

## **MS4 & VISION: OUT OF THIS WORLD**

### **WHAT IS THE VISION USER GROUP?**

The Vision User Group is a corporation whose principal objective is to advance the effective use of Siemens MedSeries4 software. To help fulfill this objective, the Vision User Group sponsors an annual MedSeries4 user conference under the guidance of the Vision Board of Directors. While many other healthcare user boards consist of vendors and consultants, the Vision Board is comprised of individuals directly employed by hospitals using MS4 software. The Board has a vested interest in the ongoing product development and successful implementation of the software, and endeavors each year to bring you a quality conference devoted to training, product demonstrations, focus group meetings, peer networking, and social activities including a gala event.

### **WHO SHOULD ATTEND?**

The Vision User Group conference has been designed for all MedSeries4 users; its strength and success lie in facilitating coordination among individuals working in a healthcare setting. All levels of users are welcome and encouraged to attend. The conference offers information and education in the following areas:

Administration  
Human Resources / Payroll  
Information Systems  
Health Information Management  
Materials Management

Patient Registration / Admitting  
Financial Services  
Patient Care  
Finance  
Other Siemens / MedSeries4 Users

### **WHY SHOULD YOU ATTEND?**

The Vision User Group Conference is an opportunity to discover how hospitals are maximizing the use of MedSeries4 applications and related software. You will find the conference to have a practical, hands-on emphasis with sessions focusing on solutions available today. You will also have the opportunity to contribute to future enhancements by being a part of the Focus Group Update sessions. In addition, you will discover what the future direction of Siemens product lines can offer you and your facility.

### **WHAT WILL YOU TAKE HOME?**

You will return home with a vision of how information systems in the healthcare industry can help you meet the future challenges at your facility. You will also gain new ideas, ways to maximize the use of your computer systems, detailed knowledge of selected topics, information about new systems, and new friends for life.

### **CONFERENCE OVERVIEW**

The Vision User Conference includes general sessions and nine specialty tracks around the various MS4 solutions. Each morning there is a general session where you will be inspired and entertained by today's top professional speakers. Afterward, you have your choice of nine simultaneous specialty track sessions from which to choose. Session content is determined, and presenters selected by the MedSeries4 customer focus groups. Sessions are structured in a lecture format and may provide an overview of the product, new system features, tips and techniques, or show how a facility is using the system in an ingenious or unique way. Back by popular request and being held simultaneous to the track sessions, are exhibitor demonstration sessions where you can learn more about popular MS4-related products. The opening general session begins Monday morning with the closing general session taking place Wednesday afternoon. Admission to all general sessions, track sessions, exhibitor demonstrations, most meals, and social functions is included in the basic registration fee. Vision also offers a menu of highly specialized workshops for an additional fee. Workshops take place beginning Saturday and continue through Tuesday, allowing users to customize their schedule to suit their personal development needs.

## FIRST TIME ATTENDEE?

If this is your first time enjoying the “Vision Experience,” or if it has been some time since you’ve attended, this section can highlight some items to help you make the most of your visit.

