



Symposium

On Selected Suppliers

Fall, 2008

Sponsored by:





The Company: Gateway Travel Management (GTM)-

- A full-service corporate travel management company that provides state-of-the-art travel booking and management tools and services.

The Product/Service: GTM offers-

- Travel booking and management tools via:
 - online
 - over the phone
 - electronic form
- Booking engine that identifies the lowest fares
- Performance Guarantee Program:
- Web site to access data and book travel
- Key features:
 - no reservation charges
 - no cancellation penalties
 - 24-hour emergency call service
 - recovery and application of unused airline credits to new tickets

The Benefit: Gateway assists health care institutions in centralizing the coordination of travel, specifically in more challenging areas of booking and expense management. The options provided by Gateway allow complex, multi-level organizations to efficiently monitor, control, and organize cost-effective travel strategies.

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Event Schedule & Format:
W E B I N A R
Tuesday, September 23, 2008
10:00 a.m.–11:00 a.m.

The Product/Service: Stream57's services provide a complete communications solution using *StreamLine*[™], a cutting-edge Flash-based webcasting software suite, which offers:

- Flawless online video
- Interactive communication
- Live testing and certification
- E-learning programs
- Innovative online broadcasting capabilities

Stream57 services include:

- Complete back-end support
- All necessary bandwidth (no infrastructure change necessary)
- Project/event management
- Video production services

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The Company: Stream57-
A full-service streaming media company owned in part by GNYHA Ventures, Inc. that uses streaming media technology to assist health care institutions in delivering online continuing education programs and marketing/communication services.

The Benefit: Particularly effective for continuing clinical education and other training programs, real-time event broadcast allows institutions to reach target audiences from a unique and innovative platform. *StreamLine*[™]'s flexible features achieve maximum results and an impressed audience. Its blend of software and services provide institutions with the tools to attract and interact with the target audience in the most efficient and effective ways possible.

Event Schedule & Format:

W E B C A S T

Wednesday, September 24, 2008

2:00 p.m.–3:00 p.m.



ALLSCRIPTS™

The Company: Through its recent acquisition of Extended Care Information Network (ECIN)*, Allscripts, LLC offers software solutions originally provided by ECIN that help health care facilities automate utilization management and the discharge planning process.

The Product/Service:

- *Utilization*

Management: a case management and assessment tool

- *Discharge Planning:* a tool that automates the discharge planning process between hospitals and post-acute providers

The Benefit: *Utilization Management* allows case managers to efficiently assess patients to determine the appropriateness of care and document their clinical reviews for electronic communication to payers, thereby minimizing avoidable days and reducing length of stay. *Discharge Planning* is a workflow automation tool that helps to ease capacity constraints, optimize length-of-stay and throughput, reduce avoidable days, and improve patient and family satisfaction.

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Event Schedule & Format:

WEBINAR

Tuesday, September 30, 2008

2:00 p.m.–3:30 p.m.

* GNYHA Services, Inc. entered into a GPO agreement with ECIN in 2001; ECIN was acquired by Allscripts, LLC in 2007, and assigned the GNYHA Services group purchase agreement in connection with the acquisition.



The Company: World Communication Center-

- A distributor of Iridium satellite phones.

The Products/Services: Rapidly deployable satellite-based voice and data solutions:

- Phones (mobile and fixed roof systems)
- Accessories
- Pre and post-paid service plans
- Personalized, live technical and customer support available 24/7
- Hardware: mobile handsets, fixed roof systems (and options for optimizing equipment portability)

The Benefit: In the event of an emergency that disrupts normal communications capabilities, satellite phones provide a dependable source of communication where (and when) all others fail.

The Contact:

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Event Schedule & Format:

W E B I N A R

Wednesday, October 1, 2008

1:00 p.m.–2:00 p.m.



