

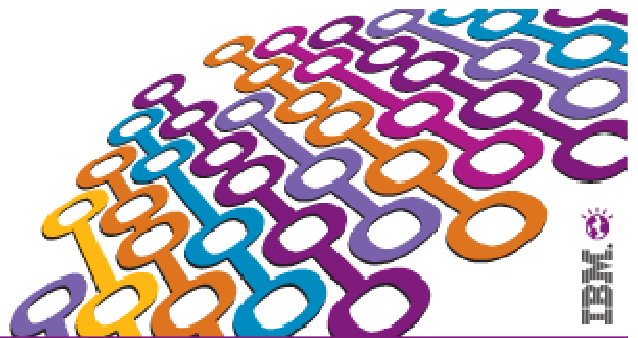
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Healthcare and Life Sciences

The transformation to smarter healthcare is no small undertaking. No longer is the industry taking incremental changes. There is dramatic energy to change, of a magnitude never seen before. It is forcing organizations to reconsider their business models, reorient their operations around the patient and re-imagine the future of healthcare. It is also forcing them to develop powerful, new competencies that will allow them to meet the new demands of the market. They will need to collaborate with unfamiliar business partners, attract and retain a different mix of talent, adopt new technologies and, in some cases, abandon traditional sources of revenue.

At IBM, we can help our Healthcare and Life Sciences clients to innovate, transform and grow their organizations. The Impact 2012 Global Conference (April 29-May 4) brings together IT and business and provides an opportunity for our clients to learn how aligning their technology and business strategy can help them change the game and accelerate their success.

Forbes Business Leadership Forum

The Forbes Business Leadership Forum offers more than 40 sessions that provide leadership skill development to help businesses achieve success through smarter decisions and agile processes. Within the Business Forum there will be dedicated Industry sessions that provide business clients with practical insights about industry-specific solutions to help them manage dynamic business processes and complex technology environments.

Technology Program

An extensive Technology Program offers over 500 technical education sessions, including industry-specific implementation success stories, technical education, lectures, workshops, hands-on labs and networking opportunities.

Impact 2012 offers sessions for executives from Healthcare and Life Sciences in both programs. Listed below are some of the session highlights.

[Business Sessions](#)

[Technology Sessions](#)



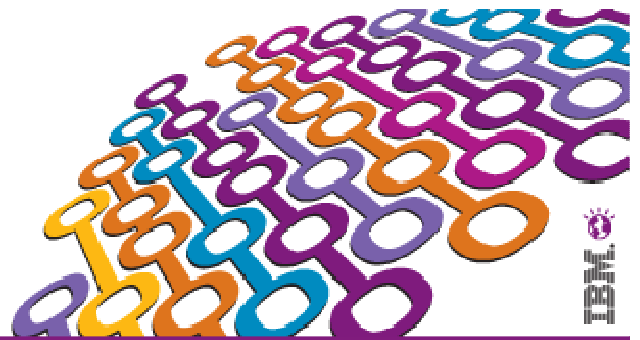
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Session: 1599	Title: Building Smarter Healthcare Processes for Improved Patient Care and Safety	
Track: Business - Business Agility Industry Outcomes	Date: Tuesday, May 1, 2012 Time: 1:30 PM – 2:45 PM	Location: Delfino 4102
	Role: Business Executive	
	Speaker: Miles A. Barel, IBM; Cameron Keyes, The Ottawa Hospital	
	Abstract: Processes within healthcare systems are generally well standardized and managed. Unfortunately, much of the care delivery processes exist outside of these systems. While carried out with the highest degree of good intention and hard work, execution errors often occur in carrying out these processes and there is a high degree of process variability. With this in mind, The Ottawa Hospital is developing a Care Process Management platform leveraging BPM, rules, collaboration and analytics technologies, resulting in improved patient safety, patient flow and providing clinical areas a better view into how their processes are operating and where bottlenecks are occurring in order to solve problems in real-time.	
Session: 2108	Title: Customer Case Study: Cigna Healthcare and BPM Process-Centric Tools	
Track: Business - Business Agility Industry Outcomes	Date: Tuesday, May 1, 2012 Time: 1:30 PM – 2:45 PM	Location: Lando 4201A
	Role: Architect	
	Speaker: Anant Gupta, Prolifics; Kevin Hutt, Cigna	
	Abstract: See how Cigna Healthcare is investing in the innovation needed to maintain its position as a global health services leader by putting the Customer first. Cigna has embarked on what might become their most strategic and transformational initiative ever. Cigna is approaching this complex project utilizing a coherent set of BPM process-centric tools to extract the business rules out of their core systems and business processes. With the ability to link end to end business rules with business process, while supporting business policy, this business led transformation will allow Cigna to strengthen its customer-centric competitive edge while providing the agility needed to grow and evolve over time.	