- **Session vs. Workshop** – In a nutshell, sessions belong to an application track, are approximately one hour in length, are presented in a lecture format, are presented Monday through Friday, and are part of your registration fee. Workshops span all applications, include non-application topics, are three hours in length, include some kind of hands-on exercise or reinforcement take-away, are presented Saturday through Tuesday, and require an additional fee.
- **Exhibitors vs. Advanced Solutions Center (ASC)** – Exhibitors display products or services that complement the MS4 core applications. The ASC displays new and upcoming MS4 products.
- **Sunday Evening Welcome Reception** – This is a great way to catch the fun-loving spirit of the conference. Join your fellow attendees for a kickoff evening of food, games, and music.
- **Ask the Expert** – MS4 Customer Service Center provides a venue for attendees to receive one-on-one application support. Feel welcome to bring supporting documentation from home and work your tickets along side your Customer Service analyst. Watch the conference schedule materials for room and times.
- **Focus Groups** – Under the umbrella of the Vision Board of Directors, the MS4 hospital user community has organized customer Focus Groups. Groups consist of 10-20 members, including representation from MS4 Development and Customer Service. Each Focus Group will offer an update session to the attendees on the past year’s activities. Consult the “Sessions at a Glance” portion of this book for times and places. As a side note, Focus Group membership is open to any attendee. Contact the appropriate Focus Group co-chair or any Vision Board of Directors member for details.
- **Business Meeting** – As an incorporated entity, the Vision User Group is required to report to its members annually. This meeting will review financial statements, introduce Vision Board candidates, propose changes to by-laws, and have really fun drawings. This meeting is open to only MS4 hospital users.
- **General Sessions** – A general session is held at 8:00 am on Monday, Tuesday, and Wednesday. Monday’s general session is also called “Opening Ceremonies,” and is filled with energy and excitement, setting the tone for the conference. Each morning features a keynote speaker who will motivate, inspire, or tickle your funny bone – often all at the same time.
- **Gala** – The Tuesday evening gala will be a night to remember. In keeping with the conference theme, attendees look forward to dressing up. This year’s “Intergalactic Gala” takes you to the very edge of the universe for a party beyond compare. Let your creativity flow and come as your favorite space character. For those of you who can’t quite picture yourselves as Darth Vader or Neil Armstrong, come anyway. It’s almost as much fun to see what your wacky fellow attendees have come up with. There will be fine dining, superb entertainment, and dancing until midnight.
- **Closing Ceremonies** – Wrap up the week Wednesday afternoon by attending the Closing Ceremonies; this is the official passing of the baton to next year’s Vision Board of Directors president. There will be a slide show highlighting the week’s activities, and some cash drawings. Don’t tempt fate; you must be present to win.
- **Vision Store** – Looking for that perfect memento of the conference? Something to take back to your staff? Visit the Vision Store, Mission Control, for all your souvenir and shopping needs. The store is located on the lower level with Registration.
- **Networking** – Besides the great educational opportunities and fun events, you’ll be able to form relationships and alliances with fellow MS4 users and Siemens/MS4 employees. Meet people in other hospitals that have your same job responsibilities, and share ideas and solutions that benefit everyone. Having the conference in Salt Lake City allows you to meet the Siemens/MS4 Customer Support voice that you’ve been speaking to.

**DEAR VISION USER GROUP MEMBERS,**

Space .... The Final Frontier. For some of you, those words evoke images of William Shatner and his crew of the Starship Enterprise "boldly going where no man has gone before." Others might think about the brave Americans in the NASA space program who risked, and sometimes lost their lives, stretching our knowledge beyond the confines of our own planet. Whatever thoughts come to mind, the Vision Board of Directors invites you to climb aboard and join us as we launch the 2007 Vision User Group Conference. We promise you a ride you won't forget!

The tagline "MS4 and Vision – Out of this World" reflects our feeling that MedSeries4 (MS4) is truly a stellar HIS product. Both Vision and MS4 are dedicated to teaching you how to squeeze all the functionality possible out of the applications. The Focus Groups are very excited about the education sessions they have planned and we have another great lineup of workshops on Saturday and Sunday using the same popular format as last year.

This year Vision has created a "virtual track" for the high percentage of attendees from facilities that are new to MS4. This track has been scheduled through a series of non-conflicting education sessions with subject material aimed at new users. We have also freed up a slot on Tuesday for dedicated time with our Vision exhibitors. We will not schedule any education sessions during this hour so you can talk with vendors at length and not feel like you are missing classroom time. For our senior level executives, we will again offer the Executive Partnership Forum on Sunday. This event focuses on current challenges in healthcare and how companies are using MS4 to address them.

We have a great set of guest speakers for Monday, Tuesday, and Wednesday morning who will inform, inspire, and entertain us. Those of you who have attended the conference in the past know we will also have a good dose of fun thrown in at the "Pre-launch" reception Sunday evening and at the "Intergalactic Gala" Tuesday night. Both events are wonderful opportunities to meet other MS4 customers and the many MS4 and Siemens employees that attend the conference. There are very few other conferences that provide this high a level of interaction in such a warm and energized atmosphere.

