

# ICASM IN HEALTHCARE SYMPOSIUM

## REGISTRATION FORM

### MAIL OR FAX TO:

#### ICASM IN HEALTHCARE SYMPOSIUM

Hofstra Cultural Center  
113 Hofstra University  
Hempstead, NY 11549-1130  
Phone: 516-463-5669  
Fax: 516-463-4793

### Method of Payment:

☐ Enclosed is a check in the amount of \$ \_\_\_\_\_  
(payable to Hofstra University ICASM Symposium).

Please charge my:

☐ MasterCard

☐ Visa

Amount \$ \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

**Returned Checks:** A \$25 handling fee will be charged for returned checks.

To register online, please visit **hofstra.edu/ICASM**.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Affiliation \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

☐ I made reservations at the Long Island Marriott.

### SYMPOSIUM FEES

|  | No. of Persons | Amount   |
|--|----------------|----------|
| <b>Regular rate</b>  | _____          | \$ _____ |
| <b>Faculty and staff of North Shore-LIJ Health System with ID</b>                    | _____          | \$ _____ |
| <b>Hofstra University students/faculty/staff FREE with HofstraCard*</b>              | _____          | \$ _____ |
| <b>Matriculated non-Hofstra student</b><br>(must include copy of current student ID) | _____          | \$ _____ |
| <b>Senior citizen</b> (65 and over) with ID  | _____          | \$ _____ |
| <b>Luncheon</b> (with Jonathan Rothberg)   | _____          | \$ _____ |
| <b>Dinner</b> (with Wolfgang Klietmann)<br>(cash bar)                                | _____          | \$ _____ |
| <b>Total</b>   | _____          | \$ _____ |

Hofstra University is 100-percent program accessible to persons with disabilities. \*All events (with the exception of meals) are FREE to Hofstra students, faculty and staff upon presentation of a current HofstraCard.

### LODGING INFORMATION

The Long Island Marriott Hotel and Conference Center in Uniondale has been designated the official symposium hotel. The following is the special discounted rate for room reservations.

#### LONG ISLAND MARRIOTT HOTEL AND CONFERENCE CENTER

101 James Doolittle Blvd.

Uniondale, NY 11553

Attn: Reservations Manager

Tel: 516-794-3800 or 800-832-6255

Fax: 516-794-5936

Room rate: \$169 per night, single/double occupancy

**Cutoff date: Based on availability**

**NOTE:** ALL RESERVATIONS WILL BE HELD UNTIL 6 P.M. ON DAY OF ARRIVAL UNLESS ACCOMPANIED BY THE FIRST NIGHT'S ROOM DEPOSIT OR SECURED BY A MAJOR CREDIT CARD. RESERVATIONS AT THE DISCOUNTED RATE ARE SUBJECT TO AVAILABILITY. WHEN MAKING YOUR RESERVATIONS, PLEASE IDENTIFY YOURSELF AS A PARTICIPANT IN **THE ICASM SYMPOSIUM AT HOFSTRA UNIVERSITY**.

Scheduled transportation will be arranged between the Hofstra University campus and the Long Island Marriott. Schedules will be available at the Symposium Registration Desk as well as at the hotel.

### LOCATION OF HOFSTRA UNIVERSITY

HOFSTRA UNIVERSITY is located in Hempstead, Long Island, New York, about 25 miles east of New York City, less than an hour away by train or automobile. The Long Island Rail Road (LIRR) has frequent trains to the Hempstead Station and the Mineola Station from Pennsylvania Station, located at 34th Street and 7th Avenue, New York City, as well as from the Flatbush Avenue Station in Brooklyn, New York. Use local taxi service to the Hofstra campus.

### Local Taxi Service:

|                         |              |
|-------------------------|--------------|
| All Island Taxi Service | 516-481-1111 |
| Hempstead Taxi          | 516-489-4460 |
| Pub Taxi Service        | 516-483-4433 |
| Ollie's Airport Service | 516-437-0505 |
|                         | 516-352-6633 |
|                         | 718-229-5454 |

### BY CAR:

Travel on the Long Island Expressway to exit 38, Northern State Parkway, to Meadowbrook Parkway South (exit 31A), or Southern State Parkway to Meadowbrook Parkway North (exit 22N). Take Meadowbrook Parkway to exit M4 (Hempstead Turnpike). Proceed west on Hempstead Turnpike (Route 24W) to the Hofstra campus (approximately one mile).

