



**digitalHealth**  
SUMMIT

 **Silvers Summit**  
Technology For Life

# ACES 2010



Connecting • Monitoring • Aging with Technology • Wellness Solutions • Home-Based Care

# for my Boomer parents

MYINE  
ELECTRONICS

North Hall 2806

## digitalHealth

January 9, 2010

Worldwide, over 860 million people have a chronic condition. Over 44 million Americans provide care for an adult family member or friend ages 18 and older. The markets for home-based, consumer-driven, always-on, connected telehealth solutions are poised to radically change how we manage health, monitor caregiving and improve quality of life.

8:00 – 9:00 a.m.

### Welcome and Keynote and Panel

**Moderator:** Susan Ayers Walker, *Managing Director, SmartSilvers Alliance*

#### Keynote: The New Age of Digital Health

Bruce Henderson, *Senior Executive - PricewaterhouseCoopers, Continua Healthcare Alliance*

9:00 – 9:45 a.m.

### Consumers Driving Healthcare: Capitalizing on the Opportunities

U.S. spending for chronic disease management is expected to increase from \$400 billion to \$685 billion by 2020. Consumers are connecting to information and care sources on the go. What are the hot market segments, devices and technologies to watch? How are businesses positioning themselves to profit? Who will pay?

#### Moderator:

Jonathan Linkous, *Executive Director, American Telemedicine Association*

#### Panelists:

Zachary Bujnoch, *Industry Analyst, Frost and Sullivan*

Doug McClure, *Corporate Manager - Technology and Operations, Center for Connected Health*

Harry Wang, *Director, Health & Mobile Product Research, Parks Associates*

9:45 – 10:30 a.m.

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### **The Future of e-Health is Here: True Stories of Cooperation, Dedication and Occasional Misadventures**

What's driving skyrocketing healthcare costs? Worldwide, one billion people are overweight, and 860 million live with a chronic disease, a number that's expected to double by 2020. Continua Health Alliance members present their interoperable ecosystem of personal health products that confront these issues head-on.

**Moderator:**

Chuck Parker, *Executive Director, Continua Healthcare Alliance*

**Panelists:**

Dr. Deepak Ayyagari, *Director, Technology Programs, Sharp Laboratories of America*

Clint McClellan, *Senior Director Market Development, Qualcomm*

Dr. Hyung Kim, *Vice President Research, Ascension Health*

Horst Merkle, *Director Information Management, Roche Diabetes Care*

10:30 – 11:15 a.m.

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### **Patients'on-the-Go: Wireless Healthcare is Here to Disrupt**

Consumers are demanding connected care on-the-go, and mobile health technologies are transforming the way healthcare is delivered at home. Mobile phones are an important platform for health and fitness applications. Wireless devices, discrete wearable's and sensors connect consumers and providers and send timely data. See which applications are emerging.

**Moderator:**

Brian Dolan, *Editor, Mobihealthnews.com*

**Panelists:**

Kent Dicks, *Founder and CEO, MedApps*

Michael Foley, *Executive Director, Bluetooth Special Interest Group (SIG)*

David Inns, *CEO, Jitterbug*

Don Jones, *Vice President, Qualcomm*

11:15 a.m. – 12:00 p.m.

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### **Who Will you Trust with Your Health Data?**

Demand for electronic personal health records and online health services will take off when consumers trust that their personal information will remain secure. Who are the technology innovators, and how are they lowering barriers so that Internet health information products can flourish?

**Moderator:**

John Moore, *Founder, Managing Director, Chilmark Research*

**Panelists:**

David Cerino, *General Manager, Consumer Health Solutions Group, Microsoft*

Brian DeMay, *Vice President, Information Technology, Walgreens*

Colin Evans, *President and CEO, Dossia Consortium*

Anna-Lisa Silvestre, *Vice President, On-line Services, Kaiser Permanente*

12:00 – 1:00 p.m.

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### **Lunch Break**

## **EasyHealthMD.COM: Healthcare Simplified**

Nevada-based medical plan provider EasyHealthMD.COM aims to modernize the telemedicine practice through its comprehensive medical plans, consumer-oriented healthcare products, and innovative Kiosk Health System. EasyHealthMD's solutions focus mainly in round the clock teleconsultation service that can be done via webcam, phone, or video phone. It is owned by EasyScripts, Inc. and powered by HawaiiMD.COM.

Starting at \$12 a month for unlimited consultations and prescription benefits plan, its Medical Service Plans include the use of the Electronic Medical Records. For one time need of consultation, the Pay As You Go Plan is recommended. For sustainable healthcare, the Monthly Account allows one plan holder and one extension. Another option is the Personal/Family Plan which is designed for each registered family member. Moreover, the Corporate Plan is recommended for small to medium-sized companies. All our services are conveniently available in both English and Spanish for respective language speaking members.

Complementing the teleconsultation service, the Medical Kit includes a high-resolution webcam, an electronic medical record card, as well as a blood pressure monitor. Another original product's the Video Phone Rental which members can for better consultation experience. For consultations anytime and anywhere, the Kiosk Health Monitoring System is a reliable intuitive telehealth unit.

