

# *The eHealth Colloquium*

*A Week-Long Summer Course for  
Clinicians and Healthcare Executives  
on Healthcare Internet Strategies and Solutions*

August 20-25, 2000

*classes held*

**Maxwell Dworkin Hall and  
The Faculty Club  
Harvard University  
Cambridge, MA**

*conference hotel*

**The Inn at Harvard  
Cambridge, MA**

*sponsored by*

**British Healthcare Internet Association  
Health on the Net Foundation  
Hi-Ethics  
Internet Healthcare Coalition  
The eHealthcare Association  
The Health Technology Center**

*co-sponsored by*

**Health Affairs**

*registration information*

**www.ehc-info.com  
617-742-1740**

# *The eHealth Colloquium*

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## *It is said that the Internet changes everything.*

Andy Grove of Intel claims that soon “all companies will be Internet companies.” John Doerr, a leading Silicon Valley venture capitalist, observes “think of this (the emergence of the Internet) as just a few milliseconds after the Big Bang. We only barely discern the laws of physics, the business models that are going to work . . . (The Internet) helps us entertain and inform and educate and inspire and sell and make community.” The transformational nature of the Internet remains strong, even with the inevitable failures and consolidations of the first generation of entrepreneurial Internet companies.

The healthcare sector lags behind other industries in adoption of the Internet. Even so, the Net is empowering consumers, transforming the patient-physician relationship, connecting plans and providers and changing forever the healthcare supply chain through e-commerce.

During this unique educational experience, you will develop the knowledge, tools and strategies to bring yourself and your institution fully into the Internet Age.

## *Where*

The Colloquium takes place on the campus of Harvard University. Morning and afternoon classes are held in Room G115 of Maxwell Dworkin Hall, Harvard’s new computer science building, funded primarily by Microsoft’s Founder and Chairman, Bill Gates, III (Harvard ’77) and Microsoft’s President, Steve Ballmer (Harvard ’77). Room G115 is uniquely constructed to offer broad band Internet access to all Colloquium participants. Lunches and discussion groups will be held at the Harvard Faculty Club.

## *When*

Sunday, August 20 through Friday, August 25. Registration and personal computer configuration begin on Saturday, August 19 from 1:00 p.m. to 6:00 p.m., and continue on Sunday, August 20 from 9 a.m. through 5 p.m. The Colloquium commences on Sunday, August 20, with a mini-course on the basics of the healthcare Internet from 10 a.m. to 5 p.m. The Colloquium adjourns at 11:30 a.m. on Friday, August 25.

## *Prerequisites*

Applicants must be senior clinicians, executives, innovators, entrepreneurs or advisors in healthcare. There is no requirement that enrollees have any background in the Internet. The program on Sunday, August 20, is designed to offer an overview of the Internet and the World Wide Web, and an interactive tour of the healthcare Internet. It is anticipated that enrollees will make best efforts to participate actively and fully in all sessions of the Colloquium. Each enrollee must bring a personal computer which meets minimum software requirements, at least Microsoft Internet Explorer or Netscape v.4.x, for use in the classroom.

## *Sponsoring Associations*

The British Healthcare Internet Association (BHIA) is an individual membership association based in Great Britain which promotes the advancement of healthcare through the application of Internet technologies and the Bill of Rights of the Internet. For more information on BHIA, go to the BHIA web site at [www.BHIA.org](http://www.BHIA.org).

Health Internet Ethics (Hi-Ethics™) is an alliance of the nation’s major online health information providers formed to develop an ethical code of conduct for consumers. Focusing on content, advertising, privacy issues, and commerce, Hi-Ethics is developing principles designed to ensure that consumers are provided with health information that is reliable, safe and trustworthy. For more information about Hi-Ethics™, contact Donald Kemper, Chair, at 1-800-706-9646, or go to the Hi-Ethics web site at [www.Healthwise.org](http://www.Healthwise.org).

The Health on the Net Foundation (HON) is a Swiss foundation operating out of Geneva, and is one of the most well respected not-for-profit portals for medical information on the Internet. HON’s mission is to guide healthcare consumers and providers to sound, reliable medical information and expertise. HON has led international efforts to improve quality medical information on the Internet through the establishment of the HON Code of Conduct (HONcode®) for healthcare websites. For more information on HON, visit the HON website at [www.hon.ch](http://www.hon.ch).

