

Transform The Way You Think About Change

#acuHIT

Health Information
Technology For the
Underserved

March 7-8, 2013

Poughkeepsie Grand Hotel
Poughkeepsie, NY



association of
clinicians for the
underserved



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#acuHIT

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. #acuHIT provides opportunities to learn from national HIT leaders how to harness the potential of HIT to enhance care to the underserved.

#acuHIT is 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.

Explore the Conference

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Register Now!

	ACU Members	Non-ACU Members*
Regular Registration // By March 1, 2013	\$225	\$350
On-site Registration // March 7-8, 2013	\$250	\$375

** All non-member registrations include membership in ACU for 2013*

*** Groups of 3 or more receive a 15% discount.*

Use the link below to access the ACU homepage and to be connected to the online #acuHT registration.

// Keynote Speakers

Keynote Address: *Harnessing the Benefits of Meaningful Use, Preparing for the Future*

Speakers: David R. Hunt, MD, FACS; Kevin L. Larsen, MD; and Joy Pritts, JD : Office of the National Coordinator for Health Information Technology



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. Larsen is the 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.



Joy Pritts, JD

Joy Pritts joined the Office of the National Coordinator for Health Information Technology, Department of Health & Human Services in February 2010 as its first Chief Privacy Officer. Ms. Pritts provides critical advice to the Secretary and the National Coordinator in developing and implementing ONC's privacy and security programs under

HITECH. She works closely with the Office for Civil Rights and other operating divisions of HHS, as well as with other government agencies to help ensure a coordinated approach to key privacy and security issues. Prior to joining ONC, Ms. Pritts held a joint appointment as a Senior Scholar with the O'Neill Institute for National and Global Health Law and as a Research Associate Professor with the Health Policy Institute, Georgetown University. She has an extensive background in confidentiality laws including the HIPAA Privacy Rule, federal alcohol and substance abuse treatment confidentiality laws, the Common Rule governing federally funded research, and state health information privacy laws.

Keynote Address: *Health Systems Redesign, Health Information Technology & Quality Improvement*

Speaker: Michael Painter MD, MPH: Robert Wood Johnson Foundation

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.

Keynote Speakers //



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. Additionally, he has a special interest in chronic disease management and prevention.

Keynote Address: *What's Meaningful About Meaningful Use*

Speakers: Neil Calman, MD: Institute for Family Health



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 co-founder 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 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.

Keynote Address: *A National Perspective on Health Information Technology*

Speakers: Ceci Connolly: PwC, Health Research Institute



Ceci Connolly

Ceci Connolly is the Managing Director of the Health Research Institute at PwC, a research organization dedicated to objective analysis on the issues, policies and trends important to healthcare organizations and policy makers. Ceci is a veteran journalist, author and commentator who spent 25 years in the news business, reporting

on national politics, healthcare, Latin America and natural disasters such as Hurricane Katrina. As the national health correspondent for the Washington Post, she chronicled enactment of the 2010 Affordable Care Act and was co-author of *Landmark: The Inside Story of America's New Health Care Law and What It Means for Us All*. During her years in journalism, she reported on six U.S. presidential campaigns, spent more than two years based in Mexico City and was a major contributor to the book *Deadlock: The Inside Story of America's Closest Election*. Ceci serves on the boards of the non-profit Whitman Walker Health and the Care Continuum Alliance, and is the first non-physician to receive the Mayo Clinic's prestigious Plummer Society Award for promoting deeper understanding of science and medicine. She is a member of the National Advisory Board of the Center for Sustainable Health Spending and was the recipient of a fellowship at Harvard's Kennedy School of Government. She has appeared on numerous television and radio news programs and has spoken at the prestigious National Press Club, the Chautauqua Institution and the Cleveland Clinic to name a few. Prior to joining PwC, Ceci was a senior adviser at the McKinsey Center for Health Reform, where she led the firm's healthcare publishing and advised clients on implementation of the Affordable Care Act. In her role at the Health Research Institute, Ceci oversees a team of independent analysts and writers who track major developments across the healthcare spectrum.

