

CONNECTED HEALTH SUMMIT

Engaging Consumers

Aug 29 - 31, 2017

The Omni Hotel San Diego

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CONNECTED HEALTH SUMMIT

Engaging Consumers

Aug 29 - 31, 2017 The Omni Hotel San Diego

Connected Health Summit: Engaging Consumers

Thank you for attending Parks Associates' fourth-annual Connected Health Summit: Engaging Consumers. Since its inception, this conference has focused on data-driven, consumer-centric patient experience and engagement, offering consumer research and industry insight to guide industry players through the connected healthcare revolution and the resulting consumerization of healthcare. This event is particularly unique for its research focus, which leverages Parks Associates' Connected Health Research, launched in 2006 as we recognized crossover opportunities with our core research focus on the smart home.

Today, the industry is at a crossroads, with greater uncertainty. Policy makers, healthcare practitioners, technology vendors, and entrepreneurs all demand insights about factors that produce actual results and help consumers manage their chronic conditions, maintain wellness in their daily lives, and address needs as they or loved ones age.

Nearly 60% of U.S. broadband households have a household member with at least one chronic condition. The healthcare industry urgently needs solutions that addresses chronic conditions.

Parks Associates' 360 View: Empowering Healthcare Consumers reveals positive trends among consumers:

- Currently 41% of U.S. broadband households own at least one connected health device.
- 21% use a wellness/fitness/diet app, and nearly two-thirds of these app users interact with the app on a daily basis.
- Approximately one-third of consumers either use an app or participate in a wellness program.
- Three-fourths of consumers 40+ expect to live in their own home when they turn 80.

We look forward to discussing the latest consumer research in connected health, the crossover between the smart home and connected health, and successful approaches in deploying connected healthcare products and services within the expanding IoT market.

Thank you to the conference sponsors, whose participation made this conference possible:

Reception: Independa

Registration: iQor

Program Guide: Reemo Health

Lunch and Baseball Game: AARP

Event: Alarm.com, BodiMetrics, Macadamian, mPulse

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Thank You!

Tricia Parks
Founder, President, and CEO
Parks Associates

Elizabeth Parks
Senior Vice President
Parks Associates

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PROGRAM GUIDE



LUNCH & BASEBALL GAME



CHARGING STATION



EVENT



BREAKFAST



BREAK



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Internet of Things Consortium



SUPPORTERS



WEDNESDAY AUGUST 30

9:45 AM

**Geisinger's March Toward Consumerism**

Geisinger Health System

Chanin Wendling, AVP, Informatics

Geisinger

4:00 PM

**Disruption On-Demand: Humanizing the Healthcare Paradigm**

Sharecare, Inc.

Dale Rayman, Senior Vice President, Actuarial Consulting & Business Development

Q sharecare

THURSDAY, AUGUST 31

9:45 AM

**Digital Health: It Begins with Engagement**

Aetna Digital

Saquib Rahim, MD, MBA, Chief Medical Officer

aetna®

11:45 AM

**Delivering Care at Scale**

UnitedHealthcare

John W. Cosgriff, Chief Strategy Officer

UnitedHealthcare®

Join Parks Associates at Upcoming Events**CONNECTIONS™ Europe**

November 1-2, 2017

Amsterdam, The Netherlands

**Smart Energy Summit: Engaging the Consumer**

February 19-21, 2018

Austin, TX

**CONNECTIONS™ Summit at CES**

January 9, 2018

Las Vegas, NV

**CONNECTIONS™: The Premier Connected Home Conference**

May 21-23, 2018

San Francisco, CA



RESEARCH WORKSHOP

This research workshop digs deep into Parks Associates' new 2017 consumer data, including details on the firm's advanced segmentation and strategies to leverage this information to develop and deploy successful consumer-focused solutions. Presentations include analyst insights, industry perspectives on healthcare challenges, and audience Q&A to discuss the solutions that best engage consumers and caregivers.

TUESDAY, AUGUST 29

Success in the Connected Health Market: Consumer Insights and Best Practices

1:00 PM Welcome

1:10 PM Managing Consumer Experience in Preventive Care

This research presentation draws on consumer survey data and industry research from Parks Associates to analyze the current state of the preventive care market, the challenges facing preventive care providers, and successful practices that drive consumer engagement and deliver better care outcomes.

Harry Wang, Sr. Director, Health & Mobile Product Research, Parks Associates

1:30 PM Expert Panel: Marrying Behavioral Change Theories with Practices: Lessons Learned

This expert panel examines how behavioral change theories can be applied to wellness and chronic care management businesses in order to influence healthcare consumers.

Kyra Bobinet, CEO-founder, engagedIN

Moderator: Harry Wang, Sr. Director, Health & Mobile Product Research, Parks Associates

2:00 PM Smart Home for Health: Where are the Opportunities?

This presentation shares Parks Associates' research about aging consumers, their healthcare needs, and how they would leverage in-home technology in a variety of use cases, from daily living to surgery recovery. IBM co-presents a case study to illustrate how smart home technology can positively impact quality of life for aging consumers.