The Internet Healthcare Coalition (the Coalition), is a 501(c)(3) association representing a broad variety of individuals and institutions interested in healthcare on the Internet. The Coalition seeks to facilitate quality healthcare resources on the Internet through informed consumers, professionals, educators and marketers, and voluntary, self-regulated initiatives. For more information about the Coalition, visit the Coalition’s website at [www.ihealthcoalition.net](http://www.ihealthcoalition.net).

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The eHealthcare Association (TeHA), is a 501(c)(6) association representing healthcare Internet content, connectivity and commerce organizations. TeHA provides representation and advocacy, networking and information for its members. For more information about TeHA, contact Thomas A. Gallo, Executive Director at 804-727-6155, or go to the TeHA web site at [EHealthcareAssociation.org](http://EHealthcareAssociation.org).

The Health Technology Center (HealthTech Center) was recently established to advance the broad-scale adoption of new technologies that improve health. The non-profit, independent HealthTech Center will provide information services and analyses of public and private policies, including web-based resources profiling technologies, recommendations for payment, reimbursement and purchasing policies, and partnerships to promote access to these technologies for low-income people, communities and safety net providers. The HealthTech Center is based at the Institute for the Future in Menlo Park and San Francisco, California. For more information about the HealthTech Center, contact its President, Molly Joel Coye, M.D., M.P.H., at 650-233-9522.

## Co-Sponsoring Publication

*Health Affairs* is a multi-disciplinary, peer-reviewed journal dedicated to the serious exploration of domestic and international health policy and system change. *Health Affairs* will publish a special issue on healthcare and the Internet in late 2000. For more information on *Health Affairs* go to [www.projhope.org](http://www.projhope.org).

## Who Should Attend

- Senior Clinicians Engaged in Medical and Ancillary Practice
- Trustees of Health Care Organizations
- Healthcare Purchaser Representatives
- Health Insurance and Health Plan Executives
- Hospital and Health System Administrators
- IPA and Medical Group Managers
- Healthcare Consultants, Venture Capitalists and Investment Bankers
- Healthcare Attorneys and In House Counsel
- Healthcare Internet Innovators and Entrepreneurs
- Health Service Researchers and Health Policy Experts
- Registered Nurses

## What You Will Learn

- The Basics of the Internet and the World Wide Web
- The Organization of the Healthcare Internet and Its Most Prominent Web Sites
- The Healthcare Internet and the Emergence of the Informed Consumer
- The Economics and Finance of the Healthcare Internet
- The Role of Silicon Valley and Wall Street in Funding the Healthcare Internet Revolution
- How the Internet Will Change the Practice of Medicine
- The Internet's Transformation of Health Insurance and Health Plans
- Connectivity and eCommerce—Making Integrated Healthcare Work
- Cyberbranding Over the Internet
- Internet Strategies to Enhance Quality and Avoid Medical Errors
- The Law, Regulation and Ethics of the Healthcare Internet
- Privacy, Data Security and HIPAA Compliance

## Interactive Discussion Groups

The Colloquium luncheons at the Harvard Faculty Club will be divided into tables of ten to twelve. This approach will enhance professional networking and interactive discussions of the topics addressed by the Colloquium.

## The Setting

Harvard University, the oldest institution of higher learning in the United States, was established in 1636 by a vote of the Great and General Court of the Massachusetts Bay Colony, and was named for its first benefactor, John Harvard of Charlestown, a young minister who upon his death in 1638, left his library and half of his estate to the new institution. Today, Harvard has grown to become a great undergraduate and graduate research University, with more than 18,000 degree candidates enrolled.

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9:00 a.m. – 7:00 p.m. *Registration and PC Configuration at The Inn at Harvard*

10:00 a.m. – 5:30 p.m. Unit I

## *Basic Mini-Course on the Healthcare Internet*

This mini-course is designed especially for the healthcare executive and clinician. It explains the basics of the Internet, including search engines and portal sites, and offers an interactive tour of the healthcare Internet's major sites.

