



Jack Powers

INTERNATIONAL INFORMATICS INSTITUTE

Next Generation Marketing

THE CHALLENGE OF ON-LINE SOCIETY

SISO April 3, 2006

Jack Powers


DIRECTOR, INTERNATIONAL INFORMATICS INSTITUTE







SHOW BIZ

Intense
Entertaining
Social
Star-studded
Aspirational






Media Expectations



Media Expectations

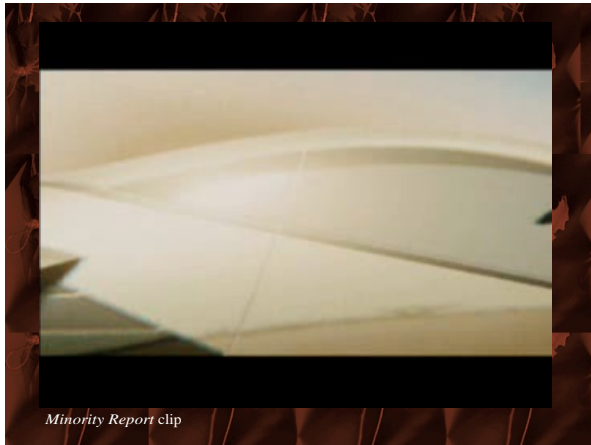
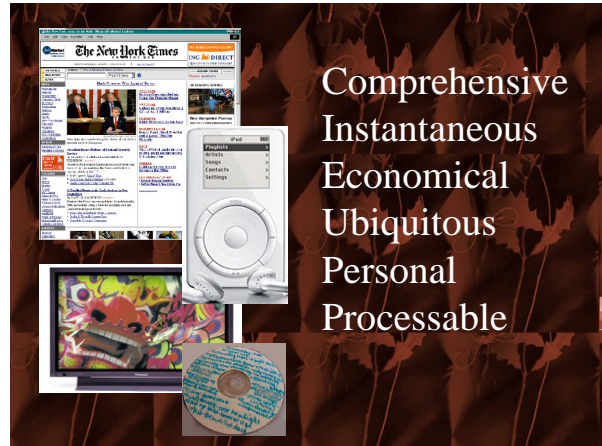





Media Expectations



Comprehensive
Instantaneous
Economical
Ubiquitous
Personal
Processable



Minority Report clip

Next Generation Marketing

- Event web sites
- Banner ads
- Search engine marketing
- E-mail
- Webcasts
- Blogs
- RSS, Podcasts and Syndication
- Word of Mouth Marketing



Monday, January 23, 2006	
10:00AM - 9:00AM	The Fuel of Disruption in Healthcare
10:00AM - 11:00AM	Healthcare Consumerism: The Irresistible Federal Policy Trends and their Impact on Architects Regenerative Medicine: A Collision of Science and Ethics
11:15AM - 12:15PM	Emerging Technologies in the Operating Room Evolving Stem Cells: The Progress, the Promise Disease Management Through the Lens of Innovation, State-of-the-Industry 2006
1:30PM - 2:30PM	AFTERNOON KEYNOTE: Donald W. Boyd, President and Chief Medical Officer, Sunovion Solutions
2:45PM - 3:30PM	New Care Models: Enterprise, Wellness, & Medicine and Medical Tourism Transparency, Portability, Continuity: The Future of Electronic Health Records Lessons from the Frontier: Bringing Baby Medicine to Market
3:45PM - 4:45PM	EVENING KEYNOTE: Bernard Siegel, Esq., Director, Genetics Policy Institute
10:00PM - 8:00PM	HONORING KEYNOTE: William A. Hasler, Founder and CEO, Medtronic, Inc.

DEBBIAN - HASLER
The Fuel of Disruption in Healthcare
There are several forces emerging in healthcare today that are leading to the disruption of the status quo.

DEBBIAN - HASLER
Healthcare Consumerism: The Irresistible Force
The consumer is a primary force in disrupting traditional healthcare. As the patient becomes more empowered, they are driving change in the way healthcare is delivered.

DEBBIAN - HASLER
Federal Policy Trends and their Impact on Disruptive Technologies
What does the future hold for medical technology and how can we shape it? This session will provide you with an update on the national regulatory, state and local affecting medical innovations. Digital solutions are being discussed in the White House and an Capitol Hill on where savings might be found during the time of budgetary constraint. Will innovation be stifled or will the message of the value of medical technology be heard?

