



The National Latino Alliance on  
Health Information Technology

LISTA's cordially invites you to be part of National Latino Alliance on Health Information Technology Initiative. As we get started with our plans for the New Year, I wanted to reach out to you personally in an effort to partner up with you from the beginning of the year.

As the U.S. Hispanic/Latino community continues to grow at a rapid pace, LISTA identified that our primary care physicians were not being addressed and could face an uphill battle to be part of the eminent changes associated with EHR Adoption thus affecting the way Latino doctors are attending our community. In 2009 LISTA authorized the establishment of a National Latino Alliance on Health Information Technology, an alliance of Health Tech Professionals and Primary Care Physicians to focus on the Health IT needs of the Latino Community. Join LISTA and National industry leaders as we launch our third year of service to the Latino Medical Community. Our initiative is to inform and educated 25,000 Doctors and 3,500 New Health IT Professionals in 5 years.

The program will include 8 Seminars and 20 workshops across the country in conjunction with partners which will continue to engage Latino Doctors and tech professionals throughout the adoption process. Don't miss your chance to be part of this initiative as we work our way to Meaningful Use in the Latino community!

Our first event this year will be our: **EHR Adoption Local Primary Care Physician Briefing Breakfast**

Thursday, February 17, 2011  
8:00 am – 11:00 am

MELIÀ

HOTEL ATLANTA  
590 West Peachtree Street NW  
Atlanta, GA 30308  
(404) 877-9000  
[www.meliatlanta.com](http://www.meliatlanta.com)

Come meet Latino Primary Care Physicians and FQHC, as we discuss the Meaningful Use of Health IT and its effects on their practice and community. Topics to be discussed are **How to Begin EMR Adoption, Business Augmentation - Financing, Technology Innovation and Broadband Adoption in the Practice.**

We have a good membership base of Over 4000 people in the state of Georgia and a strong network of friends and future members about 65,000 to be exact. I want to ask you to consider sponsoring our events this year and obtain advertising on our [www.latinohit.org](http://www.latinohit.org) website. In this regard, I have attached our Sponsorship Partner and Advertising Partner programs describing benefits and rates for each area of support. In both cases I think we are presenting you with modest cost opportunities to promote your business to a group that you need to reach.

Please apply within your organizations and seek support for LISTA and The Latino HIT Initiative. We look forward to working with you now and in the future. If there is anything that I have to do in this effort, kindly let me know.

As always your support is greatly appreciated.

Thank you and best regards,  
**Jose**



**Jose A. Marquez-Leon | Latinos in Information Sciences and Technology Association |  
National Latino Alliance on Health Information Technology  
National President and CEO**

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**Invited Speakers:**

- Dr. Sanjay Gupta MD Chief Medical Correspondent CNN
- Dr. David Hunt MD, FACS Medical Officer, Office of the National Coordinator for Health IT
- Dr. Dominic H. Mack, M.D., Deputy director at Morehouse School of Medicine GA-HITREC Program
- Lenny Swinson, EHR Adoption Specialist - Pristine Technology Solutions, Inc.
- Dr. Sotomayor and Dr Fernandez Early EHR Adopters - The Good, The Bad and The Ugly of EHR
- Marcia Thomas-Brown COO of the NHIT
- Jose Marquez, CEO of LISTA National Alliance on Health Information Technology