Please look through this booklet carefully. There is a lot of information to help plan your time at the conference most effectively. If you have any questions or need assistance either before or during the conference, any of the Vision Board Members are available to help you. Our contact information can be found in the General Information section. During the conference, you can spot us by the maroon "Board Member" ribbon on our nametag. Our goal is to provide you with the best conference experience possible. So fasten your seatbelts and hold tight as we blast off for Vision 2007!

Warmly,  
Jon Farina,  
President, Vision User Group

**VISION BOARD OF DIRECTORS  
2006 – 2007**

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## FOCUS GROUP LEADERSHIP 2006 - 2007

Focus Group	Client Co-Chair	Track Coordinator	Board Representative	Siemens Co-Chair	Solution Owner
Technical / SI	<b>Stan Fulton</b> Banner Health	<b>Ron Crall</b> St. Joseph's Hospital  <b>David Keel</b> TJ Samson	<b>Bob Adams</b> Bay Area Hospital	<b>Jie Xu</b> Siemens	<b>Dan Tyer</b> Siemens
Patient Care	<b>Kim Atkins</b> Faith Regional Health	<b>Susan Bottom</b> University Medical Center	<b>Chuck Scronce</b> Caldwell Memorial Hospital	<b>Kathleen Kingston</b> Siemens	<b>Kathleen Kingston</b> Siemens
Case Mix / RE	<b>Ron Wensel</b> Adventist Health	<b>Debi Freymuth</b> Chelsea Community Hospital	<b>Jane Ann Bridges</b> Nacogdoches Memorial Hospital	<b>Mary Heckle</b> Siemens	<b>Kristine Pitts</b> Siemens
MIRA	<b>Janet Hoffberg</b> Glendale Adventist Medical Center	<b>Karen Hope</b> Sutter Health	<b>Kathleen Dahlgren</b> Banner Health	<b>Gaylene Gladden</b> Siemens	<b>Kristine Pitts</b> Siemens
Patient Financial Services	<b>Melanie Betancourt</b> Paradise Valley Hospital	<b>Carmen Musitano</b> Universal Health Services	<b>Tam Morgan</b> Adventist Health	<b>Diane Hummel</b> Siemens	<b>Kristine Pitts</b> Siemens
Financial Services	<b>Adrienne Jernigan</b> Bay Area Hospital	<b>Jane Postin</b> Hutchinson Hospital  <b>Michael West</b> Siemens	<b>Sarah Longest</b> Grenada Lake Medical Center	<b>Michael West</b> Siemens  <b>Masami Goldsberry</b> Siemens	<b>Janet Glad</b> Siemens

## GENERAL INFORMATION

### REGISTRATION

#### FEES

Registration fees per person:

\$695.00	MedSeries4 User (until March 15, 2007)
\$795.00	MedSeries4 User (after March 15, 2007)
\$250.00	Guest*
\$695.00	Exhibiting Vendor
\$795.00	Consultant / Vendor (non-exhibiting)
\$95.00	Per Workshop

\*Guests may attend the conference for \$250.00. This fee covers the gala on Tuesday evening, social activities held during the conference, and meals each day. A full paying registration must accompany each guest registration purchased. Guest registrations are not appropriate for additional exhibitors or hospital personnel.

Discounts will be applied to registration fees for MedSeries4 Users who present sessions or workshops at the Vision 2007 Conference.

The following registration discounts for workshops or sessions with a maximum of two presenters will apply:

- \$100.00 for one eligible workshop or session
- \$200.00 for two eligible workshops or sessions
- \$300.00 for three eligible workshops or sessions

Total maximum registration discounts possible - \$300.00

**Individuals who are part of a session with three or more speakers are not eligible for the discount.**

#### REGISTRATION AND PAYMENT

All attendees must register with the Registration Coordinator, Modern Exposition Services, and pay the registration fee. To attend workshops, it is required that you register for the conference.

