

# eHealth

IMPACT › POLICY › REALITY

A Summit To Explore the Implications of the  
Technological Boom In Healthcare Fields

**A Presentation of  
The Edmund G. “Pat” Brown Institute for Public Affairs’  
Health Policy Outreach Center**

**California State University, Los Angeles  
December 12, 2011**



This event is made possible through generous funding by KAISER PERMANENTE®

# EVENT AGENDA

- 8:30 a.m.**    **Registration Opens / Breakfast Buffet in Exposition Hall** (Ballroom 1)
- 9:00 a.m.**    **Welcome** (Ballroom 3)  
Patrick Wheelock, *Healthcare Vertical Data Manager, Verizon Wireless*
- 9:30 a.m.**    **Morning Panel Discussion: eHealth Today – Community Impact & Reality** (Ballroom 3)  
Moderator: Lisa Zamosky, *Consumer Health Columnist and Author*
- ▶ Sajid Ahmed, *Director, Health IT & Innovations, L.A. Care Health Plan / HITEC-LA*
  - ▶ Paul Fu, Jr., M.D., M.P.H., *Associate Professor of Pediatrics and Health Services, UCLA*
  - ▶ Jenny Kattlove, *Director, Strategic Health Initiatives, The Children’s Partnership*
  - ▶ Margaret Martinez, *President and CEO of CHAP Care*
- 10:40 a.m.**    **Exposition Break** (Ballroom 1)
- 11:00 a.m.**    **eHealth Success: How Kaiser Permanente Took E-Records Mainstream** (Ballroom 3)  
▶ John Mattison, MD, *Chief Medical Information Officer, Kaiser Permanente*
- 11:45 a.m.**    **Exposition Break** (Ballroom 1)
- Noon**        **Luncheon and Keynote Address** (Ballroom 2)  
▶ Mark Smith, MD, *President and CEO of the California HealthCare Foundation*
- 1:30 p.m.**    **Exposition Break** (Ballroom 1)
- 1:45 p.m.**    **Panel Discussion: eHealth’s Future & Policy Implications** (Ballroom 3)  
Moderator: Rich DeMuro, *KTLA-5 Tech Reporter*
- ▶ Deborah Estrin, Ph.D., *Director of UCLA Center for Embedded Networked Sensing (CENS)*
  - ▶ Martin Gallegos, D.C., *Senior Vice President/Chief Legislative Advocate, California Hospital Association*
  - ▶ George Tolomiczenko, Ph.D., M.P.H., M.B.A., *Administrative Director, HTE@USC (Health, Technology, and Engineering)*
- 3 p.m.**        **Closing Remarks** (Ballroom 3)

- ▶ **Dr. John E. Mattison**, Chief Medical Information Officer at Kaiser Permanente Southern California, currently oversees all information systems deployment in the Southern California region of Kaiser Permanente, which includes more than 5,000 physicians, 3 million members, 140 clinics, and 13 hospitals. He led the KP HealthConnect project in Southern California, which has been fully implemented in every clinic and hospital, and represents the single largest deployment of a completely integrated electronic health record. Dr. Mattison has consulted internationally on health information technology and interoperability standards. He is the co-founder of the Clinical Document Architecture, which is the international standard for sharing patient records between institutions, under the umbrella of HL7.
  
- ▶ **Dr. Mark D. Smith** has been president and chief executive officer of the California HealthCare Foundation since its formation in 1996. CHCF is an independent philanthropy with assets of more than \$700 million, headquartered in Oakland, California, and dedicated to improving the health of the people of California. Dr. Smith was appointed to chair the IOM committee on “The Learning Health Care System in America,” a two-stage consensus study that began in January 2011. Prior to joining the California HealthCare Foundation, Smith was executive vice president at the Henry J. Kaiser Family Foundation. He previously served as associate director of AIDS services and assistant professor of medicine and of health policy and management at Johns Hopkins University. Dr. Smith received a bachelor’s degree in Afro-American studies from Harvard College, a medical doctorate from the University of North Carolina at Chapel Hill, and a master’s in business, with a concentration in health care administration, from the Wharton School at the University of Pennsylvania.

- ▶ **Sajid Ahmed** serves as eHealth Strategy (Health IT) Advisor for HITEC-LA and Director of Health IT and Innovation for L.A. Care. In his dual role, he leads the coordination, management, and integration of HIT initiatives including Health Information Exchange and Telehealth. Currently, Sajid is launching the Telehealth Initiative for Los Angeles (TILA) with an eConsult platform that will be used by the Los Angeles County Department of Health Services and safety-net community clinics. Prior to joining L.A. Care, Sajid was the CTO of IGP Technologies working on cutting-edge innovation in decision support systems and consumer centric health information portals.
  
- ▶ **Dr. Paul Fu, Jr.** is Director, Clinical Informatics, and Director, Pediatric General Pediatrics Inpatient Service at Harbor-UCLA Medical Center. He was previously Chief Medical Information Officer at the Los Angeles County Department of Health Services. Dr. Fu also leads the Center for Biomedical and Public Health Informatics at the Los Angeles Biomedical Research Institute. His current research projects focus upon the integration of non-linked large data sets to develop child health and development registries and health trajectory models, tools for measuring impact of ubiquitous computing in clinical settings, and the technical considerations surrounding the development of Regional Health Information Organizations (RHIO). Dr. Fu continues to practice pediatrics as faculty in the Division of General and Emergency Pediatrics at Harbor-UCLA Medical Center.

