

PRESENTER BIOGRAPHICAL SKETCHES
HIT Standards Committee
Panel on Routing Health Information Data
November 30, 2010

Presenters:

Peter Tippett, Verizon

John Feikema, Visionshare

Joseph Carlson, Covisnt

Anand Shroff, Axolotl

Cris Ross, Surescripts

Eric Dishman, Intel

Peter Tippett is a vice president research and technology for Verizon Business, Security Solutions powered by Cybertrust and the Chief Scientist of ICSA Labs. An information security pioneer, Tippett has led the computer security industry for more than 20 years, initially as a vendor of security products and, over the past 15 years, as a key strategist. He is widely credited with creating the first commercial anti-virus product which later became Norton Anti-virus. Tippett is currently best known for his creation of pragmat enterprise risk metrics and large, risk intelligence and compliance management programs for enterprises.

Dr. Tippett studied under two different Nobel Prize laureates at Rockefeller University and has both an MD and a Ph.D. from Case Western Reserve University. He was recently appointed by President Bush to serve on the President's Information Technology Advisory Committee (PITAC) to help guide the US efforts in Healthcare IT, Information Security and Computational Sciences research.

InfoWorld recognized Dr. Tippett as one of the 25 Most Influential CTO's for 2002. In 1998 he was awarded the Ernst & Young Entrepreneur of the Year and led ICSA Labs to the Inc 500 list. Tippett was the founding Executive Publisher of Information Security Magazine (5 year term). He has written many articles, papers and chapters on IT and information security topics, is widely quoted, and has contributed to numerous television, radio, and other news and feature stories. He is a frequent strategic advisor to large enterprises, and government agencies including the Joint Chiefs of Staff during desert storm.

Earlier, Tippett pioneered and commercialized a string of now-common technologies including what is now called the "Recovery Disk," processor image signatures, using

hash-tables for trusted file execution and anomaly detection, aspects of mail merge and "un-do". He ran one of the largest "open source" bulletin boards for CPM software before the first PC was created and was president of the Osborne Group in the early 1980's. Tippet is a life-long commercial pilot and has held the highest amateur and commercial radio engineer certifications.

John Feikema, President and CEO, Fisionshare, Inc. Mr. Feikema comes to the company from CDXC Corporation where he served as president and was responsible for sales, strategy, product development and corporate financing. Feikema's professional experience includes three years at Imation where he held a variety of general management positions. Most recently he founded and served as general manager for Imation's fast-growing digital asset management practice. This division creates products and services that allow Fortune 500 companies to efficiently manage large quantities of digital media files and documents. Prior to his experience at Imation, Feikema spent 17 years in various management roles at 3M. During his time at 3M he worked with divisions that took advantage of the company's industry-leading market positions in printing and medical imaging and helped create and enhance new digital businesses in these markets.

Joe Carlson, Director, Data Exchange Services, Covisnt, Inc.

Anand Shroff, Senior Director of Product Management, Axolotl Corp. Mr. Shroff has more than a decade of health care product development experience, in both product management and engineering roles. He holds an MBA from the University of California, Berkeley, an MS degree in Computer Science from the University of California, Santa Barbara, and a bachelor's degree in Computer Engineering from the University of Mumbai.

Cris Ross, Executive Vice President, General Manager Clinical Interoperability Services, Surescripts. Cris joined Surescripts in May 2010. Before Surescripts, Cris most recently was Executive Vice President for Product and Information Services and Chief Information Officer for CVS/MinuteClinic, the pioneer and leader in retail-based healthcare. He helped lead the company through aggressive growth, and pioneered a number of industry firsts, including initial integration with Microsoft HealthVault and Google Health, the first nationwide implementation of CCR-based clinical messaging to physicians, and introduction of chronic disease management services in retail clinics.

Prior to CVS/MinuteClinic, he was Chief Information Officer for Optum Behavioral Services, a unit of UnitedHealth Group. Earlier in his career, he held positions including founder and president of an IT consulting firm that was listed on the Inc. 500

and Deloitte & Touche Fast 500 and Fast 50 lists, manager of finance and planning for the State of Minnesota's Information Technology group, and as a Senior Congressional aide on the House Budget Committee.

Cris holds a BS degree in Economics from the University of Minnesota and an MBA from the Yale School of Management. He serves on the Boards of Directors of the Walk-In Counseling Center and Central Presbyterian Church.

Eric Dishman is an Intel Fellow and director of Health Innovation and Policy for Intel's Digital Health Group, which he helped launch in 1999. He founded the Product Research and Innovation team responsible for driving Intel's worldwide healthcare research, new product innovation, strategic planning, and health policy and standards activities. In 2007, Dishman was named an Intel Fellow, one of only 46 Intel executives awarded this designation in recognition of industry leadership in science, technology and innovation.

Dishman is widely recognized as a global leader in driving healthcare reform through home and community-based technologies and services, with special focus on enabling independent living for seniors. He and his team's work have been featured in publications including the New York Times, Washington Post, Business Week, and USA Today. The Wall Street Journal named him one of "12 People Who Are Changing Your Retirement."

Dishman co-founded some of the world's largest research and policy organizations devoted to advancing the cause of independent living, including the Technology Research for Independent Living (TRIL) Centre, the Center for Aging Services Technologies (CAST), the Everyday Technologies for Alzheimer's Care (ETAC) program, and the Oregon Center for Aging & Technology (ORCATECH). Dishman has received numerous awards for his work in helping to shape the future of health care.