

ONSITE GUIDE



eHealth week 2010

health
CONFERENCE 2010


Conference & Exhibition
Connecting Leaders in Technology and Healthcare

BARCELONA
15-18 MARCH 2010

CCIB CONVENTION CENTRE





HIGH LEVEL eHEALTH 2010 CONFERENCE ORGANISING COMMITTEE



WoHIT ORGANISING COMMITTEE



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PROGRAMME ADVISORY COMMITTEE

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George Thomson	Associate Medical Director	Sherwood Forest Hospitals NHS Trust	United Kingdom

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GENERAL & PRACTICAL INFORMATION

Barcelona Information / Restaurant Reservations

Ground Level, Entrance Hall

A representative from the Barcelona Tourism Board will be available to answer questions and to assist with restaurant reservations.

Business Centre / Shipping Information

There are no business centre facilities at the CCIB. Please see the hotels for copies, office supplies, faxes or shipping needs.

Coat and Luggage Check

Ground Level, Entrance Hall

Opens 30 minutes before and closes 30 minutes after conference hours.

Coffee Breaks/Lunch

Ground Level, Exhibition Hall

All food and beverages will be served on the Exhibition Floor on Tuesday and Wednesday including lunch. On Thursday coffee breaks will be served outside the Parallel Session rooms on Level 1. Lunch will not be served on Thursday.

Emergencies/First Aid

Ground Level, Entrance Hall, behind escalator C

Please visit the First Aid location behind escalator C in the Entrance Hall on the Ground Level for any medical needs.

Information Desk

Ground Level, Entrance Hall

Answers to questions about eHealth Week or Barcelona can be found here.

Internet Station

Ground Level, Exhibit, Stand 135

Available Monday afternoon – Wednesday. The exhibition floor is not open on Thursday.

Brought to you in part by the Health Partner



Press Room

Level 1, Room 132

The Press Room is open from:

Mon, 15 March: 08:00 to 18:00
 Tue, 16 March: 08:00 to 18:00
 Wed, 17 March: 08:00 to 18:00
 Thu, 18 March: 08:30 to 14:00

Speaker Presentations

Speaker Presentations will be available at www.worldofhealthit.org/education/presentations approximately 2 hours after each presentation. Post conference we will send out the link to all delegates as well.

Press Contact: Christina Roosen

PH: +32 (0) 487 445 121

Speaker Room

Level 1, Room 134

All speakers should check into the Speaker Room with their final slide presentation and to pick up their registration materials.

The Speaker Room is open from:

Sun, 14 March: 15:00 to 18:00
 Mon, 15 March: 08:00 to 18:00
 Tue, 16 March: 08:00 to 18:00
 Wed, 17 March: 08:00 to 18:00
 Thu, 18 March: 08:30 to 13:00

Speakers are welcome to practice their slide presentations using the projectors available in Room 134.

Tourism Information

Barcelona is one of Europe's most attractive cities and has something to offer for all ages. For more on what to do in Barcelona, visit:

www.barcelonaturisme.com. Here you will find information about what the city has to offer and also find some basic facts on transportation, weather and useful contact details.

For further questions regarding guided tours, restaurants and transportation, please visit the Information Desk in the Entrance Hall.

Transportation

Metro

Metro line L4 – Yellow line (closest metro stop is called “El Maresme Forum”) will take you to the city centre of Barcelona. Information and timetables can be found at www.tmb.cat or stop by the Information Desk in the Entrance Hall.

Tram

The tram line T4 is located just outside the Diagonal Zero hotel and can be taken up Avenida Diagonal to Placa des Glories connecting with the L1 Metro Station. Information and timetables can be found at www.trambcn.com or stop by the Information Desk in the Entrance Hall. Please beware of pickpockets.

VIP Lounges

Accenture – Room 121
 Agfa – Room 122
 Indra – Room 130
 Intel – Room 129
 iSoft – Room 123

WiFi – Free Access

Ground Level, Entrance Halls

For more information, please contact Information Desk.



NETWORKING EVENTS

MONDAY, 15 MARCH

Welcome Cocktail Reception

Open to all Conference Delegates

Time: 18.30 – 20.00

eHealth Week 2010 will kick off with an Opening Cocktail Reception on the exhibition floor. Look forward to a thrilling entertainment act by a local performance company! All Conference Delegates are welcome.



TUESDAY, 16 MARCH

Finnish Dinner

By invitation only

Time: 19:30



Swedish Reception

By invitation only

Time: 20.30



Intel Dinner

by invitation only

Time: 20.00



TUESDAY, 16 MARCH

FUN RUN!

Rise and shine, come join your colleagues for a refreshing 5 km run along the spectacular Barcelona waterfront!

Time: 07.00

EHTEL Social Dinner



by invitation only

Time: 20.00

Qualified Buyers Dinner

Open only to delegates and sponsors of the Qualified Buyers Programme

Shuttle departs CCIB at 19.30

Dinner starts at 20.00

Partner:



Sponsors:



GE Healthcare



WEDNESDAY, 17 MARCH

Exclusive Dinner Event with Andrew Wiesenthal and Dave Garets



Andrew Wiesenthal, MD, SM,
Associate Executive Director,
The Kaiser Permanente
Federation



Dave Garets, FHIMSS,
President & CEO, HIMSS Analytics
Executive Vice President, HIMSS

Check at the information desk for details and availability.

Shuttle departs CCIB at 19.30

Dinner starts at 20.00

Intel Focus Group

12.15 – 13.30

Intel VIP Lounge



Chronic Care at the Crossroads – Exploring Solutions for Chronic Care Management. A focus group and expert panel discussion hosted by Intel.

PROGRAMME AT-A-GLANCE



MONDAY, 15 MARCH

HIGH LEVEL eHEALTH CONFERENCE 2010		BY INVITATION ONLY
09.00 – 11.00	European Ministers Meeting (closed meeting)	
09.15 – 11.15	Forum of Regions	
11.30 – 12.15	Press Conference	
12.15 – 13.30	Official Opening of the Exhibition (VIPs only)	
16.00 – 16.45	Official Opening of the High Level eHealth Conference 2010	
16.45 – 18.00	Ministerial Round Table: Integrating eHealth into Health Policy	
16.15	Exhibition opens to all	
18.30	Welcome Cocktail Reception in Exhibition Hall – Open to all	



TUESDAY, 16 MARCH



09.00 - 09.45	Welcome addresses					PL1 / Room 117
09.45 - 10.15	Keynote address The EU eHealth Agenda, European Commission, DG INFSO					PL2 / Room 117
10.15 - 11.00	Debate eHealth: The Right Information, in the Right Place, at the Right Time					PL3 / Room 117
11.00 - 12.00	Industry Leader Session (Philips) eICU – Using Clinical Transformation to Implement a New Care Paradigm					Room 115
11.00 - 11.30	Coffee break					
11.30 - 12.45	Parallel Sessions					
	PS1 Room 111	PS2 Room 112	PS3 Room 113	PS4 Room 114	PS5 Room 115	
	eHealth Governance	How can ICT Help Fight Pandemics?	Health Service at a Distance – Successful Business Models	Enabling Clinical Research through Effective Use of Patient Data	The Patient's and Consumers Perspective	
12.45 - 14.00	Lunch break					
14.00 - 15.15	Parallel Sessions					
	PS6 Room 111	PS7 Room 112	PS8 Room 113	PS9 Room 114	PS10 Room 115	
	Is Sustainability of Healthcare Possible without eHealth?	When Telemedicine Does Deliver!	Consumer – Patient oriented eHealth Products and Services	Integration – The Good, the Bad and the Heroic	IT Solutions to Support Quality of Care – Improving Decisions and Learning at the Point of Care	
15.15 - 15.30	Break					
15.30 - 16.00	Patient Information and Interaction – Healthcare 2.0 in Practice					PL4 / Room 117
16.00 - 16.45	EU-USA Cooperation on eHealth – Addressing Common Challenges					PL5 / Room 117
16.45 - 17.15	Coffee break					
17.15 - 18.30	Parallel Sessions					
	PS11 Room 111	PS12 Room 112	PS13 Room 113	PS14 Room 114	PS15 Room 115	
	Embedding eHealth into New Professional Curricula	Ageing – a Global Challenge	Wireless Mobility in Hositals, it Works!	Do we need a unique identifier to avoid defragmentation of the eHealth markets?	Decision support for end-user – is it really working?	