The Products/Services: VisualDx is a single source breakthrough system designed to enhance the diagnostic capabilities of clinicians. VisualDx is utilized for day-to-day clinical diagnostic support, helping clinicians to more accurately diagnose disease. It provides instant access to 17,000+ images that can help diagnose over 900 visually identifiable diseases, drug reactions, or infections. VisualDx is organized to match the way a doctor thinks about symptoms and diagnoses. By presenting multiple images of each disease, VisualDx depicts how each might look during different stages and in people of different age and race.

The Company: Logical Images, Inc.-

- Logical Images, Inc. develops *visual* medical technology and resources that elevate diagnostic accuracy and enhance medical education.

The Benefits:
VisualDx improves the quality of patient care by enabling emergency department, primary care, and other clinicians to quickly and accurately diagnose conditions that involve visual symptoms.

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Event Schedule & Format:

W E B I N A R

Tuesday, October 7, 2008

1:00 p.m.–2:00 p.m.

The Company: SunGard Availability Services-
• A leading provider of information availability solutions helping to ensure uninterrupted access to mission-critical data and systems.

The Products/Services:

SunGard provides a complete portfolio of information availability solutions that include:

- Business continuity and disaster recovery services
- Advanced recovery services
- Professional consulting services
- Managed IT services

The Benefit: With the implementation of computerized physician order entry, electronic medical records, and other paperless systems, health care organizations are becoming more dependent on health information systems. By leveraging SunGard's technology, infrastructure, and expertise, health care organizations can ensure that mission-critical systems are available as necessary and are compliant with HIPAA and other regulatory requirements.

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Event Schedule & Format:

WEBINAR

Thursday, October 9, 2008

2:00 p.m.–3:00 p.m.



The Company: American Express Travel Related Services Company, Inc. offers a Purchasing Card (P-Card) program specially designed for hospitals and continuing care facilities, providing a cash incentive reward, paid annually, and an expense management process improvement program.

The Products/Services:

P-Card program offers –

- Annual cash rebate incentive based on the amount charged in a given year
- Expense management improvement program that assists institutions in improving organization of the expense process through strategies that eliminate paper-based order and approval processes, streamline the reconciliation and payment processes, provide online program management capabilities, and deliver other business improvement efficiencies

The Benefits:

- Through the annual cash rebate program, institutions earn up to 1% of the total amount of participating suppliers' invoices charged to a specially-issued American Express Card account.
- The expense management improvement program helps improve the entire procurement process, resulting in reduced transactions, accurate cost allocation, improved compliance and management, and better purchasing.

The Contact:

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Event Schedule & Format:

W E B I N A R

Thursday, October 14, 2008

10:00 a.m.–11:00 a.m.



The Products/Services:

- **MAPSch** - automates the assessment and enrollment process for hospital-specific and state-mandated Charity Care programs.
- **MAPSng** - an expanded version of **MAPSch**, which encompasses all New York State Medicaid programs, including Child Health Plus, PCAP, Family Health Plus, and other assistance programs. Electronic document submission by New York City providers to the New York City Human Resources Administration's EDITS system is supported by **MAPSng**.

The Company: Bluemark, LLC-

- A health care technology firm providing solutions to maximize revenue and improve workflow efficiencies within the revenue cycle, centering on the need for providers to quickly and accurately assess the uninsured population and properly qualify them for the appropriate program for reimbursement.

The Benefits: Among other key benefits, this software aids New York hospitals in determining the eligibility of their patients for various public assistance programs, and helps hospitals comply with the requirements of New York State's Charity Care law by automating the eligibility determination, populating required forms, imaging supporting documentation, tracking application status, and fulfilling reporting requirements.

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Event Schedule & Format:
W E B I N A R
Wednesday, October 15, 2008
1:00 p.m.–2:00 p.m.

Linkage

Unleash your full potential.

The Products/Services:

Linkage, Inc. provides a wide array of executive and professional development services on topics such as organizational and leadership assessment and development, talent and performance management, and strategic change and transition consulting. Linkage, Inc.'s educational services and consultation include executive coaching, 360 degree assessments, customized programs, on-site and public workshops, and annual conferences. Linkage, Inc. has 20 years experience working with health care organizations.

