitoring the temperatures of cooling and warming devices, and ultimately providing a safer environment to provide care.

**SPEAKER:** Shari Rubino, Project Manager III, Kaiser Permanente San Jose Medical Center

**3:30 PM NETWORKING BREAK**



**4:00 PM 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



**4:45 PM HOW TO TRACK ASSETS AND MONITOR USAGE WITH RFID**

Genesis Health Systems deployed an RFID solution that allows it to locate rented pumps and return them on time, as well as know where the hospital's own pumps are located. The system provides detailed reports based on equipment movement and usage. In this session, hear how the time spent locating missing equipment has been reduced from 22 minutes to a maximum of 2 minutes searching via computer.

**SPEAKER:** Steve Montgomery, Supervisor of Logistics, Genesis Health Systems

**5:30 PM CLOSING REMARKS**

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