

Meeting Name	IHE Eye Care Planning Committee, Marketing and Education Subgroup
Meeting Date and Time	October 3, 2008; 1:00 – 3:00 p.m. ET
Next Meeting Scheduled	October 17, 2008; 1:00 – 3:00 p.m. ET
Location / Dial-in Numbers	1 800 605-5167 use passcode 724635
Gotomeeting	478108971

Agenda

- I. IHE International Membership for Eligibility for Committee Voting Membership
- II. Discussion of the Demonstration Scenarios for the 2008 AAO Showcase
- III. Discussion of the Automatic Orders for the Connectathon Testing and for AAO Showcase
- IV. Discussion of the Code Tables for the Connectathon and 2008 AAO Showcase
- V. Discussion of IHE Eye Care Marketing Activities
 - www.iheeyecare.org website
 - Signs with slogans
 - Vendor presentations at Showcase Booth

Decisions and Actions

Decisions and Action Items	Person responsible	Timeline
1. The group reviewed and approved the minutes of September 12, 2008.	All	
2. Flora discussed that voting membership is for member organizations of IHE International. Carl Zeiss Meditec and ifa systems were recently accepted as IHE International members. All companies are encouraged to join IHE International – there is no fee. This is the link to online membership application: http://surveys.himss.org/himss/Surveys/TakeSurvey.aspx?surveyid=1364&responseGuid=b0f84816-599a-4737-8c16-8d0f43535445 . The IHE organizational status will now be reflected in the minutes of the meetings.	All	
3. The group discussed the Demonstration Scenarios for the 2008 AAO Showcase and made some changes to the flow; switching the charge processors and having image displays query from both image archives. Flora will make these changes and send out to the group. Specific action items included: <ul style="list-style-type: none"> - Doug – how will the pre-registration data be distributed among MDoffice and Compulink? - Linda – follow up with Topcon on the number of lensometers being demonstrated; write a paragraph explaining the benefit of automatic orders in language for the ophthalmologist - Artur – what is the exact model number of the lensometer being tested? - Doug and Dan: for the order fillers, would you be able to clear unfulfilled orders (for automatic lensometry orders) more frequently than once a day if needed? 	Flora Doug Linda Artur Doug Dan	10/6/08 10/17/08 10/17/08 10/17/08 10/17/08 10/17/08

<p>4. The group also reviewed the Code table and answered questions about these. CPT codes will need to be added – Linda and Mark will be asked to add these in.</p>	<p>Linda Mark</p>	<p>10/10/08</p>
<p>5. The group discussed the www.iheeyecare.org website, the signs with slogans and vendor presentations. A report of the web traffic was shown by Marc-Francois Bradley, showing international viewing of the site, with 93 unique visitors from 18 countries. The group approved the sign with all the slogans together in landscape format. A change to the flyer with all of the Showcase participants was made to add the Booth number. The brochure lists the support from Sophrona Solutions and Ifa, and the co-sponsorship of ASCRS and the Macula Society, these are also noted on the www.iheeyecare.org website. Flora will also write additional material to emphasize the benefits of pre-registration. Flora also showed the group an IHE Powerpoint slide to be presented in all rooms prior to sessions being started, web banner ads to link to the website, and IHE poster sign (22X28) that will be given to each vendor participant.</p>	<p>Flora</p>	<p>10/6/08</p>

General Notes

Prepared by Flora Lum

Documents Discussed

2008 Demonstration Scenarios Document
2008 Coding Tables Spreadsheet

Meeting Minutes

Scheduled Calls & Meetings

U.S.: 1800-605-5167
Code: 724635
Gotomeeting: 936759204

Date: October 17, 2008, 1:00 – 3:00 p.m., Eastern Time

Participants

The following members participated by phone in the meeting.

<i>Attendee, Project Role</i>	<i>Org.</i>	<i>IHE Org.</i>	<i>E-mail Address</i>	<i>Present</i>
Michael Schmidt, Co-Chair	Medflow	X	mschmidt@medflow.com	X
Mark Horton, Co-Chair	HIS	X	Mark.Horton@ihs.gov	
Don Van Syckle	AAO	X	don@dvsconsulting.com	X
Flora Lum, Secretary	AAO	X	flum@aao.org	X

Attendee, Project Role	Org.	IHE Org.	E-mail Address	Present
Terry Ahnstedt	VersaSuite		tahnstedt@versasuite.com	
Ketan Bagia	MDoffice		ketan@mdoffice.com	
Marc Francois Bradley	Sophrona		mfradley@sophrona.com	X
Allen Brewer	Washington National Eye Center	X	Allen.Brewer@medstar.net	X
Christopher Brown	VersaSuite		cbrown@versasuite.com	
Shagun Grover	TSG Integration		Shagun.grover@gmail.com	X
Susanne Hornauer	Carl Zeiss Meditec	X	susanne.hornauer@meditec.zeiss.com	
Piet de Jong	CSO		dejong@csoitalia.it	
Doug Johnson	Compulink		doug@asknice.com	
Rishabh Kapoor	TSG Integration		kapoorrishabh@gmail.com	X
Young Kim	ANKA/Topcon	X	young@ankasystems.com	
Tobias Kurzke	Carl Zeiss Meditec	X	Tobias.kurzke@meditec.zeiss.com	X
Barry Linder	Clarity Medical Systems		blinder@claritymsi.com	X
Rachel Mandac	Compulink		rcm@compulink-systems.com	
Hiro Matsuzaki	Nidek		Hiro_Matsuzaki@nidek.com	
Ken Pearson	Kowa		ken@kowa.com	
Duncan McLean	OPKO		Duncan@oti-canada.com	
Imran Chaudhri	Topcon	X	Imran@ankasystems.com	
Heiko Roesch	Heidelberg Engineering	X	Heiko.roesch@heidelbergengineering.com	
Ulrich Sauer	Carl Zeiss Meditec	X	Ulrichsauer1@meditec.zeiss.com	
David Silverstone	ASCERS	X	Silverstone@theeyecaregroup.com	
Emily Graham	ASCERS	X	egramham@ascers.org	
Peter Scherer	Ifa systems	X	pscherer@ifasystems.de	
Linda Wedemeyer	VA	X	linophth@cox.net	X
Brad Yates	OIS		byates@oisi.com	