10:00 a.m. *Introduction to Day One*

### **Peter N. Grant, J.D., Ph.D.**

Partner  
Davis Wright Tremaine LLP, and  
Instructor  
Harvard School of Public Health  
Colloquium Co-Chair

10:15 a.m. *Overview of the Internet and the World Wide Web*

### **Ronald S. Thomas, Ph.D.**

Lecturer in Electronic Commerce  
College of Business Administration  
Northeastern University,  
and Director, CitySource.com

12:00 noon LUNCH

1:30 p.m. *The Evolution of the eHealth Space*

### **Stan Bernard, M.D., M.B.A.**

Associate Lecturer  
Wharton School of Business, University of Pennsylvania, and  
President, Bernard Associates

3:15 p.m. BREAK

3:30 p.m. *The Healthcare Internet – Its Structure, Organization and Major Websites*

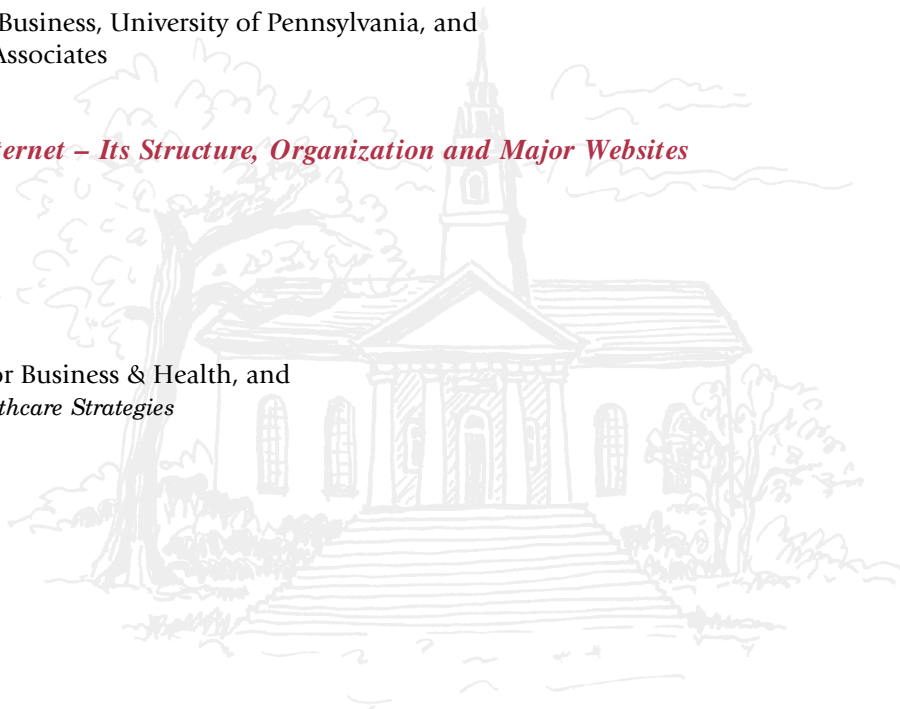
### **Joy Barnett**

President  
MedEdInfo, Inc.

### **Joyce Flory, Ph.D.**

President  
Communications for Business & Health, and  
Editor, *Internet Healthcare Strategies*

