

Speaker Biographies

Alex Baker, MBA, Chief Operating Officer, Partners Community Healthcare, Inc. (PCHI), the provider network for the Partners Healthcare System, is responsible for network operations, performance management, practice operations, finance and human resources. Alex joined PCHI in July 1999 as its Director of Finance, and was subsequently made Chief Financial Officer and then COO in 2005. Alex's background includes positions in financial management, operations and information systems in a variety of healthcare-related settings. Prior to joining PCHI, Alex was Director of Finance for John Snow, Inc., an international public health consulting firm. In this role, Alex managed the finances of three corporate entities, with 25 offices located around the world. He also provided financial management consulting services to U.S. community-based health care providers. Alex has a Bachelor of Arts in History from Harvard College and a Masters in Business Administration from the J.L. Kellogg School of Management at Northwestern University.

Damien Balsan, Director, Business Development, Nokia, started his career in Mexico at France Telecom in charge of developing the Minitel concept following France Telecom's \$500M investment in Telmex. Mr. Balsan was General Manager for Gemplus, now Gemalto, in E. Europe and then South America where he launched the first mobile banking and mobile commerce application. He co-created WAY Systems, mobile POS device maker. Recently he has led Nokia NFC Business Development efforts in the Americas, including multiple pilots and implementations with carriers, banks, transit operators, SIM card makers and card OTA platforms. He now focuses on enabling multiple NFC Ecosystems through developers globally. Damien graduated from MIT's Sloan School of Management.

Albert-László Barabási, PhD, Distinguished Professor, Northeastern University, directs the Center for Complex Network Research at Northeastern, and holds appointments in its Departments of Physics, Computer Science and Biology, Harvard Medical School and Brigham and Women Hospital's Department of Medicine and is a member of Dana Farber Cancer Institute's Center for Cancer Systems Biology. A Hungarian born native of Transylvania, Romania, he received his Masters in Theoretical Physics at the Eötvös University in Budapest and a Ph.D., three years later, from Boston University. After a year at IBM's T.J. Watson Research Center, he joined Notre Dame as Assistant Professor and in 2001 was promoted to Professor and Emil T. Hofman Chair. Professor Barabási authored *Bursts: The Hidden Pattern Behind Everything We Do* (Dutton, 2010), available in five languages; *Linked: The New Science of Networks* (Perseus, 2002), available in eleven languages; and co-authored *Fractal Concepts in Surface Growth* (Cambridge, 1995), and *The Structure and Dynamics of Networks* (Princeton, 2005). His work led to the discovery of scale-free networks in 1999, and the Barabási-Albert model to explain their widespread emergence in natural, technological and social system -- from the cellular telephone to the WWW and online communities. His work has been widely featured in the media, including the cover of Nature, Science News and many other journals, and written about in *Science*, *Science News*, *New York Times*, *USA Today*, *Washington Post*, *American Scientist*, *Discover*, *Business Week*, *Die Zeit*, *El Pais*, *Le Monde*, *London's Daily Telegraph*, *National Geographic*, *The Chronicle of Higher Education*, *New Scientist*, *La Republica*, and others. He has been interviewed by BBC Radio, National Public Radio, CBS and ABC News, CNN, NBC and many other media outlets.

Mike Barrett, JD, Managing Partner, Critical Mass Consulting, is a graduate of Harvard College, *magna cum laude*, and Northeastern University School of Law. An attorney, Mr. Barrett served four elected terms in the Massachusetts State Senate from Cambridge, chairing the Committee on Health Care. Mike left office in 1995 to head up the Visiting Nurse Association of New England, a group of Medicare-certified nonprofit home health agencies organized into a successful services delivery network. He departed the VNAs in 1999 to join the health care IT team at Forrester Research. In 2003 he established Critical Mass Consulting, his own firm, an independent health care and life sciences IT consultancy.

Luis M. Barros, MBA, BBA, Managing Partner, LB Ventures' Exeter Science and Technology Group (ExeterSTG), has over 22 years of private and public sector experience as an investor, entrepreneur and manager in science, technology and economic development. Exeter STG offers commercialization and capitalization advisory services to portfolio company investors, government agencies, research institutions, and international economies. Mr. Barros' prior roles include SVP of Investments and Industry Development at MA Governor's \$1B Life Sciences Initiative (MLSC); President, Endovascular Forum & Exec. Director, Center for Internet and Digital Medicine (CIDM) at I.C. Sciences Corp; Manager, e.Lilly and Principal, Lilly Ventures (NYSE:LLY); successive Management/Business Development at venture-backed companies, including Spofire (acquired by TIBCO (NASDAQ (GS):TIBX)). Earlier in his career, Luis held roles in Surgical Pharmacology and Pharmaceutical Sales & Marketing at Ethicon, Inc. (Johnson & Johnson) and Ciba-Geigy (acquired by Novartis AG: NYSE: NVS). Luis has an MBA from MIT-Sloan and a BBA as a W.E.B. DuBois Scholar from UMASS-Amherst's Isenberg School and completed Harvard Business School's Program on Corporate Governance and Board Leadership. He is fluent in multiple languages, is the recipient of DMBA Magazine's Top 50 Under 50 Executive Leaders Award, and is in his 9th year as a Director of a Credit Union with over \$422M in assets, 41,000 members, which originates \$112M in annual loans.

Eileen Bartholomew, Senior Director, Life Sciences Prize Development, X PRIZE Foundation, has more than 15 years of experience in building innovative programs for public, private and non-profit organizations. Eileen has worked across the Life Sciences and Health Care industry, helping clients worldwide identify, plan, launch and sustain a wide range of medical products and services, from blockbuster drugs to specialty pharmaceuticals to niche medical devices. This experience helps Ms. Bartholomew oversee the Life Sciences Prize Development efforts for the Foundation. Prior to joining the X PRIZE Foundation, Ms. Bartholomew served in leadership positions in several large and boutique management consulting organizations, including Navigant Consulting. Ms. Bartholomew received a Bachelor of Arts in Biology at Harvard College and is a graduate of Singularity University.

Timothy Bickmore, PhD, Associate Professor, College of Computer and Information Science, Northeastern University, focuses his research on the development and evaluation of computer agents that emulate face-to-face interactions between health providers and patients for use in health education and long-term health behavior change interventions, with a particular emphasis on the emotional and relational aspects of these interactions. Prior to Northeastern, he spent two years as an Assistant Professor of Medicine at Boston University School of Medicine. Dr. Bickmore received his PhD from MIT, doing his dissertation work in the Media Lab studying emotional interactions between people and animated computer characters.

M. Turner Billingsley, MD, FACEP, Chief Medical Officer, InterSystems, brings a unique combination of medical and technology expertise as well as thought leadership to the position of Chief Medical Officer (CMO). In this role, he works with healthcare customers, assists with ongoing development of healthcare technology offerings, and representing InterSystems in the global health IT sector. Before joining InterSystems, Dr. Billingsley led the Physician Executives Group at McKesson Provider Technologies. Dr. Billingsley has practiced clinically for nearly 30 years including work as a flight surgeon with the U.S. Air Force and as an Emergency Department (ED) physician at St. Vincent's Medical Center in Jacksonville, FL., where he held leadership positions in quality assurance and risk management. He also is the co-founder of Xpress Technologies, where he served as CMO and participated in development of an ED documentation system. He received his MD from University of Mississippi School of Medicine and performed his residency in emergency medicine at University Hospital in Jacksonville, FL.

Toby Bloom, PhD, Director of Informatics, Genome Sequencing Platform, The Broad Institute, is responsible for managing all software development for high-throughput genome sequencing operations. Dr. Bloom earned her PhD in computer science and engineering from Massachusetts Institute of Technology. After receiving her degree, Toby served as a research scientist at the MIT Laboratory for Computer Science. Prior to joining the Whitehead Institute/MIT Center for Genome Research in 2001, now part of the Broad Institute, she spent 15 years in various capacities in the software development industry. Her previous position was chief technology officer at Clinsoft Corporation, a provider of clinical data management and pharmacovigilance software.

David Blumenthal, MD, MPP, Samuel O. Thier Professor of Medicine; Professor of Health Care Policy at Massachusetts General Hospital/Partners HealthCare System and Harvard Medical School, served, until earlier this year, as the National Coordinator for Health Information Technology under President Barack Obama. In this role Dr. Blumenthal was charged with building an interoperable, private and secure nationwide health information system and supporting the widespread, meaningful use of health IT. Dr. Blumenthal received his undergraduate, medical, and public policy degrees from Harvard University and completed his residency in internal

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medicine at Massachusetts General Hospital. Prior to his appointment to the Administration, Dr. Blumenthal was a practicing primary care physician and director, Institute for Health Policy at the Massachusetts General Hospital/Partners HealthCare System and Harvard Medical School. Dr. Blumenthal is a renowned health services researcher and national authority on health IT adoption. With his colleagues from Harvard Medical School, he authored seminal studies on the adoption and use of health information technology in the United States. Dr. Blumenthal is the author of over 200 scholarly publications, including the book *Heart of Power: Health and Politics in the Oval Office*, which tells the history of U.S. Presidents' involvement in health reform, from FDR through George W. Bush. A member of the Institute of Medicine and a former board member and national correspondent for the *New England Journal of Medicine*, Dr. Blumenthal has held several leadership positions in medicine, government, and academia including Senior Vice President, Brigham and Women's Hospital; Executive Director, Center for Health Policy and Management and Lecturer on Public Policy, Kennedy School of Government; and as a professional staff member on the late Senator Edward Kennedy's Senate Subcommittee on Health and Scientific Research. He is founding chair of AcademyHealth and has served on the boards of the University of Chicago Health System and of the University of Pennsylvania Health System. He is recipient of the Distinguished Investigator Award from AcademyHealth, and a Doctor of Humane Letters from Rush University.

Cynthia Bouthot, MA, *President, Collaborative Innovation Group*, is a founding Partner of the Russia Innovation Collaborative where she designs programs to support innovation, accelerate migration of ideas from the lab to practical commercial application and develops cluster strategies allowing penetration of new markets. Cindy focuses on providing companies, governments and economic development agencies with tools and methodologies necessary to establish successful product offerings, develop efficient routes to market, and build image and brand. Cynthia currently heads the UK's innovation and R&D programme in the US. Previously, Cynthia was head of UK Trade & Investment's Innovation and R&D programmes, where she worked across the US to leverage innovation hubs more effectively. For 6 years, Cynthia was Consul and Head of Trade and Investment at the British Consulate-General where she led a team focused on international business development in the biotech, medical device, healthcare, renewable energy, software, and communications sectors. Cynthia cultivated a wide variety of stakeholders including fortune 500 companies, academic institutions, technology transfer and commercialization offices, healthcare organizations, and regulatory bodies. She tapped into Boston's innovation ecosystem and effectively aligned it with the UK's offering. She directed Management Systems for the Massachusetts Port Authority and headed up the trade and investment office for the State of MA in London. Cynthia was Global Lead of Business Readiness for EMC's Oracle ERP Implementation, a company-wide system and process-restructuring program. And as Director of Industry Consulting at Benchmarking Partners she worked with a range of public and private clients on technology change initiatives. Cynthia began her career with Honeywell Bull in finance and auditing. She holds a BS from Boston College's Carroll School of Management with a major in Finance and a Masters degree in International Economics and Finance from Brandeis University.

John Brownstein, PhD, *Research Faculty, Children's Hospital Boston; Director, Computational Epidemiology Group, Informatics Program, Children's Hospital Boston*, was trained as an epidemiologist at Yale University. Dr. Brownstein's research agenda aims to have translation impact on the surveillance, control and prevention of disease. He has been at the forefront of the development and application of public health surveillance including HealthMap.org, an internet-based global infectious disease intelligence system. The system is in use daily by over a million people a year including the CDC, WHO, DHS, DOD, HHS, and EU, and has been recognized by the National Library of Congress and the Smithsonian. Dr. Brownstein has advised the World Health Organization, Institute of Medicine, the US Department of Health and Human Services, and the White House on real-time public health surveillance. He plays a leading role in a number of international committees including Vice President of the International Society for Disease Surveillance. He has authored over sixty peer-reviewed articles on epidemiology and public health. This work has been reported on widely including pieces in the *New England Journal of Medicine*, *Science*, *Nature*, *New York Times*, *The Wall Street Journal*, *CNN*, *National Public Radio* and the *BBC*.

Joseph Carangelo, MBA, *Director of Business Development, GreatCall* -- creator of the Jitterbug cell phone, is responsible for crafting GreatCall's B2B relationships for mobile Health services and developing its ConnectedCare programs, enabling novel healthcare approaches through mobile applications. Joe has a diverse background, holding positions in Strategy and Business Development in the Molecular Diagnostics and Home Health industries. Mr. Carangelo holds a Bachelor's degree in Chemical Engineering from MIT and an MBA from Stanford.

