



Insight  
Exchange  
Network

Presents

#IENBLOCKPARTY



# Healthcare on the Blockchain

Transformative Technology Solutions for Interoperability and More

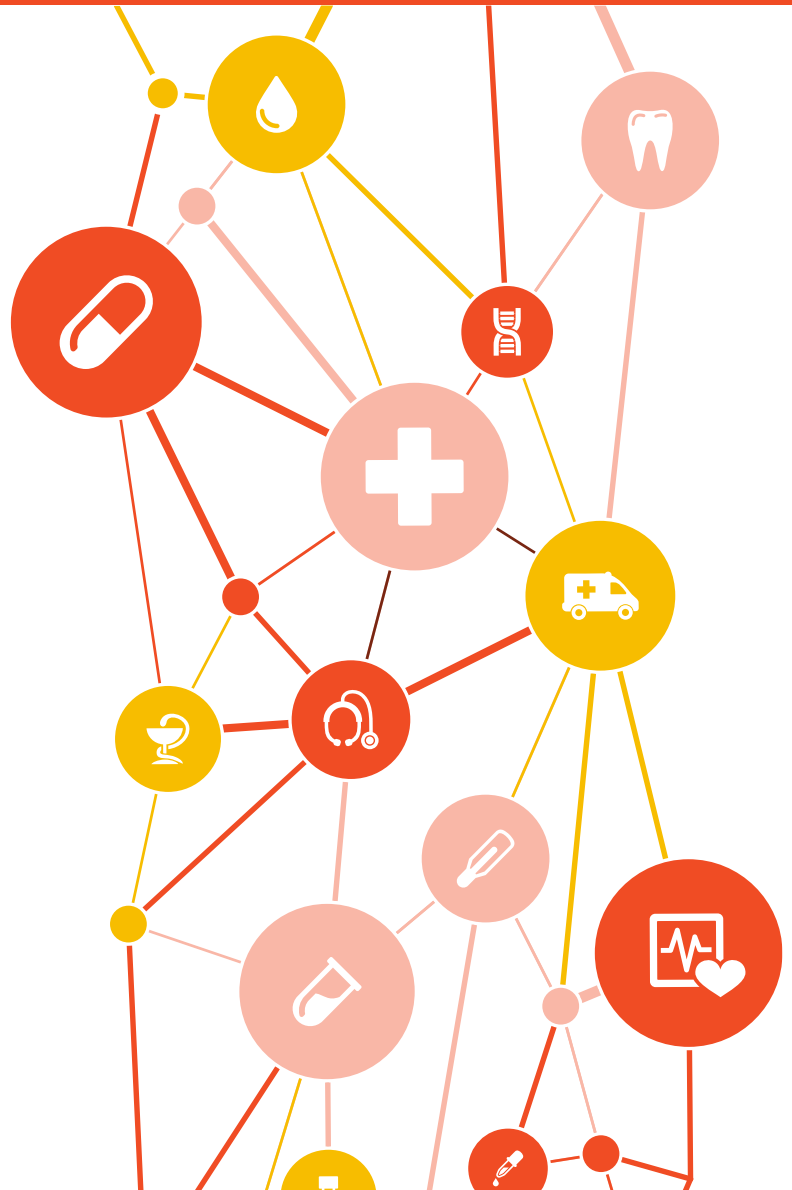
May 1-2, 2018 ▪ Washington Plaza Hotel ▪ Washington D.C.

## Key topics will include:

- Executive Roundtable: Thought Leaders Weight-In on the **Rewards and Challenges of Blockchain in Healthcare**
- Identifying **Opportunities for Blockchain Within Your Organization**
- Building and **Scaling Interoperability** via Blockchain
- **Identity Management Systems:** Using Blockchain for Secure Verification
- The Role Blockchain Plays in Alternative and **Value-Based Payment Models**
- **Managing Medical Records** on the Blockchain for Cost-Savings and Error Reduction
- Using Blockchain to **Reduce Fraud and Diversion at the Pharmacy**
- **Blockchain and the Internet of Things:** Connecting Patient Data with Providers and Payers
- **Blockchain and Machine Learning:** Harnessing the Power of Big Data Analytics with AI-Powered Blockchain
- ...and much more!