PROGRAMME AT-A-GLANCE



WEDNESDAY, 17 MARCH



09.15 - 10.30	Parallel Sessions							
	PS16 Room 111	PS17 Room 112	PS18 Room 113	PS19 Room 114	PS20 Room 115			
	Empowering the Patient Through Information Delivery	Beyond Technical Interoperability	ePrescribing: Lessons Learned and Evidence	In Silico Modelling of Disease and Personalised Therapy: VPH, an Emerging Perspective in eHealth	Information to bridge the gaps in continuity of care! Hosted by EFMI			
10.30 - 11.00		Coffee break						
11.00 - 11.30	Keynote Address					PL6 / Room 117		
11.30 - 12.15	Round Table eHealth contributing to Personal Health and Wellbeing					PL7 / Room 117		
12.15 - 13.30		Lunch break						
13.30 - 14.45	Parallel Sessions							
	PS21 Room 111	PS22 Room 112	PS23 Room 113	PS24 Room 114	PS25 Room 115			
	eHealth for the Economy	ICT for a global infrastructure for health research	Continuity of Care for Chronic Diseases	Procuring for better Health and Innovation	Semantic Interoperability Tools To Improve Clinical Research Hosted by EuroRec			
14.45 - 15.00		Break						
15.00 - 15.30	The National EHR Imperative: The Ways to Success					PL8 / Room 117		
15.30 - 16.30	The Impact of eHealth on Healthcare Organisations					PL9 / Room 117		
16.00 - 17.00	Industry Leader Session – Microsoft Lessons from the Real World: How Software is Transforming Health Delivery Around the Globe					Room 113		
16.00 - 17.00	Thought Leader Session – Continua Advancing Information Technology in the Personal Health Solutions Ecosystem					Room 115		
16.30 - 17.00		Coffee break						
17.00 - 18.15	Parallel Sessions							
	PS26 Room 111	PS27 Room 112	PS28 Room 113	PS29 Room 114	PS30 Room 115			
	eHealth and Healthcare Organisations – The Chicken and The Egg	Standards For a Global Scene	Evidence in Patient Safety	eHealth market? Present and Prospects - A View from Industrial Players Hosted by COCIR	From Servers to Medical Devices			

PROGRAMME AT-A-GLANCE



THURSDAY, 18 MARCH

09.30 - 10.45	Parallel Sessions					
	PS31 Room 111	PS32 Room 112	PS33 Room 113	PS34 Room 114	PS35 Room 115	
	eHealth Procurement	eHealth for Mental Health	CALLIOPE Open Event – Building Trust in eHealth Services across European Borders Hosted by EHTEL	How can Hospitals and Healthcare Organisations Address Web 2.0? Is Healthcare Ready for Open Access to Information?	Models for Optimal Use of Resources	
10.45 - 11.15	Coffee break					
11.15 - 12.30	A European eHealth Market: Dream or Reality?					PL10 / Room 117
12.30 - 13.00	Closing Session					PL11 / Room 117



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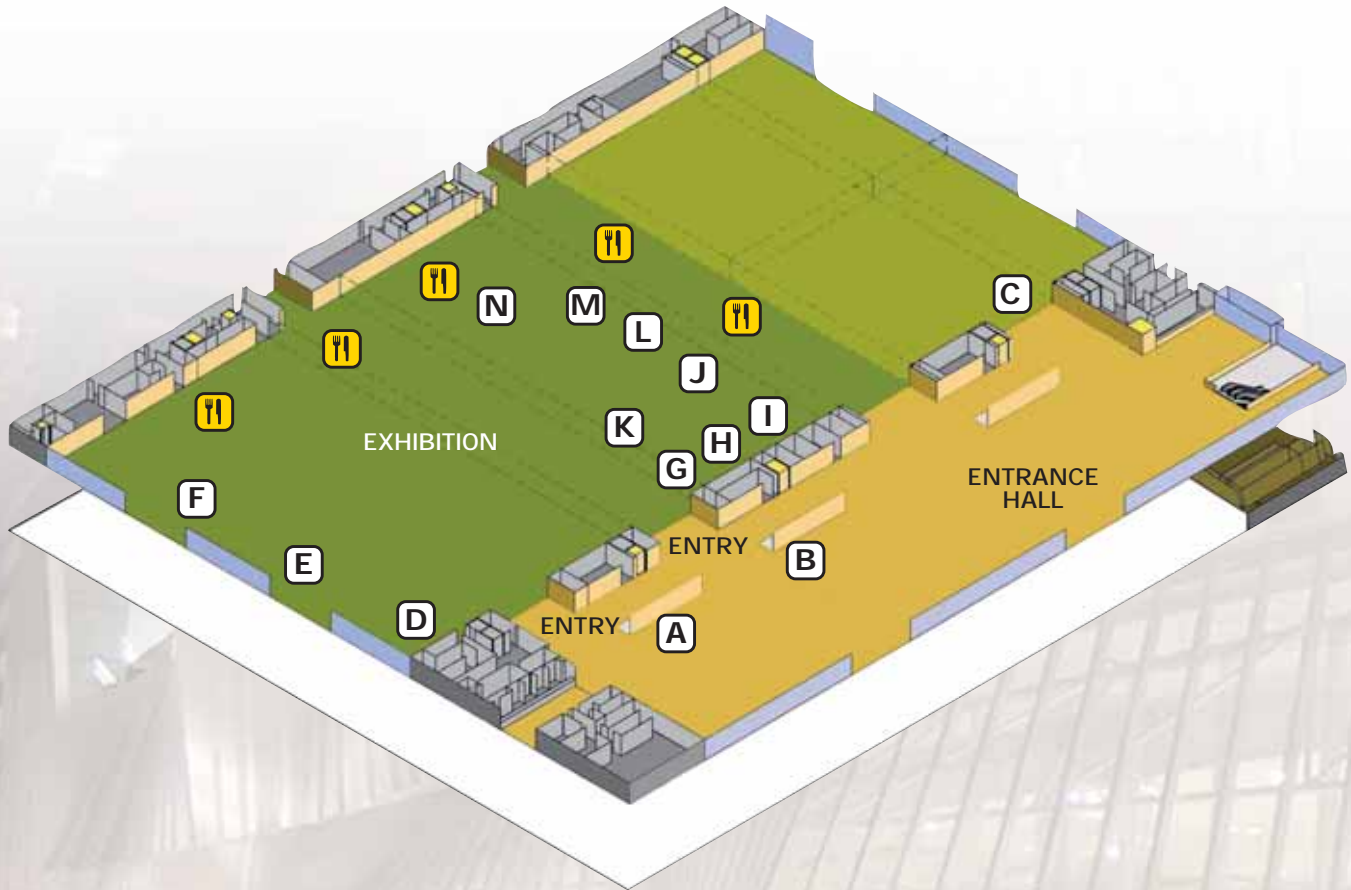
Visit us at **Booth 619** to learn more about:

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- Intergrated solutions
- Advanced medications management
- Integrated community care services
- International and Spanish offerings

iSOFT is one of the world's largest providers of healthcare solutions. Operating in over 40 countries across five continents, iSOFT designs, builds and delivers industry-leading software systems that serve the entire health sector.

