

EVENT SCHEDULE

From	To	- Track 1 - Medco Room	- Track 2 - Capstrat Room	- Track 3 - Ironworks Room	Time
8:00 AM	8:30 AM	Registration & Breakfast			:45
8:30 AM	9:00 AM	Welcome & Opening Remarks			:15
9:00 AM	9:45 AM	Keynote/Q&A: Nick Augustinos, Cisco			:45
9:45 AM	10:00 AM	Morning Networking Break			:15
10:00 AM	10:40 AM	Adam Pellegrini, HealthyCircles: Topic TBD	Marci Williams, American Heart Association vlogger: "Social Media's Role Helping Shift Our Culture from Treating to Wellness"	Rick Johnston, Ironworks: "The Future of Healthcare Knowledge Sharing"	:40
					:05
10:45 AM	11:25 AM	Dr. Fong, BCBSNC, and Dr. Lo, Medco: "Widgets, Gadgets, Oh My!"	Bob Brooks, Wego Health: "Exploring the Myths About Online Healthcare Communities"	Dan Wilson: "How to Keep Employees Engaged in Their Health"	:40
					:05
11:30 AM	12:10 PM	Gloria Jones, ECU: Topic TBD	Karen Albritton, Capstrat: "Reining in Online Influencers"	Dr. Lo, Medco, and Estay Greene, BCBSNC: Leveraging ePrescribe	:40
					:05
12:15 PM	1:15 PM	Lunch Break & Networking			1:00
1:15 PM	2:00 PM	Keynote/Q&A: Robert Furberg, RTI International			:45
2:00 PM	2:15 PM	Afternoon Networking Break			:15
2:15 PM	3:00 PM	Joe Miller, blogger @ GetGoingNC!; Bob Brooks, VP, Wego Health; & Marci Williams, American Heart Association vlogger: "Online Health Communities Transforming Personal Health" panel session	Paul Mahoney, Capstrat: "Why Does Amazon Know Me Better Than My Doctor"	Phil Daquila, Success Story Videos: "Benefiting From Online Videos to Tell Your Story"	:45
					:05
3:05 PM	3:45 PM	Jerry Heneghan, Virtual Heroes: Topic TBD	John Miall: "The Importance of Clinical and Financial Outcomes VBID: What to measure and how to do it"	Jerry Lankford, Lifecare Counseling and Coaching: "Confessions of a Crackberry Addict: How does our New Found Mobility Affect Our Mental Health?"	:40
3:45 PM	4:00 PM	Afternoon Networking Break			:15
4:00 PM	4:40 PM	Keynote/Q&A: Dr. Jeff Taekman, Duke School of Medicine			:40
4:40 PM	5:00 PM	Closing Remarks & Town Hall Discussion			:20