Visit our booth (#3117) at the LVCC North Hall. We're giving away 20,000, 6-MONTH MEMBERSHIPS for FREE, good for use on all our services. For more information, call 877-7-EASYMD or email us at [info@EasyHealthMD.COM](mailto:info@EasyHealthMD.COM).

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# SUMMIT

## Silvers

January 9, 2010

**B**oomers are re-booting the rules for how we “age.” Whether on the treadmill texting grandkids, or caregiving parents, this generation is maximizing the digital life. Hear from the companies, and thought leaders on applying technology for active adults and their older parents Experts weigh in on lifestyle, products and caregiving technologies.

1:00- 1:30 p.m.

### Keynote: Technologies Transforming Lives

Jim “Oz” Osborn, Executive Director - Quality of Life Technology (QoLT) Center, Carnegie Mellon University

1:30– 2:15 p.m.

### Reaching Silver Eyes through the Media

The best way to reach boomers is through “social marketing.” Tie your products and services to the issues that matter most to them: aging, empty-nesting, dating after 50, travel, retirement investing, grandkids and caring for elder parents. Find out from the pundits what works.

#### Moderator:

Mary Furlong, *President, MFA*

#### Panelists:

Jill Gilbert, *VP eCommerce & Industry Relations, Caring.com*

Mark Gordon, *President, firstSTREET*

Stephen Reily, *CEO, Vibrant Nation*

Jerry Shereshewsky, *CEO, Grandparents.com*

2:15 – 3:00 p.m.

### Gadgets can drive you Nuts! – Better Design Can Mean \$\$\$

Many consumer electronics drive older adults nuts because the products are difficult to install and hard to use—and the manuals are no help. Hear how developers are making products more accessible for this market, from start to finish.

#### Moderator:

Gary Kaye, *Journalist, Fox Business Network*

#### Panelists:

Jeff Hill, *CEO, MYGAIT*

David Inns, *CEO, GreatCall/Jitterbug*

Jake Sigal, *Principal, Myine Electronics*

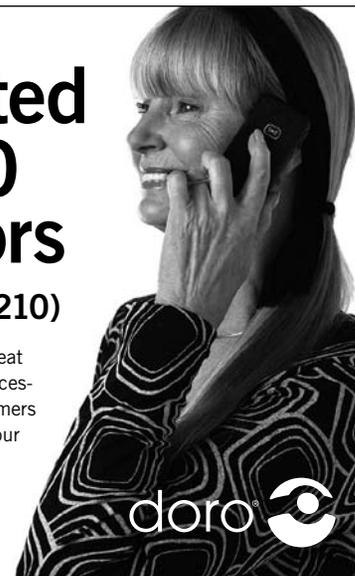
We've invited  
518.000.000  
seniors

(Follow the line to booth # 3210)

We're the world-leading makers of easy-to-use, great looking and award-winning mobile phones and accessories. A target group of 518 000 000 aging boomers and seniors worldwide is ripping products out of our hands. **Welcome to booth # 3210 and see why.**

[www.doro.com](http://www.doro.com)

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doro 

3:00– 4:15 p.m.

### Home Monitoring: Taking Care of Mom and Dad's Safety

Do you have an aging parent or grandparent who is starting to need extra support or caregiving from your family? Find out which technologies designed for home use can help the aging remain independent, and who the market leaders are in caregiving.

**Moderator:**

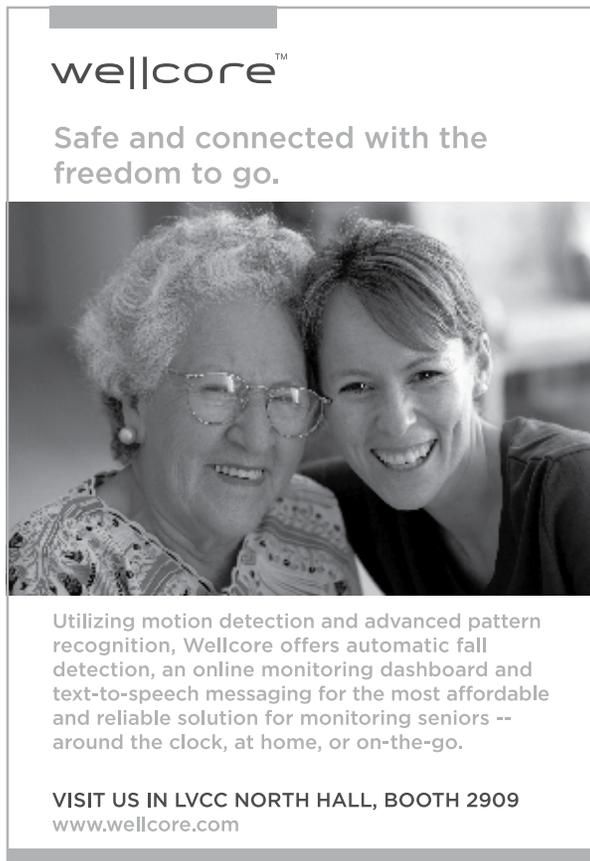
Sandra Elliott, Director, Consumer Technology and Services, Meridian Health

**Panelists:**

George Elwell, President, Silent Call Communications

Charles Hillman, CEO, GrandCare Systems

Vijay Nadkarni, Founder and CEO, WellCore



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Utilizing motion detection and advanced pattern recognition, Wellcore offers automatic fall detection, an online monitoring dashboard and text-to-speech messaging for the most affordable and reliable solution for monitoring seniors -- around the clock, at home, or on-the-go.