Business Sessions

Technology Sessions

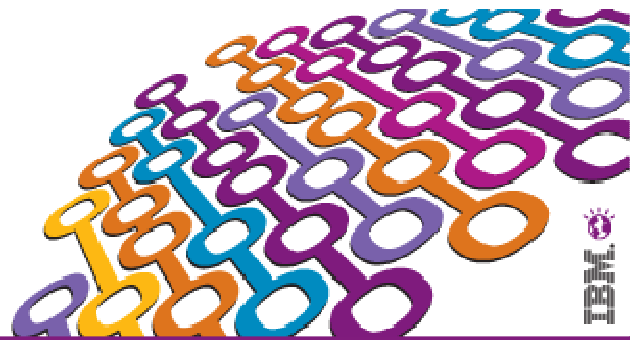
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Session: 2561	Title: Transforming Healthcare Through Collaboration	
Track: Business - Business Agility Industry Outcomes	Date: Tuesday, May 1, 2012 Time: 1:30 PM – 2:45 PM	Location: Lando 4205
	Role: Business Executive	
	Speaker: Denise Hatzidakis, Premier Healthcare Alliance	
	Abstract: If you look at almost any issue in American healthcare today, you'll find that lack of scale is a big part of the problem. But what happens with the inverse of that problem? When there's so much scale, so much of a particular supply, that it overwhelms us? That's the challenge we face with data. We have more than we even know what to do with, and the amount of data grows every day as more and more of our lives get cataloged through technology. The problem is not that we need more data. The issue is that we need to get a handle on the data points we already have and turn them into something: into information, into insight, into intelligence for every stakeholder across the healthcare community. We also need to make those insights available at the right time, at the right place and for the right individuals. This is exactly the problem the Premier Healthcare Alliance is attempting to solve via the Integrated Performance Platform.	
Session: 1823	Title: Improving Agility and Transparency Across Pharmacies	
Track: Business - Business Agility Industry Outcomes	Date: Tuesday, May 1, 2012 Time: 4:45 PM – 6:00 PM	Location: Lando 4205
	Role: IT Executive	
	Speaker: Marcelo Alexandre, Brazil Pharma	
	Abstract: Brazil Pharma is one of the largest companies in the retail pharmaceutical sector in Brazil by number of stores, with 996 points-of-sale. To support its expansion plans which includes acquisition of pharmacies, the company needed to integrate its systems and processes across the enterprise. This presentation will discuss how Brazil Pharma built an integrated platform connecting all retail outlets, processes and systems resulting in such gains as 30% increase in efficiency; faster time to market as well as delivering improved customer service across its retail stores consistently.	