Sam Adams, IBM Distinguished Engineer, Master Inventor, Technical Lead, Global Aging Initiative, IBM

Moderator: Brad Russell, Senior Analyst, Parks Associates

2:30 PM Coffee Break

3:00 PM Success Stories: Leveraging Mobile to Improve Patient Engagement

Today's healthcare organizations recognize patients as customers and are working hard to build long-term relationships with them. Managing customer relationships through effective communications and engagement efforts has become a must-have skill for modern health organizations. This presentation invites a guest speaker from mPulse Mobile to share success stories of healthcare providers and payers leveraging CRM solutions to improve patient engagement, identify service gaps, and enhance patient experience.

Chris Nicholson, Chief Executive Officer, mPulse Mobile

Moderator: Jennifer Kent, Ph.D., Director, Research Quality & Product Development, Parks Associates

Parks Associates Analyst Team



Harry Wang
Sr. Director, Health
& Mobile Product
Research



Jennifer Kent
Director, Research
Quality & Product
Development



Brad Russell
Senior Analyst



Kristen Hanich
Researcher

3:30 PM **Pay for Performance: Which Payment Model Works to Your Advantage?**

This presentation shares Parks Associates' industry research about chronic care management and how such services are paid/reimbursed under different pay-for-performance arrangements. A guest speaker from WellFrame co-presents a case study to illustrate how their business benefits from new reimbursement arrangements and lessons learned while navigating through different payment model options.

Trishan Panch, Chief Medical Officer, **WellFrame**

Moderator: Harry Wang, Sr. Director, Health & Mobile Product Research, **Parks Associates**

4:00 PM **Expert Panel: Navigate the Regulatory and Reimbursement Environment**

This expert panel invites speakers with deep knowledge on healthcare policies and regulatory reforms to share their views about what regulations and reimbursement policies are likely to change and how they will evolve given the recent changes in the U.S. political environment. They also discuss the impact of these changes on care providers, health insurers, and health technology solution providers.

William Betten, Director of Business Solutions, **Devicix**, *by Nortech Systems*

Kristen Ratcliff McGovern, Partner, **Sirona Strategies**

Kim Tyrrell-Knott, Partner, **Epstein Becker Green**

Moderator: Jennifer Kent, Ph.D., Director, Research Quality & Product Development, **Parks Associates**

4:45 PM **The Chronic Care Continuum: A VC's Perspective**

Chronic care constitutes a lion's share of healthcare spending in many industrialized nations, and solutions and services that address this growing challenge represent the single largest investment opportunity in the healthcare sector. Nokia Growth Partners' John Gardner presents, from a VC's perspective, the most promising approach to this challenge and the investment opportunities in this market.

John Gardner, Partner, **Nokia Growth Partners**

Moderator: Harry Wang, Sr. Director, Health & Mobile Product Research, **Parks Associates**

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CONNECTED HEALTH SUMMIT

Engaging Consumers

AGENDA

TUESDAY, AUGUST 29

Welcome to Connected Health Summit

5:00 PM Wine and Cheese Reception

8:00 AM **Baseball Game at Petco Park**
San Diego Padres vs. San Francisco Giants
Sponsored by AARP

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ROOM LOCATIONS

SALON CDE
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WEDNESDAY, AUGUST 30

Business Strategy and Patient Experience

8:00 AM **Networking Breakfast**
Sponsored by Freeus

freeus

8:00 AM **Registration**
Sponsored by iQor

iQOR

8:30 AM **Consumer Engagement Strategies and Connected Health**

Parks Associates welcomes attendees with highlights of major consumer engagement trends in the healthcare industry, including new survey data about consumer behaviors and their well-being motivations.

PRESENTER Harry Wang, Sr. Director, Health & Mobile Product Research, Parks Associates

8:45 AM **Precision Medicine: Customizing Healthcare through IoT and Smart Tech Discussion Panel**

The emerging concept of precision medicine represents the convergence of empirical evidence and industry practices in disease prevention and treatment. The ability to incorporate human variability in environment, lifestyle, and genetic attributes into care management practice is critical to the success of precision medicine. This opening panel looks at how the healthcare industry will translate the precision medicine concept into practice and what business opportunities are available for technology providers.

SPEAKERS Kari Hall, VP, Global Software Services, ResMed
Phillip LaJoie, VP of Operations, 2bPrecise
John Mattison, MD, Chief Medical Information Officer, Kaiser

Sreeram Ramakrishnan, Ph.D., VP – Health and Business Analytics, UPMC Insurance Services
Rick Valencia, President, Qualcomm Life

MODERATOR Harry Wang, Sr. Director, Health & Mobile Product Research, Parks Associates

9:45 AM **Keynote - Geisinger's March Toward Consumerism**

Geisinger



Chanin Wendling, AVP, Informatics, Geisinger Health System

Geisinger Health System has embraced consumerism as one of our strategic priorities and is working to deliver care in a manner that puts patients in the driver seat. Ms. Wendling discusses this approach, how it is disrupting some traditional provider practices, and how it is enabled by connected health.