5:30 p.m. ADJOURNMENT



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8:00 a.m.	<b>Introduction to Day Two</b> <b>John K. Iglehart</b> Founding Editor, <i>Health Affairs</i> , and Colloquium Co-Chair		<b>Jay Toole</b> National Director for Health eCommerce Cap Gemini Ernst & Young
8:15 a.m.	UNIT II <b>The Internet Infrastructure Companies: Their Role in the Evolution of the Healthcare Internet</b> <b>Rohan Coelho</b> Manager, New Business Development Internet Health Division Intel <b>Kathryn McTighe</b> Healthcare Practice Director Internet Business Solutions Group Cisco Systems <b>Paul Nice, FACHE</b> Executive Director for Healthcare Program Management Oracle <b>Richard Noffsinger</b> Worldwide Healthcare Group Manager Business Solutions Group Microsoft <b>Russell Ricci, M.D.</b> General Manager, Global Healthcare IBM <b>David M. Mack</b> Publisher and Editor-in-Chief <i>Healthcare Business Magazine</i> and eHealthcareBusiness.com (Moderator)	12:00 noon	LUNCHEON DISCUSSION GROUPS— The Harvard Faculty Club
10:00 a.m.	BREAK	1:30 p.m.	UNIT IV <b>The Role of Silicon Valley and Wall Street in Funding the Healthcare Internet Revolution</b> <b>Brian H. Dovey</b> General Partner Domain Associates, L.L.C. <b>Stephen J. DeNelsky</b> Vice President Senior Research Analyst eHealth Credit Suisse First Boston <b>James C. Robinson, Ph.D.</b> Professor of Health Economics School of Public Health University of California, Berkeley
10:15 a.m.	UNIT III <b>The Economics and Finance of the Healthcare Internet: Web Site Development and Hosting, Content Licensing, Staffing, Financial Projections, Return on Investment</b> <b>John A. Eudes</b> President Greystone.Net, Inc. <b>Thomas Hawkins, M.D., M.S.</b> Director, Web Development Harvard Pilgrim Health Care	3:15 p.m.	BREAK
		3:30 p.m.	UNIT V <b>The Implications of the Healthcare Internet for the Genomics Revolution, Biotechnology and Pharmaceuticals</b> <b>Peter Neupert</b> President and Chief Executive Officer Drugstore.com and former Vice President, Interactive Media Group Microsoft <b>Jonathan Peck</b> Vice President Institute for Alternative Futures <b>Miles Gilburne</b> Senior Vice President, Corporate Development and Board Member, America Online, and General Partner, The Cole Gilburne Fund
		5:15 p.m.	ADJOURNMENT
		6:30 – 7:30 p.m.	<b>Reception</b> at the Fogg Art Museum Harvard University

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- 8:00 a.m. *Introduction to Day Three*
- Jeremy J. Nobel, M.D., M.P.H.**  
Adjunct Lecturer  
Harvard School of Public Health,  
and Colloquium Co-Chair
- 8:15 a.m. UNIT VI
- How the Internet will Change  
Health Insurance and Health  
Plans*
- Tony Miller**  
Chief Executive Office and Co-  
Founder  
HealthCare
- Stephen F. Wiggins**  
Founder and Chief Executive Officer  
HealthMarket.com and Founder, and  
former Chief Executive Officer  
Oxford Health Plan
- 10:00 a.m. BREAK
- 10:15 a.m. UNIT VII
- Healthcare Internet Connectivity  
and eCommerce—Can Bricks and  
Clicks Replace the Bricks and  
Mortar of Integrated Healthcare  
Systems and Transform the Supply  
Chain Through B-to-B  
eCommerce?*
- Karen A. Coughlin**  
President and Chief Executive Officer  
PHS Health Plans and Foundation  
Health Systems, Eastern Division
- Thomas Morrison**  
Vice President and Co-founder  
Navimedix
- Dennis Streveler, Ph.D.**  
Senior Strategist  
Healthon/WebMD
- 12:00 Noon LUNCHEON DISCUSSION  
GROUPS—  
The Harvard Faculty Club
- 1:30 p.m. UNIT VIII
- The Practice of Medicine in  
Cyberspace—Clinical Implications of  
the Healthcare Internet*
- Donald Bialek, M.D.**  
Lecturer in Management  
Harvard School of Public Health
- Mark Leavitt, M.D., Ph.D.**  
President and Chief Executive Officer  
MedicaLogic/Medscape, Inc.
- Warner V. Slack, M.D.**  
Associate Professor of Medicine and  
Psychiatry, and Co-President, Center for  
Clinical Computing  
Harvard Medical School
- 3:15 p.m. BREAK
- 3:30 p.m. UNIT IX
- Clinical Information on the Web—  
Implications for Consumers and  
Practitioners*
- Jerome P. Kassirer, M.D.**  
Distinguished Professor of Medicine  
Tufts University School of Medicine,  
and former Editor-in-Chief  
*New England Journal of Medicine*
- George D. Lundberg, M.D.**  
Adjunct Professor  
Harvard School of Public Health,  
Executive Vice President and  
Editor-in-Chief, MedicaLogic/  
Medscape.com, and former Editor,  
*Journal of the American Medical  
Association*
- 5:15 p.m. ADJOURNMENT
- 8:00 p.m. *Optional Evening at the Movies*  
featuring the “Pirates of Silicon Valley”  
(TNT, 1998)



