



[HIMSS10 Health IT Venture Fair](#)
Building Your Health IT Business Session & Lunch
8:00 AM – 1:30 PM
Room C307

8:00 AM

Challenges and Creative Ideas from the Entrepreneurs' and Investors' Perspective

Description:

Leading entrepreneurs and investors will discuss issues ranging from market, path to sales, performance milestones and strategic partners.

Panel Information:

Moderator: Howard Burde, Esq., Howard Burde Health Law

- Ned Moore, Portico Systems
- David St. Clair, MEDecision
- Rick Toren, CodeRyte
- Jonathan Phillips, Healthcare Growth Partners
- Richard Davis, Needham & Company
- Beth Cohen, Blank Rome LLP
- Kristi Remington, Blank Rome Government Relations LLC

9:30 AM

Key Business and Legal Issues in Building a Healthcare IT Business

Description:

Human Capital, Protecting Intellectual Property and Risk Management

Panel Information:

Moderator: John Shire, Esq. or Jim Staiger, Esq., Blank Rome LLP

- Simmi Singh, Egon Zehnder International Inc.
- Jim Gibson, Gibson Consultants
- Doug Friel, Johnson Kendall & Johnson
- Jennifer Daniels, Blank Rome LLP
- Lenard Marcus, Edison Venture Fund



11:00 AM

Raising Early Stage Capital - What Every Entrepreneur Needs to Know

Description:

Discussion by VC investors will include business plan and strategy, capital structure, valuation, what it means to receive VC funding

Panel Information:

Moderator: John Shire, Esq. or Jim Staiger, Esq., Blank Rome LLP

- Patti Weber, DrPH , National Cancer Institute SBIR Development Center
- Nina Sawczuk, Enterprise Innovation Institute
- Jim Wiseman, BioEnterprise
- Bob McHugh, Ben Franklin Technology Partners of Northeastern PA
- Rick Beberman, Healthcare Investment Visions
- Stephen Krupa, Psilos

12:00 PM - Lunch

How Early Stage Companies Can Work with the Office of the National Coordinator

Description:

A discussion with Will Yu of the Office of the National Coordinator, moderated by John Shire, Esq., Blank Rome LLP