



# EXHIBIT HALL GUIDE

This guide has been created to help you understand the diversity of types of companies in the Health 2.0 world. We are tracking over 1,000 entities in Health 2.0 currently in 19 different segments. Today we feature 23 companies subdivided into those focusing on:

- Consumer Content & Community
- Consumer Tools
- EMR adoption and Patient-Physician Communication
- Patient Engagement

However, of course many of these companies have technologies and services that cover several segments --- *Indu Subaiya & Matthew Holt*

## 1) Consumer Content & Community



Everyday Health is a leading provider of online consumer health solutions. Our broad portfolio of more than 25 health properties spans the health spectrum – from caregiving and condition management to fitness, nutrition and personal care – and offers users the tools, community and access to experts necessary to live healthier each and every day. Through depth, breadth and quality of content as well as the development of innovative and personalized health tools have enabled Everyday Health to empower tens of millions of consumers each month. Through creation of original content and health applications Everyday Health has enabled millions of consumers to easily manage their nutrition, caloric consumption and expenditure every day. With the development of interactive triage and compliance tools, millions of consumers have been able to determine the severity of a symptom and the appropriate level of care as well as their level success in management of their conditions. *Table # 1*

[www.everydayhealth.com](http://www.everydayhealth.com)

Contact: Rebecca Traish, [rtraish@everydayhealthinc.com](mailto:rtraish@everydayhealthinc.com)



dLife was established to address the overwhelming consumer need for real, practical solutions to the 24/7 challenge of managing diabetes vs. episodic clinical treatment. *dLife is all about diabetes in real life!* dLife works to:

**Empower** self-management via creative consumer mechanisms

Deliver **engagement** in consumer's daily life stream at point of need vs. point of care

Consider the **whole human** - especially emotional, motivational, and practical needs. In other words, break out of the clinical box and put power in the patients' hands.

The dLife network consists of a TV program, web portal, mobile, direct mail, and professional programs, as well as an emerging healthcare services division. The network has grown each year in audience, reach, recognition, and commercial opportunities. *Table # 2*

[www.dlife.com](http://www.dlife.com)

Contact: Greg Zegras [zegras@dlife.com](mailto:zegras@dlife.com)



icyou is the Web's only destination focused solely on bringing you the whole world of healthcare video. From important medical breakthroughs to the latest diets, from recipes for people with diabetes to vlogs from cancer patients, icyou is healthcare video. We make it simple to:

- FIND** any health-oriented video you seek from hundreds of certified medical and health professionals, as well as regular people dealing with the same issues you are;
- UPLOAD** your own video and contribute to icyou's ever-growing healthcare video community;
- WATCH** every video anytime, anywhere, as often as you like for free on your computer; and
- COMMENT** on anything you see, adding helpful tips, pointing out similar videos, or just lending support to others like yourself.

Whatever you want to know or share about healthcare, it's here, it's searchable, and it will change the way you think about healthcare information on the web.

icyou also has a team of professional video-journalists who visit all kinds of health care events to record the opinions of patients, physicians and those who care about health. We've been at virtually every Health 2.0 Conference, and would love to interview you today! We also create professional videos for health care organizations. *Table # 3*

[www.icyou.com](http://www.icyou.com)      Contact: Nina Sossamon-Pogue      [nina@benefitfocus.com](mailto:nina@benefitfocus.com)

## 2) Consumer Tools



We are the first online social network and news source for the *Health eGames* Industry, where you can find all the latest news, and share your knowledge and experience with other [community members](#).

[Gaming4Health.com](http://Gaming4Health.com) is sponsored by [iConecto.com](http://iConecto.com), a leading strategy and solutions firm. [iConecto](http://iConecto) develops, customizes and distributes health apps, video games, immersive learning simulations and multimedia solutions for superior health and performance. *Table # 4 & 5*

[www.Gaming4Health.com](http://www.Gaming4Health.com)      Contact Doug Goldstein      [doug@iconecto.com](mailto:doug@iconecto.com)



**doublecheckmd**  
your prescriptions. their interactions.

Enhanced Medical Decisions Inc.