The Company: Linkage, Inc.-

- An organizational and leadership development company.

The Benefit: Linkage, Inc. assists institutions by enhancing the effectiveness of senior staff, improving internal communication, developing talent for succession, and building human resource and talent management systems.

The Contact:

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Event Schedule & Format:

BREAKFAST SESSION

Tuesday, October 21, 2008

8:30 a.m.–10:30 a.m.

Agenda:

- Linkage, Inc. services overview
- Presentation: Best Practices in Leadership Development
- Case Study: High-Potential and Executive Leadership Development in a Magnet Hospital System
- Purchasing power for GNYHA members
- Networking with colleagues

Free consultation available by Linkage following the session



The Company: DOTmed.com-

- The largest medical equipment Web site in the world, acting as a public marketplace where health care institutions can buy and sell new and used medical equipment and parts online.

The Products/Services: DOTmed.com provides complete management services for all aspects of an online medical equipment auction. Experienced personnel handle all phases of the auction from start to finish. These logistics include equipment inspection, setting the starting bid, auction promotion, communicating with bidders, equipment de-installation (rigging, crating, shipping), and insurance. DOTmed.com collects money from the winning bidder prior to shipping the equipment to ensure the seller is paid. In addition, a complete range of medical equipment can be rented at DOTmed's "Rental Central." DOTmed.com also provides a medical services directory that lists more than 9,000 companies that provide a variety of services or equipment.

The Benefits: Used, idle, or under-utilized medical equipment represents a significant, but often unrecognized, potential asset to health care institutions. Employing DOTmed's full-service managed auctions for the sale of such equipment can generate significant cash flow for capital equipment purchases or other needed expenses.

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Event Schedule & Format:

W E B I N A R

Wednesday, October 22, 2008

2:00 p.m.–3:00 p.m.



The Products/Services:

- Sentinel RCM™ - enables eligible hospitals to capture the savings from and comply with the requirements of the 340B Program. It provides inventory tracking, ordering, compliance, patient eligibility verification, financial reconciliation, and audit trails
- SentReX™ - enables eligible hospitals to capture the benefits of 340B in the retail setting
- Reclaim™ - provides a retrospective analysis (previous 12 months) of 340B utilization compliance issues and missed opportunities
- DRA™ - helps hospitals achieve compliance with the Deficit Reduction Act NDC reporting requirements

The Company: Sentry Data Systems, Inc.-

- A health care technology company delivering turnkey 340B compliance solutions designed to support regulatory compliance, maximize pharmacy savings, and identify new revenue opportunities. Solutions also include the DRA Tool, software to help all hospitals, regardless of their 340B eligibility, achieve compliance with the 2005 Federal Deficit Reduction Act.

The Benefit: These web-based applications enable Disproportionate Share Hospitals (DSH) to reap the benefits of the Federal 340B Drug Pricing Program through significant cost savings and new revenue generation, while maintaining full compliance with 340B regulations.

The Contact:

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Event Schedule & Format:

W E B I N A R

Thursday, October 30, 2008

10:00 a.m.–11:00 a.m.

WorldEnergy

The Products/Services: World Energy Solutions, Inc. provides online auction services for energy commodities by organizing and conducting “reverse auctions” among suppliers of electricity, natural gas, and green credits. World Energy, Inc. fully manages the auction process through: assessing an institution’s energy needs, identifying potential suppliers, analyzing the energy market, determining an ideal auction date, coordinating the auction event, preparing and distributing the Request for Proposals to identified suppliers, conducting and overseeing the auction, and arranging the contract between institution and winning supplier. Every step is documented for internal audit and Sarbanes-Oxley compliance.

The Company: World Energy Solutions, Inc.-
• Provides leading online auctions and market intelligence services for energy procurement.

The Benefits:

- Fully transparent procurement process with competitive bidding
- Price discovery through multiple auction events
- Risk and cost-free: institutions are not obligated to purchase energy services from the winning supplier
- Energy cost savings frequently range between 5 and 30 percent.

