

2012 ZYNX HEALTH CONFERENCE

May 15-17
The Breakers
One South County Road
Palm Beach, Florida 33480
www.ZynxHealthEvents.com



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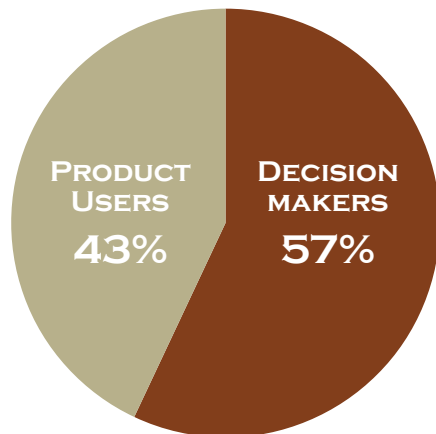


BRINGING TOGETHER HEALTHCARE INDUSTRY EXPERTS NATIONWIDE

The Zynx Health Conference is an annual summit where Zynx Health clients and other healthcare industry leaders share ideas, best practices, and professional experiences on leveraging evidence-based clinical decision support (CDS) at the point of care. Discussion topics focus on improving clinical and financial outcomes in an era of healthcare reform while utilizing evidence-based CDS systems within a variety of electronic health record (EHR) environments.

This conference offers a series of networking opportunities centered around an assortment of presentations, breakout sessions, client focus groups, general sessions focused on contemporary health information technology issues, and more.

2011 ZYNX HEALTH CONFERENCE ATTENDEES



WHO WILL YOU MEET AT THE ZYNX HEALTH CONFERENCE?

Healthcare industry thought leaders and clinicians at all organizational levels find value in attending the Zynx Health Conference. Decision makers, including C-suite executives, Vice Presidents, and Directors, gain insight into the strategic benefits an evidence-based system can provide for an organization. Product users such as clinicians, analysts, and coordinators take away a clearer vision of how to implement, maintain, and maximize benefit from an effective CDS system. Carefully selected client, vendor, and keynote presenters offer valuable takeaways addressing a wide range of organizational goals.

EIGHT YEARS OF RECOGNIZED VALUE

The Zynx Health Conference has quickly grown into an elegant, educational event eagerly anticipated by clients and vendor partners. Each event features a unique theme designed to provide content directly addressing the current environment of the healthcare industry and the issues facing healthcare leaders today.

WHAT YOU MAY TAKE AWAY

- New insights that can lead to practical improvements in the implementation and utilization of evidence-based CDS
- New, innovative answers to common questions
- Valuable opportunities to vet issues pertaining to your specific scenario
- A rare opportunity to network within a large, unique group of CDS users
- Creative options for addressing the mandates of healthcare reform



HERE IS WHAT SOME OF OUR 2011 ZYNX HEALTH CONFERENCE ATTENDEES HAD TO SAY:

"This was my first Zynx Conference. I found it very useful to share information, tidbits, and challenges."

"I enjoyed this conference and was exposed to a huge amount of information I'd otherwise not have access to."

"I was able to learn how others are utilizing plans of care in their EHR [and gained knowledge] that I can and will implement."



Dr. Donald M. Berwick

LAYING *the* FOUNDATION

For Executing, Driving, and Leveraging Clinical Decision Support

JOIN US DOWN BY THE BREAKERS MAY 15 – 17

The theme of the 2012 Zynx Health Conference is *Laying the Foundation for Executing, Driving, and Leveraging Clinical Decision Support*. Just as The Breakers founder Henry Flagler helped lay the foundation that brought development to Palm Beach and Florida's eastern seaboard, this conference provides a means for Zynx Health and its client community to work toward building a strong foundation for improving the quality, safety, and efficiency of patient care. A rich selection of client and expert presentations targeted to various organizational roles combines with the historic elegance of The Breakers to provide a uniquely memorable educational experience.

PRICING

- \$250 Early Registration (November 21 to February 27)
- \$450 Regular Registration (February 28 to April 15)
- \$650 Late Registration (April 16 to May 6)

CLIENT-LED EDUCATIONAL SESSIONS

This year's client presentations fall under three categories:

EXECUTING CLINICAL DECISION SUPPORT

Clinicians and analysts who implement and maintain evidence-based CDS may take away valuable guidance for use during the go-live and maintenance phases, thus laying the foundation for a successful implementation.

DRIVING CLINICAL DECISION SUPPORT

Project managers and other drivers of the CDS implementation process may take away ideas for effective governance and seamless adoption of evidence-based CDS.

LEVERAGING CLINICAL DECISION SUPPORT

Healthcare organization leadership may gain creative insights into leveraging evidence-based CDS to encourage care standardization, quality and cost improvements, and preparedness for healthcare reform.

FEATURED KEYNOTE

Dr. Donald M. Berwick, MD, MPP, FRCP, former Administrator for the Centers for Medicare & Medicaid Services (CMS). Dr. Berwick, whose professional background includes championing the use of evidence-based medicine to balance quality, safety, and cost, will speak to Zynx Health clients during a time in which many are working to align organizational goals to support the mandates of healthcare reform. Zynx Health presents this year's keynote with the intention that clients may benefit from a foundational perspective on the underlying motivations behind current reform legislation.