EMD Technologies (EMD) over the last 10 years has developed proprietary, rule based, natural language processing (NLP) technology that revolutionizes the retrieval and management of digital information for data-mining, interoperability and decision support. The EMD Engine™ accurately pinpoints patient information within the EHR and links this data with the relevant evidence-based knowledge. By connecting these two distinct types of data, the EMD Engine™ delivers highly personalized, action-oriented messaging to support the highest quality clinical decisions and the most cost-effective care. EMD's data-mining and curation capabilities are unmatched in terms of the scope and breath of content covered.

*For Consumers:* **DoubleCheckTreatments™** continuously screens patient data to identify gaps in care; **DoubleCheckDrugs™** uses the EMD Engine™ to detect adverse drug reactions; DoubleCheckMD.com is a web-based version of **DoubleCheckDrugs™** with a monthly user base of almost 200,000 patients and medical professionals in over 150 countries.

*For Professionals and Institutions:* The EMD Engine™ is used to **mine EHR/PHR data for actionable information** that improves care quality, creates problem lists and optimizes efficiency in support of Meaningful Use compliance; The extensive EMD Engine™ rule-based ontology enables efficient **vocabulary mapping and interoperability functionality** among SNOMED, UMLS, ICD-9 and ICD-10 *Table # 6*

[www.doublecheckmd.com](http://www.doublecheckmd.com) Contact: Marlene Beggelman marlene@enhancedmd.com

## **SURVEYOR**health

Formerly PharmaSURVEYOR

**SURVEYOR Health**, formerly PharmaSURVEYOR, will showcase its **Medication Risk Maps** application running on its advanced platform for navigating health information. Medication Risk Maps enables care givers to **Identify** medication risks, **Diagnose** causes and **Simulate** changes all while reducing information overload and alert fatigue. Medication Risk Maps provides **actionable situational awareness** by visualizing interactions, individual side effects, combinatorial side effects arising from additive toxicities, drug-disease contraindications and precautions.

**SURVEYOR Health** supports transactional use by clicking on an embedded patient record or linking to an external EMR or PHR, including Microsoft HealthVault. **Information fusion** is faster and more comprehensive than reading and digesting textual resources while enabling access when needed. **Medication Risk Maps** may be integrated as an online service with health IT systems and applications. Come check it out for yourself, in the browser and on the iPad – focus, search, sort, group, drill-down, expand, collapse, slice and dice as you've never been able to before – to understand and finally resolve adverse effects. *Table # 7*

[www.surveyorhealth.com](http://www.surveyorhealth.com)

Contact: Erick Von Schweber erick@surveyorhealth.com

**Health 2.0 Goes to Washington**

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Unity Medical, an award winning, innovator of healthcare technology seamlessly integrates HD video production with Web 2.0 tools and high level strategic consulting to create a best-in-class, **patient engagement and education platform**. Unity Medical shares a vision with healthcare leaders seeking to enhance the healthcare experience through dramatically increasing patient engagement. By connecting patients, their families, and the extended medical community to safe and trusted, medically accurate, video-based, information, Unity Medical enables a truly patient-centered experience that reduces cost and improves outcomes.

Unity Medical clients include Payers, Providers, Medical Device Manufacturers and Healthcare Technology companies that are looking for ways to leverage web-based (SaaS) technology and emerging social trends to radically improve patient outcomes and healthcare delivery. We invite you to join us in the Health 2.0 Exhibit Hall to view a demonstration of the Unity Medical Patient Engagement Platform. We will share live examples of how healthcare organizations such as St Luke's Health System and the *Walt Disney Pavilion* at Florida Hospital for Children are using the Unity Medical products and services to support their physicians, staff, patients, and their families. *Table # 8*

[www.unitymedical.com](http://www.unitymedical.com)

Contact: Jeff Kays

[jeffk@unitymg.com](mailto:jeffk@unitymg.com)

