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FOR IMMEDIATE RELEASE

Keynote Speech at the CIO Healthcare Summit Addresses Meaningful Use of Health IT

May 13, 2010 – The CIO Healthcare Summit successfully wrapped yesterday morning at the InterContinental Montelucia Resort in Scottsdale, AZ. This year's agenda took center stage at the technology event, as CIOs and technology executives are currently facing a tremendous amount of change in the healthcare industry. One particular session of note was Dr. Ferdinand Velasco's, CMIO, Texas Health Resources, keynote speech, "Meaningful Use of Health IT: a CMIO's guide for CIOs."

The CIO Healthcare Summit is an opportunity for CIOs and technology executives to network with their peers, learn about new technology solutions for healthcare organizations, and attend educational sessions, including case study presentations, CIO thought-leadership sessions, and keynote speeches.

In his keynote, Velasco provided an overview of Medicare HIT payment incentives, Meaningful Use criteria and staging, health outcome priorities, and quality framework. He also took an in-depth look at the quality measure life cycle and provided attendees with recommendations on how to assess their readiness for achieving Meaningful Use, and how to execute an action plan to address opportunities in their organization. To view pictures of Velasco's presentation as well as other photos from the CIO Healthcare Summit, visit our Flickr page at http://www.flickr.com/photos/cdmmediaevents/.

Velasco is the physician champion for Texas Health Resource's medical informatics initiatives and has responsibility over the physician engagement and clinical decision support groups within IT Solutions. He co-chairs the executive steering committee, which oversees implementation of the EHR. In addition, he co-chairs the Advanced Quality Workgroup of the Certification Commission for Health Information Technology and serves on the National Quality Forum Health Information Technology Expert Panel.

Other highlights from the agenda included a keynote panel discussion on the role of dynamic data centers and virtualization in healthcare moderated by Jack Santos, CIO Executive Strategist, Burton Group, as well as a presentation on the future of EHRs by Dr. Gerry Higgins, CIO, MedStar Institute for Innovation, MedStar Health System.

For more information about the CIO Healthcare Summit, please visit www.ciohealthcaresummit.com or to participate in next year's event, contact Nick Backhouse, Event Director, CIO Healthcare Summit, at 808-694-3600 or nick.backhouse@cdmmedia.com.

About the CIO Healthcare Summit

The SBS Division of CDM Media has a reputation for delivering strategically positioned, content-driven events to C-level clientele from Fortune 1000 organizations. With experience delivering intimate, effective business summits, CDM Media gathers executives to develop innovative business ideas and lasting relationships with their peers and colleagues. Next year's CIO Healthcare Summit will be hosted December 12-15, 2010 at the exclusive InterContinental Montelucia Resort in Scottsdale, AZ. The summit is designed to gather business leaders from innovative companies within North America's healthcare industry to debate and network on critical business technology issues.

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