Speaker: Stephen J. Hasler, President and CEO, Sunovion
(Hasler) is the President and CEO of Sunovion, the world's largest medical technology association. Based in Washington, DC, Hasler represents 1,000 manufacturers of the medical products and medical devices used in hospitals, ambulatory care and private practice. He has served on the Health Care Reform Commission including the Hill Committee and Legal Trips has been cited for his role in Washington's Big Industry, Big Government program. He works on health care reform issues related to the U.S. Food and Drug Administration, state and federal policy and Medicare's coverage and reimbursement of medical technology.

Prior to Sunovion, Hasler was vice president of operations for the Federation of American Hospitals, which represents investor-owned hospitals and health systems nationwide. He earlier worked as vice president of government relations for U.S. Shingora Corporation, a health care technology and product company. He previously worked for several health care companies. Hasler has a Bachelor's degree in Business Administration from the University of Maryland and a Master's degree from the U.S. Senator Charles E. Stennis College.

Debian Hasler

Monday, January 23, 2006
9:00AM - 9:45AM The Fuel of Discussion in Healthcare

10:00AM - 11:00AM Healthcare Consumers: The "responsible" Force
Edge on Policy Trends and their Impact on Disruptive Technologies
Regenerative Medicine: A Collision of Science, Politics and Ethics

11:15AM - 12:15PM Emerging Technologies in the Operating Room of the Future
Robotic Stem Cells: The Progress, the Pitfalls, the Promise
Disease Management Through the Lens of Disruptive Innovation: State of the Industry 2006

1:30PM - 2:30PM AFTERNOON BREAKOUT: Donald W. Buckler, MD, Vice President and Chief Medical Officer, Siemens Medical Solutions

2:45PM - 3:30PM New Care Models: Enterprise Wellness, Concierge Medicine and Medical Tourism
Transparency, Portability, Compliance: The Disruptive Power of Electronic Medical Records
Lessons from the Frontier: Reimbursement Regenerative Medicine to Market

3:45PM - 4:45PM Exhibitor KEYNOTE: Bernard Singer, Executive Director, Genetics Policy Institute

8:00PM - 8:45PM KEYNOTE: William A. Haseltine, President and COO, Medtronic, Inc.

26

clicks per three track day

8:00-8:30
Welcome
Address by
Center for Information Technology Management
Mick De Bruijn, MD

8:30-8:50
Do You Really Need a Content Management System?
John H. Beck, MD
Mick De Bruijn, MD

9:30-10:00 Break

10:00-11:00
Management Track
EHR Track
Technical Track
Demo Track

11:00-11:30
Strategies for Effective
Content Management for EHR
Lori Foster, MD

11:30-12:00
The Role of Content
Management for EHR
Troye Saff, MD, PhD

12:00-1:30 Lunch

1:30-2:00
Aetna's Content and
Collaboration System
Implementation
Marko Kozak, MD

2:00-2:30
Getting Results: A Vendor
Manager's Perspective on
Moving to a New
Vendor
Shawn Benham, MD

2:30-3:00
Business Model Solutions:
EHR as a Competitive
Strategic Advantage
Anand Prasad, MD
TANEP, MD
Cigna's Digital Health
Software

3:00-3:30
Using EHR to Engage
Global Stakeholders
Eric Rabin, MD
Innovigence

3:30-4:00
SBL International Demo
Global Information
Management

4:00-4:30
10:00-11:00
Innovigence Demo

4:30-5:00
11:00-11:30
EHR Demo

5:00-5:30
11:30-12:00
EHR Demo

5:30-6:00
12:00-1:30
EHR Demo

BROCHURE, or follow the links to the left for more specific info.
>REGISTER FOR THE SISO CEO SUMMIT HERE!
>VIEW THE CEO SUMMIT BROCHURE HERE!

PDF: Unfit for Human Consumption

Summary:
Users get lost inside PDF files, which are typical 1 by 1 linear text blobs that are optimized for print and unsuited to read and navigate online. PDF is good for printing, but that's it. Don't use it for online presentation.

PDF is great for one thing and one thing only: printing documents. Paper is superior to computer screens in many ways, and users often prefer to print documents that are too long to easily read online.

For online reading, however, PDF is the monster from the Black Lagoon. It puts its clunky hands all over people with a cruel grip that doesn't let go.

PDF Usability Crimes
The usability problems that PDF files cause on websites or intranets are legion.

