

FOCUS ON HEALTH SCIENCES

Keynotes

TIME	TITLE	LOCATION
Sunday October 11, 2009		
9:00 a.m. – 10:00 a.m.	Oracle Develop Keynote: What Are We Still Doing Wrong? Thomas Kyte Architect, Oracle	Hilton San Francisco Grand Ballroom B
5:45 p.m. – 7:00 p.m.	Oracle OpenWorld Opening Keynote	Moscone North Hall D
Monday October 12, 2009		
8:30 a.m. – 9:45 a.m.	The Art of the Possible Charles Phillips President, Oracle Safra Catz President, Oracle	Moscone North Hall D
9:45 a.m. – 10:30 a.m.	Capitalizing on Technology Megatrends for Competitive Advantage Ann Livermore EVP, Technology Solutions Group, HP	Moscone North Hall D
1:15 p.m. – 2:15 p.m.	Oracle Develop Keynote: Breaking the Collaboration Barrier with Rich Enterprise Applications Ted Farrell Chief Architect and SVP, Oracle	Hilton San Francisco, Grand Ballroom B
Tuesday October 13, 2009		
8:30 a.m. – 9:45 a.m.	Innovation Across the Stack Thomas Kurian EVP Product Development, Oracle	Moscone North Hall D
9:45 a.m. – 10:30 a.m.	The Future of Enterprise Computing and the Efficient Enterprise Michael Dell Chairman of the Board and CEO, Dell Inc.	Moscone North Hall D
Wednesday October 14, 2009		
8:30 a.m. – 9:15 a.m.	Partner Keynote	Moscone North Hall D
10:15 a.m. – 11:15 a.m.	Primavera Program Joel Koppelman SVP and GM, Primavera Global Business Unit John Kunz Center for Integrated Facility Engineering, Stanford University	Marriott Hotel Salon 9
2:45 p.m. – 3:30 p.m.	Seven Game Changing Trends: How Prepared Are You? S. Gopalakrishnan CEO, Infosys	Moscone North Hall D

3:30 p.m. – 4:30 p.m.

Larry Ellison
CEO, Oracle

Moscone North
Hall D

Thursday October 15, 2009

9:00 a.m. – 10:00 a.m.

Primavera Project Portfolio Management Road Map
Richard Faris
SVP, Products, Primavera Global Business Unit, Oracle

Marriott Hotel
Salon 9

General Sessions

TIME	TITLE	LOCATION
Monday October 12, 2009		
11:30 a.m. – 12:45 p.m.	Lower Costs with Oracle Database 11g Release 2 Andy Mendelsohn SVP, Database Server Technologies, Oracle	Moscone North Hall D
1:00 p.m. – 2:15 p.m.	Oracle's Commitment to the Health Sciences Industry Neil de Crescenzo, SVP and GM, Oracle Health Sciences, Oracle	Westin Market Street Metropolitan I
2:30 p.m. – 3:45 p.m.	Oracle Fusion Middleware 11g—Foundation for Innovation Hasan Rizvi SVP, Oracle Fusion Middleware, Oracle Corporation	Moscone North Hall D
4:00 p.m. – 5:15 p.m.	Get the Most out of Virtualization: Manage Top-Down from Application to Disk Edward Screven Chief Corporate Architect Richard Sarwal SVP, Product Development, Oracle Corporation	Novellus Theater Yerba Buena Center for the Arts
5:15 p.m. – 6:30 p.m.	Complete, Open, and Integrated Applications for Your Business Steven Miranda SVP, Applications Development, Oracle Corporation	Moscone North Hall D

