

# The Continuum

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The official daily news source for the 2007 DMLF and DMAA-NAM Integrated Care Summit

Sunday, September 16, 2007



Las Vegas, the other “city that never sleeps,” is a light show unto itself as it hosts this year’s DMLF and DMAA-NAM IntegratedCare Summit.

## Getting Oriented to Las Vegas

As the 2007 DMLF and DMAA-NAM Integrated Care Summit get underway, here are a few “need to knows”:

- Monday, 8 a.m.-6:30 p.m.
- Tuesday, 8 a.m.-6:30 p.m.
- Wednesday, 8 a.m.-2:30 p.m.

### Registration Desk

The registration desk, in the Palace Foyer, is the information hub for the DMLF and DMAA-NAM Integrated Care Summit. DMAA staff and representatives are available each day to assist with registrations and to answer any questions you have. Please stop by the registration desk to pick up your name badge and conference materials, and to purchase DMAA’s latest research documents and other resources. Registration desk hours are:

- Saturday, 12-6 p.m.
- Sunday, 8 a.m.-6 p.m.

### Badges

Conference attendees must wear their name badges to all official functions and in the Exhibit Hall. Your name badge is your passport to events and is available when you register at the Registration Desk.

No admittance to educational programs, keynote sessions, social events or any food and beverage functions will be allowed without the proper badge. If you lose your badge, please bring picture ID to the Registration Desk for a replacement.

*Continued on page 2*

## 17th Surgeon General

# Prevention Advocate to Deliver Opening Keynote

Richard H. Carmona, MD, MPH, FACS, widely acclaimed for his leadership as the nation’s 17th Surgeon General and tireless advocacy for wellness and disease prevention, today leads off a series of keynote speeches by top health and business leaders at the DMLF and DMAA-NAM Integrated Care Summit.

Dr. Carmona, vice chair of Canyon Ranch, the nation’s leading health and wellness company for more than 25 years, and president of the nonprofit Canyon Ranch Institute, will deliver his message of health, wellness and prevention during today’s general session luncheon, which starts at 11:30 a.m., in the Roman Ballroom.

In January 2007, Canyon Ranch Institute launched “The Year of Wellness and Prevention” agenda, which builds on Dr. Carmona’s groundbreaking work as Surgeon General and aims to empower all people to strengthen the body, mind and spirit of themselves, their families and their communities. Dr. Carmona also serves as chief executive officer of the company’s Health Division.



Dr. Carmona

Born to a poor family in New York City, Dr. Carmona experienced homelessness, hunger and health disparities during his youth. The experiences greatly sensitized him to the relationships

*Continued on page 2*

## Get Fit with Canyon Ranch ‘Healthy Living’ Classes

DMAA has partnered with the renowned Canyon Ranch Institute and the Canyon Ranch Spaclub at the near-

by Venetian Resort and Casino to provide complimentary fitness classes for the DMLF and DMAA-NAM Integrated Care Summit.

Canyon Ranch, ranked among the nation’s premier life-enhancement companies for more than a quarter century, will host morning classes today, tomorrow and Tuesday as part of annual DMAA “Healthy Living by Example” activities. DMAA has made Healthy Living by Example a standing part of the DMLF to demonstrate its members’ commitment to proper diet, exercise and other healthful activities central to preventing and managing disease.

The DMLF connection to Canyon Ranch extends beyond the morning fitness classes: Former Surgeon General Richard Carmona, MD, president of the Canyon Ranch Institute and vice chair of Canyon Ranch, will deliver the opening keynote speech for this year’s program. “Canyon Ranch’s commitment to this year’s Forum is welcome and greatly appreciated,” DMAA President and CEO Tracey Moorhead said.

*Continued on page 2*

## Meet Market Leaders in the Exhibit Hall

The 2007 DMLF and DMAA-NAM Integrated Care Summit deliver an Exhibit Hall filled with top innovators and market leaders. No other conference gives you access to new products, emerging technologies and proven approaches to population health improvement strategies like these events.