FLOOR PLAN

CCIB CONVENTION CENTRE GROUND LEVEL (PO)



- | | |
|---------------------------------------|-------------------------------------|
| A Registration | I HIMSS Central |
| B Information / Barcelona Info | J Organising Committee Stand |
| C Coat & Luggage Check | K Interoperability Showcase |
| D Partner Pavilion | L Spanish Speakers Pavilion |
| E Qualified Buyers Lounge | M Booth Selection Office |
| F Internet Café | N Industry Solutions Theater |
| G Spanish Stand | |
| H European Commission Stand | 🍴 Food and Break Locations |

FLOOR PLAN

CCIB CONVENTION CENTRE LEVEL 1 (P1)



- A** Plenary Session Room (Room 117)
- B** Parallel Session Rooms
- C** Press Room (Room 118)
- D** Speaker Room (Room 134)
- E** VIP Lounge – iSOFT (Room 120)
- F** VIP Lounge – Accenture (Room 121)
- G** VIP Lounge – Intel (Room 129)
- H** VIP Lounge – Indra (Room 131)
- I** VIP Lounge – Agfa Healthcare (Room 132)

PLENARY SPEAKERS & CHAIRS

SPEAKERS & CHAIRS	PLENARY
Neil Bacon	PL4
Enrico Coiera	PL8
Gerard Comyn	PL9
Joan Cornet	PL6
Bart M. Demaerschalk	PL7
Simon Eccles	PL9
Charles Friedman	PL5
Antoine Geissbühler	PL3
Anders Grimsmo	PL7
Joan Guanyabens	PL11
Kari Harno	PL1
Ilias Iakovidis	PL5
Alex Jadad	PL3
Florin Lupescu	PL11

SPEAKERS & CHAIRS	PLENARY
Libby Morris	PL3
Jose Martinez Olmos	PL1
Xavier Pastor	PL8
Claus D Pedersen	PL7
Josep M. Piqué	PL9
Pablo Rivero	PL2, PL5
Francisco Ros	PL10
Joshua Shemer	PL9
Zoran Stančić	PL7
Bernat Soria	PL3
Martin Vial	PL10
Andrew M. Wiesenthal	PL9
Petra Wilson	PL7



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CONFERENCE SESSIONS

MONDAY, 15 MARCH

09.00 – 18.30

HIGH LEVEL eHEALTH CONFERENCE 2010		BY INVITATION ONLY
09.00 – 11.00	European Ministers Meeting (closed meeting)	
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16.45 – 18.00	Ministerial Round Table: Integrating eHealth into Health Policy	
16.15	Exhibition opens to all	
18.30	Welcome Cocktail Reception in Exhibition Hall – Open to all	



CONFERENCE SESSIONS

TUESDAY, 16 MARCH | Morning

09.00 – 11.00

CCIB		
09.00 - 09.45	<p>Welcome Addresses</p> <p>Jose Martinez Olmos, Secretary-General of Health, Ministry of Health and Social Policy, Spain</p> <p>Marina Geli, Regional Minister of Health, Generalitat de Catalunya</p> <p>Kari Harno, Chairman of the Governing Council, HIMSS Europe</p>	PL1/ Room 117
09.45 - 10.15	<p>The EU eHealth Agenda, European Commission, DG INFSO</p> <p>Chairman: Pablo Rivero, General Director, Ministry of Health and Social Policy, Spain</p>	PL2/ Room 117
10.15 - 11.00	<p>Debate</p> <p>eHealth: The Right Information, in the Right Place, at the Right Time</p> <p>Healthcare must deliver better care to increase life expectancy as well as of quality life. This goal faces a lot of challenges starting by the real nature of diseases and the lack of full formalisation of medical knowledge. Additionally we now have fast growing chronic disease derived from ageing, environmental influences and improper ways of life. The players in this game have to fight against such difficulties. It is the moment to seriously consider if eHealth helps to overcome the problems that each actor in health care systems face.</p> <p>Chair: Bernat Soria, Professor, Bioengineering Institute, Universidad Miguel Hernandez, Elche, Spain</p> <p>Antoine Geissbuehler, Service of Medical Informatics, University Hospitals of Geneva, Switzerland</p> <p>Alex Jadad, Chief Innovator and Founder, Centre for Global eHealth Innovation, Canada</p> <p>Libby Morris, General Practitioner, Scottish Government eHealth Directorate, National Health Services, Scotland, NHS Lothian</p>	PL3/ Room 117
11.00 - 11.30	Coffee break	

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CONFERENCE SESSIONS

TUESDAY, 16 MARCH | Morning

11.30 – 12.45 Parallel Sessions



PS1 | eHealth Governance

Room
111

The session will discuss the challenges and opportunities of a coherent and effective governance in eHealth. The governance, eg. the management, implementation and support of ICT in healthcare is a daunting task. It is not only the technology itself, but also the vision of the end goal of the technology, the adoption of solutions and the change of the way healthcare is provided that needs to be jointly managed and supported. The recently adopted Council Conclusions on eHealth outline the opportunities that European cooperation can provide to policy makers in addressing the challenges of eHealth Governance and identify some areas in which such cooperation can benefit the most. This session will start with the experience of regional government and will then expand to national and European cooperation in addressing these challenges. The plans of the forthcoming European eHealth Governance Initiative will be also discussed.

Moderators:

Esther Gil-Zorzo, International Projects Manager, 2010, EU Presidency and Innovation in CDM (Chronic Diseases Management), Quality Agency of the National Health System, Ministry of Health and Social Policy, Spain

European Commission

eHealth Governance in a Heterogeneous Regional Scenario like Catalonia. How to Manage a Highly Distributed eHealth Network

Joan Guanyabens, General Director, Catalan Agency of Technology, Research and Medical Information Evaluation, Generalitat de Catalunya, Catalonia, Spain

eHealth Governance in Europe. From the Council Conclusions to Implementing European Cooperation in eHealth

Karin Johansson, State Secretary, Ministry of Health, Sweden

European eHealth Governance Initiative – Looking Ahead

Clemens Martin Auer, Director General, Ministry of Health, Austria

PS2 | How Can ICT Help Fight Pandemics?

Room
112

This session will demonstrate specific programmes finalised or still ongoing to control outbreaks in Africa, Latin-America and Europe. The role of ICTs – especially wireless communication, clinical data registries and geographical information systems (GIS) – help in providing valid indicators of serious disease endemics or epidemics and can be especially useful to make forecasts for decisions to apply in practice. The approaches can be very heterogeneous but equally helpful for fighting, improving or preventing diseases.

Chairman:

Luis Kun, Senior Research Professor of Homeland Security at the IRM College of the National Defense University. USA.

eHealth Resources for Controlling AIDS in Brazil

Francisco I Bastos, Instituto de Comunicação e Informação Científica e Tecnológica em Saúde, Fundação Oswaldo Cruz, Rio de Janeiro, Brazil

The Use of Public ICT Resources to Fight Against Epidemics in Africa

Raoul Kamadjeu, National Center for Immunisation and Respiratory Diseases (NCIRD), Global Immunisation Division (GID), Centers for Disease Control and Prevention (CDC), Atlanta, Georgia, USA

Is Improvement to Deliver Fast and Accurate information about H1N1 Influenza Epidemics in Spain Through a Coordination Effort Among Regional Healthcare Organisations

Antonio Plasencia, Director, Public Health Department, Regional Health Ministry, Generalitat de Catalunya, Catalonia, Spain

12.45 - Lunch
14.00



CONFERENCE SESSIONS

TUESDAY, 16 MARCH | Morning
11.30 – 12.45 Parallel Sessions

PS3

Room 113

Health Services at a Distance – Successful Business Models

This session will showcase concrete evidence and lessons learned from actual and sustainable tele-homecare and tele-monitoring services. It will provide both a conceptual framework to develop and analyse TeleHealth business cases and learning from successful ventures. As a result, you will gain a better understanding of the problems and challenges, but also of the business opportunities provided by a results-oriented approach to health services at a distance.

Moderator:

Antoine Geissbühler, MD, CMIO,
Geneva University Hospitals,
Switzerland

Integrating Telehome Healthcare with Community Services – a Success Story

Paul Atkin, Telehealth Nurse,
University of Hull, United Kingdom

Business Experience in Implementing an Advanced Telemonitoring Service

Bernardo Valdivieso Martinez,
Director of Planning, Valencia Health
Department LA FE, Spain

Establishing the Business Case for TeleHealth Services: Success Factors and Lessons Learned

Dr. Karl A. Stroetmann, Senior
Research Fellow, empirica
Communication & Technology
Research, Germany

PS4

Room 114

Enabling Clinical Research through Effective Use of Patient Data

The increasing availability of easily retrievable, digitised patient data offers new opportunities to researchers, scientists and specialised industry (e.g. pharmaceutical industry). What are the real benefits and challenges of the use healthcare databases that contain health and/or genetic information? Can the secrecy and integrity of patient data be guarded? And is patient data fit for re-use? Do we need new rules of the game?

Moderator:

Dr. Jos Devlies, Medical Director,
EuroRec

Perspective of the Researcher

Richard Perkins, President, eClinical
Forum

Secondary Use of Electronic Health Information – the Way to Guard Patient Secrecy

Professor Pekka Ruotsalainen,
Research Professor, National Institute
for Health and Welfare (THL), Finland

Legal Guidelines regarding the Use of Electronic Patient Data. Do we need new Rules of the Game?

