



ePatient Connections 2010

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Academic Centers

What are medical and nursing schools doing to adapt to the Internet age? Are young physicians and nurses being taught how to partner with patients using online technologies and social media? This panel will discuss the current approach to medical education, trends in patient care, and the future of participatory medicine.



Dave Munger, Moderator

Dave Munger is editor and cofounder of ResearchBlogging.org, a web resource dedicated to improving the explanation and discussion of science and medicine both online and in traditional media. The site collects the best blog posts discussing peer-reviewed research from over 1,000 contributors, often

experts in their field, and then distributes them via Twitter, Facebook, and RSS, reaching hundreds of thousands of readers each month in six languages.

Dave also writes a weekly column for SEED magazine and produces a weekly podcast, the ResearchBlogCast, covering recent research findings. He is the author of several college textbooks, including *Researching Online* and *The Pocket Reader*.



Charlie Smith, M.D.
University of Arkansas for Medical Sciences

Smith has concentrated his career on providing, teaching and improving medical care. He is a practicing Family Physician, Executive Associate Dean for Clinical Affairs and Professor of Family and Community Medicine at the University of Arkansas for Medical Sciences in Little Rock, AR.

His quest for more effective health care has kindled a high interest in EMR implementation at UAMS and facilitating the use of web technology, including a patient portal, online physician consultation, and online call schedules. In 1997, he founded a web based medical information company, eDocAmerica, which provides tools, information, and input from professionals to help individuals make better decisions about their health and health care.

He is a founding Co Editor in Chief of the Journal of Participatory Medicine, an online, peer reviewed journal, sponsored by the Society of Participatory Medicine that launched in October, 2009. He has served as President of the American Board of Family Medicine, Deputy Editor of American Family Physician, and Chair of the Group on Faculty Practice of the American Association of Medical Colleges. He has published many articles in his field, and has co authored a book, *The Handbook of Family Practice*.

His work is balanced by a busy family life that includes his wife of 34 years, Connie, their six adult children, and five grandchildren. He is also committed to daily exercise, preferring vigorous bike rides and walks in the lovely Arkansas hills.



Geeta Nayyar, M.D.
George Washington University

Principal Medical Officer of Vangent, Inc., applies her expertise in clinical medicine, health policy, medical communications and public health to her role of directing innovative health information management and technology solutions for Vangent's healthcare customers. Dr. Nayyar works with government agencies, states, hospitals

and other health organizations to tackle some of the most challenging patient and healthcare delivery issues today.

Dr. Nayyar is a member of Vangent's Health Strategy and Innovation Group, which helps Vangent's customers to leverage the power of healthcare information technology and innovation to improve

the quality and cost-effectiveness of healthcare for individuals and populations. Dr. Nayyar provides particular expertise in helping clinicians adopt and utilize information technology in ways that improve rather than detract from patient-provider encounters.

Dr. Nayyar continues to teach and practice medicine as an Assistant Clinical Professor of Medicine in the department of rheumatology at George Washington University. She is also an accomplished author and speaker on topics regarding medical care, healthcare reform and health policy. Dr. Nayyar has appeared on ABC, has been quoted by *The Washington Post*, and is an expert panel provider for the Agency for Healthcare Quality and Research.



Barbara Glickstein, R.N., M.P.H., M.S.
City University of New York

Barbara Glickstein, R.N., M.P.H., M.S., is a public health nurse executive, health policy expert and broadcast journalist. She is the co-founding director of the Center for Health Media and Policy at Hunter College, City University of New York.

For the past 25 years, Barbara has produced and hosted "Healthstyles," an award-winning, weekly program on public radio in New York City. She views her radio program as a public health practice, providing ongoing coverage of issues that make a difference in our everyday lives.

Barbara co-founded and served as Director of the Continuum Center for Health and Healing at Beth Israel Medical Center in New York City. Her work has been honored many times, including awards from the Women's Media Center, the American Academy of Nursing, the New York City Public Health Association, and the Association of Healing Health Care Projects' "Leland R. Kaiser Founder's Award." She is on the Editorial Board of the *American Journal of Nursing* and co-author of "The Role of Media in Influencing Policy: Getting the Message Across in Policy and Politics in Nursing and Health Care."

Non-Profits & Health Journalists

How has the Internet changed health journalism and the world of healthcare non-profits? How can patients leverage the Internet to educate themselves about their disease or condition? Can non-profits help to support health journalism in new media? This panel will discuss the pros and cons of living in a world of user-generated content.