Oracle OpenWorld Sessions

TIME	TITLE	SPEAKERS	LOCATION
Monday October 12, 2009			
11:30 a.m.	Oracle E-Business Suite 12 Focus on Supply Chain Management	Chuck Kennedy, Solution Beacon, LLC	Moscone West L3 Room 3005
11:30 a.m.	Vital Issues for Healthcare Executives	Abdul Bengali, Mayo Clinic; Deven McGraw, Center for Democracy & Technology; Marc Perlman, Oracle	Westin Market Stanford
1:00 p.m.	Agile Product Lifecycle Management for Process: Integration Solution Overview	Sarvesh Jagannivas, Oracle; Kumaragurubaran Lakshmiathy, Mahindra Satyam Computers Pvt, Ltd.	Marriott Hotel Salon 12/13
2:30 p.m.	Enabling the Eco-Enterprise with Improved Operational Efficiency	Jeff Henley, Mark Sunday, Oracle	Moscone West Room 2003
4:00 p.m.	Oracle, the FDA, GS1, and Loftware: Improving Supply Chain Safety and Standards	Neil De Crescenzo, Oracle; Jay Crowley, US FDA; Christopher Little, Loftware; John Roberts, GS1 Healthcare US	Westin Market Stanford
5:30 p.m.	Enabling Enterprise 2.0 Within the Canadian Cancer-Research Community	Ann Fellman, Oracle; Scott Reynolds, Deloitte Canada; Neil Robertson, Oracle	Moscone South Room 252
5:30 p.m.	Integrating Clinical Trial Management and Electronic Data Capture	Greg Jones, Oracle; Carrie Johnson, Triumph Consultancy	Westin Market Stanford
Tuesday October 13, 2009			
11:30	Oracle Enterprise Manager: The Complete Oracle Ecosystem Management Tool	Naveen Garg, Colorcon	Moscone South Room 303
11:30 a.m.	Accelerated Clinical Data Warehouse Implementation	Djenan Ganic, NNIT	Westin Market City
11:30 a.m.	Health Engine: Image-Enabled Patient Health Records with Oracle Multimedia DICOM	Melliya Annamalai, Oracle; Tom Sprenger, AdNovum Informatik AG; Peter Summermatter, the i-engineers	Moscone West L3 Room 3000
1:00 p.m.	Oracle E-Business Suite and Oracle Secure Enterprise Search: Customer Case Study	Jim Cassella, Colorcon; Vasu Rao, Oracle	Moscone West L2 Room 2007
1:00 p.m.	Pharmacovigilance: Addressing the Challenge Through a Proactive Risk Base Approach	Douglas Doedens, Oracle; Kapil Kedia, Oracle	Westin Market City
1:00 p.m.	Case Study: Improving Healthcare Delivery in the California Prison Health System	Chris Hobson, Orion Health Inc; Scot Johnson, Oracle	Westin Market Stanford
2:30 p.m.	Oracle Clinical Development Analytics	James Streeter, PPD	Westin Market City

Tuesday October 13, 2009

2:30 p.m.	Implementing World-Class Asset Management via People, Process, and Technology	Louise Farner, Oracle Scott Hollowell, Asset Management Solutions Elie Soares, Baxter BioScience	InterContinental Hotel Grand Ballroom C
2:30 p.m.	Oracle Streams and Oracle Streams Advanced Queuing: What's New in Oracle Database 11g Release 2	Aldo Bravo, Canadian Medical Protective Association Alan Downing, Oracle Patricia McElroy, Oracle	Moscone South Room 308
4:00 p.m.	Oracle Remote Data Capture: The Next Generation of Electronic Data Capture	Jim Streeter, PPD	Westin Market City
4:00 p.m.	Oracle CRM On Demand Life Sciences Strategy Overview and Road Map	Piers Evans, Oracle	Westin Market Metropolitan II
4:00 p.m.	Developing a Web Presence Strategy: M.D. Anderson Cancer Center Case Study	Lynn H. Vogel, PhD, MD Anderson Cancer Center; Sue Sutton, RN PhD, Tower Strategies John Foster, Oracle	Westin Market Stanford
5:30 p.m.	Increase Throughput and Customer Service with Oracle Production Scheduling	Shane Hellsten, Oracle Nicolas Huret, Chevalier Consulting LLC Doug Percell, Teva Pharmaceuticals	Moscone West L2 Room 2014
5:30 p.m.	Single Patient View (eMPI): Enabling Health Information Exchanges	John Barto, Sun Microsystems; Dale Will, Sun Microsystems	Westin Market Stanford

Wednesday October 14, 2009

10:15 a.m.	Critical Issues in Healthcare Reform: Washington Update	Sharon Cohen, Arentthal Jones Podesta Group	Westin Market Stanford
10:15 a.m.	Oracle's EPM Applications Release 11.1.x Best Practices: Customer Panel	Laura Alvis, Duke University; Michael Cronauer, Siemens Medical	InterContinental Hotel InterContinental C
11:45 a.m.	Oracle's Multimedia DICOM API: Next-Generation Platform for Medical Imaging Solutions	Melliyal Annamalai, Oracle. Dongbai Guo, Oracle	Moscone South Room 270
11:45 a.m.	Customer Panel: Best Practices with Oracle's Demantra Solutions	Phil Kelaart, Emerson Rosemont Jim Kerr, Teva Pharmaceuticals Kevin Kroymann, Hormel Foods Randall Wood, Leggett and Platt	Moscone West L2 Room 2014
11:45 a.m.	Providing a Robust Data Archive Solution for the Largest Global Healthcare Payer	Bruno Coon, Hewlett Packard Jay Joshi, Centers for Medicare Medicaid Barbara King, DHHS – CMS Lisa Rehanek, Centers for Medicare Medicaid John Stouffer, CMS/FMSG	Westin Market Stanford
1:45 p.m.	Improving Efficiencies in a Life Sciences Environment with Agile PLM Applications	Brian Hicks, USANA Health Services Todd Hein, Oracle	Moscone West L3 Room 3009

