SPS **Telemedicine Telehealth**
2014 Service Provider Showcase℠

OCTOBER 6 – 7, 2014 ● PHOENIX, AZ ● HYATT REGENCY

PROGRAM

2014

SPS is a national conference focusing on linking telemedicine and telehealth service provider companies with hospitals, healthcare systems, clinics, and others who need their services.

SPS Organizers:

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General Information

Registration/Information Desk

The SPS Registration/Information Desk is to your left as you enter the Hyatt foyer (pass the Hyatt front desk and proceed to the Regency Ballroom).

Registration/Information Desk hours:
- Monday, October 6: 7:00am—6:00 pm
- Tuesday, October 7: 7:00am—3:10pm

Speaker Registration/Information Desk

The Speaker Registration/Information Desk is to your right as you enter the Hyatt foyer (pass the Hyatt front desk). Speakers will receive speaker packets and can upload presentations here. Please have your presentation loaded at least 2 hours before your scheduled session.

Name Badges

SPS attendees must wear name badges for access to sessions, meals and the expo hall. Should you misplace your badge, please obtain a replacement badge at the Registration/Information Desk.

## Messages/Lost and Found

The SPS Registration/Information Desk will include a message board with conference updates as well as a lost and found.

Hotel Floor Plan

All talks and lightning rounds will be held in Regency Ballroom A/B. The SPS Expo Hall is in Regency Ballroom C/D. Food and beverage services will be in the Foyer, with stand-up tables available in the Expo Hall.

Photos and Recordings

During this two-day conference an audio recording of the presentation will be made including the Q&A sessions. Photographs will also be taken. Both the photographs and audio recordings are the property of SPS.

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Service Provider Showcase℠
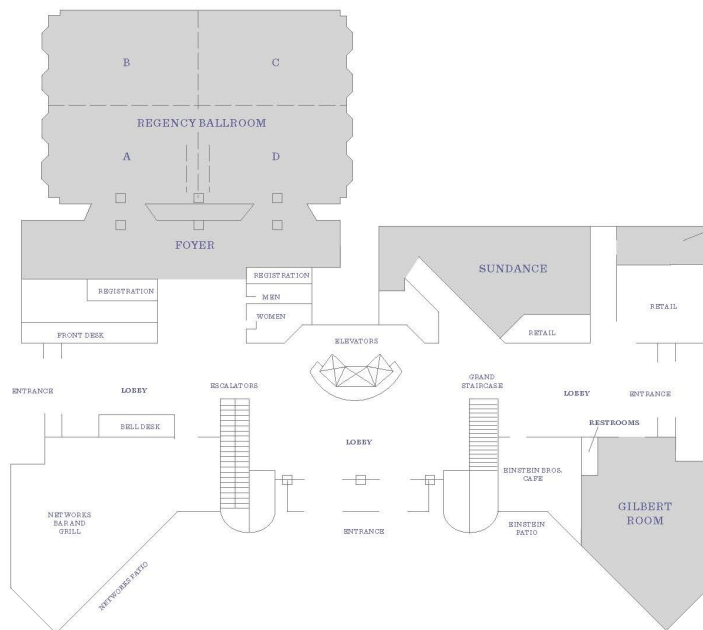
SPS: *Telemedicine & Telehealth Service Provider Showcase*
October 6 & 7, 2014 • Hyatt Regency • Phoenix, Arizona
www.ttspsworld.com • 1.877.535.6166 • sps@telemedicine.arizona.edu

Welcome SPS attendees!

On Behalf of the Conference Advisory Board, the Honorary Chairs, and the Four Corners Telehealth Consortium—which includes the Arizona Health Sciences Center at the University of Arizona, University of Colorado Anschutz Medical Campus, the University of New Mexico Health Sciences Center, and the University of Utah Health Care—we are delighted to welcome you to the inaugural Telemedicine and Telehealth Service Provider Showcase! The SPS is the first national meeting focusing exclusively on building partnerships to bring high quality, telemedicine- and telehealth-enabled medical specialty service directly into hospitals, clinics, private practices, and patients' homes.

We have an exciting lineup of 31 speakers that includes nationally and internationally recognized experts on telemedicine; telemedicine providers and users; and authorities on legal, regulatory and policy aspects. The two-day showcase features a series of high-powered talks and panels on learning what it takes to succeed in this increasingly competitive market, finding the right partners, understanding telemedicine laws, regulations and policies, establishing successful working relationships, and integrating telehealth into different health-care enterprises.

The expo hall has a wide array of tele-medical specialty services and supporting technologies that will provide a forum for seeing and discussing the latest trends in clinical telehealth. To help attendees navigate the floor and hear first-hand what these best-of-breed telehealth service vendors have to offer, our "Lightning Rounds" will highlight corporate sponsors and partners who will briefly describe their services, markets and thoughts about the state of the market for telehealth service providers.

Healthcare is changing and telemedicine is leading the way. Service providers offer a new and exciting model for improving the efficient and effective delivery of healthcare in innovative ways that will truly impact patient care. SPS offers attendees an entrée into this important and influential arena to help you stay competitive in this demanding and dynamic field.

At this time, we wish to express our appreciation to those many individuals who have participated in the planning and implementation of the diverse components of SPS. Their enthusiasm and dedication have been critical in making SPS a reality.

It is our hope that you find this conference enjoyable in your personal and professional experiences.

Sincerely your SPS 2014 Co-chairs,

Dale C. Alverson, MD
Medical Director
Center for Telehealth and Cybermedicine
Research, University of New Mexico
Past President
American Telemedicine Association

Eilzabeth A. Krupinski, PhD
Associate Director, Evaluation
AZ Telemedicine Program
Director, SWTRC
Past President
American Telemedicine Association

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President and Chief Executive Offer
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Ronald S. Weinstein, MD, FCAP, FATA
Director
Arizona Telemedicine Program

CO-CHAIR

Dale C. Alverson, MD, FATA
Medical Director Center for Telehealth and Cybermedicine Research, University of New Mexico

CO-CHAIR

Elizabeth A. Krupinski, PhD, FATA
Associate Director for Evaluation Arizona Telemedicine Program

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  Director, Center for Rural Health, Mel & Enid Zuckerman College of Public Health, University of Arizona, Tucson, AZ

- **Charles R. Doarn, MBA, FATA**
  Editor-in-Chief, Telemedicine and e-Health Journal Family Medicine, University of Cincinnati, Cincinnati, OH

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  Senior Vice President, Health Sciences University of Arizona, Tucson, AZ

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  Professor of Biomedical Informatics, College of Health Solutions, Arizona State University, Phoenix, AZ

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  Chief Executive Officer, Global Partnership for Telehealth, Inc., Waycross, GA

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  Associate Director, Utah Telehealth Network, Salt Lake City, UT

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  Professor, Pediatric Critical Care UC Davis Children's Hospital, Sacramento, CA

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  Editor-in-Chief, Telemedicine and e-Health Journal, Emeritus Professor of Surgery, Virginia Commonwealth University

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- **Marta J. Petersen, MD**
  Medical Director, Utah Telehealth Network, Salt Lake City, UT

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  Executive Vice President and Chief Medical Officer, Philips Telehealth, Baltimore, MD

- **Jay H. Shore, MD, MPH**
  Director of Telemedicine, University of Colorado Depression Center, Aurora, CO

- **Joseph A. Tracy, MS**
  Vice President - Telehealth Services, Lehigh Valley Health Network, Allentown, PA

- **Wesley Valdes, DO**
  Medical Director, Telehealth Services, Intermountain Healthcare, Salt Lake City, UT

- **Nancy L. Vorhees, RN, MSN**
  Chief Operating Officer, Inland Northwest Health Services, Spokane, WA

- **Jill M. Winters, PhD, RN, FAHA**
  President & Dean, Columbia College of Nursing, Glendale, WI

