

Products Demonstration

TECH@TUCK will include the latest products from ...



... and many more!

The Center for Digital Strategies

focuses on enabling business strategy. Our mission is to advance the theory and practice of management in a digital, networked economy and to link practitioners and scholars in ways that build economic value.

TECH@TUCK

is a series of events, sponsored by the center, for the Tuck and greater Dartmouth community that highlights digital technologies and their implications for business and personal life.

For more information on this and past Tech@Tuck events, visit:
<http://mba.tuck.dartmouth.edu/digital/Programs/Tech@Tuck.html>



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TECH@TUCK Next Generation Services: Personalization and Privacy

Wednesday, February 16, 2005
at Tuck School of Business

**When does the
pursuit of
personalized services
become
*too personal?***



TECH@TUCK

Next Generation Services: Personalization and Privacy

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Products Demonstration

Stell Hall

11 A.M.–1 P.M.

Including the latest services, products, and devices offering personalization.

Personalization & Privacy in the Consumer Space

Panel Discussion

Barclay Classroom (Murdough)

4:30 P.M.–6 P.M.

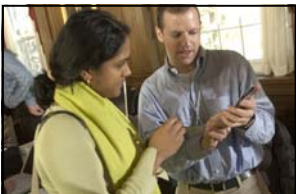
Discusses personalization in the consumer space, how businesses are considering the tradeoff decisions for their companies and customers.

Personalization & Privacy in Health Care

Cohen Great Hall (Whittemore)

7:45 P.M.–9 P.M.

Conversation on the privacy issues of patient information sharing in health care.



Personalization & Privacy in the Consumer Space

In the quest to develop the perfect customer-tailored products and services, companies gather and aggregate information about consumers every day, including credit profiles, financial history and consumer purchase behavior. But how are they translating this information into better products and better services?

Are consumers giving up privacy in return for little increased value?

Join our **panel of industry leaders** as they discuss various personalization offerings, strategies for product development and how consumers can make informed decisions.

- ⇒ **Moderator: Ari Schwartz**, Center for Democracy & Technology
- ⇒ **Charles Giordano**, CRM Strategy & Privacy, Bell Canada
- ⇒ **Lisa Rosner**, VP, Worldwide Marketing, BroadVision
- ⇒ **Robert Ellis Smith**, Publisher, *Privacy Journal*

Sign up for this event on TuckStreams and be eligible to win a **Free HP iPAQ!**

Personalization & Privacy in Health Care

Sharing personal health information between an individual and a network of health care providers can lead to better treatment compliance, more personalized service. Sharing treatment data with researchers can improve overall care. However, privacy of this information is important for most patients.



Executives from **DHMC, Dartmouth Medical School, and Accenture** discuss the issues behind gathering and handling patient information.

- ⇒ **Moderator: Don Conway**, MD, Adjunct Professor, Tuck School & Dartmouth Medical School
- ⇒ **Paul Gardent**, EVP, Dartmouth-Hitchcock Medical Center
- ⇒ **Hilary Llewellyn-Thomas**, PhD, Director, Health Decision Research, CECS
- ⇒ **Shawn Roman**, Health & Life Sciences CRM Practice, Accenture