



MEDIA ADVISORY

Silicon Valley Non-Profits Create a Network for Better Health

October 29, 2004, San Jose, California

Joint Venture: Silicon Valley Network's Smart Valley Initiative is working with hospitals, health plans, and medical groups in partnership with CommerceNet, a non-profit technology consortium, to create an innovative network that seeks to measurably improve patient care.

Named the Smart Health Collaborative, this new initiative launches a sustainable, community-based data-exchange service, which will enable doctors to make better-informed diagnoses, provide faster treatment, and avoid duplication of tests and prescriptions, and allow patients to more effectively manage their own care.

This system will enable patients and their doctors to access and update medical records, including medical histories, test results, and prescriptions, electronically and securely any time, whether the patient is at home or is being treated in the office of their primary-care physician or in a hospital emergency room.

The Smart Health network is distinguished by its use of an open, distributed architecture that allows data to remain where it was collected, rather than being moved to a centralized database.

Joint Venture's Smart Valley will provide project coordination and fund raising; CommerceNet will provide technical assistance and initial management. The two organizations are assembling an Advisory Board that will provide strategic direction for the project.

"Creating a partnership of healthcare providers and information technology companies makes tremendous sense," said Russell Hancock, president and CEO of Joint Venture: Silicon Valley Network. "We are singularly blessed to have some of the world's best healthcare providers and the world's largest array of information technology companies in our community. It's about time we leveraged these assets to enhance the quality of life of all of our community."

Organizations that have expressed interest in the Smart Health Collaborative include:

- O'Connor Hospital
- PacifiCare Health Plan
- Cisco Systems
- St Louise Regional Hospital
- HealthAlliant, Inc.
- The Health Technology Center

“CommerceNet is extremely pleased to aid in the creation of this healthcare-improvement effort,” says Dr. DeLeys Brandman, vice president of Healthcare Programs for CommerceNet. “Today, people visit many healthcare providers, and doctors often do not know who else is providing care, what medications have been prescribed, or what has been revealed by historical test results. The information doctors need to make sound decisions is often not available when it is needed. Communities across the nation are uniting to address this problem. We have technology leaders here in Silicon Valley and California that can help create secure, affordable, and private health-information networks.”

“This is exactly the kind of project Smart Valley wants to support,” said Eric Benhamou, chair of Smart Valley Initiative and chairman of palmOne. “Smart Health will use the Internet to improve the quality of healthcare for residents in Silicon Valley. What we learn here we will share with the rest of the world.”

As the project evolves, Smart Health will be made available to the rest of the Bay Area, the state of California, and the nation. “By making medical records available to the people who need them, when they need them, Smart Health can benefit healthcare providers, patients, and businesses,” says Brandman.

The two organizations will launch Smart Health at a Silicon Valley Summit on October 29 from 8:30-11:30 at Cisco Systems' headquarters; consumers and representatives from regional employers, medical institutions, government health officials, and consumer groups are all encouraged to attend. For more information, please go to www.commerce.net

#####

About Smart Valley and Joint Venture: Silicon Valley Network

Smart Valley is an initiative of Joint Venture: Silicon Valley Network. Its goal is to turn Silicon Valley into the leading user of the technologies it invents. The principle focus is on the Internet and full range of potential applications and devices that make it truly useful. In addition to the Smart Health project, Smart Valley is developing project ideas to capitalize on the explosion of wireless technologies.

Joint Venture: Silicon Valley Network is a nonprofit organization that provides analysis and action on issues affecting the economy and quality of life in Silicon Valley. The organization brings together new and established leaders from business, labor, government, education, non-profits, and the broader community to build a sustainable region poised for competition in the global economy. For more information see www.jointventure.org

About CommerceNet

CommerceNet is a not-for-profit with a 10-year history of focusing on emerging technologies. CommerceNet helps companies improve business performance through the adoption of open-source, interoperable business services. CommerceNet acts as a trusted, neutral intermediary and collaborates with technology vendors, Global 2000 businesses, government, academia, and standards organizations to accelerate the creation of interoperable business service networks.

The company is located in Mountain View, California. Learn more at www.commerce.net.

###

Contacts:

Seth Fearey
Vice President and COO, Joint Venture: Silicon Valley Network
(408) 938-1511
s_fearey@jointventure.org

DeLeys Brandman, M.D., MPH
Vice President, Healthcare Program, CommerceNet
(650) 962-2680
dbrandman@commerce.net