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[www.wellcore.com](http://www.wellcore.com)

4:15– 5:00 p.m.

### Forever Young: Tech Assist for Life after 50

The rock concerts, motorcycles and headphones we loved in our youth have taken a toll on our hearing. We need bifocals to read the Tweets on our mobile phones. Stress is stressing us out. See why the market for “after-50” tech products is not to be ignored.

**Moderator:** Bud Myers, Senior Director Merchandizing, firstSTREET

**Panelists:**

Michele Ahlman, President, ClearSounds Communications

Jérôme Arnaud, CEO, DoroGroup

Bruce Cryer, CEO, HeartMath

George Dennis, President, TVEars



Hear how good life can be.™

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**ClearSounds®**

ClearSounds® is proud to announce the launch of our new ClearDigital™ line of amplified communication products. With 28 years of experience developing leading-edge technology to fulfill the needs of people living with hearing loss ClearSounds, offers a full range of products designed to meet the changing needs of a growing population. Communication technology is changing fast. ClearSounds offers innovation, functionality and versatility and simplicity in every product.

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Hear how good life can be

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5:00 – 5:30 p.m.

Good Works: Case Studies in Quality of Life

### Banishing the Senior Moments

We share examples of how brain-fitness exercises fight Alzheimer's disease and dementia, and improve health, longevity and enjoyment of life.

### Engaging Customers to Improve Lives

To know if you've made an appealing, effective product, you might chart sales figures or conduct scientific research. But to figure out how to make an appealing, effective product, spending time with people to really understand them is essential. Richard Tate of HopeLab shares insights and testimonials on how working directly with customers is generating health products that are truly doing good in the world.

#### Moderator:

Susan Ayers Walker, *Managing Director, SmartSivers Alliance*

#### Panelists:

Dan Michel, *CEO, Dakim, Inc.*

Richard Tate, *Director of Communications and Marketing, Hopelabs*

**New services and products on display at Booth 3011!**

the **Jitterbug j**  
Simplicity for everyone.™

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- **New, more affordable rate plans start at \$14<sup>99</sup> per month**
- **No Contracts**
- **No pre-paid hassles**

CTIA 2009  
**HOT FOR THE HOLIDAYS**  
**HOTTEST MOBILE CONSUMER APPLICATION**

## Speakers



**Michele Ahlman**, *ClearSounds Communications - President*

Michele is President of ClearSounds Communications, a Chicago-based privately held company that prides itself in providing high-quality sound enhanced and high dB gain products for the boomer, senior and caregivers market. As a leading provider of niche telephone and communication products, ClearSounds is the leading manufacturer and distributor of ClearSounds branded products including amplified phones, signaling devices, TV listening systems, clocks, audio accessories and cellular products.



**Jérôme Arnaud**, *Doro AB and Doro SAS (France) - CEO*

Jérôme Arnaud has been Doro's CEO since October 2007 and Doro SAS CEO since the year 2000. He spent the last 20 years in the sector of telecommunication and information technologies. He joined the French Lagardère group in 1989, worked for Matra Systèmes Information (MSI) (earth observation satellite systems), Matra Communication for professional communication radio and for Matra Nortel Communications where he headed residential telephones operations, bought by Doro in 2000. He was then named Director of their French subsidiary.



**Deepak Ayyagari, Ph.D.**, *Sharp Laboratories of America - Director of Technical Programs*

Dr. Deepak Ayyagari is the Director of Technical Programs at Sharp Laboratories of America, and is responsible for program management and business development of new research initiatives tied to government programs. Most recently, as Manager and Principal Scientist he was responsible for the Personal Healthcare Technologies group, focused on R&D of innovative, consumer oriented in-home and personal healthcare and wellness applications. Dr. Ayyagari represents Sharp Corporation as a founding member of the Board of Directors of the Continua Health Alliance.

His experience includes technical leadership positions in R&D and advanced product development. In prior assignments, he led Sharp's Powerline Communications project, designing high speed PLC systems for AV

communications in networked homes, and served as Director on the Board of Directors of the HomePlug industry consortium.

Dr. Ayyagari received his PhD and MS in Electrical Engineering from the University of Maryland, College Park. Dr. Ayyagari has over 17 publications in major peer-reviewed international journals and conferences, 5 issued patents and over 16 pending filings.



**Zachary Bujnoch** - *Frost & Sullivan*

Zachary Bujnoch is an Industry Analyst with the Frost & Sullivan North America Healthcare Practice. He focuses on patient monitoring and analyzing emerging trends, technologies and market dynamics in the patient monitoring industry in North America. Since joining Frost & Sullivan in January 2007, Bujnoch has completed several research studies and consulting projects specializing in Cardiac, Multiparameter, Pulse Oximetry, Blood Pressure, and Temperature Monitoring. He also retains a special interest in several telehealth topics such as Home Healthcare and Disease Management Systems, Customer Centric Medicine, and Healthcare IT convergence.