Jenni Prokopi, Moderator

Jenni Prokopi is founder and editrix of ChronicBabe.com, an online resource for young women with chronic illness. An award-winning writer, speaker, and expert on healthy living, she shares her personal experience — and rallies the expertise of hundreds of others — to help women live beyond their illness and

be total Babes. Her writing has appeared in numerous publications, and she has worked with dozens of organizations large and small, local and multinational, to create compelling messages that empower people to work better, play harder... and be their best.



George Lundberg, M.D.
Medscape, MedPage Today

Former Editor in Chief, Medscape, The Medscape Journal of Medicine, eMedicine from WebMD, and the Journal of the American Medical Association (JAMA);

Editor in Chief, Cancer Commons; Editor at Large, MedPage Today; Consulting Professor,

Stanford University; President and Board Chair, The Lundberg Institute, Los Gatos, CA

A 1995 "pioneer" of the medical Internet, Dr. Lundberg was born in Florida, grew up in rural southern Alabama and holds earned and honorary degrees from North Park College, Baylor University, the University of Alabama (Birmingham and Tuscaloosa), the State University of New York, Syracuse, Thomas Jefferson University and the Medical College of Ohio. He completed a clinical internship in Hawaii and a pathology residency in San Antonio. He served 11 years in the US Army during the Vietnam War Era in San Francisco and El Paso. Dr. Lundberg was Professor of Pathology and Associate Director of Laboratories at the Los Angeles County/USC Medical Center for 10 years, and for five years was Professor and Chair of Pathology at the University of California, Davis.

Dr. Lundberg has worked in tropical medicine in Central America

and Forensic Medicine in New York, Sweden and England. He is past President of the American Society of Clinical Pathologists. From 1982 to 1999, Dr. Lundberg was at the American Medical Association as Editor in Chief, Scientific Information and Multimedia with editorial responsibility for its 39 medical journals, American Medical News, and various Internet products, and the Editor of JAMA.

In 1999 Dr. Lundberg became Editor in Chief of Medscape, and the founding Editor in Chief of both Medscape General Medicine and CBS HealthWatch.com. In 2002, Dr. Lundberg was Special Healthcare Advisor to the Chairman and CEO of WebMD for 2 years. Later, he served as the Editor in Chief of The Medscape Journal of Medicine, the original open access general medical journal, and beginning in 2006, Editor in Chief of eMedicine from WebMD, the original open access comprehensive medical textbook. A frequent lecturer, radio, television and webcasting guest and host, and a member of the Institute of Medicine of the National Academy of Sciences, Dr. Lundberg was a Professor at Harvard from 1993 to 2008. Dr. Lundberg left WebMD in 2009 and is now Editor in Chief, Cancer Commons; Editor at Large, MedPage Today, a Consulting Professor at Stanford and is President and Board Chair of The Lundberg Institute. In 2000, the Industry Standard dubbed Dr. Lundberg "Online Health Care's Medicine Man."



Larry Blumenthal, M.A.
Robert Wood Johnson Foundation, Open Road Advisors

After nine years of overseeing Web and social media strategy for the Robert Wood Johnson Foundation, Larry Blumenthal recently launched Open Road Advisors to help foundations, nonprofits and other organizations navigate the ever-changing world of the Web. Open Road Advisors specializes in Web, social media

and content strategy. Blumenthal has been working on the Web for 15 years. Prior to joining RWJF, he played a leading role in developing

various health-related Web sites, including DiscoveryHealth.com for the Discovery Channel and IntelliHealth.com for Aetna U.S. Healthcare. He also worked as a newspaper reporter, a business editor at Dow Jones & Co., founding associate editor of theNonProfit Times and editor of Publishing Economics magazine. He is a frequent speaker who has presented at numerous conferences and workshops on Web and social media strategy. Blumenthal holds a master's degree in journalism from Northwestern University and a bachelor's degree in psychology from the University of Chicago.



Andrew Schorr
Patient Power

Andrew Schorr is an online health communications pioneer having founded healthtalk.com in 1996 and patientpower.info in 2000. He was one of the first to host and produce audio webcasts for patients. In 1996 he became a patient himself, diagnosed with leukemia through a routine blood test. He joined an online

patient community which guided him to a successful clinical trial and today he remains with no evidence of disease. Andrew is the author of the book The Web Savvy Patient to be published next year. He blogs weekly in text and on video, hosts many webcasts on specific illnesses, and co-hosts a weekly "health issues" program online with his friend and former college classmate, Peter Frishauf, founder of Medscape. Andrew lives in Seattle with his wife and three children.

