Microsoft

Business Insights
MICROSOFT HEALTH USERS GROUP

OCTOBER 2013

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Attend the Premiere Event for Senior IT Leaders - The Fully Virtual Microsoft US CIO Summit on October 8

"Having attended last year in person, I have to say that this is the next best thing. Audio/Video quality is great with great interaction."
- RK, Virtual Attendee, 2012

Last year we invited thousands of senior IT leaders to join us for the first fully virtual and interactive Microsoft US CIO Summit. The Summit brings together some of the best thought leaders to deliver content that focuses on the role of the CIO as business leader,

Thrilled to be at Microsoft today for a #disrupt session at the #MSCIO summit @NYUdisrupt

innovator, and contributor and enables insights into global trends, innovations, and solutions designed to help you reduce costs, drive revenue and profit growth, and ultimately thrive in a changing economic landscape.

Join 350 In-Person Delegates
"This is such a great event. I am impressed this far with the delivery. If we cannot be there personally, this is certainly the next best thing!"
- DW, Virtual Attendee, 2012

Your online experience will virtually take you to Redmond where you will join the 350 in-person attendees, interact with speakers and delegates, ask questions and participate in "behind the scenes" sessions designed exclusively for online attendees.

@LukeGWilliams fascinating, insightful and entertaining speaker. His talk at #mscio compelled me to buy Disrupt

Our online participants told us the experience was intimate and meaningful - and they proved it by signing on in the morning and

remaining throughout the day, engaging in conversations that provoked lively discussions through connections with peers, analysts, subject matter experts, industry leadership and Microsoft executives.

Reimagining Your Enterprise
"Agree with comments. Presentation is well organized by focusing on the 4 drivers / challenges CIOs are facing!"

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The best way to ensure the content in this newsletter is relevant to you and your business is to make sure that your profile is complete.

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Learn more about Microsoft in Health ⊙

CHAT WITH A REPRESENTATIVE

Install these great Windows 8 Apps

CDC's health info app

ePharmaSolutions PatientLive

Johnson & Johnson's Digital Health Scorecard

Next Docs Trial Exchange

NextGen Healthcare's MedicineCabinet

iLink's Patient Engagement

Mi-Co's Mi-Forms

Seismic Solutions' Content in Context

- AD, Virtual Attendee, 2012

This year our agenda will follow the four big themes that are shaping how IT is transforming the business landscape: Mobility, Cloud, Big Data and Social. Our sessions will share real-world insights including examples from organizations pioneering business innovation through technology. Attend and learn what others are doing to gain a competitive edge in their industry. Join in the discussions and chat and benefit from exclusive "extras" that are only available to our virtual audience.

Looking forward to the Virtual CIO Summit at CIO Summit on 09-Apr with live Q&A #mscio #ITleadership

Our KeyNote
We are excited this year to feature Michael Leiter as our keynote speaker. Michael is the former Director of the United States National Counterterrorism Center (NCTC) serving both the Bush and Obama adminstrations. On his departure, President Obama publically praised Leitner's outstanding contribution:

"Serving in two Administrations since 2007, Mike led the National Counterterrorism Center with dedication and unwavering determination during challenging and demanding times and our nation is grateful for his many contributions to our safety and security. Mike has been a trusted advisor to me and to the entire national security team, providing us with an in-depth understanding of terrorist activities that affect our Nation's security."

Currently Michael sits on the leadership team at the software firm Palantir Technologies where his role includes developing and optimizing market strategy, business practices and internal operations. He regularly speaks and advises on counterterrorism and cybersecurity as a news analyst and at industry forums. Michael's keynote will deliver a fresh perspective on the threats facing businesses today and how IT leadership can best be prepared.

Register Today for Your Exclusive Seat at the Virtual CIO Summit
Join your colleagues and share in the latest thinking driving business innovation through IT transformation.

Register now to attend on October 8, 2013

How Palmetto Health Doctors Defied the Health Information Technology (HIT) Productivity Paradox

In this post-EHR implementation age, clinicians are spending more time than ever documenting in electronic health records, logging on and off of exam room workstations, and working late to finish their documentation because, too often, workstation work restricts their eye contact with patients which intrudes on patient-physician relationship. As a result, they're spending less time with patients, communicating and collaborating with colleagues, and at home with their families because they're staying late to finish documentation.

[Palmetto Health](), based in Columbia, SC, the largest Cerner ambulatory EHR deployment in the US, covering 60 practices, experienced this post-EHR productivity decline and initially turned to the iPad to reclaim the productivity and eye contact they had enjoyed back in the days of paper charts. Unfortunately, the results didn't match the expectations. But when they put Microsoft Surface Pro tablets in the hands of mobile physicians, they realized that they no longer needed to log in and out of the workstations, and they were able to regain eye contact with patients and they were able to more than reclaim lost productivity.

After spending an entire day with Palmetto Health care teams, it became clear to me that the boost in physician productivity they realized above pre-EHR baseline was the result of doing five things right: The right objective, the right form factor, all five data input modes, the right pen, and the right apps. As a result, these physicians report that they're seeing at least 2-3 more patients per day, spending more time with patients, going home on time, and have even improved their CGCAHPS scores (Clinician and Group Consumer Assessment of Healthcare Providers and Systems).

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Kindred Healthcare's Office 365 CIO Video Interview ▶

Kindred Healthcare is using Office 365 to connect thousands of workers and lower costs.

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Training and Events 🗓

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Engaging Patients through the Transitions of Care

Tuesday, October 22, 2013

How the U.S. perceives, pays for and delivers care is changing rapidly. As a nation, we have begun to explore how new technologies can better inform and drive better models of care. Failure to engage patients successfully results in an inability to innovate in care delivery and, consequently, a failure to transform our healthcare system.