Browse our Exhibit Hall; speak with leading vendors in wellness, disease management, information technology, incentives and other areas of care; and make connections and initiate strategic alliances that will benefit you and your organization long after the Forum ends.

Exhibit Hall hours:

Sunday, Sept. 16

- 9 a.m.-1 p.m. Exhibitor Set-Up
- 4-6 p.m. Welcome Reception

*(Continued on page 3)*



A wide variety of the latest products and services are on display in the Exhibit Hall, along with expert personnel to answer your questions.

# Prevention Advocate to Deliver Opening Keynote . . .

*Continued from page 1*

among culture, health, education and economic status and shaped his future.

After dropping out of high school, Dr. Carmona enlisted in the U.S. Army in 1967. While serving, he earned his general equivalency diploma and went on to become a combat-decorated Special Forces Vietnam veteran. After leaving active duty, he was able to attend Bronx Community College of the City University of New York through an open enrollment program for veterans. He earned an associate of arts degree and then attended the University of California, San Francisco, where he received a bachelor of science degree (1977) and medical degree (1979). Dr. Carmona was awarded the prestigious gold-headed cane as the top medical school graduate.

Trained in general and vascular surgery after medical school, Dr. Carmona completed a National Institutes of Health-sponsored fellowship in trauma, burns and critical care. He is a Fellow of the American College of Surgeons. Recruited jointly by the Tucson (Arizona) Medical Center and

the University of Arizona, Dr. Carmona started and directed Arizona's first regional trauma care system; became chair of the State of Arizona Southern Regional Emergency Medical System; a professor of surgery, public health and family and community medicine at the University of Arizona; and the Pima County Sheriff's Department surgeon and deputy sheriff.

Public health came as a second career for Dr. Carmona. His interest was driven by the realization that most of his work as a physician was for reasons that were preventable.

As Surgeon General, an appointment he received with a unanimous Senate confirmation in 2002, Dr. Carmona managed a diverse portfolio of responsibility that included, but was not limited to, prevention, preparedness, health disparities, health literacy and global health. He also issued many landmark communications during his tenure, including a definitive statement regarding the danger of second-hand smoke.

Dr. Carmona has published extensively and received numerous awards, decorations, and local and national

recognition for his achievements. A strong supporter of community service, he has served on community and national boards and provided leadership to many diverse organizations. He

serves as chair of the National Foundation for Infectious Diseases' Childhood Influenza Immunization Coalition and chair of the Partnership to Fight Chronic Disease.

## Members: Have Breakfast on Us At the Annual Business Meeting

DMAA members are invited to attend the association's annual Business Meeting Monday, from 8:15 to 8:45 a.m., in Florentine III and IV.

DMAA will depart from previous years' format by combining the meeting with an open-invitation breakfast. At the meeting, members will hear remarks from several DMAA Board of Directors officers and updates on the

activities of the association's major committee projects, including those of the Government Affairs and Quality and Research committees.

Also at the meeting, DMAA members will vote on the new slate of Board Officers that will take effect immediately following the Forum. Make sure you make time for this important annual member event.

## Getting Oriented . . .

*Continued from page 1*

### Media Room

DMAA is pleased to offer a daily media room in the Genoa room of Caesars Palace Las Vegas. Conference exhibitors and sponsors are welcome to leave press kits, news releases and other material for members of the media and industry analysts covering the DMLF and DMAA-NAM Integrated Care Summit.

The room will provide limited telephone and Internet access for media and space for exhibitors, sponsors, faculty and others to meet with media representatives and conduct interviews. Please note that space for materials might be limited and will be available on a first-come, first-served basis. Any media materials left in the media room as of 3 p.m. Wednesday, will be discarded.

Media room hours are:

- Saturday, noon to 6 p.m.
- Sunday, noon to 6 p.m.
- Monday, noon to 6:30 p.m.
- Tuesday, noon to 6:30 p.m.

### How to Reach DMAA Staff

Stop by the registration desk (Palace Foyer) for assistance locating any DMAA staff member. The registration desk staff can also help put you in touch with conference speakers and other attendees. Staff can also be identified by their distinctive blue dress shirt with DMAA logo.