Tanguy Van Overstraeten, Partner,
Global Head of Privacy and Data
Protection, Linklaters LLP, Belgium

PS5

Room 115

The Patient's and Consumer's Perspective

Consumers and Patients are offered more freedom and choices when seeking health education and health services in Europe. They can use new eHealth services when in need of healthcare in another Member State. Cross-border eHealth services are high on the political agenda. Can the aims of patient empowerment and person centred care be achieved? What is the reality of patient choice and how is this reflected in the political processes on the EU level? How will the rulings of the European Court of Justice influence the use of healthcare in Europe?

Moderator:

Stephan H Schug, Chief Medical
Officer, EHTEL

Patient Perspectives on Healthcare in Europe

Nicola Bedlington, Executive Director,
European Patients' Forum

Patient's Choices in Practice – Results from Listening to Patients in Spain

Albert J. Jovell, Director General,
Fundació Biblioteca Josep Laporte,
Spain

Vision and Plans on Healthcare in Europe by the European Commission

Artur Furtado, Project and Policy
Officer, European Commission, DG
Health and Consumers

12.45 - Lunch
14.00

CONFERENCE SESSIONS

TUESDAY, 16 MARCH | Afternoon

14.00 – 15.15 Parallel Sessions



PS6 | Is Sustainability of Healthcare Possible without eHealth?

Room
111

This session will discuss how the adoption of eHealth in healthcare policies and organisations can help keep a sustainable healthcare system and maintain standards. Pervasive computing is penetrating healthcare, and the healthcare industry is betting for a high increase in ICT expenditures. But it is a challenge if eHealth can facilitate the adequate reengineering to make the healthcare system more sustainable. eHealth is just at its beginning as a business. Therefore it is of interest to do research and analyze of successes and failures, as well as proposing appropriate or new business models.

Chairman:

Uwe E Reinhardt, Professor of Political Economy at Princeton University, USA

Healthcare Systems Sustainability

Sarah Muttit, CIO, Ministry of Health. Singapore

Dr. Karl A. Stroetmann, Senior Research Fellow, Empirica Communication & Technology Research, Germany

Misha Kay, Manager, Global Observatory for eHealth WHO

PS7 | When Telemedicine Does Deliver!

Room
112

Telemedicine is an eHealth tool that has been implemented with success as integral part of the healthcare system. It delivers care and benefits, but many problems have to be solved to achieve the actual results and to demonstrate the quality and benefits of its use. The presentations will focus on; enabling conditions, barriers to overcome, demonstrating the appropriateness and quality of delivered care.

Chairman:

Pedro Serrano, Quality Agency, Regional Health Ministry, Canary Islands, Spain

Lluís Donoso, European Society of Radiology

Peter Schwarz, University of Dresden, Germany

Claudio Dario, Veneto Region, Italy

Benny Eklund, County Council of Uppsala, Sweden

15.15 - Break
15.30



CONFERENCE SESSIONS

TUESDAY, 16 MARCH | Afternoon

14.00 – 15.15 Parallel Sessions

PS8

Room 113

Consumer – Patient oriented eHealth Products and Services

Without question, the internet is the leading patient destination for health information. But are patient portals the next logical steps for patient empowerment? Additionally, what are the tangible benefits for both healthcare providers and patients to use portals?

This session will demonstrate how healthcare delivery organisations can utilise eHealth solutions to involve the patient and deliver new customer oriented services.

Moderator:

Glenn Kenneth Bruun, Chief Innovation and Strategy officer, CSAM Health AS

Health Consumer/Patient centric e-Services on the Basis of the Human Life-cycle; Business model & Technological Solution

Stefan Wild, External Affairs Director, MSD Switzerland

The Patient Portal at Oslo University Hospital, Challenges and Lessons Learned

Sissel Jor, Manager Research and Patient Services, ICT department , Oslo University Hospital

Patient Portals and eHealth Services, What's Working

Chris Flim, Secretary of the Board, Dutch Association of eHealth, The Netherlands

PS9

Room 114

Integration: The Good, the Bad and the Heroic

Several large national and local attempts have been made to streamline health care by integrating electronic health and patient record systems. Some attempts have been successes, some have been failures and the outcome of some bold projects is yet to be seen.

The session summarises experiences of some well known projects.

Moderator:

Dr. Markku Äärinmaa, Adjunct Professor of Surgery, Former President of the CPME, Finland

The Scottish System

Jonathan Cameron, Programme Manager, NHS National Services Scotland, United Kingdom

Innovation of the Healthcare System through ICT: the Lombardy Experiment

Roberto Zuffada, Project Manager, Regione Lombardia, Italy

The Finnish Law on Forced Integration of Patient Records

Anne Kallio, Head of Development, Ministry of Social Affairs and Health, Finland

PS10

Room 115

IT Solutions to Support Quality of Care: Improving Decisions and Learning at the Point of Care

This session explores the strategic roles information technologies and health informatics can play in aiding health professionals and hospital decision makers in their practices and continuing professional development (CPD) towards safe, quality and efficient healthcare delivery. It will stimulate knowledge exchange amongst policy makers, health organisation administrators and health professional leaders by focusing on concrete ways to implement CPD concepts into practice towards health system improvement.

Moderator:

Dr. Karl A. Stroetmann, Senior Research Fellow, empirica Communication & Technology Research, Germany

Just-in-time Decision-Support for Improving and Optimising Professional Practices

Prof. Antoine Geissbühler, MD, FACMI, Professor and Chairman, Division of Medical Informatics, Geneva University Hospitals, Switzerland

ePortfolios: Documenting Life Long Learning of Professionals to Reflect Practice Excellence

Mike Watson, Medical Director, NHS Education Scotland, United Kingdom

Electronic Community of Practice: Seamless Inter-professional Learning and Practice towards Patient Centred Care

Kendall Ho, Director, eHealth Strategy Office, Associate Professor of Emergency Medicine, Faculty of Medicine, University of British Columbia, Canada

15.15 - Break
15.30

CONFERENCE SESSIONS

TUESDAY, 16 MARCH | Afternoon

15.30 – 16.45



PLENARY SESSIONS

<p>15.30 - 16.00</p>	<p>Patient Information and Interaction: Healthcare 2.0 in Practice Information for the patient is becoming an important part of the therapeutic prescription. This fact must be taken very seriously, because of the high risk of misusing global health information available on the Internet, without quality control. The session introduces the concept of information prescription, supervised by a high level expert. Chair: Nick Fahy, Head of Unit, Health Information, DG SANCO, European Commission Web 2.0 Tools for Patient Empowerment Neil Bacon, Founder, iWantGreatCare.org, Oxford, UK</p>	<p>PL4 Room 117</p>
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INDUSTRY LEADER SESSIONS

<p>16.00 - 17.00</p>	<p>MICROSOFT Lessons from the Real World: How Software is Transforming Health Delivery Around the Globe Despite growing evidence of information technology benefits; we are still seeing minor industrialisation and scale in the delivery of health ICT in many countries. What can we learn, from around the world, and from our own doorstep to help us realise the potential for improving health around the world with software innovation? Neil Jordan, Managing Director Worldwide Health, Microsoft</p>	<p>Room 113</p>	<p>CONTINUA HEALTH ALLIANCE Advancing Information Technology in the Personal Health Solutions Ecosystem Common open standards within the telehealth and healthcare industries are spurring the worldwide innovation of connected health applications while removing barriers to implementation. The panelists will discuss the efforts of their groups to establish an ecosystem of interoperable and connected personal health solutions to empower organizations and individuals to better manage health and wellness, monitor chronic diseases and live independently with advanced age. Chuck Parker, Executive Director of Continua Health Alliance</p>	<p>Room 115</p>
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PLENARY SESSIONS

<p>16.00 - 16.45</p>	<p>EU-USA Cooperation on eHealth: Addressing Common Challenges This session is oriented to show constructive collaboration between the EU and USA Administrations in Healthcare. The presence of EU and US high level representatives offers quality and interest to the session. The session will focus on an overview of shared success stories and explore present and future areas of collaboration highlighting the positive and negative aspects. Chairman: Pablo Rivero, General Director, Ministry of Health and Social Policy, Spain Ilias Iakovidis, Acting Head of Unit for Health, ICT for Health, DG INFSO, European Commission Charles Friedman, Chief Scientific Officer, Office of the National Coordinator for Health Information Technology, USA Kevin M. Fickenschler, European-American Business Council</p>	<p>PL5 Room 117</p>
<p>16.45 - 17.15</p>	<p>Coffee break</p>	

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CONFERENCE SESSIONS

TUESDAY, 16 MARCH | Afternoon

17.15 – 18.30 Parallel Sessions



PS11 | Embedding eHealth Into New Professional Curricula Room 111

e-Health is being accepted more and more by healthcare providers. However eHealth still has a very low presence in the undergraduate curricula in Health Sciences. The efforts made by scientific and healthcare professional associations and also Universities collide with official recognition by Education Ministers. There is a clear need to review in depth the curricula of Health Sciences Studies to include eHealth as a transversal discipline and fight for an official recognition and accreditation, including professional positions in the health policies. Meanwhile, because eHealth is becoming a substantial part of healthcare, it is necessary to train and offer tools and services to the healthcare professionals.