// Workshops

Designed to facilitate a comprehensive, interactive approach to multiple facets of HIT, #acuHIT workshops are grouped into four tracks:

// Creating Systems

Using Technology to Connect Patients and Providers: Resources to Support the Use of Health IT to Engage Consumers

Review (1) the importance of patient engagement and how technology can help enhance the patient and provider relationship, resulting in improved healthcare outcomes. and (2) free resources available on HRSA's website that can help providers effectively use health IT to achieve meaningful use while improving clinical care for their patient populations.

Thursday 10:30 am-11:30 am
Room T

Yael Harris PhD, MS, Director, Office of Health IT & Quality, Health Resources & Services Administration

Protecting Digital Patient Health Information

Participate in a privacy and

Creating Systems to Support the Use of HIT

Adopting Electronic Health Records, Achieving Meaningful Use, Meeting Patient Centered Medical Home standards, and Mobile Data Collection and Management.

Integrating Components of a Successful HIT Strategy

Topics include clinical decision support, patient portals, community broadcast, electronic health registries, and telemedicine

Enhancing Care to the Underserved through HIT

Topics include addressing social determinants of health, mobile health, limited English proficiency and tablet-based diagnostic screening.

Promoting Professional Development by Incorporating HIT

Topics include technology-based strategies for the clinical education and training, the provision of supervision and the competent use of health information technology.

security risk assessment and build a risk reduction and mitigation strategy using approved workflow resource libraries, case studies, and policy manuals.

Thursday 11:30 am-12:30 pm
Room 1

Ty Faulkner, MS, HITC-TS, Professor of Health Information Technology Management, Lawrence Technological University

Mobile Data Surveillance

View platforms for mobile data collection that improve access to information, data reliability, and quality of care by providing better decision-support tools.

Thursday 2:00 pm-3:00 pm
Room 1

Sanjay Patel, President, WebFirst, Inc.

Supporting Care to the Underserved through Stage 2 Meaningful Use Incentives

Inform participants of key role of ACA and ARRA in reforming our healthcare delivery system to provide better, more coordinated care to underserved populations.

Thursday 4:30 pm -5:30 pm
Room 1

Frank Winter, Partnership Manager, Centers for Medicare & Medicaid Services

Achieving Meaningful Use for Oral Health

Equip yourself with a strategic road map of critical steps necessary to implement an Electronic Health Record that fully integrates Electronic Dental Records and meets oral health Meaningful Use criteria.

Friday 10:30 am -11:30 am
Room 1

Margaret Drozdowski Maule, DMD, MBA, Chief Dental Officer, Community Health Center, Inc

Workflow Redesign to Meet Patient Centered Medical Home and Meaningful Use Standards

Review Patient Centered Medical Home and Meaningful Use Standards. Explore strategies for redesigning health system workflows in order to meet these requirements.

Friday 11:30 am-12:30 pm
Room 1

Tim Long, MD, Chief Medical Officer, Alliance of Chicago

// Integrating Components

Increasing Patient Portal Enrollment and Use

Identify strategies to improve patient portal use among disadvantaged patients through multi-modal targeted interventions, such as electronic kiosk check-in and receptionist engagement in enrollment.

Thursday 10:30 am-11:30 pm
Room 1

Douglas Olson, MD, Medical Director, Hartford County, Community Health Center, Inc.

Enhancing the Referral Process; The Case of Smoking Cessation

Provide support to your referral and provider feedback processes with Health Information Technology, and how these can be used for Joint Commission, Affordable Care Act, Meaningful Use and Quality Care measures through the example of established smoking cessation programs.

Thursday 11:30 am-12:30 pm
Room 2

Patricia Bax, RN, MS, Marketing



Coordinator, Roswell Park Cancer Institute-NYS Smokers' Quitline

Introducing MedlinePlus Connect

Discover MedlinePlus Connect, a free service that links patient portals and Electronic Health Records to MedlinePlus, an authoritative up-to-date health information resource for patients, families, and health care providers.

**Thursday 2:00 pm-3:00 pm
Room 2**

*Renae Barger, Executive Director, National Network of Libraries of Medicine, Middle Atlantic Region
Diane Hauser MPA, Senior Associate for Research & Special Projects, Institute for Family Health*

"Quality Data" and Caring for the Underserved

Update your ideas of "Quality Data" and the "Usual and Customary Workflow", and use this to design effective Health Maintenance tracking for an Underserved patient population.