### Online Resources

The official 2007 DMLF and DMAA-NAM Integrated Care Summit Web site ([www.dmaa.org/DMLF07](http://www.dmaa.org/DMLF07)) always has the latest information about conference programming, networking events and other activities. Look to the site for scheduling and speaker updates, including those made too late for inclusion in the printed program guide. Don't have a computer? Help yourself to free Internet access at the Cyber Cafe, in the Palace Foyer.

EventMingle, an online networking and scheduling service for the exclusive use of DMLF and Summit attendees, exhibitors and sponsors, can help you make the best use of your time at these events. Use EventMingle to schedule visits with exhibitors, download session presentations, exchange information with other attendees and access important announcements. EventMingle is available through the link at the top of the conference Web site ([www.dmaa.org/DMLF07](http://www.dmaa.org/DMLF07)).

### Cell Phones, Beepers and Electronic Devices

Please be courteous to presenters and fellow attendees. DMAA requests that you turn off or silence your cell phone, beeper or other electronic devices when in educational sessions.

### Emergencies

In case of an emergency, please dial 911 from any room or house phone. House phones are located throughout Caesars Palace.

## Healthy Living Classes . . .

*Continued from page 1*

"Dr. Carmona's involvement is particularly important. He delivers a message central to the future of health care: Prevention and healthful lifestyles are the key to fighting chronic conditions."

Canyon Ranch Spaclub representatives will conduct these classes during the DMLF and DMAA-NAM Integrated Care Summit:

*Sunday, 7-8 a.m. (Pisa/Palermo)*

**Cardio Fusion:** A fun blend of cardio styles ranging from hula to kickboxing, low-impact aerobics and more.

*Monday, 7-8 a.m. (Roman II)*

**Zen Blend:** An invigorating mixture of tai chi and yoga, offering benefits of both disciplines.

*Tuesday, 7-8 a.m. (Florentine IV)*

**Workouts United:** An exceptional class that combines all workout components — cardio, muscle conditioning and stretching — for a high-energy experience. All classes will be suitable for every fitness level. Canyon Ranch Spaclub also will provide healthful snacks each day and special gifts to the first 100 participants in each class.

## Sunday at a Glance

<b>7-8 a.m.</b>	Healthy Living by Example Cardio Fusion Class (Sponsored by Canyon Ranch)	Pisa/Palermo
<b>8 a.m.-6 p.m.</b>	Registration	Palace Foyer
<b>9 a.m.-1 p.m.</b>	Exhibitor Set-Up	Palace Ballroom
<b>9-10 a.m.</b>	Concurrent Sessions	Pompeian & Florentine Ballrooms
<b>11:30 a.m.-1 p.m.</b>	Concurrent Sessions	Pompeian & Florentine Ballrooms
<b>11:30 a.m.-1 p.m.</b>	General Session Luncheon	Roman Ballroom
	<ul style="list-style-type: none"> <li>● Presentation of the 2007 Disease Management Leadership Awards</li> <li>● Opening Remarks: Tracey Moorhead, President and CEO, DMAA</li> <li>● Keynote Address (sponsored by Quest Diagnostics): Richard H. Carmona, MD, MPH, FACS, 17th U.S. Surgeon General (2002-2006); Vice Chairman, Canyon Ranch; President, Canyon Ranch Institute</li> </ul>	
<b>1:15-2:15 p.m.</b>	Concurrent Sessions	Pompeian & Florentine Ballrooms
<b>2:15-2:45 p.m.</b>	Smoothie Break (Sponsored by Health Management Corp.)	Pompeian & Florentine Ballrooms
<b>2:30-4 p.m.</b>	Case Study Spotlights	Pompeian & Florentine Ballrooms
<b>4-6 p.m.</b>	Welcome Reception (sponsored by Health Hero Network) Co-hosted with American Telemedicine Association	Palace Ballroom