Hear from **AETNA's Abbie Barbir**, **INTEL's David Houlding**, **KAISER PERMANENTE'S Stephan Bauer**, **ILLINOIS BLOCKCHAIN INITIATIVE's Jennifer O'Rourke**, **HUMANA's Kyle Culver**, **CAMBIA HEALTHCARE SOLUTIONS' Nicole Cathcart**, **ONC FOR HEALTH IT's Debbie Bucci**, **BETTERDOCTOR's Tapio Tolvanen**, **ALTARUM's Doug Emery**, **CENTER FOR SUPPLY CHAIN STUDIES's Robert Celeste**, **HEALTHCHAIN's Mike Elias ...and many more!**

Co-located with the **Government Blockchain Leadership Forum**, a unique event for federal, state, and local public-sector attendees. Co-hosted with the Government Blockchain Association, this special conference runs concurrently with **Healthcare on the Blockchain**.



Sponsors:



Heralded as a unique technology to spur interoperability, blockchain is becoming the back-end for payments, contracts, supply chain, credentials, and more. As the industry transitions from legacy systems to the blockchain, it becomes critical for healthcare professionals to raise questions regarding operations, best practices, and realistic expectations. Learn where this technology can take your organization. Hear about opportunities, pitfalls, and strategic approaches to implementation of this innovative technology.

Be part of **Healthcare on the Blockchain**, a two-day interactive seminar taking place May 1-2 at the Washington Plaza Hotel in D.C. Uniquely staffed with speakers sharing use cases and real-world examples of disruption, this program cuts through the hype and gives you a direct path to what's really going on in healthcare. Get actionable insights that allow you to become a pioneer or fast-follower.

**Top reasons to attend:**

- Real-world use cases from current initiatives with sessions
- An intensive three-hour bootcamp on blockchain technology — get a grasp of the basics and prep for the main conference
- Identify opportunities for blockchain within your organization
- Get a thorough understanding of the world of blockchain in healthcare
- Network with other payers and providers who are early blockchain adopters
- Co-located with the **Government Blockchain Leadership Forum**, a program co-hosted by the Government Blockchain Association for public sector employees; network with a wide variety of blockchain leaders!

**Learn about blockchain's impact on:**

- Supply-chain management
- Electronic health records
- Value-based payment models
- The Internet of Things
- Machine learning

Register early to take advantage of discounted pricing. Special rates for groups, non-profits, and government agencies.

We look forward to seeing you in D.C.!

Sincerely,



**Lori Medlen**

President

**INSIGHT EXCHANGE NETWORK, LLC**

# Day One

May 1, 2018

## Workshop: Blockchain 101

8:30  
Continental Breakfast and Conference Registration

9:00  
Blockchain 101

An industry-agnostic primer for leadership-level attendees looking for an introduction to blockchain, its current application, and how to meld this technology with existing systems. This workshop will provide attendees with need-to-know terminology and concepts for those needing to cut through the hype and get a practical education on evaluating the business potential, risks and costs of implementing blockchain technology.

**Format:** Three-hour tutorial with a refreshment and networking break from 10:00-10:15

**Jim St. Clair**, Founder  
**INSTITUTE FOR HEALTHCARE FINANCIAL TECHNOLOGY**  
Chief Technology Officer  
**DINOCRATES GROUP LLC**

12:00  
Luncheon

## Main Conference: Healthcare on the Blockchain

1:00  
Conference Chair Welcome and Opening Remarks

1:15  
Executive Roundtable: Thought Leaders Weigh-in on the Rewards and Challenges of Blockchain

- Resource constraints of blockchain
- Which areas in healthcare are ripe for disruption via blockchain? Have there been any early results?
- What kind of data fits on a blockchain? Maps, pointers and off-chain data
- Transaction volume – can blockchain accommodate the speed of business?
- What challenges to expect in integrating blockchain technology with existing systems

**Moderator:**

**Daniel J. Gietl**, Principal, IT Advisory Technology Transformation  
**ERNST & YOUNG LLP**

**Panelists:**

**Jennifer O'Rourke**  
**ILLINOIS BLOCKCHAIN INITIATIVE**

Invited:

