



Report on the September 23, 2009 Fuqua/HSM Conference on Wireless and Consumer Health

In the Room:

- Conference filled to capacity: **120 attendees representing over 60 firms**
 - 51%-North Carolina
 - 13%-New York-Tri State
 - 9%- California
 - 6%- Massachusetts
 - 5%- Minnesota
 - 5%- Washington DC/VA/MD
 - 11%-Pennsylvania, Oregon, Illinois, Washington, Nevada and Japan
- By Position:
 - CEO/COO/CIO/CMO/CPO: 13%
 - President/VP: 19%
 - Directors: 18%
 - Management: 10%
 - Physician: 6%
 - Graduate Student/Scholarship/Other: 34%

Surveys and Reactions:

- Speakers and Panelists received post-conference ratings of *Very Good* or *Excellent* (87% - 94%)

What We Accomplished:

- Gathering of Senior Executives from across the relevant fields of wireless and consumer healthcare and healthcare delivery.
- Fostered a collaborative environment where ideas and direction were shared with input from leading minds and firms in the 'wireless' space.
- Networking with senior thought leaders and physicians from Duke University Medical Center, Fuqua School of Business, and Pratt School of Engineering.
- Discussions with senior executives and entrepreneurs from North Carolina's research Triangle Park – home to a broad spectrum of companies – from Fortune 100 multinational research and development operations, to university spin-outs and start-up operations.

Testimonies:

- "Great speakers. They all provided an amazing insight to what is happening right now in the sector. Very thought provoking."
- "The conference was exceptional from both content and organization perspectives. The speakers were apt, and very well chosen. We are looking forward to the conference next year."
- "An outstanding conference offering insights into technology and the health care consumer. Most of the participants "got it" that we still do not know enough about consumers vis a vis this topic. Too many times the end user is almost an afterthought or consulted so far into the process that it has little impact. Look forward to next year's conference!"
- "I learned a great deal from the various sessions and was able to network with quite a few thought leaders. If there's one thing I learned, it's that the future is already here! Congratulations on organizing a stellar conference!"