10:15 AM **Networking Break**
Sponsored by Rapid Response Monitoring

**rapid
response**

10:45 AM Pursuing Value-Based Care to Deliver Superior Outcomes *Presentation Panel*

The healthcare industry is deep in its pursuit of the value-based care model. This presentation panel invites healthcare providers and their technology solution providers to present successful strategies in delivering patient care in a value-based payment environment and share their perspective on the roles of technology solutions in transforming care practices and patient experience.

SPEAKERS Arta Bakshandeh, Senior Medical Officer, Alignment Healthcare
Harvey Bogarat, VP of Business Development, Libertana
Kelly Macken-Marble, Vice President, Population Health & Ambulatory Care, CentraCare Health
Nathan Treloar, President and COO, Orbita Health

MODERATOR Jennifer Kent, Ph.D., Director, Research Quality & Product Development, Parks Associates

11:30 AM Fireside Chat: Consumer Aging Journey and Business Opportunities

In this fireside chat session, industry veterans discuss the aging needs of seniors and boomers as they enter a new life stage and address challenges from quality of life to chronic diseases. They also discuss solution and service opportunities that will help families cope with this aging-in-place journey.

SPEAKERS



Sam Adams, IBM Distinguished Engineer, Master Inventor, Technical Lead for Global Aging Initiative, IBM



Sanjay Khurana, Vice President, Caregiving Products and Services, AARP

MODERATOR Harry Wang, Sr. Director, Health & Mobile Product Research, Parks Associates

12:00 PM Networking Lunch

Sponsored by AARP

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1:00 PM The Business Case for Patient Data: Optimizing Healthcare Experiences *Discussion Panel*

Patient experience enhancement through CRM solutions and smart patient engagement strategies has gained significant attention in recent years. As the healthcare industry becomes more patient centric, the ability to incorporate patient data into care delivery strategy becomes more urgent. This panel examines the best practices in optimizing patient experience at different care touchpoints and the power of data in such practices.

SPEAKERS Darlene Arbeit, NFA, HFA, Chief Operating Officer, ALIVE SCIENCES
Chris Edwards, Chief Marketing & Experience Officer, Conversa Health
Veena Goel, MD, Medical Director, Digital Patient Experience, Sutter Health
Michael Zagami, Vice President of Health Engagement Design, Eliza Corporation

MODERATOR Harry Wang, Sr. Director, Health & Mobile Product Research, Parks Associates

1:45 PM Embracing Aging: Smart Home Technologies in Play

As consumers age, they desire to more proactively manage their health and wellness and adjust their lifestyles to live a safer, richer, and more connected life in the home. Home technology is getting smarter as well, leading to crossover opportunities in which active, healthy, and smarter aging can be accomplished through carefully designed home living experiences. This panel discusses needs of aging populations, current solutions' promises and where they fall short, and best guidelines for new product development in this market.

SPEAKERS Steve Koenig, Senior Director, Market Research, Consumer Technology Association (CTA)
Lainie Muller, Director, Wellness, Alarm.com
Sherrie Petersen, Director, LivingWell@Home, The Evangelical Lutheran Good Samaritan Society
Anthony Versarge, Head of Product, Health and Wellness, Comcast

MODERATOR Jennifer Kent, Ph.D., Director, Research Quality & Product Development, Parks Associates

2:30 PM Networking Break

Sponsored by LivingWell@Home



3:00 PM **IoT + AI for Patient Care: Creating Smarter Health Services** *Discussion Panel*

To benefit from IoT device data, consumers need actionable insights, and care professionals need analytics to guide clinical decisions and enhance efficiencies. This panel examines how machine learning and artificial intelligence technology can connect the dots on what happens in a consumer's home and how to improve health or prevent disease.

SPEAKERS

Avi Barel, Business Development Director, **ULE Alliance**
Darren Hay, Chief Revenue Officer, **Care Angel**
Mikki Nasch, Co-Founder, **Evidation Health**

Adam Sabloff, CEO, Founder, **VirtualHealth**
Drew Schiller, CEO & Co-Founder, **Validic**

MODERATOR **Brad Russell**, Senior Analyst, **Parks Associates**

4:00 PM **Keynote - Disruption On-Demand: Humanizing the Healthcare Paradigm**



Dale Rayman, Senior Vice President, Actuarial Consulting & Business Development, **Sharecare, Inc.**

Dale Rayman showcases innovative examples of consumer-driven disruption from industries outside of healthcare and explores how the U.S. can redefine the healthcare paradigm to empower consumers to truly take control of their health and well-being.

4:30 PM **Virtual Care: Innovations Driving Patient Usage** *Discussion Panel*

Overall adoption of virtual care is low, but this young industry is adding new use cases to increase service appeal to care providers and consumers. In this panel, virtual care solution and service providers discuss their growth strategies.