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SPS Schedule at a Glance

MONDAY, October 6, 2014		TUESDAY, October 7, 2014	
MODULE 1 / TELEHEALTH WINNERS: STRATEGIES THAT WORK		**MODULE 3 / FINDING THE PERFECT PARTNER AND NEGOTIATING THE HURDLES**	
8:00-8:15	**Welcome** ● Dale C. Alverson, MD, University of New Mexico ● Elizabeth A. Krupinski, PhD, Arizona Telemedicine Program	8:00-8:05	**Day 2 Kickoff** ● Dale C. Alverson, MD
8:15-8:45	**Challenges & Opportunities – Why an SPS?** ● Elizabeth A. Krupinski, PhD		**SECTION MODERATOR: Dale C. Alverson, MD,** University of New Mexico
SECTION MODERATOR: Ana María López, MD, Arizona Telemedicine Program		8:05-9:10	**Panel: Partnership and Policy: Making It Work!** ● Daniel J. Derksen, MD, Center for Rural Health, University of Arizona ● James J. Dickson, MBA, Copper Queen Community Hospital ● Marta J. Petersen, MD, Utah Telehealth Network ● Jay H. Shore, MD, MPH, University of Colorado Depression Center
8:45-9:45	**Panel: Successful Telemedicine Programs in Large, Integrated Healthcare Systems** ● Deborah H. Dahl, BSE, MBA, FACHE, Banner Health ● Bart M. Demaerschalk, MD, Mayo Clinic ● Christopher Veremakis, MD, Mercy Virtual – Mercy Health			
9:45-10:15	**How a Large Academic Medical Center Partnered with a Commercial Provider to Win a CMS Grant** ● Howard Yonas, MD, University of New Mexico	9:10-10:10	**Panel: Negotiating Policy, Legal and Regulatory Topics** ● Alexis S. Gilroy, JD, Jones Day ● Mario Gutierrez, MPH, Center for Connected Health Policy ● Natasa Sokolovich, JD, MSHCPM, University of Pittsburgh Medical Center
10:15-10:45	**COFFEE BREAK – Exhibit hall**	10:10-10:40	**COFFEE BREAK – Exhibit Hall**
SECTION MODERATOR: Jay H. Sanders, MD, The Global Telemedicine Group		**SECTION MODERATOR: Jay H. Shore, MD,** University of Colorado	
10:45-11:15	**Integration or Bust? The Strategic Advantage of Creating Telehealth Buying Collaboratives** ● Joseph Peterson, MD, Specialists On Call	10:40-11:10	**Buyer's Guide to Telemedicine/Telehealth Services: A Survey of the Service Provider Landscape** ● Wesley N. Valdes, DO, Intermountain Healthcare
11:15-11:45	**The Telehealth Call Center Model** ● Mark Aspenson, Avery Telehealth	11:10-11:40	**Finding a Best-of-breed Telehealth Service Provider: A Practical Guide to Doing Due Diligence** ● Alexis S. Gilroy, JD, Jones Day
11:45-1:00	**LUNCH – Exhibit Hall**	11:40-12:55	**LUNCH – Exhibit Hall**
MODULE 2 / SUCCEEDING AS A SERVICE PROVIDER		**MODULE 4 / SUCCESSFULLY INTEGRATING SERVICE PROVIDERS INTO ORGANIZATIONS**	
SECTION MODERATOR: Anne E. Burdick, MD, MPH, University of Miami		**SECTION MODERATOR: Marta J. Petersen, MD,** Utah Telehealth Network	
1:00-1:30	**If You Build It, Will they Come? Eight Steps to Success for Telehealth Service Providers** ● Samir Malik, 1DocWay	12:55-1:40	**Meet the Service Providers Lightning Rounds** ● Dale C. Alverson, MD, and Elizabeth A. Krupinski, PhD, with Exhibitors
1:30-2:00	**Too Small to Succeed? Early Stage Telehealth Service Delivery Companies** ● Jeffrey Nathanson, MS, Strategic Catalysts	1:40-2:10	**Beyond Signing the Contract: Integrating Specialty Services into Workflows and Cultures** ● Lou Silverman, MBA, Advanced ICU Care
2:00-2:30	**Panel: Transformational Trends in the Telehealth Service Industry: Planning for Change** ● Charles R. Doarn, MBA, Telemedicine and eHealth Journal ● Jay H. Sanders, MD, The Global Telemedicine Group	2:10-2:40	**Integrating a Telemedicine Program within an Established Healthcare Organization** ● Mark B. Horton, OD, MD, Indian Health Services/Joslin Vision Network Teleophthalmology Program ● Tim B. Hunter, MD, University of Arizona College of Medicine
2:30-3:00	**COFFEE BREAK – Exhibit Hall**	2:40-3:10	**COFFEE BREAK – Exhibit Hall**
SECTION MODERATOR: Deb LaMarche, Utah Telehealth Network		**SECTION MODERATOR: Elizabeth A. Krupinski, PhD,** Arizona Telemedicine Program	
3:00-3:30	**From Language Services Company to Telehealth Startup: Creating Tomorrow's Healthcare Leaders off Today's Platforms** ● James B. "Jamey" Edwards, MBA, Carenection	3:10-3:40	**Making Sure the Doctor Is In: How Service Providers Recruit Physicians and How to Engage Physicians at the User End** ● Sunil S. Budhrani, MD, MPH, MBA, CareClix
3:30-4:00	**Healthcare Innovations: Staying Ahead of the Curve** ● Donald A. Graf, UnitedHealthcare Community Plan	3:40-4:45	**Panel: Tips and Best Practices from the Pros** ● Peter Antall, MD, American Well ● Ricardo Garcia-Rivera, MD, NeuroCall ● Gunjan Goel, MBA, Amerivitals ● Til Jolly, MD, Specialists On Call ● Les Paschall, InSight Telepsychiatry
4:00-4:45	**Meet the Service Providers Lightning Rounds** ● Dale C, Alverson, MD, and Elizabeth A. Krupinski, PhD, with exhibitors	4:45-5:00	**Looking Forward** ● Jay H. Sanders, MD, The Global Telemedicine Group ● Ronald S. Weinstein, MD, Arizona Telemedicine Program
5:00-6:30	**NETWORKING RECEPTION – Exhibit Hall**		

Detailed Schedule

Please note that all sessions for this conference will be held in Ballroom A/B.

DAY ONE — MONDAY, OCTOBER 6, 2014	
7:00 am – 6:00 pm	*SPS Registration and Information Desk Open*

MODULE 1: TELEHEALTH WINNERS—STRATEGIES THAT WORK

8:00 am – 8:15 am	**Welcome and Opening Remarks** **Dale C. Alverson, MD, FATA** Medical Director, Center for Telehealth and Cybermedicine Research University of New Mexico Albuquerque, NM **Elizabeth A. Krupinski, PhD, FATA** Associate Director for Evaluation Arizona Telemedicine Program Tucson, AZ
8:15 am – 8:45 am	**Opening Keynote Address:** Challenges and Opportunities—Why an SPS? Objectives: - Understand the goals of the SPS meeting - Discuss opportunities for telehealth growth using service provider models - Summarize service provider & customer challenges in today's healthcare environment **Elizabeth A. Krupinski, PhD, FATA** Associate Director for Evaluation Arizona Telemedicine Program Tucson, AZ
	SECTION MODERATOR: **Ana María López, MD, MPH, FACP** Medical Director, Arizona Telemedicine Program, Tucson, AZ
8:45 am – 9:45 am	**Panel:** Successful Telemedicine Programs in Large, Integrated Healthcare Systems Objectives: - Learn how three very different integrated healthcare systems became service providers - Appreciate innovations required to move a healthcare enterprise into telehealth - Review the business model for an enterprise-wide telestroke service **Deborah H. Dahl, BSA, MBA, FACHE** Vice President, Patient Care Innovation Banner Health Phoenix, AZ **Bart M. Demaerschalk, MD, MSc, FRCP** Professor of Neurology and Medical Director Mayo Clinic Telestroke and Teleneurology Scottsdale, AZ **Christopher Veremakis, MD** Medical Director, Center for Innovative Care Mercy Virtual – Mercy Health Chesterfield, MO

9:45 am – 10:15 am	## How a Large Academic Medical Center Partnered with a Commercial Provider to Win a CMS Grant Objectives: • Understand the challenges of doing telemedicine in an academic environment • Appreciate the role of acquiring grants for implementing telehealth services • Gain insights into convincing commercial providers to be your partner **Howard Yonas, MD** Chairman, Department of Neurosurgery University of New Mexico School of Medicine Albuquerque, NM
10:15 am – 10:45 am	**EXHIBIT HALL OPEN – Networking & Coffee Break**
	SECTION MODERATOR: **Jay H. Sanders, MD, FACP, FACAAI, FATA** President and Chief Executive Officer, The Global Telemedicine Group, McLean, VA
10:45 am – 11:15 am	## Integration or Bust? ## The Strategic Advantage of Creating Telehealth Buying Collaboratives Objectives: • Learn what telemedicine service buying collaboratives are • Appreciate why buying collaboratives matter to small hospitals • Understand the importance of integrating service providers into existing delivery systems **Joseph Peterson, MD** Chief Executive Officer Specialists On Call Reston, VA
11:15 am – 11:45 am	## The Telehealth Call Center Model Objectives: • Understand the telehealth call center model and how it can help you • Review the benefits of this model in terms of reducing admissions • Find out whether your healthcare enterprise fits the call center model **Mark Aspenson** Chief Executive Officer Avery Telehealth Scottsdale, AZ
11:45 am – 1:00 pm	**EXHIBIT HALL OPEN – Networking Lunch**

MODULE 2: SUCCEEDING AS A SERVICE PROVIDER

SECTION MODERATOR:
Anne E. Burdick, MD, MPH, FATA
Associate Dean for TeleHealth and Clinical Outreach, University of Miami Miller School of Medicine, Miami, FL

1:00 pm – 1:30 pm	**If You Build It, Will They Come?** **Eight Steps to Success for Telehealth Service Providers** Objectives: • Discover what it takes to start a service provider business • Review key considerations that can facilitate a successful startup • Explore how partnering with a service provider can build your revenue stream **Samir Malik** Chief Executive Officer 1DocWay New York, NY
1:30 pm – 2:00 pm	**Too Small to Succeed? Early-stage Companies** Objectives: • Understand the challenges facing startup service providers in today's market • Learn some key tips on how to succeed as a service provider • Appreciate the need to know your customers when selling your services **Jeffrey Nathanson, MS** Chief Executive Officer Strategic Catalysts Denver, CO
2:00 pm – 2:30 pm	**Panel:** Transformational Trends in the Telehealth Service Industry— Planning for Change Objectives: • Hear about the exciting new directions telemedicine is taking today • Learn how to anticipate change and guide your business to adapt to change • Appreciate the roles of service providers in making telemedicine succeed **Charles R. Doarn, MBA, FATA** Editor-in-Chief, *Telemedicine and e-Health Journal* Family Medicine, University of Cincinnati Cincinnati, OH **Jay H. Sanders, MD, FACP, FACAAI, FATA** President and Chief Executive Officer The Global Telemedicine Group McLean, VA
2:30 pm – 3:00 pm	**EXHIBIT HALL OPEN – Networking & Coffee Break**

	SECTION MODERATOR: **Deb LaMarche** Associate Director, Utah Telehealth Network, Salt Lake City, UT