## VITALITY™

Vitality addresses the billion-dollar medication adherence problem for drug makers, retail pharmacies, and healthcare providers with a simple device--the first Internet-connected pill cap. **GlowCaps** embed intelligence, connectivity and an ambient display into one of the most ubiquitous objects in the home--the amber pill bottle. Vitality GlowCaps improve adherence by addressing the root causes of non-adherence concurrently. GlowCaps are designed especially for people challenged with managing chronic diseases like hypertension, diabetes, high cholesterol, and depression where maintaining high adherence to a prescribed regimen of medications is critical for long-term health. *Table # 9*

<http://www.rxvitality.com/>

Contact: David Rose

[david.drose@rxvitality.com](mailto:david.drose@rxvitality.com)



The U-BeWell health information connectivity solution is based on Humetrix' 25-year healthcare IT development experience and Humetrix' core technology for automated and secure access to individual on-line records using smart portable devices (USB flash devices, smart and flash cards, or web-enabled phones).

The U-BeWell application embedded in any of the above smart portable devices, is offered to public and private payers, healthcare service providers, HIE and electronic health record (EHR) solution providers. The U-BeWell solution is foremost centered on, and designed for the individual patient and health record holder to achieve optimum access and quality of health care.

With the use of U-BeWell powered smart portable devices, users of personal EHRs (whether providers or patients) can automatically and securely access up-to-date individual healthcare information at the point of care or from home. *Table # 10*

<http://www.humetrix.com/ubewell.html> Contact: Claudia Ellison cellison@humetrix.com



Founded in 1999, DestinationRx provides internet-based tools that help consumers make better healthcare decisions for themselves and their families, by helping them navigate the complex healthcare marketplace and make sense of and act on their options.

DestinationRx has grown from a pioneer to a recognized industry leader in consumer drug price comparisons and purchasing technology. The company's clients include the Centers for Medicare and Medicaid Services, pharmacy benefits managers (PBMs), large health plans, Fortune 100 employers, advocacy organizations and individual consumers.

Through these clients and [www.destinationrx.com](http://www.destinationrx.com), DestinationRx assists millions of individuals with decision support tools such as price comparison, plan comparison and purchasing options for prescription drug and other healthcare transactions. These tools give consumers unprecedented access to and simplicity of the information they need to become smarter and more confident health care decision makers and buyers. *Table # 11*

[www.destinationrx.com](http://www.destinationrx.com) Contact: Matt Parker matt.parker@destinationrx.com



**5AM** | SOLUTIONS

5AM Solutions creates innovative software solutions to connect the worlds of life science. Solutions for researchers, physicians & patients. Tools for faster answers. The company was founded with the mission of **making the web the place where life science professional work, collaborate, and succeed.**

*What We're Exhibiting at Health 2.0:* We're proud to sponsor the Health 2.0 Goes to Washington conference. We'll share information about our projects, products, and services, but primarily, we're here to listen.

*What 5AM offers:* 5AM is in business to serve the needs of life science professionals – researchers, physicians, hospitals, governments, universities, nonprofits. Every day we work to meet the needs of clients as diverse as HHS, the National Cancer Institute (we're a licensed Service Support Provider for the caBIG® program), the Howard Hughes Medical Institute, Celera, pharmaceutical companies, and private foundations. 100% of the software we've created is in use, and 100% of our clients will provide reference for our work. 5AM Solutions is pleased to offer our federal, state, and local government clients the ability to contract our life science software services with ease through a GSA Schedule. *Table # 12*

[www.5amsolutions.com](http://www.5amsolutions.com)

Contact: Ginger Price

[gprice@5amsolutions.com](mailto:gprice@5amsolutions.com)

**TERPSYS**

TerpSys helps organizations use technology. We have the privilege to count a number of remarkable organizations as clients and partners: Autism360, the National Cancer Institute (NCI), the National Cancer Institute for Bioinformatics (NCICB), the National Institutes of Health (NIH), Institute for Healthcare Improvement (IHI), the Howard Hughes Medical Institute, the Atlanta School of Sleep Medicine & Technology, and others. The TerpSys Internet Business Solutions has a special blend of deep expertise across many disciplines

