

NEECOM Agenda
Fall Conference with Vendor Exhibits

Thursday, October 16th, 2014

Morning Program:

8:00 Registration/Continental Breakfast Plus!

8:30 *Annual Meeting and Opening Remarks*

Ira Keltz, NEECOM President, Partners HealthCare System, Inc.

8:45 *Bridging the Gap Between Internet Content and Commerce*

Bryan Ducharme, Business Development Manager, C2- Competitive Computing

Content is king on the internet, but managing all that content to create a consistent brand image across all web properties and a world-class, omni-channel user experience is difficult and expensive without the right tools. This session will address the power of an integrated Content Management System (CMS) and eCommerce architecture to provide marketing with the ability to manage content, catalog data, promotions and overall user experience without day-to-day dependence on IT for support. Examples and lessons learned will be drawn from successful implementations by world-class, multi-channel companies.

When you leave this session, you will understand:

- The importance of consistent and contextual customer experiences across digital channels.
- How the integration of Content and eCommerce provides marketers the ability to unify digital experiences and campaigns across channels.
- What an integrated Content and eCommerce architecture looks like and how it contributes to higher online sales and reduced IT support

9:30 *Current Trends in HealthCare Electronic Data Exchange*

Michele Darnell, Senior VP, Business Development, Secure Exchange Solutions

In healthcare, the transition to value-based reimbursement and new-care-delivery models, as well as the pressing need for better healthcare data management poses significant budgetary and regulatory pressures on healthcare organization as well as suppliers. This session discusses trends in healthcare electronic data exchange and the impact on healthcare service providers, suppliers and plans.

Join this session and learn more about:

- Standardizing transport – the Direct mandate and impact on the community
- Standards in new areas including attachments and the need for supporting clinical documentation
- Leveraging clinical connectivity for supply chain workflows

10:15 Vendor Exhibits, Networking and Refreshment Break

NEECOM Agenda (continued)

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10:45 *Driving Business Decision Making Through Business Intelligence*

Mauro Cardarelli, Owner, Cardarelli Consulting

Technology is making it increasingly easier and cheaper for organizations to store more and more information and to get that data to employees faster and more dynamically (across various devices). Unfortunately, this collection and distribution model has made it more and more difficult to develop and deliver high impact Business Intelligence solutions. Because, of course, the value is measured in the quality of the information, not the quantity. This session will discuss the current challenges facing Business Intelligence initiatives in corporations and present best practices for deploying effective BI solutions that allow for *faster action* and *execution*.

11:30 *7 ways Application Infrastructure and Middleware will drive growth*

Barry Sponsler, Solutions Consultant at EXTOL International

Your business heavily relies on technology to improve time to revenue, drive additional growth, and manage costs more effectively. As demands for B2B data exchange increase throughout your operation, are you sure your current Application Infrastructure and Middleware (AIM) solution is managing your data efficiently and securely on a scalable architecture to support business growth?

This session will explore how AIM solutions are rapidly changing the business landscape, and provide an in-depth look into the 7 components needed to ensure a healthy B2B integration architecture that translates into an improved bottom line.

12:15 Lunch & Vendor Exhibits (until 1:15)

NEECOM Agenda (continued)

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Afternoon Program:

1:15 ***Electronic Body Language™ & Meeting-itis: The Antidote***
Stefanie Heiter, Principal, Bridging Distance, LLC

Meeting-itis Definition: A syndrome of pain and discomfort caused by the extensive overuse and misuse of meetings in the workplace. This often develops in individuals, teams and throughout entire organizations, and results in an overdeveloped 'meeting muscle'. Chronic overuse of the 'meeting muscle' causes frustration, wasted time, and overall reduced productivity.

Causes: Meeting-itis is caused by the default response to meet for a wide variety of reasons and to include as many people as possible. Often grounded in the positive belief that communication and inclusion are essential components of a healthy organization. Lack of knowledge about, and/or comfort with, alternative meeting approaches is usually an underlying factor.

Electronic Body Language: Have you ever been in a phone conference where the leader didn't seem capable of interpreting and handling silence? Or when someone didn't know how to use the mute button properly? We all have. Reflect upon the impression that left with you. Either person could be brilliant in their field, but their virtual presence leaves an impression that is somewhat south of brilliance.

Treatment: The path to healthy, efficient collaboration requires a shift in the way you think about working together. This shift requires patience and practice - both by yourself and the people with whom you work. Once accomplished, you and your organization will experience an increase in both productivity and satisfaction. It is worth the effort.

Join us for a lively, interactive session where you will learn:

- How to recognize Meeting-itis
- Using effective Electronic Body Language™ to engage the right people
- Steps to determine when you really need to meet, and when you don't
 - o *How to get out of a bad meeting, and still save face!*
- Concrete ways to make your virtual or in-person meeting a good use of everyone's time
 - o What factors make a good meeting?
 - o What factors make a bad meeting?
 - o When is a virtual meeting better than an in-person meeting?
 - How to conduct a great virtual meeting!

2:15 *The Future of eProcurement and Supply Chain Mgt in the Year 2020*

Roy Anderson, Executive VP, MetaProcure

Innovation, Crowdsourcing, the Cloud and data driven decisions are rapidly changing how work is done and creates an opportunity for you to drive impressive value. Change within Supply Chain Management (SCM) technology and solutions are occurring at an increasing rate and creating new business opportunities. The SCM teams needs to be in front of these changes or be prepared to be left behind. Your ability to deliver supplier-based innovation to your organization is the key to create change, deliver results and transform your impact on corporate profitability. Lead, follow or get out of the way as new tools and global solutions are implemented in your company.

In this interactive session, Roy Anderson will tell you how to deliver this value, the skill sets that you need to be the expert, and the steps that lead to your next success.

3:00 **Vendor Exhibits, Networking and Refreshment Break**

3:15 *Accuracy and Visibility in an Omni-Channel Retail World: Moving Beyond the Barcode to EPC-Enabled RFID*

Melanie Nuce, VP, Industry Engagement | Retail Apparel and General Merchandise at GS1 US

RFID (Radio Frequency Identification) has moved beyond inventory replenishment. It is an essential component to enable the supply chain visibility and inventory accuracy needed to know what's available, where it's located and how to best deliver it—helping deliver on the Omni-channel consumer promise. Omni-channel retail is here to stay and will be the key to future business growth. RFID is foundational to delivering a successful omni-channel strategy to delight your customers—in every product category. A growing number of retailers already have programs in place to implement and roll-out RFID. Adoption is accelerating and the time to implement is now.

4:00 **Raffle & Refreshments/Exhibits/Adjourn**