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- 8:00 a.m. *Introduction to Day Four*
- David A. Shore, Ph.D.**  
Associate Dean  
PricewaterhouseCoopers Director, and  
Executive Director, Center for  
Continuing Professional Education  
Harvard School of Public Health, and  
Colloquium Co-Chair
- 8:15 a.m. UNIT X
- Cyberbranding—A Brand New Day  
in Healthcare*
- David A. Shore, Ph.D.**  
Associate Dean  
PricewaterhouseCoopers Director  
and Executive Director, Center for  
Continuing Professional Education  
Harvard School of Public Health
- 10:00 a.m. BREAK
- 10:15 a.m. UNIT XI
- Case Studies on Creating Proactive  
Health Plan and Health System Web  
Sites*
- Patricia Simmons, M.D.**  
Chair, HealthOasis.com  
Chair, Mayo Medical Ventures  
Trustee, Mayo Clinic and Mayo  
Foundation
- Noreen Young**  
Director of Marketing and  
Communications  
Blue Cross/Blue Shield of Massachusetts
- 12:00 Noon LUNCHEON DISCUSSION GROUPS—  
The Harvard Faculty Club
- 1:30 p.m. UNIT XII
- Consumerism, the Empowered Patient  
and the Internet—The Use of  
Diagnostic and Therapeutic Devices*
- Molly Joel Coye, M.D., M.P.H.**  
Founder and Chief Executive Officer  
The Health Technology Center, and  
PricewaterhouseCoopers Senior Fellow,  
Institute for the Future
- Stephen J. Brown**  
Chief Executive Officer  
Health Hero Network
- Randall Burt**  
President and Chief Executive Officer  
Alere
- Harry R. Soza**  
President and Chief Executive Officer  
Resolution Health Strategies
- 3:15 p.m. BREAK
- 3:30 p.m. UNIT XIII
- To Err is Human—Healthcare  
Internet Strategies in Enhancing  
Quality and Avoiding Medical Errors*
- David W. Bates, M.D., M.Sc.**  
Medical Director, Clinical and Quality  
Analysis, Partners HealthCare Systems  
Chief, Division of General Medicine  
Brigham and Women’s Hospital, and  
Associate Professor of Medicine  
Harvard Medical School
- Robert A. Greenes, M.D., Ph.D.**  
Professor of Radiology  
Harvard Medical School  
Professor (Medical Informatics)  
Harvard-MIT Division of Health  
Sciences & Technology  
Director, Harvard-MIT-NEMC  
Training Program in Medical  
Informatics
- 5:15 p.m. ADJOURNMENT
- 8:00 p.m. *Optional Evening at the Movies*  
featuring “Triumph of the Nerds”  
(Oregon Public Broadcasting, 1996)  
based on Robert X. Cringely’s book,  
*Accidental Empires: How the Boys of  
Silicon Valley Make Their Millions, Battle  
Foreign Competition, and Still Can’t Get a  
Date*

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8:00 a.m. *Introduction to Day Five*

**Molly Joel Coye, M.D., M.P.H.**  
Founder and Chief Executive Officer  
The Health Technology Center, and  
PricewaterhouseCoopers Senior Fellow,  
Institute for the Future, and  
Colloquium Co-Chair

8:15 a.m. UNIT XIV

*Law and Regulation of the  
Healthcare Internet*

**Bruce Merlin Fried, Esq.**  
Partner, Shaw Pittman, and former  
Director, Center for Plans and Providers,  
Health Care Financing Administration

**Keith Korenchuk, J.D., M.P.H.**  
Partner  
Davis Wright Tremaine LLP

10:00 a.m. BREAK

10:15 a.m. UNIT XV

*Privacy, Data Security and HIPAA  
Compliance*

**Donna Z. Eden, Esq.**  
Senior Attorney  
Office of General Counsel  
Health Care Financing Administration

**Alan S. Goldberg, Esq.**  
Partner, Goulston & Storrs  
Adjunct Faculty  
Suffolk University School of Law, and  
Past President, American Health  
Lawyers Association

**Sam Karp**  
Chief Information Officer  
California HealthCare Foundation

**Jonathan Zittrain, Esq.**  
Executive Director  
Berkman Center for Internet & Society,  
and Lecturer on Law  
Harvard Law School

12:00 Noon LUNCHEON DISCUSSION GROUPS—  
The Harvard Faculty Club

1:30 p.m. UNIT XVI

*Ethics of the Healthcare Internet*

**Mark E. Boulding, Esq.**  
General Counsel and Executive Vice  
President, Government and Regulatory  
Affairs, MedicaLogic/Medscape, Inc.