SPEAKERS

Andrew Altorfer, CEO, **CirrusMD**
Autumn Braswell, COO, Global Solutions, Marketing, **LinQ, iQor**
Chuck Hector, Chief Sales Officer, **MDLIVE, Inc.**

Kevin L. Smith, DNP, FNP, FAANP, Chief Clinical Officer, **Zipnosis**
Ian Tong, Chief Medical Officer, **Doctor On Demand**

MODERATOR **Harry Wang**, Sr. Director, Health & Mobile Product Research, **Parks Associates**

5:30 PM **Welcome to the Networking Reception** *Sponsored by Independa*



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THURSDAY, AUGUST 31 Innovations and Business Models

8:00 AM **Networking Breakfast**
Sponsored by MobileHelp Healthcare



8:00 AM **Registration**
Sponsored by iQor



8:30 AM **Welcome: Overview of Connected Health Market Trends**

Parks Associates summarizes key takeaways from the first days of the conference and highlights major connected health market trends that are reshaping consumer experiences and engagement efforts of healthcare providers.

Harry Wang, Sr. Director, Health & Mobile Product Research, Parks Associates

8:45 AM **Convergence of Medical Technology and Connected Health *Discussion Panel***

The medical technology industry is facing two challenges. It is coping with dramatic changes in the reimbursement environment while undergoing a digital transformation in product design and functional improvement. Key to this transition is to engage patients to demonstrate real health benefits. This panel discusses the latest trends and challenges in the med-tech industry and the successes and lessons learned by players that are building digital solutions to transform patient experiences.

SPEAKERS Casper de Clercq, General Partner, Norwest
Venture Partners
Eric Rock, CEO and Founder, Vivify Health
Karsten Russell-Wood, Director of Marketing, Philips
Dedi Gilad, CEO and Co-Founder, Tyto Care
Ranndy Kellogg, President and Chief Executive Officer,
Omron Healthcare, Inc.

MODERATOR Harry Wang, Sr. Director, Health & Mobile Product Research, Parks Associates

9:45 AM **Keynote - Digital Health: It Begins with Engagement**



Saquib Rahim, MD, MBA, Chief Medical Officer, Aetna Digital

This presentation takes a hard look at digital health engagement trends and analyzes opportunities to solve for the consumer health engagement problem. We also explore the potential that the Aetna Digital team sees in aligning consumer motivations and behaviors to better engage members in their individual health ambitions.



10:15 AM **Networking Break**
Sponsored by Sidebench



10:45 AM **Reinventing Healthcare through Smart Home Solutions:
Creating Patient Value *Discussion Panel***

The U.S. spends almost \$90 billion each year on home health, yet it only accounts for 3% of total healthcare spending. All signs point to increased spending in this category as care delivery continues to shift from high-cost institutional care to low-cost home care. This panel explores the next innovations in the home health market and strategies for home health agencies and professional caregivers to work with patients and their family caregivers to deliver services that can truly impact care outcome.

SPEAKERS Robert Lutz, Director Business Development,
Systech Corporation, *representing Z-Wave*
John Valiton, CEO, Reemo Health
Kian Saneii, Founder & CEO, Independa

MODERATOR Brad Russell, Senior Analyst, Parks Associates

11:15 AM **Healthcare UX: Designing the Best Customer Experience *Presentation Panel***

Consumer engagement starts with human-centric UI designs and personalized service experiences. This presentation/demonstration panel invites leading healthcare organizations to discuss their digital service platform innovations and their impact on the customer experience, patient engagement, and care outcomes.

SPEAKERS Scott Plewes, VP of User Experience, Macadamian
Stuart Slutzky, Chief, Product Innovation, Humana
Kevin Yamazaki, Chief Executive Officer, Sidebench
Wellness Solutions

MODERATOR Brad Russell, Senior Analyst, Parks Associates

11:45 AM

Keynote - Delivering Care at Scale



John W. Cosgriff, Chief Strategy Officer, **UnitedHealthcare**

UnitedHealthcare's mission is to help people live healthier lives and help make the health system work better for everyone. To achieve this mission, we focus on taking scalable capabilities across data, analytics, and care delivery to personalize and modernize each consumer's healthcare experience. This discussion keynote shares how UnitedHealthcare's unique model is helping to achieve the triple aim around better care, better cost, and better experience.

12:15 PM

Lunch & Interactive Networking

Sponsored by Parks Associates



1:15 PM

IoT Integration: Partnering to Build the Best Healthcare Platforms *Discussion Panel*

Building a good digital health service platform requires careful planning and support from third-party solution partners. This panel discusses best strategies to engage digital health solution partners and success factors in making such partnerships work.

SPEAKERS

David Inns, CEO, **GreatCall**

Chris Otto, Senior Vice President, **MobileHelp Healthcare**

Olivier Hua, CEO, **BewellConnect Corp**

Patrick Wheelock, SVP of Strategic Partnerships,

Sean McNamara, Manager of Health Partnerships, **Garmin**

PokitDok, Inc.