Chris Cartter, *General Manager, MeYou Health*, a social well-being company and Boston-based subsidiary of Healthways, has worked in the areas of networking technologies, health and social change for over 25 years. Prior to MeYou Health, Chris was Senior Vice President of Internet Innovation at Healthways. He came to Healthways through the acquisition of QuitNet, an online smoking cessation company where he served as President & CEO from the time the program was spun out of Boston University in 2001. For eight years while at BU, Chris led the development of online services for Join Together, a Robert Wood Johnson Foundation funded substance abuse resource center at the BU School of Public Health. Earlier in his career, Chris worked for two international NGO's, Oxfam America and Grassroots International, which he co-founded in 1983.

Leo Celi, MD, MPH, *Medical Informatics, Harvard-MIT HST; Project Lead, Sana, CSAIL, MIT; ICU Physician, Beth Israel Deaconess Medical Center*, moved to the US from the Philippines after medical school to pursue specialty training in internal medicine at Cleveland Clinic, infectious diseases at Harvard and critical care medicine at Stanford. Dr. Celi has practiced medicine in three continents - Philippines, US and New Zealand - thus providing him with broad perspectives in healthcare delivery. Intent on helping to overcome healthcare inefficiencies and contribute solutions, Dr. Celi, went on to pursue graduate studies in biomedical informatics at MIT and public health at Harvard. While attending these schools, Dr. Celi co-founded Sana (sana.mit.edu), personally recruiting most of the current members, and was instrumental in shaping the mission and vision of the young organization. Dr. Celi is also the research director for MIMIC (mimic.physionet.org/) at the Laboratory of Computational Physiology at MIT. MIMIC is a public de-identified ICU database from Beth Israel Deaconess Medical Center. Dr. Celi is a course director of HST.184 at MIT - Health information systems to improve quality of care in resource-poor settings (<http://stellar.mit.edu/S/course/HST/sp11/HST.184/index.html>).

Frederik André Henrik Christian, MSc, *Crown Prince of Denmark*, was born on 26 May 1968 and is the son of HM Queen Margrethe II and HRH Prince Henrik of Denmark. As such, he is the future official Head of State in the Danish constitutional monarchy. The Crown Prince served at the Danish UN Mission in New York in 1994, and was posted to the Royal Danish Embassy in Paris as First Secretary of Embassy from October 1998 to October 1999. He has studied in many parts of the world during his academic and military education, including École des Roches, France; the University of Aarhus, Denmark; and Harvard University, USA. The Crown Prince has been educated within the Danish Defence where he has completed several basic and active educational programs. Apart from having completed the hard training as navy frogman (SEAL) with the Royal Danish Navy Frogman Corps in 1995, he is now appointed major of the reserve (army and air force) as well as commander (navy). In 2000, the Crown Prince participated in "Expedition Sirius 2000," which was a four-month and 2,795 km dog-sledge expedition in the northern part of Greenland. As a part of his official duties, The Crown Prince is the patron of more than 30 Danish and international organizations and associations in the arts, science, commerce and social area. The Crown Prince's mother tongue is Danish. In addition, he speaks French, English and German. On 14 May 2004, The Crown Prince married Miss Mary Elizabeth Donaldson of Australia, who in connection with the marriage became Crown Princess Mary Elizabeth of Denmark. The couple has four children, age ranging from six years to 8 months.

George Church, PhD, *Director, Center for Computational Genetics, Harvard Medical School; winner, 2011 Bower Award and Prize for Achievement in Science*, along with Walter Gilbert developed the first direct genomic sequencing method and helped initiate the Human Genome Project in 1984 while he was a Research Scientist at newly-formed Biogen Inc. Dr. Church invented the broadly-applied concepts of molecular multiplexing and tags, homologous recombination methods, and DNA array synthesizers. Technology transfer of automated sequencing & software to Genome Therapeutics Corp. resulted in the first commercial genome sequence, (the human pathogen, *Helicobacter pylori*) in 1994. He initiated the Personal Genome Project in 2005 and research on synthetic biology. He is director of the U.S. Dept. of Energy Center on Bioenergy at Harvard & MIT and director of the NIH Center of Excellence in Genomic Science at Harvard, MIT & Washington University. Dr. Church has been advisor to 22 companies, most recently co-founding - with Joseph Jacobson, Jay Keasling, and Drew Endy - Codon Devices, a biotech startup dedicated to synthetic biologists and - with Chris Somerville - founding LS9, which is focused on biofuels. He is a senior editor for *Nature EMBO Molecular Systems Biology*.

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Lawrence Cohn, MD, *Physician Director of Medical Device Technology, Partners HealthCare Systems; Chair of the Physician and Scientist Fundraising Group at the Brigham and Women's Hospital*, received his baccalaureate from the University of California, Berkeley with honors and his MD from Stanford School of Medicine. He trained at Boston City Hospital, National Heart Institute, University of California, San Francisco and Stanford University. Dr. Cohn has been on staff at Brigham and Women's Hospital since 1971 and Professor of Surgery at Harvard Medical School since 1980. In 2000, Dr. Cohn was awarded the Virginia and James Hubbard Chair in Cardiac Surgery, the first endowed Chair in Cardiac Surgery at Harvard Medical School. He is the past Chair of the Brigham and Women's Physicians Organization and has performed over 10,000 cardiac surgical operations. Dr. Cohn has published over 440 original scientific articles, 105 book chapters and 12 books, including *Cardiac Surgery in the Adult*, 2nd and 3rd Editions, the most referenced text book in adult cardiac surgery today. He has given more than 750 lectures worldwide and is a world-renowned expert in the field of valve repair and replacement surgery and minimally invasive heart valve surgery. Through his career, Dr. Cohn has held numerous leadership posts in various professional societies and with many professional journals and has trained more than 150 residents and fellows at Brigham and Women's Hospital/Children's Hospital Medical Center Cardiothoracic Residency Program. Dr. Cohn has had many non-medical consulting activities as well. He is a Board member of the Boston Public Library Foundation, an active member of the Museum of Fine Arts and recently retired as a Trustee of Massachusetts Financial Services (1989-2010), a mutual fund company.

Tara Cousineau, PhD is *Founder of BodiMojo, Inc.*, a start-up focused on web and mobile tools for adolescents to promote health and wellness. Recently launched, BodiMojo.com is an integrated platform consisting of teen generated health content, self-management tools, social networking and gaming designed to drive a deeper engagement with teens to promote behavior change. The platform allows for inter-operability with other technology-based vendors, services, and mobile devices. BodiMojo has been shown to reduce body image concerns among girls, a risk factor in eating disorders. Dr. Cousineau has over 15 years experience as a clinical psychologist and social entrepreneur. She has procured over \$4M in Small Business Innovative Research grant funding to use technology for behavior change. Dr. Cousineau is trained in mind-body medicine with a focus on girls and women's health. She holds a clinical appointment at Beth Israel Deaconess Medical Center, Harvard Medical School through Boston IVF. She received her PhD in clinical psychology from the Derner Institute of Advance Psychological Studies, Adelphi University, NY.

Mary Cronin, PhD is *Professor of Information System, Carroll School of Management, Boston College*. Her research and writing focuses on the business and consumer impact of intelligent, connected products, or "smart products," including health and medical devices and mobile apps. Her latest book is *Smart Products, Smarter Services: Strategies for Embedded Control* (Cambridge University Press, 2010). Earlier books include *Doing Business on the Internet, The Internet Strategy Handbook, and Unchained Value*, along with many other technology and strategy publications. Dr. Cronin has more than 25 years experience in managing and advising technology-intensive organizations as a consultant and board member. She currently serves on the IT Advisory Council at Brown University where she received her PhD and as an editorial board member for *Electronic Markets*. She is an editor and regular contributor to *MedHealthWorld* (www.medhealthworld.com).

David Cutler, PhD is *Otto Eckstein Professor of Applied Economics, Harvard University*. Professor Cutler served on the Council of Economic Advisers and the National Economic Council during the Clinton Administration, advised the Presidential campaign of Bill Bradley, and was senior health care advisor to the Presidential campaign of Barack Obama. With research focused on health and public economics, among other affiliations, Professor Cutler has held positions with the National Institutes of Health and the National Academy of Sciences. Currently, Professor Cutler is a Research Associate at the National Bureau of Economic Research and a member of the Institute of Medicine.

Matthew Davis, MBA, *Principal Research Analyst at Gartner*, with a focus on high tech/consumer electronics and cross-industry supply chain strategy, has over 10 years of experience in High Tech manufacturing with roles in supply chain design, demand planning, sales operations and product development. He has a B.S. in Supply Chain from Penn State and an MBA in Management from the University of Texas. As part of industry, he earned a Six Sigma Black Belt, was certified as a Lean Change Agent and currently serves as a member of the Board of Directors for the Supply-Chain Council. Since joining Gartner, he has over 40 publications on subjects including physical, digital and data network convergence, social media for supply chain and machine-to-machine (M2M) connected products among other topics.

Janet Dillione, EVP and Gen. Manager for Healthcare, Nuance Communication, is responsible for leading Nuance's Healthcare Business, which is charged with developing healthcare applications for Watson, the IBM Artificial Intelligence system that bested two human champions to win "Jeopardy!" Prior to joining the company in April of 2010, Janet was CEO of Siemens Health Services where her tenure is distinguished by her effectiveness to redesign go-to-market strategies, expand global channels and improve operational performance. Before joining Siemens in 2000, Ms. Dillione held a number of leadership positions at Share Medical Systems. She holds a B.A. degree from Brown University and has attended the Executive Development Program at the Wharton School of Business.

Brian Dolan, Editor and Co-Founder, MobiHealthNews. Prior to founding MobiHealthNews with business partner Joe Maillie, Brian was a senior analyst with Boston-based research firm Yankee Group, where he led program development for the company's Mobile Internet World event and helped craft the company's publication development. Brian got his start in 2005 as editor of FierceWireless, a leading trade publication in the wireless industry. While at Fierce he helped develop a number of online webinars and live events' programs and also founded publications covering mobile content and IPTV. Brian has spoken at a number of industry events including The Digital Health Summit @ CES, Everywhere Healthcare @ CTIA, Informa's Mobile Healthcare Summit, The Telecom Council's mHealth seminar, FOSE, and more. He has frequently served as an industry expert for news radio and the consumer press.

Alexandra Drane, President and Co-Founder, Eliza Corporation, has devoted her career to inspiring people to lead healthier, happier and more engaged lives through the use of innovative technology. Her entrepreneurial spirit and passion for technology and design have led to the launch of four successful healthcare ventures. Alexandra is currently president and co-founder of Eliza Corporation, a leading provider of integrated healthcare communication strategies and one of Entrepreneur magazine's "100 Brilliant Companies" (2009). Results of Eliza's automated, interactive outreach include increasing the number of patients who get their recommended diabetes screenings by 76%; more than doubling prescription refills over a six-month period; quadrupling participation in an online smoking cessation program; and boosting younger members' perceptions of their health plans' brands beyond what far more expensive traditional advertising campaigns deliver. Alexandra is also a co-founder of Engage with Grace, a not-for-profit movement launched in October 2008 aimed at helping people understand, communicate and have honored their end-of-life wishes. She received the *Boston Business Journal's* "Champions of Healthcare" award for her efforts in this area, and was invited to share the Engage With Grace story at TEDMED. In 2009 Engage With Grace was one of the top ten phrases added to the healthcare lexicon. Based on her experience engaging people in conversation about health topics, in 2010 she co-founded a non-profit, web-based movement called SeduceHealth that aims to reframe how the healthcare industry communicates with the people it serves by adding greater passion, joy, and inspiration.

Timothy Ferris, MD, MPH, *Medical Director, Mass. General Physicians Organization; Senior Scientist, Partners/MGH Institute for Health Policy*, is a practicing general internist and pediatrician and Medical Director of the Mass General Physicians Organization. Dr. Ferris is also a Senior Scientist in the Mongan Institute for Health Policy and an Associate Professor of Medicine and Pediatrics at Harvard Medical School. He holds degrees from Middlebury College, Oxford University, Harvard Medical School and the Harvard School of Public Health. His management responsibilities include oversight of performance improvement initiatives, medical staff affairs, physician integration strategies, and innovation in care delivery. Dr. Ferris has over 80 publications in the areas of healthcare quality measurement, risk adjustment, population management, and information technology. He has led efforts at Partners Healthcare to improve the care of patients with multiple chronic conditions. He is the principal investigator for an ongoing 6 year Medicare demonstration project examining how best to redesign care to improve quality and decrease costs for Medicare beneficiaries. This demonstration project won the 2011 National Patient Safety Foundation's Socius Award. Dr. Ferris has served on research review

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committees for Agency for Healthcare Research and Quality, as well as multiple committees for the National Quality Forum where he currently co-chairs the Consensus Standards Approval Committee. He has served as a consultant to the Institute for Healthcare Improvement, Congressional Research Service, National Governor's Association, and the World Health Organization.