# Connect With Market Leaders in Exhibit Hall . . .

Continued from page 1

**Monday, Sept. 17**

- 11:45 a.m.-1:15 p.m. Lunch and Poster Exhibition
- 4:30-6:30 p.m. Joint Networking Reception

**Tuesday, Sept. 18**

- 11:45 a.m.-1:30 p.m. Lunch
- 4:30-6:30 p.m. Wine and Cheese Reception
- 6:30 p.m. Exhibit tear-down

**List of Exhibitors  
(as of Sept. 7, 2007)**

**Accordant, a CVS Caremark Company**  
*Premium Sponsor*  
Booth 605

**ActiveHealth Management Inc.**  
*Contributor Sponsor*  
Booth 906

**Alere Medical Inc.**  
*Contributor Sponsor*  
Booth 805

**American Health Holding Inc.**  
Booth 515

**American Medical Group Association**  
Booth 608

**Animas/LifeScan Inc.**  
Booth 306

**APS Healthcare Inc.**  
Booth 701

**Avidyn Health**  
Booth 505

**Cardiocom Multi-Disease Management**  
Booth 713

**Cardium Health + AirLogic**  
Booth 501

**Care Level Management LLC**  
Booth 509

**CareGuide**  
Booth 504

**Caring Connections**  
Booth 411

**Case Management Society of America**  
Booth 309

**CIGNA**  
*Contributor Sponsor*  
Booth 606

**Commission for Case Manager Certification**  
Booth 400

**Corphealth Inc.**  
Booth 600

**Daiichi Sankyo Inc.**  
Booth 704

**DMAA**  
Booth 209

**Dr. Tango**  
Booth 405

**DST Health Solutions**  
Booth 313

**Eliza Corp.**  
Booth 403

**Emmi Solutions LLC**  
Booth 808

**Enhanced Care Initiatives Inc.**  
Booth 706

**Focused Health Solutions**  
Booth 308

		Food & Bev.													
		215 314		315				515		615					
		213 312		313 412		413		513		613		713 812			
111 210		211 310		311 410		411 510		511 610		611 710		711 810		811 910	
109 208		209 308		309 408		409 508		509 608		609		709 808		809	
107 206		207 306				407 506		507 606		706		707 806		807 906	
105		205 304		305 404		405 504		505 604		605 704		705		805	
		302		402		403		503 602		603 702		703			
		201 300		301 400		401 500		501 600		601 700		701 800			
		Food & Bev.													

