



## **HEALTH INFORMATION TECHNOLOGY A RIPE FIELD FOR ENTREPRENEURS**

*Thursday, February 25<sup>th</sup> 2010 • 5:30–8:00 pm*  
*Federal Reserve Bank*  
*7<sup>th</sup> and Arch Streets*  
*Philadelphia, PA*

*\* Voluntary \$10.00 Donation at the Door\**

Both market forces and government priorities make 2010-2012 prime time to innovate in health IT. Where are the opportunities and actions needed to allow entrepreneurs to capitalize while taking calculated risks? Who is investing? Who is buying? What are their needs and what are they looking for? What are the incentives and key risk points? Principals and experts involved in governing and guiding opportunities will participate in a panel discussion led by Moderator Kevin Greenberg, Esq., shareholder, Flaster/Greenberg P.C.

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## MODERATOR / PANELISTS:

**Kevin Greenberg, Moderator, Shareholder, Flaster/Greenberg P.C.** Kevin Greenberg is a business lawyer specializing in assisting small businesses and technology companies at Flaster/Greenberg, where he assists these companies on the range of issues from basic business law to intellectual property and financing. Mr. Greenberg also represents technology operations of larger businesses, including some of the larger medical players in Greater Philadelphia. A national policy adviser on technology, media and telecommunications to the Obama campaign, Mr. Greenberg was also a senior adviser to the Obama transition team, where, among other topics, he heavily contributed to the design of certain technology investments under the Recovery Act.

Before joining Flaster/Greenberg, Mr. Greenberg served as general counsel of a local company that provided information technology services to the mental health industry, as a Chief Deputy City Solicitor for the City of Philadelphia, and as an associate in WolfBlock's intellectual property/information technology practice group. Flaster/Greenberg is a full-service law firm with offices in Philadelphia, Wilmington, Cherry Hill, Trenton, Linwood, and Vineland.

**Joseph Coyne, Panelist, Continuum Health Alliance, LLC.** Joseph Coyne serves as President of Information Technology and Chief Information Officer of Continuum Health Alliance, LLC, ("CHA") after more than 25 years in the healthcare information technology field. Mr. Coyne has focused on physician practice management systems, electronic data interchange and electronic medical records. At CHA, he has responsibility for the information systems strategy and management of the company's technology infrastructure, applications and all of CHA's information technology services and operations.

Mr. Coyne also is an entrepreneur, and is CEO of HealthWeb Solutions, an application services provider of PMS / EHR web-based applications. Before starting HealthWeb, he was President and Chief Executive Officer of The Center for Professional Advancement, a pharmaceutical training company and Vice President, EDI and Technical Services for WebMD. Mr. Coyne is a Wharton MBA and graduated from Drexel University.

**Scott E. Hessen, Panelist, Cardiology Consultants of Philadelphia.** Dr. Scott E. Hessen serves Chief Medical Information Officer for Cardiology Consultants of Philadelphia (CCP), the largest cardiology practice in the region, and continues in the active practice of clinical electrophysiology and is an innovator in Health IT and electronic health records. Dr. Hessen has written several commercial applications, including an FDA approved clinical electrophysiology stimulator control program and has been actively involved in the implementation, customization, and roll-out of an electronic health record (EHR) throughout CCP. His current interest relates to the integration of implantable device data with EHRs, and generation of natural language output for referring physicians.

Dr. Hessen also serves as the Medical Director of Cardiac Electrophysiology at Crozer Chester Medical Center, a large tertiary care hospital outside of Philadelphia and has published numerous abstracts and articles relating to cardiology, and has been heavily involved in clinical research. He graduated from Jefferson Medical College in Philadelphia, and he later completed his internship, residency, chief medical residency, cardiology and electrophysiology fellowships at Thomas Jefferson University Hospital. Before joining CCP, Dr. Hessen spent nine years in a full time academic practice at Hahnemann University.

**Jonathan D. Smith, Panelist, Fairmount Partners.** Mr. Smith is a Vice President at Fairmount Partners, an independent investment banking firm focused on the needs of emerging growth and middle market companies. Fairmount focuses on five primary areas, including healthcare and information technology. Mr. Smith is the lead author on Fairmount's quarterly state-of-the-industry report on healthcare technology and healthcare technology-enabled services *Vital Signs*.

Before joining Fairmount, Mr. Smith served as an Associate at Brentwood Capital Advisors and as a Financial Analyst at Robert W. Baird & Co. He has a significant history of experience focused on providing financial advisory services to rapidly growing middle-market companies in the healthcare services, industrial technology, technology services, business services, distribution, and education sectors and has been a key member of deal teams that have executed mergers & acquisitions and advised on equity, mezzanine debt, and senior debt financings totaling more than \$1 billion.

The Entrepreneurs' Forum of Greater Philadelphia, Inc. is sponsored by members of the corporate, professional and investment community. The Forum serves as a focal point to help individuals and early stage companies develop, grow and prosper in the nine-county Philadelphia area. We do this by providing information, resources, counsel and services in addition to networking opportunities. For additional information about the Forum, or to be added to our mailing list, call 215-640-3339.

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# 2009–2010 Event Calendar

Unless otherwise noted, meetings will be held at the Federal Reserve Bank, 100 North 6th Street, Philadelphia. Networking from 5:30 to 6:30 PM. Program from 6:30 to 8:00 PM.

**August 11, 2009**  
The Piazza at Schmidts

**Entrepreneurs Forum Networking Reception**  
2<sup>nd</sup> Street and Germantown Avenue, Philadelphia

**September 17, 2009**  
(Thursday)

**Turning to Government-Assisted and Other Non-Traditional Financing**  
**Moderator:** Kevin Greenberg, Flaster/Greenberg

**October 29, 2009**  
(Thursday)

**“Creating a Company of Business People Through Open Book Management”**  
Partnering with Penn State Brandywine  
**Moderator:** Eric Bergstrom, Penn State Management Development

**November 10, 2009**

**“Book Your Biz”**  
**Moderator:** Kevin Daum, Author

**December 8, 2009**

**How to Grow Your Business With Search Marketing the RIGHT Way**  
**Moderator:** Wil Reynolds, SEER Interactive

**February 25, 2010**  
(Thursday)

**Health IT and the Entrepreneur**

**March 9, 2010**

**Green Entrepreneurs Show the Way to Opportunity**

**April 13, 2010**

**Human Capital Dynamics for Entrepreneurs: Building a Team in a New Decade**

**May 11, 2010**

**Building Blocks for a Successful Brand**

**June 8, 2010**

**4 Star Entrepreneurs – Helping Veterans Reach New Heights**

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## 5 MINUTE FORUM

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### United Medical Records, LLC.

SharEHR<sub>SM</sub> (pronounced share) is the only, simple-to-use, highly profitable, strategy and solution for global connectivity of medical records. SharEHR makes ALL documents, from ALL providers, available under the "single click" regardless of how they are created. This includes all images - ultrasounds, echos, x-rays, color colonoscopy images and more. The SharEHR Network interoperability breakthrough represents revolutionary improvements in medicine. SharEHR is raising the bar for the quality of patient care, confidentiality and profitability in medicine.

Electronic Medical Record (EMR) systems were the first step. Many practices were fortunate to see a Return On Investment (ROI) of 1.x:1 over two to four years after implementation and all other costs were considered. SharEHR can generate a realistic 20:1 to 50:1 ROI per annum. SharEHR supercharges EMRs.

SharEHR is Patent Pending.

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