Hamish Fraser, MBChB, MSc is *Director of Informatics and Telemedicine, Partners In Health; Assistant Professor, Division of Global Health Equity, Brigham and Women's Hospital and Harvard Medical School, Boston; Faculty, Children's Hospital Informatics Program; Affiliated Faculty, Harvard-MIT Health Science Technology Program.* Trained in General Medicine, Cardiology and Knowledge Based Systems in the UK, Dr. Fraser also completed a fellowship in Clinical Decision Making and Cardiology at MIT and the New England Medical Center. Dr. Fraser's work has led to the migration of medical informatics tools and expertise from developed countries to some of the most challenging environments in the developing world. Dr. Fraser has held the position of Director of Informatics and Telemedicine for almost ten years at Partners In Health, where he leads the development of web-based medical record systems, data analysis tools, and pharmacy systems to support the treatment of drug-resistant tuberculosis and HIV in Peru, Haiti, Rwanda, Lesotho, Malawi and the Philippines. Along with colleagues from the Regenstrief Institute at the University of Indiana and the South African Medical Research Council, Dr. Fraser is a co-founder of the OpenMRS collaborative, an international collaboration to develop a flexible, open source medical record system platform for use in developing countries. OpenMRS is now used to support patient treatment at five PIH projects and at least twenty other countries. He also leads a training program in Rwanda to train local computer scientists to build medical information systems like OpenMRS. Dr. Fraser has a strong interest in the evaluation of medical information systems in developing countries and has carried out studies in Peru, Haiti, and Rwanda. He was recently elected a Fellow of the American College of Medical Informatics.

Catherine Frederico, MS, RD, *Adjunct Professor of Nutrition Science, Regis College; developer of Food Focus,* a computer game, is on a mission to make nutrition education fun and entertaining. President of Frederico Arts, LLC, Catherine is a smartphone and computer applications developer and her award-winning app, *Food Focus: Fruits*, is available globally in the iTunes store. She consulted on *Mix and Max Memory* and *Max's Plate* iPhone apps, with more apps in development, including *Breast Cancer Care* submitted to the National Cancer Institutes tech challenge. In 2010 she became the first Nutrition Section Chair for GamesforHealth.org and is a frequent speaker on the topic of nutrition games. Catherine is an adjunct professor at both Newbury and Regis Colleges in Massachusetts and recently authored textbook chapters on food science and nutrition games. Catherine's professional history includes expertise in renal, fitness, and pediatric dietetics, corporate wellness, and nutrition communications. She manages the multimedia website, www.NutritionVision.info and her new nutrition game site, www.FoodFocusArcade.com. She also blogs for www.Playnormous.com, www.Archimage.com, and consults for the preschool website www.MaxonSnax.com. Catherine is an alumna of both The Pennsylvania State and Arizona State Universities. She encourages anyone who is or wants to be more involved in nutrition educational app development to contact her at CF@NutritionVision.info, @NutritionVision on Twitter and Food Focus Arcade on Facebook.

Robert Galvin, MD is *CEO, Equity Healthcare LLC., the Blackstone Group's provider of full-service health and wellness programs to employees of member companies; former Director of Global Health Care for GE.* Dr. Robert Galvin is the Chief Executive Officer of Equity Healthcare (EH), which oversees the management of health care for firms owned by private equity companies. The focus is on using purchasing power to create innovative ways to achieve higher value health care, through improved population health, clinical quality and delivery system reforms. Currently, EH encompasses over 30 companies with healthcare spending exceeding \$1.5B annually. Before joining Blackstone, Dr. Galvin was Executive Director of Health Services and Chief Medical Officer for General Electric (GE) for fifteen years, where he was in charge of the design, financial and clinical performance of GE's health programs. He was also responsible for health policy strategies affecting employees. Dr. Galvin is a nationally recognized leader in the areas of market-based health policy and financing, quality measurement and payment reform. His work has been widely published in the New England Journal of Medicine and Health Affairs and he was a co-founder of the Leapfrog Group and founder of two other groups, Bridges to Excellence and Catalyzing Payment Reform, all innovative non-profits that have helped drive the quality agenda. Dr. Galvin is a member of the Institute of Medicine and sits on the IOM's Board on Health Care Services. He is also on the Board of Directors of the National Quality Forum. Dr. Galvin is Professor Adjunct of Medicine and Health Policy at Yale. His work has received awards from the National Business Group on Health, the Healthcare Financial Management Association and the National Coalition for Cancer Survivorship. He is a fellow of the American College of Physicians.

Atul Gawande, MD, MPH is *Surgeon, Brigham and Women's Hospital, Boston; New Yorker magazine staff writer on health care; Director, World Health Organization's Global Challenge for Safer Surgical Care.* Dr. Gawande is also Associate Professor in the Department of Surgery at Harvard Medical School and the Department of Health Policy and Management at the Harvard School of Public Health. Dr. Gawande became director of the World Health Organization's global campaign to reduce surgical deaths in 2007. Dr. Gawande served as a senior health policy advisor in the Clinton presidential campaign and White House from 1992 to 1993. He has been a staff writer for the New Yorker magazine since 1998. In 2006, Dr. Gawande received a MacArthur Award for his research and writing. He has written three New York Times bestselling books: *Complications: A Surgeon's Notes on an Imperfect Science* was a finalist for the National Book Award in 2002 and is published in more than twenty languages; *Better: A Surgeon's Notes on Performance* was selected as one of the ten best books of 2007 by Amazon.com; *The Checklist Manifesto: How to Get Things Right* was selected as one of the best books of 2009 by Amazon.com. In 2010, he won a National Magazine Award, AcademyHealth's Impact Award for highest research impact on health care, and selected by *Foreign Policy Magazine* and *TIME magazine* as one of the world's top 100 influential thinkers.

Bill Geary, Partner, North Bridge Venture Partners since the firm's founding in 1994, has served on the boards of numerous market-leading companies and has played an invaluable role in helping nearly all North Bridge investments establish themselves as businesses. With over \$3 billion under management, the healthcare investments of North Bridge Venture Partners include Arsenal Medical, Aushon Biosystems, Connance, eBenX, Healthrageous, Humedica, Infomedics, Li Medical Technologies, Lifematrix, Mitotix, NaviNet, PharMetrics, Phase Forward, SensAble Technologies, SpringLeaf Therapeutics and SynapDx. Previously, Bill was a Partner at Hambro International Equity Partners. Prior to that, he was Chief Financial Officer at MathSoft, an applications software start-up that subsequently went public on the NASDAQ and was later acquired by Parametric Technology Corporation (NASDAQ: PMTC). Prior to MathSoft, Bill worked for Congoleum Corporation, where he helped structure and raise the capital for its successful \$500 million private buyout, and at Arthur Andersen & Company. As Chair of the Board of Trustees of Boston College, his alma mater, Bill also serves on its Investment & Endowment Committee and Executive Committee, he co-chairs the Parents Committee of Duke University and serves on the Advisory Board of the Children's Hospital Boston Technology Fund and the Advisory Committee of the Partners Connected Health Symposium. Contact Bill at bill@northbridge.com and learn more about North Bridge Venture Partners & North Bridge Growth Equity at www.northbridge.com.

Veer Gidwaney is *Co-Founder and Chief Executive of DailyFeats.* DailyFeats (www.dailyfeats.com) helps people do good things. It guides them in doing small but significant actions -- or "feats" -- that reflect their values and contribute to their life's goals. Along the way, they earn points, meet a helpful community, and save money on real-life expenses, motivating them to go do good -- every day. Veer was CEO and Co-founder of Control-F1 which was an industry leader in Support Automation. Control-F1 had over 100 customers worldwide, 50 employees and raised ~\$13M in venture capital. Veer started Control-F1 in the midst of completing his degree in business at the University of Western Ontario. In December of 2005, Control-F1 was acquired by CA, one of the world's largest software companies with over \$4B in sales. Veer most recently served as Executive Advisor to the EVP of Technology and Products. Prior to that he was head of sales for one of CA's North American business units (~\$75M in revenue). Veer was named to *Maclean Magazine's* 'Top 25 Under 30' and was a Finalist for the E&Y Entrepreneur of the Year Award in 2002. Veer placed second at the Canadian National Debating Championship and fifth at North American Debating Championship in 1998.

Julian M. Goldman, MD, *Medical Director of Biomedical Engineering, Partners HealthCare System,* is responsible for developing strategies, identifying technology trends and guiding Partners to stay on the leading edge of infrastructure and patient care technologies to ensure safety, effectiveness and efficiency. Dr. Goldman is also Director of the Program on Interoperability at CIMIT (Center for Integration of Medicine and Innovative Technology), a principal anesthesiologist in the Massachusetts General Hospital "Operating Room of the Future", and founder of the Medical Device "Plug-and-Play" (MD PnP) Interoperability Program. He has led the MD PnP

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program from an initial convening of 85 interested stakeholders in 2004 to a global network of over 700 participants from clinical environments, government agencies, medical device vendors, biomedical and clinical engineering, computer science engineering, and standards organizations. The MD PnP program was recognized with the CIMIT 2007 Edward M. Kennedy award for Healthcare Innovation. Dr. Goldman is the recipient of the 2009 American College of Clinical Engineering Professional Achievement in Technology Award, the Association for the Advancement of Medical Instrumentation (AAMI) Foundation/Institute for Technology in Health Care 2009 Clinical Application Award, and most recently, the International Council on Systems Engineering (INCOSE) 2010 Pioneer Award for leadership in the advancement of the state-of-the-art and practice of systems engineering in the biomedical and healthcare fields.

Jeff Goldsmith, PhD is *President, Health Futures, Inc.; Associate Professor of Public Health Sciences, University of Virginia*. For eleven years ending in 1990, Jeff Goldsmith was a lecturer in the Graduate School of Business at the University of Chicago, on health services management and policy. He has also lectured on these topics at the Wharton School of Finance, Johns Hopkins, Washington University and the University of California at Berkeley. Jeff Goldsmith's interests include: biotechnology, health policy, international health systems, and the future of health services. From 1982 to 1994, Jeff Goldsmith served as National Advisor for Healthcare for the firm Ernst and Young, and provided strategy consultation to a wide variety of healthcare systems, health plans, supply and technology firms. Prior to 1982, he was Director of Planning and Government Affairs at the University of Chicago Medical Center and Special Assistant to the Dean of the Pritzker School of Medicine. From 1973 to 1975, Jeff Goldsmith worked in the Office of the Governor, State of Illinois as a fiscal and policy analyst, and Special Assistant to the State Budget Director. Jeff Goldsmith earned his doctorate in Sociology from the University of Chicago in 1973, studying complex organizations, sociology of the professions, and politics of developing nations. He graduated from Reed College in 1970, majoring in psychology and classics, earning a Woodrow Wilson Fellowship for graduate study in 1971. Jeff Goldsmith was the recipient of the Corning Award for excellence in health planning from the American Hospital Association's Society for Healthcare Planning in 1990, and has received the Dean Conley Award for best healthcare article three times (1985, 1990 and 1995) from the American College of Healthcare Executives. He has written six articles for the *Harvard Business Review*, and has been a source for articles on medical technology and health services for the *Wall Street Journal*, the *New York Times*, *Business Week*, *Time* and other publications. Jeff Goldsmith is a member of the editorial board of Health Affairs. Jeff Goldsmith is the father of two sons and a daughter. He is an avid snow skier and collects Native American art and artifacts. He is married to Karen Walker, a florist in Charlottesville, who owns Hedge Fine Blooms, specializing in fresh flowers and cutting edge floral design for businesses, weddings and events. Jeff Goldsmith is a native of Portland, Oregon and lives in Charlottesville, Virginia.

Jonathan Gruber, PhD, *Professor of Economics, Massachusetts Institute of Technology*, where he has taught since 1992, is also the Director of the Health Care Program at the National Bureau of Economic Research, where he is a Research Associate. He is an Associate Editor of both the *Journal of Public Economics* and the *Journal of Health Economics*. In 2009 he was elected to the Executive Committee of the American Economic Association. He is also a member of the Institute of Medicine, the American Academy of Arts and Sciences, and the National Academy of Social Insurance. Dr. Gruber received his B.S. in Economics from MIT, and his Ph.D. in Economics from Harvard University. He has received an Alfred P. Sloan Foundation Research Fellowship, a FIRST award from the National Institute on Aging, the Kenneth Arrow Award for the Outstanding Health Economics Paper of 1994, the Richard Musgrave prize for the best paper in the *National Tax Journal* in 2003, and the 2009 Purvis Prize from the Canadian Economic Association for the best public policy publication of the year. He was also one of 15 scientists nationwide to receive the Presidential Faculty Fellow Award from the National Science Foundation in 1995. In 2006 he received the American Society of Health Economists Inaugural Medal for the best health economist in the nation aged 40 and under. Dr. Gruber's research focuses on the areas of public finance and health economics. He has published more than 120 research articles, has edited six research volumes, and is the author of *Public Finance and Public Policy*, a leading undergraduate text. During the 1997-1998 academic year, Dr. Gruber was on leave as Deputy Assistant Secretary for Economic Policy at the Treasury Department. From 2003-2006 he was a key architect of Massachusetts' ambitious health reform effort, and in 2006 became an inaugural member of the Health Connector Board, the main implementing body for that effort. In that year, he was named the 19th most powerful person in health care in the United States by *Modern Healthcare Magazine*. During the 2008 election he was a consultant to the Clinton, Edwards and Obama Presidential campaigns and was called by the *Washington Post*, "possibly the [Democratic] party's most influential health-care expert." During 2009-2010 he served as a technical consultant to the Obama Administration and worked with both the Administration and Congress to help craft the Patient Protection and Affordable Care Act.

