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*The Professional/Scholarly Publishing (PSP) Division of the Association of American Publishers
American Medical Publishers Committee Presents...*

Medical Informatics: Opportunities & Challenges for Publishers

Monday, June 18th, 2007

10:30am-4:00pm

The Princeton Club

15 West 43rd Street

New York, NY 10036

The objective of this seminar is to clarify for the Medical Publishing community what the domain of Medical Informatics is today, and how it is or may be relevant for publishers and content owners

Who Should Attend: Mid to senior level medical publishing executives involved in product development; editorial, marketing or production.

This seminar will address:

An Overview of Health Information Systems

This presentation will overview the many types of HIS systems in use, describe their functions, identify key system providers and trends, and outline how such systems may intersect with content providers.

Clinical Decision Support: Injecting Information Directly Into the Care Process

Clinical decision support (CDS) systems are becoming a more and more important component of electronic health records, and of clinical care in general; thus, it is important for publishers and content providers to understand the basic styles of CDS, what works and what doesn't, how journal and book content relates to CDS, and what is happening at the national level to make standard-form CDS content widely available.

Additional Topics Include:

- ❖ Information Retrieval – how search engines work, digital libraries
- ❖ Vocabulary & Coding and Standards – taxonomies, ontology, etc
- ❖ Education – e-learning standards

Speakers:

William M Detmer, MD, Msc, President and CEO, Unbound Medicine

W. William Haines, Haines Group LLC

Ed Hammond, Professor-emeritus, Community and Family Medicine and Professor of Biomedical Engineering at Duke University, Durham, NC

Jonathan M. Teich, MD, PhD, Chief Medical Informatics Officer, Elsevier

Additional Speakers TBA

If you feel that this flyer would benefit others in your organization, please circulate this announcement.

REGISTRATION FEES

[] YES! I will be at the Medical Informatics Seminar on Monday, June 18th, 2007, 10:30am-4:00pm. Lunch is included. Registration Fees are as follows:

CONTACT DETAILS:

Name

Business Title

Company

Address

City, Zip, State

Telephone

E-mail

PAYMENT METHOD:

- Check (Payable to *Association of American Publishers, Inc.*)
- Visa
- MasterCard
- American Express

Card No. _____ Exp. Date _____

Cardholder _____ Name of Signature _____

REGISTRATION FEES:

- \$175.00 AAP Member
- \$250.00 AAP Non-Member

MAIL OR FAX PAYMENT TO:

Association of American Publishers
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New York, NY 10003-3004
Fax (212) 255-7007

Cancellation Policy: Full refund for cancellations on/before June 5th, 2007. **NO REFUND FOR CANCELLATIONS AFTER June 5th, 2007.** In the unlikely event of seminar cancellation, the AAP/PSP is not responsible for any costs, damages or other expenses of any kind including, without limitation, transportation and/or hotel costs incurred by registrant. Speakers subject to change without notice.