Concierge Medicine & Consumer-Driven Healthcare Solutions

What is “concierge medicine” and how is it being practiced currently? Will the trend towards direct pay medical practices continue and what does that mean for patient access to care? What tools can patients use to manage their own health more successfully? This panel will discuss new models for primary care, as well as emerging tools and technology for health management.



Emily McKhann, Moderator

Emily McKhann is co-founder of The Motherhood, an award-winning web community, and The Motherhood Creative, an online marketing firm. Emily and her business partner, Cooper Munroe, have won the Best of Blog Award for “Most Inspirational Blog of the Year” and were finalists for The Webby Awards in 2009 and 2010. Emily

co-authored the book *Living with the End in Mind*, which has been featured on Oprah numerous times. She was Acting Commissioner to the United Nations, Consular Corps and International Business for the City of New York, Director of International Business for New York City, and ran a corporate public affairs firm in New York with such clients as CBS, Morgan Stanley, and Scholastic.



Daniel Z. Sands M.D., M.P.H.
Cisco Systems

Daniel Z. Sands, M.D., MPH, is senior medical informatics director for Cisco Systems, as part of IBSG Healthcare the Internet Business Solutions healthcare group. He brings solid industry knowledge and broad experience to this role, where he provides both internal and external health IT leadership and helps partners with business and clinical transformation using IT.

Prior to joining Cisco, Sands was vice president and chief medical officer of Zix Corporation, where he helped the company become a leader in e-prescribing. Before that, he was clinical systems integration architect at Beth Israel Deaconess Medical Center in Boston, where he developed and implemented numerous systems

to improve clinical care delivery and patient engagement.

Sands earned his baccalaureate at Brown University, medical degree at Ohio State University, and a master's degree at Harvard School of Public Health. He did residency training at Boston City Hospital and an informatics fellowship at Beth Israel Deaconess Medical Center. He is an assistant clinical professor of medicine at Harvard Medical School and maintains a primary care practice in which he makes extensive use of health information technology.

Sands is the recipient of numerous health IT awards, sits on the board of the American Medical Informatics Association, and has been elected to fellowship in both the American College of Physicians and the American College of Medical Informatics.



Alan Dappen, M.D.
DocTalker

Dr. Alan Dappen graduated from the University of Washington Medical School in 1979. He completed his Family Medicine residency in 1983 at the University of California, Davis program in Modesto, California. A year later, he completed a Song-Brown Fellowship, and then finished coursework in Family Therapy in 1989. He has remained Board-certified in Family Medicine since 1983.

Alan has practiced medicine in California, Kenya, Mexico, and since 1992, in Vienna, VA. He is an Associate Clinical Professor at Virginia Commonwealth University School of Medicine, Department of Family Practice, and recently became a graduate of Leadership Fairfax. Alan has published medical journal articles on diverse topics, including malaria, nutrition, and smoking. Thanks to his years living abroad, he speaks Spanish fluently. Alan is the founder of DocTalker Family Medicine and Doctokr Inc.

Government & Your Health

How is the government leveraging social media to disseminate medical information? How can patients get the most out of government health education programs? This panel will provide an overview of some key CDC, HHS, and FDA programs that may change the way patients receive and react to health information.



Meredith Gould, Moderator

Meredith Gould, Ph.D., characterizes herself as a "healthcare infomediary" because of her focus on creating easy-to-grasp healthcare content for consumers and providers. She is an applied sociologist by training, with research, editorial and marketing communications

experience in a wide range of industries. Since 1990, she has focused on health and wellness issues, especially the social construction of health status and criteria for healthcare delivery. She is known for her community building efforts and commitment to collaboration among diverse members of the healthcare industry.



Christopher M. Jones, Pharm.D., CSPI LCDR, U.S. Public Health Service

Chris currently serves as the team leader of the Safety and Risk Communication Team in the Center for Drug Evaluation and Research's (CDER) Office of Communications at the U.S. Food and Drug Administration (FDA). He has also been leading CDER's social media efforts, implementing their FDA_Drug_Info Twitter,

podcasts, YouTube videos for healthcare professionals, among others. Prior to joining the FDA, Chris worked as a clinical pharmacist for CatalystRx and as a pharmacist in the Strategic National Stockpile at the U.S. Centers for Disease Control and Prevention (CDC). Chris earned his Doctor of Pharmacy degree from Mercer University and also holds a Bachelors degree in Biology from Reinhardt College.



