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**Improving Healthcare in Mendocino, Sonoma and Lake Counties the Goal of  
One-Day Conference of National and State Healthcare Leaders**

**UKIAH, Calif. – July 3, 2008** – National and regional healthcare leaders will convene in Mendocino County on July 18 for a one-day conference, “Connecting California to Improve Patient Care in 2008.”

“Ultimately we want to improve rural healthcare by increasing the local adoption of electronic medical record software and by enabling the exchange of clinical data between health care providers,” explained Carl Henning, MD, president of Redwood MedNet, the conference host.

The conference will be held at the Ukiah Valley Conference Center, 200 S. School St., Ukiah, from 9:00 AM to 4:15 PM. The cost to attend the conference, which includes lunch, is \$35. Registration is available online at <http://www.redwoodmednet.org>.

Conference goals include:

- Recognize the benefits of incrementally improving health information systems.
- Learn how exchanging health information electronically can improve patient care.
- Hear about early trials with health care quality reimbursement incentives.
- Understand the criticality of common standards for health information exchange.

**Conference Schedule**

9:00-9:15 - Welcome

- Carl Henning, MD -- Redwood MedNet

9:15-10:15 - Privacy & Health Policy in the EHR Era

- Lori Hack, MBA -- Object Health, LLC
- Allen Briskin, JD -- Davis Dwight Tremaine, LLP

10:15-10:30 - break

*Schedule continued next page*

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*Conference schedule continued:*

10:30-noon – Concurrent Sessions

*Concurrent Session A* - Electronic Solutions for Clinical Practices

- Michael Hogarth, MD -- UC Davis
- Brian Herrick, MD -- UCSF
- Andy Coren, MD -- Andy Coren Family Practice, Ukiah

*Concurrent Session B* - Electronic Health Data Interoperability:

- Jamie Ferguson -- Kaiser Permanente
- Charles Parisot -- GE Healthcare
- Shaun Grannis, MD, MSc -- Regenstrief Institute

12:15-1:15 – Lunch

1:15-2:35 - Regional and National Solutions

- Janet King -- MidSouth eHealth Alliance
- Dan Rosenthal, MD, MSc, MPH -- National Quality Forum

2:35-2:50 – Break

2:50-4:10 – Future Trends in Patient Care

- Michael Stearns, MD -- e-MDs
- Paul Tang, MD -- Palo Alto Medical Foundation

4:10-4:15 – Closing Remarks

- Lori Hack -- Object Health, LLC
- Carl Henning, MD -- Redwood MedNet

### **National and Regional Sponsors**

Conference sponsors include e-MDs, Clinica Alianza, WebReach, California State Rural Health Association, Mendocino County Health and Human Services, Ukiah Valley Medical Center, California State Office of Health Information Integrity, Object Health, Vital Data Technology, Sutter Health, Misys, Mendocino Coast District Hospital, Lumetra, St. Joseph Health System of Sonoma County, Carpe Occasio, Mendocino Informatics and the Savings Bank of Mendocino County.

### **About Redwood MedNet**

Redwood MedNet is a nonprofit health information exchange located in Ukiah, California. Redwood MedNet's founding members are physicians working in private practice, emergency departments and public health. The goal of Redwood MedNet is to enable our region to become a center of excellence in improved patient health outcomes through the adoption of health information technology.