**Gerson Lehman Group**  
Booth 206

**Gordian Health Solutions Inc.**  
Booth 602

**Health Contact Partners**  
Booth 508

**Health Dialog Inc.**  
*Presidential Sponsor*  
Booth 800

**Health Hero Network, Inc.**  
*Contributor Sponsor*  
Booth 205

**Health Integrated Inc.**  
Booth 300

**Health Management Corp.**  
*Presidential Sponsor*  
Booth 404

**HealthMedia Inc.**  
Booth 210

**Healthways Inc.**  
*Premium Sponsor*  
Booth 412

**Honeywell HomMed**  
Booth 510

**Hooper Holmes**  
Booth 710

**ICT Group**  
Booth 807

**IncentOne**  
Booth 513

**Ingenix**  
Booth 302

**Joint Commission**  
Booth 702

**Judge Health Services**  
Booth 810

**Leprechaun LLC**  
Booth 312

**LifeLink Monitoring**  
Booth 211

**LifeMasters Supported SelfCare Inc.**  
*Presidential Sponsor*  
Booth 413

**Magellan Health Services Inc.**  
Booth 705

**Mary Ann Liebert Inc.**  
Booth 409

**Matria Healthcare Inc.**  
Booth 305

**McKesson Health Solutions**  
*Presidential Sponsor*  
Booth 610

**MEDai Inc.**  
Booth 604

**MedApps**  
Booth 311

**MedAssurant Inc.**  
Booth 410

**Medco Health Solutions Inc.**  
Booth 304

**MEDecision Inc.**  
*Contributor Sponsor*  
Booth 201

**MedSignals**  
Booth 506

**Milliman Care Guidelines LLC,**  
A Milliman Company  
Booth 703

**National Association of Chronic Disease Directors**  
Booth 310

**National Committee for Quality Assurance**  
Booth 711

**National Kidney Foundation**  
Booth 401

**National Library of Medicine**  
Booth 109

**Nationwide Better Health**  
*Contributor Sponsor*  
Booth 105

**New IT Healthcare**  
Booth 402

**Optum Health**  
Booth 500

**Panoratio**  
Booth 611

**ParadigmHealth Inc.**  
Booth 615

**Partnership to Fight Chronic Disease**  
Booth 811

**Pharos Innovations LLC**  
Booth 215

**Philips Consumer Healthcare Solutions**  
Booth 301

**Pritchett & Hull Associates Inc.**  
Booth 507

**Qualis Health**  
Booth 315

**Quantum Health**  
Booth 707

**Quest Diagnostics Inc.**  
*Premium Sponsor*  
Booth 603

**Renaissance Health Care Inc.**  
Booth 700

**Resolution Health Inc.**  
*Contributor Sponsor*  
Booth 511

**sanofi-aventis**  
*Presidential Sponsor*  
Booth 812

**Silverlink**  
Booth 609

**Spectra Laboratories**  
Booth 910

**StayWell Custom Communications**  
Booth 407

**t+ Medical Disease Management Systems**  
Booth 111

**Televox Software Inc.**  
Booth 709

**The Assist Group**  
Booth 408

**The Murphey Group**  
Booth 213

**URAC**  
Booth 809

**Varolii Corp.**  
Booth 806

**WellSource**  
Booth 207

**Xilas Medical Inc.**  
Booth 613

**XLHealth & Care Improvement Plus**  
*Presidential Sponsor*  
Booth 312

**ZeOmega**  
*Contributor Sponsor*  
Booth 601

## EventMingle: Connect with Attendees, Exhibitors Online

For a second consecutive year, DMAA offers EventMingle as its official conference networking and scheduling service, and encourages all attendees, exhibitors and sponsors to take advantage of EventMingle's powerful features during their stay in Las Vegas.

For 2007, EventMingle has created a custom online community for attendees, speakers and exhibitors to improve networking among participants, scheduling and task management. EventMingle offers participants these features:

- **Matching and Collaboration Tools:** EventMingle can match attendees, speakers and exhibitors, based on their personal profile and goals for the event. EventMingle promotes networking among all participants.

- **Internal E-mail System:** Attendees, speakers and exhibitors can use EventMingle's built-in e-mail system to communicate without revealing personal contact information.

- **Advanced Search Features:** Participants can search for people based on location, title and interests. Attendees also can meet other people who plan to attend a specific conference session or exhibitor. Exhibitors can connect with attendees interested in their specific products and services, find speakers who are covering their products and identify other exhibitors who would make good business partners.

- **Detailed Online Exhibitor Directory:** Exhibitors can publish extended information, including a searchable product directory, current news releases and scheduled booth events. Exhibitors also can give attendees the ability to schedule appointments with booth personnel.

- **Press Center:** Attendees can use the EventMingle portal to view all recent news releases from exhibiting companies.

- **Message Forums:** The message forums allow people to discuss exhibitors, news releases, products, special events, exhibitor giveaway items and job postings.

- **The Daily Planner:** Participants will create a detailed to-do list they can take with them to the event. EventMingle becomes attendees' personal assistant in helping them get organized for the event before leaving for the airport.

"We're pleased to offer EventMingle for a second year to our conference attendees, exhibitors and faculty," DMAA President and CEO Tracey Moorhead said. "Our goal is to give our participants the best tools to enhance their experience and build relationships that will last long after the meeting ends. EventMingle helps us do that."

"We're very pleased to be working with DMAA again this year as they expand the scope of their conference to include leading employers and chronic care professionals," said Jim Harter, co-founder of EventMingle. "We've designed EventMingle to allow each of our participants to network online now, in order to facilitate more face-to-face introductions during the event."