Brent Gendleman 5AM Solutions

Brent Gendleman, President and CEO, brings a diverse background to 5AM Solutions. With 15 years of experience serving customers by listening to and articulating their needs in the software development industry, including the last 10 serving the biomedical community, he has focused on providing a range of services that enable secure, web-based collaboration across a global network of users and systems. He has managed large software development teams executing across all phases of the software life cycle and consistently has been able to tie business objectives into useful and used software applications. His passion is finding the opportunities where software can effectively decrease the information gap between life science discovery and the practical impact on human health. His mission is to drive 5AM's growth, value, capabilities and delivery of technology that meet the business needs of the life science market and efficiently improve its results.

Prior to forming 5AM, Brent was a Practice Manager for Number Six Software (Reston, VA), where he built and led a software development team that produced 6-10 production-quality web systems each year. He served life science clients such as the National Cancer Institute, the Hospital for Special Surgery (NYC), and the Children's National Medical Center (DC), in addition to significant contracts with the U.S. Air Force and the Bureau of Labor Statistics. Prior to Number Six, he spent two years performing international aid work in Germany and Yugoslavia, was a consultant with a subsidiary of SRA developing web solutions for the Environmental Protection Agency, and holds five years of publishing experience at the standard for weekly scientific publishing, Science Magazine.

Brent earned a Bachelor of Science from Syracuse University in Television, Radio and Film Writing and a Web Development Certificate from George Washington University.



Jay Bernhardt, Ph.D., M.P.H. CDC, University of Florida

Dr. Jay Bernhardt is recognized internationally as a visionary leader, senior executive, respected scholar, and innovative scientist in the application of communication, marketing, and media to public health, healthcare, and medicine. Effective July 1, 2010, he is Department Chair and Professor of Health Education and Behavior in the College of Health and Human Performance at the University of Florida, in Gainesville, FL. He is also the founding director of the Center for Digital Health and Wellness at the University of Florida.

In 2005 following an international search, he was selected as the first permanent Director of the National Center for Health Marketing (NCHM) at CDC, a position he held until 2009 when NCHM was

eliminated as part of a major CDC reorganization. Leading this new Center involved the creation of its vision, mission, values, organizational structure, strategic plan, and programmatic priorities, as well as recruitment and development of the entire senior leadership team. In FY09, NCHM employed more than 500 staff with a budget of more than \$100 million. Under Dr. Bernhardt's leadership, NCHM has expanded its programs to East Asia, Central America, and East Africa.

Dr. Bernhardt has propelled the CDC to lead the federal government in the application of social media and web 2.0, resulting in one of the most user-centered, award-winning federal websites. Quick to see the potential for participatory technology, Dr. Bernhardt was among the first federal officials to blog. His ability to envision the utility of mobile technology for improved domestic and global health has led to his reputation as a "Mobile Health Evangelist."

Health Systems

How are large health systems like Kaiser Permanente and BIDMC responding to patient needs for Internet and mobile communications? What programs have been successful and where can patients benefit from second opinion services? This panel will discuss emerging trends in patient communications and successful healthcare system navigation.



Nancy Shute, Moderator

Nancy Shute was assistant managing editor and is currently a contributing editor at *U.S. News & World Report*. She covers health and medicine, and teaches about how writers and journalists are using social media. As a medical and science writer, Shute has covered new research, health policy, consumer health issues and medical trends. Shute has also

initiated news and feature articles for many publications, including *Outside*, *The Smithsonian*, *Health*, *New Republic* and *The New York Times Magazine*. She has also contributed work to many major newspapers, including *The Washington Post*, *The Seattle Times*, *Chicago Tribune* and *The Miami Herald*. Her reporting on the care of soldiers wounded in Iraq won her a National Headliner Award in 2005. She holds a bachelor's degree from Washington University and a master's degree from Yale Law School.



Paul F. Levy
Beth Israel Deaconess Medical Center

Paul F. Levy was appointed President and Chief Executive Officer of the Beth Israel Deaconess Medical Center in Boston in January 2002. BIDMC is one of the nation's preeminent academic health centers, providing state-of-the-art clinical care, research, and teaching in affiliation with Harvard Medical School.