**Thursday 3:30 pm -4:30 pm
Room 2**

James Meyers, MD, BSEE, Director of Clinical Information Systems,

Greater Lawrence Family Health Center and North Shore Community Health, Inc.

Data Warehouses: From Quality Improvement to Advocacy and Planning

Unlock the potential of a statewide FQHC data warehouse and explore the ways the reporting and analytics can be used for quality improvement and care coordination as well as statewide planning and advocacy work.

**Friday 10:30 am -11:30 am
Room 2**

Lisa Perry, Vice President, Health IT, Community Health Care Association of NY State

Using Mobile Technology and Electronic Health Records to Integrate Evidence Based Clinical Decision Support and Patient Engagement

Explore strategies and examples of integrating evidence-based EHR clinical decision support tools and mobile technology as key elements for quality improvement of comprehensive asthma management.

Friday 11:30 am-12:30 pm

Room 2

Anna Gard, FNP-BC, Health Disparities Consultant, ACU; Rita Sembajwe

// Enhancing Care to the Underserved

Empowering Youth to Self-Manage Chronic Diseases through Mobile Tracking Applications

Explore how Observations of Daily Living self-tracking mobile applications, when paired with health coaching, can assist patients self-manage chronic illnesses, through the example of overweight and obese youths.

**Thursday 10:30 am-11:30 am
Room 2**

Christine Kennedy RN, PhD, FAAN Professor, Koehn Endowed Chair in Children's Health, University of California, San Francisco; Kathy Kim, MPH, MBA, Professor in Residence San Francisco State University, Health Equity Institute

Mobile Dental Health and Teledentistry

Evaluate the solutions to barriers in helping children

from low-income families find a dental home, which can be addressed by teledentistry and real-time video conferencing.

**Thursday 11:30 am-12:30 pm
Room T**

Anthony Mendicino, DDS, Dental Director, Finger Lakes Community Health; Terry Yonker, RN, MS, FNP-BC, Telemedicine Clinical Coordinator, Finger Lakes Community Health

Overcoming Linguistic Barriers in the Medication Reconciliation Process

Investigate mechanisms to leverage health information technology to aid in and streamline medication reconciliation for patients in disparities populations with low health literacy and limited English proficiency.

**Thursday 11:30 am-12:30 pm
Room 3**

Charles Lee, MD, President & Founder, Polyglot Systems, Inc.; Anne Marie Biernacki, CTO, Co-Founder, AdhereTx Corp; Pat Meisner, CEO, AdhereTx Corp

Community Voice Mail and Resource Broadcast Programs

Enhance the ability to serve

hard-to-reach patients by providing access to a reliable method of contact to disseminate information regarding individualized care and public health information.

Thursday 2:00 pm-3:00 pm

Room T

Anna Landa, MPA, Program Director, Springwire

Health Information Exchanges: Improving Health Care in Jails; Impacting Criminal Justice

Examine the health concerns of the populations circling in and out of jail, the impact of health reform and health information technology on justice involved individuals, and the benefit of health information exchanges for detainees and the communities in which they reside.

Thursday 3:30 pm -4:30 pm

Room 3

Ben Butler, CIO, Community Oriented Correctional Health Services (COCHS)

Improving Patient Care and

Outcomes through Population-Based Composite Quality Measures

Examine the role of composite quality measures to improve population-based care and patient outcomes through the example of a diabetes composite measure developed by and used in Community Health Centers.

Thursday 3:30 pm -4:30 pm

Room 1

Margaret Meador, MPH, Clinical Quality Improvement Coordinator, Community Health Center Network of New York State

Technology in the Underserved Diabetic Community

Learn about a comprehensive diabetes program designed for rural, underserved populations with diabetes through the use of Electronic Health Records telehealth, and digital retinal imaging.

Friday 10:30 am -11:30 am

Room T

Jorge Cuadros, OD, PhD; Terry Yonker, RN, MS, FNP-BC, Telemedicine Clinical Coordinator,

Finger Lakes Community Health

Bringing Mental Health Services to Underserved Settings

Harness the power of telepsychiatry to meet the need for mental health services.