MODERATOR

Jennifer Kent, Ph.D., Director, Research Quality & Product Development, **Parks Associates**

2:00 PM

Networking Break

Sponsored by Best Buy



2:15 PM

Innovator Showcase and Market Perspectives from VCs and Corporate Insiders

The first part of this session invites a select group of health solution innovators to present their vision and business strategies to the conference audience. The second part is a moderated discussion among investors and healthcare industry insiders who share their perspectives on the current climate for digital health investments and their advice to entrepreneurs.

SPEAKERS

Start-ups & Innovators

Edmond Banayan, MBA, MSIMC, Co-Founder & CEO, **Chronaly**

Steve Ditto, Chief Commercial Officer, **Lantern**

Guy Friedman, Co-Founder & CEO, **SteadyMD, Inc.**

Andrew Parker, Founder & CEO, **Papa**

VCs & Corporate Insiders

Barry Didato, Chief Investment Officer, **The Innovation Institute**

Jody Holtzman, SVP, Market Innovation, **AARP**

Matthew Karls, Partner, **Echo Health Ventures**

Karissa Price, Ph.D., Principal, **GTM Strategies**

Corey Schmid, General Partner, **Seven Peaks Ventures**

MODERATOR

Harry Wang, Sr. Director, Health & Mobile Product Research, **Parks Associates**

4:00 PM

Closing Comments

ATTENDEE ONLY SITE

To download presentation materials, please access the site below.

Website: events.parksassociates.com/chs2017

Username: chs-attendee Password: health2017

Questions? Contact Elizabeth Parks at eparks@parksassociates.com

2017 ROADMAP

RESEARCH AND ANALYSIS

for the Connected Consumer and IoT Markets

This is a partial list of Parks Associates syndicated research schedule.

DIGITAL HEALTH

TRACKERS

Consumerism of Healthcare

- Effective Engagement through Segmentation & Personalization (Annual)
- Trends, Technology Impact, and Case Studies (Annual)

Digital Disruptions

- Innovator Leaderboard and Winning Strategies (Annual)
- Innovators Redrawing the Healthcare Landscape (Annual)

CONSUMER ANALYTICS

360 VIEW

- Empowering Healthcare Consumers (Annual)

360 VIEW UPDATES

- Digitally Fit: Products and Services for Connected Consumers (1Q 2015)
- Patient Portal: Engaging Consumers (2Q 2015)
- Shopping For Care: Insights from Consumers (4Q 2015)
- Independent Living Needs: Helping Aging Parents Thrive (1Q 2016)
- Connected Health Devices and Apps: Quantifying the "Quantified Self" (4Q 2016)
- On-Demand Care: The Patient Wants to See You Now (1Q 2017)
- Smart Home, Caregiving, and Aging-in-Place (1Q 2018)

CONNECTED HOME SYSTEMS AND SERVICES

INDUSTRY REPORTS

2016

- Delivering Peace of Mind: Connected Home Devices & Sensors (2Q)
- The Evolution of Security and Smart Home (2Q)
- IoT: Smart Home Business Models* (3Q)
- Smart Lighting Landscape for the Connected Home (3Q)
- State of Residential Security and Smart Home in Europe (3Q)
- Managing Home Resources: Smart Energy and Water Products* (3Q)
- Smart Home: A Roadmap for Strategic Planning (4Q)
- Transforming the Smart Home User Experience* (4Q)
- Smart Home Controllers: Competitive Analysis (4Q)

CONSUMER ANALYTICS

360 VIEW

- Residential Security and Smart Home (Annual)

360 VIEW UPDATES

- Go-to-Market Strategy for IoT: Consumer Insights (2Q 2016)
- Consumer Adoption and Use of IP Cameras (3Q 2016)
- Connected Home Devices Deep Dive (4Q 2016)
- Smart Home: Quest for Compelling Use Cases (2Q 2017)
- The Value of Data – New Smart Home Business Models (2Q 2017)
- Quantifying Opportunities in Smart Home Adjacencies (4Q 2017)

2017

- Smart Kitchens: Intelligent Planning, Shopping, and Cooking (1Q)
- Consumer Choice: Standalone or Bundled Smart Home Devices (1Q)
- Smart Home-Utility Partnership Opportunities* (2Q)
- IoT Data: Securing the Connected Home (2Q)
- Competition in Residential Security (3Q)
- IoT Connectivity in Europe: Value of Connected Products* (3Q)
- Implications of IoT Data for Insurers (3Q)
- Home Security: Consumer Insights (4Q)
- Home Security: Channel Insights (4Q)
- Home Security: Market Sizing and Forecasts (4Q)
- Evolution of Smart Home Products and Services (4Q)

2018

- Interoperability and the Internet of Things (1Q)

SMART HOME TRACKER

- Smart Home Market Update (Quarterly)
- Smart Home Market Sizing (Biannual)

SPECIAL CONSUMER STUDIES

- Insurance Opportunities in the Connected Home (3Q 2017)
- Smart Home Devices: User Experience (4Q 2017)

* Denotes cross-category industry report | Schedule subject to change

CONNECTED CE AND PLATFORMS

INDUSTRY REPORTS

2016

- Cloud Platforms for the Internet of Things (1Q)
- Streaming Media Devices: Trends and Innovations (3Q)
- Transforming the Smart Home User Experience* (4Q)