### TRANSPORTATION FROM AIRPORTS:

The Hofstra campus is located approximately 30 minutes by car from either John F. Kennedy or LaGuardia International Airports.

### CALL IN ADVANCE FOR RESERVATIONS:

#### Long Island Airport Limousine Service (LIALS)

LIALS can be called upon arrival at either JFK or LaGuardia Airport at a public telephone: 656-7000 (no area code required). The phones are monitored from 4 a.m. through midnight, seven days a week.

#### U.S. Limousine and Car Service

Personalized Transportation Service  
516-352-2225 or 800-962-2827

**NOTE:** Please be advised that there are no set fares charged by New York City yellow cabs between the airports and the Hofstra campus. Please confirm fee with the driver before starting your trip.

### FOR FURTHER INFORMATION, CONTACT:

HOFSTRA CULTURAL CENTER  
113 Hofstra University  
Hempstead, NY 11549-1130  
Phone: 516-463-5669; Fax: 516-463-4793  
Email: hofculctr@hofstra.edu  
Website: hofstra.edu/culture

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Hofstra University



A Symposium

THE ETHICAL USE OF  
INTERNET CLOUD-BASED APPS  
AND SOCIAL MEDIA (ICASM)  
IN HEALTHCARE

Tuesday, April 24, 2012

Hofstra University Bioethics Center  
Maurice A. Deane School of Law at Hofstra University  
Hofstra North Shore-LIJ School of Medicine at Hofstra University<sup>SM</sup>

and the  
Hofstra Cultural Center  
present

A Symposium

# THE ETHICAL USE OF INTERNET CLOUD-BASED APPS AND SOCIAL MEDIA (ICASM) IN HEALTHCARE

Tuesday, April 24, 2012

## REGISTRATION PROGRAM



HOFSTRA UNIVERSITY



**Janet L. Dolgin, Ph.D., J.D.**

Co-Director, Hofstra University Bioethics Center  
Jack and Freda Dicker Distinguished Professor of Healthcare Law  
Maurice A. Deane School of Law at Hofstra University  
Professor of Science Education  
Hofstra North Shore-LIJ School of Medicine at Hofstra University™

**Alan L. Jakimo, M.B.A., J.D.**

Special Professor of Law  
Maurice A. Deane School of Law at Hofstra University

**Samuel Packer, M.D.**

Co-Director, Hofstra University Bioethics Center  
Chair Emeritus,  
North Shore-LIJ Health System, Department of Ophthalmology  
Professor of Ophthalmology  
Hofstra North Shore-LIJ School of Medicine at Hofstra University™  
Chair, Medical Ethics  
North Shore-LIJ Health System

Hofstra University gratefully acknowledges the participation and generous support of:

#### SYMPOSIUM SPONSOR



#### Continuing Legal Education (CLE) Credits

The Maurice A. Deane School of Law at Hofstra University is certified by the New York State Continuing Legal Education Board as an accredited provider of continuing legal education (CLE) in the state of New York.

New York CLE credits are available to satisfy the mandatory, nontransitional requirement for attorneys attending the symposium.

This is a one-day program that qualifies for six (6) nontransitional CLE credits in professional practice. Credit will be given for the full day. No credit can be given for partial attendance.

Please advise the CLE service secretary at the registration desk if you wish to receive CLE credit. You will be required to complete a sign-in sheet at the start of the day and return the sign-in sheet at the conclusion of the day. Additionally, you must complete an evaluation for the program.

Lawyers admitted in jurisdictions other than New York should check with those jurisdictions to determine CLE requirements in their states. Scholarships are available. For more information, please contact Melissa Kessler at the Hofstra University Bioethics Center at **516-463-7361** or **Melissa.J.Kessler@hofstra.edu**.

**TUESDAY, APRIL 24, 2012**

**8 a.m.-4 p.m.**

#### SYMPOSIUM REGISTRATION and CONTINENTAL BREAKFAST

Rochelle and Irwin A. Lowenfeld Conference and Exhibition Hall  
Joan and Donald E. Axinn Library, 10th Floor, South Campus

**9 a.m.**

#### WELCOMING REMARKS

**9:30-10:30 a.m.**

#### PANEL DISCUSSION: THE ETHICS OF ICASM FOR EDUCATING AND INTERACTING WITH PATIENTS AND THE PUBLIC

**Moderator**

**Joel Weintraub, M.D., J.D.**, Maurice A. Deane School of Law at Hofstra University

**Martine Hackett, M.P.H., Ph.D.**, Hofstra University School of Education, Health and Human Services  
**Bradley H. Crotty, M.D.**, Beth Israel Deaconess Medical Center