Chairman:

Michael Wilks, CPME, Standing Committee of European Doctors, United Kingdom

Learning to Manage Health Information. A Theme for Clinical Education

Di Millen, Head of Informatics development, Dep. Of Health Informatics – Policy and Planning, United Kingdom

Experiences in eLearning addressed to African countries using Telemedicine

Christian Lovis, Head, Clinical Information System Unit, University of Geneva, Switzerland

Health informatics in Biomedical Curricula

John Mantas, Professor of Health Informatics, Health Informatics Lab, University of Athens, Greece

PS12 | Ageing – a Global Challenge Room 112

Ageing is a global challenge with a high impact in developed countries. There is a sum of conditions that complicates the autonomy of the person and wellbeing: chronic diseases, handicaps, physical limitations, etc. In order to assist citizens in their daily life eHealth has an important future role. Specific interoperable computerised platforms, integrated with healthcare clinical records are tools with a lot of potential to address this challenge.

Chairman:

Josep Roca, Hospital Clinic. Barcelona, Spain

Alain Franco, Professor of Geriatric Medicine and Gerontology, Nice School of Medicine and University Hospital, France

Adolfo Muñoz, Instituto de Salud Carlos III, Madrid, Spain

Maria Hägglund, Department of Learning, Informatics, Management and Ethics, Karolinska Institutet, Stockholm, Sweden



CONFERENCE SESSIONS

TUESDAY, 16 MARCH | Afternoon

17.15 – 18.30 Parallel Sessions

PS13 Room 113

Wireless Mobility in Hospitals, it Works!!

Wireless technologies and applications are becoming available and implemented into a variety of hospitals and healthcare settings. Wireless technologies are supporting everything from logistic functions, clinical data processing, better care settings and patient safety. There is now proof that available wireless technology really gives true value and benefits to healthcare settings, and this session will give you insight into both available and implemented solutions as well as the benefits it gives. This session will draw upon different examples of implemented wireless technologies and the benefit it gives.

Moderator:

Glenn Kenneth Bruun, Chief Innovation and Strategy officer, CSAM Health AS

St. Olavs and Ahus Hospitals – Improved Patient Care and Hospital Logistics with Mobility

Jan Røberg-Larsen, Senior Key Account Manager, Telenor Norway

Akershus University Hospital in Norway has implemented advanced wireless solutions in their hospital, why? Where and what value does it give?

Stein Vaaler, Deputy Managing Director, MD, PhD, Akershus University Hospital

Nottingham University Hospital have implemented advanced wireless solutions in their hospital, what is the solution, why is this implemented? Where and what value does it give?

Dean Westcott, Vice-President, ACCA & **Dr Navin Bedi**, Consultant Emergency Medicine, Nottingham University Hospitals NHS Trust, United Kingdom

PS14 Room 114

Do We Need a Unique Identifier to avoid Defragmentation of the eHealth Market?

To identify persons, organisations and even infra-structure components. Health-ID Management is a fundamental prerequisite. Correct identification is crucial to avoid errors and make the right decisions. Today, many systems have with legacy unique identification practices and the move to a new identification system is often difficult. To be useful Health-IDs must be unique, trustworthy and interoperable. The session will highlight the most important initiatives and projects to support cross-border healthcare and Europe wide interoperability of eHealth services.

Moderator:

Laurent Debenedetti, Head of International Relations, ASIP Santé, France

Patient Identification in Europe

Andreas Grode, Head of Technology & Innovation, gematik, Germany

The Use of the eID for Health Professionals within the Nationwide Infrastructure in The Netherlands

Michiel Sprenger, PhD, Senior Adviser IT and Innovation, The National IT Institute for Healthcare (Nictiz), The Netherlands

HPRO Card: An Overview of Health Professionals' Identity Management within Europe

Mariane Cimino, International Relationships, ASIP-Santé, France

PS15 Room 115

Decision Support for the End-users: is it Really Working?

The exponential growth in medical knowledge requires increasingly smart healthcare process support, monitoring and alerts as well as clinical decision support. Patient and process data, medical knowledge and clinical experience needs to be understandable by computers, allow them to interact with each other as well as with caretakers. There is a need to build a comprehensive "info-structure". This session will focus on knowledge and process modelling, natural language processing, ontologies, archetypes, detailed clinical modelling as promising tools to increase semantic interoperability.

Moderator:

Dr. Jos Devlies, Medical Director, EuroRec

Usability-focused Clinical Decision Support with the Help of Semantic Technologies

Silviu Braga, R&D Director, Medicognos, Belgium

Translating Clinical Guidelines into Knowledge-guided Decision Support

Blackford Middleton, MD, MPH, MSc., Corporate Director, Clinical Informatics Research and Development, Partners HealthCare, USA

Experience with Platform-based Decision Support as plug-in for GP Information Systems

Matthias Leu, Vice President, CompuGROUP Holding AG, Germany

CONFERENCE SESSIONS

WEDNESDAY, 17 MARCH | Morning

09.15 – 10.30 Parallel Sessions



PS16 | Empowering the Patient Through Information Delivery

Room
111

Healthcare sustainability requires a well informed and assisted patient in his/her self care, preventive medicine and healthy life styles. eHealth portals are one tool to achieve this goal. These tools require a proper design, and appropriate management for coaching the patients.

Chairwoman:

Donata Meroni, DG SANCO C1, European Commission

Improving Electronic Health Communication Through Portals

Hukka Eija, Development Manager, National Institute for Health and Welfare, Finland

The Role of Portals and Blogs in Health Communication

Andrew Smith, Head of Communication and Promotion, European Agency for Safety and Health at Work

Empowering the European Citizen: the ECDC Web Communication

Catherine Ginisty, Senior Web Editor, European Centre for Disease Control, Sweden

The Quality of Health Information on the Web: a Case for Regulation?

Celia Boyer, Executive Director, Health On the Net Foundation, Switzerland

PS17 | Beyond Technical Interoperability

Room
112

Enabling interoperability is a major challenge for healthcare institutions and decision makers. The session will address key steps needed to facilitate interoperability; the focus of the discussion will be on non-technical issues, namely organizational and legal issues. The session is expected to focus on the issues from the perspective of both users and healthcare providers. Reference to ongoing European initiatives in these challenging domains will be made. The objective for the Panel is to propose some concrete actions which existing or planned initiatives can bring forward.

Chairwoman:

Zoi Kolitsi, Coordinator, CALLIOPE Thematic Network

Interoperability in a Highly Decentralised Country- Lessons Learned

Iciar Abad, Ministry of Health and Social Policy, Quality Agency of National Health Service, Spain

From National to European Interoperability – The Approach and the Choices made by epSOS

Daniel Forslund, Chair of epSOS PSB, Ministry of Health, Sweden

Identity Management: Key Steps to Make Progress – Developments within the eEuropean Health Insurance Card Initiative

Marc Lange, Secretary General, EHTEL, Belgium

10.30 - Coffee Break
11.30

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CONFERENCE SESSIONS

WEDNESDAY, 17 MARCH | Morning

09.15 – 10.30 Parallel Sessions

PS18 Room 113

ePrescribing: Lessons Learned and Evidence

Computerised physician order entry (CPOE), and in particular ePrescribing, is high on the agenda in many regions and countries of Europe. Improved patient safety, considerable reductions in costs, and avoidance of fraud are key drivers. Concrete experience and lessons learned from implementations in quite diverse European health system contexts will be presented.