- ▶ **Jenny Kattlove** is Director, Strategic Health Initiatives at The Children’s Partnership where she directs efforts to increase access to dental care for California’s children. She also directs TCP’s telehealth program and leads efforts related to ensuring access to affordable, comprehensive health insurance for all children in California, including directing TCP’s California Express Lane Eligibility program. Finally, she works to ensure that digital opportunities are available to all young people and families, especially those that are low-income and underserved. Before her position with The Children’s Partnership, Jenny worked in Ohio, where she served as the Health Advocate for KidsOhio.org and the Children’s Defense Fund. In these roles, she led efforts to increase access to health and dental care for low-income children and families through advocacy, coalition building, outreach and education. Jenny received her undergraduate degree from Lewis and Clark College in Portland, Oregon, and has a Masters of Science in Social Administration from Case Western Reserve University in Cleveland, Ohio.
- ▶ **Margaret B. Martinez** is the Chief Executive Officer of the Community Health Alliance of Pasadena (CHAP). For more than 30 years, Margaret “Margie” Martinez has served as an advocate for the low-income residents of Southern California. During her eleven year tenure, she has overseen CHAP’s transition from a hospital-affiliated clinic to an independent nonprofit health center; she raised funds to create the CHAP dental clinic; and she guided CHAP’s application and designation as a Federally Qualified Health Center; she directed the implementation of electronic health records; and she provided the vision and leadership that resulted the development of two new clinic sites. She is currently developing strategies to increase access to care for residents of the western San Gabriel Valley by replicating CHAP’s unique municipal partnership model.

- ▶ **Deborah Estrin** is Professor of Computer Science at UCLA, the Jon Postel Chair in Computer Networks, Director of the Center for Embedded Networked Sensing (CENS), and co-founder of the non-profit openmhealth.org. In 2002 Estrin founded the NSF-funded Science and Technology Center, CENS (<http://cens.ucla.edu>), to develop and explore environmental monitoring technologies and applications. Currently, Estrin and collaborators are developing participatory sensing systems, leveraging the programmability, proximity, and pervasiveness of mobile phones; the primary deployment contexts are mobile health (<http://openmhealth.org>), community data gathering, and STEM education (<http://mobilizingcs.org>).
- ▶ **Dr. Martin Gallegos** is the Senior Vice President and Chief Legislative Advocate for the California Hospital Association. Dr. Gallegos has a long background in both health care and government service. Prior to joining CHA, Dr. Gallegos was appointed by Gov. Gray Davis as the Patient Advocate for the State of California, the only position of its kind in the United States. In November of 1994, Dr. Gallegos was elected to the 57th Assembly District. During his distinguished legislative career, Assemblymember Gallegos was the author of over eighty pieces of legislation including a landmark measure to create the Department of Managed Health Care, the first such agency of its kind in the country. In addition, Dr. Gallegos authored legislation to allow parents of Health Families eligible children to enroll in the Health Families program.
- ▶ **Dr. George Tolomiczenko's** experience as a clinician, researcher, teacher and administrator are all important to his role as Administrative Director of the new Health, Technology and Engineering program at USC. After an interdisciplinary undergraduate degree at Caltech, he earned a doctorate in Clinical Psychology at Boston University. As both a scientist and clinician working at medical institutions affiliated with Harvard University, his focus shifted to public health and policy issues involving homelessness and mental illness. In Toronto, his efforts were devoted to creating and funding programs and partnerships enabling disease-focused basic research, knowledge translation and adapting chronic disease models. He is now focused on developing USC's interdisciplinary collaborative strengths applied to medical device and process innovation. The program will allow students to develop and apply their entrepreneurial skills in parallel with either PhD engineering or MD studies. For more information about the program, visit <http://hte.usc.edu>.

- ▶ **Rich DeMuro** is a tech reporter at KTLA-TV in Los Angeles and has more than a decade of experience reporting and producing news for a variety of platforms, including TV, radio, print and the internet. Rich was a technology reporter for the KCBS and KCAL TV stations in Los Angeles. Prior to joining the CBS network, Rich was a reporter for the technology website CNET. His show, “The Queue” was a fast and fun way to keep up with everything digital. Rich also served as a regular tech expert for various networks and shows, including CNBC, NBC Today Show, ABC News Tech Bytes, Fox News Channel, the BBC and more.
  
- ▶ **Lisa Zamosky** is a consumer health care columnist for the Los Angeles Times and author of the question-and-answer column, Health 411. In addition, she writes WebMD’s expert Health Insurance Navigator blog and is a regional correspondent for California Healthline, a news service of the California HealthCare Foundation. Before becoming a freelance journalist, Lisa worked in the health care industry for more than 10 years in New York City. She spent the earlier part of her career working as a clinician in hospitals and outpatient clinics throughout New York City. She went on to work for a health care technology company formed specifically to address common medical mishaps occurring from a lack of coordinated care. Her years of experience working in health care gives her a unique understanding of the topics about which she writes as a health journalist.

## ABOUT THE PAT BROWN INSTITUTE

The Pat Brown Institute of Public Affairs (PBI), is dedicated to the quest for social justice and equality of opportunity, enlightened civic engagement, and enhancing the quality of life for all Californians. PBI, a presidentially chartered institute at California State University, Los Angeles, is a non-partisan public policy center dedicated to sustaining the vision and legacy of former California Governor Edmund G. “Pat” Brown through convening public policy forums, engaging multi sector stakeholders and diverse communities, and conducting timely policy research and community-driven initiatives.

## THE HEALTH POLICY OUTREACH CENTER (HPOC)

PBI’s Health Policy Outreach Center (HPOC) examines issues influencing the health and well-being of Los Angeles County residents. HPOC has created a network of community partners, consisting mostly of non-profit, for-profit and public sector organizations to identify critical issues and collaborate on policy analysis and advocacy efforts.

HPOC endeavors to provide educational forums, applied research, technical assistance, and other resources to assist organizations who are interested in working to expand the influence of Los Angeles County residents in matters affecting the delivery of comprehensive health services.

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