Lisa Gualtieri, PhD, ScM, *Assistant Professor, Tufts University School of Medicine*, teaches courses on Online Consumer Health, Social Media and Health, and Web Strategies for Health Communication. Dr. Gualtieri was awarded a grant to study the use of social media in medical school courses from the Innovations in Education program at Tufts University School of Medicine. In addition, she is conducting research on patient blogging and on social support in online health communities. Dr. Gualtieri consults with healthcare organizations to improve their use off the web and social media to reach healthcare consumers. Dr. Gualtieri's most recent paper is *The Potential for Social Media to Educate Farm Families about Health and Safety for Children* in the *Journal of Agromedicine*. She writes a blog about health at <http://lisagualtieri.com> and is on twitter @lisagualtieri. Dr. Gualtieri earned a PhD in computer science from Harvard University.

Jessica Haberer, MD, MS, *Instructor of Medicine, Harvard Initiative for Global Health*, received a bachelor's degree in the Biological Sciences and a master's degree in Health Services Research from Stanford, as well as a medical degree from Yale. She completed an internship and residency in Internal Medicine at the University of CA, San Francisco. After finishing her training, Dr. Haberer worked for the Clinton Foundation HIV/AIDS Initiative in Beijing, China, where she served as a Clinical and Research Advisor to the Chinese Center for Disease Control and Prevention/National Center for AIDS. Upon returning to the US, she joined the faculty in the Department of Medicine at the University of CA, San Francisco as a Clinical Educator. Dr. Haberer developed an interest in adherence to HIV antiretroviral therapy (ART) while in China and began studying multiple measures of ART adherence among children and adults in developing settings. Dr. Haberer joined the Massachusetts General Hospital Department of Medicine and Center for Global Health, as well as the Harvard Institute for Global Health, in 2008, where she is actively involved in the study of wireless adherence and health status monitoring technologies and strategies for developing settings, as well as adherence to pre-exposure prophylaxis against HIV infection.

Scott Harmon, MBA is *Vice President, Z Corporation*. The Z Corporation is the manufacturer of the world's only full color 3d printer. Charged with expanding the use of 3d printing into new markets, Scott has seen just about everything that can be done with a 3d printer, and even more things that can't be done. Scott returned to Z Corporation in 2006 after a brief stint as a summer intern in 1998. He has held a variety of leadership positions in marketing and business development and most recently ran a \$150MM division of Church & Dwight, a leading consumer goods company. Prior to receiving his MBA from Harvard, he was an Explosive Ordnance Disposal company commander for the U.S. Army. Scott graduated from the United States Military Academy at West Point with a B.S. in Electrical Engineering.

Robert Havasy is *Project Specialist and Customer Operations Manager, Partners Healthcare System Center for Connected Health*. With a decade of experience in operations and support roles for a large computer network equipment manufacturer, Mr. Havasy specializes in making communication technologies accessible to patients while integrating them into clinical workflows. At CCH Mr. Havasy is responsible for customer service, maintaining and developing the technology platform, charting the Center's mobile health (mHealth) strategy, and identifying and incorporating new technologies into the Center's programs. Mr. Havasy is a frequent speaker on the topics of mHealth and connected health. Mr. Havasy is a member of the Healthcare Information and Management Systems Society, the American Medical Informatics Association, the Society for Participatory Medicine, and sits on the Board of Directors of the Continuum Health Alliance. He also leads CCH's participation in the mHealth Regulatory Coalition. Mr. Havasy holds a Bachelor of Science degree in Environmental Science from Keene State College and began his career as an Atomic Spectroscopist for Teledyne Leeman Labs. He is currently a candidate for a Master's degree in Health and Medical Informatics at Brandeis University.

Alex Hecht, JD, *Vice President of Government Relations, ML Strategies, Washington, DC, and Deputy Director of the Mintz Levin Center for Health Law and Policy*, is an attorney with almost ten years of senior-level experience in Congress and a trade association. He assists clients with their legislative and regulatory needs on a wide range of issues. Prior to joining ML Strategies, he served as chief counsel for Senator Olympia J. Snowe (R-ME) on the U.S. Senate Committee on Small Business & Entrepreneurship. He also worked closely with Senator Snowe in her capacity as a senior member of the Committee on Finance and the Committee on Commerce,

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Science & Transportation. Alex was Senator Snow's principal counsel on numerous critical health care and insurance issues. He also advised the senator on energy, financial services, small business, innovation, and technology matters. Alex is regarded as one of the leading congressional staff specialists on the regulatory process and how federal agencies promulgate rules and regulations, and he has developed numerous bills and amendments to scores of bills reducing the regulatory compliance burden of business. He is also an adjunct assistant professor of Health Policy at the George Washington University School of Public Health & Health Services, and teaches courses on Basics of Legislation and Regulation and the Data Quality Act and Public Health. Prior to working on Capitol Hill, Alex was a legislative analyst, with a focus on health and environmental regulatory issues, at the National Multi Housing Council. He was also a research clerk at the Maryland Office of the Attorney General, studying Medicaid reimbursements and long-term health insurance planning. Alex was also the chief articles editor for the Houston Journal of Health & Law Policy.

John Herman, MD, Associate Chief, Department of Psychiatry, Mass. General Hospital, also serves as Medical Director for Partners HealthCare Employee Assistance Program. In 2002, Dr. Herman was appointed to the Commonwealth's Board of Registration in Medicine where he serves as the chairman of the Patient Care Assessment Committee, overseeing quality and safety programs in Massachusetts hospitals. Dr. Herman is past President of the American Association of Directors of Psychiatry Residency Training. He is a Distinguished Fellow of the American Psychiatric Association. Following his residency at MGH, in 1984 Dr. Herman joined the staff of the MGH Psychopharmacology and Addiction clinics where he remains an active practice. Until 2003, for 14 years Dr. Herman directed the department's nationally renowned continuing education program, Harvard Medical School's most successful post-graduate educational offering. Between 1991 and 2000, he was Director of Psychiatry Residency Training at MGH and, from 2000 to 2007; he was Director of Clinical Services for the Department. His primary interest is in addressing the gap between the quality of mental health care delivery in the community and rapidly accelerating advances in psychiatric practice. Consequently, he focuses his teaching efforts on primary care clinicians. He has lectured to primary care audiences around the world. Currently Dr. Herman is co-editor (with Ted Stern, MD) of the popular MGH Guide to Primary Care Psychiatry (McGraw Hill, 1998, 2003). Dr. Herman grew up in Wisconsin and graduated University of Wisconsin Medical School in 1980. His medical internship was at Brown University Medical School and his residency in Psychiatry at Massachusetts General Hospital, which he completed in 1984.

Brent James, MD, MStat, Chief Quality Officer and Executive Director, Institute for Health Care Delivery Research, Intermountain Healthcare, is known internationally for his work in clinical quality improvement, patient safety, and the infrastructure that underlies successful improvement efforts, such as culture change, data systems, payment methods, and management roles. He is a member of the National Academy of Science's Institute of Medicine and participated in many of that organization's seminal works on quality and patient safety; He holds faculty appointments at the University of Utah School of Medicine (Family Medicine and Biomedical Informatics), Harvard School of Public Health (Health Policy and Management), and the University of Sydney, Australia, School of Public Health His leadership at Intermountain Healthcare spans Intermountain's integrated system of 23 hospitals, 150 clinics, a 700+ member physician group, and an HMO/PPO insurance plan jointly responsible for more than 500,000 covered lives serving patients in Utah, Idaho, and, at a tertiary level, seven surrounding States. Through the Intermountain Advanced Training Program in Clinical Practice Improvement, he has trained more than 3500 senior physician, nursing, and administrative executives, drawn from around the world, in clinical management methods, with proven improvement results and more than 30 "daughter" training programs in 6 countries. Before coming to Intermountain, he was an Assistant Professor in the Department of Biostatistics at the Harvard School of Public Health, providing statistical support for the Eastern Cooperative Oncology Group; and staffed the American College of Surgeons' Commission on Cancer. He holds Bachelor of Science degrees in Computer Science (Electrical Engineering) and Medical Biology; an MD degree, with residency training in general surgery and oncology; and a Master of Statistics degree. He serves on several non-profit boards dedicated to clinical improvement.

Kamal Jethwani, MD, MPH, Lead Research Scientist, Partners Center for Connected Health, leads the Center's research and program evaluation initiatives, focused on technology-based models of health delivery and use behavior change as a tool for preventive and supportive care in a tertiary health care setting. His work includes designing and implementing clinical trials, and leads efforts in predictive modeling using behavioral parameters. Kamal is also responsible for shaping the research roadmap for the Center, oversees the evaluation of on-going programs, and contributes to program development and scaling. Kamal's research is focused on newer health delivery models, such as employer based health programs and electronic social network based programs, as well as newer tools to deliver feedback to patients, including simple text message based platforms and applications for smart phones. Kamal is an assistant in Dermatology at Massachusetts General Hospital and an instructor at Harvard Medical School.

Vaishali Kamat is *Group Manager, MedTech division of Cambridge Consultants*, an innovative product development company. Over the past 6 years, Vaishali has led several large projects at Cambridge Consultants for the development of medical devices in the diagnostics, drug delivery and surgical domains. Vaishali also leads the company's initiative in Connected Health, helping clients design and develop smart connectivity solutions for healthcare. Prior to joining Cambridge Consultants, Vaishali was part of the Global Ultrasound division at G.E. Healthcare and helped design GE's premium radiology scanners.

Joseph Kim, MD, MPH, VP of Medical Affairs and Technology, Medical Communications Media; Founder and Editor of MedicalSmartphones.com, provides strategic leadership to ensure high quality, innovative educational solutions leveraged by relationships with leading faculty, universities, and key medical associations. Dr. Kim is also a digital entrepreneur and technologist with a passion for health information technology, mobile health, and social media. He is the founder of several popular medical websites and social communities that focus on non-clinical careers and mobile health. Dr. Kim holds a bachelor of science in engineering from the MIT, a doctor of medicine from the University of Arkansas College of Medicine, and a master of public health from the University of MA Amherst School of Public Health.

Scott Kirsner, columnist, "Innovation Economy," Boston Globe; author, Fans, Friends and Followers: Building an Audience and a Creative Career in the Digital Age (2009), is a journalist who writes about innovation and entrepreneurship. His "Innovation Economy" column appears Sundays in the *Boston Globe*, and he also writes a companion blog at boston.com/innovation. Scott has been a regular contributor to *Fast Company*, *BusinessWeek*, *Variety*, and *Wired*. Scott's writing has also appeared in the *New York Times*, *The Hollywood Reporter*, *Salon*, the *San Jose Mercury News*, and *Newsweek*, among other publications. Scott serves as the program chair for two regional events on innovation: the Nantucket Conference, held each May since 2000, and Future Forward, held each fall since 2001. He is the author, most recently, of the book *Fans, Friends & Followers: Building an Audience and a Creative Career in the Digital Age*. His earlier books include *Inventing the Movies*, a technological history of Hollywood that was published in 2008, and *The Future of Web Video: New Opportunities for Producers, Entrepreneurs, Media Companies and Advertisers*, published in 2007. He can be reached at kirsner@pobox.com.

Vince Kuraitis JD, MBA, Principal and Founder of Better Health Technologies, LLC (<http://e-CareManagement.com>). BHT consults to companies in developing strategy, partnerships and business models for clinical care and care management platforms/applications delivered in homes, workplaces, and communities. BHT's clients -- both established organizations and early-stage companies -- include: Intel Digital Health Group, Philips Electronics, Amedisys, Joslin Diabetes Center, Ascension Health System, Samsung Electronics, Siemens Medical Solutions, Medtronic, Varian Medical Systems, Disease Management Association of America, and many others. Vince brings 25 years health care experience in multiple roles: President, VP Corporate Development, VP operations, management consultant, and marketing executive. His consulting and work projects span 100+ different health care organizations, including hospitals, physician groups, medical devices, pharma, health plans, disease management, e-Health, IT, and others. Vince's experience includes: Principal, Better Health Technologies; President, Health Choice (medical call center), VP Corporate Development and VP Specialty Operations, Saint Alphonsus Regional Medical Center; Regional Director of Marketing, National Medical Enterprises (hospital chain with 100 facilities); Senior Consultant, Amherst Associates, national health care management consulting company. His education includes MBA and JD degrees from UCLA, and a BS degree in business administration from USC. Vince is on the editorial advisory boards of Medical Home News and the International Disease Management Alliance. He is a Board member of the Clinical Groupware Collaborative. He serves on the ASTM International E31 Technical Committee on Healthcare Informatics (CCR). Vince is a member of the California State Bar (inactive). He also is on advisory boards for several early stage companies.