Business Sessions

Technology Sessions



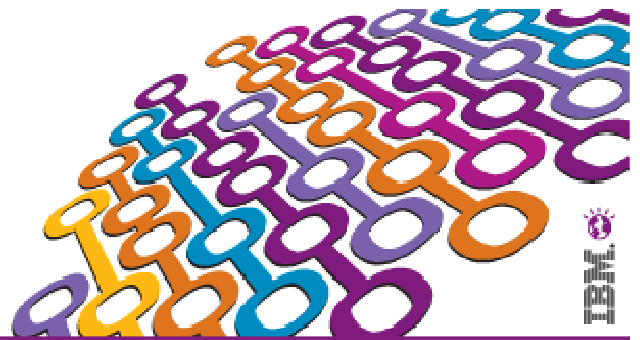
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Session: 2591	Title: Service Orienting the Pharmacy Benefits Management (PBM) Platform	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Monday, April 30, 2012 Time: 10:45 AM – 12:00 PM	Location: Murano 3206
	Role: Architect	
	Speaker: Vasu Bobba, MedImpact Healthcare Systems, Inc.; Harry Smith, MedImpact Healthcare Systems, Inc.; Asokan Selvaraj, MedImpact Healthcare Systems, Inc.	
	Abstract: Pharmacy Benefits Management is a business rules-driven, multi-party information management business. MedImpact offers a highly configurable, scalable PBM platform that services 9 out of 10 of the largest health plans in the industry today. In the last three years, MedImpact has embarked on a SOA initiative with the goal of crystallizing the basic PBM functions as services. In this presentation, we will present MedImpact's SOA journey, from prototyping a simple web service to our current state where we are exposing scalable, secure web services to client and partner systems across the globe. The presentation will review our goals, challenges, technologies (including IBM's DataPower product) and lessons learned.	
Session: 2593	Title: Case Study (MedImpact): BPM and Decision Automation for Benefits Management	
Track: Technology - BPM and Decision Management	Date: Monday, April 30, 2012 Time: 2:00 PM – 3:15 PM	Location: Lando 4301B
	Role: Architect	
	Speaker: Asokan Selvaraj, MedImpact Healthcare Systems, Inc.; Kirk Rozelle, MedImpact Healthcare Systems, Inc.; Rajasekar Ramaswamy, MedImpact Healthcare Systems, Inc.	
	Abstract: As a benefits management service provider, MedImpact's value to customers lies in the efficiency of its processes and the implementation agility and accuracy of customer-driven policies for the various benefit management decisions. MedImpact is leveraging the IBM BPM and WebSphere Operational Decision Management products to increase agility, accuracy and audit-ability of business functions. This presentation will review MedImpact's success story in implementing BPM & JRules, to automate the Prior Authorization process and Coverage Determination decisions.	



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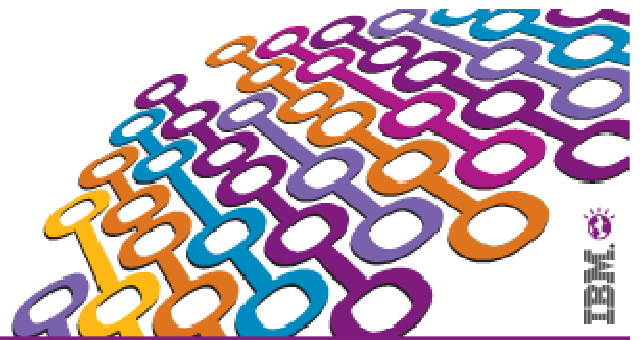
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Session: 1258	Title: HIPAA 5010 Implementation Using IBM WebSphere Transformation Extender Healthcare Industry Pack	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Monday, April 30, 2012	Location: Lido 3105
	Time: 3:45 PM – 5:00 PM	
	Role: IT Consultant	
	Speaker: Sunil Godbole, Aetna; Gary Roberts, Aetna	
	Abstract: This session will focus on how the Health Insurance Portability and Accountability Act (HIPAA) transactions were successfully upgraded to the 5010 version, including ICD-10 support using the IBM WebSphere Transformation Extender (WTX) Healthcare Packs for HIPAA EDI and the National Council for Prescription Drug Programs (NCPDP). The session will include details on the solution design, architecture, results, and challenges of the HIPAA 5010 solution that was built using the various WTX components. Use of WTX and the IBM Healthcare Industry Pack for HIPAA EDI and NCPDP has allowed Aetna to implement the HIPAA 5010 standards into our current EDI solutions with out-of-the-box capabilities without requiring excessive coding.	
Session: 2802	Title: HIPAA 5010 Solution Using WMB and WTX	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Monday, April 30, 2012	Location: Palazzo M
	Time: 5:15 PM – 6:30 PM	
	Role: Architect	
	Speaker: Dennis Brinley, Highmark	
	Abstract: Highmark BCBS provides health, dental, and vision insurance. As with many firms, there are significant industry regulatory changes and requirements which must be met. In healthcare one such change is becoming compliant with new ASC-X12 5010 transaction standards ahead of the federal deadline. This session will review Highmark's approach, architecture, solution components, implementation and results as it completed its transition to the new 5010 mandates.	