"In addition, participants can make appointments with more than 80 exhibitors and see which representatives from these companies will be attending this event. By giving everyone advance access to the registration list and making it easy for them to network before arriving in Las Vegas, we ensured all attendees and exhibitors would have a more productive time at this event."

## Meet Your ATA Colleagues at The DMLF Opening Reception

Join DMAA in welcoming members of the American Telemedicine Association (ATA) at the 2007 Disease Management Leadership Forum opening reception today, 4 to 6 p.m. in the Palace Ballroom.

ATA is holding its first annual mid-year meeting tomorrow and Tuesday at the nearby Rio Hotel and Casino, presenting an ideal opportunity for DMLF attendees to meet their ATA counterparts at the opening reception, sponsored by Health Hero Network.

ATA expects about 300 participants for its meeting. Complimentary shuttle service between the Rio and Caesars Palace will be available today, with shuttles running every 15 minutes between the two properties.

The invitation to ATA members continues DMAA's commitment to forging strong relationships with a broad variety of stakeholders in chronic disease care and population-based health improvement, DMAA President and CEO Tracey Moorhead said. "We're delighted by this opportunity to build a strong partnership with ATA and its member organizations," she said. "We look forward to the chance to meet with them in a casual setting and allow them to visit with our many outstanding exhibitors."

DMAA and ATA also promoted one-day DMLF passes for ATA meeting participants for today's programming. "It was a fantastic opportunity to highlight our programming, sponsors and exhibitors to a new audience with many of the same interests as our attendees," Moorhead said.



## The Big Light Show

Even before it was covered with a continuous canopy and became the "Fremont Street Experience," Fremont Street in downtown Las Vegas was the most brightly lit street in the world, with 40 miles of neon contained in two blocks. Now it is even brighter, a 165,700 square foot pedestrian area with more than 14 million lights. It's also a free show, except for the cab ride to get there.

## Preview Market Analysis Project At 'Pacesetters' Presentation

Tomorrow morning, DMAA will discuss its initial findings from a developing market survey and analysis, which the association expects to formally release next month.

Health Care Consultant Elaine Mischler, MD, of Mischler Consultants LLC, will present preliminary results of the analysis during a "Pacesetters Series" session titled "DMAA Market Analysis Project: Survey Findings," from 9:30 to 10 a.m. in Florentine II of Caesars Palace.

Earlier this year, DMAA launched

its Market Analysis Project to develop a clear and concise report on the state of the chronic disease and population-based health care community. As part of the project, DMAA members and other key stakeholders were asked to complete a survey.

The session will highlight preliminary findings of the survey, which collected information on company size, lives covered, disease states managed, intervention modalities and other program characteristics; program performance; plans for growth; and current and expected industry trends.

## All Welcome Tonight at Women Business Leaders Reception

The Women Business Leaders of the U.S. Health Care Industry Foundation (WBL) will hold a networking reception at 6 p.m. today. Check at registration desk for reception location. This reception is open to all attendees (both men and women, of all levels of seniority) who are interested in learning more about WBL.

WBL is a nationally-focused, 501 (c)(3) organization founded in 2001 to meet the needs of senior executive women and women board members who work in or with the U.S. health care industry. WBL has grown to include more than 1,500 women ("Foundation Associates") from all types of health care companies and from all around the globe.

The mission of WBL is to help these senior executive women improve their businesses and continue to grow pro-

professionally, through facilitating networking, increasing the visibility of WBL's Foundation Associates, expanding the number of these women in the health care industry and expanding the number of these women who serve as members of a board of directors.

This year will mark the third annual reception that WBL has held at the Disease Management Leadership Forum. All attendees are invited to stop by the reception to hear about how WBL can be a resource for them or their senior executive women colleagues. To learn more about WBL, visit [www.womenleadinghealthcare.org](http://www.womenleadinghealthcare.org).

WBL thanks DMAA President and CEO Tracey Moorhead for granting WBL the meeting space necessary to hold the Sunday evening reception. WBL also thanks its reception sponsor, Healthways Inc.