It is not necessary that registration forms and checks be mailed at the same time. Whenever possible and convenient, we encourage payment by check. Please note that you may register via mail, fax, or Web site, and mail your payment later. If you mail your check later, it must be received by the March 15, 2007 deadline to avoid higher registration fees.

The registration form lists each session and workshop being presented. It is important for you to indicate on the form which sessions and workshops you plan to attend. This will help us provide the right sized room for each session. You may send your completed registration form one of three ways:

1. Register via our Web site:  
[www.ms4vision.com](http://www.ms4vision.com)
2. Fax completed form to:  
Attn: Vision User Conference – Fax: 435-658-5105
3. Mail completed form to:  
Vision User Conference Registration  
**Modern Exposition Services**  
**2455 Lower Lando Lane**  
**Park City, UT 84098**  
PH: 800-483-4258 • FAX: 435-658-5105  
[KPTURNKEY@MSN.COM](mailto:KPTURNKEY@MSN.COM)

All registration inquiries should be directed to Modern Exposition Services. A confirmation email will be sent to you upon processing your registration form. **Do not include your registration fee with Siemens payments of any kind.** Checks should be made payable to Vision User Group and sent to:

Vision User Conference Registration  
**Modern Exposition Services**  
2455 Lower Lando Lane  
Park City, UT 84098  
PH: 800-483-4258 • FAX: 435-658-5105  
[KPTURNKEY@MSN.COM](mailto:KPTURNKEY@MSN.COM)

#### **CANCELLATIONS**

To receive a conference registration refund, send your written cancellation request to:

Vision User Conference  
**Modern Exposition Services**  
2455 Lower Lando Lane  
Park City, UT 84098  
PH: 800-483-4258 • FAX: 435-658-5105  
[KPTURNKEY@MSN.COM](mailto:KPTURNKEY@MSN.COM)

A cancellation fee of \$50.00 will be charged. Refunds will not be issued until after the conference, and no refunds will be issued for cancellations made after March 15, 2007.

**NOTE: A paid registration may be transferred to another hospital attendee.**

#### **BADGES**

You will receive a badge in your registration packet when you arrive. You must wear your badge to be admitted to sessions, meals, and social functions.

#### **CONFERENCE ATTIRE**

Casual attire at all sessions and workshops is appropriate and encouraged. Many registrants may also get into the spirit of the conference by dressing up for the Vision Intergalactic Gala on Tuesday night, where all you wild and wacky individuals can show your party spirit by coming as your favorite space character. While dressing up is encouraged and adds to the fun, it is not required. So whether you like to party or sit back and watch everyone else, it's time to enjoy life, have fun, and join the Vision Starfleet Empire for a festive evening. Come ready to enjoy great food, entertainment, music, and dancing!

#### **LODGING**

Vision has selected The Sheraton City Centre Hotel, 150 West 500 South, Salt Lake City, UT as the conference hotel. All general sessions, breakout sessions, workshops, meals and breaks, and the vendor exhibit hall will be held at the Sheraton City Centre. Sleeping rooms at special rates have been reserved for Vision attendees.

The Sheraton City Centre Hotel is conveniently located minutes from downtown shopping, restaurants, cultural events, and entertainment, and is a short drive to all the outdoor attractions for which Utah is famous. Hotel amenities include complimentary airport shuttle, weekday *USA Today*, two phone lines into each room, coffeemaker, pool and whirlpool, business center, concierge service, restaurants, and shops.

Vision 2007 daily room rates are \$132.00 and \$162.00.

Call Sheraton Central Reservations, 1-800-325-3535, to make reservations for the Vision User Group Conference at The Sheraton City Centre Hotel, 150 West 500 South, Salt Lake City, UT, 84101. You may also contact the Sheraton City Centre at [www.sheraton.com](http://www.sheraton.com) or dial the hotel direct at (801) 401-2000.

If you plan to arrive after 6:00 pm, a credit card number is needed for confirmation. If you need to cancel, The Sheraton City Centre requires 24-hour notice before your scheduled arrival to avoid billing.