**David Cerino**, *Microsoft - General Manager, Consumer Health Solutions Group*

David Cerino is responsible for the ongoing evolution of Microsoft HealthVault, a simple, security-enhanced platform that enables people to gather, manage and share their personal health information. Cerino oversees cross-group collaboration between the HealthVault business and technical teams, including the efforts of engineering, program management, product management and marketing, and service strategies. The role allows Cerino to draw upon his broad strategic and operational knowledge in developing software and driving marketing strategy for consumer credit cards, small business and a variety of other categories. Cerino holds an MBA from Florida Atlantic University, and a bachelor of science in mathematics and computer science from Wake Forest University in North Carolina.



**Bruce Cryer**, *HeartMath - President and CEO*

Bruce Cryer is President and CEO of HeartMath, In 2007, Mr. Cryer was named one of the Top 50 Thought Leaders in Personal Excellence by Leadership Excellence magazine. Mr. Cryer is co-author, with Doc Childre, of the book, "From Chaos to Coherence: The Power to Change Performance." Bruce is also lead author of the Harvard Business Review article (July 2003), entitled "Pull the Plug on Stress."



**Brian C. DeMay**, *Walgreen Company - Divisional Vice President of Technology*

Brian DeMay is a divisional vice president of technology for Walgreens, co-leader of a corporate integration and transformation initiative entitled "One Walgreens." Brian is responsible for establishing technology strategy and direction within the healthcare divisions of Walgreens, and for the establishment of an integrated service architecture providing integrated customer and healthcare information across the various Walgreens businesses.

He joined Walgreens in 2005 as vice president of information technology for Walgreens' Health Services division, after eighteen years of consulting services with Accenture, LTD. He was promoted to his current position in 2006.

In 1987, he received a bachelor of science degree in computer and systems engineering from Rensselaer Polytechnic Institute in Troy, NY.



**George Dennis**, *TV Ears - CEO*

George Dennis, founder and Chief Executive Officer of TV Ears, Inc., helped build TV Ears® into the leading brand in the new and growing category of tv listening. He increased year over year sales to make the coveted Inc. 5000, Deloitte 500, and San Diego's 100 list of fastest growing privately held companies in America. Mr. Dennis received his bachelors degree from the University of Denver and presently lives in Southern California with his three children; Jack, Morgan and Lauren. Mr. Dennis has spent the last 25 years creating and growing small to medium sized businesses and trade names and considers it a great honor and responsibility to be an entrepreneur. His favorite hobbies are snowboarding, running, golfing, and spending time with his children.



**Kent E. Dicks**, *MedApps, Inc. - CEO, Chairman and Founder*

Mr. Dicks is the CEO, Chairman and Founder of MedApps, a Mobile Wireless Health Monitoring company headquartered out of Scottsdale, Arizona. Mr. Dicks is an Entrepreneur and has over 26 years experience in the technology industry. He has been in the forefront of developing new technologies for remote patient monitoring systems and the introduction of TeleHealth 2.0, which utilizes wireless technology for the transmission of medical data from the patient to the healthcare provider and data depository.



**Brian Dolan**, *mobihealthnews.com - Editor*

Prior to founding mobihealthnews.com 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.



**Sandra D. Elliott**, *Meridian Health - Director, Consumer Technology and Service Development*

Sandra Elliott is the Corporate Director Consumer Technology and Service Development with Meridian Health. Her role is to develop new technology based service and business ventures targeting baby boomer and aging populations. While aggressively taking a new approach to understanding the health and wellness needs of baby boomers and seniors, technological applications are aggressively evaluated as a new method to meet those needs. She has been instrumental in defining opportunities to work with innovative companies and begin to integrate health and wellness technologies into a health delivery system. Sandra has been a national speaker and published many articles in developing opportunities for growing business in publications such as Trustee Magazine, Journal of Healthcare Financial Management, FutureAge, Hospitals and Health Networks, Health Strategist, and Nursing Management.



**George Elwell**, *Silent Call Communications - President and Founder*

George Elwell is president and founder of Silent Call Communications, one of a handful of companies in the world producing communication and electronic alerting devices for people who are deaf, hard of hearing or deaf/blind. The company, based in Waterford, Michigan, recently moved its manufacturing back to Michigan from Taiwan. Elwell, 69, a former engineering tech group leader in advanced product design at General Motors, founded Silent Call Communications in 1987. He was inspired by his brother-in-law who is deaf and could not hear the sounds we take for granted - the doorbell, telephone, smoke and fire alarms. Silent Call Communications clients include Holiday Inn, Carnival Cruise Lines, the U.S. Postal Service, schools, plants and warehouses, retirement centers, the State of California, the Province of Quebec and the American Red Cross.