Banner ads

~ 1% Click Through

Branding versus Clicking

intense.com

Today on intense.com
Business Intelligence: Why Data is the New Oil
How to Build a Successful Business in the New Economy
The Future of Business: How to Stay Ahead of the Curve
The New Reality of Business: How to Stay Ahead of the Curve
The New Reality of Business: How to Stay Ahead of the Curve

Search engine marketing

Google Adwords

Google Adwords Campaign Ad - Media Tables

Example short ad:
Disruptive Healthcare
Read HealthcareNEBC.org for the latest on the consumer insurance
HealthcareNEBC.org

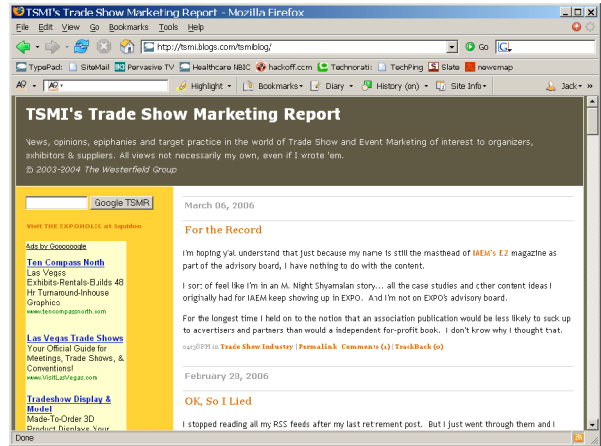
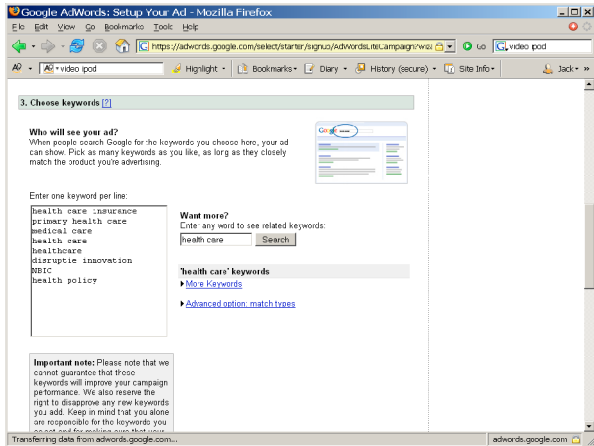
Headline: Disruptive Healthcare Max 25 characters
Description line 1: Read HealthcareNEBC.org for the Max 35 characters
Description line 2: latest on the consumer insurance Max 35 characters
Display URL: http://HealthcareNEBC.org Max 35 characters
Destination URL: http://HealthcareNEBC.org Max 1024 characters

Google AdWords: Create Ad - Mozilla Firefox

Example short ad:
Disruptive Healthcare
Read HealthcareNEBC.org for the latest on the consumer insurance
HealthcareNEBC.org

Headline: Disruptive Healthcare Max 25 characters
Description line 1: Read HealthcareNEBC.org for the Max 35 characters
Description line 2: latest on the consumer insurance Max 35 characters
Display URL: http://HealthcareNEBC.org Max 35 characters
Destination URL: http://HealthcareNEBC.org Max 1024 characters

Common Questions:
Where will my ads appear?
What should my ad say?
What are Google's Editorial Guidelines for ads?
AdWords Glossary



E-mail

The Challenge of Spam

Opt-In, Whitelist, Permission

“Certified” e-mail on the way

E-mail

1. Filtered at ISP
2. Forwarded to SpamCop filter site
3. Read by Spammix reader

SPAM: Content analysis details: (8.0 hits, 5.0 required)
 SPAM: 0.7 NO_COST BODY: No such thing as a free lunch (3)
 SPAM: 1.5 NO_STRINGS BODY: No Strings Attached
 SPAM: 0.1 EXCUSE_3 BODY: Claims you can be removed from the list
 SPAM: 0.9 HTML_FONT_INVISIBLE BODY: HTML font color is same as background
 SPAM: 0.1 HTML_LINK_CLICK_HERE BODY: HTML link text says "click here"
 SPAM: 0.9 MAILTO_TO_REMOVE URI: Includes a 'remove' email address

E-mail Open and Click-Thru

Email Sample	B2B Newsletter			Ecommerce Email		
	Open	CTR	CTOR	Open	CTR	CTOR
AOL	12.0%	3.2%	26.7%	14.4%	8.2%	56.9%
Earthlink	42.1%	2.6%	6.2%	47.4%	14.6%	30.8%
Hotmail	30.0%	7.5%	25.0%	24.8%	8.9%	35.9%
Yahoo	21.2%	5.8%	27.4%	23.5%	9.2%	39.1%
All Other Domains	42.5%	10.6%	24.9%	40.9%	11.2%	27.4%
Total	39.6%	9.9%	25.0%	33.6%	10.9%	32.4%
Variance: Low-High	30.5%	8.0%	21.2%	33.0%	6.4%	29.5%

Source: EmailLabs

Webconferencing

Live vs Tape

Audio vs Video

Blogs

Peer Experts RSS Syndication

Healthcare NBIC
 When the Healthcare Information, Management, and Business Convergence...