2017

- Voice Assistants and Technologies: Ecosystem and Market Leaders (1Q)
- Virtual Reality: Disrupting the Entertainment Experience* (2Q)
- Reinventing CE: Transforming Devices to Service Platforms (3Q)
- Streaming Media Devices: Ecosystem and Competition (4Q)

CONSUMER ANALYTICS

360 VIEW

- CE Adoption & Trends (Annual)

360 VIEW UPDATES

- Streaming Media Device Usage: Beyond Sales Receipts (3Q 2016)
- CE Device Ecosystems (4Q 2016)
- Streaming Audio Devices (4Q 2016)
- Entertainment Device Controls: Refining the Ideal UX (3Q 2017)
- 4K and HDR TVs: Dynamic Displays (4Q 2017)
- Voice-enabled Use Cases (1Q 2018)

DIGITAL HOME SUPPORT SERVICES

INDUSTRY REPORTS

2016

- Tech Support: Influencing IoT Adoption (2Q)
- Evolution of Support Services: Global Trends and Outlook (4Q)

2017

- Tech Support Landscape: U.S. Trends and Outlook (4Q)

CONSUMER ANALYTICS

360 VIEW

- Supporting the Connected Consumer (Annual)

360 VIEW UPDATES

- Support for IoT and Emerging Technologies (4Q 2016)
- Supporting Smart Home and Connected Health Devices (4Q 2017)

DIGITAL LIVING OVERVIEW

INDUSTRY REPORTS

2016

- Global Connected Living Outlook: Pursuing the IoT Promise (1Q)
- IoT: Smart Home Business Models* (3Q)

2017

- IoT Connectivity in Europe: Value of Connected Products* (1Q)
- Global Connected Living Outlook 2017: Building on the IoT (2Q)

MOBILITY AND APPS

INDUSTRY REPORTS

2016

- Music App Partnerships: Global Insights* (1Q)
- Context is King: Monetizing Consumer Data for Commerce (1Q)
- 5G & Wi-Fi: Provider Strategies for the Next-Generation Network (2Q)
- App Strategies for the Connected Car Industry (3Q)
- Reassessing Mobile Payments: A Duopoly or Oligopoly? (3Q)
- Leading Smart Watch Apps: Insights into Wearable Use Cases (3Q)
- Disruptions from Sharing Economy Apps (4Q)

2017

- The Connected Car Experience: Software, Apps, and Services (1Q)
- Wi-Fi Hotspots: Global Outlook (2Q)
- Mobile Data Services: Business Model Assessment (3Q)
- From Connected to Autonomous Cars: Automaker Strategy Review (4Q)

CONSUMER ANALYTICS

360 VIEW

- Mobility & the App Economy (Annual)

360 VIEW UPDATES

- Mobile Data Consumption and Preferences (2Q 2016)
- Mobile First: SoLoMo App Usage Trends (4Q 2016)
- Connected Cars: Balancing a Rich Driving Experience with Safety (4Q 2016)
- Smart Watch: Purchase Drivers (1Q 2017)
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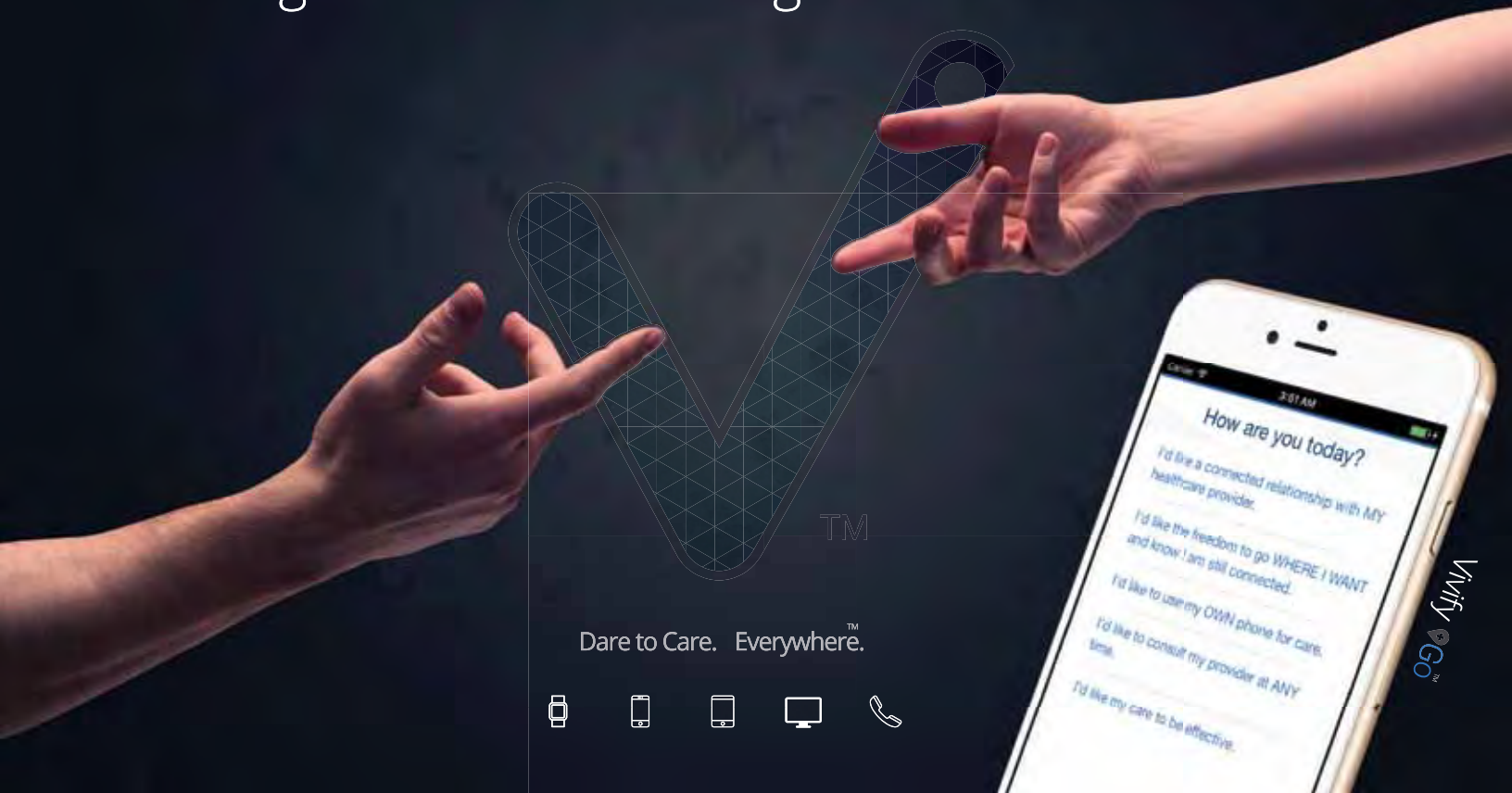
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www.iofthings.org