**Colin Evans**, *Dossia Consortium - President and CEO*

Prior to joining Dossia, Evans served as Intel's Director of Digital Health Policy and Standards, responsible for efforts to cooperate with industry and legislative stakeholders to drive policy development and with industry partners to create platform standards. He was responsible for creating both the Continua Health Alliance on consumer health platform and device interoperability standards and the Dossia Consortium that brings together major US employers to develop shared infrastructure for personal, private, and portable health records. He obtained his degree in Computer Science at Manchester University and is an alumnus of INSEAD, France.



**Michael Foley, Ph.D., Bluetooth Special Interest Group (SIG) - Executive Director**

Dr. Michael Foley joined the Bluetooth SIG in March 2004 as the Executive Director. He is responsible for guiding the qualification and interoperability programs, promotion of the technology, the specification publications, and the long-term roadmap of Bluetooth wireless technology. Dr.

Foley previously worked with Bluetooth wireless technology and other wireless technologies as a senior wireless architect with Microsoft. While there, he played a pivotal role in the creation and development of the wireless desktop vision and 802.11. Dr. Foley also helped shape the Bluetooth standard from its inception, as a SIG Board Member, and later Chairman of the Board from 2002 to 2003. Under Dr. Foley's direction, Bluetooth technology has experienced phenomenal growth and consumer acceptance. Foley holds a Ph.D. in Electrical Engineering from Arizona State University, a Masters degree from Arizona State University and a Bachelor of Science degree in Electrical Engineering from the University of Iowa.



**Mary Furlong, Ed.D., Mary Furlong & Associates - President and CEO**

President and CEO of Mary Furlong & Associates, Mary is a leading authority on the baby boom generation as it moves toward and beyond age 50. Mary founded the nonprofit organization SeniorNet in 1986 and the web portal ThirdAge Media in 1996.



**Jill Gilbert, Caring.com - Vice President**

Jill Gilbert is a Vice President at Caring.com, responsible for the company's commerce channel as well as industry relations. Prior to Caring.com, Jill was co-founder and CEO of Gilbert Guide, a company that paired practical, expert advice and information with the first comprehensive national directory covering the entire continuum of care, including

senior housing, homecare, adult day services, GCMs, senior move managers, and more.

Over the past five years, Jill has become an expert in understanding the products, services and technologies that are making lives easier for caregivers, as well as their loved ones. She is also an expert in eldercare issues, with emphasis on homecare and housing, the two most common decisions faced by adult children caring for aging parents.

Jill is a graduate of the University of Southern California with a BS in Business Administration, and a member of the Business Leadership Council in San Francisco.



**Mark Gordon, firstSTREET - President & CEO**

Mark Gordon, President & CEO of firstSTREET—for Boomers and Beyond, joined the company in January 2002 and is responsible for the daily operations and the strategic direction of the Company. Mr. Gordon was elected to the Board of Directors in September of 2003. Mr. Gordon began his career at Procter & Gamble where he was in marketing/brand management for 10 years and eventually rose to General Management and was appointed a corporate Vice President. Mr. Gordon has also worked as VP of Marketing for an early stage telecommunications company, Broadslate Networks, and as senior VP of Marketing/Strategy for Owens & Minor. Mr. Gordon holds B.S. and M.B.A. degrees from the University of Virginia.



**Bruce Henderson, PricewaterhouseCoopers - Director and Leader of National EHR and HIE Practice Healthcare Advisory Practice**

Bruce Henderson is the Director and Leader of National EHR and HIE Practice Healthcare Advisory Practice, Cincinnati Office of PricewaterhouseCoopers. Bruce is a senior executive with more than 33 years experience in leading, growing and advising health care systems, academic medical centers, payers and managed care organizations, large multi-specialty group practices and diversified health care businesses, as well as advising non-healthcare businesses about their healthcare related operations and costs. Bruce is an active member of HIMSS, CHIME, eHealthInitiative, AMIA and an officer of the Board of Directors of Continua Health Alliance, and the Center for Health Transformation. He earned a Master of Business/Healthcare Administration degree from Xavier University, Cincinnati, Ohio. He holds a Bachelor of Science degree from the University of Cincinnati.



**Jeff Hill**, *MyGait - President and Co-Founder*

MyGait creates simple, failure-free computing experiences for senior citizens. MyGait started by providing its customized solution to senior living communities (CCRCs, Independent Living Apartments, Assisted Living Communities, Nursing Homes and Adult Day Centers) and in 2009 launched its first PC aimed at the individual consumer market. Prior to starting MyGait, Jeff worked in the investment banking field at Sanders Morris Mundy in Houston, TX and Robert W. Baird in Milwaukee, WI. Jeff graduated with a BA in Economics and German from the University of Notre Dame.



**Charlie Hillman**, *GrandCare Systems - CEO and Founder*

Charlie Hillman has spent most of his career as an entrepreneur involved with disruptive technologies. His latest, GrandCare Systems, is designed to allow the aged to live longer at home with greater security, better health, and less social isolation. Using a combination of Smart Home technologies, ADL monitoring, Internet communications, and Tele-Wellness features, the system is intended to support an entire network of caregivers.

Ironically, the system uses cutting-edge technology to go back in time and empower families to remotely care for aging relatives. This innovative approach resulted in GrandCare being chosen as one of 30 organizations nationwide to participate in the once-a-decade, 2005 White House Conference on Aging Technology Pavilion.