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Joseph Kvedar, MD, *Founder and Director of the Center for Connected Health*, is working to create a new model of healthcare delivery, by developing programs and innovative strategies to move care from the hospital or doctor's office into the day-to-day lives of patients. In his role with the Center for Connected Health, Dr. Kvedar is creating innovative programs to leverage information technology – cell phones, computers, networked devices and simple remote health monitoring tools – to help providers and patients manage chronic conditions, maintain health and wellness and improve adherence, engagement and clinical outcomes. Based on the technology platform developed at the Center, Healthrageous, a personalized health technology company, was launched in 2010, offering a range of health and wellness self-management programs to their clients. In addition, Dr. Kvedar also launched the first physician-to-physician online consultation service in an academic setting, which today electronically links patients from around the world and their local providers with leading specialists at Harvard-affiliated teaching hospitals. Dr. Kvedar is internationally recognized for his leadership and vision in the field of connected health and the application of communications technologies to improve healthcare to patients. He is a frequent lecturer and has authored over 70 publications on the subject. Dr. Kvedar serves as a Board member for a number of organizations, including the Continua Health Alliance and the Care Continuum Alliance. He also is a Co-Founder of Healthrageous and Chair of the company's Scientific Advisory Board. Dr. Kvedar is a former President and Board Member of the American Telemedicine Association and a Past Chair of the American Academy of Dermatology Task Force on Telemedicine. In 2009, Dr. Kvedar was honored by the ATA with its Individual Leadership Award, recognizing his significant contributions to connected health and telemedicine. *Mass. High Tech, The Journal of New England Technology* named Dr. Kvedar an All-Star in the field of healthcare and he has been honored by the New England Business and Technology Association for extraordinary leadership. Dr. Kvedar is also a board-certified dermatologist and Associate Professor of Dermatology at Harvard Medical School.

Nicole Lamb-Hale, JD, *Assistant Secretary of Commerce for Manufacturing and Services in the International Trade Administration*, was nominated by President Obama in November, 2009 and unanimously confirmed by the U.S. Senate in February, 2010 to serve in this position. In this role, she helps U.S. industries succeed internationally by strengthening their competitive position in foreign markets to sustain and create American jobs. Under Nicole's leadership, Manufacturing and Services advances the international competitiveness of U.S. industries by leveraging its in-depth sector and analytical expertise in the development and execution of trade policy and promotion strategies. Prior to her role as Assistant Secretary, Nicole was appointed by President Obama in June, 2009 to serve as Deputy General Counsel of the U.S. Department of Commerce. In that role, she assisted the General Counsel as the chief legal officer for the Department and legal advisor to the Secretary of Commerce. Before joining the Obama Administration, Nicole was the Managing Partner of the Detroit office of an international law firm where she specialized in business restructuring in the manufacturing sector. Nicole has been active in civic and community affairs throughout her career. Her involvement over the years has included serving as vice-chair of the Board of Directors of the Michigan Land Bank Fast Track Authority, by appointment of Michigan Governor Jennifer M. Granholm; serving as a member of the Board of Trustees of Leadership Detroit; and serving as a member of the Board of Trustees for the Music Hall Center for the Performing Arts. She is also a life member of Delta Sigma Theta Sorority, Inc.; a member of The Links Incorporated; and a member of Jack & Jill of America, Inc. Nicole has been a frequent lecturer on business restructuring matters with a particular emphasis in recent years on the automotive industry. She has received many honors for her accomplishments and leadership over the years including being named a Super Lawyer for three successive years and one of Detroit's Most Influential Women by a leading business publication. She received her BA with high honors from the University of Michigan in 1988 and her JD from Harvard Law School in 1991.

Susan Lane, RN, MSN, MBA, *Corporate Manager – Technology and Operations, Partners Center for Connected Health*, is responsible for consulting, research administration, technology, Partners Collaborative Media, and Connected Health operations. Previously, she was president of the Patricia Seybold Group, a Boston-based high-tech research and consulting firm. She also has many years of executive management experience at AT&T, Cognos and Progress Software. Susan is a practicing wellness clinician and has held positions in behavioral health (Massachusetts General Hospital (MGH)), research (Beth Israel Deaconess Medical Center) and as a wellness coach at MGH. She holds an MBA from the Simmons College Graduate School of Management, and an MSN and BSN from Boston College.

Joan Lebow, JD, *Manager and Co-Founder of Lebow, Malecki & Tasch, LLC*, has extensive experience in commercial transactions and corporate and regulatory affairs. Ms. Lebow concentrates on transactions in information technology transfer and licensing, clinical services delivery, corporate organization, healthcare reimbursement, insurance regulation including ERISA, and managed care and regulatory compliance with a focus on data privacy and security. Ms. Lebow was an associate with the firm of Lord, Bissell & Brook before becoming the Assistant General Counsel of Northwestern Memorial Hospital. In 1987, she started the Legal Department of Illinois Masonic Medical Center, Chicago and was its General Counsel for 13 years. Ms. Lebow serves as Adjunct Professor of Health Law at IIT Chicago Kent College of Law. She also serves as a member of the Board of Directors of the Little City Foundation, the Steering Committee of the Senior Business Women's Forum and on various committees of the Illinois Association of Hospital Attorneys, as well as the National Association of Minority and Women Owned Law Firms. Ms. Lebow has co-authored a chapter on Data Privacy and Security in West's Law of Medical Practice in Illinois. She is also a co-author of the electronic health records chapter for the upcoming 10th edition of Problems in HealthCare Law. Ms. Lebow received her Bachelor's Degree in Religious Philosophy from Pitzer College, The Claremont Colleges, Claremont, California and received her JD from the Illinois Institute of Technology, Chicago-Kent College of Law, Chicago.

Debra Lieberman, PhD, *Director, the Health Games Research National Program, University of California, Santa Barbara*, funded by the Robert Wood Johnson Foundation, is a member of the faculty of the Dept. of Communication at the University of CA, Santa Barbara. Her research focuses on processes of learning and behavior change with interactive media, with special interests in digital games, health media, and behavioral health. She has published widely and consults for health organizations, education agencies, and media and technology companies to help design and evaluate media and games for entertainment, learning, and health behavior change, for all age groups. Health Games Research has been funded at UCSB by the RWJ Foundation's Pioneer Portfolio since 2007 to advance the research, design, and effectiveness of digital games aimed at improving health behaviors and the delivery of health care www.healthgamesresearch.org. Prior to joining UCSB, Debra was Vice President of research at Click Health, a company that developed health games and home-to-clinic telehealth systems, and before that she was a faculty member in the Department of Telecommunications at Indiana University, Bloomington. She holds an EdM in Media and Learning from Harvard, where she studied and collaborated with Sesame Street researchers and producers, and a PhD in Communication Research from Stanford.

Jon Linkous, MPA is *Chief Executive Officer, American Telemedicine Association (ATA)*, the largest membership-based organization in the world focusing exclusively on providing health and medical care through telecommunications technology. ATA's annual meeting and trade show are among the fastest growing in the country. The Association advocates for changes in public laws that promote the deployment of telemedicine throughout the world. As the chief staff executive of ATA, Mr. Linkous has spoken and written extensively in the U.S. and in other countries on policy issues, emerging applications and market trends affecting telemedicine. Mr. Linkous has over 20 years experience in the nation's capital working in corporate and public sectors. He served as a senior consultant with Issue Dynamics Inc. (IDI), a Washington DC consulting firm specializing in telecommunications and technology policy. While at IDI, Mr. Linkous assisted in the early formation of ATA. For five years he was a leader in the aging services community as the Executive Director of the National Association of Area Agencies on Aging. His principle interest in this position was in using telecommunications and adaptive technology to assist older Americans and their caregivers. Mr. Linkous was also involved for many years in regional planning and economic development, serving as the Deputy Executive Director of the National Association of Regional Councils and at the Appalachian Regional Commission as Director of District Programs. In his early career, he was also active in broadcast and cable television in Ohio. Mr. Linkous holds a Masters of Public Administration from the School of Government and Public Affairs at the American University in Washington, D.C. and a BS degree in Business Administration from Franklin University in Columbus, Ohio with additional postgraduate work at the LBJ School of Public Affairs in Austin, Texas.

Steven E. Locke, MD, *Research Psychiatrist, Harvard Center for Medical Simulation; Associate Psychiatrist, Massachusetts General Hospital*, is Associate Clinical Professor of Psychiatry at Harvard Medical School he has directed a course on technology innovation and e-health (www.hst921.org, see video) in the Harvard/MIT Division of Health Sciences and Technology since 1999. Dr. Locke is also CEO of Veritas Health Solutions LLC, a behavioral telehealth business specializing in technology-supported self-care, behavioral health / primary care integration, and disease management. After majoring in engineering and behavioral neurobiology at

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Cornell University, he attended Columbia University College of Physicians and Surgeons. He completed a psychiatry residency at Harvard's McLean Hospital and post-doctoral fellowships in psychosomatic medicine and biobehavioral research at Boston University. He is Past-President of the American Psychosomatic Society and has held leadership roles in several professional organizations and has organized meeting programs in behavioral medicine, telehealth, clinical informatics, and disease management. A popular lecturer, Dr. Locke has been a keynote speaker at events in the US, Europe, Asia and the Middle East and chaired the Summit on Behavioral Telehealth held in Boston in 2007 and 2008. A recipient of the Stangler Prize for Innovation in 2008 by the American Association for Technology in Psychiatry, in 2009 he became a Distinguished Life Fellow of the American Psychiatric Association. Dr. Locke maintains a part-time practice of primary care psychiatry and behavioral medicine in Wayland, MA.

Scott Lundstrom, *Group Vice President, IDC Health Insights*, is responsible for managing IDC Health Insights' research-based advisory and consulting offerings, which provide full coverage of the health care industry value chain, including the payer, provider and life science segments. Mr. Lundstrom's experience has given him a thorough understanding of market dynamics, business strategies and processes, and technology solutions. Mr. Lundstrom blogs in the IDC Health Insights Community (<http://idc-insights-community.com/health>). His Twitter handle is ScottRLundstrom. Prior to joining IDC Health Insights, Mr. Lundstrom was a Senior Vice President and Chief Technical Officer at AMR Research, where he was responsible for AMR's business process and technologies research teams, including ERP, supply chain, CRM, compliance and enabling technologies. He also worked with life science companies on corporate IT issues, including compliance, performance management, and infrastructure strategies, as well as new technologies, such as RFID and web services. Mr. Lundstrom's previous experience also includes leadership positions in software and business development at Visibility, Dun & Bradstreet Software, Powersoft and Andersen Consulting. He is a regular speaker on the future of information technology in business, healthcare, life sciences, supply chain management, manufacturing, and compliance. He is also a source for the media on health care and life science issues and is often quoted by major publications such as USA Today, Investor's Business Daily, The Boston Globe and BusinessWeek.

Liddy Manson, MBA, *President, BeClose*, is a 20-year veteran of the technology industry and an emerging voice on Caregiving in America. She has been President of BeClose for 2 years, and blogs regularly on The Huffington Post and other leading publications. Before joining BeClose, she served as CEO of DigitalSports, a web service providing detailed information and coverage of high school sports throughout the country. Prior to DigitalSports, she served as the Chief Operating Officer of Freewebs Inc., a venture backed, early-stage internet company focused on user-generated content and social publishing. Previously, Liddy spent nine years as Vice President and General Manager at Washingtonpost.Newsweek Interactive, the online subsidiary of The Washington Post Company. Liddy holds an MBA and Certificate in Public Management from Stanford and a BA in Music from Yale. She lives in Washington, D.C., with her husband, 3 children and boisterous Irish setter.

Rodrigo Martinez, *Life Sciences Chief Strategist, IDEO*, is passionate about the way our understanding of how life works at the genetic, cellular, molecular and systemic levels is transforming products, business, and organizations. As a member of the Health & Wellness practice, Mr. Martinez tackles some of the most interesting challenges in wellness, health care, and life sciences, from the end user perspective. Previously, Rodrigo was a Principal with The Boston Consulting Group in the health care practice. With Juan Enriquez, Rodrigo co-founded Harvard Business School's Life Sciences Project and coined the term 'bioeconomy' in a series of papers and articles starting in 1997. In 2003 he co-published the first global genetic data map selected by Rem Koolhaas to be part of a WIRED's 'Ultimate Atlas for the XXI Century.' HBS Working Papers include "Biotechnology 1.0: A Rough Map of Biodata Flow," "SARS, Smallpox, and Business Unusual." Rodrigo has worked on projects in 11 countries on topics including innovation and evolution of technology, biopharma R&D, and scientific and industrial partnerships. He is a regular guest lecturer at Harvard and MIT on topics including innovation, design, and entrepreneurship. Educated at Mexico City's ITAM and Harvard, Rodrigo mostly learns creativity, innovation, and prototyping from his 4-year-old daughter Sophia.

Andrew McCormick, *Permanent Secretary, Department of Health, Social Services and Public Safety*, hold a degree in Geology from University College, Oxford and a doctorate in geochemistry at Queen's University Belfast in 1980. He joined the Northern Ireland Civil Service in 1980 and worked in the Department of Finance & Personnel from 1980 to 1993, apart from secondments to the office of the Head of the NI Civil Service and to the NI Housing Executive and was Head of Finance and Strategic Planning in the Department of Education for Northern Ireland from 1993 to 1998. He also served as Director, Central Finance Group, DFP, and later as Second Permanent Secretary, DFP between 1998 and 2002.