Licensed for over 600 beds, BIDMC annual revenues are over \$1.2 billion. Previously, Paul was the Executive Dean for Administration

at Harvard Medical School, where he was responsible for administrative, budgetary, and facility issues, as well as community and governmental relations.

Paul is the author of numerous articles in a variety of fields and co-author of *Negotiating Environmental Agreements* (Island Press, 1999). He is author of a blog entitled "Running a Hospital," and in that regard is one of very few hospital CEOs to share thoughts publicly about hospitals, medicine, and health care issues.



Ted Eytan, M.D.
Permanente Federation, LLC

Dr. Ted Eytan currently works as a Medical Director for Delivery Systems Operations Improvement for the Permanente Federation, LLC. His experience is in working with large medical groups and technologists to bring health care consumers useful information and decision-making health tools, to ensure that patients have an active role

in their own health care.

Dr. Eytan is board certified in family practice, and most recently completed service as Medical Director, Health Informatics and Web Services for Group Health Cooperative of Washington State. His clinical interests are preventive care and reducing disparities in health status among vulnerable populations.



Fritz Hofheinz, M.D.
Best Doctors

Dr. Fritz Hofheinz is vice president and medical director of Best Doctors, where he spearheads Best Doctors' provider relations efforts and continues to build a high-quality physician database. Prior to Best Doctors, Dr. Hofheinz was vice president at UpToDate, an information resource for physicians that was recently

acquired by Wolters Kluwer. He led UpToDate's institutional relations

team. Prior to UpToDate, Dr. Hofheinz practiced internal medicine. He completed his Internal Medicine residency training at Brigham and Women's hospital in Boston and is a graduate of the Brown University School of Medicine. In addition to his M.D. degree, Dr. Hofheinz holds an M.B.A. from NYU Stern School of Business, and a B.A. from Duke University. He has been published in the *Journal of Electronic Resources in Medical Libraries*.

MedBlogger

How can medical blogs support patient education and professional development? Why do doctors and nurses blog? What is the future of the future of medical blogging? Find out how doctors and nurses have been using blogs to educate, instruct, and influence patients and policy.



Maria Gifford, Moderator

Maria Gifford is content manager of Better Health, LLC, and editorial assistant to Val Jones, M.D., CEO of Better Health, LLC. Maria is a seasoned health writer, editor, author, and medical researcher who has collaborated with teams of specialty physicians to produce and manage evidence-based health content

for the initial launches of MayoClinic.com and RevolutionHealth.com. Skilled in translating complex medical topics into engaging, consumer-friendly health and wellness information, Maria has contributed to HealthCentral.com, EverydayHealth.com, Health.com for Time Inc., Captivate Network, the University of California, the American Diabetes Association, Rodale, Univita Health, ABC-CLIO, Harvard Health Publications, and Ladies' Home Journal.



Bryan Vartabedian, M.D. Baylor College of Medicine

Dr. Vartabedian is Assistant Professor of Pediatrics at Baylor College of Medicine in Houston and attending physician at Texas Children's Hospital, America's largest children's hospital.

Dr. Vartabedian has an interest in the evolving role of social media in healthcare. Since 2006

he has been an active participant in the medial blogosphere and currently writes and thinks at 33Charts.com. As an active speaker he has recently addressed the American Medical Association, the

American Telemedicine Association, the Texas Medical Association and the American Gastroenterological Association on issue of MDs in the social media space. He maintains an active presence on a variety of social networking platforms and in between patients you can find him on Twitter.

He is the author of *Colic Solved – The Essential Guide to Infant Reflux and the Care of Your Crying, Difficult-to-Soothe Baby* published by Ballantine/Random House in 2007.



Kim McAllister, R.N. Emergiblog

Kim McAllister, RN, BSN, is an emergency department nurse in the San Francisco Bay Area. Kim is entering her fifth year as the author of "Emergiblog: The Life and Times of an ER Nurse," and has been recognized by FoxNews.com, the L.A. Times.com, and the Wall Street Journal.com. Through Emergiblog, Kim serves as the administrator for "Change of Shift," a bi-weekly nursing blog carnival.

Kim has spoken on social media at the Johnson & Johnson Global Communications Conference, served as a panelist at BlogHer 2009, and helped organize the first Medblogger Track at BlogWorld/New Media Expo 2009. After 32 years as a registered nurse, Kim graduated with her BSN from the University of Wisconsin-Green Bay this year. She is looking forward to beginning work on her MSN through California State University-Dominguez Hills in September.



