



## NEHIMSS Oct. Education & Networking Event

Topic: "Health Information Exchange"

Tuesday October 20, 2009

6:00 PM to 8:00 PM

*The Inn at Longwood Medical – Fenway Room*  
342 Longwood Avenue Boston, MA (617) 731-4700



NEHIMSS members Dr. Brenckle (left) and Mr. Cramer (right) will make a brief presentation that will hopefully lead to an interactive discussion on the need for and barriers to connected healthcare. UMass Memorial has developed a roadmap for both increasing interoperability and communication within the system as well as establishing connections with other institutions, practices and physicians in Central Massachusetts. The core of the presentation will be a discussion of a suite of tools that can support both loosely-coupled and tightly-coupled relationships, and the need to match any technology offering to the clinical and the business objectives.

The learning objectives for the presentation and discussion are as follows:

1. Identify and discuss one approach to the solution stack for connected healthcare
2. Identify some of the roadblocks to connected healthcare and strategies around them
3. Determine how to align with the business to avoid a technology-only solution

### About the Speakers:

**George M. Brenckle PhD**, was appointed Senior Vice President and Chief Information Officer of UMass Memorial Healthcare on March 19, 2007. Before joining UMass Memorial, Dr. Brenckle was the Chief Information Officer for the University of Pennsylvania Health System in 2000. UPHS is a three-hospital group in the Philadelphia area that routinely ranks very high on U.S. News and World Report's lists of outstanding health care providers. In his role as CIO, Dr. Brenckle was responsible for both Information Services and Telecommunications for an integrated academic delivery system consisting of three acute care hospitals, a medical school, a faculty-based practice plan, and a network of primary care physicians, home care, hospice and long-term care facilities. Dr. Brenckle also served in the roles of Applications Director and Operations Director before being appointed CIO. Prior to UPHS, Dr. Brenckle was the Director of Information Services at the Medical Center of Delaware (now Christiana Care). During his tenure at Medical Center of Delaware, Dr. Brenckle held positions as a Project Leader, Manager of Clinical Information Services and then on to Director of Information Services. Dr. Brenckle received a BSc in Chemistry in 1976 from the University of Connecticut and a PhD. in Molecular Biology in 1981 from Washington University in St. Louis. He has been involved in healthcare information technology since 1987. Dr. Brenckle is married and the father of three boys. He is active in Boy Scouts, and also plays and coaches ice hockey.

**Richard Cramer** is the Senior Director for Health Information Exchange and Ambulatory Integration at UMass Memorial Health Care in Worcester, MA. In this role he is responsible for developing the overall interoperability strategy for the health system, as well as defining the architecture necessary to support the strategy. Richard directly supports the VP of business development in using interoperability and the sharing of clinical information to create strong relationships with external organizations that improve quality of care, reduce costs, and increase revenue. Prior to UMass Memorial, he spent ten years as a marketing executive with healthcare software companies; served as the director of applications development at the University of Pennsylvania Health System in Philadelphia; and was the CEO of a rural hospital in Montana. Richard has a bachelor of science in computer science from the United States Air Force Academy.

Register at <http://www.nehimss.org/calendar/calendar.html> Location: <http://www.innatlongwood.com/fenway.html>

Learn more about HIEs by selecting "HIE & RHIO Links/New England" from <http://www.nehimss.org/> website.