Blog Links by Authority (as measured by links from unique sources)

The blogs may have millions of readers, mostly one-way communication processes.

Blog Content

Internet Media Commentary

Jupitermedia CEO Alan Heckler

HECKLER: "TRADE SHOWS ARE THE NEW TV"

ONE GREAT TRADE SHOW

THE CHANGING FACE OF TRADE SHOWS

Many of you are here to see the creator of the new trade show... the new TV...

Technorati Search: trade show - Mozilla Firefox

Search: "trade show" 45,068 posts contain:

"trade show" in All Blogs Limit to blogs about:

All Blogs | Your Favorites | Expo | CES | Conference | Marketing

Trade Show

Browse our online database of over 850,000 unique and customizable items perfect for trade show giveaways, business gifts, prizes and awards. Special high quality pricing. Request a quote. www.resvave.com

Nimlok Display and Exhibit Solutions

Take advantage of Nimlok's displays for your next trade show. We provide custom-designed displays, services, rentals, graphics and more. Solutions suited to your needs. www.nimlok.com

PopVue2 PopUp Tradeshow Booth - \$800

The PopVue 2 - the value priced trade show display from Resavue. An easy-to-use popup tradeshow exhibit. Skyline, Nomadic, Nimlok or Downing. www.resvave.com

HammondCast 35 Now On-The-Air!

CBS 35 35 IN 35N HAMMOND Band 1 hour ago HammondCast 35 Now On-The-Air! - April 9, 2006 Listen to HammondCast 35 Here: <http://www.hammondband.com/music-45...> (International music trade show). With live music from Jon's band in Jazzleier www.hammondband.com

Technorati Blog Finder: trade show - Mozilla Firefox

Search: "trade show" Find Blogs

Blogs about: trade show

Related: Expo, CES, Conference, Marketing

Explore Recent Posts on "Trade Show" blogs

Sort by: Most Authority | Recently Updated | Alphabetical

10 Blogs about trade show sorted by authority

Corporate Comedy Entertainment Clean Comedian...

Marty Daniels is a Stand Up Comedian focusing on customized material for corporate, civic and private events. Speech writing, punch up, content development and trade shows.

Face2Face Meetingsnet

Meetings and hospitality industry news, views, and occasional strange stuff

PopVue2 PopUp Tradeshow Booths - \$800

The PopVue 2 - the value priced trade show display from Resavue. An easy-to-use popup tradeshow exhibit. Skyline, Nomadic, Nimlok or Downing. www.resvave.com

Oracle RSS Feeds - Mozilla Firefox

SEARCH SITE

PRODUCTS

SQL USERMAN

CUSTOMER SUCCESS SERVICES

ORACLE

ABOUT ORACLE

Oracle Executive Vision

Oracle Executives

Board of Directors

Oracle Executive Talent

Oracle Accessibility Program

Corporate Governance

Oracle Community

Oracle Advertising

NEWS AND EVENTS

Press Room

Oracle Investor Relations

Oracle and Profit Magazines

Oracle Publications

Events

Strategy Acquisitions

RESOURCES

Oracle Partners

RSS Feeds

Rather than visiting a series of Web pages every day, many Web users are installing RSS newsreaders and configuring them to pull RSS feeds. It's like having news delivered to your desktop!

Already set up for RSS? Configure your RSS news reader software to point to the URL(s) below.

What is RSS?

As defined by W3.org, RSS (acronym for Really Simple Syndication) is "a group of XML based web content distribution and aggregation (Web syndication) formats primarily used by news sites and weblogs (blogs)". Essentially, an RSS feed is a hosted XML file from which your RSS newsreader pulls headlines, URLs, and other content as it is updated.

Need RSS software?

If you get started, you'll need to download and install a free RSS newsreader client. Many are available (some as browser extensions), see Oracles's list here: www.oracle.com/technetwork/rss/index.html

Technology Developer RSS Feeds

- Oracle Technology Network (OTN) Headlines
- OTN Articles - Recent
- OTN Discussion Forums - Recent
- Software Downloads - Recent
- Oracle Security Alerts
- OTN Java Tools
- OTN Java Tutorials
- AskTom.com - Recent
- AskTom.com - Popular
- AskTom.com - Hot Questions

Company and Product RSS Feeds

- Oracle Headlines
- Oracle Database News
- Oracle Fusion Middleware News
- Oracle Applications News
- Oracle Enterprise Management News

Commonly Downloaded RSS Feeds (in descending order)

delicious.us is a "social bookmarking" service that allows you to tag and share bookmarks with other delicious.us users. registration required.