Khinlei Myint-U, MBA, *Corporate Manager - Product Development and Communications, Partners Center for Connected Health*, is responsible for planning and product development efforts at the Center, working with collaborators to develop innovative programs to improve clinical quality, efficiency and access. Khinlei's team led the product design efforts for the Diabetes and BP Connect remote-monitoring programs, as well as the Center's mobile health and school activity programs. She is also responsible for the Center's online consultation service and marketing and communications programs. Prior to joining Partners, Khinlei was director of product management and product marketing at Lycos, where she led several online community and retail-based businesses. Before Lycos, she was instrumental in developing one of the country's first online banking services in the mid-1990's at BankBoston. Khinlei holds an MBA from the MIT Sloan School of Management, and an AB from Harvard-Radcliffe Colleges.

Clifford Nass, PhD, *Thomas M. Storke Professor, Stanford University; Director, Communication between Humans and Interactive Media Lab; author, "The Man Who Lied to his Laptop: What Machines Teach Us About Human Relationships" (2010)*, has appointments in communication; computer science; education; law; science, technology, and society; sociology; and symbolic systems. He is the author of three books—*The Media Equation*, *Wired for Speech*, and *The Man Who Lied to His Laptop* - and over 125 publications on the psychology and design of interactive technologies and statistical methods. He is credited with founding the "Computers are Social Actors" paradigm, which provides the theoretical and empirical basis for the idea that people treat computers and other interactive technologies like real people and places. His 2010 co-authored article on chronic multitasking was the research paper most discussed by the media that year; he has continued to produce research demonstrating that high media multitaskers exhibit a number of deficiencies in information processing. He directs the Revs Program at Stanford, a center focused on transdisciplinary research on the past, present, and future of the automobile. He has consulted on the design of over 250 consumer products and services for companies including Google, Microsoft, Microsoft, Sony, Philips, Toyota, Nissan, Schwab, Fidelity, Dell, and HP.

Claus Nielsen is *International Manager, Health & Welfare Technologies and International Relations, DELTA Business Development*. DELTA is one of the 9 Danish Technological Service Institutes – A Research & Technology Organisation, based in Copenhagen, Denmark. He has a long track record since 1991 in working at the national level in politics, ICT and running large national projects in the public sector within elderly and health care sector to develop and implement nation wide ICT & mobile solutions in elderly care. He has been Local Government Denmark's member of the steering committee of MedCom, the National Health Portal and contributed to the Danish national ICT- strategies for eHealth and the ICT-strategy for the social Area. During his tenure as Senior Consultant at the public project organization MedCom in the International Department he was the Danish Project Manager in the "Persona" project (11 mio EUR), and the "Dreaming" project (6 mio EUR), funded by the FP6 & CIP-programme. He is the official Danish expert in the Ambient Assisted Living Joint programme (700 Mio. EUR), and is currently chairman of the AAL Forum 2010 Programme Committee and Cochair in 2011 on behalf of the Ministry of Science, Technology & Innovation. Here he also acts as an evaluator of proposals to the AAL Joint Programme. From 2010 he is in the German Federal Ministry's core expert group on the new European initiative of demographic change joint programming ("More Years – Better lives") initiative, led by Germany. He was the prime mover behind the launching of a national political discussion of Ambient Assisted Living (AAL) services in Denmark. The term of Welfare technology was used instead of AAL. The national debate has resulted in large funding programme (425 mill. euro) from the Ministry of Finance. He is widely used throughout Denmark and internationally at high-level conferences to give speeches in how current and future technology will impact society, using most of all sense of humour, combined with the deep insight in the actual challenges of the social & health care sector.

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Charles (Chuck) Parker, MS is *Executive Director of the Continua Health Alliance* – a membership-driven company focused on developing an eco-system of interoperable personal health devices. Through working with Standards bodies and industry experts, Continua publishes certification standards built upon international criteria from IEEE, HL7, Bluetooth, USB, and others. Chuck leads the many workgroups and day-to-day operations of the Alliance. Mr. Parker has over 20 years of experience in healthcare technology, policy, and the strategic design of evaluation and measurement strategies. He has led national programs for practice transformation and has served on national committees for assessing adoption requirements. Mr. Parker holds a Master of Science degree in Healthcare Informatics from Northeastern University. He earned his BA in Communication Studies and Business Management at Texas Tech University in Lubbock.

Johnny Pedersen is *CEO of Team Online Inc.*, a leading European software company for providers assisting people with developmental disabilities. Their software solutions are improving and supporting the daily work and reporting and documentation routines of care providers and are used by more than 35000 care givers every day. Johnny Pedersen has a Master in Economics from Southern Denmark University and an Executive Certificate in International Management from Thunderbird, Garvin School of International Management. He was a member of the Danish Parliament and Odense City Council from 1989-1993, and a lobbyist for The National Association of Local Authorities in Denmark specializing in social affairs from 1993-1996. From 1996-2009 he worked in Brussels, Belgium as a European Union Consultant working in more than 35 countries on different development, innovation and research project in the social and health care sectors. In 2009 he moved to the USA working for a Danish Export Promotion Initiative specializing in assisting Danish health and social care companies entering the US. Market. He became CEO of Team Online Inc. in 2010 and resides in Phoenix, Arizona.

Alexandra Pelletier, MBA is *Team Lead – Program Management, Partners Center for Connected Health*. Alexandra is a Team Lead at the Center, responsible for program development and management. She oversees the Diabetes and BP Connect programs, as well as the Center's new initiatives in mobile health. Prior to joining Partners HealthCare, Alexandra was a consultant at IBM and Deloitte, where she developed new web-based programs to improve collaboration, knowledge sharing, and overall business process improvement initiatives. She holds an MBA from Simmons School of Management and a BA in Psychology from University of Western Ontario in Canada.

Nathan Pendleton, Chief Growth Officer, GenerationOne, Inc., has over 18 years experience in the health care and insurance industries, and is a frequent industry speaker. Prior to GenerationOne, he held key management positions at Definity Health as well as Lumenos, the two organizations that co-developed Consumer Driven Healthcare (CDH). Mr. Pendleton also served as Vice President of Sales within multiple UnitedHealth Group divisions, including United Healthcare/Definity Health and Ingenix, and Vice President of Strategic Accounts, Payer Market at OptumHealth. He still holds several insurance and financial licenses and is an approved continuing education instructor for health insurance in the State of Florida. Mr. Pendleton received a BS in Marketing from the University of South Florida.

Alex (Sandy) Pentland, PhD, *Toshiba Professor of Media Arts and Sciences at MIT and Director, MIT Human Dynamics Lab; Co-Founder, CogitoHealth, developer of software to analyze cues and emotional subtexts in speech; author, "Honest Signals: How They Shape Our World" (2010), directs MIT's Human Dynamics Laboratory and the MIT Media Lab Entrepreneurship Program, and advises the World Economic Forum, Nissan Motor Corporation, and a variety of start-up firms. He has previously helped create and direct MIT's Media Laboratory, the Media Lab Asia laboratories at the Indian Institutes of Technology, and Strong Hospital's Center for Future Health. Profiles of Sandy have appeared in many publications, including the New York Times, Forbes, and Harvard Business Review. Sandy is among the most-cited computational scientists in the world, and his most recent book is *Honest Signals*, published by MIT Press.*

Rosalind Picard, ScD, *Founding Director, Affective Computing Research Group, MIT Media Lab; Co-Founder of Affectiva, developer of software that recognizes and interprets facial expressions*, is the co-director of the Things That Think consortium, and leader of the new and growing Autism & Communication Technology Initiative at MIT. In April 2009 she co-founded Affectiva, Inc., where she serves as chairman and chief scientist. Dr. Picard holds a bachelor's degree in electrical engineering with highest honors from the Georgia Institute of Technology, and master's and doctoral degrees, both in electrical engineering and computer science, from MIT. Prior to completing her doctorate at MIT, she was a member of the technical staff at AT&T Bell Laboratories. In 1991 she joined the MIT Media Lab faculty, where she became internationally known for content-based retrieval research, for creating new tools such as the Photobook system, and for pioneering methods of automated search and annotation in digital video. She is the author of the award-winning book *Affective Computing*, which was instrumental in starting a new field by that name. She has authored 200 scientific articles and chapters and also holds multiple patents. In 2005, she was honored as a Fellow of the IEEE.

Kate Pickett, PhD, FRSA, *Professor of Epidemiology, University of York, UK; author of "The Spirit Level: Why Greater Equality Makes Societies Stronger" (2009), named a Top Ten Book of the Decade by the New Statesman*, was trained in biological anthropology at Cambridge, nutritional sciences at Cornell and epidemiology at UC-Berkeley. Dr. Pickett is Professor of Epidemiology in the Department of Health Sciences at the University of York. Kate's research focuses on the social determinants of health, particularly the influences of such factors as income inequality, social class, neighborhood context and ethnic density on such varied outcomes as mortality and morbidity, teenage birth, violent crime, obesity, social mobility and health-related behaviors. Kate is the holder of a UK National Institute for Health Research Career Scientist Award, a Fellow of the RSA and a Fellow through distinction of the UK Faculty of Public Health. She is co-author, with Richard Wilkinson, of *The Spirit Level*, chosen as one of the Top Ten Books of the Decade by the New Statesman and winner of the 2010 Bristol Festival of Ideas Book Prize. *The Spirit Level* has sold more than 100,000 copies in the UK and is available in 18 foreign editions. Kate is also a founder and non-executive director of The Equality Trust.

Edwin Poots MLA, Northern Ireland Minister of the Department of Health, Social Services and Public Safety, was educated at the Wallace High School, Lisburn, and Greenmount Agricultural College. He is married with four children. He is a farmer and was a member of Lisburn City Council from 1997 to 2010. He was elected as member for Lagan Valley to the Northern Ireland Assembly in 1998. Edwin was a member of the Environment Committee and chaired the Committee of the Centre (i.e. Committee for the Office of the First and Deputy First Ministers) in the 1998-2003 Assembly. In 2007, he was appointed Minister of Culture, Arts and Leisure in the Northern Ireland Executive. Thereafter, and prior to his service as Minister of the Department of Health, Social Services and Public Safety, he served as Northern Ireland's Minister of the Environment.

Jasper zu Putlitz, MD is *President, Robert Bosch Healthcare, Inc.* Dr. zu Putlitz leads a Bosch subsidiary focusing on telemedicine headquartered in Palo Alto, California. He previously was a partner and member of the German management team at McKinsey, the consulting firm where he worked for twelve years. At McKinsey, Dr. zu Putlitz was a leader in the healthcare and logistics industry sectors, as well as in the human resources and organization functional practices. Before joining McKinsey, Dr. zu Putlitz spent seven years working as a medical doctor and researcher at university hospitals in Munich, Zurich, Freiburg, and Harvard.

Barbra Rabson, MPH, *Executive Director, Massachusetts Health Quality Partners*, has led MHQP to become a trusted source of physician performance information in Massachusetts and nationally recognized for its collaborative approach to collecting and reporting performance information to improve care. Ms. Rabson is a founding member of the Network for Regional Healthcare Improvement, a national network of regional health improvement collaboratives. She is the co-chair of the Greater Boston Aligning Forces for Quality Coalition and co-chair of Massachusetts eHealth Institute's workgroup on Quality and Public Health. Ms. Rabson brings broad-based experience from the managed care, hospital, and health care arenas to her collaborative role at MHQP. She received her Masters in Public Health from Yale and her undergraduate degree from Brandeis.

Alan Ricks, M.Arch is *Co-Founder and Creative Director of MASS Design Group*, which provides design services for underserved populations in resource-limited settings. MASS was recently called a Master of Design for 2010 by Fast Company Magazine, named one of 2011's Gamechangers by Metropolis Magazine and shortlisted in the 2011 World Architecture Festival Healthcare Category. Alan manages the Boston office leading projects including the GHESKIO Tuberculosis Hospital in Haiti,

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research on infection control and health facility design for the WHO, and policy development for the Liberian Ministry of Health. He has served as an adjunct faculty member at Clark University and has been a guest critic at Colorado College, Harvard, Northeastern, and the University of Texas. He holds a Masters in Architecture from Harvard's Graduate School of Design.

Michael Robkin, MBA, Founder and President, Anakena Solutions, specializes in research and implementation of plug-and-play interoperable medical devices – particularly identifying and eliminating barriers to adoption across the healthcare industry. Currently Mike's company is leading the technical deliverables for a 5-year NIH grant on medical device interoperability. Mike was formerly the most senior Enterprise Architect for all Care Delivery systems for a very large fully integrated HDO, and a founding board member and the Treasurer of the Continua Health Alliance. Mike recently co-chaired *The FDA (CDRH) Workshop on Medical Device Interoperability: achieving safety and effectiveness.*

Benjamin Rubin is *Chief Technology Officer, Zeo Inc.*, co-founded Zeo, the company behind the world's first personal sleep coach, at Brown University in 2003. Ben aims to change how we measure and talk about sleep and is constantly exploring methods of self-improvement. Ben holds a BS in Computer Engineering from Brown.

