



**Collaborative Meeting**  
**Meeting Location: University of North Florida**  
**University Center, Jacksonville Florida**  
**Hosted by: BlueCross BlueShield of Florida**  
**July 16-17, 2007**

**Steering Committee:**

- BlueCross and BlueShield of Florida (BCBSF)
- Humana
- UnitedHealthcare
- AvMed

**Advisory Council:**

- Aetna
- Agency for Healthcare Administration (AHCA)
- CIGNA HealthCare
- Florida Academy of Family Physicians (FAFP)
- Florida Pharmacy Association (FPA)
- Florida Medical Association (FMA)
- Florida Hospital Association (FHA)
- Florida Osteopathic Medical Association (FOMA)
- Florida Chapter of American College of Cardiology (ACCFL)
- Florida Medicare Quality Improvement Organization (FMQAI)
- RxHub
- SureScripts

**University of North Florida (UNF)**  
**University Center**  
**12000 Alumni Drive**  
**Jacksonville, FL 32224 - 2678**  
**Phone: 904-620-4222**  
**Email: [univ-ctr@unf.edu](mailto:univ-ctr@unf.edu)**



**Agenda for Monday, July 16, 2007**

<b>12:00 – 1:00</b>	<b>LUNCH</b>	
<b>12:30 – 12:40</b>	1. Introductions and Review of Agenda	<b>Culbertson</b>
<b>12:40 – 1:00</b>	2. Welcome and introductions, 1. Bridge from last session	<b>Peper</b>
<b>1:00 – 1:30</b>	3. Steering Committee Meeting	<b>Steering Committee</b>
<b>1:30 – 2:45</b>	4. Presentation from Neal, Gerber and Eisenberg 1. Discussion of a 501(c)3 and 501(c)6 Structure 2. Neal, Gerber and Eisenberg Proposal 3. Next Steps	<b>Kathy Roe, Jack Rovner</b>
<b>2:45 – 3:00</b>	<b>BREAK</b>	
<b>3:00 – 4:00</b>	5. Provider Outreach Workgroup Strategy	<b>Lampone Latimer</b>
	1. Workgroup Update 2. Roundtable – Discussion of the proposed outreach materials and approach 3. Discuss workgroup resource recruitment, roadmap and timeline	
<b>4:00 – 5:00</b>	6. Vendor Solutions Workgroup – Presentation of the Proposed Registration Process	<b>Bridges Barger</b>
	1. Introduction to the Vendor Community 2. Review of the Registration Process 3. Roundtable discussion and Q&A	<b>Vendor Community</b>
<b>5:30 – 7:00</b>	<b>RECEPTION HOSTED BY BlueCross BlueShield of Florida</b>	<b>UNF University Center</b>



**Collaborative Meeting**  
**Meeting Location: University of North Florida**  
**University Center, Jacksonville Florida**  
**Hosted by: BlueCross BlueShield of Florida**  
**July 16-17, 2007**

## “Outreach Day” Agenda Tuesday, July 17, 2007

8:30 – 9:00	Welcome and Opening Remarks	<b>Dr. William Kerr</b> VP and CMO BCBSF
9:00 – 9:30	e-Prescribe Florida Business Case Overview and Progress to Date	<b>Catherine Peper</b> Chair, e-Prescribe Florida VP, HIT BCBSF
9:30 – 9:45	Overview Provider Outreach	<b>Dr. Tom Lampone</b> Workgroup Chair Medical Director, BCBSF
9:45 – 10:00	Overview Vendor Solutions	<b>Beth Bridges</b> Workgroup Chair Humana
10:00 – 10:15	Introduce Break out Sessions Objectives and Approach	<b>Dr. Bob Shaw</b> Vice Chair United
10:15	<b>Break and proceed to break-out sessions</b>	
10:30 – 12:00	A. Provider Outreach	<b>Breakout Room</b>
10:30 – 12:00	B. Vendor Solutions	<b>Breakout Room</b>
12:00 – 1:00 12:30 – 1:00	<b>Lunch</b> Presentation of the planning for the fall 2007 ePrescribe Florida Summit	<b>Walt Culbertson</b> Executive Director ePrescribe Florida
1:00 – 2:00	Report out from Breakout sessions	<b>Group Chairs and Vice Chairs</b>
2:00 – 3:00	Idea Integration	<b>Group</b>
3:00	Adjourn the session	

## Accommodations and Directions



The even hotel is the Homewood Suites by Hilton® located in the new St. Johns Town Center Mall. The room rate is \$169.00. Make certain to mention ePrescribe Florida when you register.

Directions: Take I-95 South to exit 344 Butler Blvd/FL 202. Go east on Butler Blvd to Gate Pkwy. Exit and turn left on Gate Pkwy. Turn right onto Town Center Dr. Take first street to the right - Big Island Drive. 10434 Midtown Parkway, Jacksonville, Florida, USA 32246  
 Tel: +1-904-641-7988 Fax: +1-904-641-8488

Information and rates for other local accommodations will be available at the [www.ePrescribeFlorida.com](http://www.ePrescribeFlorida.com) Website.



Collaborative Meeting  
Meeting Location: University of North Florida  
University Center, Jacksonville Florida  
Hosted by: BlueCross BlueShield of Florida  
July 16-17, 2007

## Directions to UNF University Center



### FROM I-95:

- Exit East on J. Turner Butler Blvd. (Exit 344)
- Go approximately seven miles to the Kernan Blvd. exit.
- Exit and turn left onto Kernan Blvd.
- Turn left on Alumni Drive. (This is the back entrance onto the UNF campus).
- The first building on the left is the University Center.
- Turn left into the first driveway on Alumni Drive. This is the University Center parking lot.

### FROM THE BEACHES:

- Go West on J. Turner Butler Blvd. to the Kernan Blvd. exit
- Exit and turn right onto Kernan Blvd.
- Turn left onto Alumni Drive
- The first building on the left is the University Center
- Turn left into the first driveway on Alumni Drive. This is the University Center parking lot.

### FROM STATE ROAD 9A:

- Exit at UNF Exit.
- Turn on to UNF Drive.
- Take the first right onto Alumni Drive.
- Turn right into the first driveway on Alumni Drive. This is the University Center parking lot.

### FROM Homewood Suites:

- Start out going NORTH on MIDTOWN PKWY toward RIVER CITY DR.
- Turn RIGHT to stay on MIDTOWN PKWY.
- Turn RIGHT onto TOWN CENTER PKWY.
- Stay STRAIGHT to go onto UNIVERSITY OF NORTH FLORIDA DR.
- Turn RIGHT to stay on UNIVERSITY OF NORTH FLORIDA DR.
- End at 12000 Alumni Dr
- Turn right into Alumni Drive. This is the University Center parking lot.