**Stephan Bauer**, Principal IT Architect  
**KAISER PERMANENTE**

2:00  
Where to Start: Identifying Opportunities for Blockchain Within Your Organization

- Building a framework for analyzing areas of impact: consumer interactions, internal operations, and efficiency within the industry
- Where are the “low-hanging fruits” of blockchain?
- Modeling your system for your needs

**Kyle Culver**, Solution Architect  
**HUMANA**

**Nicole Cathcart**, Director of Innovation  
**CAMBIA HEALTHCARE SOLUTIONS**

2:45  
Networking & Exhibit Break

3:00  
Building and Scaling Interoperability via Blockchain

- First steps—creating a network of trust within the industry
- How to address scalability and resource requirements of blockchain
- Best practices for establishing a model that integrates with legacy systems
- Private blockchains—the antithesis of interoperability?

**Adrian Gropper**, Chief Technology Officer  
**PATIENT PRIVACY RIGHTS**

**Jennifer Georgino**, Editor  
**HEALTHCARE BLOCKCHAIN REVIEW**

4:00  
Case Study: TBD

5:00  
Cocktail Reception

Please contact Corinne Smart 870-543-2295 or Corinne@insightxnetwork for sponsorship information.

## About IEN

IEN is focused on producing practical, actionable, and content-driven events. We personally interview literally hundreds of people in each conference's topic area, discovering their on-the-job problems, issues and concerns. We then find the very best speakers to offer solution-driven content, as well as facilitating peer-to-peer networking at each event. Our events are not trade shows or expos, although we do offer partnership opportunities to select vendors. We're focused on the attendee's needs entirely.

# Day Two

May 2, 2018

8:15  
Continental Breakfast

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8:45  
Chairperson's Recap of Day One and Overview of Day Two

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9:00  
**Identity Management Systems: Using Blockchain for Secure Verification**

- How do Identity Management Systems work?
- What are the upshots? What are the challenges and concerns?
- Is this information secure? Who gets access to what and how?

**Abbie Barbir**, Senior Security Advisor  
**AETNA**

**David Houlding**, Director, Healthcare Privacy & Security  
**INTEL HEALTH AND LIFE SCIENCES**

**Debbie Bucci**, Office of Standards and Interoperability  
**OFFICE OF THE NATIONAL COORDINATOR FOR HEALTH IT, HEALTH AND HUMAN SERVICES**

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9:45  
**MESA: Changing the Architecture of Consumer Choice**

- Changing the Unit of Account from fee-for-service to risk-adjusted episodes
- Enable the networked de-centralization of the delivery and payments systems
- Transition from revenue cycle management to value cycle management through computable, composable payment and benefits contracts
- Move to a patient-permissioned health information network using blockchain

**Doug Emery**, Director, Benefits Innovation Solutions, Center for Value in Healthcare  
**ALTARUM**

**James Maldonado**, Chief Executive Officer  
**TRESTLEWORKS**

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10:30  
Networking Break

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10:45  
**Managing Data on the Blockchain for Cost-Savings and Error Reduction**

- What are the costs associated with current management of EHRs?
- In what ways does blockchain represent an improvement over the current system?
- What are the compliance/regulatory issues to keep in mind?

**Tapio Tolvanen**, Co-Founder and Chief Technology Officer  
**BETTERDOCTOR**

**Michael B. Marchant**, HIE and Integration Manager  
**UC DAVIS HEALTH**

**Srini Attili**, Principal, Life Sciences and Healthcare  
**DELOITTE CONSULTING LLP**

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11:30  
**Using Blockchain to Reduce Fraud and Diversion at the Pharmacy**

- Blockchain and supply chain management – how it works
- Combating counterfeit pharmaceuticals
- Controlled substances: mitigating double-filling and curtailing diversion

**Robert Celeste**, Founder  
**CENTER FOR SUPPLY CHAIN STUDIES**

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12:15  
Luncheon for all attendees

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1:30  
**Blockchain and the Internet of Things: Connecting Patient Data with Providers and Payers**

- Medical devices, wearables, and EHRs – the coming avalanche of patient data
- Harnessing the value of big data to improve efficiency and patient outcomes
- Regulatory and Compliance issues with big data in healthcare