Thomas Ryden, MBA is *COO and Co-Founder, Vgo Communications.* Vgo Communications is a VC backed company that develops and markets visual communications solutions for the workplace. The company's Vgo robotic telepresence system is used by remote engineers, executives, students and doctors to stay connected and be it two places at once. Prior to starting Vgo, Mr. Ryden was Director of Sales & Marketing at iRobot Corporation. Under his leadership iRobot secured over \$300M in contracts and annual revenue from its government and industrial products increased from \$2M to +\$80M. In addition Mr. Ryden held roles in program management, overseeing the development of some of iRobot's most successful products. Previously Mr. Ryden was President and Co-founder of Exeter Analytical, Inc, a manufacturer of analytical instrumentation. During his tenure Exeter expanded rapidly, securing large contracts with the US Government and major pharmaceutical companies. Before starting Exeter, Mr. Ryden held management positions at Teledyne Leeman Labs and IBM/Lotus Development Corporation. Mr. Ryden is a trustee of the Massachusetts Technology Leadership Council and serves as chairman of their Robotics Cluster. Mr. Ryden has a BS in Electrical Engineering from the University of Vermont and an MBA from Bentley University, Waltham, MA.

Dana Safran, ScD, Senior Vice President for Performance Measurement and Improvement for the Health Care Services Division, Blue Cross Blue Shield of Massachusetts, leads the company's initiatives to measure and improve healthcare quality, safety and outcomes. Dr. Safran also retains an active academic practice and is Associate Professor of Medicine at Tufts University School of Medicine. Prior to joining BCBSMA, Dana was Director of The Health Institute at the Tufts Medical Center Institute for Clinical Research and Health Policy Studies. Dr. Safran is widely recognized as having contributed to the empirical basis for our nation's push toward a more patient-centered health care system – and for developing measures of patient care experiences that are now used nationwide, accepted as a national standard for this area of measurement, and used by the Medical Boards as part of their recertification process for physicians. Dr. Safran is an active member of multiple healthcare quality boards and committees locally and nationally including her role as a technical advisor to the National Quality Forum, a Governor's appointee to the Advisory Committee of the Massachusetts Healthcare Quality and Cost Council, Clerk and Board Member of the Partnership for Health Care Excellence and member of the Board of Directors for Massachusetts Health Quality Partners.

Jay Sanders, MD, CEO, The Global Telemedicine Group; Professor of Medicine (Adjunct) at Johns Hopkins School of Medicine; Founding Board Member and President Emeritus of the American Telemedicine Association, is 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, magna cum laude, a member of AOA, and did his residency training at the Massachusetts General Hospital where he became Chief Medical Resident. In 1970, he developed and started the first Division of General Medicine in the country at the University of Miami where he was Professor of Medicine and Chief of Medicine at Jackson Memorial Hospital. Other academic appointments include being Professor of Medicine and Surgery at the Medical College of Georgia, where he was Director of the Telemedicine Institute, and Visiting Professor of Medicine at the University of Pennsylvania and Visiting Professor at Yale University School of Medicine.

Ben Sawyer is *Co-Founder, Digitalmill,* a games consulting firm based in Portland, Maine. Mr. Sawyer has pioneered major initiatives in the field of serious games and has become a nationally recognized leader within the games community. For the past seven years, Sawyer has dedicated his professional life to discovering new ways to expand the use of games beyond entertainment. In 2002, he co-founded the Serious Games Initiative, a project of the U.S. Government's Woodrow Wilson International Center for Scholars. The following year, Sawyer organized the first-ever Serious Games Summit – a conference which now attracts 300-500 attendees annually, who meet to share best practices in the development of serious games. The Serious Games Initiative continues to serve as one of the leading organizations in the field of serious games. In 2004, Sawyer also co-founded the Games for Health project, an initiative which has built the primary social and professional networks of the health games industry. Through on-line resources and regular regional and national events, Games for Health connects health professionals, researchers, and game developers in order to advance the development of health games and game technologies. The Games for Health project receives major funding from the Pioneer Portfolio, an initiative of the Robert Wood Johnson Foundation. As a game developer, Sawyer has worked on over one dozen major serious game projects. In 2000, Sawyer began producing the Alfred P. Sloan Foundation's university simulation game, "Virtual U," which was an award finalist at that year's Independent Games Festival. Sawyer has also served as a designer, producer, advisor, and/or manager on projects for Cisco, DARPA, ONR, Leimandt Foundation, Cadbury, USAID, Lockheed Martin, and several other Fortune 500 organizations. An avid and sought-after speaker, Sawyer presents at numerous conferences and events each year. Prior to founding Digitalmill, Sawyer was a technical book author, writing about emerging consumer technologies and game development. His written work has been recognized by both *Game Developer Magazine* and the Independent Publishing Association. A lifelong gamer, Sawyer often draws his professional inspiration from his extensive personal knowledge of games - including those developed since the original Pong.

Kevin Schulman, MD, MBA, Professor of Medicine and the Gregory Mario and Jeremy Mario Professor of Business Administration at Duke University, is an Associate Director of the Duke Clinical Research Institute at the Duke University School of Medicine. At Duke's Fuqua School of Business, he serves as Director of the Health Sector Management Program, the Master of Management in Clinical Informatics, and the Center for the Study of Health Management. His other university affiliations include the Trent Center for Bioethics, Humanities and History of Medicine; the Duke Translational Research Institute Pilot Project Advisory Committee; and the Duke Global Health Institute. Dr. Schulman is a distinguished researcher who has received more than \$34 million in research grants. His research interests include health services research and policy, including access to care and the impact of reimbursement and regulatory policies on clinical practice; health economics and economic evaluation in clinical research; and medical decision-making, especially in patients with life-threatening conditions. He regularly teaches courses in biotechnology, health policy, and health IT strategy. Dr. Schulman has published more than 350 papers and book chapters; his peer-reviewed articles have appeared in the *New England Journal of Medicine*, *JAMA*, and *Annals of Internal Medicine*. He is a member of the editorial/advisory boards of the *American Journal of Medicine*, *American Heart Journal*, *Health Services Research*, and *Value in Health*. A recipient of numerous awards, Dr. Schulman is a fellow of the American College of Physicians and an elected member of the American Society for Clinical Investigation. He has served as session chair and panelist at dozens of medical and health care conferences. Dr. Schulman has also served on numerous grant review committees for the National Institutes of Health, the Robert Wood Johnson Foundation, and other bodies. He is a member of the advisory board for the Centre for Healthcare Policy and Management at the China Europe International Business School. In 2010-2011, he was a mentor for the Commonwealth Fund's Harkness Fellowships in Health Care Policy and Practice. He is a voting member of the Medicare Evidence Development and Coverage Advisory Committee. Dr. Schulman received his MD from the New York University School of Medicine and his MBA, with a concentration in health care management, from the

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Wharton School of the University of Pennsylvania. He completed a residency in internal medicine at the Hospital of the University of Pennsylvania and is board-certified in internal medicine.

Shahid Shah, CEO, Netspective; blogger at www.HealthcareITGuy.com, is an internationally recognized and influential healthcare IT thought leader who is known as "The Healthcare IT Guy" across the Internet. He is a consultant to various federal agencies on IT matters and winner of Federal Computer Week's coveted "Fed 100" award given to IT experts that have made a big impact in the government. Shahid has architected and built multiple clinical solutions over his almost 20 year career. He helped design and deploy the American Red Cross's electronic health record solution across thousands of sites; he's built two web-based EMRs now in use by hundreds of physicians; he's designed large groupware and collaboration sites in use by thousands; and, as an ex-CTO for a billion dollar division of CardinalHealth he helped design advanced clinical interfaces for medical devices and hospitals. Shahid also serves as a senior technology strategy advisor to NIH's SBIR/STTR program helping small businesses commercialize their healthcare applications. Shahid runs three successful blogs. At he writes about architecture issues, at <http://www.healthcareguy.com> he provides valuable insights on how to apply technology in health care, at <http://www.federalarchitect.com> he advises senior federal technologists, and at <http://www.hitsphere.com> he gives a glimpse of the health-care IT blogosphere as an aggregator.

William Shrank, MD, MSHS, Director of Evaluation, the Innovation Center, the Centers for Medicare and Medicaid Services; senior author of a study examining the health uses of Facebook by patients with diabetes; Physician, Brigham and Women's Hospital., is an Assistant Professor of Medicine at Harvard Medical School and an Associate Physician in the Division of Pharmacoepidemiology and Pharmacoeconomics at Brigham and Women's Hospital. His research is focused on promoting adherence to chronic medications and he collaborates with numerous payers to implement and evaluate interventions to change patient behavior. His research interests also include improving the quality and efficiency of prescribing behaviors and improving prescription drug labels. Previously, Dr. Shrank held the position of principal investigator of the CVS Caremark Harvard Partnership for Improving Medication Adherence, a multi-disciplinary research initiative to improve how patients take medication. He is also supported by the National Institutes of Health to evaluate interventions to improve rational prescribing in cardiovascular disease. Dr. Shrank participates on advisory committees for the FDA, AHRQ, CMS, USP, and the ACP Foundation. He also serves as a Deputy Editor of the *Journal of General Internal Medicine*.

Lena Sorensen, PhD, RN, Associate Professor, MGH Institute of Health Professions, joined MGH Institute in 2008 to assist in the development of a health care informatics curriculum. She holds a joint appointment as Associate Professor in the School of Nursing and the Center for Interprofessional Studies and Innovation. Prior to returning to Boston, she taught nursing informatics at the University of Colorado Health Sciences Center School of Nursing in Denver, CO, and for three years directed the nursing informatics program at NYU College of Nursing. She was a Visiting Professor (1998-2002) and Fulbright Scholar (1997-1998) at the University of Troms in Norway and continues to work collaboratively with students and faculty at the University of Oslo and the University of Troms in Norway. Currently she is hosting a Visiting Scholar from the University of Oslo, Dr. Ragnhild Helles, in health care informatics and the continuity of care.

Diane Stollenwerk, MPP, Vice President of Community Alliances, National Quality Forum, leads efforts to identify and pursue opportunities to engage and provide stronger support for communities. She has more than 20 years experience in public affairs, strategic communication, fundraising and sustainability, product development, and organizational strategic planning. Before joining NQF, she provided consulting services for local and national organizations involved in healthcare quality improvement. Ms. Stollenwerk was one of the first directors of the nationally-recognized Puget Sound Health Alliance, a coalition of employers, unions, doctors, hospitals, consumer groups, insurers, pharmaceutical companies, government, and others. She served as project director of the Robert Wood Johnson Foundation's Aligning Forces for Quality program in the Puget Sound region, was liaison to the Agency on Healthcare Research and Quality's Chartered Value Exchange efforts, and represented the Alliance in the Washington Health Information Collaborative to promote the use of health information technology. She has also held public affairs and marketing roles at the executive level for several Catholic healthcare systems, a Blue Shield plan, and within the software and transportation industries. She has been an active board member and volunteer for several businesses and nonprofit groups, such as the Association of Washington Business, Epilepsy Foundation, American Marketing Association, and the Society of Competitive Intelligence Professionals. Ms. Stollenwerk has a bachelor's degree in English and speech communication from San Diego State University and a master's degree in public policy from Harvard.

David Storto, MSW, JD is *President of Partners Continuing Care (PCC) and the Spaulding Rehabilitation Network (SRN)*. Under Mr. Storto's leadership, PCC has grown and been developed as the fully integrated non-acute care services division of Partners HealthCare. PCC includes two inpatient rehabilitation hospitals with 23 outpatient centers, two long term acute care hospitals, and three skilled nursing facilities, together recognized as the SRN. Spaulding Rehabilitation Hospital is the highly ranked and internationally recognized flagship of the SRN and is home to the Harvard Medical School's Department of Physical Medicine and Rehabilitation. PCC's home care organization that covers Eastern Massachusetts is known as Partners HealthCare at Home (PHH). PHH represents the integration over 30 hospital based home care agencies and community based Visiting Nurse Associations. Mr. Storto is a Trustee of PCC and its subsidiaries, as well as of the Massachusetts General Hospital Health Services Corporation. Since 1998, Mr. Storto has been a member of the Specialty Hospital CEO Group of the Massachusetts Hospital Association (MHA) and in 2009 he was elected to the MHA Board of Directors. He also is active in several other national and state professional associations and community organizations. Prior to joining Partners and Spaulding, Mr. Storto was the Executive Vice President, Chief Operating Officer and a member of the Board of Directors of the Rehabilitation Institute of Chicago. Mr. Storto served in numerous capacities during his 18 year tenure at RIC, including social worker, Director of Admissions and Marketing, General Counsel and Corporate Secretary, and Vice President of Planning. During this time, he became an expert in operational management, program development, governance and strategic planning in rehabilitation facilities. Mr. Storto received his undergraduate degrees from the University of Michigan, Ann Arbor, with distinction and a Masters Degree in Social Service Administration from the University of Chicago. He received his Juris Doctor from the Loyola University of Chicago School of Law. Mr. Storto is married to Shelley Mogil. They have two children; Max is a senior at Harvard College and Mara is a sophomore at Duke University. Mr. Storto is a marathon runner who loves to cook, sing karaoke and travel.

