Meeting Name	IHE Eye Care Planning Committee
Meeting Date and Time	August 7, 12:00 – 2:00 p.m. EDT
Next Meeting Scheduled	TBD
Location / Dial-in Numbers	1 800 605-5167 use passcode 724635
Gotomeeting	855160306

Agenda

I. Goals for Meeting and Review of Agenda

II. Approval of July 10 2009 Planning Committee Minutes

III. Review of IHE Year 4 Showcase Marketing Plans

        Signage about the LAMI
                Connect all your old devices
                LAMI – Bridging the past, present and future

- Registration at the ADT
        A. Was there a problem with flow?
        B. What is the solution?
                a. Additional staff for ADT stations?
                b. Additional stations up front for self-registration
- Theater within Showcase
        A. Should presentations be planned?
        B. How to market presentations?
        C. Which presentations should be provided?
- Individual company brochures/flyers
        A. Should these be allowed? There were some concerns last year about "product marketing/selling" within the Showcase.
        B. Have a display table at front of Showcase for everyone's brochures?

IV. Next Steps/Next Meeting

Decisions and Actions

Decisions and Action Items	Person responsible	Timeline
1. The Planning Committee approved the July 11 2009 PC minutes. Flora will post the minutes on the ihe wiki site.	Flora	7/13/2009
2. The PC discussed the success story with implementation of IHE workflow in real-life implementations. For example, Lahey Clinic in Boston will be up and running in a couple of weeks with IHE implementation. Other implementations are expected to follow. The PC determined that this would be good to highlight in the Showcase Theater presentations and to involve the chief of Lahey, Dr. Jeffrey Marks. A series of posters could be developed, depicting the actors, and perhaps photos of Lahey clinic.	Jim	10/5/2009
3. The PC discussed at length value of presentations at		

the Showcase theater. These were poorly attended last year. However, publicity could be significantly improved, with posters outside the theater and in various vendors' booths with featured presentations. The PC decided that they would like to continue the theater presentations, with 3-4 presentations per day. An important draw would be to provide presentations on meaningful use, stimulus incentives, e-prescribing, as well as the success stories as described above. Flora will start scheduling presentations and will be responsible for production of posters with the theater schedules.	Flora	Oct 1 2009
4. The PC discussed the attendee flow through the Showcase last year. At times there appeared to be crowds at the ADT station. The PC discussed this based on prior experience and determined that the backflow was due to lack of booth personnel at subsequent stations. The PC recommended that it be emphasized to all vendors participating at the Showcase that they always cover their booth and that they have trained reinforcements/backup as needed. Flora and Don will emphasize this to the Showcase participants.	Flora, Don	Oct 2009
5. The PC also discussed the sign to feature Legacy Acquisition Modality Importer Actor. The group agreed upon the slogans: *Connect all your old devices. LAMI – Bridge to the past, present and future. This will be featured on a sign and Flora will take care of its production. As discussed at the previous meeting, a white paper describing LAMI will be developed by Alan Golota and Jim Riggi. Mark and Linda can contribute to it as well.	Flora Alan, Jim	Sept 2009 Sept 2009
6. The PC also discussed the availability of vendor marketing brochures. There were some problems with marketing/promotions in the Showcase area. The PC determined that it would be best not to have any individual vendor marketing brochures available in the Showcase. Instead, Flora will make IHE Eye Care Brochures available to each vendor, with a blank space on the back to stamp or label with the individual vendor names, logos and booth location. There will be no need for a display table.	Flora	Oct 2009
7. The PC discussed the need to move up the schedule to allow for decisionmaking on new proposals for the 2010 development cycle. This would allow vendors to have more planning and development time, as well as allow members to be aware of what is coming in the future. This would mean that there need to be meetings of the PC in September to consider and evaluate proposals and forward them to the TC for final decisionmaking. Flora will send around the previous proposals that had been considered in the past.	Flora	8/7/2009

Prepared by Flora Lum

Documents Discussed

Meeting Minutes

July 10, 2009 Planning Committee Minutes

Scheduled Calls & Meetings

TBD – 12:00 – 2:00 p.m. EDT
U.S.:   1800-605-5167
Code: 724635
Go To Meetings:
https://www2.gotomeeting.com/register/

Participants

The following members participated in person or by phone in the meeting.

Attendee, Project Role	Org.	E-mail Address	IHE Member	Present
Jim Riggi, Co-Chair	Medflow	jriggi@medflow.com	Y	X
Linda Wedemeyer, Co-Chair	Veterans Health Administration	linophth@cox.net	Y	X
Mark Horton	Indian Health Service	mark.horton@ihs.gov	Y	X
Don Van Syckle	AAO	don@dvsconsulting.com	Y	
Flora Lum, Secretary	AAO	flum@aao.org	Y	X
Terry Ahnstedt	VersaSuite	tahnstedt@versasuite.com		
Ketan Bagia	MDoffice	ketan@mdoffice.com		X
Allen Brewer	Washington National Eye Center	Allen.Brewer@medstar.net	Y	X
Rick Butler	Medflow	rbutler@medflow.com	Y	
Imran Chaudhri	Topcon/ANKA	in@chaudhri.net	Y	
Shawn Dastmalchi	Carl Zeiss Meditec	s.dastmalchi@meditec.zeiss.com	Y	
Thai Do	Topcon	tdo@topcon.com	Y	
Brian Gegan	Eyefinity/Officemate	Brian.gegan@eyefinity.com		
Shagun Grover	TSG Integrations	sgrover@tsgintegrations.com	Y	
Alan Golota	Ophthalmic Tools	apgolota@ophthalmictools.com		X
Elliott Hutton	Carl Zeiss Meditec	E.Hutton@meditec.zeiss.com	Y	X
Doug Johnson	Compulink	doug@asknice.com		
Artur Kowalski	Topcon	Artur.kowalski@topcon.com	Y	
Tobias Kurzke	Carl Zeiss Meditec	t.kurzke@meditec.zeiss.com	Y	X
Raj Limaye	Consultant	rlimaye@yahoo.com		

Attendee, Project Role	Org.	E-mail Address	IHE Member	Present
Hiro Matsuzaki	Nidek	Hiro_Matsuzaki@nidek.com		
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Ken Pearson	Kowa	ken@kowa.com		
Michael Plotkin	Topcon	m.plotkin@topcon.com	Y	
Heiko Roesch	Heidelberg Engineering	Heiko.roesch@heidelbergengineering.com	Y	
Jay Shah	MDoffice	jay@mdoffice.com		X
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