#### **ROOM BLOCK CUTOFF DATE**

Vision 2007 has reserved blocks of sleeping rooms at The Sheraton City Centre until March 21, 2007. After that date, rooms are on a space-available basis.

## **HOTEL MOBILITY ACCESS**

The Sheraton City Centre is accessible for those with mobility concerns. Please indicate on your registration form if there are mobility concerns.

## **TRANSPORTATION**

### **HOTEL SHUTTLE**

The Sheraton City Centre Hotel provides complimentary transportation to and from the Salt Lake International Airport. Use the airport courtesy telephone in the baggage area to inform the hotel of your arrival.

The shuttle departs regularly from the hotel for the airport. It is suggested that you make a shuttle reservation for your departure.

### **TAXI**

Taxis are available at the airport, and are located at the curb. If none are available, go to the transportation desk located in each terminal.

### **PREARRANGED TRANSPORTATION**

Limousine service must be arranged in advance; city ordinance does not allow walkup use of limousine services. A 24-hour advance reservation is required.

Express Shuttle 1-800-321-5554

### **RENTAL CAR**

All major rental car agencies are located at the airport.

### **LIGHT RAIL SYSTEM – UTA TRAX**

TRAX, the city's light rail system, provides a rapid mode of transportation from the Sheraton City Centre to downtown shopping and attractions, only five blocks away. A TRAX stop is located one block east on Main Street. The light rail ride to downtown falls within the "free fare zone."

## **MEALS**

Vision cannot accommodate special diet concerns. We do, however, try to offer meals that are appropriate for vegetarians (lacto/ovo). Please indicate on the registration form under **V2**, or **V3** for guests, if you would like a vegetarian meal for the gala.

### **CONTINENTAL BREAKFAST**

Saturday and Sunday for Workshop Participants  
Monday, Tuesday, Wednesday

### **BUFFET LUNCH – OUTER LIMITS CAFE**

Monday, Tuesday, Wednesday

### **BREAKS**

Saturday and Sunday for Workshop Participants  
Monday, Tuesday, Wednesday

### **TUESDAY EVENING**

Fine dining at the gala, Three Seasons Ballroom

## **OTHER INFORMATION**

### **VISION MISSION CONTROL**

As always, Vision items will be available for sale during the conference. Collectibles from previous years will also be sold – but they go fast.

## **FOCUS GROUPS**

Focus Groups are designed to provide a forum for users to share new and better ways of using MedSeries4 applications and to offer input to the continued development of MedSeries4 products. Focus Group sessions provide users the opportunity to learn the latest about MedSeries4 applications and make suggestions as to how they would like to see the products developed.

All tracks, with the exception of the Healthcare Today Track, will conduct Focus Group Update sessions open to all attendees. Each Focus Group will give an update relative to their specific track. (See each track for specifics.)

Client and Siemens Co-chairs will moderate the Focus Group sessions. Each Focus Group member will be introduced, followed by an overview of the group's activities since Vision 2006. Innovative uses of the software will be presented, as well as the direction of each product line, future product releases, highlights of major changes in each release, and distribution methods.

## **WORKSHOPS VS. SESSIONS**

### **Not sure of the difference between a session and a workshop?**

- **Sessions** are one to two hours in length, are presented in a lecture format, and are available to every attendee as a part of the conference registration fee. A session may provide an overview of the product, new system features, tips and techniques, or show how a facility is using the system in an ingenious or unique way.
- **Workshops** are specialized, hands-on classes, two to four hours in length. Students have access to a PC or some type of hands-on exercise where they gain actual experience with the concepts or solutions being taught. There is an additional registration fee for workshops and class size is limited.

For questions regarding any conference item other than registration, contact Julie Tisdale, Siemens Vision Board Conference Liaison, at (801) 539-4753 or email [julie.tisdale@siemens.com](mailto:julie.tisdale@siemens.com).