3:00 pm – 3:30 pm	**From Language Service Company to Telehealth Startup:** **Creating Tomorrow's Healthcare Leaders off Today's Platforms** Objectives: • Learn how to leverage one service into another to grow your company • Appreciate the challenges of being a small company in a large market • Understand the types of team members it takes to build and grow a successful startup **James B. "Jamey" Edwards, MBA** Chief Executive Officer Emergent Medical Associates, Language Access Network, and Carenection Columbus, OH
3:30 pm – 4:00 pm	**Healthcare Innovations: Staying Ahead of the Curve** Objectives: • Learn how to keep up with the changes in healthcare and telemedicine • Appreciate the changing role of payers in the service provider marketplace • Understand the challenges of reaching into communities to provide new services **Donald A. Graf** Director of Telemedicine UnitedHealthcare Community Plan Phoenix, AZ
4:00 pm – 4:45 pm	**Lightning Rounds:** Meet the Service Providers and Tech Companies Objectives: • Meet our corporate partners • Get a quick overview of what services and products each partner offers • Find out which companies to connect with during SPS Exhibit Hall hours **Dale C. Alverson, MD, FATA** Medical Director, Center for Telehealth and Cybermedicine Research University of New Mexico Albuquerque, NM **Elizabeth A. Krupinski, PhD, FATA** Associate Director for Evaluation Arizona Telemedicine Program Tucson, AZ
5:00 pm – 6:30 pm	**EXHIBIT HALL OPEN – NETWORKING RECEPTION**

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DAY TWO — TUESDAY, OCTOBER 7, 2014

7:00 am – 3:10 pm	*SPS Registration and Information Desk Open*

MODULE 3: FINDING THE PERFECT PARTNER AND NEGOTIATING THE HURDLES

8:00 am – 8:05 am	**Day 2 Kickoff** **Dale C. Alverson, MD, FATA** Medical Director, Center for Telehealth and Cybermedicine Research University of New Mexico Albuquerque, NM
	SECTION MODERATOR: **Dale C. Alverson, MD, FATA** Medical Director, Center for Telehealth and Cybermedicine Research, University of New Mexico, Albuquerque, NM
8:05 am – 9:10 am	**Panel:** Partnership and Policy—Making it Work! Objectives: • Discover the critical role your organization's policy makes in implementing telehealth services • Learn how to work with policy makers to make telehealth partnerships work • Understand the barriers of academic priorities in making community partnerships work **Daniel J. Derksen, MD** Professor; Director, Center for Rural Health; Chair, Public Health Policy and Management Section Mel and Enid Zuckerman College of Public Health University of Arizona Tucson, AZ **James J. Dickson, MBA** Chief Executive Officer / Administrator Copper Queen Community Hospital Bisbee, AZ **Marta J. Petersen, MD** Medical Director Utah Telehealth Network Salt Lake City, UT **Jay H. Shore, MD, MPH** Director of Telemedicine University of Colorado Depression Center Aurora, CO
9:10 am – 10:10 am	**Panel:** Negotiating Policy, Legal and Regulatory Topics Objectives: • Discover the largest policy, legal and regulatory challenges facing service providers • Discover the largest challenges facing telehealth service customers • Learn where to go for policy, legal and regulatory advice **Alexis S. Gilroy, JD** Partner Jones Day Washington, DC **Mario Gutierrez, MPH** Executive Director Center for Connected Health Policy Sacramento, CA **Natasa Sokolovich, JD, MSHCPM** Executive Director – Telemedicine University of Pittsburgh Medical Center Pittsburgh, PA

10:10 am – 10:40 am	**EXHIBIT HALL OPEN – Networking & Coffee Break**
	SECTION MODERATOR: **Jay H. Shore, MD, MPH** Director of Telemedicine, University of Colorado Depression Center, Aurora, CO
10:40 am – 11:10 am	Buyer's Guide to Telemedicine/Telehealth Services: A Survey of the Service Provider Landscape Objectives: • Learn about what types of service providers are in today's marketplace • Understand what to look for in a service provider—and what to avoid • Appreciate the power of the customer when courting service providers **Wesley N. Valdes, DO** Medical Director, Telehealth Services Intermountain Healthcare Salt Lake City, UT
11:10 am – 11:40 am	Finding a Best-of-breed Telehealth Service Provider: A Practical Guide to Doing Due Diligence Objectives: • Learn how to compare and contrast service providers • Understand what "due diligence" means when choosing a service provider • Discover ways to vet and select service providers that best meet your institution's needs **Alexis S. Gilroy, JD** Partner Jones Day Washington, DC
11:40 am – 12:55 pm	**EXHIBIT HALL OPEN – Networking Lunch**

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MODULE 4: SUCCESSFULLY INTEGRATING SERVICE PROVIDERS INTO ORGANIZATIONS

SECTION MODERATOR:
Marta J. Peterson, MD
Medical Director, Utah Telehealth Network, Salt Lake City, UT

12:55 pm – 1:40 pm	**Lightning Rounds:** Meet the Service Providers and Tech Companies Objectives: • Meet our corporate partners • Get a quick overview of what new services and products each partner offers • Discover which companies to connect with during SPS Exhibit Hall hours **Dale C. Alverson, MD, FATA** Medical Director, Center for Telehealth and Cybermedicine Research University of New Mexico Albuquerque, NM **Elizabeth A. Krupinski, PhD, FATA** Associate Director for Evaluation Arizona Telemedicine Program Tucson, AZ
1:40 pm – 2:10 pm	**Beyond Signing the Contract:** **Integrating Specialty Services into Workflows and Cultures** Objectives: • Understand the importance of integrating new services into existing enterprises • Appreciate the role of the service provider in helping your staff adapt • Learn about ways to help your staff educate service providers about their needs **Lou Silverman, MBA** Chief Executive Officer Advanced ICU Care St. Louis, MO
2:10 pm – 2:40 pm	**Panel:** Integrating a Telemedicine Program within an Established Healthcare Organization Objectives: • Learn about the ways a large teleophthalmology service provider grew its business • Hear about the long-term outcome of an academic teleradiology service provider • Appreciate the opportunities for new ventures as the clinical landscape changes **Mark B. Horton, OD, MD** Director Indian Health Service/Joslin Vision Network Teleophthalmology Program Phoenix, AZ **Tim B. Hunter, MD, MSc** Retired Professor of Medical Imaging and Orthopaedic Surgery University of Arizona College of Medicine Tucson, AZ
2:40 pm – 3:10 pm	**EXHIBIT HALL OPEN – Networking & Coffee Break**

SECTION MODERATOR: **Elizabeth A. Krupinski, PhD, FATA** Associate Director for Evaluation, Arizona Telemedicine Program, Tucson, AZ	

3:10 pm – 3:40 pm	## Making Sure the Doctor Is In: How Service Providers Recruit Physicians; How to Engage Physicians at the User End Objectives: • Discover how service providers convince physicians to join their companies • Understand what physician service providers perceive as their roles in healthcare • Learn how to convince physician customers to work with service providers **Sunil S. Budhrani, MD, MPH, MBA** Founder CareClix Telemedicine Tysons Corner, VA
3:40 pm – 4:45 pm	## Panel: Tips and Best Practices from the Pros Objectives: • Learn from expert telehealth service providers about best practices • Appreciate your practice needs when searching for a telehealth service provider • Discover ways to ensure your partnerships are successful **Peter Antall, MD** President and Chief Medical Officer Online Care Group Medical Director, American Well Boston, MA **Gunjan Goel, MBA** Co-founder and Chief Executive Officer Amerivitals Telehealth Mesa, AZ **Les Paschall** Chief Executive Officer InSight Telepsychiatry Marlton, NJ **Ricardo Garcia-Rivera, MD** President and Chief Medical Officer NeuroCall Miami, FL **B. Tilman Jolly, MD, FACEP** Chief Medical Officer Specialists On Call Reston, VA
4:45 pm – 5:00 pm	## Looking Forward to 2020! Objectives: • Summarize the key points from SPS • Learn from two of the founders of telemedicine where they see telemedicine going **Jay H. Sanders, MD, FACP, FACAAI, FATA** President and Chief Executive Officer The Global Telemedicine Group McLean, VA **Ronald S. Weinstein, MD, FCAP, FATA** Director Arizona Telemedicine Program Tucson, AZ

Bookmark www.ttspsworld.com for information on SPS 2015—coming fall 2015 to the Phoenix area!

Speaker and Moderator Biography Excerpts

Dale C. Alverson, MD, FATA

Medical Director
Center for Telehealth and
Cybermedicine Research
University of New Mexico

Dr. Alverson is the Medical Director for the Center for Telehealth and Cybermedicine Research, Professor Emeritus of Pediatrics and Regents' Professor at UNM. He is the past president of the American Telemedicine Association. Dr. Alverson fosters physician adoption of electronic health records and provider participation in the New Mexico Health Information Collaborative, the state's Health Information Exchange network.

Peter Antall, MD

President and Chief Medical Officer,
Online Care Group
Medical Director, American Well

Dr. Antall has expertise as a physician, health care entrepreneur and physician manager. He has a track record of disruptive innovation in the areas of care delivery, medical management, telemedicine and telehealth. Dr. Antall is President and Chief Medical Officer of a national telehealth physician organization, the Online Care Group, where he manages over 200 physicians, has developed a credentialing program, and has developed tools to measure and manage clinical quality in telehealth. Dr. Antall also is the Medical Director of American Well.

Mark Aspenson

Chief Executive Officer
Avery Telehealth

Mark Aspenson is CEO of Avery Telehealth, which is part of the Avery Group, a privately held multimillion dollar healthcare company that started in 2003 and based in Scottsdale, AZ. Mr. Aspenson is an expert in the area of readmissions, care transition planning and telehealth. He has been pub-

lished in HFM Magazine on these topics. Mr. Aspenson was recognized as one of the top 35 entrepreneurs 35 and under. He is cofounder of the Summit Group for top performers. He is active in the American Telemedicine Association and Healthcare Financial Management Association.