Friday 11:30 am -12:30 am

Room T

Charles Lilly, MD, MBA; Terry Yonker, RN, MS, FNP-BC, Telemedicine Clinical Coordinator, Finger Lakes Community Health

// Promoting Professional Development

Technological Tools for Professional Development

Encounter a series of web-based and multimedia tools targeted toward service providers working with underserved and marginalized populations (e.g., interactive case study; online, peer-based learning.)

Thursday 10:30 am-11:30 pm

Room 3

Wayne Centrone, MD, MPH, Vice

President, Design Lab, Center for Social Innovation

Avatar-Based Gaming Technology as a Clinical Training Platform

Experience advances in online avatar-based gaming technology (AGT) that provide clinical training in cutting-edge, highly immersive formats via virtual role-play experiences.

Thursday 2:30 pm-3:30 pm

Room 3

Glenn Albright, Director of Applied Research, Kognito Interactive

Competent Use of Health Information Technology

Ensure the effective use of Electronic Health Records and other forms of Health Information Technology by creating systems that promote learning and growth of users in different roles and with varying degrees of proficiency.

Friday 10:30 am -11:30 am

Room 3

Angela Diop, ND, VP Information Systems, Unity Health Care, Inc; Claudia Smith, IT Clinical Analyst, Unity Health Care, Inc

// Special Events

Discussion Panel: New York State Health Homes

Designed to provide an in-depth look at Health Homes and their intersection with HIT from multiple perspectives, this discussion panel will feature four speakers who will focus on the New York State experience. Opportunities for audience will follow the discussion panel in a moderated question and answer format.

Thursday 3:30 pm-5:00 pm* Room T

Colleen Florio, PhD, Director of Care Management Initiatives & Evaluation, Adirondack Health Institute; Eric Weiskopf, M.Ed, New York State Department of Health, Office of Health Information Technology Transformation; Neil Pessin, Ph.D., Vice President Community Mental Health Services, Visiting Nurse Service of New York; and Virna Little, Psy.D., LCSW-R, Senior Vice President for Psychosocial Services and Community Affairs, Institute for Family Health

Town Hall Sessions

Take advantage of an opportunity to drop in and participate in a dialogue with HIT leaders in a setting where your questions and areas of interest will guide the discussion.

Thursday 4:30 pm-5:30 pm Rooms 2 and 3

*The National Council for Behavioral Health
The Agency for Healthcare Research and Quality*

Transform the Way You Think About Change March 7-8, 2013

Thursday, March 7, 2013				
7:00 am-7:45 am	Morning Stretch or Yoga:			
7:30 am-8:30 am	Registration and Breakfast			
8:30 am-10:00 am	Welcoming Remarks Keynote Address: Harnessing the Benefits of Meaningful Use, Preparing for the Future Speakers: David R. Hunt, MD, FACS; Kevin L. Larsen, MD; and Joy Pritts, JD: Office of the National Coordinator for Health Information Technology			
10:00 am-10:30 am	Refreshment Break			
10:30 am-11:30 am	Adopting an Electronic Health Record: Supportive Resources	Increasing Patient Portal Enrollment and Use	Empowering Youth to Self-Manage Chronic Diseases through Mobile Tracking Applications	Technological Tools for Professional Development
11:30 am-12:30 pm	Protecting Digital Patient Health Information	Enhancing the Referral Process: the Case of Smoking Cessation	Mobile Dental Health and Teledentistry	Overcoming Linguistic Barriers in the Medication Reconciliation Process
12:30 pm-2:00 pm	Awards Luncheon Keynote Address: Health Systems Redesign, Health Information Technology & Quality Improvement Speaker: Michael Painter MD, MPH: Robert Wood Johnson Foundation			
2:00pm-3:00 pm	Mobile Data Surveillance	Introducing MedlinePlus	Community Voice Mail and Resource Broadcast Programs	Avatar-Based Gaming Technology as a Clinical Training Platform
3:00 pm-3:30 pm	Refreshment Break			
3:30 pm-4:30 pm	Discussion Panel: New York State Health Homes*	"Quality Data" and Caring for the Underserved	Health Information Exchanges: Improving Health Care in Jails; Impacting Criminal Justice	Improving Patient Care and Outcomes through Population-Based Composite Quality Measures
4:30 pm-5:30 pm	<i>*Extended session will continue until 5:00 pm</i>	Supporting Care to the Underserved through Stage 2 Meaningful Use Incentives	Town Hall: The National Council for Behavioral Health	Town Hall: The Agency for Healthcare Research and Quality
5:30 pm-7:00pm	Networking Reception and Poster Session			
Friday, March 8, 2013				
7:00 am-7:45 am	Morning Stretch or Yoga			
7:30 am-8:30 am	Registration and Breakfast			
8:30 am-10:00 am	Keynote Address: What's Meaningful About Meaningful Use Speaker: Neil Calman, MD: Institute for Family Health			
10:00 am-10:30 am	Refreshment Break			
10:30 am-11:30 am	Achieving Meaningful Use for Oral Health	Data Warehouses: From Quality Improvement to Advocacy and Planning	Technology in the Underserved Diabetic Community	Competent Use of Health Information Technology
11:30 am-12:30 pm	Workflow Redesign to Meet PCMH and MU Standards	Using Mobile Technology and Electronic Health Records to Integrate...	Bringing Mental Health Services to Underserved Settings	Redefining Risk: New Approaches to Population Management
12:30 pm-2:00 pm	Luncheon Keynote Address: A National Perspective on Health Information Technology Speakers: Ceci Connolly: PwC, Health Research Institute			
2:00 pm-2:15 pm	Break			
2:15 pm-3:45 pm	Health Information Exchanges Closing Remarks			