Moderator:

Dr. Karl A. Stroetmann, Senior Research Fellow, empirica Communication & Technology Research, Germany

ePrescribing – Integrating Primary Care, Hospitals, Pharmacies in Spain (Andalucia)

María José Piña Vera, Hospital Pharmacist, Subdirección de Prestaciones. Servicios Centrales, Servicio Andaluz de Salud, Spain

Building Consensus around E-Prescription: the Belgian Roadmap

Jean-Paul Dercq, Head of Quality Unit, National Institute for Health and Disability Insurance (NIHDI), Belgium

ePrescribing – and then...? Swedish Experiences and Plans

Mats Larson, Chairman, Medical Products Agency, Sweden

PS19 Room 114

In Silico Modelling of Disease and Personalised Therapy: VPH, an Emerging Perspective in eHealth

The Virtual Physiological Human (VPH) is a technological and methodological framework that once fully realised will make possible the investigation of the human body as a whole by integrating clinical, instrumental, and biochemical information into patient-specific models capable of capturing the systemic nature of most physiopathological processes. The concept was first elaborated in Barcelona in 2005, and quickly became a key concept for European biomedical research, and a flagship objective of the EU Seventh Framework Programme (FP7). This session will provide an update on where the VPH research is, and will highlight its short-term potential from a clinical and industrial perspective.

Moderator:

Dr. Stephan H. Shug, Chief Medical Officer, EHTEL

Early Adoption of VPH Technology – Towards Realising more Personalised, Predictive and Integrative Medicine

Marco Viceconti, Technical Director, Laboratorio di Tecnologia Medica, Istituto Ortopedico Rizzoli, Italy

VPH in Future Healthcare. Where Will We Be in 10 Years from Now?

Alejandro Frangi, Director of CISTIB, Universitat Pompeu Fabra, Spain

VPH – Opportunities for Biomedical and IT Industries

Hans Hofstraat, Vice President, Philips Research, The Netherlands

PS20 Room 115

Information to Bridge the Gaps in Continuity of Care!

Hosted by EFMI

This session will focus on the impact of health policy on disease management. Specifically, how can nationally (and potentially European) clinically accepted standards and pathways be implemented as guiding principles. The approach includes prevention and management chronic disease. The presenters will offer their perspectives on how disease management can change both the involvement of citizens in their care and collaboration between health care providers.

Chaired by

John Mantas, Vice President, EFMI

Focus on the Patient’s View

John Mantas, Vice President, EFMI

Introduction to the Disease Management Funding Approach

Jacob Hofdijk, EFMI President, Ministry of Health, The Netherlands

The Role of Nursing in Disease Management

Patrick Weber, Chair of Nursing Informatics, European Federation for Medical Informatics EFMI, Switzerland

Dutch Initiative for Standardisation of Medical Data

Evert Jan Hoijtink, Vice-Chairman OIZ, Responsibility Standardisation, OIZ, Dutch Branch Organisation for Health IT Suppliers, The Netherlands

10.30 - Coffee Break
11.30

CONFERENCE SESSIONS

WEDNESDAY, 17 MARCH | Morning



PLENARY SESSIONS

11.00 - 11.30	Keynote Address eHealth for Urgent Public Health Challenges Chairman: Joan Cornet	PL6/ Room 117
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INDUSTRY LEADER SESSION

11.00 - 12.00	PHILIPS eICU – using clinical transformation to implement a new care paradigm Tele-health applications will be reviewed with a special emphasis on tele-ICU care. The presenter will demonstrate the benefits of remote care enabling scarce intensive care specialists across wide geographic areas and to hospitals without the required level of expertise. The presenter will demonstrate how centralized care can also be extended from the home to the hospital. Dr. Mike Breslow , Senior Director, Research and Product Marketing, Philips Patient Monitoring Informatics	Room 115
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PLENARY SESSIONS

11.30 - 12.15	Debate eHealth Contributing to Personal Health and Wellbeing eHealth has to become an integral part of healthcare. Its possibilities allow a new ways to delivery care especially with regards to chronic illness, handicapped patients with rehabilitation options and populations at risk. Citizens have the opportunity to improve their lifestyles and wellness with the use of eHealth. The panel will offer their point of view on the use of eHealth in the described scenarios. Chair: Zoran Stančić , Deputy Director-General, DG INFSO, European Commission Petra Wilson , Director, Public Sector Healthcare Europe, Internet Business Solutions Group, CISCO Systems, Belgium Claus Duedal Pedersen , Project Manager, Odense University Hospital, Denmark Anders Grimsmo , Medisinsk Teknisk Forskningscenter, Trondheim, Norway Bart M. Demaerschalk , MD, MSc, FRCP, Associate Professor of Neurology, Department of Neurology, Mayo Clinic, Phoenix AZ, USA	PL7/ Room 117
12.15 - 13.30	Lunch	



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CONFERENCE SESSIONS

WEDNESDAY, 17 MARCH | Afternoon

13.30 – 14.45 Parallel Sessions



PS21 | eHealth for the Economy

This session will describe the economic assessment of eHealth and the business models in an eMarketplace. The discussion will cover issues linked to the evaluation and assessment of using eHealth applications in healthcare organisations, as well as specific business models for eHealth and their potential impact on economic growth. The benefits of deploying standards to avoid market fragmentation will also be discussed.

Chairwoman:

Flora Giorgio, Project and Policy Officer, DG INFSO, European Commission

EMR and Healthcare Improvement Measuring / Assessing Organisational Impacts

Greta Nasi, Bocconi University, Milano, Italy Academic: Research on Economic Assessment of eHealth, Italy

How Much can eHealth Affect the Economic Growth

Lorenzo Valeri, Research Leader, Information Policy and Economics Team, RAND Europe

eHealth and the Benefits of Standards Deployment Avoiding Market Fragmentation

Eric Maurincomme, COCIR Healthcare IT Committee Chairman, Belgium

PS22 | ICT for a Global Infrastructure for Health Research

Clinical research has made great progress thanks to the computerisation of clinical registries in databases since the eighties. Twenty years after, electronic patient records (EPR) are becoming a reality, but the structure is still based upon administrative processes and declarative statements using the natural language. It is time to develop new EPR approaches with a structure that allows a clinical picture of the patients and their problems and the management of them. At the same time, systems biology and genomics are advancing very fast developing computerized models to explain the biomedical structure and function of living organisms. Also the biomedical knowledge is going more and more structured into the Net, making interoperability easier.

Chairman:

Fernando Martin-Sanchez, National Institute of Health "Carlos III", Spain

Biological Models to Better Understanding of Diseases

Vicente Hernandez, Universidad Politecnica de Valencia, Spain

Alex Frangi, Associate Professor, University Pompeu Fabra, Barcelona, Spain

Octavian Purcarea, Health IT Manager, Microsoft, Belgium

14.45 - Break

15.00



CONFERENCE SESSIONS

WEDNESDAY, 17 MARCH | Afternoon

13.30 – 14.45 Parallel Sessions

PS23 Room 113

Continuity of Care for Chronic Diseases

The rising number of patients with chronic conditions and the need for better disease and case management is widely recognised. Less understood is the second implication of the demographic changes, namely the shrinking workforce in healthcare. It is only the eHealth-enabled continuity of healthcare that can answer the recent challenges to all health systems in Europe and health systems worldwide.

Moderator:

Dr. Stephan H. Shug, Chief Medical Officer, EHTEL

Chronic Disease Epidemic – the Figures for Diabetes

Thomas R. Pieber, Professor of Medicine, Medical University Graz, Austria

Benefits of Disease Management of Heart Failure Patients Based on Telemonitoring

Prof. Dr. med. Harald Korb, Chief Medical Director, Vitaphone GmbH, Germany

HIT-supported Chronic Disease Management: the Maccabi Experience

Rachelle Kaye, Director, Maccabi Institute for Health Services Research, Maccabi Healthcare Services, Israel

PS24 Room 114

Procuring for Better Health and Innovation

Presenters will analyse trends in eHealth procurement, the prerequisite factors for success in different programme types, how these translate into investment decision-making and procurement processes, and the challenges of balancing local needs/priorities within wider national and pan-European contexts.

