the Association of Clinicians for the Underserved (ACU) presents:

Health Information Technology
For the Underserved

March 7-8, 2013
@ the Poughkeepsie Grand Hotel | Poughkeepsie, NY

NETWORK with successful leaders in health care
LEARN how to leverage strategies for change from top executives
DISCOVER how to transform yourself & your organization
EMERGE empowered with best practices
Health Information Technology (HIT) in its many forms has the power to vastly improve health outcomes for the underserved, but many health care organizations are in the earliest stages of adopting these technologies. At this conference, you will hear from national HIT leaders about harnessing the potential of HIT for the underserved.

The conference will be co-chaired by Katherine Brieger, Executive Director of the Hudson River HealthCare Planetree Institute, Virna Little, Sr. Vice President for Psychosocial Service and Community Affairs at the Institute for Family Health, and Earle Rugg, co-founder of Rural Health IT Corporation.

Register Now!

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<tr>
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<th>ACU Members</th>
<th>Non-ACU Members*</th>
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<tr>
<td>Early Registration // By December 31, 2012</td>
<td>$200</td>
<td>$325</td>
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<td>Regular Registration // By March 1, 2013</td>
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<tr>
<td>On-site Registration // March 7-8, 2013</td>
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* All non-member registrations include membership in ACU for 2013
** Groups of 3 or more receive a 15% discount

Register online via [www.clinicians.org](http://www.clinicians.org)
Neil Calman, MD, ABFP, FAAFP:

Neil Calman, MD, is a board-certified family physician who has practiced in the Bronx and Manhattan for more than 30 years. He is president and a cofounder of the Institute for Family Health. Since 1983, Dr. Calman has led the Institute in developing family health centers in the Bronx, Manhattan, and the Mid-Hudson Valley region of New York State. Dr. Calman leads the Institute in a variety of cutting-edge programs: in 2002, the Institute became one of the first community health center networks in the country to implement a fully integrated electronic medical record system, improving both preventive and chronic care treatment throughout its centers. In April 2009, Dr. Calman was appointed by the Obama Administration to serve on the national Health Information Technology Policy Panel, which makes recommendations on the development of a nationwide health information technology infrastructure.

Michael W. Painter, J.D., M.D.

Michael W. Painter joined The Robert Wood Johnson Foundation as a Senior Program Officer in 2005. Previously he served as a health policy advisor at the office of Senate Majority Leader William H. Frist, M.D. Dr. Painter is a board certified family physician who previously served as the chief of medical staff at the Seattle Indian Health Board. As a senior member of the Foundation’s Quality and Disparities teams, Painter focuses on the delivery of quality health care services and the reduction of racial and ethnic disparities in health care. He is an advocate at the national, state, and local levels involving issues such as quality innovation, coverage solutions, health disparities, and health care issues affecting urban American Indians and Alaska Natives. He has a special interest in chronic disease management and prevention.

David R. Hunt, MD, FACS

Dr. Hunt is Chief Medical Officer and Acting Director in the Office of Health IT Adoption for the Office of the National Coordinator for Health Information Technology (ONC) in the Department of Health and Human Services. At ONC he merges years as a practicing surgeon and leader in surgical quality and patient safety with hands-on experience at all levels of information technology. Working at the Centers for Medicare & Medicaid Services (CMS) from 2002 through 2007 Dr. Hunt led the Medicare Patient Safety Monitoring System (MPSMS) as well as the Surgical Care Improvement Partnership (SCIP). Practicing surgery in both private and academic settings, Dr. Hunt served as a Clinical Assistant Professor of Surgery at Howard University, as well as chair of surgical peer review at various hospitals in the Washington metropolitan area.