- delicious.us/OracleTechnologyNetwork
- delicious.us/oracle

MUSIC STORE

Account Sign In

Inside the Music Store

New & Notable

- FETC 2006: The... Apple Distinguish...
- Bill Maher's New... Home Box Office
- The Ricky Gervais... Ricky Gervais, St...
- CSI: A+ Check... Fox
- adultswim.com... adultswim.com
- Garrison Kellie... American Public Media
- The Clark-Cast w... SecuringAmerica.com
- Guardian Unlimi... Guardian

NEWS & POLITICS

VIDEO PODCASTS

SPORTS

COMEDY

MUSIC

EDUCATION

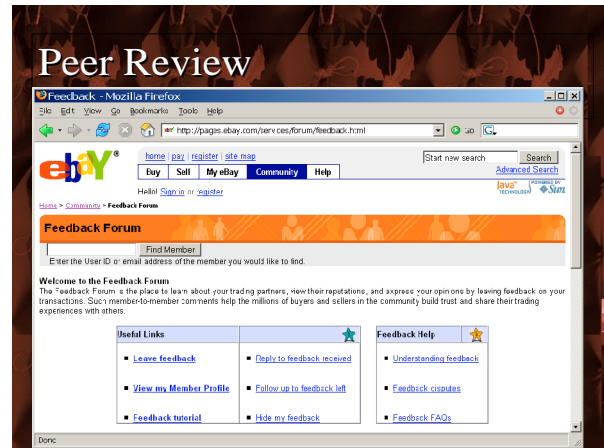
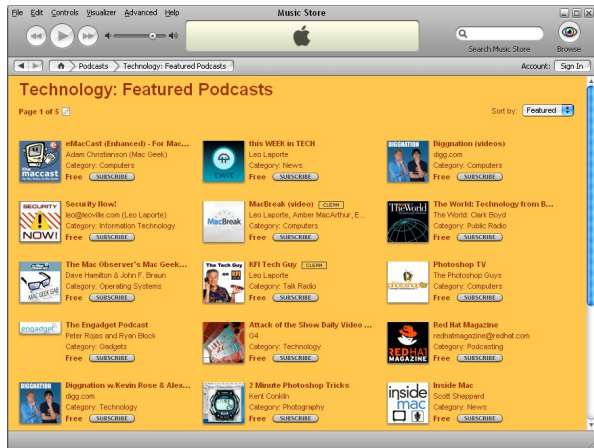
TV & FILM

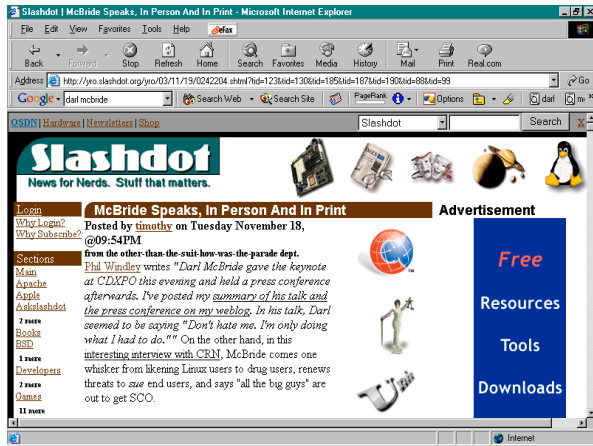
Public Broadcasting

Submit a Podcast

Today's Top Podcasts

- Jack Black's Hacho... Jack Black
- Strong Bad Email... HomeBartner.com
- adultswim.com vid... adultswim.com
- The Ricky Gervais... Ricky Gervais, Steve...
- Happy Tree Friends... Mondo Media Video
- The Onion Radio News... The Onion
- VH1 Best Week Ever... VH1
- Ask A Bitch... iPod
- Bill Maher's New P... Home Box Office
- MTV News (Video)... MTV News
- Garrison Kellie's... American Public Media
- IPB: What Will... Don... National Public Radio
- BBC Radio NewsPod... BBC Radio NewsPod
- Village FootCast... Village FootCast
- IPB: Story of the Day... National Public Radio





Next Generation Marketing

- Event web sites
- Banner ads
- Search engine marketing
- E-mail
- Webcasts
- Blogs
- RSS, Podcasts and Syndication
- Word of Mouth Marketing

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