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First Annual AIM Conference to Feature National Speakers on Coordinating Patient Care through Health Information Exchange

National experts on health information technology (IT) are coming to Portland for the first time Sept. 14 to address efforts for coordinating patient care through health information exchange (HIE). AIM 2011: Innovating for Healthy Oregonians, presented by Portland State University's Center for Public Service and the Oregon Health Authority's Office of Health Information Technology, brings together key stakeholders from every sector, including business, government, health care and nonprofit organizations. Together, attendees will share the latest trends, implementation strategies and lessons from across the country on how innovating our health information system can improve patient care while at the same time lower costs.

The AIM 2011 Conference hopes to advance the core efforts of HIE and electronic health records: lower the cost of care, improve coordination of patient care and provide necessary health information to those who need it, therefore helping people live healthier lives.

The AIM Conference will be held Sept. 14, 2011 from 8:00 a.m. to 6:00 p.m. at the Oregon Convention Center.

"We need to put the 'I' back in Health IT," said Farzad Mostashari, M.D., Sc.M., national coordinator for health information and keynote speaker for AIM. Dr. Mostashari will speak to the importance of keeping the patient in mind when developing efforts to innovate health IT. Bruce Goldberg, M.D., director of the Oregon Health Authority will also speak at the conference along with Regina Holliday, whose personal loss has inspired her commitment to patient rights and health information. She brings her unique arts advocacy to the conference, depicting patient experiences through her paintings. A full list of speakers can be found at <http://aimoregon.com/>

AIM is sponsored by leading health IT companies and organizations that are moving the conversation forward around transforming our health delivery system, including Accenture and OHSU Department of Informatics & Clinical Epidemiology. A full list of sponsors is available on the [AIM website](#).

Additional information for the conference can be found at <http://aimoregon.com/>.