The Contact:

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Event Schedule & Format:

W E B I N A R

Wednesday, November 5, 2008

1:00 p.m.–2:00 p.m.



The Company: CitiStorage, LLC and U.S. Document Security (USDS)-

- Sister companies that offer comprehensive services to help institutions address record management and destruction needs.

The Products/Services:

CitiStorage, LLC-

- Provides state-of-the-art record storage services utilizing an automated inventory system that tracks boxes, files, and tapes, and provides full-service document conversion services including scanning and indexing of medical records and electronic transfer of archived documents

USDS-

- Transports discarded materials (paper, microfiche, film, diskettes) to a secure shredding plant for disposal within 24 hours

The Benefit: CitiStorage, LLC and USDS help health care institutions effectively manage the storage, conversion, retrieval, and destruction of medical records and other key documents. The technology used by these companies readily tracks boxes, files, and tapes for quick recovery, and offers extensive reporting capabilities on box content descriptions and all activity data. These services help ensure institutional compliance with relevant HIPAA regulations.

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Event Schedule & Format:

W E B I N A R

Thursday, November 6, 2008

2:00 p.m.–3:00 p.m.



The Company: Versus Technology, Inc.-

- A company offering technology that combines infrared (IR) and radio frequency identification (RFID) signals to assist with asset tracking, staff locating, and patient flow management.

The Products/Services:

VISION™: a real-time location information and tracking system & equipment that includes:

- Lightweight badges/tags for portable equipment and people
- Ceiling-mounted sensors to receive each badge's unique ID signal
- Receptor sensors that identify badge location and convert to data
- Real-time computerized results/alerts to third party clinical systems
- Data storage capabilities for current and historical analysis

The Benefit: Unlike many RFID-based solutions, Versus' patented IR/RFID solution reports *exact* locations of patients, staff and assets, a crucial function of event automation. This tracking solution is easily leveraged across enterprises, including multi-campus health care networks. Beyond improving utilization of existing inventory, saving time locating staff members, and decreasing patient wait time, Versus offers 24/7 technical call support, on-site assistance, in-depth training sessions, web access to product updates and troubleshooting resources, and a toll-free customer support line.

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Event Schedule & Format:

W E B I N A R

Tuesday, November 11, 2008

10:00 a.m.–11:00 a.m.

United Outreach Solutions

The Company: United Outreach Solutions, Inc. (UOS)-

- A company that provides a comprehensive solution enabling hospitals to develop and implement laboratory outreach programs and provide clinical laboratory testing services to community-affiliated physicians.

The Products/Services: UOS

provides a complete turnkey clinical laboratory outreach program, including key infrastructure services:

- Billing, compliance, and courier services
- Phlebotomists and draw stations
- Marketing/sales plans and support
- Physician relationship management and ongoing physician customer service
- Compliance guides and monitoring
- Electronic ordering and automatic test result printing capability

The Benefit: Collaborating with UOS

to develop and implement a successful clinical laboratory outreach program enables hospitals to generate significant new revenue through enhanced utilization of laboratory services and further strengthen relationships with affiliated physicians.

The Contact:

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Event Schedule & Format:

W E B I N A R

Wednesday, November 12, 2008

2:00 p.m.–3:00 p.m.



The Company: Craneware, Inc.-

- A provider of revenue cycle management solutions enabling hospitals to maintain accurate and up-to-date Charge Description Master (CDM) files.

The Products/Services: Craneware offers a suite of revenue cycle management tools (Chargemaster Toolkit, Online Reference Toolkit®, Bill Analyzer, and Interface Scripting Module) specifically designed to identify and fix problem CDM line items, assure consistency with regulatory policies, provide historical audit trails, identify missing revenue opportunities at the billing level prior to submission, and prepare for Medicare's annual HCPCS/CPT code updates.

The Benefit: Craneware's Web-based, easy-to-implement solutions enable hospitals to realize substantial increases in revenue and reduce payment denials and delays.

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Event Schedule & Format:
WEBINAR
Tuesday, November 18, 2008
10:00 a.m.–11:00 a.m.