In addition to featuring information about TerpSys, we will also have available numerous case studies of work done in the healthcare related field. Prominently featured at the TerpSys exhibit will be our work done for Autism360, a patented web-based tool that allows parents and caretakers of autistic children to record, organize, and track information in new and exciting ways. This data can improve communication with treatment professionals by helping you identify children with similar symptoms, allowing parents and caretakers to compare information and learn from the experiences of others. Attendees will be able to take a "tour" of this application as well as hear more about its development by talking with *Autism360* founder, Dr. Sid Baker. *Table # 13*

[www.terpsys.com](http://www.terpsys.com)

Contact: Sid Baker

[sidneymb@gmail.com](mailto:sidneymb@gmail.com)

**Health 2.0 Goes to Washington**

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Named the Government Contracting Firm of the Year by the Tech Council of MD, Aquilent is the recognized leading provider of Web-based solutions shaping the next generation of technology for the federal government. Through our ongoing support of government health organizations including the Military Health Systems, the Department of Veterans Affairs, and the Department of Health and Human Services, Aquilent has established proven systems, mature processes, and best practices that uniquely position us to address health care-related technology needs. Specializing in content management, enterprise portals and web applications, PMO and technology strategy, Aquilent, twice recognized as one of the Top 50 Best Places to Work by the Washington Business Journal, is guided by an unwavering commitment to deliver solutions that maximize efficiency, reduce risk, and provide quantifiable results. Check out Aquilent's DC-area Health-related meetups at [www.Meetup.com](http://www.Meetup.com): Health 2.0 and Health Informatics Pulse (HIP). *Table #14*

[www.aquilent.com](http://www.aquilent.com)

Contact: John Hoge

[john.hoge@aquilent.com](mailto:john.hoge@aquilent.com)

### 3) EMRs & Physician-Patient Communications



Communicating with your patients has never been easier. If patients can access a web browser, they can access the Sage Intergy Practice Portal. With their secure login, patients can access real-time information and services that enable them to actively participate in their care. Plus, all information communicated through the portal can be saved directly within Sage Intergy and easily moved to the Task Manager for follow-up or completion.

With the Sage Intergy Practice Portal, physicians and their staff can:

- Provide patients a convenient, secure online option for submitting new patient registration forms, pre-visit questionnaires, appointment requests and prescription refills
- Empower patients to view their lab results, immunization data, medications, health conditions and more
- Reduce staff phone time by exchanging real-time, secure email messages with patients instead of phone calls

Sage Intergy EHR was designed from the ground up to be seamlessly integrated with [Sage Intergy](#). Together they form the platinum standard in healthcare software. Sage Intergy EHR also interfaces with other leading practice management systems such as, [Sage Medical Manager](#) and [Sage HealthPro XL](#) as well as with [Sage Practice Analytics](#), a robust reporting package created for use by non-IT personnel. *Table # 15*

[www.sagehealth.com](http://www.sagehealth.com)

Contact: Ken Ernsting

[ken.ernsting@sage.com](mailto:ken.ernsting@sage.com)



## KAISER PERMANENTE®

Kaiser Permanente HealthConnect® is Kaiser Permanente's comprehensive health information system that includes one of the most advanced electronic medical records available today. It securely connects 8.6 million health plan members to their care teams, their personal information, and the latest medical knowledge in real time. A book chronicling Kaiser Permanente's implementation of the electronic medical record titled, ***Connected for Health***, by Louise Liang will be available online and in bookstores in July 2010.