Mr. Hillman is a professional engineer with a BS from MIT and a Masters in Engineering from the University of Wisconsin-Milwaukee. He is a commissioner of CAST (Center for Aging Technologies) and a frequent speaker at national and international conferences.



**David Inns**, *GreatCall Inc. - President & CEO*

David is currently President and CEO of GreatCall Inc., the creator of the Jitterbug wireless service; David also sits on the Board of Directors. He designed the service and launch plan for Jitterbug, which began selling in November 2006 and has now become a national brand name with several hundred thousand loyal customers. David has over 20 years of telecom management experience. Before joining GreatCall, David was Vice President, Consumer Markets for Bell Mobility in Canada and Vice President,

Consumer Marketing for Bell Canada. David holds a B.Sc. in Electrical Engineering from the University of Western Ontario. He has an MBA from the J.L. Kellogg Graduate School of Management at Northwestern University, and is also a licensed member of the Association of Professional Engineers.



**Donald Jones**, *Qualcomm - Vice President, Business Development, Health & Life Sciences*

Donald Jones serves as vice president of business development for Qualcomm Incorporated. He is responsible for leading Qualcomm's expansion of wireless technologies into the consumer health, healthcare and medical device markets. Mr. Jones is also a founding board member of the West Wireless Health Institute in La Jolla, California, a global leader in wireless health research. Prior to joining Qualcomm, Jones spent 22 years developing and growing healthcare enterprises. He has served as chief operating officer of MedTrans, as founder and chairman of EMME, and as senior vice president of marketing and business development for HealthCap. Currently Don is on the Boards of the Alliance Healthcare Foundation, the American Telemedicine Association and is the founding board member of the Wireless Life Science Alliance.



**Gary Kaye**, *Fox Business Network - Broadcast Journalist*

Gary Kaye is an award winning broadcast journalist who currently produces stories about technology for the Fox Business Network, including the Network's Tech Tuesday segments. Kaye has been covering hi-tech since IBM launched its first PC in 1981, producing the "Softspot" series for NBC radio. During 13 years at ABC News, he produced technology coverage for "ABC News Business World", bringing the first network television crew to Comdex. He went on to become Technology Producer for ABC World News Tonight with Peter Jennings". He moved to CNN in 1998, where he covered technology shows including CNN/Fortune, CNN Newsstand, American Morning, and New Economy Watch and Digital Jam on CNN/fn. He holds a Bachelor of Arts Degree from Cornell University, and a Master's Degree in Public Policy from the University of California at Berkeley.



**Hyung Tai Kim, MD, Ascension Health - Vice President of Research**

Dr. Hyung Tai Kim, MD is the Vice President of Research and Managing Partner of Transformational Development for Ascension Health, the nation's largest Catholic and nonprofit health system. Dr. Kim leads a team that is focusing on how to meet those needs in the future in a way that extends beyond hospitals and clinics. Dr. Kim holds a BA and MD from Johns Hopkins University in Baltimore, MD and an MBA from the University of Michigan Business School in Ann Arbor, MI.



**Jonathan D. Linkous, American Telemedicine Association - Executive Director**

Jon Linkous is the executive director of the 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 holds a Masters of Public Administration from the School of Government and Public Affairs at the American University in Washington, D.C. and a B.S. degree in Business Administration from Franklin University in Columbus, Ohio with additional postgraduate work at the LBJ School of Public Affairs in Austin, Texas.



**Philip Marshall, MD, MPH, WebMD Health Services - Vice President of Product Strategy**

Dr. Marshall is the Vice President of Product Strategy for WebMD Health Services. At WebMD since 1998, Dr. Marshall has focused his professional career on the effort to place consumers at the center of their healthcare. He has innovated in the areas of Personal Health Records, personalization, and solutions that help consumers make better healthcare decisions. Dr. Marshall currently oversees WebMD's product strategy within the corporate and payer markets, helping more than 200 large employers and health plans deploy solutions that aid in their transition to consumer-centric healthcare. Dr. Marshall is also active in creating connectivity solutions that

link consumers to the different providers and systems that are part of their continuum of care. Dr. Marshall earned his medical degree from Indiana University School of Medicine. He has residency training in both general surgery and public health and preventive medicine, has a Master's in Public Health.



**Clint McClellan, QUALCOMM - Senior Director of Market Development**

Clint McClellan's current responsibilities include establishing opportunities in the Life Sciences market. Since joining QUALCOMM, established the Global Industry Analyst program and Global Market Intelligence program at QUALCOMM. Currently McClellan serves as the Board Chairman for the Foundation for the Children of the California's which supports Hospital Infantil, a pediatric Hospital, in Tijuana, Mexico. He also serves on the boards of the Continua Health Alliance and CommNexus. Prior to joining the Company, McClellan served as a senior analyst for Gartner Group/Dataquest's Telecommunications Group in its personal communications wireless program. While he was at Dataquest, McClellan served as a technology news anchor for two years on the Good Morning San Jose show at KNTV, an ABC affiliate. McClellan holds a Bachelor's of Science degree in Economics from the University of California, Berkeley.



