



**2012 Amerinet Member Conference**  
**May 15-18, 2012**  
**Rio All-Suite Hotel and Casino, Las Vegas, Nev.**

Track: Executive/Leadership  
Day: Thursday  
Date: 5/17/2012  
Slot: 2  
Time: 10:45a- 12:15 p.m.

**Title:** How Technology is Transforming Healthcare

**Primacy Audience:** Healthcare Executives, Department Leaders

**Other relevant disciplines:** All conference attendees

<b>CE awarded:</b>	Material Management Executives	ISM ACHE II
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**Description:**

This session will focus on strategies to grow the relationship between patient and provider with innovative solutions.

We will discuss mobile access to electronic health records in a safe & secure manner, digital care management, and virtual care - *The cloud is your friend*.

**Objectives:**

- Discuss mobile access to electronic health records in a safe & secure manner.
- Explain digital care management.
- Examine virtual care and "*The cloud is your friend*".

**Speakers:** **Dennis Sullivan**, Global Enterprise Manager, Enterprise Channel – Healthcare, Verizon Wireless and **Michael Ross**, Vice President Healthcare & Retail Verticals in the Enterprise and Global Organization for Verizon Wireless.

**Dennis Sullivan** is a Global Enterprise Manager in the Enterprise & Government Global Organization at Verizon Wireless. He has responsibility for executive engagement at Amerinet Inc. and supporting the entire B2B sales organization at Verizon Wireless in support of their strategic business partnership with accountability of directing strategy, contracts, marketing and healthcare solutions delivery in alignment with field sales support of Amerinet's members across the U.S. He is 100% dedicated to Amerinet's success and to executing on complex and ever-changing voice, data, video and machine to machine wireless solutions resulting in demonstrable ROI and impact to the operational side of healthcare, enabling clinicians to maximize their positive impact at the point of care.

Prior to this role, Dennis held positions of National Account Manager at Verizon Wireless with expertise in consultative selling across all verticals in Fortune 500 accounts. Prior to joining Verizon in 2000, Dennis held corporate account sales positions within the Enterprise and Government divisions at AT&T, Xerox and the commercial printing industry with a combined 25 years of high-level solution selling expertise.

**Michael Ross** is VP of Healthcare & Retail Verticals in the Enterprise and Global Organization for Verizon Wireless. Mike is responsible for healthcare, retail, and hospitality. He and his team are leading complex solution sales for voice, data, and M2M.

Mike has 21 years in the Wireless Industry with a unique blend of experience that covers enterprise, business to business, retail, indirect and business strategy all at the Director Level and above. This experience set gives Mike a deep and diverse view of our evolving wireless space. Mike is a proven leader who has excelled in leading teams while developing key strategic relationships at the account and partnership level.

Prior to his role with the Enterprise and Global Organization, Mike held several positions on the regional level including: Sales Manager, Associate Director of B2B, Associate Director of Retail Stores, Director of Indirect Agents and Retailers, Director of Business for Philadelphia Region responsible for all B2B segments, and Director of Strategy for Business Markets.

Mike earned his Bachelor's of Science degree in Business from Rowan University.