Anne E. Burdick, MD, MPH, FATA

Associate Dean for TeleHealth and
Clinical Outreach
University of Miami Miller School
of Medicine

Dr. Burdick is the Associate Dean for TeleHealth and Clinical Outreach and Professor of Dermatology at the University of Miami (UM) Miller School of Medicine with over 20 years of experience in telehealth. She has presented and published extensively on telehealth and teledermatology. A charter member of the American Telemedicine Association (ATA) and a Fellow of the ATA College of Fellows, Dr. Burdick served on the ATA Board of Directors. She was Founding Chair of the ATA Special Interest Group on Teledermatology and Co-Chair of the workgroup that developed the ATA Practice Guidelines for Teledermatology. Dr. Burdick headed the American Academy of Dermatology (AAD) Telemedicine Task Force and spearheaded the Academy's Position Statement on Telemedicine and AAD endorsement of the ATA Practice Guidelines for Teledermatology.

Sunil S. Budhrani, MD, MPH, MBA
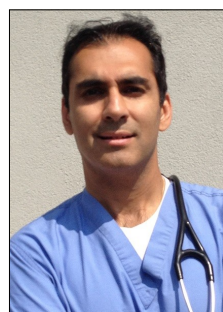
Cofounder
CareClix Telemedicine

Dr. Sunil Budhrani is a Board Certified Emergency Medicine Physician. He completed his residency training in Emergency Medicine at the Tufts University School of Medicine in Massachusetts, and went on to Chair and direct Emergency Departments and Urgent Care Centers throughout the country. Dr. Budhrani recently served as the Chief Medical Officer of the Evergreen Health Cooperative Insurance for the State of Maryland and is now Cofounder of CareClix Telemedicine. He as well serves as the current Co-chair of the American Telemedicine Association's Guidelines Committee for Practice of Primary Care and Urgent Care Telemedicine.

Deborah H. Dahl, BSE, MBA, FACHE

**Vice President
Patient Care Innovation
Banner Health**

Deborah H. Dahl, BSE, MBA, is an Associate Administrator for Banner Desert Medical Center. Banner Desert is the largest (600 beds), most comprehensive hospital in the East Valley of metropolitan Phoenix.   Located on an 80-acre campus, its 1,500 physicians and 3,000 plus employees are dedicated to making a difference in people's lives through excellent patient care.

In 2004 Banner Desert saw approximately 100,000 patients in the Emergency Department, delivered 8,123 babies, and provided care for 1,300 new cancer diagnosis patients. It is also home to Banner Children's Hospital where its medical professionals specialize in inpatient and outpatient pediatric care, pediatric and neonatal ICUs, pediatric rehabilitation and pediatric emergency care. It has one of the top eICU programs in the United States.

Bart M. Demaerschalk, MD, MSc, FRCP

**Consultant, Department of Neurology
Professor of Neurology
College of Medicine
Mayo Clinic**

Dr. Demaerschalk received his M.D. degree from the University of British Columbia in Vancouver, Canada. He joined the staff at Mayo Clinic in Arizona in 2001, and is currently a professor in the Department of Neurology, and director of Vascular Neurology, Hospital Neurology, Tele Stroke, and Tele Neurology. Dr. Demaerschalk has specialized in stroke, emergency neurology, and telemedicine for over a decade. His research focuses on thrombolysis, regional stroke systems of care, health economics, meta-analysis, evidence based medicine, and telemedicine. He has co-authored American Heart Association and American Stroke Association guidelines for the management of acute ischemic stroke and American Academy of Neurology guidelines for telemedicine in neurology. He has designed and conducted pivotal clinical trials demonstrating reliability, validity, safety, and efficacy of telemedicine for stroke and the first US cost effectiveness analysis of telestroke.

Daniel J. Derksen, MD

**Director, Community, Environment
and Policy Division
Mel and Enid Zuckerman College of
Public Health, University of Arizona**

Daniel Derksen, MD, is the Walter H. Pearce Endowed Chair; Director of the Community, Environment and Policy Division; Director of the Center for Rural Health (CRH); and Professor & Chair of the Public Health Policy and Management section at the University of Arizona's Mel & Enid Zuckerman College of Public Health. As CRH Director, he oversees the State Office of Rural Health, the Rural Hospital Flexibility Program, and the Small Rural Hospital Improvement Program. Dr. Derksen was president of the New Mexico Medical Society in 2009 and worked on medical homes legislation for the state's Medicaid programs, which was signed into law (HB 710).

James J. Dickson, BA, MBA

**CEO / Administrator
Copper Queen Community Hospital**

James J. Dickson is the Chief Executive Officer of Copper Queen Community Hospital, located in rural Bisbee, Arizona. As CEO for the last 15 years, he has overseen the expansion of CQCH from a struggling facility to a profitable and nationally recognized rural health care network. Dickson has led hospitals and physician groups in Illinois, Ohio, New York and California. He has spent the past 18 years working with critical-access hospitals, including the Copper Queen Community Hospital, a 14-bed acute-care center offering a full range of services. It is a Level IV Trauma Center and is considered among the top 5 percent of hospitals nationally for its innovative use of technology and access to specialty services through its telemedicine program. Mr. Dickson is the 2011 winner of the American Hospital Association's (AHA) Shirley Ann Munroe Leadership Award. Dickson also recently received honors from the Arizona Hospital and Healthcare Association and has been twice named the Outstanding Rural Health Professional by the Arizona Rural Health Association. Dickson has served for the past six years as a member of the Arizona Hospital Association Board of Directors and is a past President of the Arizona Rural Health Care Association.

Full speaker and moderator bios are online at ttspsworld.com/speakers.

Telemedicine
Telehealth
Service Provider Showcase

Charles R. Doarn, MBA, FATA

Editor-in-Chief
Telemedicine and e-Health Journal

Charles R. Doarn is a Research Professor in Family and Community Medicine and Director of the Telemedicine and e-Health Program at the University of Cincinnati. Mr. Doarn holds additional academic appointments in Environmental Health at UC and Emergency Medicine at George Washington University. He is currently on an IPA assignment as Special Assistant to the NASA Chief Health and Medical Officer at NASA Headquarters. He is the co-chair of FedTel for the US Government. Throughout the 1990's, Mr. Doarn served as the Program Executive for Aerospace Medicine and Telemedicine at NASA Headquarters. He is the principle author of NASA's Integrated Strategic Plan for Telemedicine. Mr. Doarn serves as one of two Editors-in-Chief of the Telemedicine and e-Health Journal. He has published over 200 manuscripts, editorials, federal reports and 15 book chapters on telemedicine.

James B. "Jamey" Edwards, MBA

Chief Executive Officer
Emergent Medical Associates, Language Access Network, Carenection

James ("Jamey") B. Edwards has been working with Language Access Network since 2008 when, as the CEO of Emergent Medical Associates, he led an investor group in taking the company private. Mr. Edwards headed the team who overhauled the Company's business model, product delivery and operations resulting in the language services pioneer evolving into the industry leader in unified medical communications and the subsequent spinout of the Company's video contact center, network infrastructure and IT services team into Carenection, one of the largest telehealth marketplaces in the nation.

Prior to joining LAN, he was a member of the Investment Banking Division of Lehman Brothers. Based in New York, he consummated transactions totaling more than $5 billion for leading companies. Mr. Edwards has been a speaker for the National Association of Seed and Venture Funds and led Investment Banking Workshops at Cornell's Johnson Graduate School of Management. His companies have been recognized two times by Modern Healthcare on their Hottest Companies list and by Inc. Magazine four times as some of the fastest growing organizations in the U.S.

Ricardo Garcia-Rivera, MD
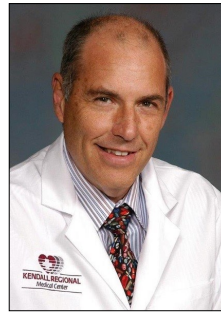
President and Chief Medical Officer
NeuroCall

Ricardo Garcia-Rivera, MD, serves as Chief Executive Officer and Medical Director at NeuroCall Inc. Dr. Garcia-Rivera serves as the Chief of Neurology at Kendall Regional Medical Center, Miami, Florida, and Director of the stroke center of that institution. Under his leadership the hospital became the first center in the greater Miami area to be accredited by the Joint Commission of Accreditation of Hospitals as a Level 1 Stroke Center. Dr. Garcia-Rivera has ample experience in emergency neurological care and emergency stroke management. He has lectured extensively on the subject of emergency neurological care as well as stroke prevention and has been invited to speak in many conferences in Latin America and the Caribbean. He was an emergency physician for over 14 years in various hospitals, ranging from small rural EDs to large inner city hospital level 1 trauma centers such as Jackson Memorial Hospital Emergency Care Center, where he was an attending physician from 1992 to 1994. Dr. Garcia-Rivera received his Neurological training in Tulane University and the University of Miami School of Medicine.

Alexis S. Gilroy, JD

Partner
Jones Day

Alexis Gilroy is a partner at the law firm of Jones Day, where she advises health care providers and technology companies on transactional, health regulatory and corporate matters with an emphasis on digital health topics. She has managed numerous strategic merger, acquisition, private equity, venture capital, and joint venture transactions for various healthcare and technology companies, including telemedicine, mobile device, EHR, practice management, cyberknife, imaging centers, and teleradiology. In addition, she advises on business strategy and implementation matters specific to telehealth programs.

She is on the Board of Directors of the American Telemedicine Association, is an appointee to the Maryland Governor's Telemedicine Taskforce, a subject matter expert for the Federation of State Medical Boards' (SMART) workgroup on telemedicine, and leader of the American Health Lawyer Association's E-Health and Telemedicine Affinity Group.