KP HealthConnect facilitates communication between members and Kaiser Permanente professionals to help make getting well and staying healthy even more convenient. Since the full implementation of KP HealthConnect and the associated My Health Manager personal health record (PHR), Kaiser Permanente has impressive statistics of what is by far the largest consumer use of a commercial provider-based PHR, including:

More than 3 million active online users; More than 300,000 parents/guardians registered to use Act for a Family Member; More than 150,000 daily users; Approximately 55,000 new online users each month; 1.8 million lab results online monthly; Over 700,000 emails monthly; 550,000 prescriptions filled online monthly; 150,000 appointments scheduled online each month. *Table # 16*

Contact: Patrice Smith [patrice.l.smith@kp.org](mailto:patrice.l.smith@kp.org)  
<http://xnet.kp.org/newscenter/aboutkp/healthconnect/index.html>



A global technology powerhouse, Cisco offers healthcare solutions to improve workflows, enable remote collaboration, and provide mobile access thereby reducing operating costs and improving patient satisfaction. Visit Cisco in the exhibition hall to see how **“WebEx for Healthcare”** provides a new way for clinicians to communicate and collaborate across geographies, time zones, and facilities.

WebEx for Healthcare can help you improve care by eliminating distance as a barrier, so that you can: Conduct virtual consultations and issue second opinions for patients at sites without clinical resources; Enable your clinicians to access records from disparate systems; Engage remotely-located specialists; Collaborate on research without the need to travel.

WebEx for Healthcare also reduces costs associated with medical education and training, enabling you to: Conduct regional, staff, and operations meetings without travel; Deliver continuing medical education for physicians and nurses; Provide education opportunities on demand; Roll out application training to healthcare staff on new processes; Conduct education for large groups; Provide online forums for group case reviews. *Table # 17*

Contact Shawn Carrigan [scarriga@cisco.com](mailto:scarriga@cisco.com)  
<http://www.cisco.com/web/strategy/healthcare/index.html>



RelayHealth pioneered online healthcare communications with the goal to improve the delivery and accessibility of healthcare. Today we provide connectivity that allows physicians to communicate with their patients, efficiently, affordably, and securely. RelayHealth's secure online connectivity solutions also enable providers to connect with other providers, patients, payors and pharmacies online to get secure access to real-time information

RelayHealth works to accelerate the delivery of high-quality care and improve financial performance through solutions such as online consultation of physicians by patients, electronic prescribing, point-of-service pharmacy claims resolution by payors, pre-visit patient financial clearance by providers, and post-visit provider bill settlement by payors and patients. To support quality care improvements and reduced administrative costs across the healthcare industry, RelayHealth operates as a neutral partner in an open network environment, offering connectivity and interoperability among all organizations, systems and solutions. *Table #18*

[www.RelayHealth.com](http://www.RelayHealth.com)

Contact: Terry Douglas    [terry.douglas@relayhealth.com](mailto:terry.douglas@relayhealth.com)



Practice Fusion is the fastest growing Electronic Medical Records community in the country, offering doctors a free, fully-functional EMR application for charting, scheduling, e-prescribing and practice management. Practice Fusion also allows doctors to seamless control the sharing of data with colleagues and patients.

**Free** – Absolutely free, including free training and support. No hidden costs.

**Web-based** – Practice Fusion handles all of the practice's technology needs from one secure online login.

**Live in five** – Implementing Practice Fusion takes minutes not weeks. There's no software to install, sales contracts to sign, consultants to pay or hardware to buy.

**Stimulus incentives** – Providers can qualify for \$44,000 or more in incentives for using Practice Fusion.

**Secure** – Highly secure, HIPAA-compliant environment with world-class data protection and encryption measures.

With Practice Fusion, there is finally an effective and affordable solution available to the 80 percent of US doctors who practice in small groups – essentially small businesses who cannot afford or maintain legacy EMR systems. Visit booth # 19 to view live demos and chat with the team. See how Practice Fusion makes the EMR transition fast and easy for physicians. *Table # 19*

[www.practicefusion.com](http://www.practicefusion.com)

Contact: Emily Peters    [epeters@practicefusion.com](mailto:epeters@practicefusion.com)



VisionTree provides web-based, patient-centric data collection and health management solutions. VisionTree's patented line of technologies deliver increased productivity and improved workflow processes through integrated electronic documentation, communication and collection of aggregate data.