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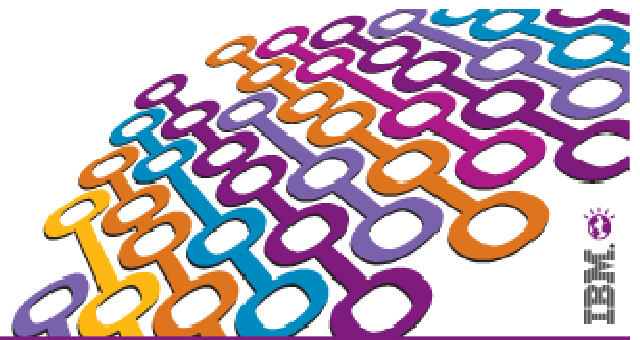
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Session: 2596	Title: Increasing Efficiencies and Improving Patient Care Using IBM WebSphere JRules	
Track: Technology - BP Sponsored Sessions	Date: Tuesday, May 1, 2012	Location: Lando 4305
	Time: 12:15 PM – 1:30 PM	
	Role: Architect	
	Speaker: Satyam Singh, Perficient Inc.; Priya Thinagar, Premier Inc.; Travis Cherry, Premier Inc.	
	Abstract: With increased demands from regulatory agencies to decrease healthcare-associated infections and their associated costs, infection prevention professionals must be more vigilant than ever in their infection surveillance and prevention efforts. Premier's product offering provides a platform that leverages and is built on top of JRULES, providing rule authoring capabilities to pharmacists and infection preventionists at Premier Member Hospitals. This session talks about the ability to create clinical events using a custom user interface and how rules are dynamically created in ILOG. It also touches upon the process of passing patient data through ILOG to get a decision, which then gets translated to actionable information used to improve patient care.	
Session: 1842	Title: Aetna's DataPower Hardware Migration Strategy: Helpful Tips	
Track: Technology - SOA, Connectivity & Integration	Date: Tuesday, May 1, 2012	Location: Marcello 4405
	Time: 3:15 PM – 4:30 PM	
	Role: Systems Administrator	
	Speaker: Preksha Patel, Aetna; Nick A. Glowacki	
	Abstract: This presentation will review Aetna's strategy for deciding what DataPower hardware to migrate to, and how to migrate with as little impact to the IT environment as possible. At this session, you will learn what metrics were used to compare the different DataPower hardware platforms, and how Aetna used ITCAM for SOA and ITCAM for Datapower Agent to gather those metrics. The session will also discuss what factors you need to consider when building test cases and how to use past metrics to decide what capacity is needed to replace XI50 9003s hardware with XI52s.	

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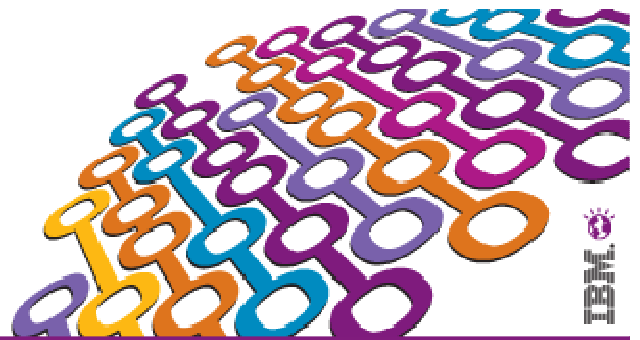
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Session: 1946	Title: How IBM Technologies Have Helped Kaiser Permanente Successfully Deploy SOA	
Track: Technology - SOA, Connectivity & Integration	Date: Tuesday, May 1, 2012 Time: 3:15 PM – 4:30 PM	Location: Palazzo M
	Role: Architect	
	Speaker: Yevgen Khibin, Kaiser Permanente	
	Abstract: With the use of IBM technologies, Kaiser Permanente is one of the biggest healthcare integrated service providers to successfully deploy SOA. Kaiser Permanente uses IBM technologies to monitor services performance, audit healthcare requests, govern services development and lifecycle, enable process choreography and business rules for insurance claims, and provide a secure and quick-to-deploy mobile solution for our doctors.	
Session: 1488	Title: IBM WebSphere Message Broker Healthcare Connectivity Pack	
Track: Technology - SOA, Connectivity & Integration	Date: Tuesday, May 1, 2012 Time: 4:45 PM – 6:00 PM	Location: Lido 3105
	Role: Architect	
	Speaker: Ant Phillips, IBM	
	Abstract: As the healthcare industry continues to go electronic, the challenges that many organizations in this sector will face will increasingly involve integration issues. This in-depth technical session shows you how to quickly and easily integrate HL7 clinical applications using the IBM WebSphere Message Broker Healthcare Connectivity Pack.	

