

# 4th Annual Tech Latino 2030 Legislative Forum



Washington, DC  
Wednesday, May 11, 2011  
Thursday, May 12, 2011

**Washington Hilton  
1919 Connecticut Avenue, NW  
Washington, DC 20009**

## **May 11, 2011**

**8:00 am – 11:00 am: House Visits**

**4:00 pm – 6:00 pm: Welcome Reception**

### **Welcome Speakers**

Dr. David Hunt, Medical Director - Office of Provider Adoption Support - ONC  
Thomas Oliver, COO – Capital Wire PR  
Dr. Jose Delgado, President & CEO – Taino Consultants, Inc.  
Anthony (Tony) Jimenez, President & CEO – MicroTech

## **May 12, 2011**

**7:00 am – 8:00 am: Registration & Networking**

**8:15 am – 9:20 am: Café Con Leche Breakfast**

### **Opening Plenary Speakers**

Jose Marquez, National President & Founder - LISTA  
Ruth Perot, Chief Executive Director - Summit Health Institute for Research and Education, Inc.  
Anthony (Tony) Jimenez, President & CEO – MicroTech  
Dr. Jose Delgado, President & CEO – Taino Consultants, Inc.  
Kerry McDermott, MPH, Director-Healthcare, Office of Strategic Planning and Policy Analysis, FCC

## **Workshops**

**9:30 am – 10:45 am: Workshop I –Social Media ROI**

This session will provide an overview on how social media has become a fundamental part of our daily lives, business marketing, community engagement and how to make certain you are getting a return on your investment.

### **Moderator**

Manny Ruiz, President & CEO – Hispanicize

### **Panelist**

Rafael Rodriguez, Interactive Media Director – Norsan Multimedia  
Midy Aponte, President – The Sánchez Ricardo Agency  
LD Herrera, President/CEO – Expert Approach, Inc.

**10:50 am – 12:00 pm: Workshop II – Tech Trends**

Technology of all kinds has become an important aspect of our business, cultural and educational experience. This session will highlight the latest and greatest.

**Moderator**

Michael Serrano, Director of Information Technology – East Harlem Council for Human Services, Inc.

**Panelist**

Anthony (Tony) Jimenez, President & CEO – MicroTech

Jason Lorrenz, Executive Director - HTTP

Carolyn Brandon - Senior Industry and Innovation Scholar, Georgetown Center for Business and Public Policy

**12:00 pm – 2:00 pm: Luncheon**

**Speakers**

Dr. Garth Graham, Deputy Assistant Secretary for Minority Health Office of Public Health & Science

Georgina Verdugo, Director – US Department of Health and Human Services Office for Civil Rights

Dr Farzad Mostashari- National Coordinator of ONC

Frederica Wilson, Congresswoman – Florida - 17<sup>th</sup> Congressional District

**2:15 pm – 3:30 pm: Workshop III – EMR Adoption 101**

EMR vendors are trying to make a sale, and salesman, even if well intentioned, rarely have quality clinical experience in multiple areas. This session will cover the basic and legal questions you need to ask.

**Moderator**

Marcia Thomas – Brown, Chief Operating Officer – National Health IT Collaborative for the Underserved

**Panelist**

Lenny Swinson, Principal - Pristine Technology Solutions

Miryam Gerdine, Public Health Analyst - Health Resources and Services Administration

Oscar Mislá, President – CIRACET Corp.

Dr. Jose Delgado, Taino Consulting and Latino HIT Board of Advisor

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**3:45 pm – 5:00 pm**

**Workshop IV – Broadband in the Practice**

2015 isn't nearly as far away as you think, many medical systems are projecting 12-18 month transition periods to get ready. Don't underestimate the size of this project. This session will make certain you have adequate broadband in your practice to sustain your EMR transition!

**Moderator**

Jason Llorenz, Esq, Executive Director – HTTP (Hispanic Technology and Telecommunications Partnership)

**Panelist**

Mark L. Keam, Senior Advisor Strategic Alliance & Wireless Public Police - Verizon

Jose Luis Rodriguez, CEO, HITN and Immediate Past Chair LISTA

Kerry McDermott, MPH, Director-Healthcare, Office of Strategic Planning and Policy Analysis, FCC

**6:30 pm – 9:30 pm:**

**Government Beacon Reception**

**Government Beacon Award Recipients**

John Lewis, Congressman – Georgia

Loretta Sanchez, Congresswoman – California

**Visionary of the Year Award Recipients**

Manny Ruiz, President & CEO – Hispanicize

**Event Chair Award Recipients**

Thomas Oliver, COO – Capital Wire PR