Parental Health's "MISTY" — (Medical Information Systems to You) is a patient engagement platform that integrates and enhances the workflow of companies that are at risk for the cost of providing care. MISTY assists clinical teams to manage patients with chronic disease states, even in rural communities and across the globe.

During this webinar you will see illustrations on how leveraging MISTY and Microsoft solutions you can achieve: Improved Patient Care, Reduced Cost, More efficient Care Cycle & Model of Care.

Presented By:
Jennifer Graham, Director of TeleHealth , SunCrest Home Health
Scotte Hudsmith, CEO , Parental Health
EEric Mueller, Chief Healthcare Solutions and Product Strategist, Microsoft

➡ Register for the event

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Building the Better Dashboard for Healthcare

Wednesday, October 23, 2013

The power couple of Microsoft SQL Server 2012 and Sharepoint 2013 are perfect for creating compelling dashboards and scorecards, especially for healthcare organizations working to lower costs, improve productivity and meet regulatory reporting demands. Many key performance indicators on healthcare dashboards are failing to drive real results or missing key organization improvements. The webinar will look at the business side of key performance indicators: how to

convert an organization's critical success factors and annual strategic plan into meaningful dashboards for real change in your organization. Do your KPIs have the potential to make a significant, positive impact on the business? Join us in this webinar to help your dashboards find their real potential.

Presented By:
Martin Sizemore, Principal, Perficient
Joseph Paranteau, Microsoft Principal Platform Solution Specialist

Register for the event

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NOV
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Lowering the cost and complexity of Medical Image Archiving using an Intelligent Cloud Infrastructure

Tuesday, November 5, 2013

Please join us for this webinar to learn how Perceptive Software's Vendor Neutral Archive (VNA), powered by Acuo, leveraging Microsoft's Windows Azure cloud can help your organization:

- Eliminate PACS and storage vendor shackles around your healthcare content for true data liquidity and interoperability
- Reduce the time, cost and complexity of managing and maintaining medical imaging content
- Scale up or down quickly in response to market opportunities and fluctuating business needs
- Ensure business continuity and disaster recovery with less technical effort and capital expense

Perceptive Software's VNA provides a non-proprietary enterprise solution for image mobility, while Microsoft's Windows Azure cloud provides cost efficient, secure, flexible, scalable and compliant storage, supported by a HIPAA business associate agreement.

Presented By:
Larry Sitka, Founder Acuo Technologies; Principal Solution Specialist, Perceptive Software from Lexmark
Mohamed Ayad, Cloud Solution Specialist, Microsoft

Register Now

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Moving Mobile Health Devices to the Next Level

Microsoft mobility in health enterprise solutions transform the way health professionals access and use information and applications. Windows 8.1 helps to enable virtually anywhere access to resources, personalized experiences that improve user productivity, and enterprise-grade solutions that help keep patient information secure. Join us and learn how health organizations like yours can meet their top-most priorities of improving quality of care, making better use of current resources, and bringing healthcare access to the patients who need it most. During this Webinar you will also learn how your peers are leveraging Microsoft mobility solutions.

Presented By:
Gareth Hall, Worldwide Health Industry Manager, Microsoft

Register for the event

Healthcare BI

This session will review how Microsoft provides business intelligence and analytic solutions to the healthcare ecosystem. A major theme will be utilizing software that our customers already have to do more with less. Come hear how Life Care Centers of America is improving decision making and realizing savings through Microsoft and Blue Granite.

Presented By:
Eric Mueller,Chief Healthcare Solutions and Product Strategist, Microsoft
Eric Wozniak, Director of Solutions, Blue Granite
Mark Gooch, Director of IT, Life Care Centers of America

Register for the event

The "Intelligent Infrastructure" for the Health IT Datacenter

The rapid and demanding pace of healthcare transformation is a great representation of the dynamic and powerful impact that Information Technology can have on business strategy and execution. Every department, every function, needs technology to stay productive and help your business compete. And that means a wave of new demands for applications and resources. The datacenter is the hub for everything you offer the business, all the storage, networking and computing capacity.

Today's health IT datacenter needs to transform to an "Intelligent Infrastructure" to offer new levels of agility, focus, and cost-savings. To ride the wave of demand, you need a datacenter that isn't limited by the restrictions of the past. With Microsoft, you can take the big, complicated, heterogeneous infrastructure you have today and bring it forward into the new world of cloud. In this Webinar, you will also learn how Microsoft can help you take advantage of the boundless capacity the cloud offers, while still meeting requirements for security and compliance.

Presented by:
Jason Bowne, Cloud and Datacenter Technology Specialist, Microsoft
James Abad, Cloud and Datacenter Solution Specialist, Microsoft

Register Now

Windows Azure: No Cost, Hands-On, Expert Training

Who said you can't have the best of both worlds? Learn how to use Windows Azure to extend an on-premises network and embrace the power and scale of the cloud. We'll help you solve some of your most pressing IT issues at a FREE, hands-on event near you.

Save your seat - register today

Get complete details about other upcoming events in your region:

West	Central	East	All

In the News

▶

 Windows 8 gets its foot in Healthcare's door - *HealthLeaders Media*

 Microsoft updates Business Associate Agreement to address new HIPAA requirements

 Microsoft Office 365: How one company saves big - *InformationWeek*

NextDocs employees explain their partnership with Microsoft (video)

 Unreported drug side effects are found using Internet search data - *New York Times*

 Congratulations to our Microsoft HUG 2013 Innovation Award winners

 Microsoft Kinect could help cut U.S. health costs, new study finds - *FierceITHealth*

 Microsoft Bing Fund targets autism at weekend hackathon - *Geek Wire*

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