**Timothy M. Nater, M.B.A.**  
Executive Director  
Health on the Net Foundation

**John Mack**  
Director, Drug Information,  
Mediconsult, Inc. and President,  
Internet Healthcare Coalition

**Ahmad Risk, M.D.**  
Chairman, British Healthcare Internet  
Association, Editor, *Health Informatics  
Europe*, and Board Member, Internet  
Healthcare Coalition

3:15 p.m. BREAK

3:30 p.m. UNIT XVII

*Implications of the Healthcare  
Internet for Health Policy and the  
Digital Divide*

**Ira Magaziner**  
President  
SJS, Inc., and former Senior Advisor to  
the President of the United States for  
Policy Development

5:15 p.m. ADJOURNMENT

8:00 p.m. *Optional Evening at the Movies*  
featuring "Nerds 2.0.1.—A Brief History  
of the Internet" (Oregon Public  
Broadcasting, 1998)



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8:00 a.m. *Introduction to Day Six*

**Peter N. Grant, J.D., Ph.D.**

Partner  
Davis Wright Tremaine LLP, and  
Instructor  
Harvard School of Public Health  
Colloquium Co-Chair

8:05 a.m. UNIT XVIII

*The Future of the Healthcare  
Internet*

**Eric Brown**

Research Director  
Healthcare eCommerce  
Forrester Research, Inc.

**Thaddeus Grimes-Gruczka**

Vice President  
Health Practice  
Cyber Dialogue

**Claudine Singer**

Senior Analyst  
Healthcare  
Jupiter Communications

**Jacque Sokolov, M.D.**

Chairman and Senior Partner  
Sokolov Schwab Bennett

**Todd Woody**

Senior Writer and Healthcare  
Reporter  
*The Industry Standard*  
(Moderator)

9:30 a.m. BREAK

9:45 a.m. UNIT XIX

*Socratic Dialogue on the  
Implications of the Internet for  
Healthcare Financing and  
Delivery in the  
United States*

**Arthur Miller, Esq.**

Bruce Bromley Professor of Law,  
and Associate Director, Berkman  
Center for Internet and Society  
Harvard Law School  
(Facilitator)

11:30 a.m. Colloquium Adjournment

## Continuing Education Credit

**ACHE Credit.** Medical Education Collaborative is authorized to award 37.50 hours of pre-approved Category II (non-ACHE) continuing education credits for this program toward advancement, re-certification, or re-appointment in the American College of Healthcare Executives. Participants of this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when applying for advancement, re-certification, or re-appointment in ACHE.

**ACMPE Credit.** This program may qualify for continuing education credit in the American College of Medical Practice Executives (ACMPE). To apply for ACMPE credit, submit a generic credit hour form with a copy of the brochure. Forms will be available on site.



**CME Credit.** This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Medical Education Collaborative and Health Care

Conference Administrators. Medical Education Collaborative, a nonprofit education organization, is accredited by the ACCME to provide continuing medical education for physicians and takes responsibility for the content, quality and scientific integrity of this CME activity.

Medical Education Collaborative designates this educational activity for a maximum of 37.50 hours in category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

**CNA (Nursing) Credit.** This educational activity for 45 contact hours is provided by Medical Education Collaborative. Medical Education Collaborative is approved as a provider of continuing education in nursing by the Colorado Nurses Association, which is accredited as an approver of continuing education in nursing by the American Nurses Credentialing Center's Commission on Accreditation.

**NASBA Credit.** Registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Telephone: (615) 880-4200. (A maximum of 45 credits based on a 50-minute hour will be granted. Program Level: Intermediate to Advanced.)