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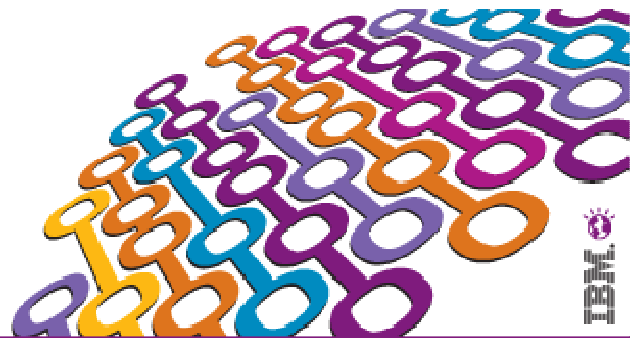


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Session: 1830	Title: Building Synergy: BPM in Healthcare - The Future Is Now	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Tuesday, May 1, 2012	Location: Murano 3206
	Time: 4:45 PM – 6:00 PM	
	Role: Developer	
	Speaker: Jeremy Smith, Summa Technologies; Thomas Barry, UPMC; Jamie Vacula, UPMC	
	Abstract: For this session, administrators, executives, and technical representatives from the healthcare industry, will have their questions answered regarding implementing a Business Process Management Solution in a healthcare organization. This session will: - Convey trials, tribulations, and successes that the panel has been apart of first hand. - Explain why BPM is not enterprise application integration (EAI). - Discuss how BPM is not a workflow tool, or a document management tool, or a portal. These are components of the IT landscape that interact with BPM. In this case, the sum is greater than its individual parts. - Emphasize that BPM is not just about technology: It's really all about management of your organizations resources.	
Session: 1740	Title: Information as a Service (IaaS) at Blue Shield of California	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Wednesday, May 2, 2012	Location: Murano 3206
	Time: 10:45 AM – 12:00 PM	
	Role: Infrastructure and System Managers	
	Speaker: Joel Thimsen, Perficient; Dean Watson, Blue Cross Blue Shield CA	
	Abstract: Information as a Service (IaaS) is Data Integration 2.0. It should support a "single version of the truth", high-performance transactional applications, federated views of data across multiple lines of business, real-time business intelligence and improved security for access to sensitive data. IaaS should offer a virtualized data services layer that provides data to any application in real time or batch. Organizations making the investment want a quick return on investment (ROI), shorter time to deployment and the added agility and automation of data discovery, integration, data quality and transformation. They also expect it to integrate into their cloud strategy and broaden the scope of data under governance to include unstructured data. At Blue Shield of California, we have undertaken this challenge by partnering with Perficient to combine the best practice of SOA, DataPower, data virtualization and MDM to achieve this goal.	



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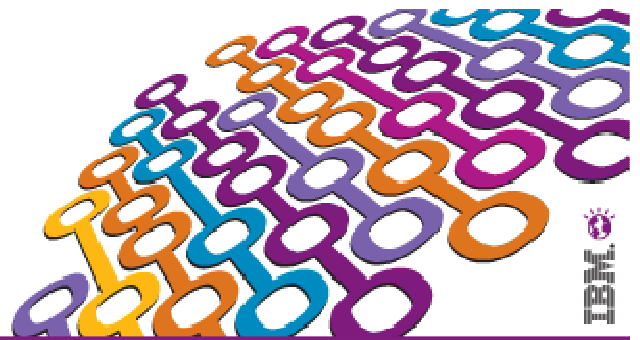
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Session: 1901	Title: Case Study (Lund University): Immunization Scheduling Optimization for Business Process Excellence	
Track: Technology - BPM and Decision Management	Date: Wednesday, May 2, 2012	Location: Marcello 4503
	Time: 10:45 AM – 12:00 PM	
	Role: Architect	
	Speaker: Nicklas Holmberg, Lund School of Economics and Management, Lund University	
	Abstract: Around 1.4 million Children die because of preventable diseases today. Each 193 sovereign states of the world have their own immunization schedule regulating vaccines, doses and intervals. The schedules differ significantly. That is a major problem for General Practitioners (GPs) when fighting to prevent deadly child diseases. The situation is in need of remedy why the VacSam project designed a business rules centric digital service using IBM WebSphere Ilog JRules. The immunization practice craves exact conformance to regulations, why the incorporation of SOA, BRA and BPM became a fruitful design method advocating to separate concerns in the SOA, permitting business logic to become boundless available i.e., a Service Oriented Business Process.	
Session: 1552	Title: IBM Brings Business Agility and Orchestration to Horizon's ICD-10 Transition	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Wednesday, May 2, 2012	Location: Delfino 4103
	Time: 1:30 PM – 2:45 PM	
	Role: Architect	
	Speaker: Miles A. Barel, IBM; Richard Lieberman, IBM; Daniel Halevy, Horizon Blue Cross Blue Shield of New Jersey	
	Abstract: This session is on one of IBM's most successful client engagements, focused on the transition to ICD-10 code sets, which is one of the largest and riskiest in the healthcare industry. IBM introduced the IBM Transformation Manager and Accelerator for ICD-10 to help the healthcare industry with this task. The solution uses a combination of IBM Business Process Manager V7.5, IBM ILOG, IBM COGNOS, IBM Lotus SameTime and IBM DB2. Officials of Horizon Blue Cross Blue Shield of New Jersey asked IBM to help them transition their systems to ICD-10 code sets by using the Transformation Manager and Accelerator for ICD-10. Speakers will highlight the key business and technical methodologies, decisions and best practices that made it successful.	