Personal Connected Health Alliance

The Personal Connected Health Alliance aims to make health and wellness an effortless part of daily life. A non-profit organization formed by HIMSS, we believe that health is personal and extends beyond healthcare. The PCHalliance mobilizes a coalition of stakeholders to realize the full potential of personal connected health. PCHalliance members are a vibrant ecosystem of technology and life sciences industry icons and innovative, early stage companies along with governments, academic institutions, and associations from around the world. We convene the annual Connected Health Conference, the premier international event for the exchange of research, evidence, ideas, innovations and opportunities in personal connected health. www.pchalliance.org

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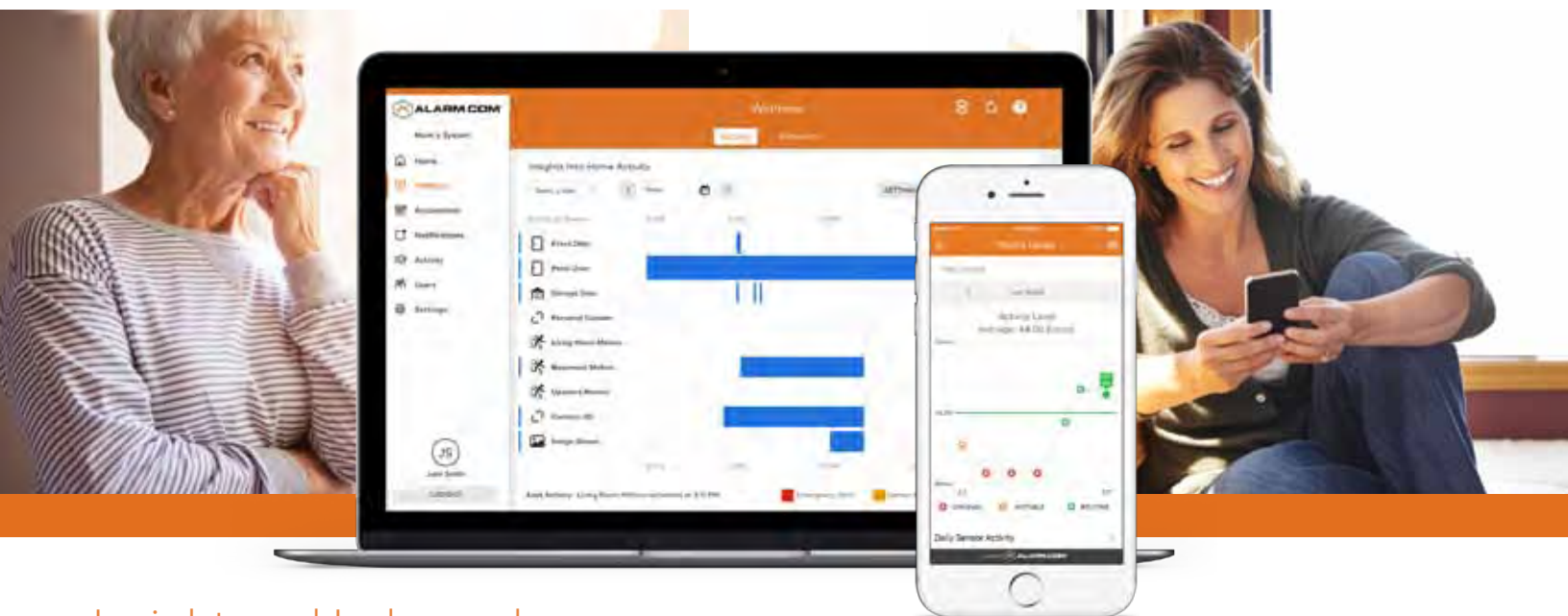
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AGENDA-AT-A-GLANCE