**Pharmacy CEU Credit.** Medical Education Collaborative, Inc. is approved by the American Council on Pharmaceutical Education as a provider of continuing pharmaceutical education. Medical Education Collaborative, Inc. has assigned 37.50 contact hours/3.75 CEUs of continuing pharmaceutical education credit. ACPE provider number: 815-999-00-044-L04. Participants will be required to sign in daily and complete an evaluation form for credit. Registration fee includes a certificate, which will be mailed within six weeks after the meeting.

\* **MCLE Credit.** Minimum Continuing Legal Education may be obtainable for this activity. Contact Medical Education Collaborative for more information. 303-278-1900 ext. 151.

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In order to enroll in the eHealth Colloquium, individuals must complete and submit the Admissions Form. Applicants will receive an initial response within one week of submission of the completed Admissions Form.

**CAPACITY.** Because of the desire to maintain a relatively low faculty to enrollee ratio, enrollment in the eHealth Colloquium will be limited.

**FACILITIES.** The technologically advanced classroom in Maxwell Dworkin Hall will comfortably accommodate the expected enrollment.

**CLASS COMPOSITION.** The goal of the Colloquium is to enroll senior healthcare executives and clinicians representing diverse sectors of the health system. We welcome applicants from the clinical community, including physicians and representatives from IPAs and medical groups; hospital and health system administrators; health insurance and health plan executives; purchaser representatives; and trustees of healthcare organizations. Clinicians and managers from ancillary and alternative healthcare providers are invited to apply. We are particularly interested in attendance by entrepreneurs and innovators in the healthcare Internet space, including content, technical and information systems executives. Several places in the class have been reserved for healthcare consultants, investment bankers, venture capitalists and attorneys. A limited scholarship/financial support program is offered for representatives of safety net providers, including public hospitals and health systems and community clinics which have specific Internet initiatives in planning or implementation.

**PREREQUISITES.** Applicants must be senior clinicians, executives, innovators, entrepreneurs or advisors in healthcare. There is no requirement that enrollees have any background in the Internet. The program on Sunday, August 20 is designed to offer an overview of the Internet and the World Wide Web and an interactive tour of the healthcare Internet. It is anticipated that enrollees will make best efforts to participate actively and fully in all of the sessions of the Colloquium. Each enrollee must bring a personal computer which meets minimum software requirements, at least Microsoft Internet Explorer or Netscape v.4.x, for use in the classroom.

**HOTEL ACCOMMODATIONS.** The official hotel for the Colloquium is The Inn at Harvard. The Inn at Harvard is located in the heart of Harvard Square, adjacent to historic Harvard Yard and the University's landmark museums, libraries and theaters. Rapid transit to downtown Boston is two blocks away at the Harvard Square "T" station. Logan International Airport can be reached by car in 20 minutes. Just outside the door are the bookstores, galleries, cafes and shops that give Harvard Square its eclectic charm. The Inn at Harvard combines the warmth of a private residence with the privileges of a private club. There are 113 elegantly appointed rooms featuring well-lit work areas with writing desks, computer data ports, two telephones and voice mail service. The pampering continues with cable TV, pay-per-view movies, complimentary newspaper, complimentary shoe shine and luxurious bathrobes. Non-smoking rooms and rooms accessible to individuals with disabilities are also available.

To make room reservations please contact the reservations department at The Inn at Harvard directly at 800-458-5886. Be sure to make your reservations by **July 30, 2000** and identify the meeting as "The eHealth Colloquium" to get the special conference rate of \$219 per night, plus tax. After the cut-off date, reservations will be accepted on a space-available basis. You will be required to guarantee the reservation with a major credit card. Call early to ensure availability.

## Scholarship/Financial Support Application Form

The eHealth Colloquium offers a limited number of full and partial scholarships to cover the Colloquium registration fee to qualifying representatives of nonprofit providers and hospitals, educational institutions and governmental agencies. Scholarship applicants must complete and submit this Scholarship Application form on or before August 1, 2000. No assistance with respect to travel or lodging is available. Qualifying scholarships will be granted on a rolling forward basis commencing July 1, 2000.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