**Douglas J. McClure, Center for Connected Health - Corporate Manager, Technology and Operations**

Douglas J. McClure is responsible for managing ongoing technology operations, technology research and development, and finance at the Center for Connected Health, a division of Partners HealthCare. He also manages the SmartBeat remote monitoring and self management program. SmartBeat provides individuals with anytime, anywhere access to self-management tools to improve their health, and guides participants to make positive lifestyle and health behavior changes. He is currently the on the Board of Directors for the Continua Health Alliance and serves as the Secretary. He is also a member of the Healthcare Information and Management Systems Society, the Massachusetts Technology Council and the Project Management Institute. Mr. McClure received his Masters in International Management from the University of Denver.



**Horst Merkle**, *Roche Diagnostics Corporation - Director*

Horst Merkle is the Director of the Information Management Systems Diabetes Care for the Roche Diagnostics Corporation. In this position, he is responsible for the proposal and the development of key components for the Roche Diabetes Care information management product portfolio with a focus on interoperability/connectivity,

telehealth and standardization.



**Dan Michel**, *Dakim, Inc. - Founder and CEO*

Dan's father was diagnosed with Alzheimer's disease in 1993. Based upon learning about the disease he recognized the therapeutic and emotional value of rigorous cognitive stimulation, as a tool to help seniors preserve their brain health. Dan founded Dakim in 2001 to provide brain fitness exercise. This vision guides the company's efforts. Dan

earned a B.A. from Claremont Men's College (now Claremont McKenna College) and an M.S. from Northwestern University. He is a member of the Academy of Motion Picture Arts & Sciences.



**John Moore**, *Chilmark Research - Founder and Managing Partner*

John Moore is the founder and managing partner of the healthcare industry analyst firm, Chilmark Research. Moore is currently leading research on understanding the concurrent roles and impact of consumer-driven health and consumer-centric technology on the healthcare market with particular

focus on consumer-facing healthcare technologies. In May 2008, Moore authored the report: iPHR Market Analysis & Trends. He is currently working on a report: Health Clouds on the Horizon, to be published in fall 2009. The report will look at the market implications of key consumer-facing healthcare platforms from Dossia, Google and Microsoft as well as some of the smaller, or at least less visible, platform initiatives.



**Bud Myers**, *firstSTREET - Senior Director Of Merchandising*

Over the last 35 years, Bud Myers has been nationally marketing consumer electronics and launching innovative technologies for the Boomer Generation with companies as vice president of Marantz, Frox Interactive, Craig Consumer, Unical (Northwestern Bell), and in product development with Rayovac and Casio. His overall approach

of bringing high technology to market in a simple to use and understand format has been instrumental in the product development for the "Boomer and Beyond" market. Bud has been a member of the Forbes Technology Panel, the EIA CEBus committee, and many dealer panels. He has been a speaker at CES, CEDIA, UCLA's Technology & Aging Center, and the Boomer Venture Summits. Products recently launched while at firstSTREET include the Jitterbug cell phone, TV Ears, and the MyGait GO Computer.



**Vijay Nadkarni**, *Wellcore - Founder and CEO*

Wellcore founder and CEO Vijay Nadkarni is a pioneer in the wireless, networking and bio-med sectors, having conceived and delivered a number of "industry-first" products from concept to mainstream successes. Nadkarni co-founded Veraz Networks (IPO 2007), where his team developed the industry's first distributed VoIP switch. Earlier, he initiated

and built the VoIP program at 3Com. Mr. Nadkarni has held management and engineering roles at Motorola Cellular. He holds nine patents with eight more pending. Mr. Nadkarni holds an MS in Electrical Engineering from Northwestern University, where he was a Walter Murphy Fellow, an MBA from Northwestern's Kellogg School of Management and a BTech in Electrical Engineering from the Indian Institute of Technology-Bombay.



**Jim "Oz" Osborn**, *Quality of Life Technology Engineering Research Center (Carnegie Mellon) - Executive Director and Co-Founder*

Jim "Oz" Osborn is Executive Director and a co-founder of the Quality of Life Technology Engineering Research Center (QoLT) at Carnegie Mellon University. He is also the Coordinator of University Life Science Initiatives for Carnegie

Mellon, and Executive Director of the Carnegie Mellon's Medical Robotics Technology Center, as well as MERITS of Pittsburgh, a program to stimulate collaborations between clinical and technological researchers. Previously, he founded a regional economic development group, the Pittsburgh Robotics Initiative. From 1985 through 1999, he held research and management positions in Carnegie Mellon's Robotics Institute and led several large scale robotics R&D projects sponsored by the US DOE, NASA and industry, including the first robot to explore an active volcano and robots for investigation of the Chernobyl and Three Mile Island nuclear accidents. He has served as a board member of several professional society robotics divisions, chaired two technical conferences, and authored 25 papers and technical reports on robotic systems and applications. He holds a Bachelor's degree in Electrical and Biomedical Engineering and a Master's degree in Civil and Biomedical Engineering, both from Carnegie Mellon University.