TUESDAY, AUGUST 29 Welcome to Connected Health Summit: Engaging Consumers

1-5:00 PM Research Workshop: Success in the Connected Health Market: Consumer Insights and Best Practices

5:00 PM Welcome to Connected Health Summit: Wine and Cheese Reception

7:10 PM Baseball Game Outing: San Diego Padres vs. San Francisco Giants - Petco Park, *Sponsored by AARP* **INNOVATION@50+**
Real Possibilities from AARP

WEDNESDAY, AUGUST 30

Business Strategy and Patient Experience

8:00 AM Networking Breakfast

Sponsored by Freeus



8:00 AM Registration Open

Sponsored by iQor



8:30 AM Consumer Engagement Strategies and Connected Health

8:45 AM Precision Medicine: Customizing Healthcare through IoT and Smart Tech

2bPrecise • Kaiser • Qualcomm Life
ResMed • UPMC Insurance Services

9:45 AM Keynote

Chanin Wendling, AVP, Informatics,
Geisinger Health System



10:15 AM Networking Break

Sponsored by Rapid Response Monitoring



10:45 AM Pursuing Value-Based Care to Deliver Superior Outcomes

Alignment Healthcare • CentraCare Health • Libertana
Orbita Health

11:30 AM Fireside Chat: Consumer Aging Journey and Business Opportunities

AARP • IBM

12:00 PM Networking Lunch

Sponsored by AARP



1:00 PM The Business Case for Patient Data: Optimizing Healthcare Experiences

ALIVE SCIENCES • Conversa Health • Eliza Corporation
Sutter Health

1:45 PM Embracing Aging: Smart Home Technologies in Play

Alarm.com • Comcast • Consumer Technology Association (CTA)
The Evangelical Lutheran Good Samaritan Society

2:30 PM Networking Break

Sponsored by LivingWell@Home



3:00 PM IoT + AI for Patient Care: Creating Smarter Health Services

Care Angel • Evidation Health • ULE Alliance • Validic
VirtualHealth

4:00 PM Keynote

Dale Rayman, Senior Vice President, Actuarial
Consulting & Business Development, Sharecare, Inc.



4:30 PM Virtual Care: Innovations Driving Patient Usage

CirrusMD • Doctor On Demand • iQor • MDLIVE, Inc.
Zipnosis, Inc.

5:30 PM Networking Reception

Sponsored by Independa



THURSDAY, AUGUST 31

Innovations and Business Models

8:00 AM Networking Breakfast

Sponsored by MobileHelp Healthcare



8:00 AM Registration Open

Sponsored by iQor



8:30 AM Welcome: Overview of Connected Health Market Trends

8:45 AM Convergence of Medical Technology and Connected Health

Norwest Venture Partners • Omron Healthcare, Inc. • Philips
Tyto Care • Vivify Health

9:45 AM Keynote

Saquib Rahim, MD, MBA, Chief Medical Officer,
Aetna Digital



10:15 AM Networking Break

Sponsored by Sidebench



10:45 AM Reinventing Healthcare through Smart Home Solutions: Creating Patient Value

Independa • Reemo Health
Systech Corporation, *representing Z-Wave*

11:15 AM Healthcare UX: Designing the Best Customer Experience

Humana Wellness Solutions • Macadamian • Sidebench

11:45 AM Keynote

John W. Cosgriff, Chief Strategy Officer,
UnitedHealthcare



12:15 PM Lunch & Interactive Networking

Sponsored by Parks Associates



1:15 PM IoT Integration: Partnering to Build the Best Healthcare Platforms

BewellConnect Corp • Garmin • GreatCall
MobileHelp Healthcare • PokitDok, Inc.

2:00 PM Networking Break

Sponsored by Best Buy



2:15 PM Innovator Showcase and Market Perspectives from VCs and Corporate Insiders

AARP • Chronaly • Echo Health Ventures • GTM Strategies
The Innovation Institute • Lantern • Papa
Seven Peaks Ventures • SteadyMD, Inc.

4:00 PM Closing Comments

ROOM LOCATIONS

SALON CDE

Keynotes and Conference Sessions

SALON AB

Breakfasts, Breaks, Wednesday
Reception, and Showcase Area

PALM TERRACE

Lunches, Tuesday Reception