Kevin L. Larsen, MD

Dr. Larson the is Medical Director of Meaningful Use at the Office of the National Coordinator for Health IT. He is responsible for coordinating the clinical quality measures for Meaningful Use Certification and oversees the development of the Population Health Tool. Prior to working for the federal government he was Chief Medical Informatics Officer and Associate Medical Director at Hennepin County Medical Center in Minneapolis, Minnesota. His research includes health care financing for people living in poverty, computer systems to support clinical decision making, and health literacy. He has served on a number of state and national committees in informatics, data standards and health IT.

Register online via www.clinicians.org
The following awards will be granted in order to recognize excellence in Healthcare Information Technology in the provision of high quality care for the underserved community:

**User From the Field/Individual Award:** This award would be given to any member of the healthcare team (transdisciplinary team) who has effectively used a technology, software, or device that has improved care of the underserved.

- Collaborated with various health IT stakeholders
- Has worked to enhance the adoption of health information technology
- Has actively provided service to the underserved

**Community Organization Award:** This award will be given to an organization that has either developed a capacity to exchange information or to integrate care with other organizations within an underserved community. This organization would be able to demonstrate improved coordination of care/services for a special population or underserved community.

- Shown commitment to an underserved community through innovative strategies
- Coordinated care to improve the quality of services provided

**Transdisciplinary HIT Award for Integrated Care:** This award will be given to a primary care team that has demonstrated outstanding integration of care across disciplines.

- Established themselves as leaders in integrated care through the use of healthcare IT

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**Day One: March 7, 2013**

- Registration
- Networking Breakfast
- Opening Keynote Address
- Workshop One
- Break
- Workshop Two
- Awards Luncheon
- Workshop Three
- Networking Reception and Poster Session

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**Day Two: March 8, 2013**

- Networking Breakfast
- Morning Keynote Address
- Workshop Four
- Break
- Workshop Five
- Lunch Keynote Address
- Workshop Six

*Schedule of events subject to change*

Register online via [www.clinicians.org](http://www.clinicians.org)

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Located conveniently 80 miles from New York City and just 30 minutes from the Shawangunk Mountains with over 100 miles of roads and trails for hiking, running, and biking; Poughkeepsie, NY is the perfect place for a getaway whether you dream of the quite of the mountains, the hustle and bustle of the city—or both!

By Car

From New York City: From New York City Follow signs from the Henry Hudson Pkwy. to the Sawmill River Pkwy. to the Taconic Pkwy. North. Exit at Rt. 52 or 55 east or west. Or, take I-87 north (New York State Thruway.) to Exit 17 at Newburgh to I-84 east to Rt. 9 north. Or, continue east on I-84 to the Taconic Pkwy. North. Or, continue east on I-84 to Rt. 22 north.

From Connecticut: Follow I-84 west to Rt. 22 north. Or, continue west on I-84 to the Taconic Pkwy. North. Or, continue west on I-84 to Rt. 9 north. Exit Route 9 at Church Street. Turn left onto Market Street; the hotel is on your left.

From Albany: Take the New York Thruway (I-87) South to Exit 18, New Paltz. Right on Rt. 299 East, than Right on 9W South to Mid-Hudson Bridge, uphill to third light. Left onto Market Street, Hotel is on Left.

By Train

Amtrak: Stops at the Poughkeepsie station. Just two blocks from the hotel.
*Accessible from Boston to Washington D.C.

Metro North Railroad: 1 hour and 40 minute ride from New York City.

By Plane

Stewart International Airport: twenty miles from the hotel.

Dutchess County Airport: Located just 8 miles from the hotel.

// Accommodations

Poughkeepsie Grand Hotel
40 Civic Center Plaza
Poughkeepsie, NY 12601

Make Your Reservation by phone or online:
(845) 485-5300
http://www.pokgrand.com/

#acuHIT has arranged a special discounted rate at the Poughkeepsie Grand Hotel of just $99.00 a night plus tax for the evenings of March 6, 2013 and March 7, 2013.

Regular rates will apply before and after the conference.