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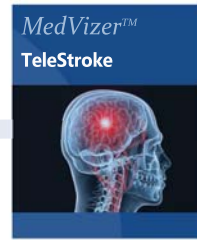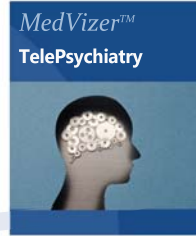with secure, proven and integrated solutions

Gunjan Goel, MBA

**Co-founder and
Chief Executive Officer
Amerivitals Telehealth**

Gunjan Goel is the Co-Founder and CEO of Amerivitals, a Phoenix based provider of telehealth and remote monitoring products and services across the U.S. More than 50% of medical cases going to emergency rooms are for minor health needs resulting in $38 billion in wasted resources. More than 60% of bankruptcies in the U.S. are due to medical bills. Amerivitals addresses these issues by offering medical consultations using its nationwide network of board certified doctors and nurses through phone and video with prescription benefit 24/7 and across all 50 U.S. states. Members pay consultation fees as low as $10 per medical consultation. Using its low cost 24/7 nationwide network Amerivitals is solving many of the challenges of our healthcare system – cost, access, and service times.

Donald A. Graf

**Director of Telemedicine
UnitedHealthcare Community Plan**

Don Graf is the Director of Telemedicine for UnitedHealthcare. He has worked in healthcare administration and telemedicine for over thirty years and has been the Director of Telemedicine for UnitedHealthcare for the past five. Mr. Graf is responsible for developing and supporting innovative telehealth solutions in Arizona, New Mexico and other markets where access to care is difficult. Don recently received a national best practice award from Medicaid Health Plans of America for his work blending creative financing, telemedicine delivery and health information exchange services to neurologically complex children living on the Navajo Nation.

Mario Gutierrez, MPH
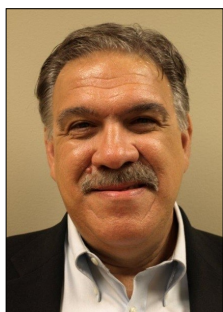
**Executive Director
Center for Connected Health Policy**

Mr. Gutierrez, who joined CCHP in May 2010 as a senior policy associate, brings more than 30 years of experience in California's non-profit health and health philanthropy sectors.

Prior to joining CCHP, Mr. Gutierrez served as a program director with The California Endowment for 12 years, where he led several major health care initiatives, including its 10-year, $20 million investment in telehealth deployment throughout California. He also served as The Endowment's lead person for Rural and Agricultural Worker Health Programs and Policy. Previously, he served for six years as a senior program officer with The Sierra Health Foundation. He serves on the Board of Directors of OCHIN, one of the nation's largest and most successful non-profit health information networks.

Mark B. Horton, OD, MD

**Director
Indian Health Services/Joslin Vision Network
Teleophthalmology Program**

Dr. Mark Horton received a Doctorate of Optometry from the University of Houston in 1973 and MD from the Uniformed Services University of the Health Sciences in Bethesda Maryland in 1982. He completed a residency in Ophthalmology at the University of Texas Medical Branch in 1986. He was assigned to the Phoenix Indian Medical Center (PIMC) in 1986 and served in several leadership roles including Chief of the Eye and ENT Departments from 1994-2012. Dr. Horton was appointed to develop and direct a national teleophthalmology program for the Indian Health Service in 1999. This program became the IHS/JVN Teleophthalmology Program beginning clinical deployments in 2001, and now with 96 deployments in 25 states. Other telemedicine activities include The American Telemedicine Association (Ocular Telehealth Standards, Ocular SIG), DICOM Workgroup 9 (Ophthalmology), and the Integrating Healthcare Enterprise (Eye Care). Dr. Horton is the author of multiple journal articles and book chapters on ophthalmology and telemedicine. He retired his commission in the USPHS after 27 years of duty in 2000, and continues his federal service as a civilian employee of the Indian Health Service in Phoenix, Arizona.

Tim B. Hunter, MD, MSc
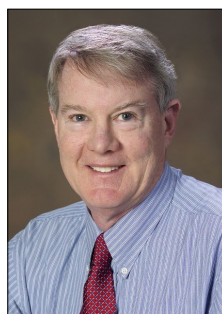
**Retired Professor, Medical Imaging and Orthopaedic Surgery
University of Arizona
College of Medicine**

Tim B. Hunter, MD, MSc, is former chairman of the Department of Radiology at The University of Arizona College of Medicine and has been a UA faculty member for 33 years. Dr. Hunter received his medical degree from Northwestern University in 1968. After serving in the U.S. Navy from 1969 until 1971, he completed his residency in diagnostic radiology at the University of Michigan in 1974. He joined the faculty here in 1975 and now serves as a professor

in both radiology and orthopaedic surgery. His areas of special interest in radiology are musculoskeletal imaging and medical devices.

B. Tilman Jolly, MD, FACEP

Chief Medical Officer
Specialists On Call

Dr. Jolly is a board-certified emergency physician who serves as Chief Medical Officer of Specialists On Call, a large national provider of specialty tele-medicine services. He has practiced emergency medicine in the Washington, DC area for 21 years and continues to practice at Inova Fairfax Hospital, and retains an appointment as Clinical Professor of Emergency Medicine at the George Washington University. He has extensive experience in academic medicine, private industry, and government. Prior to joining SOC, he served for five years in senior leadership positions in the US Department of Homeland Security, and also previously lead medical preparedness planning for 11 Super Bowls.

Elizabeth A. Krupinski, PhD, FATA

Associate Director for Evaluation
Arizona Telemedicine Program

Dr. Krupinski is a Professor at the University of Arizona in the Depart-ments of Medical Imaging, Psychology and Public Health. Dr. Krupinski is Vice-chair of Research & Education in the Department of Medical Imaging. Her interests are in medical image perception, observer performance, medical decision making, and human factors. She is Associate Director of Evaluation for the Arizona Telemedicine Program. She is Past Chair of the SPIE Medical Imaging Conference, Past President of the American Telemedicine Association, President of the Medical Image Perception Society, and Past Chair of the Society for Imaging Informatics in Medicine. She is the Co-Editor of the Journal of Telemedicine & Telecare. She serves regularly as a grant reviewer for the NIH, DoD, TATRC and other federal, state and international funding agencies and has served as a member of a number of FDA review panels.

Deb Lamarche
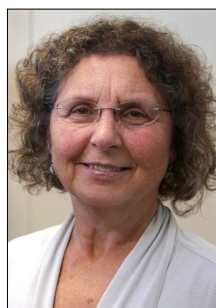
Associate Director
Utah Telehealth Network

Deb LaMarche is the Associate Director of the Utah Telehealth Network (UTN) based at the University of Utah. She has been with the network since its inception in 1996. During her tenure, the network has grown from a single site to an extensive network con-necting hospitals, clinics, and health departments throughout Utah. Ms. LaMarche is the immedi-ate past chair of the Utah Digital Health Services Commission, which advises state government on health information tech-nology issues. She serves on the Utah Broadband Advisory Council, the Four Corners Telehealth Consortium Executive Committee, and is the former chair of the Northwest Regional Telehealth Resource Center Board of Directors.

Ana María López MD, MPH, FACP

Medical Director
Arizona Telemedicine Program

Dr. Lopez is the founding Medical Director of the Arizona Telemedicine Program. She is a medical oncologist, researcher and educator who has dedicated her work to the ameliora-tion of health care disparities. She has a longstanding commitment to under-served populations and is dedicated to increasing access to high quality medical specialty care to all communities. Her academic and clinical interests are focused on cancer prevention, specifically in the area of women's malignancies, and in the development of outreach programs. She is a Professor of Medicine and Pathology for the College of Medicine at the University of Arizona. She is the principal Investigator of several clinical and health service research studies. Dr. Lopez is a Regent of the American College of Physicians and former Governor for the Arizona Chapter for the American College of Physicians.

Samir Malik

Co-founder and Chief Executive
Officer
1DocWay

Samir Malik is Co-founder and CEO of 1DocWay, a New York City-based telepsychiatry company expanding access to mental healthcare in rural America. 1DocWay improves the health and wellness of the 80 million Americans living in underserved health

MAKING THE WORLD
HEALTHIER.

We applaud the passion and dedication of our fellow professionals, pioneering telemedicine and telehealth, making the world a healthier place for us all. The Arizona Telemedicine Program shares our dedication to patient services, research and innovation. We constantly strive to create solutions to treat patients in under-served areas, as well as develop and deliver vital distance education programs.

Together we share a commitment to furthering the use of telemedicine across the globe, advancing best practices and medical education for a healthier future.

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Some of the programs:

- *Teleburn*
- *Telecardiology*
- *Tele-corrections medicine*
- *Teledermatology*
- *Telediabetes*
- *Telegenetics*
- *Tele-infectious disease*
- *Tele-neonatal intensive care*
- *Teleneurology*
- *Telenursing*
- *Telenutrition*
- *Teleoncology*
- *Teleophthalmology*
- *Telepathology*
- *Telepediatrics*
- *Telepsychology*
- *Telepsychiatry*
- *Teleradiology*
- *Telerheumatology*
- *Telesurgery*
- *Teletrauma*
- *Telemedicine training*
- *Distance learning*

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communities by expanding access to mental healthcare through a web-based doctor's office. Nearly 10,000 patients have seen physicians on 1DocWay's video platform to date.

Mr. Malik is also the President of Signature Healthcare and CEO of ZipCare Transportation, two healthcare service companies he started before moving to New York. These two endeavors have grown in the past three years from two employees to over 100, while improving access to healthcare in markets and populations in need of mental health access. Previously, he was the Director of Strategic Planning at Center-Pointe Hospital, a 150-bed health system in St Louis, Missouri.