// Awards Luncheon

The Association of Clinicians for the Underserved is recognizing programs and individuals during their HIT and the Underserved program in March 2013. The Awards Program will recognize innovative approaches using HIT that provide health services to patients from underserved communities.

The Awards program is open to all stakeholders who provide care and services to underserved communities. We are looking for those health centers, homeless and migrant programs, health systems, managed care organizations, provider organizations and individual professionals who have utilized HIT in unique ways to provide care for the most vulnerable communities. Nominees for these awards should

- Contribute to changing the way healthcare is delivered through HIT;
- Improve quality of care in special populations with HIT;
- Use HIT in educating patients and their families to be actively engaged in their care;
- Assist in breaking down silos and improve collaboration in their organization, with consumers, payers and providers;
- Develop creative/innovative programs that have been successful in ensuring access to safe, effective, quality care that meet the needs of the individual patient; and
- Find ways to lower healthcare costs while improving quality and access to care for underserved communities through HIT.

Transdisciplinary Care and HIT Award

All organizations involved in healthcare delivery, understand the importance of team work in delivering patient centered, high quality, cost-effective care.

One of the founding principles of ACU, is the belief in Transdisciplinary Care. These teams are uniquely suited to provide care that is coordinated, integrated across disciplines and more effective in improving health outcomes.

This award is intended for a TDC Team which is using HIT in caring for underserved communities. The team may demonstrate skills in any area noted below:

- A team based model, demonstrating a unique use of the technology or device to provide care, outreach, education, care coordination to underserved communities;
- Helped to develop or test a HIT tool used in unique ; communities;
- Teams which have demonstrated focused attention on consideration of language, culture and literacy in using HIT in reaching underserved communities; or
- Effectively use HIT on a daily basis to improve care in any of the areas.

User From the Field Award:

Individual health team members who have developed a workflow or technique which is effectively serving patients and/ or their families are eligible for this 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. Nominees for this award may have used HIT in one of the following ways:

- Demonstrated a unique use of the technology or device to provide care, outreach, education, care coordination to underserved communities;
- Helped to develop or test a HIT tool used in unique communities;
- Individuals who have demonstrated focused attention on consideration of language, culture and literacy in using HIT in reaching underserved communities; or
- Effectively use HIT on a daily basis to improve care in any of the areas noted: care coordination, patient self-management skill, patient engagement, information exchange.

Community Agency Award:

Community Agencies which have demonstrated a commitment to underserved patients and have used technology to enhance any of the following areas:

- Outreach to hard to reach populations using HIT;
- Cost saving technology which improves the health care team's ability to provide services to disparate communities;
- Care coordination programs which utilize health technology
- Use of HIE (Health Information Exchange) to improve the quality of care, access to care;
- Patient Experience of care; or
- Agencies which have demonstrated focused attention on consideration of language, culture and literacy in using HIT to reach underserved communities

// Posters

Risks and Benefits to Breast Milk Sharing

Internet breast milk sharing is a relatively new phenomenon that is gaining popularity and scrutiny. This work examines the risks and benefits to milk sharing through Human Milk 4 Human Babies (HM4HB), an online initiative that has a presence in 52 countries and is represented by geographically based community Facebook pages.