Moderator:

Dr. Karl A. Stroetmann, Senior Research Fellow, empirica Communication & Technology Research, Germany

eHealth Procurement – a Pan-European Development Network

Tom Boyle, Co-Chair, European Connected Health Campus, United Kingdom

National Procurement Framework for Telecare / Telehealth – Experience, Lessons Learned, and Plans

George MacGinnis, Assistive Technology Lead, NHS Technology Office, United Kingdom

LUMC and UMCU: a Joined Journey to Selecting a New Hospital Information System

Karel van Lambalgen, CIO, Leiden University Medical Center, The Netherlands

PS25 Room 115

Semantic Interoperability Tools To Improve Clinical Research

Hosted by EuroRec

EuroRec is upgrading its current certification policy and quality assessment criteria. This is a natural evolution when taking into account new trends in eHealth such as the issue of semantic interoperability, the emergence of personal health records etc. “Content-” and not only Business Function related criteria have become core in the interoperability discussion. The session will also address the secondary use of EHR data for clinical research as illustration.

EHR Certification, Semantic Interoperability and the Link to Clinical Research

Georges De Moor, Professor, EuroRec, Belgium

The Role of Clinicians in Clinical Concept Modelling

Dipak Kalra, Professor of Health Informatics, University College London, United Kingdom

Different Interoperability Needs for Clinical Research

Mats Sundgren, Astra Zeneca, Sweden

14.45 - Break
15.00

CONFERENCE SESSIONS

WEDNESDAY, 17 MARCH | Afternoon



PLENARY SESSIONS

15.00 - 15.30	<p>Keynote Address The National EHR Imperative: the Ways to Success</p> <p>The distributed nature of healthcare and the mobility of the citizens are two reasons to try to globally organise the medical information to deliver the right access to the patient and the healthcare professional just in time at the point of care. The steps toward such long term goal are on the way. Several communities, regions, nations and states have begun large scale projects with different approaches. A clear view of the key milestones in those approaches must be determined.</p> <p>Chairman: Xavier Pastor, Hospital Clínic-University of Barcelona, Scientific Director of eHealth2010, Spain Enrico Coiera, University of South Wales, Sidney, Australia</p>	PL8/ Room 117
15.30 - 16.30	<p>The impact of eHealth on Healthcare Professionals and Organisations</p> <p>eHealth is driven in part by the pervasive computer environment and infrastructure innovation of healthcare organisations. This investment represents a great opportunity to do more things which were impossible until now and, more important, to do the things in a new manner, under a Healthcare management perspective as well as in professional and patient activities. The reengineering of healthcare services by the opportunities offered by ICTs is a big challenge for the clinical and healthcare managers who lead change.</p> <p>Chairman: Gerard Comyn, Vice-President CATEL Association, France Josep M. Piqué, Vice-Director of the Hospital Clínic, Barcelona, Spain Joshua Shemer, Tel Aviv University, Israel Simon Eccles, Medical Director, NHS, United Kingdom Andrew M. Wiesenthal, Associate Executive Director, The Kaiser Permanente Federation, USA</p>	PL9/ Room 117
16.30 - 17.00 -	Coffee Break	Sponsored by



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CONFERENCE SESSIONS

WEDNESDAY, 17 MARCH | Afternoon

17.00 – 18.15 Parallel Sessions



PS26 | eHealth and Healthcare Organisations – The Chicken and The Egg

Room
111

Are Information Technologies a strategy to force restructuring upon organisations or is IT only a tool to be used for that specific purpose? Evidence shows that ICT projects in healthcare will at some point have a great impact in an organisation, used as a strategy or as a consequence. Successful past experiences can be of great value when designing a new eHealth project and in assessing the potential impact on a business.

Chairman:

Mateu Huguet, Director, Institut d'Estudis de la Salut, Catalonia, Spain

Clinical Leadership in e-Health Era

Jose Enrique Fernandez Aguado, Siemens Medical Solutions

Lluis Alegre, CEO of Son Dureta Hospital, IB Salut, Balearic Islands, Spain

eHealth Governance in a Local Organisation. The Experience from Pompidou Hospital

Patrice Degoulet, European Hospitals Georges Pompidou, Paris, France

PS27 | Standards for a Global Scene

Room
112

The value of interoperability is being accepted as one of the major efforts in the development of eHealth, but technicians and consultants have doubts about the standards adoption. There are different organisations developing healthcare standards. It is time to clarify the actual status and the future plans for a better understanding and adoption by the healthcare community.

Chairman:

Ilias Iakovidis, Acting Head of Unit ICT for Health, DG INFSO, European Commission

Kees Molenaar, CEN/TC 251 Chair, CENELEC, The Netherlands

Charles Jaffe, CEO of HL7, USA

Jennifer Zelmer, IHTSDO (International Health Terminology Standards Development Organisation), Denmark



CONFERENCE SESSIONS

WEDNESDAY, 17 MARCH | Afternoon

17.00 – 18.15 Parallel Sessions

PS28

Room 113

Evidence in Patient Safety

IT systems should improve care, but may pose equal or greater risks to patient safety if used poorly or badly developed. IT systems should therefore be regarded as healthcare interventions with potential to cause harm, and subjected to the same scrutiny and rigor in validation and testing as any new therapy. This session will explore the rational, principles and solutions which contribute to evidence based IT systems which improve patient safety.

Moderator:

George Thomson, Associate Medical Director & Honorary Professor of Diabetes, Sherwood Forest Hospitals NHS Foundation Trust & Sheffield Hallam University

Validating the International Classification for Patient Safety (ICPS): The Belgian Experience

Luc Van Looy, Medical Director, GZA Hospitals, Belgium

The Role of Information Technology in Clinical Governance

Professor Devaka Fernando, Associate Medical Director, Sherwood Forest Hospital and Sheffield Hallam University, United Kingdom

Health Informatics – Application of Clinical Risk Management to the Manufacture and Deployment of Health Software

Professor Michael Thick, Chief Clinical Officer, NHS Connecting for Health, United Kingdom

PS29

Room 114

eHealth market? Present and Prospects – A View from Industrial Players

Hosted by COCIR

The deployment of eHealth is timid and restrained and rarely achieves maturity to demonstrate its full potential. Now, in Europe, a new set of common political imperatives is driving demands for major healthcare transformation. COCIR advocates the development and deployment of eHealth solutions and services as being crucial for improving safety, quality, accessibility and efficiency of healthcare, but notes that although eHealth will be a key enabling part of healthcare transformation, progress towards eHealth capabilities has been painfully slow.

Welcome and Introduction

Eric Maurincomme, COCIR Healthcare IT Chairman & Chief Strategy & Marketing Officer, Agfa HealthCare, Belgium

What eHealth strategies work and do not work, and what should be implemented to effectively meet these healthcare “transformational” imperatives?

John Crawford, COCIR Healthcare IT Committee, Healthcare Solutions Manager, IBM

What IT Systems are really being Implemented and used in Hospitals across Europe, and How Prevalent are Hospital Electronic Patient Records (EPR)?

Eric Maurincomme, Chief Strategy & Marketing Officer, Agfa HealthCare, Belgium

How to Build Confidence in and Acceptance of TeleHealth Services?

Sascha Henke, COCIR Telemedicine Focus group, Chairman and Vice President Sales and Marketing, Robert Bosch GmbH, Germany

PS30

Room 115

From Servers to Medical Devices

The growing sophistication of healthcare-related technology has given rise to increased debate as to the classification of a variety of devices and the criteria on which such classification should be based. Our panellists will discuss emerging regulatory and legal challenges such as the recent modifications to the Medical Device Directive. The implications of the proposed Recast of the existing legislation and the advantages and disadvantages of a single regulation governing all medical devices will also be discussed.

Moderator:

Elisabethann Wright, Partner, Hogan & Hartson LLP

The Medical Device Directive: an Industry Perspective

Petra Wilson, Director, Connected Health, Cisco, Belgium

The Medical Device Directive: the CIO Perspective

Prof. Dr. med. Björn Bergh, Director of Information Technology and Medical Engineering, University Hospital Heidelberg, Center of Information Technology and Medical Engineering, Germany

Why not a Single Regulation Governing all Medical devices?

Anne-Sophie Bricca, Director, EMEAM Legal Affairs, CaridianBCT Europe N.V.