Jeffrey Nathanson

Chief Executive Officer
Strategic Catalysts

Mr. Nathanson is a serial entrepreneur. He is the CEO of Strategic Catalysts, a business development advisory service focused on monetizing healthcare innovation. He currently leads the Colorado Digital Health Ecosystem through the PrIME Health Collaborative, a growing community of more than 500 health care executives, clinicians, technologists, academics, entrepreneurs and investors improving health care outcomes and reducing cost through the commercialization of emerging digital health technologies. He also serves as the Chairman of the Industrial Advisory Board for the University of Colorado CITI-DHC (Center for Information Technology Innovation-Digital Health Consortium). He has co-developed two digital Health companies. FitLogix® is an internet-based weight management program utilizing a biometric weight and activity monitoring system & telephonic coaching for National Jewish Health. The business unit currently generates millions of dollars in revenue for the hospital.

He is a member of the steering committee for 10.10.10 Health: ten proven entrepreneurs from around the US; ten market pain points–wicked healthcare problems and opportunities; spending ten days to wrestle down the problems; ending with a few extraordinary, fundable startups.

Les Paschall

Chief Executive Officer
InSight Telepsychiatry

As the CEO of InSight Telepsychiatry, Les Paschall brings over 20 years of creative leadership experience in the development, management, and coordination of cost-effective health care services in five major health provider venues. Mr. Paschall is an advocate for

the appropriate use and value of telepsychiatry and his company has developed unique telemedicine programs in multiple settings in over 22 states throughout the country. Mr. Paschall has also championed new models of need-based healthcare services for large hospital systems, state health, and education systems.

Marta J. Petersen, MD

Medical Director
Utah Telehealth Network

Dr. Petersen is the Medical Director of the Utah Telehealth Network and the Vice-Chair and Professor of Dermatology at the University of Utah. Her involvement in telehealth began in 1994 when the then Vice President of Health Sciences tasked her to start telemedicine at the University. By 1996, Dr. Petersen began conducting real-time teledermatology consultations, a service that she continues today. Under Dr. Petersen's leadership, the Utah Telehealth Network (UTN) has grown from a single site into a secure high-speed fiber-based network connecting more than 50 hospital, clinics and health departments throughout the state. UTN was developed with over $12,000,000 in extramural funding from federal grants and foundation funding and has on-going state funding of $455,000 per year. UTN has a staff of 9, an annual budget of $1.5 million, and supports multiple clinical and educational activities including very successful programs in Telestroke, prison telemedicine and nursing education.

Joseph Peterson, MD

Chief Executive Officer and Director
Specialists On Call

Dr. Joe Peterson joined Specialists On Call as Chief Executive Officer and a Director in December of 2006. His arrival marks a significant change in the focus and direction of the organization. After successfully re-engineering much of the existing infrastructure, he then broadened the company's service offering and built a professional and secure operating platform that was capable of delivering multiple telemedicine specialties. His mandate for superior clinical quality set a high standard that differentiated Specialists On Call within the telemedicine industry and eventually earned the company The Joint Commission's Gold Seal of Approval.

Today, Specialists On Call provides immediate 24/7 access to board certified, fellowship trained specialists for over 300 hospitals nationwide. Dr. Peterson's vision and leadership are directly responsible for the exponential growth of Specialists

On Call's TeleNeurology and TelePsychiatry services as well the development and launch of its TeleIntensivist service line.

## Jay H. Sanders, MD, FACP, FACAAI, FATA

President and Chief Executive Officer
The Global Telemedicine Group

Jay H. Sanders, MD, is the CEO of The Global Telemedicine Group, Professor of Medicine (Adjunct) at Johns Hopkins School of Medicine and a Founding Board Member and President Emeritus of the American Telemedicine Association. Known to many as the "Father of Telemedicine," he developed the first Statewide telemedicine system; the first Correctional telemedicine program; the first tele-homecare technology, called "The Electronic House Call"; and the first telemedicine kiosk. His consulting activities have included NASA, DOD, HHS, the FCC, State Governments, WHO, and multiple academic institutions and Fortune 500 companies. During the Clinton Administration, he represented the USA to the G8 nations for telemedicine and was appointed by former HHS Secretary Leavitt to the Chronic Care Workgroup Committee. He is a graduate of Harvard Medical School and did his residency training at the Massachusetts General Hospital.

Jay H. Shore, MD, MPH
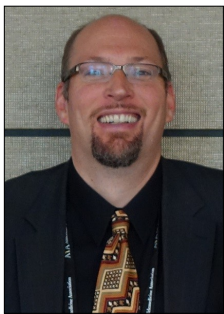
Director of Telemedicine
University of Colorado Depression Center

Dr. Shore is the Associate Medical Director, Colorado Physicians Health Program, and Associate Professor, Psychiatry, Centers for American Indian and Alaska Native Health, University of Colorado. He leads the clinical and Native veteran domains for the Department of Veterans' Affairs Veterans Rural Health Resource Center Western Region, and serves as a subject matter expert for the Department of Defense's Telemedicine and Advanced Technology Research Center.

Dr. Shore is currently participating in multiple telehealth projects, which include ongoing development, implementation, and assessment of telehealth programs in Native, rural, and military settings aimed at improving both quality and access to care. He has been involved in telehealth consultation for tribal, state and federal agencies and served on telehealth planning committees for the Department of Veterans Affairs, the Indian Health Service and the University of Colorado.

Lou Silverman, MBA

Chairman and Chief Executive Officer
Advanced ICU Care

Lou Silverman, Chairman and CEO of Advanced ICU Care, has served in executive leadership roles for health care technology and services companies for more than 20 years. Prior to joining Advanced ICU Care as Chairman and CEO, Mr. Silverman served for three years as CEO of Marina Medical Billing Services, Inc., a technology-enabled provider of revenue cycle management services to emergency department physicians. During his tenure at Marina, the number of hospitals under management increased by nearly 60 percent. From 2000-2008, Mr. Silverman served as President and CEO of Quality Systems, Inc., an information technology company that develops and markets administrative and patient record software to hospitals, physicians and dentists. Quality Systems is a publicly traded company (NASDAQ:QSII) and among the early leaders in the electronic medical records marketplace. During Mrs. Silverman's eight years of leadership, the company's revenue grew nearly 800 percent to about $250 million and its market capitalization increased nearly 30-fold to $1.2 billion. Quality Systems was named to Forbes Magazine's list of 200 Best Small Public Companies for each year of his tenure, rising to #4 in 2008.

Natasa Sokolovich, JD, MSHCPM

Executive Director, Telemedicine
University of Pittsburg Medical Center

Natasa Sokolovich is Executive Director, Telemedicine, and Senior Director, Affiliated Physician Services, UPMC Physician Services Division. The UPMC Health System, located in Pittsburgh Pennsylvania, is an $11 billion global health and integrated clinical delivery system with 50,000 employees, 21 hospitals and over 400 doctors' offices and outpatient sites. UPMC also maintains its own health insurance services division and an international and commercial services division.

As Executive Director, Telemedicine, Ms. Sokolovich is responsible for leading the strategic expansion of UPMC's Telemedicine program. During 2012 the UPMC Telemedicine program successfully expanded existing TeleStroke, TeleDermatology and TelePsychiatric services throughout Western Pennsylvania across several UPMC and non-UPMC Hospital and clinic locations. In mid-2012, UPMC launched its first dedicated Teleconsult Center to provide rural patients with access to multiple Clinical Specialist Services in a dedicated clinical location within the patient's rural community. In addition to expanding access to Specialist services, UPMC also expanded

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- Evaluation
- Best practices
- Clinical operations
- Sustainability
- Program operations

The Southwest Telehealth Resource Center (SWTRC) was created through a federal grant to advance the effective use of telemedicine services throughout the American Southwest. We assist start-up telehealth programs in their development and serve as a resource for existing programs. For more information, visit us at southwesttrc.org.

Telemedicine learning modules:
www.southwesttrc.org/online_education

The **Arizona Telemedicine Program** was established by the State Legislature to **enhance healthcare delivery** to **medically underserved populations** throughout Arizona **using telemedicine technologies**, to **increase access to medical specialties**, to **provide training and outreach** programs, to provide **information, expertise and technical assistance** in the **field of telemedicine** to healthcare systems, and to **test and evaluate** equipment.

