

Wednesday, September 23, 2009

How Will Information Technology Shape the Future of Health Care Delivery?

Friday, Oct. 9, 3-4:30 p.m.

From the humble beginnings of enabling operational efficiency improvement, today information technology (IT) has the potential to shape the future of health care delivery. Electronic medical records when integrated using health information exchanges can provide timely access to information across the country.

Such information sharing across clinics and hospital systems cannot only result in substantial cost savings but also improve quality of health care delivered. The American Recovery and Reinvestment Act of 2009 (ARRA) provides substantial financial incentives (\$19 billion over a specified five-year period) that will help physicians purchase and implement such HIT systems. More advanced IT applications like wireless pacemakers allow a physician to remotely monitor a patient over the internet.

Online information is emerging as a significant source for informing consumers and influencing the decision making process. Telemedicine has often been touted as the answer to health care access in remote areas but the model is yet to take off. There is little doubt that information technology will play a key role in shaping the future of health care delivery. The panelists will discuss issues relating to *how* IT will shape the future of health care delivery and the challenges/opportunities in transitioning to these new models.

Panel speakers include:

Paul Peabody*, CIO, Beaumont Hospitals

Michael Ubl, executive director, Minnesota Health Information Exchange

Dr. Richard Frank, chief medical officer and vice president, HealthPlus of Michigan, Inc.

Panel moderated by Denis Dudzinski, Compuware/Covisint, and member of OU's Executive MBA program

**Member, OU School of Business Administration Board of Visitors*

Speaker Biographies

Richard S. Frank has been Chief Medical Officer and Vice President of HealthPlus of Michigan, Inc. since November 2008. Frank is responsible to provide executive leadership for medical and clinical operations at HealthPlus, including disease management, pharmacy programs, physician credentialing, case management, behavioral health services and wellness programs at HealthPlus of Michigan, Inc.

He most recently served as Medical Director for United Healthcare in the Michigan market, where he represented United Healthcare in community-wide health initiatives, served as a physician adviser and utilization reviewer, and served as a member of the Health Services Committee, the Credentials Committee, and the Pharmacy and Therapeutics Committee for Great Lakes Health Plan, a Medicaid HMO.

Paul Peabody is Vice President and Chief Information Officer of William Beaumont Hospitals. For the past 28 years he has been responsible for information technology as well as the records management, printing departments and patient financial services at Beaumont. His experience and primary focus is in the area of health care information management. He received a BS in Health Care Administration from the University of Michigan.

Peabody is active in the Society for Information Management and is a past president and on the Board of the Detroit Chapter of SIM. He is a member of the Business Advisory Board at Kettering. He also serves as an adjunct instructor for the Department of Health Sciences at Oakland University and serves on the Advisory Board for Oakland University's School of Business Administration.

Michael J. Ubl is the Executive Director of Minnesota Health Information Exchange. Ubl was the Director of IT Strategy and eHealth at Blue Cross Blue Shield of Minnesota, where he has been in leadership positions for more than 30 years. Ubl also serves as a member of the MN Health Initiative Advisory Committee, Chair on the Work Group for Electronic Data Interchange (WEDI) and commissioner on the Certification Commission for Healthcare Information Technology (CCHIT).

For more information or to register, visit the [2009 International Business Conference](#) Web page.

SUMMARY

Created by Claudette Zolkowski-Brown (zolkowsk@oakland.edu) on Wednesday, September 23, 2009
Modified by Claudette Zolkowski-Brown (zolkowsk@oakland.edu) on Sunday, September 27, 2009
Article Start Date: Wednesday, September 23, 2009