



# The New Zealand Health IT Cluster

## BUSINESS DEVELOPMENT FORUMS

### September 2007

This is the second forum in The Business Development Forum Series 2007 hosted by the Cluster. The Forums will be held in Auckland, Wellington and Christchurch, and are intended to enhance your business development skills to further grow your business.

#### Forum Outline:

The September 2007 Forums will focus on Health IT Partnering, in particular

- **Why Partner**
- **What to look for in a Business Partner**
- **Opportunities and Challenges**

The forum will include two case studies of successful partnerships within the Cluster and presentations from other Cluster members about what they are looking for in a business partner. The Forum then concludes with a valuable opportunity to network with your colleagues over a glass of wine!

### Forum Programme:

- *“Welcome and update on Cluster activities” Andrea Pettett (NZ Health IT Cluster)*
- *Case Study HealthPhone and Microsoft*
- *Case Study Emendo and IBM*
- *Partnering presentations from:*
  - *EDS*
  - *Fronde*
  - *Cerner*
  - *Unisys*

See over page for information on each presentation and presenter.

### Forum Details

**Auckland:** Tuesday 18 Sept 2007  
Fronde Systems Group  
Level 7, Fronde House  
131 Queen St, Auckland

**Wellington:** Thursday 20 Sept 2007  
EDS New Zealand,  
Level 10, 8 Gilmer  
Terrace, Wellington

**Christchurch:** Tuesday 25 Sept 2007  
IBM New Zealand  
Level 3, ANZ Bank  
Building 3, Cathedral  
Square, Christchurch

**Agenda:**  
12.30pm Lunch  
12.50- 1.00pm Andrea Pettett  
1.00-4.30pm Presentations  
4.30pm Drinks & nibbles

To attend the forum contact the Cluster office on Phone (04) 472-4691 Fax (04) 472-4736 or email to [c.oldham@healthit.org.nz](mailto:c.oldham@healthit.org.nz)

#### NZ HEALTH IT CLUSTER BUSINESS DEVELOPMENT FORUM MAY 07

		Cost
Cluster Company/Name of attendee 1		\$ 0
Name of attendee 2		\$ 0
Name of attendee 3		\$ 0
Non-Cluster Company/Name of attendee		\$ 80
Total		\$
Please send this portion (with your cheque if applicable) to:		
The New Zealand Health IT Cluster Inc		Fax (64) (4) 472 4736
P O Box 25233, Panama Street, Wellington		Telephone: (64) (4) 472 4691

## ABOUT THE PRESENTATIONS AND PRESENTERS

### Healthphone and Microsoft

Matt Hector-Taylor, Gavin Lennox, and Microsoft will talk about the partnership arrangements that developed from working together in the Microsoft Collaborative Health Showcase project. Partnering with Microsoft has been one of the factors driving Healthphone's spectacular international growth. The presentations will cover

- Healthphone - Why partner with Microsoft? What did we hope to achieve? How did the partnership come about? What makes it special? How do we keep it developing?
- Microsoft – Microsoft's partnering strategy/ approach. Partnerships in health. The Healthphone relationship – Microsoft's perspective. Critical Success Factors for Microsoft's partners.



Matt Hector-Taylor is the President and Chief Strategy for Healthphone



Gavin Lennox is the Vice President for Global Sales

### Emendo and IBM

Nick Burns, Bill Doak and Cathryn Lancaster will discuss the partnership between Emendo and IBM. This relationship harnesses the dynamic development capability of a small New Zealand company with the international reach and capabilities of a large multinational. The Presentations will cover:

Why Emendo and IBM wanted to enter into a partnership, how we went about establishing the partnership what and how have both organisations needed to adapt, what has worked well and what hasn't, lessons learned, the future.....



Nick Burns is CEO of Emendo and has responsibility for Emendo's international development



As Public Sector Partner Bill Doak is responsible for IBM New Zealand's overall public sector strategy.



Cathryn Lancaster is a Business Development Manager with IBM Global Business Services

### EDS



Bryan Wrightson will present on "What to look for in a Business Partner, opportunities, and challenges in Partnering". Creating and managing business partnerships is an art. It needs to be approached using proven management tools and techniques to be successful. Each partnership is different and each company has a different culture, Partnerships can provide significant economic benefits for each partner, when the partnership is approached in the right way. We will discuss how to develop successful partnerships that can become a source of competitive advantage for your organisation.

Bryan is EDS Head of Healthcare for Asia Pacific. He is responsible for formulating EDS's healthcare strategy within the region and for determining the company's go to market strategy, which includes establishing appropriate partnerships with Healthcare and IT Industry colleagues .

### Fronde (Auckland and Wellington only)

Paulo Rocha will present on a Values-based approach to Collaboration and Partnership and introduce how this approach is helping incubate some innovative solutions.

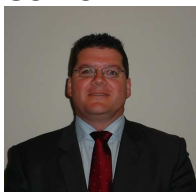
Paulo is the Manager Strategy Services with over 18 years of experience in all phases of IT systems specification, development, procurement, implementation and support, covering a range of industries and system sizes.

### Unisys (Wellington Only)



Sean Wilson will discuss What to look for in a Business Partner, opportunities, and challenges in Partnering from a Unisys and in general perspective. Sean is the Public Sector Director for Unisys with responsibility to ensure alignment with programme vision and project outcomes

### Cerner



Murray Verbeek will present on "What a large Multi-National looks for in a Partnership Agreement as it relates to Good Governance and Leadership.

Murray is the Technology Executive, responsible for the building of client relationships in Australia and New Zealand in relation to Information Communications and Technology (ICT) for health care.