## **CONFERENCE HIGHLIGHTS**

### **VISION DJ**

Monday, 8:00 PM – 12:00 AM  
10 Forward Club

Our Vision DJ will perform, and karaoke will be available on Monday night. Come prepared individually or sing along with your fellow teammates.

### **WELCOME RECEPTION – PRE-LAUNCH PARTY**

Sunday, 6:30 PM – 11:30 PM  
Three Seasons Ballroom

Join the Vision Starfleet Command for an evening of music, dance, food, and fun activities.

### **CUSTOMER SERVICES OPEN HOUSE**

Monday, 4:30 PM – 6:00 PM  
Granary

Siemens, MedSeries4 Customer Services Center cordially invites you to a Monday evening reception in your honor. Come meet and mingle with the people behind the voices on the telephone, and let them show their appreciation for you as Siemens MedSeries4 customers.

### **ASK THE EXPERTS**

Siemens, MedSeries4 Customer Services Center will host one-on-one meetings with clients to address subjects of interest to their facility. Attendees should bring appropriate documentation, such as reports and screen prints, to take advantage of an opportunity to sit down with an application specialist and work on problems or ask questions. Experts will be located in the Siemens exhibitor booth and the Advanced Solutions Center.

Experts in General Financial Systems, Patient Accounting, Clinicals, Billing, and MIRA will be available to address your issues. Pick up a schedule with your registration packet.

**ADVANCED SOLUTIONS CENTER**

Siemens MedSeries4 demonstrates cutting-edge technology tools, products, and services vital to your strategic initiatives. Join the Product and Technology Team for an introduction to an array of solutions that will benefit the MedSeries4 client.

**DEMONSTRATIONS**

Members of the Siemens Demo Team will be available in the Advanced Solutions Center to demonstrate many innovative Siemens products.

**EXHIBITORS**

Walk through the Galaxy Outposts and visit all of the Extraterrestrial booths, Advanced Solutions Center, and other demonstrations scheduled as follows:

Sunday	April 22	3:00 PM – 6:30 PM	
Monday	April 23	10:00 AM – 5:00 PM	
Tuesday	April 24	9:30 AM – 10:30 AM	- Dedicated time to visit Exhibitors
Tuesday	April 24	9:30 AM – 3:30 PM	

**EXHIBITOR TRACK**

Sunday through Tuesday exhibitors will conduct 45 minute demonstrations of their products and will entertain questions from the audience. Consult the “Sessions at a Glance” distributed with your conference name badge for the time and place. Registration is not required for these sessions.

**HEALTHCARE TODAY TRACK**

Whether you’re a team leader, manager, CIO, or just interested in current healthcare topics and how they affect your facility, this track is for you. Designed to keep you up to date with our ever-changing industry, you’ll hear healthcare experts discuss hot topics that influence hospital strategic direction and form business strategies.

**ELECTRONIC DOCUMENTS**

Softcopy presentations that correspond to your class selection will be available before the conference starts, allowing you to print them before you come, or load them onto your laptop for viewing at the conference. (Workshop presentations will still be distributed in hardcopy during the class.)

For the attendee who would prefer to travel unencumbered by paper, or who leaves the copies sitting on the desk, read on . . .

**DOCUMENT CENTER**

An onsite printing service will be available to attendees during the conference for printing session handouts. For a few cents per page you’ll be able to print the session(s) of your choice from the presentation master.

**VISION BUSINESS MEETING**

Tuesday, 11:30 AM – 12:15 PM  
Three Seasons Ballroom

All MedSeries4 customer registrants are encouraged to attend the Business Meeting for an update from the Vision Board and a question and answer session. A drawing for prizes will be held; you must be present to win.

## **RCO (REMOTE COMPUTING OPTION)**

Tuesday, 9:30 AM – 10:30 AM

Harvest Room

The goal of the RCO Task Force is to provide a forum for clients and Siemens planning staff to discuss product direction. Come meet with your RCO peers and take part in informative roundtable discussions about the MS4 RCO products. All RCO users are invited to attend and anyone interested in more information on a RCO environment is welcome.