ARIZONA TELEMEDICINE PROGRAM
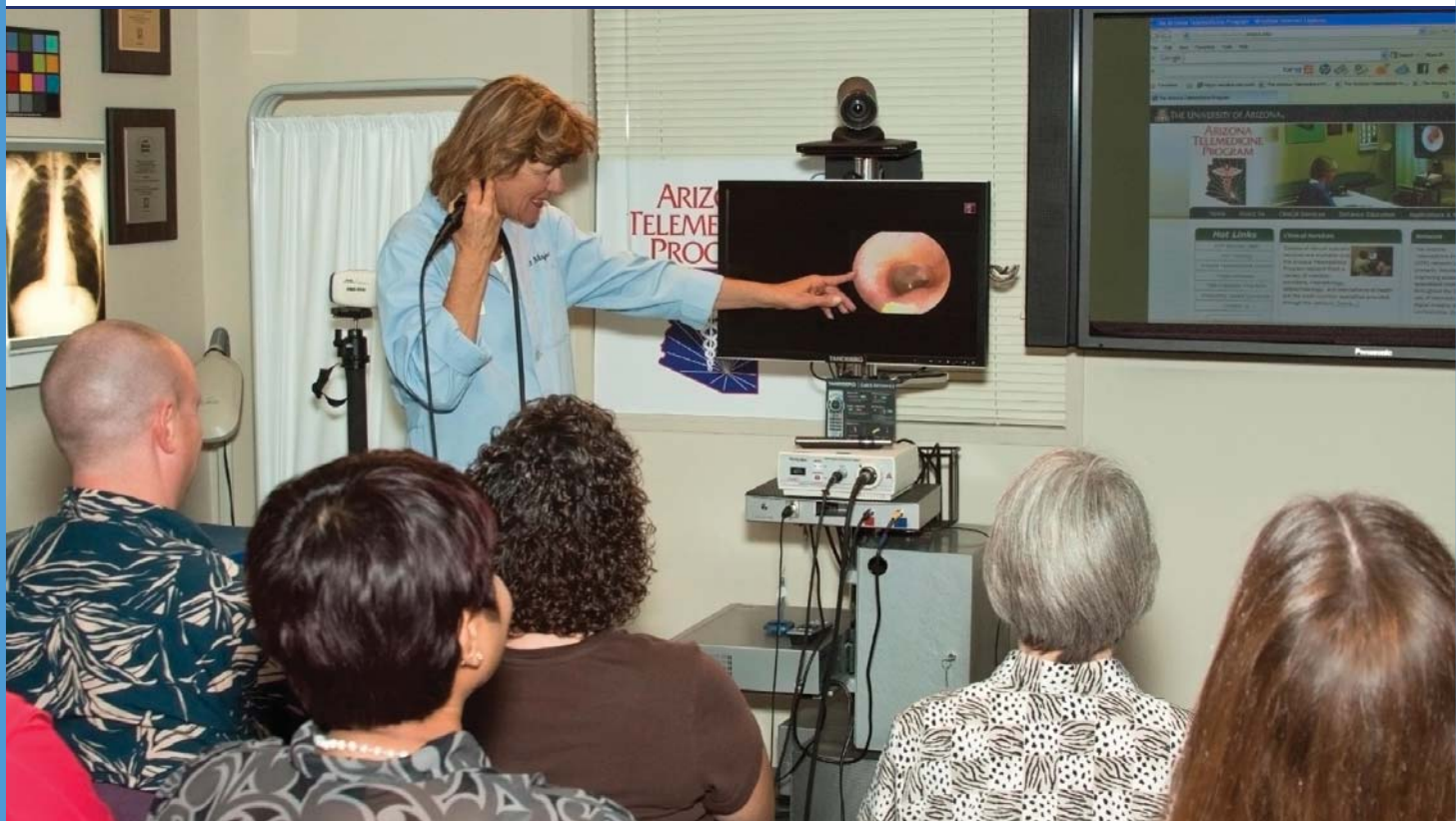
Visit us at telemedicine.arizona.edu to learn about our technical assistance, clinical services, distance educa. on, and other offerings.

Telemedicine learning modules:
www.southwesttrc.org/online_education

around the clock access to low-acuity care through a new on-line, convenience care platform called "UPMC AnywhereCare."

Wesley N. Valdes, DO

**Medical Director, Telehealth Services
Intermountain Healthcare**

Wesley Valdes, DO, serves as the Chief Executive Officer of Intensive Monitoring International. Since 2007, he has been Medical Director of Telehealth Services at Intermountain Healthcare, Inc., where he is responsible for Telehealth efforts across the Intermountain system. In this role, he helps Intermountain physicians and clinical teams to identify and develop the best methods and services to deliver patient care through Telehealth technology.

Before joining Intermountain, he was director of the Center of Telehealth and assistant professor of clinical surgery at the University of Illinois. Dr. Valdes was the Founder and President of Industry Communications Inc., served as chair of the American Telemedicine Association Research Task Force, and served as acting Chief Technical Officer for the non-profit organization Institute for Clinical Quality and Value.

Christopher Veremakis, MD

**Medical Director
Center for Innovative Care
Mercy Virtual - Mercy Health**

In 2006, when Mercy began its first telehealth initiative, Dr. Chris Veremakis became medical director of Mercy SafeWatch, the largest single-hub remote electronic ICU in the country. This tele-ICU monitors over 450 + ICU beds in Missouri, Oklahoma, Kansas , Arkansas and South Carolina . In 2010, he provided medical leadership for the Mercy telestroke/ teleneurology program which has grown to presently cover 28 hospitals across a four state region. He subsequently gave up his 25 year bedside critical care practice to become medical director of Telehealth Services for Mercy's new business unit, Mercy Virtual. Previously, Dr. Veremakis was chair of Critical Care Medicine at Mercy Hospital St. Louis, a 980-bed independent teaching hospital and Level I trauma center in suburban St. Louis, Mo., from 1984-2009. During that time, he built a Critical Care Medicine department that currently numbers 18 full-time intensivists who assume primary management of adult medical and surgical ICU patients in over 80 ICU and step-down beds.

Ronald S. Weinstein, MD, FCAP, FATA

**Director
Arizona Telemedicine Program**

Dr. Weinstein is the founding director of the Arizona Telemedicine Program. While a Massachusetts General Hospital pathology resident, he participated in rendering diagnoses on some of the first telemedicine cases of the MGH-Logan International Airport telemedicine program, in the spring of 1968. Decades later, he turned his attention to telepathology. In 1986, he introduced the term "telepathology" into the English language. He invented, patented, and commercialized robotic telepathology and is often referred to as the "Father of Telepathology." In addition to being President Emeritus of the American Telemedicine Association, he has received the Lifetime Achievement Award of the Association for Pathology Informatics and has been inducted into the United States Distance Learning Association Hall of Fame. The national award winning, state-wide Arizona Telemedicine Program, founded in 1996, links 160 sites in 70 communities, and has provided telemedicine services to 1.3 million patients in Arizona.

Howard Yonas, MD

**Distinguished Professor and Chairman
Department of Neurosurgery
University of New Mexico
School of Medicine**

Dr. Yonas obtained his medical degree from Ohio State University. He completed internship and residency in Neurosurgery at Case Western Reserve University. Between internship and residency he served in the US Air Force as a flight surgeon. He became a tenured professor in 1988 and was named the Peter J. Jannetta Professor of Neurosurgery in 1995. Dr. Yonas served as the Vice Chair of the department and the Director of Cerebrovascular Surgery. Dr. Yonas helped create and served as the Co-director of the UPMC Stroke Institute. Dr. Yonas joined the University of New Mexico as chair of a new department of neurological surgery. He received the title of distinguished professor of UNM in 2012.

Dr. Yonas is the PI on a 15.1 million dollar CMS Innovations Grant awarded September 2014. The grant A.C.C.E.S.S. "Access to Critical Cerebral Emergency Support Services" will put state of the art tele-health/medicine equipment in 30 New Mexico Hospitals to provide emergent neurological and neurosurgical consultations. The model is uniquely low cost and potentially widely applicable.

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SPS Exhibitors

- **AcuteCare Telemedicine**
  Booth 7

- **Advanced ICU Care**
  Booth 10

- **AirStrip**
  Table E

- **Aligned Telehealth**
  Table K

- **American Telepsychiatrists**
  Booth 20

- **Arizona Health Sciences Center**
  Booth 9

- **Arizona Telemedicine Program**
  Booth 8 (with Southwest Telehealth Resource Center)

- **Avera eCARE Services**
  Booth 19

- **Avery Telehealth**
  Table J

- **Avizia**
  Booth 3 (with KBZ)

- **Banner Health**
  Booth 4

- **Behavioral Healthcare Providers**
  Table D

- **Canon**
  Table M

- **Cardionics**
  Booth 17

- **Carondelet Health Network**
  Booth 16 (with Emerge.MD)

- **ClearOne**
  Table A

- **Eagle Telemedicine**
  Table H

- **Emerge.MD**
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- **GlobalMed**
  Booth 13

- **Ideal Life Inc.**
  Table L (with Verizon Wireless)

- **InSight Telepsychiatry**
  Table I

- **KBZ**
  Booth 3 (with Avizia)

- **Language Access Network**
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- **NeuroCall**
  Table F

- **NuPhysicia Solutions**
  Table B

- **Philips Hospital to Home**
  Table C

- **Southwest Telehealth Resource Center**
  Booth 8 (with Arizona Telemedicine Program)

- **Specialists On Call**
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- **SnapMD**
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- **Tely Labs**
  Booth 5

- **The University of Arizona Health Network**
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- **Verizon Wireless**
  Table L (with Ideal Life)

- **VitaPhone**
  Table G

- **ViTel Net**
  Booths 1 and 12

- **WeCounsel**
  Booth 15

- **Zoom**
  Booth 2

SPS EXPO HALL
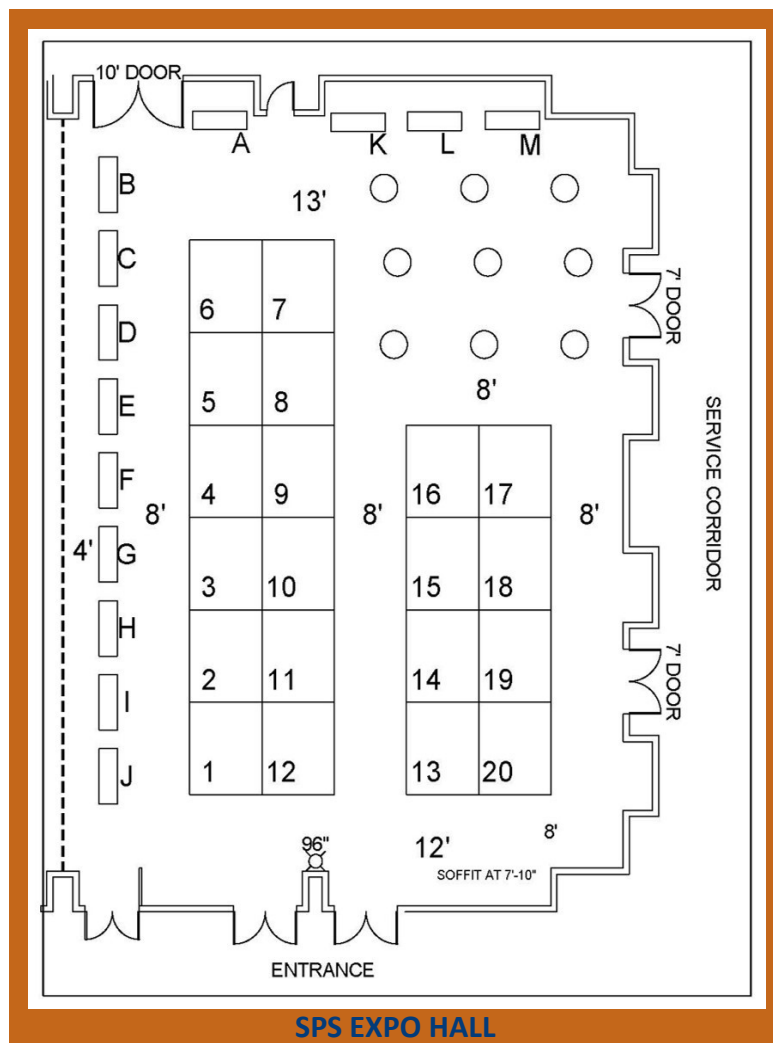
Exhibitor Descriptions

AcuteCare Telemedicine (ACT) is the leading practice-based provider of Telemedicine services for hospitals seeking around-the-clock stroke and other urgent Neurological care.