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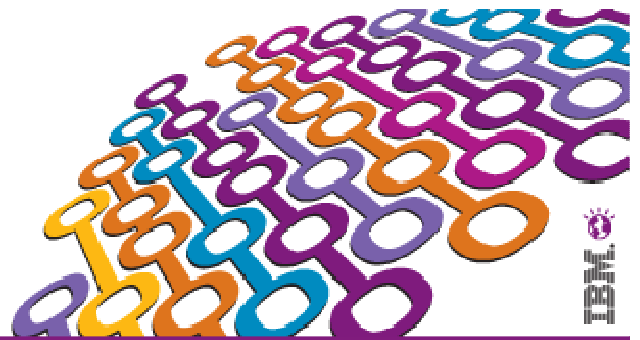
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Session: 1949	Title: Enabling Electronic Health Information Exchange	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Wednesday, May 2, 2012	Location: Murano 3205
	Time: 3:15 PM – 4:30 PM	
	Role: Architect	
	Speaker: Zachary Huynh, Kaiser Permanente	
	Abstract: This session describes how IBM technologies have helped Kaiser Permanente electronically exchange health information with other health organizations in the National Health Information Network (NHIN). NHIN is national program governed by the United States Department of Health and Human Services to provide a secure, nationwide, interoperable health information infrastructure that will connect providers, consumers and stakeholders involved in supporting health and healthcare. Kaiser Permanente has the largest civilian electronic medical record system, serving more than 8 million members.	
Session: 2431	Title: Achieve CRM Process Agility by Connecting Cloud and On-Premise Applications	
Track: Technology - SOA, Connectivity & Integration	Date: Wednesday, May 2, 2012	Location: Lido 3003
	Time: 4:45 PM – 6:00 PM	
	Role: Business Process Analyst and Designer	
	Speaker: Niklas Thulin, Enfo Zystems; Bo Ritzau Frydensberg, Falck Danmark A/S	
	Abstract: During this session you will learn about the experiences from using IBM WebSphere Cast Iron at Falck Danmark A/S to achieve Customer Relationship Management process agility. The session will include the lessons learned from a project connecting Salesforce.com and mainframe applications to support a more lean, efficient and automated way of working.	