## **INTERGALACTIC GALA**

Tuesday, 6:30 PM - Midnight

Three Seasons Ballroom

Join us for fine dining and fun as Vision presents an "out of this world" event that will launch you into orbit. Put on your space suit, pointed ears, and grab your phaser for an evening of fine food, good music, and laughter. Is the final frontier not your preferred place of residence? Come as a moon rock, or just spaced out; all are welcome anyway. Festivities and fabulous entertainment await you at the Intergalactic Gala.

## **CLOSING CEREMONIES**

Wednesday, 3:00 PM – 4:00 PM

Three Seasons Ballroom

Splashdown! Re-enter earth's atmosphere and join us for highlights of the conference in a special slide presentation and a cash prize drawing that will be held for those who complete the entire walk through the Galaxy Outposts. You must be present to win.

## **KEYNOTE SPEAKERS**

### **MONDAY, OPENING SESSION**

#### **STEVE SQUYRES, Ph.D.**

Steve Squyres, Ph.D., is a Goldwin Smith Professor of Astronomy at Cornell University in Ithaca, New York, and is the principal investigator for the science payload on the Mars Exploration Rover (MER) Project.

Dr. Squyres earned his Ph.D. from Cornell in 1981, is a former student of the late Carl Sagan, and spent five years as a postdoctoral associate and research scientist at NASA's Ames Research Center before returning to Cornell as a faculty member. His main areas of scientific interest have been Mars and the moons of the outer planets. Research for which he is best known includes study of the history and distribution of water on Mars and of the possible existence and habitability of a liquid water ocean on Europa.

Dr. Squyres has participated in many of NASA's planetary exploration missions, including the *Voyager* mission to Jupiter and Saturn, the *Magellan* mission to Venus, and the Near Earth Asteroid Rendezvous mission. Along with his current work on MER, he is also a co-investigator on the 2003 Mars Express, 2005 Mars Reconnaissance Orbiter and 2009 Mars Surface Laboratory missions, a member of the gamma-ray spectrometer flight investigation team for the Mars *Odyssey* mission, and a member of the imaging team for the *Cassini* mission to Saturn.

Buffeted by budgetary and technical problems, the rover missions received the green light only in 2000, giving the engineers and scientists just three years to get ready for a 2003 launch. A geologist designated as the lead scientist for the missions, Dr. Squyres had to negotiate with engineers to fit his stuff on their spacecraft, a fundamental challenge in the space-exploration business.

Steve Squyres has served as chair of the NASA Space Science Advisory Committee and as a member of the NASA Advisory Council. His awards include the American Astronomical Society's Harold C. Urey Prize, the Space Science Award of the American Institute of Aeronautics and Astronautics, and the American Astronautical Society's Carl Sagan Award. He was recently elected to membership in the American Academy of Arts and Sciences.

The author of the book *Roving Mars: Spirit, Opportunity, and the Exploration of the Red Planet* (2005), Steve Squyres' enthusiasm for exploring Mars shines brightly. Dr. Squyres and Paul Newman narrated the Disney IMAX film with the same title as his book and it premiered January 2006, opening in 25 IMAX theaters nationwide.

Dr. Squyres was featured as ABC News's Person of the Week for January 9, 2004. It was noted by anchor Peter Jennings on *World News Tonight* that Steve Squyres "has gotten us all excited."

## **TUESDAY, OPENING SESSION**

### **MIKE SCHLAPPI**

Mike Schlappi has an inspiring message for every American, young or old: "Just because you can't stand *up*, doesn't mean you can't stand *out*." As president of Mike Schlappi Communications, and confined to a wheelchair, he is spreading that word to audiences ranging from students to chief executive officers, from rookies to Paralympic champions, and from small gatherings to major conventions.

At the age of 14, Mike Schlappi was student body president, had been awarded his Eagle Scout, and had expectations of a career in sports as a top American athlete when he was involved in a tragic shooting accident. Doctors told him he would never walk again, but after months of rigorous therapy, he began playing basketball from his wheelchair and went on to become an athletic standout.

