

*Don't Miss the Opportunity to Hear*

## William A. Fera, M.D.

Vice President of Medical Technologies; Medical Director Interoperability, UPMC

**Monday, March 1, 4:00 p.m., Alcatel-Lucent Booth 4339**

**Participants:** Today's session will target all levels in healthcare management (Clinicians, Directors, C-level Administration) within Tier I-III organizations/locations. All healthcare personnel are welcome to attend.

**Purpose:** Alcatel-Lucent will present a vision for reforming healthcare by demonstrating real-world collaboration solutions that will have the capacity to change healthcare on a global scale.

The Center for Connected Medicine (CCM) is a joint venture between some of the largest innovators in healthcare, information technology, and communications. CCM is now a destination where health care organizations can see demonstrations of integrated and connected medicine providing new methods for shortening the care cycle, improving the quality and access of care, enhancing efficiencies, and reducing costs.

We will walk through existing possibilities as a result of these innovators coming together. Following "virtual" patient admission into a hospital, we will visit with a physician, recovery in a rehab facility, observe the ways technology can transform the delivery of care specifically defining what architectural and technical possibilities can be accomplished.

At the conclusion of the session, we will provide insight to:

- What is The Center for Connected Medicine
- How innovative leaders in healthcare can demonstrate real-world collaborative solutions with the capacity to change healthcare on a global scale
- Alcatel-Lucent's role within healthcare innovation and specifically with the CCM

## William A. Fera, M.D.

Dr. Fera has provided over a decade of clinical and information technology leadership within the University of Pittsburgh Medical Center (UPMC) and has been instrumental in redefining the model of healthcare through state of the art information technologies to produce exceptional clinical outcomes.

Dr. Fera serves as the Vice President of Medical Technologies; Medical Director Interoperability, UPMC. UPMC is the largest integrated health care and finance delivery system in Pennsylvania and one of the leading nonprofit medical centers in the country. UPMC is a \$7.4 billion, 45,000 employee organization that serves the health needs of more than 4 million people each year.

Under his current role, Dr. Fera leads the interoperability initiative at UPMC as well as efforts to identify and develop UPMC intellectual property and associated internally developed solutions for commercial opportunities. Under Dr. Fera's leadership, these emerging technologies have a direct impact on patient safety and care delivery, underscoring the UPMC mission of providing outstanding patient care.