- Weekday Rates (Monday through Thursday): $109.00 per a night for up to 2 guests and a $10.00 charge will be applied to each additional guest per a room.
- Weekend Rates (Friday through Sunday): $129.00 per a night for up to 2 guests and a $10.00 charge will be applied to each additional guest per a room.

Register online via www.clinicians.org
Sponsor #acuHIT

The ACU HIT and the Underserved conference brings together leaders in government, the private sector, federally qualified healthcare centers, nonprofit organizations, and academia to harness the power of health IT for the underserved. Meaningful use requirements and incentives have created enormous interest and prompted huge investments in health IT systems.

Sponsorship of the ACU HIT conference offers an excellent opportunity to make a positive and lasting impression on key decision makers, spotlight your products, and elevate your company’s profile in the health care to the underserved market.

Benefits of Sponsorship:

NETWORK with health care providers from private and public systems, clinicians, quality improvement and health IT staff, public health workers, faculty, researchers, and government officials.

PROMOTE your company to high-level decision makers and attendees through the many branding opportunities offered in each sponsorship package. Raise your company profile by identifying your company as a leader in the health IT safety net market.

JOIN the conversation at this first ever Health IT for the Underserved event which will help demonstrate the power of Health IT to make a difference in underserved communities.

Register online via www.clinicians.org
### General Sponsorship

**Silver Level Sponsor** $5,000
- 6 foot skirted table and two chairs
- Two complimentary passes to attend the conference
- Inclusion in the conference promotional campaign, expected to reach more than 5,000
- Sponsor recognition via press releases, website, program, signage and other opportunities as they arise

**Gold Level Sponsor** $10,000
Includes all aspects of Silver Level Sponsorship, plus
- One additional complimentary pass to attend the conference (three total)
- Full page ad in the conference program

**Platinum Level Sponsor** $20,000
Includes all aspects of Gold Level Sponsorship, plus
- Dedicated 10-15 minute opportunity to address the attendees in a general session (content and speaker must be pre-approved)
- Placement of ad on outside cover of the conference program
- One additional complimentary pass to attend the conference (four total)

### Event Sponsorship

**Host a Keynote or Awards Luncheon** $6,000
Be the exclusive sponsor of the Keynote or Awards Luncheon. Sponsorship includes a meet and greet with Keynote Speaker and/or awardees and reserved table for invited guests at the front of the hall.

**Host a Networking Reception with Poster Displays** $5,000*
*Co-sponsor for $3,000 each
The only evening event planned in connection with the conference is sure to attract attendees for relaxed networking. Your organization’s name and logo will be displayed in the room and in front of the food table

**Provide a Breakfast** $3,500
**OR a Refreshment Break** $2,000
Help participants start their day with a healthy breakfast or to refuel mid-morning or mid-afternoon. Either way, enjoy great opportunities for informal networking. Your organization’s name and logo will be displayed in the room and in front of the food table.

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ACU’s Health IT for the Underserved CONFERENCE
March 7-8, 2013
Poughkeepsie Grand Hotel | Poughkeepsie, NY

// Advertising & Marketing Opportunities

All conference attendees will receive and use the Conference Program. Advertising in the program will reinforce your presence and amplify your brand. Advertisement sales close on January 15, 2013. The artwork submission deadline is January 31, 2013.

- Crayscale Full page $600
- Crayscale Half page $450
- Crayscale Quarter page $300
- Color Inside Cover* $700
- Color Outside Back Cover* $800

*Priority for cover ads will go to general sponsors.

Material Sponsorship Opportunities

Supply Conference Bags $4,500

Conference Giveaway $3,000+

We will help you select from a choice of “keeper” items with your organization’s logo that attendees will take home and use after the conference.

Donate Raffle Items

General sponsors and event sponsors may contribute items for a raffle at the awards luncheon.

// Sponsorship Opportunities Summary

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These contract Conditions, Rules and Regulations are a part of the Association of Clinicians for the Underserved (ACU) 2013 Sponsors and Exhibitor’s Application and Contract for exhibit. Please provide a copy of these Rules and Regulations to the person(s) responsible for the set up of your booth(s).