Mike Schlappi is a four-time Paralympic Medallist and a two-time World Champion in Wheelchair Basketball. The first wheelchair basketball player in the United States to be on four consecutive summer Paralympic teams, Mike Schlappi was honored by the state of Utah in 2000 as one of its "Top 50 athletes of the past century." He served on the board of trustees that managed the 2002 Winter Paralympic Games in Salt Lake. He is the founder and director of the Wheelchair Sports Foundation, a non-profit organization that serves disabled athletes.

Hoping to inspire others through his experiences, Mike Schlappi hung up his sneakers and transitioned from the sports arena to the speaking platform. His engaging presentations have entertained and inspired thousands of audiences worldwide. Mike Schlappi's thought-provoking story challenges individuals to succeed despite difficult circumstances by empowering themselves and accepting personal responsibility.

Off the basketball court, Mike Schlappi graduated with a master's degree in business administration and healthcare from Arizona State University, and on a leadership scholarship, earned an undergraduate degree in Finance from Brigham Young University. He is also a writer and author of two popular inspirational books which draw heavily on his own experiences and the challenges he's overcome: *Bulletproof Principles for Personal Success* and *Motivational Leaders*.

Mike Schlappi has won numerous honors including the American Medical Association's Special People Award, The Sporting Goods Manufacturer of America's Heroes Award, and the Golden Key Athlete of the Year Award.

## **WEDNESDAY, OPENING SESSION**

### **EMORY AUSTIN**

Emory Austin is a Phi Beta Kappa graduate of Wake Forest University with a major in writing and psychology. She is fascinated by how people think, by why they do what they do, neglect what they neglect; by the patterns they develop in the process, and by all the individual ways they deal with opportunities for leadership, professional and personal change, their customer base, and relationships of all types!

Emory Austin is also an internationally sought-after expert and speaker with "a brand new way to deliver a message." Her extraordinary gifts as a storyteller and strategist open a path for connecting life lessons to practical insights. Emory Austin's presentations are unforgettable, growth-focused, and delightfully humorous. Clients line up to hear and to use her well-defined approaches to leadership, change, balance, customer service and teamwork. It is all about subjective, human attitudes and action choices in an objective electronic world, and Emory Austin builds a strong bridge between the two that is unifying and exciting.

Emory Austin's busy calendar is filled with national and international clients in almost every industry. As one of only a handful of great women keynote speakers, Emory Austin was chosen in 1999 as the recipient of the National Speakers Association's highest honor, the Council of Peers Award for Excellence (CPAE), Speaker Hall of Fame, for her expertise, style, professionalism, reputation, and overwhelming audience response. She was one of only five professional speakers selected for this distinguished commendation in 1999, and the sole woman honoree.

Emory Austin's focus is on creating the professional culture that can produce the changing solutions required for success in today's chameleon-like climate. Our e-culture world is hungry for solutions that build balance between cold technology and warmer people skills. Emory Austin's experience with leading international minds is a driving force in her acute analysis of ways to make this happen.

Emory Austin was the three-year host of an issue-based television talk show, and has been featured in best-selling Simon & Schuster anthologies by request of the publisher.

## **EXECUTIVE PARTNERSHIP FORUM**

The Executive Partnership Forum, designed for CIO, CEO, CFO, CMO, and COO executives, features presentation and discussion of MedSeries4's business, product, and technology directions. Come hear examples of strategies and tactics, and share information on enterprise activity. Put forward questions and recommendations regarding MS4's approach to providing ongoing enhancements to solutions that continue to improve ROI, quality of care, and patient satisfaction.

We look forward to your participation in this collaborative forum...

This event is by invitation only. For registration details contact Connie Bennett at (801) 539-4650, or [connie.bennett@siemens.com](mailto:connie.bennett@siemens.com).

### **Presentations and Roundtable**

Sunday, 2:00 PM – 4:30 PM  
Harvest Room

### **Adjourn to Exhibitor Fair**

Sunday, 4:30 PM