**Mike Elias**, Director of Operations  
**HEALTHCHAIN**

**Tatyana Kanzavelli**, Founder and Chief Executive Officer  
**OPEN HEALTH NETWORK**

**Maulik Bhagat**, Managing Director  
**AARETE**

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2:15  
**Blockchain and Machine Learning: Harnessing the Power of Big Data Analytics with AI-Powered Blockchain**

- What are the prospects for the integration of AI/ML and Blockchain?
- How can businesses use big data analytics to improve cost-savings and reduce fraud?
- What can be done now at the piloting stage to set businesses up for success when they want to utilize the datasets they've built?

**Joshua Rubin**, Program Officer  
**LEARNING HEALTH COMMUNITY**

**David Houlding**, Director, Healthcare Privacy & Security  
**INTEL HEALTH AND LIFE SCIENCES**

**Moderator:**

**Heathery Flannery**, Chief Executive Officer  
**OBESITY PPM**

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3:00  
**Clinical Research Administration and Blockchain: Using Obesity and Type II Diabetes to Examine Treatment, Research, and Value-Based Contracting**

- Current state challenges from a health IT, patient privacy, and cybersecurity perspective
- Application of blockchain and distributed ledger technologies to these challenges
- Non-token-dependent DLT and tokenized blockchain in healthcare — use cases and architectural considerations

**Heather Flannery**, Chief Executive Officer  
**OBESITY PPM**

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3:30  
Conference Concludes

# Sponsorship and Exhibit Opportunities

Insight Exchange Network, LLC ("IEN") has a limited number of sponsorship opportunities in a variety of packages to help you get your message out to attendees. Sponsorship pricing is based on packages and start at low out-of-pocket. We can customize a variety of solutions to provide you with the best possible network opportunity.

For more information, contact Corinne Smart at 704-649-3860 or email [Corinne@insightxnetwork.com](mailto:Corinne@insightxnetwork.com).

## Sponsors



## Media Partners



## About the Venue: Washington Plaza Hotel

Ideally located near the Smithsonian's museums and The National Mall's monuments and memorials, our downtown hotel continues to be a favorite among savvy business and leisure travelers. Over the past decade, a surge of art galleries, boutique shops, innovative restaurants and entertainment venues around Thomas Circle breathed new vibrancy into the downtown area. After recent renovations, the Washington Plaza now blends its historical charms with a contemporary atmosphere immersed in the cultural electricity of the city. Sophisticated with a casual ambiance, the Washington Plaza offers the amenities and accommodations that modern travelers expect. After 55 years, however, our contemporary hotel still boasts Washington, DC's most celebrated swimming pool, which provides spectacular city views, as well as a prime location to the nation's premier landmarks and buildings.

## Registration Details

**Washington Plaza Hotel**  
10 Thomas Circle NW  
Washington, DC 20005  
(202) 842-1300 or 800-424-1140  
[www.washingtonplazahotel.com](http://www.washingtonplazahotel.com)

Our group room rate of \$253 expires on 4/3/18. Please mention the "IEN Blockchain Event" conference when registering.



## Pricing

	Early Bird Before April 1	After April 1
Standard/Early Bird*	\$1399	\$1599
Government, non-profit, start-up/Early Bird*	\$899	\$1099

\* Through April 1, 2018

## TEAM DISCOUNTS

- Three Delegates will receive a **10% DISCOUNT**
- Four Delegates will receive a **15% DISCOUNT**
- Five Delegates or More will receive a **20% DISCOUNT**

Please call **Rhonda West** to make your group reservation at **910-354-9930** or email [rhonda@insightxnetwork.com](mailto:rhonda@insightxnetwork.com).

**Refunds and Cancellations:** For information on refunds and cancellations please visit our website: [www.insightxnetwork.com](http://www.insightxnetwork.com).

\*\* If you're a student or academic, or from a governmental agency, non-profit, or startup (defined as a company that's three years old or less), you can take advantage of a discount on the regular full conference pass rate. You will be required to show proof of your student, academic, or non-profit status.

*Team discounts cannot be combined with any other offers.*