VisionTree Optimal Care™ (VTOC) is a proven and secure patient management, documentation and communication system. VTOC collects and stores patient health records, consents, reminders, messages, education material and outcomes data. VisionTree® MOC Online is a secure, user-friendly, web-based system for processing Type II, Part IV Maintenance of Certification online, as well as capturing and aggregating reportable quality measures. VTOC for Clinical Trials delivers a web-based system for global patient and trial administration access, while improving compliance and accuracy of data collection, validation, and reporting. *Table # 20*

Contact: Martin Pellinat [MPellinat@VisionTree.com](mailto:MPellinat@VisionTree.com)  
<http://www.visiontree.com/index.cfm/fuseaction=solutions.healthcare>



The heartbeat of Myca is its patented, fully integrated Web-based technology, MycaHub. The MycaHub technology delivers on usable social media communication tools, automated tools, intuitive interfaces, and integrated systems within one centralized application. With 40 integrated, available features, MycaHub enables doctors and patients to engage in real time, any time, online and offline.

Myca's focus on helping physicians adapt to new methods of practice has led to the creation of Hello Health, a new primary care business model powered by MycaHub, and Hello Health University, in-person and online learning that helps physicians transition.

Hello Health is a business model that is about re-prioritizing the relationship between a patient and doctor. Hello Health leverages the power of the Web to improve the frequency, efficiency, and convenience of communication. It seamlessly integrates with today's communication tools like smart phones, remote monitoring devices and leading EHRs.

The American Telemedicine Association recently presented Myca Health with the 2010 ATA Innovation Award for Telemedicine. ATA's Innovation Award recognizes advances in telemedicine through novel use of technology leading to innovative health applications and social services support at the individual or community level, creative strategies for removing barriers to implementation and adoption and innovative ways responding to needs of end-users. *Table # 21 & 22*

[www.myca.com](http://www.myca.com)

Contact: Jean Pichette

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#### 4) Patient Engagement



Eliza Corporation blends technology, communication expertise, and data analytics to drive healthy behavior change. The company's intelligent, tailored interactions—including automated calls—make health and healthcare information more accessible, more actionable, and more engaging. Each program is powered by Eliza's patented speech recognition technology, rich web and multi-modal delivery platform, sophisticated data analytics, and Continuity of Care Record (CCR) capabilities. These programs consistently yield the best outcomes in the industry in terms of improved engagement, health and wellness measures, and financial savings.

This year at Health 2.0, we'll be sharing some examples of how we're using technology to effectively engage people in conversation about their health and help them make healthier decisions – from medication adherence to preventive screenings to chronic condition management and more. And we'll share some ways that our approach can be a cost-effective solution to some of the recent and upcoming federal initiatives around health reform. *Table 23*

[www.elizacorp.com](http://www.elizacorp.com)

Contact: Leigh Calabrese-Eck    [icalabrese-eck@elizacorp.com](mailto:icalabrese-eck@elizacorp.com)



Alere is the health management and diagnostics company that delivers connected health. We empower individuals to take control of their health by connecting the broadest range of devices, diagnostic tests and health management solutions (wellness, disease management, case management, women's & children's health and collaborative care) in the industry.

The newest member of the Alere family, RMD Networks, is now part of Alere's Collaborative Care Solutions®. Already used daily by over 2,400 physicians, more than 7,000 practice staff, and nearly 14,000 patients across the country, Alere's Collaborative Care Solutions® help improve outcomes through better care coordination and information transfer, while engaging both physicians and members, reducing costs and errors, and providing tools to monitor performance against evidence-based care guidelines. Collaborative Care Solutions® enable greater connectivity, clinical data transfer, and collaboration through a connected clinical registry with flexible, evidence-based care plans; reporting functions to measure and monitor performance; effective communication tools for coordination of care; and unique capabilities to collect, aggregate, store and share clinical data from EMRs, claims, devices, lab tests, e-prescribing and more. *Table # 24*

[www.alere.com](http://www.alere.com)

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