

# Welcome!

C C T W G

Collaborative Care Technology Working Group

# Agenda – 7:00-8:30 PM

- **Opening remarks**
  - Joseph Perry, IBM Innovation Center
  - Patrick Boyle, Director – IBM Healthcare & Life Sciences
- **Main presentation: New Opportunities in Healthcare Reform**
  - Dr. Allan Goroll, Massachusetts General Hospital, Harvard Medical School
- **CCTWG – What Is It, and Why Now?**
  - CCTWG co-founders
    - Tom Iglehart, Pres., Care Commons, Inc.
    - Anne Marie Biernacki, Co-Founder, CTO, AdhereTx Corp.
- **Q&A**

# CCTWG

Collaborative Care Technology Working Group

What is it?  
And why now?

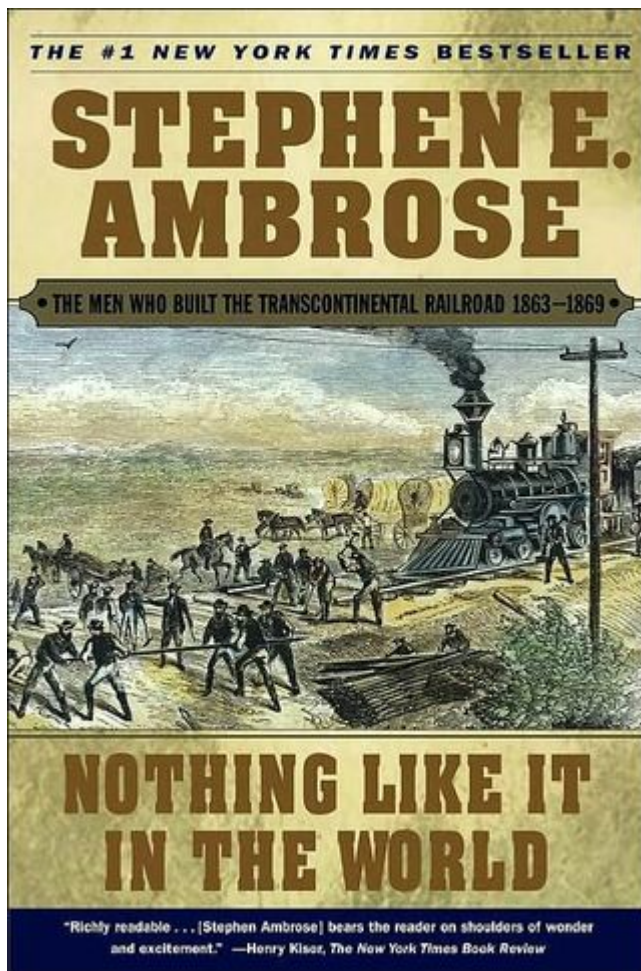
June 30, 2010

Tom Iglehart, Care Commons  
Anne Marie Biernacki, AdhereTx Corp.

# CCTWG – Why now?

- New awareness, new opportunities , new resources
- Health information technology (HIT) at the center
- It's not just about EMRs!
  - Across-the-board interest in and support for collaborative care
    - aka “meaningful use”
    - aka “medical home”
    - aka “patient-centered medical home”
    - aka “care coordination”
    - aka “consumer directed care”
  - Improve care, cut costs, serve patients better
- Just how big a deal is healthcare payment reform?
- How will we go from strategy to actually changing care delivery?

# Think “transcontinental railroad”



- Ordinary people faced hardship without it
- Nobody wanted to pay to build it
- No one knew how or where to build it
- An “impossible” task – yet it had to be done
- An extraordinary moment in history
  - a unique opportunity
  - everyone was talking about it
  - a nation in recovery
  - a President who “got it” & a Congress that was listening
  - highly ambitious people fighting for a share
  - public-private partnerships, creative incentives
  - emerging technology & intensive innovation
- Result? **DONE** in 6 years

# CCTWVG is about the questions...

- Why is collaborative care “hot” right now?
- What technologies are relevant?
- What technologies are missing?
- Where do mine fit?
- Who are the players?
- How to partner, become part of a bigger team?
- How to get meaningful collaborations and pilots off the ground?
- How to turn public funding into business opportunity?
- How can public funding bridge us to a sustainable economic model?
- What are the barriers to participation?
- What are table stakes to play?
- When & where do I start?

# CCTWG – a collaborative seminar

- NOT just another lecture series, or networking event
- A year-round “deep dive” into all those questions
- Guest resources on:
  - healthcare delivery
  - healthcare technology
  - Reimbursements and incentives
  - consumer/patient adoption and engagement
  - the “business of healthcare”
- Whiteboarding, brainstorming
- Idea incubation, collaborative project formation with a business model in mind
- Online & offline collaborative resources
- Alliances & knowledge-sharing with like-minded groups across the country
  - Shared resources and dialogue, bringing fresh approaches to the table

# CCTWG – core group

- Monthly seminar meetings
  - Starting Sept. 2010 through June 2011
  - Evening dinner working sessions, 7:00-9:00 PM
  - IBM Innovation Center, Waltham
- Minimum 10 / maximum 30 participants around the table
- Eligible to participate in CCTWG-driven projects and collaborations (TBD)
- Online session materials & discussion
- Access to CCTWG private blog w/guest contributors
- Access to peer organization materials, insights, projects
- Input into the seminar series agenda, topics & speakers
- Eligibility for other benefits as they are developed

# CCTWG membership

## Core Group - \$795/year

- full participation at all sessions
- input on agenda
- eligible to participate in projects (TBD)
- access to materials, online / offline resources & discussion

(Future membership types are contemplated)

“ He who receives ideas from me, receives instruction himself without lessening mine; as he who lights his taper at mine receives light without darkening me. ”

–Thomas Jefferson

(letter to Isaac McPherson, 1813)

# Thank you

- Tom Iglehart – [iglehart@cctwg.org](mailto:iglehart@cctwg.org)
- Anne Marie Biernacki – [ambiernacki@cctwg.org](mailto:ambiernacki@cctwg.org)

---

# Q&A