Halle Tecco, MBA, Founder and Managing Director of Rock Health, recognized the potential – and the need – for supporting interactive health while working at Apple's App Store covering the health vertical. Through a combination of thought leadership, business acumen and a background in non-profit work, Halle assembled Rock Health's team of sponsors, mentors and advisors from the technology and health industries. Halle's work in the social sector began when she founded and grew Yoga Bear, a non-profit providing yoga to cancer patients in hospitals and studios across the U.S. Halle earned an MBA from Harvard Business School and has written for Stanford Social Innovation Review, Glamour, Huffington Post, Harvard Business School Publishing, and Forbes.

Joseph Ternullo, JD, MPH is *Associate Director of Partners HealthCare's Center for Connected Health*. A co-founder of Continua Health Alliance, Joe served on its board and as its initial vice president for several years. Active internationally, Joe has served on the MGH and BWH Institutional Review Boards, the American Telemedicine Association's policy committee and the U.S. Dept. of Health and Human Services' American Health Information Community Chronic Care Workgroup. Currently, Joe serves on the boards of Mass Technology Leadership Council, the Harvard Club of the North Shore, and Massachusetts Health Quality Partners. Joe is on the Advisory Committee for the X PRIZE Foundation's \$10M Tricorder Competition. A co-author of the electronic health records chapter for the upcoming 10th edition of *Problems in HealthCare Law*, Joe teaches healthcare informatics law at Northeastern University and holds degrees from BC, Bentley, BU and Harvard.

Peter Tippett, MD, PhD, Vice President of Industry Solutions and Security Practices, Verizon Business, leads a team of industry experts that develop solutions for the education, energy and utilities, financial services, government, health care, retail and other vertical markets. He is also responsible for the company's extensive portfolio of security solutions. Tippett serves as Verizon's chief medical officer and is the chief scientist of ICSA Labs, an independent division of Verizon that tests and certifies products. In his prior role, Tippett was vice president of technology and innovation for Verizon Business. He took up this role following the 2007 acquisition of managed

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security services leader Cybertrust. He has also served as chairman of MD-IT, a rapidly growing health care information technology company, since 1998. Before Cybertrust, Tippet was the chief executive officer of NCSA, then ICSA Labs, and was chairman of TruSecure, the largest private U.S. security services company. In the early 1990s, he directed the Enterprise and Security products group at Symantec. Prior to that, he worked in software development and is widely credited with creating the first commercial anti-virus product that later became Norton AntiVirus. Early in his IT career, as founder and chief executive officer of software company Certus International, Tippet pioneered and commercialized a string of now-common technologies, including what is now called the “rescue disk,” code signing, trusted file execution, anomaly detection, and aspects of mail merge and the “un-do” command. He also created and sold the first cyber insurance to enterprises. Before the first personal computer was marketed during the early 1980s, Tippet ran one of the largest open source, or shareware, bulletin boards. Tippet served on the President’s Information Technology Advisory Committee (2003-2005) to guide U.S. efforts in health care IT, information security and computational sciences research. *InfoWorld* recognized Tippet as one of the 25 most influential chief technology officers for 2002. He also won the Ernst & Young Entrepreneur of the Year award. Tippet is frequently quoted and has written many articles and papers on enterprise information technology, health IT and information security. He was the publisher of *Information Security Magazine* for its first six years. He has worked as an emergency room doctor and as a helicopter emergency physician in Ohio and California, and still carries a current California physician and surgeon license. Tippet also worked for Nobel Laureates Robert Bruce Merrifield (chemistry, 1984) and Stanford Moore (chemistry, 1972) at Rockefeller University. He began his career as a commercial pilot and flight instructor. Tippet holds a bachelor’s degree in biology from Kalamazoo College, and an MD and a doctorate in biochemistry, both from Case Western Reserve University. He is also board certified in internal medicine.

Tony Tomazic, *Director, Consumer Innovations, Humana*, leads multiple programs focused on engaging consumers - connecting individual health with personal motivations, passions, and causes. He leads the Freewheelin cycling lifestyle program, corporate initiatives to advance Innovation Culture, business explorations in the space of Eco-Health, and the Innovation Center’s TeleHealth strategy. Mr. Tomazic has also led LiveHumana, a campaign for health-care consumerism, and served as a leader for the SmartSummary statement project. He has led projects in the Innovation Center for 5 years, at Humana’s corporate headquarters in Louisville, KY. He’s a hybrid mind – merging functional implementation skills with entrepreneurial creative talent. Rarely content to sit quietly, Tony is an enthusiastic collaborator who thrives on complexity and chaos. In Louisville, he serves on the advisory board to the metro Mayor’s office, presents at innovation conferences and leads design and Innovation Business Development workshops for the community. Tony is a retired and decorated officer of the U.S. Navy – having served in the Caribbean, Mediterranean, and the African west coast. He holds undergraduate degrees in Art, Chemistry & Physics and a master’s degree in Philosophy, having attended Western Kentucky University and Vanderbilt. He brings to Humana over 10 years of experience in national campaign advertising, creative, and interactive marketing. He is also a Kentucky Colonel, a member of the American Legion, plays classical guitar (poorly, but with great intent) and is a proud father of two young children.

Mark VanderWerf is *Vice President and Director of eHealth at Nonin Medical*, a leading maker of biometric sensors and a leader in medical devices for eHealth headquartered near Minneapolis. Mark is the co-founder and former President of AMD Telemicine the world’s leading provider of medical devices for Telemedicine with systems in over 70 countries and the founder of AMD Telehealth an early leader in home patient monitoring. Both companies sold in 2007. Prior to AMD Mark managed New Ventures for Digital Equipment Corporation. He started his career in healthcare at Samaritan Health Services in Phoenix Arizona (now Banner Healthcare). Mark is a Fellow of the American Telemedicine Association. He served the ATA as a Board Member, Industry Council Leader, and as a member of the Industry, Peer Review, Nominating and Awards Committees. He is currently the Co-Chair of the ATA International Special Interest Group. He is an author and frequent speaker on telemedicine, telehealth, eHealth, mHealth and other emerging methods of delivering quality healthcare. He has traveled the world and supported telemedicine and eHealth programs in over 60 countries. He is a graduate of the University of Wisconsin, Eau Claire. Outside of work Mark has managed and helped fund the Community Table (soup kitchen) in Lowell, Massachusetts for over 20 years. Mark is also a proud husband and “Dad” to his daughter and son and they live on their farm in Harvard, Massachusetts growing nectarines (and where he is “almost finished” restoring their 1764 farmhouse).

Lawrence Vernaglia, JD, *Partner and Chair of Foley & Lardner LLP’s Health Care Industry Team*, focuses on regulatory and transactional matters including Medicare/Medicaid reimbursement compliance advice and appeals; mergers, acquisitions and financings; state regulatory issues including licensing, change of ownership, and CoN/DoN; survey/certification appeals; fraud & abuse/Stark law analyses; managed care contracting; and general corporate and business planning in health care. Mr. Vernaglia is a regular lecturer on hospital issues, physicians, long term care, and other topics in law and medicine, topics include: physician/hospital joint ventures; discount/collection policies for uninsured patients; the Anti-kickback Statute; corporate governance for nonprofits; compliance program developments; reimbursement and managed care; and HIPAA. Former co-chair of the Boston Bar Association’s Health Law Section, Mr. Vernaglia serves on the editorial boards of JONA’s Journal of Healthcare Law, Ethics, & Regulation; and Medicine & Health/Rhode Island. One of nine members of the Medical Economics’ Board of Legal Editorial Consultants, Mr. Vernaglia is also co-chair of MCLE’s comprehensive Health Law Basics program and the advanced Health Law Conference. He is involved with several not-for-profit organizations as a board member and legal advisor. Mr. Vernaglia is a member of the Board of Corporators of Hallmark Health System, a multi-campus community hospital system in Massachusetts. He has been Peer Review Rated as AV® Preeminent™, the highest performance rating in Martindale-Hubbell’s peer review rating system and has been named to the Massachusetts Super Lawyers® list since its inception, an honor received by only 5% of Massachusetts attorneys. He was selected by his peers for inclusion in The Best Lawyers in America® 2011 in the field of health care as well as listed in the 2008 - 2011 editions of Chambers USA: America’s Leading Business Lawyers where he is described as “an energetic, broad-ranging and extremely thoughtful attorney.” Mr. Vernaglia is the co-editor of the book *Healthcare Compliance Professional’s Guide to the False Claims Act* (2007). He is also the co-editor of the two volume treatise Massachusetts Health and Hospital Law Manual (2004, 2009). He has published more than 40 articles and book chapters on various topics in law and medicine in such sources as *AHLA’s Health Law Digest and Health Lawyers Weekly*; *Medical Economics*; *The Journal of Health Care Finance*; *The Boston Business Journal*; and *Health Care Policy Report*. Mr. Vernaglia has been a part-time faculty member in Providence College’s Health Policy and Management Program, where he taught health care law for eight years. Mr. Vernaglia earned his JD and his master’s in public health from Boston University and his bachelor’s degree from New College of Florida. He is admitted to practice in Massachusetts, New York and New Hampshire.

K. “Vish” Viswanath, PhD, *Associate Professor of Society, Human Development, and Health, Dana-Farber Cancer Institute; Co-Editor, Health Behavior and Health Education: Theory, Research and Practice* (2008), is also a faculty member in the Center for Community-Based Research at the Dana-Farber Cancer Institute, Director of the Health Communication Core of the Dana-Farber/Harvard Cancer Center (DF/HCC), Co-Leader of the Cancer Risk and Disparities Program of DF/HCC and Steering Committee Chair for the Health Communication Concentration at Harvard School of Public Health. Dr. Viswanath’s primary research is in documenting the relationship between communication inequalities, poverty and health disparities. He has written more than 100 journal articles and book chapters concerning communication inequalities and health disparities, public health communication campaigns, e-health and digital divide, public health preparedness and the delivery of health communication interventions to underserved populations. He is the Co-Editor of three books: *Mass Media, Social Control and Social Change* (Iowa State University Press, 1999), *Health Behavior and Health Education: Theory, Research & Practice* (Jossey Bass, 2008), and *The Role of Media in Promoting and Reducing Tobacco Use* (National Cancer Institute, 2008). He was also the Editor of the Social and Behavioral Research section of the 12-volume *International Encyclopedia of Communication* (Blackwell Publishing, 2008). His research is funded by, among others, the National Institutes of Health and the Centers for Disease Control and Prevention. Previously, Dr. Viswanath served as Associate Director for Behavioral Research and Senior Health Communication Scientist at the National Cancer Institute. In recognition of his achievements, Dr. Viswanath received several awards including the 2010 Outstanding Health Communication Scholar Award from the International Communication Association and the National Communication Association and the 2009 Mayhew Deryberry Award from the American Public Health Association. Dr. Viswanath delivered the 23rd Annual Aubrey Fisher Lecture at University of Utah in 2009, was elected a Fellow of the Society for Behavioral Medicine in 2008 and served as Chair of the Board of Scientific Counselors for the National Center for Health Marketing at the CDC from 2008-2010.

Dave Whitlinger is *Executive Director, New York eHealth Collaborative*. Prior to this, Dave Whitlinger served as the Director of Healthcare Device Standards and Interoperability for the Intel Corporation in its Digital Health Group. Mr. Whitlinger was responsible for Intel’s healthcare device interoperability strategies and the

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standards development to support those strategies. He has also led a large, cross-industry consortium, the Continua Health Alliance, focused on the establishment of an ecosystem of interoperable, personal telehealth systems. Mr. Whitlinger was with Intel from 1993 to 2009. Prior to establishing the Healthcare Device Standards Group, he worked on a wide variety of wireless standards. As a result, Mr. Whitlinger and his team have held leadership roles in many standards organizations throughout the world, including: Health Level Seven (HL7); Integrating the Healthcare Enterprise (IHE); IEEE 1073; Bluetooth SIG; WiMedia Alliance; Homeplug Alliance; UPnP Forum; Oasis; WSI; and, the Digital Living Network Alliance (DLNA). He also served on the Bluetooth SIG Board of Directors for several years. Mr. Whitlinger is the author of five research journal articles, four of which focused on breast cancer DNA analysis.

Gary Wolf, MA, *Editor, Wired magazine; Co-Editor, The Quantified Self*, a web site about self-knowledge through numbers, has authored some of the magazine's most frequently cited articles, including "The Curse of Xanadu," about Theodor Holmes Nelson and the invention of hypertext; "The World According to Woz," about Apple co-founder Steve Wozniak; "The Wisdom of St. Marshall, Holy Fool," about Marshall McLuhan, and "The Church of the Non-Believers," about the New Atheist movement. Wolf is the author of three books: *Aether Madness: an Offbeat Guide to the Online World*, with Michael Stein; *Dumb Money: Adventures of a Day Trader*, with Joey Anuff (1999); and *Wired – A Romance* (2000). Part of the team that launched HotWired, one of the original commercial sites on the Web, Wolf was the executive editor of Wired Digital from 1994 through 1997. He has a BA in history and literature from Reed College and an MA in political science from the University of California, Berkeley. In 2005 and 2006, he was a John S. Knight Fellow at Stanford University.