**Charles (Chuck) Parker**, *Continua Health Alliance*  
- Executive Director

The Continua Health Alliance is a membership-driven company focuses 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. Mr. Parker has over 20 years of experience in healthcare technology, policy, and the strategic design of evaluation and measurement strategies. Currently, Mr. Parker is pursuing a Master of Science degree in Healthcare Informatics at Northeastern University. He earned his BA in Communication Studies and Business Management at Texas Tech University in Lubbock.



**Stephen Reily**, *VibrantNation.com* - Founder

Stephen Reily, entrepreneur, marketing expert and founder of VibrantNation.com. Flash Forward blogger, founded VibrantNation.com, the leading website exclusively devoted to successful women over 50, after researching the lack of media geared toward women 50+ and spending years listening to women themselves identify their interests

and needs.

As a marketing professional, Stephen built IMC Licensing, a brand-licensing agency and is responsible for overseeing licensing strategy and relationships with IMC's clients, like Kraft Foods and Anheuser Busch, as well as IMC's business development and marketing efforts. Stephen has also published articles in BRANDWEEK, brandchannel.com among others, and has been a featured speaker at leading industry events.



**Jerry Shereshewsky**, *Grandparents.com* - CEO

Jerry may be the only marketing executive in the digital technology field who's invented a new brand of soda pop. Then again, he has been associated with breakthrough marketing ideas in every phase of his distinguished career. Starting at Y&R in the mailroom, he rose to Senior Vice President before moving to Wunderman, the premier direct marketing agency and then on to public relations giant Burson Marsteller. Then he decamped for the Bertelsmann Music Group where he was VP Marketing and Sales for Special Products. He left BMG in 1995 to join Seth Godin in an internet start-up: Yoyodyne. He helped make Yoyodyne the premier direct

marketing promotion company online and made them so attractive to Yahoo! that they bought them. After almost 9 years running marketing for Yahoo's Media Sales Group, both in the US and internationally, he joined grandparents.com, a lifestyle website for the baby boomer grandparents of today and tomorrow.



**Jake Sigal**, *Myine* - Founder

Jake Sigal is the principal of Myine Electronics. Myine Electronics (Ferndale, MI) manufactures consumer electronic audio products for the non tech savvy. Jake invented the USB Turntable and a co-inventor of the iDJ: iPod DJ console. Jake's expertise is evaluating established technologies, removing unnecessary features, and innovating the

technologies into products for the masses. Jake has his Masters in Engineering from Ohio University and sits on their engineering board of advisors.



**Anna-Lisa Silvestre**, *Kaiser Permanente* - VP

As vice president for online services at Kaiser Permanente, Anna-Lisa has developed and overseen the strategy for the organization's web presence since 1995. The award-winning kp.org, enables more than 3 million active members to access their personal health record, e-mail their doctor, and participate in health behavior programs, and includes self-

service account administration for employers and brokers. Anna-Lisa received her undergraduate degree in Sociology from the University of Oregon and a Master's degree in Public Health from the University of California, Berkeley. She is a member of the HealthMedia, Inc. customer advisory board, and has served on Google's Health Advisory Council, the CCHIT standards committee, and the California Governor's Task Force on PHRs.



**Richard Tate**, *HopeLab* - Director of Communications & Marketing

Richard is responsible for HopeLab's media, public relations and product marketing activities. HopeLab, a nonprofit founded by board chair Pam Omidyar, is harnessing the power and appeal of technology to promote positive health behaviors in young people. HopeLab's approach combines

scientific research, innovative approaches to technology development, and the direct input of young people themselves to produce products that measurably improve their health and quality of life. The video game Re-Mission for young

cancer patients is HopeLab's first product. HopeLab is now developing technology designed to increase physical activity in kids as a way to address the widespread problem of childhood obesity. Richard's background includes communications and marketing experience in corporate, nonprofit and startup environments in entertainment technology, media and biotechnology.



**Susan Ayers Walker**, *SmartSilvers Alliance - Co-Founder and Managing Director*

Susan Ayers Walker is a leading edge boomer and a freelance journalist reporting on the intersection of technology and aging. Her articles have appeared in AARP the Magazine, AARP.Org, ACM's Interactions, EETimes, MIT Insider, American Society on Aging Newsletter and other industry journals.

She is a nationally known speaker on technology for aging-in-place and technology for caregiving. She has appeared on NBC, and CBS, and participated in a variety of radio talk shows.

She is the co-founder and managing director of the SmartSilvers Alliance with a mission to foster technology applications that assist independent living for the older consumer. Located in Silicon Valley, she co-produces the BoomerTech series of technology panels and videos that focuses on the +50 market in consumer driven healthcare, brain fitness, and lifestyle applications.

Susan received her BSEE in electrical engineering from Northeastern University and her Masters in Computer Science from Rutgers.



**Harry Wang**, *Parks Associates - Director, Health & Mobile Product Research*

Harry Wang has followed the healthcare industry and information technology market since 2000. His research background involves studying US Disease management practices, the PBM industry, the specialty pharmacy sector as well as clinical and genomic information software and applications. Since joining Parks Associates in 2005, he has extended his healthcare research into the emerging digital home healthcare technology market and is the leading analyst for Parks' Digital Health syndicated research program.



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