**ASSIGNMENT OF SPACE:** Assignment of space will be on a first paid, first-served basis. Every effort will be made to accommodate requests for booth assignments. All sponsorship and promotional opportunities are on a first come, first served basis. For more information, contact conference@clinicians.org.

**SPONSORSHIP AND EXHIBIT FEES AND PAYMENT:** Applications will NOT be processed or space assigned without the required payments and signature. All applications must be accompanied by full payment. Receipt of payment does not obligate ACU to accept a contract as binding. ACU retains the option of returning funds.

**CANCELLATION:** Cancellations of sponsorship or exhibit space must be directed in writing to Kathie Westpheling at kathiew@clinicians.org. Refunds, less an administrative fee of $500 per sponsorship and $100 per booth, will be made at the discretion of ACU, but no refund will be given for a cancellation made within 60 days of set-up day. In case of fire or any other causes beyond the control of ACU that prevent holding the conference, this contract will not be binding.

**EXHIBIT BOOTHS:** Each exhibitor will receive one 6-foot draped table, two chairs, and a one-line identification sign bearing the exhibitor’s name.

**INSTALLATION AND DISMANTLING:** Exhibitor Move-In Wednesday, March 6, 4 pm- 6 pm. Exhibitor Move-Out Friday, March 8, 12:00 noon to 2:00 pm.

**SHIPPING:** ACU will mail to each exhibitor complete shipping instructions to the Hotel.

**EXHIBITOR REGISTRATION:** Name badge for one (1) person for each corporate and nonprofit exhibitor. Two (2) badges are included with each Silver level sponsorship; three (3) badges are included for each Gold level sponsorship and four (4) badges are included with each Platinum level sponsorship. Additional personnel may be registered at $140.00 each. Each name badge admits one person to the exhibit hall only, and each person must register.

**USE OF SPACE:** Exhibitors shall not assign, share, or sublet any space without written consent of ACU. Care must be taken that no display extends more than 8’ above the floor or more than 8’ in depth from the back wall of the booth, or interferes with the view of other exhibitors. Noticeable noise produced from operation of any equipment or apparatus is not permitted.

**LIABILITY:** ACU and the Poughkeepsie Grand Hotel will not be held responsible for the safety of the property of the exhibitors from theft, fire, damages, accident or other causes. Exhibitor agrees to protect, save and hold ACU and the Poughkeepsie Grand Hotel and all agents and employees thereof (hereafter collectively called “indemnities”) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor. Further, exhibitor shall at all times protect, indemnify, save and hold harmless the indemnities against and from any and all losses, costs (including attorney’s fees), damages, liability or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitors, its agents, employees, and business invitees which arises from or out of or by reason of said exhibitor’s occupancy and use of the exhibition premises or a part thereof.

**SAFETY REGULATION:** Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations may be used at any time; all drapes, table coverings, and other materials must comply with fire department regulations.

**SECURITY (INSIDE AND OUTSIDE):** The exhibit area is being held in a hotel. Neither ACU nor the hotel can be held responsible for any exhibit materials. Please take the necessary precautions each day for safeguarding your exhibit materials.

**FAILURE TO OCCUPY SPACE:** Space not occupied by the close of the exhibit installation period as specified in these rules and regulations will be forfeited by the exhibitors. This space may be resold, reassigned or used by the exhibit manager.

**SHOW CANCELLATION:** If the conference or exhibit is canceled due to circumstances beyond the control of ACU, ACU will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space.

**SELECTION OF EXHIBITORS:** Only firms and organizations whose services and products are appropriately related to the purpose of ACU shall be permitted to exhibit. ACU reserves the right to decline or prohibit any exhibit which, in its sole judgment, is inappropriate, this reservation being all inclusive as to person, things, printed matter, products and conduct.