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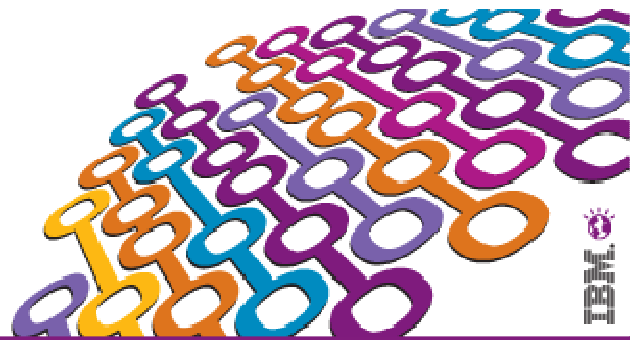
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Session: 1276	Title: Leveraging the Virtualization and Monitoring Capabilities for WAS on zLinux	
Track: Technology - Application Infrastructure	Date: Thursday, May 3, 2012 Time: 8:45 AM – 10:00 AM	Location: Delfino 4003
	Role: Infrastructure and System Managers	
	Speaker: Ping Shao, IBM	
	Abstract: With the advantages of mainframe widely known, more and more customers in China are willing to move their applications to system Z, leveraging its benefits: virtualization, centralized management, security, scalability and availability. WAS on zLinux provides such a choice that people don't need to have deep Z skills but can also benefit from most of the Z features. We already helped one China ISV complete a case for WAS on zLinux. In our session, we will share the following topics: • Why did they choose WAS on zLinux? • What are the characteristics of their applications? • How did they leverage the virtualization and what's the deployment solution? • How did they monitor the performance and measure the capacity of a certain placement?	
Session: 1930	Title: Case Study (Independent Health): Increase Agility with a BPM Center of Excellence	
Track: Technology - BPM and Decision Management	Date: Thursday, May 3, 2012 Time: 8:45 AM – 10:00 AM	Location: Lando 4301B
	Role: Business Executive	
	Speaker: Eric Blackman, Independent Health Association; Eric Bennett, Independent Health	
	Abstract: Independent Health (IH) is striving to become a more process centered organization in response to the changing nature of the Healthcare Industry. Agility and Process Excellence are key elements in our ability to respond to the demands of Healthcare Reform. IH has recently built a Business Process Center of Excellence and implemented IBM Business Process Manager as our Business Process Management System tool. Learn about IH's experience of building the Business Process Center of Excellence, the selection process for our BPMS and the actual implementation of our Pilot Project for BPMS	



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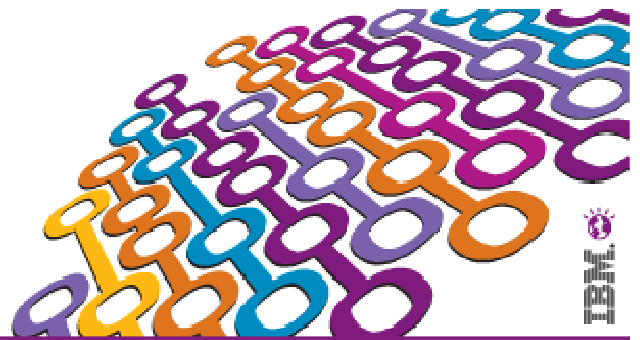
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Session: 2422	Title: Transforming Canadian Healthcare - Why the Ottawa Hospital Chose IBM for BPM	
Track: Technology - Implementing Industry Solutions for Improved ROI	Date: Thursday, May 3, 2012	Location: Murano 3205
	Time: 10:30 AM – 11:45 AM	
	Role: Business Executive	
	Speaker: Cameron Keyes, The Ottawa Hospital	
	Abstract: Canadian hospitals and health ministries are focused on improving delivery of health services while managing budgets and satisfying government regulations such as wait times. Health professionals are a highly mobile workforce and recognize everything they do is a process, heavily interactive, but currently in a siloed environment of technologies. No Canadian academic health sciences centre sees more patients than The Ottawa Hospital (TOH). TOH is a leader in healthcare and serves people across eastern Ontario, striving to provide each patient with world-class care, exceptional service and compassion. This session will discuss why the hospital started the journey with Business Process Management, why TOH chose IBM as its partner, the results and the steps taken on its journey to date. BPM has already provided significant value in areas such as chart management, and is demonstrating how BPM and the partnership with IBM will realize the hospital of the future.	
Session: 1276	Title: Leveraging the Virtualization and Monitoring Capabilities for WAS on zLinux	
Track: Technology - Application Infrastructure	Date: Friday, May 4, 2012	Location: Lando 4301B
	Time: 10:15 AM – 11:30 AM	
	Role: Infrastructure and System Managers	
	Speaker: Ping Shao, IBM	
	Abstract: With the advantages of mainframe widely known, more and more customers in China are willing to move their applications to system Z, leveraging its benefits: virtualization, centralized management, security, scalability and availability. WAS on zLinux provides such a choice that people don't need to have deep Z skills but can also benefit from most of the Z features. We already helped one China ISV complete a case for WAS on zLinux. In our session, we will share the following topics: • Why did they choose WAS on zLinux? • What are the characteristics of their applications? • How did they leverage the virtualization and what's the deployment solution? • How did they monitor the performance and measure the capacity of a certain placement?	



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