Rebecca McCloskey, Specialist Professor, Monmouth University

Cloud-Based Social Platforms: Achieving Better Patient Outcomes and Reduced Healthcare Costs

Currently in pilot at several healthcare institutions, WellFX provides a cloud-based social platform designed to engage patients in their own care, enable the sharing of information and educational materials and serve as a private and secure messaging tool.

Jock Putney, CEO, WellFX; Malcolm Butler, Medical Director, Columbia Valley Community Health

Improving Contraceptive Adherence via Low-Literacy Patient Education Materials

In order to communicate clearly with women and teens about contraception, the authors of this poster have developed low-literacy patient education materials that are integrated into our electronic health record's after-visit summary. This initiative aims to improve patients' understanding of their contraceptive, to help patients avoid medication errors, and thus to improve contraceptive adherence.

Ruth Lesnewski, MD, and Amy Pandya, MD, Institute for Family Health

Workforce Training in HIV Medicine: Technical Strategies to Reach Correctional Health Care Providers

Because web-based education delivery is not possible for the medical professionals practicing within the New York State Department of Correctional Services due to security restrictions, Albany Medical College, under the NY/NJ AIDS Education

and Training Center, expanded the use of existing telemedicine technology to deliver onsite interactive, clinical education to correctional providers.

Sarah Walker, Associate Director of Correctional Education, Albany Medical College

Enhancing Training Experiences with Information Technology

AIDS Education and Training Centers (AETCs) provide continuing education and clinical guidance on HIV to providers serving underserved communities. Using a mix of synchronous, asynchronous, online and in-person modalities, AETCs offer didactic, skills building and hands-on training, as well as case-based clinical consultation.

Daria Boccher-Lattimore, Director, NY/NJ AETC, Assistant Professor, Columbia University; Mari Millery, Assistant Professor of Clinical of Sociomedical Sciences, Columbia University, Evaluation Director, NY/NJ AETC

Developing Tablet-Based Echocardiography

Providers in under-resourced settings often lack adequate equipment to perform echocardiography, a life saving diagnostic test. To address this critical technology gap, we are developing an affordable, reliable, and portable echocardiography software interface and complementary probe that can be operated through a tablet computer.

Kumar Senthil, Resident, Children's Hospital of Philadelphia; Jona Ludmir, MD, Resident, Children's Hospital of Philadelphia/Hospital of the University of Pennsylvania; Evan Russell, MD/PhD Candidate, Johns Hopkins School of Medicine and Bloomberg School of Public Health

Text Messaging Applications for Increasing Medication Adherence and Appointment Keeping Among Low-Income and Underserved Populations

Given their widespread use, cell phones and smart phones present unparalleled opportunities for targeted communications to increase medication adherence

and appointment keeping among low-income and underserved patients.

Corey Basch, Assistant Professor of Public Health, William Paterson University

Increasing Professionals' Technology Literacy to Enhance Access to Client-Care Resources

With funding from the National Library of Medicine, the Alliance of Border Collaboratives supports Community Health Workers (CHWs) that serve local Hispanic communities through Promovision, a training program designed to teach CHWs the computer skills necessary for accessing health education and promotion resources on the internet.

Jose Alvarez, Alliance of Border Collaboratives

A Systematic Review of Acceptance of Telehealth for Hypertension Management: Developing Framework for Interventions in Underserved Populations

An English and Spanish questionnaire was developed to assess patient acceptance of telehealth interventions in underserved communities and to aid in the development, implementation, and evaluation of telehealth applications for preventative health education and management of chronic diseases such as hypertension.