Phil Baumann, R.N. CareVocate

Phil Baumann is a registered nurse who helps healthcare organizations integrate social software into their internal and external processes. He is actively engaged in ongoing discussions about health care technologies and how the Web is rapidly changing the way we communicate, collaborate and live our

daily lives. He is a blogger, consultant, workshop leader and speaker who helps organizations and the public at large understand the opportunities and challenges which the Web poses from a health care perspective. He also founded #RNchat, which is the first real-time

conversation of registered nurses on Twitter. He is also part of the Better Health Network of medical bloggers.

Phil is actually a second degree nurse who earned his BSN from Drexel University. His first degree was in Accounting which he received from the University of Delaware and his career was in accounting, finance, treasury operations and systems implementation. His enterprise background in industries as diverse as Energy and Financial Services coupled with his past clinical experience in ICU have given him a unique view of how social networking and health care relate to each other. He's passionate about evolving technologies and explores the relationship between social software and health care on his blog.

New Media Platforms

Will Twitter, Facebook, and podcasting influence your health in any way? How are traditional health news outlets adapting to online platforms? Do you know how to evaluate the credibility of a health news source? Find out how healthcare professionals are using social media platforms to educate and influence.



Kerri Morrone Sparling, Moderator

Kerri Morrone Sparling has been living with type 1 diabetes for over 23 years, diagnosed just before she started second grade. She has never let her diabetes define her, but instead says that it helps explain her.

Kerri is the author and creator of SixUntilMe.com, one of the first and most widely-read diabetes

patient blogs. Started in May 2005, Six Until Me has a strong and loyal readership comprised of people with diabetes, the caregivers of diabetics, medical professionals, and those living with chronic illness. She has contributed to many diabetes-related websites and publications, and is a passionate advocate for diabetes awareness. An expert in social media and its influence on patients, Kerri presents regularly at new media conferences and currently works full-time as a social media consultant.



Ivan Oransky, M.D.

Reuters Health, Association of Health Care Journalists

Ivan Oransky, M.D., is the executive editor of Reuters Health. He also teaches medical journalism at New York University's Science, Health, and Environmental Reporting Program, blogs at Embargo Watch, and is the treasurer of the Association of Health Care Journalists. He has served as managing editor, online, of

Scientific American, deputy editor of The Scientist, and editor-in-chief of the now-defunct Praxis Post. He holds an appointment as clinical assistant professor of medicine at New York University of School Medicine, and for three years, he taught in the health and medicine track at the City University of New York's Graduate School of Journalism. He has written for publications including The Boston Globe, the Lancet, The New Republic, and Slate.



Rob Lamberts, M.D.

Musings of a Distractible Mind

Dr. Rob Lamberts is a practicing primary care physician and author of the quirky and eclectic medical blog, Musings of a Distractible Mind. He also regularly contributes to The Health Care

Blog, Medpage Today, and The ACP Observer. His podcast, The House Call Doctor (a Quick and Dirty Tips podcast), is one of the top health podcasts on iTunes, focusing on educating the public in plain English.



Matthew Browning, R.N., M.S.N.

YourNursesOn.com

Matthew Browning RN, MSN is Founder and CEO of YourNursesOn.com™, a multi-channel healthcare staff communications platform. While training as a Family Nurse Practitioner at Yale University, he developed the patent-pending Intelliblast™ collaborative communications system to address the challenges inherent

in trying to efficiently allocate a scarce, distributed healthcare workforce. Utilizing modern, real-time, multi-channel and two-way communications, YourNursesOn.com helps hospitals and healthcare systems effortlessly place the right providers in the right places at the right times to decrease overtime costs, vacancy rates, and staff turnover while improving patient outcomes, staff satisfaction and overall safety.

A fierce advocate for evidence-based practice, improved patient outcomes, safe staffing levels and aging-in-place, Mr. Browning has become a vocal and visible participant in the Health 2.0 movement, Health Information Technology, HIMSS and in Healthcare Workforce trends. His experiences as nurse practitioner, patient, cancer survivor, technologist, father, husband, blogger, advocate and entrepreneur combine to form a refreshing perspective on healthcare's evolution and future. Intrigued by the ability of social media and instant communications to empower patients as equals in their achieving their wellness objectives, with disease prevention, with chronic condition management and when seeking medical treatments, Matthew is honored to speak at ePatient Connections 2010.