*Joseph G. Astman Distinguished Symposium Scholars*

**10:30 a.m.-noon**

#### PANEL DISCUSSION: THE ETHICS OF ICASM IN HEALTHCARE: SOCIAL POLICY, LEGAL RESPONSES, AND MEDICAL STRATEGY

**Moderator**

**Corinne Kyriacou, Ph.D.**, Hofstra University School of Education, Health and Human Services

**Deborah Peel, M.D.**, Patient Privacy Rights  
**Brian Mulligan**, North Shore-LIJ Health System  
**Michele Mathes, J.D.**, American College of Physicians  
**Scott Gottlieb, M.D.**, New York University Medical Center

**Noon-1:15 p.m.**

#### LUNCHEON ADDRESS

**Jonathan M. Rothberg, Ph.D.**  
Ion Torrent, Guilford, CT

**“Moore’s Law and the \$1,000 Genome”**

**1:30-2:45 p.m.**

**Moderator**

#### PANEL DISCUSSION: THE ETHICS OF ICASM IN HEALTHCARE: SOCIO-LEGAL POLICY, CLINICAL PRACTICE, AND EDUCATION

**Theo Liebmann, J.D.**, Maurice A. Deane School of Law at Hofstra University

**Jonathan I. Ezor, J.D.**, Touro College Jacob D. Fuchsberg Law Center  
**Sylvia Chou, M.P.H., Ph.D.**, National Cancer Institute  
**Phil Baumann, R.N.**, Health Is Social  
**David Marcus, M.D.**, North Shore-LIJ Health System

**2:45-3 p.m.**

**3-4:30 p.m.**

**Moderator**

#### COFFEE BREAK

#### PANEL DISCUSSION: THE ETHICS OF ICASM IN THE DISCOVERY, DEVELOPMENT, AND COMMERCIALIZATION OF REGULATED MEDICAL PRODUCTS: LAW, COMMERCE, AND MEDICINE

**Akilah N. Folami, J.D.**, Maurice A. Deane School of Law at Hofstra University

**Edwin J. Tucker, M.D.**, Global Medical Safety, Janssen Pharmaceuticals, Inc.  
**Peter J. Pitts**, Center for Medicine in the Public Interest  
**Michael Meyers, M.P.H.**, Arcoda Capital Management

**4:30-5 p.m.**

#### SYMPOSIUM WRAP-UP AND Q-AND-A

**Janet L. Dolgin, Alan L. Jakimo** and **Samuel Packer**  
*Symposium Co-Directors*

**5 p.m.**

#### RECEPTION

**6 p.m.**

#### DINNER ADDRESS

**Wolfgang Klietmann, M.D.**  
Harvard Medical School

**“Ethics, Competence, and Character: ICASM, A Tool for Creating Innovative Healthcare Systems in the 21st Century”**

## CONTINUING MEDICAL EDUCATION (CME) CREDITS



#### CME ACCREDITATION STATEMENT

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of North Shore-LIJ Health System and the Hofstra University Bioethics Center. North Shore-LIJ Health System is accredited by the Accreditation Council for Continuing Medical Education to provide Continuing Medical Education for physicians.

#### CME CREDIT DESIGNATION STATEMENT

The North Shore-LIJ Health System designates this live activity for a maximum of 6.5 AMA PRA Category I credits.™ Physicians should only claim credit commensurate with the extent of their participation in the activity.

#### DISCLOSURE POLICY STATEMENT

North Shore-LIJ Health System adheres to the ACCME’s New Standards for Commercial Support. Any individuals in a position to control the content of a CME activity, including faculty, planners and managers, are required to disclose all financial relationships with commercial interests. All identified potential conflicts of interest are thoroughly vetted by North Shore-LIJ for fair balance and scientific objectivity and to ensure appropriateness of patient care recommendations.

#### GOAL AND OBJECTIVES

- The Goal states the broad purpose of the program.
- The Objectives should be measurable and are derived from the program goal.

#### ACKNOWLEDGMENT OF COMMERCIAL SUPPORT

If commercial support is obtained for a CME activity, this must be acknowledged and disclosed to learners prior to the activity.

#### DISCLOSURES

All faculty and planner disclosures need to be provided to learners prior to the activity and should appear in print and, if possible, as a PowerPoint slide.