Daniel Solis, Third-year M.D. Candidate, Stanford University School of Medicine; Faculty Advisor, LaVera M. Crawley, MD MPH, Assistant Professor (Research), Department of Pediatrics, Stanford Center for Biomedical Ethics

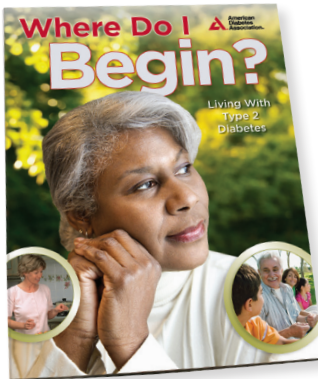
Building and Asthma Care Home: Engaging Clinicians, Patients and Caregivers in Comprehensive Asthma Management

This poster describes the professional education cooperative agreement between the US EPA and the ACU including how clinical decision support tools can be integrated into an electronic health record.

Anna Gard, MSN, C-RNP; Lois Wessel, FNP, Association of Clinicians for the Underserved



Free resource for your patients newly diagnosed with type 2 diabetes.



The **Where Do I Begin?** booklet is the first step to helping your patients get the information they need at diagnosis. Encourage them to take the next step and enroll in the free **Living With Type 2 Diabetes** program to get ongoing information and support over the first year.

Order copies of **Where Do I Begin?** and use this great resource for your newly diagnosed patients. This booklet is available in English and Spanish.

Get started. Visit diabetes.org/clinicians.



Funding for this program is provided in part by:





// Accommodations & Travel

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 quiet of the mountains, the hustle and bustle of the city—or both!

Staying in Poughkeepsie

Conference Rates:

#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. Discount Code is "ACU."

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.

**All regular rates are subject to change.*

Poughkeepsie Grand Hotel
40 Civic Center Plaza
Poughkeepsie, NY 12601

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

Traveling to Poughkeepsie By Car

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.

Traveling to Poughkeepsie By Train

Amtrak: Stops at the Poughkeepsie station. Just two blocks from the hotel.

*Accessible from Boston to Washington D.C.

Metro North Railroad: Stops at the Poughkeepsie Station. 1 hour and 40 minutes from New York City.

Traveling to Poughkeepsie By Plane

Stewart International Airport : Located just 20 miles from the hotel.

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

Traveling to Poughkeepsie is simple no matter the direction from which you plan to come.

For additional information regarding transportation services, please contact the transportation providers directly.

Sponsor #acuHIT

Meaningful use requirements and other incentives have created enormous interest and prompted huge investments in HIT. #acuHIT 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.

Sponsorship of #acuHIT 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.

Sign up to sponsor #acuHIT online via www.clinicians.org!

There are many ways to sponsor #acuHIT.

Review the opportunities for General Sponsorship, Event Sponsorship, Exhibit Sponsorship, Marketing and Advertising or Material Sponsorship to find the option that is right for your organization!

Review the Sponsorship Opportunities Summary table on page 10 to see the benefits of each type of sponsorship at a glance.

General Sponsorship

Silver Level Sponsor - \$5000

- * 6 foot skirted table and two chairs
- * Two complimentary passes to attend the conference
- * Inclusion in the #acuHIT 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.

Exhibit Sponsorship

Corporate Exhibit - \$600

- 6 foot skirted table and two chairs
- Listing in the conference program
- One complimentary pass to attend the conference

Nonprofit Informational Table - \$300

- 6 foot skirted table and two chairs
- Listing in the conference program
- One complimentary pass to attend the conference

Marketing and Advertising

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.**

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

**Priority for cover ads will go to general sponsors.*

Material Sponsorship

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

Contribute items for a raffle during closing remarks

// Sponsorship Opportunities Summary

	Exhibit Table	Ad in Program	Listing on Conference Website	Includes Conference Registration	Listing in Program	Listing on Singage
Silver Level Sponsor	#		#	2	#	#
Gold Level Sponsor	#	#	#	3	#	#
Platinum Level Sponsor	#	#	#	4	#	#
Keynote or Awards Luncheon Sponsor			#	2	#	#
Networking Reception Sponsor			#	2	#	#
Breakfast Sponsor			#		#	#
Refreshment Break Sponsor			#		#	#
Corporate Exhibit	#			1	#	#
Nonprofit Information Table	#			1	#	#
Advertising and Marketing					#	

// Sponsorship and Exhibit Rules & Regulations

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.



association of
clinicians for the
underserved

#acuHIT is sponsored by



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DENTRIX[®]
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Pfizer Helpful Answers[®]
Filling a need for prescription assistance

with Telepresence Support and Technical Assistance provided by



and Conference Bags provided by



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