Wednesday October 14, 2009

5:00 p.m.	Using Oracle Business Intelligence Enterprise Edition to Improve Insight and Reduce Costs	Kshitij Kumar, Apps Associates Dave Rudzinsky, Hologic Inc.	Moscone West L3 Room 3024
5:00 p.m.	Hyperion Enterprise to Oracle Hyperion Financial Management Plus: Upgrade at Siemens	Michael Cronauer, Siemens Medical Peter Fugere, Ranzal & Associates	Moscone West L3 Room 3009
5:00 p.m.	Delivering Market Intelligence in an On-Demand World	Arvinth Balakrishnan, Oracle Barry Crowther, IMS Health	Westin Market Stanford

Thursday October 15, 2009

9:00 a.m.	Global Trade, Compliance, and Logistics: The Importance of Being Holistic	Darcy Price, Deloitte Carl Sandvik, Beckman Coulter	Moscone West L2 Room 2005
9:00 a.m.	Bridge Pharmaceuticals' Sales and Marketing with Siebel Personalized Content Delivery	Chad Kirchner, Oracle	Westin Market Metropolitan II
9:00 a.m.	US Oncology: Lowering Costs, Improving Efficiency, and Elevating Quality of Care	Mary Kilmer, Oracle Todd Schonherz, US Oncology	Westin Market Stanford
9:00 a.m.	Product Design, Development, Packaging, and Commercialization for the Life Sciences	Doug Carmichael, Oracle Anjali Kataria, Oracle	Moscone West L3 Room 3010/3012
10:30 p.m.	Oracle E-Business Suite R12.1 Manufacturing Execution Systems Solutions in Process Industries	Sam Day, Napp Pharmaceuticals Sylvie Mwila Jonath, Torani	Moscone West L2 Room 2003
10:30 a.m.	The Ottawa Hospital: Partnering to Reduce Cost Through Supply Chain Management	Ken Norris, The Ottawa Hospital	Westin Market Stanford
12:00 p.m.	Use Oracle Coherence Enterprise Edition to Build a New Electronic Medical Record Application	Rob Calvert, US Oncology Paul Rogerson, US Oncology Todd Schonherz, US Oncology	Moscone South Room 310
12:00 p.m.	Oracle Pedigree and Serialization Manager: A Solution for the Drug Supply Chain	John Danese, Oracle Aravindan Sankaramurthy, Oracle	Westin Market Stanford
1:30 p.m.	A Framework for Integrated Performance Management in Life Sciences	Arvinth Balakrishnan, Oracle Michael Contrada, Palladium Group	Westin Market Stanford
3:00 p.m.	10 Ways to Drive Business Value from Oracle Through Mobility	Piers Evans, Oracle James H. Somers, Antenna Software	Westin Market Stanford

Oracle Demos

DEMOS	LOCATION
Enterprise Multimedia Management and Medical Imaging Database	Moscone West, W-058
Oracle Solutions for Clinical Development and Safety Industries	Westin Hotel, HWH-007
Oracle's CRM for Life Sciences Industries	Moscone South, S-084
Shared Health Information Exchange	Westin Hotel, HWH-006

Partner Exhibits

PARTNER	LOCATION
Antenna Software, Inc. Industry	Pavilion - Retail
Big Machines	CRM On Demand Inner Circle Pavilion
BIO-key International	2520 Moscone South
Citagus Software (USA), Inc.	2611 Moscone South
Colibri LC	541 Moscone South
Crowdcast, Inc.	Hyperion Pavilion
CSC	711 Moscone South
EMC Corporation	1801 Moscone South
FUJIFILM Medical Systems U.S.A. Inc.	Industry Pavilion - Health Sciences
HCL Technologies	2221 Moscone South
Hyland Software	2637 Moscone South
interRel Consulting	Hyperion Pavilion
Kalypso	125 Moscone South
Perceptive Software (ImageNow)	1933 Moscone South
Perficient	214 Moscone South
Punditsoft	Industry Pavilion - Health Sciences
RF-SMART	JD Edwards Pavilion
Silver Creek Systems, Inc.	2241 Moscone South

Networking Activities

EVENT	LOCATION	TIME
Sunday October 11, 2009		
Welcome Reception	Howard Street Tent and Yerba Buena Gardens	7:30 p.m. – 9:30 p.m.
Monday October 12, 2009		
OTN Night	Howard Street Tent	7:00 p.m. – 10:00 p.m.
Wednesday October 14, 2009		
Appreciation Event	Treasure Island	8:00 p.m. – 12:00 a.m.
Thursday October 15, 2009		
It's a Wrap	Howard Street Tent	4:00 p.m. – 6:00 p.m.