



# World Usability Day 2006

14 November 2006 • Making life easy!

Attend the Philadelphia Event on November 14<sup>th</sup>!

## User Experience Beyond the Web

*Usability Saving Lives in Healthcare, Architecture, and Medical Products*



### Hal Rosenbluth

*Co-Founder, Chairman of the Board, Take Care Health Systems  
President, Convenient Care Association*

**The New Patient Experience: Blending of People, Technology and Emotion.** Hal Rosenbluth's presentation will focus on the new, innovative approach to Patient Experience in Healthcare, which blends People, Technology and Emotion. Hal will discuss how his company has designed a new patient experience that makes the patient the center of attention and considers all the touch points along the way, from the moment the patient walks into the clinic until they are discharged.



### James E. Mitchell

*Associate Professor and Director  
Civil, Architectural and Environmental Engineering Program Drexel University*

**Looking at Buildings: Usability Issues.** James Mitchell will look into issues that architects and engineers face while designing buildings. The built environment has long required careful consideration of usability, although that word is seldom used. Examples range from Building Codes ( e.g. Americans with Disabilities Act) to Design Standards, to safety regulations (OSHA). The consequences of failure are often measured in human lives. The presentation will touch on some of the examples of successful and unsuccessful usability designs in both the architectural and engineering building design.



### Stephen B. Wilcox

*Ph.D., FIDSA  
Principal, Design Science*

**Using Cultural Anthropology & Information Graphics to Improve Medical Products.** Stephen Wilcox will show how ethnographic research from cultural anthropology can be applied to medical product development in order to save lives and improve the quality of medical procedures.

#### When:

November 14, 2006  
6:00 PM - 9:30 PM

#### Where:

GSI Commerce Headquarters  
935 First Avenue  
King of Prussia, PA 19406

**Cost: Free!**

**RSVP:** <http://usabilityday.org/register>

#### Event Highlights:

- Hallway activities, free snacks, wine, beer, & soft drinks
- Socializing and networking
- Doorprizes: T-shirts, iPod Drawing!

#### Event Sponsors



#### INTERESTED IN GETTING INVOLVED?

If you'd like to volunteer or sponsor future events, please contact us at [upadelawarevalley@gmail.com](mailto:upadelawarevalley@gmail.com).

Or you can just come and enjoy the presentations, just don't forget to RSVP to <http://usabilityday.org/register>

Don't forget to RSVP: <http://usabilityday.org/register>