



**mHealth: How mobile health is changing the way we deliver care**

<http://tinyurl.com/6r3ht5y>

**Thursday, February 9, 2012**

**11:00 a.m. – 5:00 p.m. (program starts at 12:00)**

**NorthBay Healthcare  
GreenValley Administration Center  
4500 Business Center Drive  
Fairfield, CA 94534**

Join us as we hear from mobile technology leaders who can provide you with an assessment of the mobile market, help you understand the impact of mobile technologies for reaching underserved populations, provide practical tips for designing mobile technologies that will have a real impact on behavior change, and help you understand practical dos and don'ts.

Confirmed speakers include:

- **Merrill Matthews, Ph.D.**, a resident scholar with the Institute for Policy Innovation and regularly featured contributor to Forbes.com. He is a health policy expert who has focused recently on mobile health, raising and assessing policy issues related to the emerging mobile health landscape. He is also chairman of the U.S. Civil Rights Commission's Texas State Advisory Committee, and the past president of the Health Economics Roundtable for the National Association for Business Economics, the largest trade association of business economists. Dr. Matthews will provide us with an assessment of the mobile healthcare landscape and insights regarding policy changes to support and enable it's growth.
- **BJ Fogg, PhD.** Dr. BJ Fogg directs the Persuasive Tech Lab at Stanford University. A psychologist and innovator, his work empowers people to think clearly about the psychology of persuasion — and then to convert those insights into real-world outcomes. He is the author of [Persuasive Technology: Using Computers to Change What We Think and Do](#), a book that explains how computers can motivate and influence people. BJ is also the co-editor of [Mobile Persuasion](#), as well as [Texting 4 Health](#). His upcoming book is entitled The Psychology of Facebook. Dr. Fogg will talk about the elusive concept of enabling real behavior change using well-designed mobile technologies and appropriate strategies for rolling out those capabilities.
- **Tim Kieschnick, Executive Consultant** at Kaiser Permanente will talk about healthcare disparities and the role of mobile in addressing them. In the process he will identify and dispel some myths about mobile's ability to address underserved healthcare communities.
- **Michael Aratow, MD** is the Director of Medical Informatics for CEP America. He practices at San Mateo Medical Center where he is also Chief Medical Information Officer. He will discuss strategies being used in these environments to support and enable physicians to effectively do their work.

Networking opportunities and time to visit our sponsors will be available. Cost of registration includes Coffee & Lunch.

Online registration fees:

HIMSS Members: \$55

HIMSS Non-Members: \$80

HFMA, AHIMA, etc.: \$65

Students: \$30

Event Sponsors: \$750 with 2 free registrations

Raffle Sponsors: \$250 with 1 free registration

Lunch Sponsor: \$1,500 with 5 free registrations

\$10 more at the door.

Register securely online now at: <http://tinyurl.com/6r3ht5y>