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**HX360 KEYNOTE SPEAKERS TO DELIVER FULL VIEW OF HEALTHCARE IT INNOVATION,
INVESTMENT ACTIVITY AND MARKET OPPORTUNITIES**

April 13-15, 2015 at HIMSS15, McCormick Place in Chicago – Registration is open

Arlington, VA (March 12, 2015) – The inaugural [HX360](#) event today announced its line-up of keynote speakers, including prestigious healthcare innovators, investors and providers. HX360 focuses on technology solutions that aim to improve clinical workflow, care coordination or patient experience, and improve the innovation cycle in health technology. HX360 takes place April 13-16 at the 2015 HIMSS Annual Conference & Exhibition, McCormick Place in Chicago.

"Headlining HX360 are industry leaders who are advancing care delivery through the adoption of health technologies to resolve pressing challenges in care coordination, workflow and patient experience," said Richard Scarfo, Vice President, Personal Connected Health Alliance at HIMSS. "These prominent keynote speakers are working to streamline innovation by redefining relationships and fostering collaboration between investors, providers and entrepreneurs. We are honored to have such distinguished and experienced thought leaders to help us kick off this game-changing event."

HX360 Keynote Speakers

J.B. Pritzker, Co-Founder and Managing Partner, Pritzker Group – J.B. Pritzker is an entrepreneur, investor and philanthropist. Pritzker Group Private Capital acquires middle-market manufactured products, services and healthcare companies; Pritzker Group Venture Capital, founded in 1996 as New World Ventures, is the largest technology venture investor based in the Midwest; and Pritzker Group Asset Management partners with leading investment managers across the global public markets.

Steven Collens, CEO, MATTER – Chicago's new health tech startup center is creating a community of entrepreneurs and industry leaders in healthcare IT, medical devices, diagnostics and biopharma who are fueling the future of healthcare innovation. While Senior VP at Pritzker Group, Collens led the team that created 1871, Chicago's center for digital startups that now includes over 250 early-stage companies.

Tomer Levy, GM, McKesson, Workflow & Infrastructure Solutions – Levy has helped design, implement and maintain large and complex medical information systems in highly regulated, multinational environments. McKesson partners with payers, hospitals, physician offices, pharmacies, pharmaceutical companies and others across the spectrum of care to build healthier organizations that deliver better care to patients in every setting.

Chad Eckes, Vice President and CIO, Wake Forest Baptist Medical – Eckes is responsible for all aspects of information technology at Wake Forest, including strategic planning, resource acquisition and the integration of new and existing systems. He's a proven leader and visionary in the use of information to transform and integrate care across the continuum. Eckes has been named four times by CIO magazine to its prestigious "CIO 100" list.

Robert Mittendorff, MD, Principal, Norwest Venture Partners – Mittendorff combines clinical experience as a board certified emergency physician, with more than a decade of operational and medical experience to lead venture and growth investments in health IT, enabled healthcare, medical devices, diagnostics, robotics and specialty pharmaceuticals.

Harry Greenspun, MD, Director, Center for Health Solutions, Deloitte Services LP – Greenspun is responsible for helping clients address key health IT and clinical transformation issues. Previously Chief Medical Officer for Dell Inc. and Northrop Grumman, he was named one of the “50 Most Influential Physician Executives in Healthcare” by *Modern Healthcare*.

Carla Kriwet, PhD, CEO and EVP, Patient Care and Monitoring Solutions, Philips Healthcare – Kriwet is the former CEO of Philips Deutschland GmbH and Chairman of Philips DACH (Germany, Austria, Switzerland). Previously, she was CEO of Linde AG's Global Homecare business and later appointed head of Linde Healthcare Europe, when she was awarded the “Entrepreneur of the Year” Award by the German business newspaper *Handelsblatt*.

Keynote Panel: Getting Beyond the Pilot – Three successful innovators and prospective technology adopters discuss how they got provider organizations to buy-in, what health systems are looking for in a partner, barriers to adopting new solutions and the most common mistakes to avoid: **Anne DeGheest**, Founder, HealthTech Capital; **Matthew Patterson, MD**, President, AirStrip; and **Davin Lundquist, MD**, Chief Medical Information Officer, Dignity Health.

The inaugural HX360 event, a new initiative co-developed by HIMSS and AVIA, puts a spotlight on the adoption and implementation of next generation (non-EHR) technologies to improve care delivery, collaborations that optimize the innovation cycle in healthcare technology, and the processes and structures health systems will require to leverage these technologies. The HX360 Innovation Pavilion on the HIMSS15 exhibition floor will highlight health technologies that aim to improve provider efficiencies and clinical workflow, patient experience, care coordination for disease and patient retention and acquisition. Speakers, interactive exhibits and special events will also address Contemporary Provider Challenges identified by health systems, including leading in a tech-enabled environment, nurturing health-technology entrepreneurship, and creating value in healthcare delivery.

GENERAL REGISTRATION for HX360: [Registration for HX360](#) is open. Visit www.hx360.org.

MEDIA REGISTRATION: For more information, or for [complimentary media registration](#), please contact Gina Cella at 857-239-9198 or gcella@pchalliance.org, or visit www.himssconference.org/media.

About HX360

[HX360](#), co-developed by HIMSS and AVIA, invites health system leaders to reinvent care delivery by harnessing the potential of next generation technologies. HX360 focuses on improving the way health care is delivered by both inspiring and facilitating the adoption and use of next generation (non-EHR platform) technologies by provider organizations, in areas where health system executives are passionate to combine the right mix of resources, process and technology.

About AVIA

[AVIA](#) is the provider-led healthcare technology accelerator. AVIA addresses healthcare's most pressing challenges by working with provider organizations to identify and implement the best emerging tech-enabled solutions. AVIA's business model tackles the biggest problems in healthcare through its Innovation Cohorts. Innovation Cohorts are a group of provider organizations focused on solving a common challenge, they work through AVIA to strategically source and implement the best solutions. This offers providers a higher probability of success and a quick path to impact. AVIA is headquartered in Chicago and currently partners with several large healthcare providers in delivering innovation and change necessary in today's healthcare environment.

About HIMSS

[HIMSS](#) is a global, cause-based, not-for-profit organization focused on better health through information technology (IT). HIMSS leads efforts to optimize health engagements and care outcomes using information technology. HIMSS is a cause-based, global enterprise producing health IT thought leadership, education, events, market research and media services around the world. Founded in 1961, HIMSS encompasses more than 52,000 individuals, of which more than two-thirds work in healthcare provider, governmental and not-for-profit organizations across the globe, plus over 600 corporations and 250 not-for-profit partner organizations, that share this cause. HIMSS, headquartered in Chicago, serves the global health IT community with additional offices in the United States, Europe, and Asia.

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