

PDF Healthcare Core Team Meeting
Meeting Minutes
Tom Eberle

March 3, 2008

Call Logistics:

Monday Mar 3rd, 2008
 2:00 PM EST 11:00 AM PST
 Phone Conference - 1-888-7428686 1-303-9282603
 Conf ID# 5991077

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Meeting Minutes and Agenda: Rick Benoit covered chairing the meeting for Betsy Fanning. Agenda and minutes approved.

[Agenda](#)

[Introductions – All](#)

[Agenda Approval - All](#)

[Meeting Minutes Approval - All](#)

[Old Business:](#)

- > [Ballot and Publication Status - Betsy Fanning](#)
- > [Press Release Status - Betsy Fanning](#)
- > [Marketing Presentation and FAQ Status - Betsy Fanning](#)
- > [TEPR Discussion - All](#)
- > [ASTM E31 Update - David Kibbe](#)

[New Business:](#)

- > [Leavitt Visit to Northern Illinois Physicians for Connectivity - Publication and Presentation Update - Rick Benoit](#)
- > [HIMSS Briefing - Rick Benoit and others that attended](#)
- > [Other - All](#)

[Summary and Adjournment - All](#)

Old Business: Rick Benoit notes that the BPG and IG are approved and out the door. Final copy will be free from AllIM to any workgroup participants. To others it will be available for a fee.

No update on press release (Betsy not in attendance today). It did go out. **Rick will send a note to Betsy on what the results have been.** Deborah Kohn searched the press and saw nothing on this. The buzz from HIMSS may have blunted any response and the release might have been ignored by the press.

Marketing committee asked to review proposal for TEPR presentation per Rick. Dr. Stasia Kahn and Chris Ross have both agreed to present real-world use cases showing use of PDF in healthcare settings. Marketing committee reminded to review and prepare for discussion at next meeting. John Colang suggested that perhaps the group could assist Dr. Kahn with improving the technical quality of the presentation. He also suggested that we ensure that there will be adequate facilities for wireless access, etc., for live presentations. **Rick has the AR to check on this.**

Dr. Kibbe's report on E31 deferred to next meeting

New Business: Rick spoke about Scty Leavitt's visit to Northern Illinois Physicians for Connectivity. He will report back on this visit at our next visit when he has an update from Dr. Kahn.

HIMSS Update: Deborah Kahn gave her perspective on this meeting. She spoke with a representative from Google who had never heard of PDF Healthcare. Apparently, Dr. Steve Waldren has spoken with folks at Google higher up in the organization. She had a similar experience talking with someone at the Microsoft booth. She also talked to a rep from the Electronic Health Record Vendors Association (EHRVA). They have just put out a BPG based on the CCR for their members (note that they work closely with HL7). They also knew nothing about PDF Healthcare. They were skeptical of the need for PDF in healthcare. She provided them with the FAQ and made the case for why PDF is useful in healthcare and got contact info for some of these folks. Deborah was also asked to see if the JCAHO might be a conduit for using PDF for hospital data and she will look into this with assistance from Dr. Tom Sullivan.

Question was raised about how the announcement was handled at HIMSS. No one seems to know for sure, but Rick with f/u with Betsy about this. Deborah notes that the next big opportunity may be at TEPR, though efforts will be made to engage with Google, Microsoft, and EHRVA. John Colang notes that the EHRVA website slams PDF as a static format, and may need education as to how it can be used for containing XML data. David McCauley from Cerner notes that the big vendors look at what comes in the "front door" of CCHIT/HITSP in terms of the standards world, and this effort doesn't have much traction in the large, enterprise HL7-oriented world. TEPR is more oriented to small vendors/primary care. Lory Wood notes that PDF Healthcare can be highly useful in the PHR space and this is an opportunity for collaboration among the vendors. John Calder feels that we need to market PDF Healthcare to consumer groups rather than just among the HIT community.

Rick added his perspective on HIMSS. This is a very large-scale IT-focused event. Our effort cannot hope to make much a wave in this space, but we might be able to draft off of the effect that Microsoft, Google have had in reference to personal health. He notes that Dr. Holly Miller's PHR session attracted a large crowd of interested attendees, even though it was the only representation of the PHR at the conference. This interest could work to the advantage of PDF Healthcare in the future if we position it correctly. A number of submissions were made regarding PDF Healthcare, all of which were rejected, but this may change. Rick reminded the HIMSS folks that as the PHR industry rises, they may lose out to TEPR unless they open up to this type of effort in the future. Marketing this group's work will need to be the focus over the next year.

Tom Eberle made the point that we might want to consider Google and Microsoft not as competitors but as potential collaborators. If they can be convinced of the value they could be a huge positive factor. David notes that the "competition" is HL7 and IHE who have great impact at CCHIT and HITSP. Lory notes that market demand may be most important in getting traction for this. Dr. Alan Zuckerman notes that PDF Healthcare needs to look at PDF tied into HL7 CDA which will give visibility to the mainstream vendor community.

Next Steps and Adjournment: Rick reminded the marketing committee to return comments to him. Meeting adjourned at 12:09 p.m. PST.

Submitted,
Tom Eberle

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Summary and Next Steps:

High Level Milestones & Timelines Remaining Outstanding Tasks

Develop preliminary objectives and goals for 2008	Rick Benoit	January 14 for comment
Check on facilities/wireless access, etc. for TEPR presos	Rick Benoit	Before March 17 meeting
Rick to follow up with Betsy on results from the press release	Rick Benoit	Before March 17 meeting