www.acutecaretelemed.com **Booth 7**

Founded by nationally recognized leaders in intensive care medicine, Advanced ICU Care's management and clinical teams continue to lead the healthcare industry in developing innovative, sustainable solutions that improve care and performance in the ICU.

www.icumedicine.com **Booth 10**

AirStrip® provides a complete, vendor- and data source-agnostic enterprise-wide clinical mobility solution. Guided by an experienced team of clinical, business, and technology leaders, AirStrip is leading the use of mobility to drive clinical transformation in health systems nationwide.

www.airstrip.com/ **Table E**

Aligned Telehealth is a rapidly growing telemedicine and healthcare management company providing psychiatric consultation services through highly innovative techniques to about 30 hospitals nationwide.

www.alignedth.com/ **Table K**

We are a group of highly qualified, Board Certified psychiatrists licensed to practice medicine in the State of California and many other states. We work exclusively through Telepsychiatry and TeleMental Health.

www.caltelepsych.com/ **Booth 20**

The Arizona Health Sciences Center at the University of Arizona is a network of health-related organizations and activities unique in the state and region. Arizona's only academic health sciences center, AHSC is based on the campus of the University of Arizona in Tucson and is a growing presence on the Phoenix Biomedical Campus in Phoenix.

ahsc.arizona.edu/ **Booth 9**

The Arizona Telemedicine Program is a large, multidisciplinary, university-based program that provides telemedicine services, distance learning, informatics training, and telemedicine technology assessment capabilities to communities throughout Arizona.

telemedicine.arizona.edu/ **Booth 8**

Avera eCARE is a visionary model that provides you with 24-hour access to specialty care physicians and pharmacists and supports the rural health care workforce.

www.avera.org/ **Booth 19**

Avery Telehealth is a health engagement company. We reduce hospital readmissions, improve patient outcomes and lower overall healthcare costs.

averytelehealth.com/ **Table J**

Avizia	We empower healthcare professionals and patients to improve the availability, reach, and costs of providing world-class healthcare. From bringing remote specialists to a patient's bedside, training new healthcare professionals, or expanding access to quality care, our products leverage the power of video to improve healthcare. aviziatech.com/index.html **Booth 3**
Banner Health	We are the leading nonprofit provider of hospital services in all the communities we serve. Our Western Region facilities serve a number of rural areas -- many are the only inpatient facilities available within the community. www.bannerhealth.com/ **Booth 4**
BEHAVIORAL HEALTHCARE PROVIDERS	BHP is a non-profit organization that has established a network of more than 5,000 behavioral providers, programs and hospitals offering quality mental health and chemical health services. www.bhpcare.com/ **Table D**
Canon	The Healthcare Solutions Division of Canon provides a wide range of digital imaging products that help thousands of medical professionals diagnose and treat patients. www.usa.canon.com/cusa/healthcare **Table M**
Cardionics The Heart Of Auscultation	For more than 40 years, Cardionics has been an innovator and leader in the auscultation products and services which facilitate and support classroom education, clinical and telehealth programs in medical institutions and universities worldwide. www.cardionics.com/ **Booth 17**
Carondelet. Be well. Carondelet Health Network	Serving Southern Arizona for more than 132 years, Carondelet is the area's largest faith-based, not-for-profit healthcare network. Our dedicated physicians, nurses, and caregivers are committed to providing access to excellent care for the people in our community. www.carondelet.org **Booth 16**
ClearOne.	We provide voice and visual communication solutions to the world. ClearOne is a global company that designs, develops and sells conferencing, collaboration, streaming and digital signage solutions for voice and visual communications. www.clearone.com/ **Table A**
EAGLE TELEMEDICINE	Eagle is an independent, physician-led company that focuses on developing and managing inpatient telemedicine practices for its hospital partners. www.eagletelemedicine.com **Table H**
emerge·MD Enable Enterprise Telehealth™	Emerge.MD is an enterprise telehealth platform that connects disparate initiatives, creating a single telehealth access point across the organization. The result is telehealth that is scalable, with reduced training time and easier creation of new use cases. emergemd.com/ **Booth 16**
GlobalMed®	GlobalMed is a leading, high-growth private telemedicine company developing innovative technology to serve medical providers, corporations and individuals worldwide. www.globalmed.com/ **Booth 13**

IDEAL LIFE

At IDEAL LIFE, we've created the first easy and affordable system to remotely manage health and wellness, especially for the chronic conditions that account for most of today's healthcare spending: diabetes, congestive heart failure, hypertension, asthma, and obesity.

www.ideallifeonline.com/

Table L

InSight

The InSight team has been practicing telepsychiatry and advocating for the proper use of telemedicine in behavioral healthcare since 1999. InSight brings evaluation and care to underserved consumers who may otherwise go without.

insighttelepsychiatry.com/

Table I

KBZ — Distribution of a Different Stripe

KBZ, a leading Cisco Authorized Distributor specializing in Cisco TelePresence, Collaboration & UC. KBZ is recognized for technical expertise, comprehensive in-stock inventory, and exceptional Partner support for Cisco solutions.

www.kbz.com/

Booth 3

LANGUAGE ACCESS NETWORK

We partner with some of the largest healthcare systems in the United States to provide immediate, reliable, secure, compliant, on-demand video interpreting for the Limited English Proficient and Deaf and Hard of Hearing patient populations.

www.lan.us/

Booth 6

NeuroCall

NeuroCall is one of the leading pioneers in the field of tele-neurology and are valued business partners working to improve patient retention as well as a vital clinical resource capable of providing life-saving tele-consultations at a moment's notice.

www.neurocall.com

Table F

NuPhysicia

NuPhysicia Solutions provides a licensed system, method, and process solution to organizations that are looking to use telemedicine for population health care management, providing medical care to distant locations, or provide other similar services.

nuphysicia.com

Table B

PHILIPS — Hospital to Home

Philips Hospital to Home doesn't just provide the technology and guidelines—we work closely with you and your advisors, as trusted partners, every step of the way—from implementation and training through the life of the engagement and to your ultimate success.

www.hospitaltohome.philips.com/

Table C

SOUTHWEST TELEHEALTH RESOURCE·CENTER

The SWTRC assists start-up telehealth programs in their development and is a resource for existing programs regarding changes in technology and other issues affecting telehealth in the Southwest region. We offer a variety of training opportunities and resources.

southwesttrc.org/

Booth 9

SPECIALISTS ON CALL — Stronger Hospitals – Better Lives

Specialists On Call is the nation's most experienced and trusted provider of physician consultations via telemedicine. We are a Joint Commission-accredited provider of emergency telemedicine consultations dedicated to solving the national specialty physician shortage.

www.specialistsoncall.com/en/

Booth 14

Our Connected Care cloud-based technology allows providers to extend their reach with secure live video consultations between ambulatory patients and their primary and specialty care physicians as well as provider-to-provider consults.

www.snap.md   **Booth 11**

Tely Labs is a pioneer in simple, secure and affordable video communication and collaboration systems that fundamentally change the way people communicate.

www.tely.com/   **Booth 5**

The University of Arizona Health Network is a nonprofit healthcare system devoted to advancing health and wellness through education, research and patient care.

www.uahealth.com/   **Booth 18**

Verizon Wireless is an innovative wireless communications company that connects people and businesses with the most advanced wireless technology and service available.

www.verizonenterprise.com/industry/healthcare/   **Table L**

Vitaphone e-health solutions is a High Tech / High Touch, Remote Patient Monitoring and Patient Engagement firm. Using the latest wireless devices, our secure software platform and our 24/7 patient monitoring and coaching centers, we help providers/organizations to increase quality, reduce costs, and improve the patient experience.

www.vitaphone.com   **Table G**

As a world leader in developing healthcare technologies for both the commercial and government sectors, we build long-term relationships with leading healthcare systems, hospitals, clinics, government agencies, and healthcare providers worldwide.

www.vitelnet.com/   **Booths 1 & 12**

WeCounsel is a HIPAA compliant telehealth platform that connects mental health providers to their clients online. Our software which includes videoconferencing, scheduling, document storage, and billing brings together the most convenient and effective technology for facilitating meaningful provider and client interactions online.

www.wecounsel.com/   **Booth 15**

Zoom, the cloud meeting company, unifies cloud video conferencing, simple online meetings, and group collaboration into one easy-to-use platform.

www.zoom.us/   **Booth 2**

Meet the SPS Navigators

Steven L. Holstein has 20+ years of marketing and business development experience within the telemedicine industry, as well as extensive experience in managing all aspects of corporate participation in business-to-business tradeshows and similar events.

Mateja de Leonni Stanonik-Spindl, MA, MD, PhD, is a board certified neurologist with extensive experience in telemedicine and world health. She was Chief Executive for The e-Health and Telemedicine Program of Slovenia and is now Chief Neurointerventionalist at the Northwest Medical Center and Karima Neurological & Diagnostics Center, Tucson.

Notes