TYPE OF ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

### TYPE OF SUPPORT REQUESTED

- Full Scholarship
- Financial Support

Amount of Tuition Discount Requested \_\_\_\_\_

### REASON FOR REQUESTING SCHOLARSHIP/FINANCIAL SUPPORT

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**SCHOLARSHIP CRITERIA.** A variety of factors will be considered in determining the issuance of scholarship aid. These factors include financial need and the desirability of geographic and organizational representation at the Colloquium. Funding for scholarships is limited, and scholarships will be issued on a rolling basis commencing July 1, 2000. This Scholarship Application form should be submitted to:

MAIL: The eHealth Colloquium, 167 Milk Street, #445, Boston, MA 02109

PHONE: 617-742-1740

FAX: 617-742-1783

E-MAIL: sreynolds@hcamerica.org

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## Admissions Process/Acceptance

All Admissions Forms will be considered upon receipt. All Admissions Forms must be accompanied by payment of the Colloquium tuition in the form of credit card, money order or check. Acceptances will be issued on a rolling basis. Because of limited class size and need to assure diversity of class make up, it may be impossible to accommodate all admission requests. In that case, written notice will be provided and any instrument of payment will be returned to the applicant.

## How to Apply

Fully complete the following (one form per registrant, photocopies acceptable). Payment must accompany each registration.

FAX: 617-742-1783      PHONE: 617-742-1740

E-MAIL: sreynolds@hcamerica.org

MAIL: The eHealth Colloquium, 167 Milk Street, #445, Boston, MA 02109

## Complete the Following

NAME

TITLE

INDICATE YOUR AMERICAN COLLEGE HEALTHCARE EXECUTIVES CREDENTIALS:

CERTIFIED HEALTHCARE EXECUTIVE (CHE)     FELLOW OF ACHE (FACHE)

ORGANIZATION

DEPARTMENT

ADDRESS

CITY/STATE/ZIP

TELEPHONE

FAX

E-MAIL

## Admissions Information

Please provide any information regarding your special interest in the healthcare Internet:

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**Colloquium Tuition \$3,750.00**

## Hotel Information / Reservations

A special rate of \$219 per night (plus tax) has been arranged. Please make your reservations directly with the hotel and mention The eHealth Colloquium to receive the reduced rate. Reservations will be accepted until **July 30, 2000**. After that cut-off date, reservations will only be accepted on a space-available basis.

The Inn at Harvard  
1201 Massachusetts Avenue, Harvard Square  
Cambridge, MA  
800-458-5886

## Payment Options

Please enclose payment with your registration and return it to the Colloquium registrar at the following address, or fax your credit card payment to 617-742-1783.

The eHealth Colloquium, 167 Milk Street, #445, Boston, MA 02109

- Check/money order enclosed  
(checks payable to The eHealth Colloquium)
- Payment to be made by check/money order. Credit card must be given to hold registration. If payment is not received by seven days prior to the Colloquium, credit card payment will be processed.
- American Express     Visa     Mastercard
- Payment by credit card.
- American Express     Visa     Mastercard

\*Tax ID No. 91-1892021

TOTAL \$

ACCOUNT #

EXPIRATION DATE

NAME OF CARDHOLDER

SIGNATURE OF CARDHOLDER

All registrations require faxed or original signature on this form.

Program and schedule subject to change.

Scholarships and financial assistance available.

Registration fees are not refundable or transferable.

Tuition covers all listed class sessions, continental breakfasts and lunches at the Harvard Faculty Club. Tuition does not include lodging or dinners.

Please advise us if you will need interpretive services or other special accommodations.

**AUGUST  
20-25,  
2000**

# *The eHealth Colloquium*

A Week-Long Summer Course for Clinicians and Healthcare Executives

*A Week-Long Summer Course for Clinicians and Healthcare Executives on Healthcare Internet Strategies and Solutions*



*classes held*

**Maxwell Dworkin Hall and  
The Faculty Club  
Harvard University  
Cambridge, MA**

*conference hotel*

**The Inn at Harvard  
Cambridge, MA**

*registration information*

**[www.ehc-info.com](http://www.ehc-info.com)  
617-742-1740**

ABA-MCLE CREDIT   ACHE CREDIT   ACMPE CREDIT   CNA (NURSING CREDIT)   NASBA CREDIT   ACPE PHARMACY CEU CREDIT

**The eHealth Colloquium  
167 Milk Street, #445  
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