CONFERENCE SESSIONS

THURSDAY, 18 MARCH | Morning

09.30 – 10.45 Parallel Sessions



PS31 | eHealth Procurement

Room
111

ICT has contributed to rationalise existing B2B procurement processes, while stimulating the creation of new models for procurement. This is true for the healthcare sector as well. However, procurement of eHealth systems and services is particularly complex for a number of reasons, including:

- 1) large-scale deployment of eHealth services is still embryonic in most EU countries. Several are the pilot projects, but few are the services actually reaching the citizens;
- 2) interoperability is a key word for health authorities when planning eHealth investments, but few are the solutions available on the market which are actually interoperable;
- 3) even more complex is designing and procuring telemedicine services, an area where health authorities often opt for complete outsourcing of the target solutions, without having adequate tools for assessing the available offers in the framework of HTA. This debate offers a view on the above issues, as well as concrete cases of best practice that can be taken as methodological references for the procurement of innovative eHealth solutions.

Chairwoman:

Mita Marra, Italy's National Research Council – University of Salerno, Italy

Ines Bardón, Deputy Director of Procurement, Servicio Andaluz de Salud, Andalusia, Spain

Giancarlo Ruscitti, Secretary-General Health and Social Service, Veneto Region, Italy

Josep M. Picas, Chief Information Officer, Hospital Sant Pau, Barcelona

PS32 | eHealth: Potential for Promoting Mental Health and Tackling Mental Disorder

Room
112

Mental disorders are of increasing relevance for public health. It is estimated that every fourth European will be affected by a mental disorder at least once during his/her lifetime. Because of the high prevalence and economic impact mental disorders are of increasing interest to public health and health policy. e-Health interventions hold the potential to improve service access and quality in mental health by being of low threshold access, economising scarce human resources in mental health, being of low stigma and by encouraging self-help and empowerment of users.

Chairwoman:

Heleen Ripper, PhD, Director Innovation Centre of Mental Health & Technology, Trimbos Institute, The Netherlands

CRUfADclinic.org: Where People Get Well

Gavin Andrews MD, Professor of Psychiatry, School of Psychiatry, University of New South Wales, Australia

"Talk to me": A Self-applied Telepsychology Programme for Treatment of Fear of Public Speaking

Cristina Botella, Clinical Psychologist, University Jaume I. Castellon, Professor for Psychological Treatment, Universitat Jaume I de Castellón, Spain

Personal Health Technologies for Management of Mental Health – Prevention, Early Intervention and Treatment Experiences

Ilkka Korhonen, Technology Manager, VTT Technical Research Center of Tampere, Finland

10.45 - Coffee Break
11.15

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CONFERENCE SESSIONS

THURSDAY, 18 MARCH | Morning

09.30 – 10.45 Parallel Sessions

PS33 Room 113

CALLIOPE Open Event – Building Trust in eHealth Services Across European Borders

Hosted by EHTEL

CALLIOPE is a unique platform for eHealth interoperability. This Open Event is an opportunity to observe achievements on Building Trust in eHealth Services across European borders. In addition, the audience will learn about recent EU Commission and Member States eHealth interoperability initiatives and cross-border eHealth projects with political impact.

Welcome and Introduction by the Session Chairs

Martin Denz, EHTEL President
Michèle Thonnet, Ministry of Health, France

How to move Forward the Implementation of the EU Interoperability Recommendation to Establish Trust and user Acceptance

Part 1: Perspective of a Member State

Niels Rossing, M.D., Senior Consultant, Medcom, Denmark

Part 2: Perspective of a Professional Users Organisation

Michael Wilks, President of CPME and Chair of the eHealth Users Stakeholders Group, Belgium

An Implementation Framework for Trust

Part 1: National Contact Points – Legal and Regulatory Issues
Zoi Kolitsi, CALLIOPE Co-ordinator, Ekefyl, Greece

Part 2: Patient Consent for eHealth Services Across EU Borders

Petra Wilson, CALLIOPE and Continua Alliance, Belgium

PS34 Room 114

How can Hospitals and Healthcare Organisations Address Web 2.0? Is Healthcare Ready for Open Access to Information?

Clinical transformation only occurs through a change in processes. It requires the redesign of workflow that takes advantage of the benefits offered by health Information Technology. In this session attendees will learn the fundamentals about social networking, review the role of clinical transformation in improving healthcare, understand some basic Web 2.0 concepts and technology, see some practical experiences of Web 2.0 Social Platforms for Clinicians and Patients
What Web 2.0 brings to Healthcare communities?

Moderator:
Miguel Cabrer, CEO, Medting.com, Spain

How Web 2.0 and Social Media are Transforming Healthcare

Denise Silber, President, Basil Strategies, France

Social Networking to Share Medical Knowledge: The experience of Madrid Health Region

Zaida Sampedro Préstamo, Health Information Systems General Director, Madrid Health Department, Spain

Understand Business Opportunities by using Web 2.0 in Healthcare. Is Healthcare Environment ready for open Access to Information?

Miguel Cabrer, CEO, Medting.com, Spain

PS35 Room 115

Models for Optimal Use of Resources

Delivering healthcare requires the use of scarce or limited resources such as the time of clinicians, utilisation of space and medical equipment and or consumables.

A lot of progress has been made in the industry (and some services like airlines) to maximise the use of resources via production models and mathematical optimisation which lead to huge benefits, savings and quality improvements. Is it a feasible approach in the healthcare sector? Can we use the DRG/HRG approach to identify specific pathways and model the activity and the cost linked to these pathways?

Moderator:
Dr Beatrice Falise-Mirat, Deputy Director, ANAP, France

Improving Inpatient Medical Care with Mobile Devices

Manuel Perez Valina, CIO, Hospital General Universitario Gregorio Marañón, Spain

Transformation Plan for Renault Information Systems and Technology

Sophie Dumas, Executive Assistant of the CIO, RENAULT IS/IT, France

Just-in-time Decision Support for Improving and Optimising Professional Practices

Antoine Geissbühler, MD, CMIO, Geneva University Hospitals, Switzerland

10.45 - Coffee Break
11.15

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PROGRAMME

THURSDAY, 19 MARCH | Afternoon



PLENARY SESSIONS

<p>11.15 - 12.30</p>	<p>A European eHealth Market: Dream or Reality? eHealth is not a Lab experiment. It is part of healthcare and must be embedded in it. It is nice to have dreams about an ideal healthcare system of the future, but real experiences and development projects are on the arena with clear business plans. The view of four representatives from industry and providers organisations has to illustrate the existing reality</p> <p>Chair: Francisco Ros, State Secretary of Telecommunications and Information Society, Ministry of Industry, Spain</p> <p>Martin Vial, CEO of Europe Assistance Group, France</p>	<p>PL10/ Room 117</p>
<p>12:30 - 13:00</p>	<p>Closing Session</p> <p>Joan Guanyabens, General Director, Catalan Agency of Technology and Medical Information Evaluation, Spain</p> <p>Florin Lupescu, Director, ICT Addressing Societal Challenges, DG INFSO, European Commission</p>	<p>PL11/ Room 117</p>



THANK YOU TO OUR SPEAKERS

Speaker	Session	Speaker	Session	Speaker	Session
Iciar Abad	PS17	Catherine Ginisty	PS16	Jose Martinez Olmos	PL1
Lluis Alegre	PS26	Anders Grimsmo	PL7	Chuck Parker	ILS
Gavin Andrews	PS32	Andreas Grode	PS14	Xavier Pastor	PL8
Paul Atkin	PS3	Joan Guanyabens	PL11, PS1	Claus D Pedersen	PL7
Clemence Martin Auer	PS1	Maria Häggglund	PS12	Richard Perkins	PS4
Neil Bacon	PL4	Kari Harno	PL1	Thomas Pieber	PS23
Ines Bardon	PS31	Sascha Henke	PS29	Maria José Piña Vera	PS18
Navin Bedi	PS13	Jordi Hereu	PL1	Antonio Plasencia	PS2
Nicola Bedlington	PS5	Vicente Hernandez	PS22	Octavian Purcarea	PS22
Björn Bergh	PS30	Kendall Ho	PS10	Pablo Rivero	PL2, PL5
Cristina Botella	PS32	Jacob Hofdijk	PS20	Jan Røberg-Larsen	PS13
Celia Boyer	PS16	Hans Hofstraat	PS19	Francisco Ros	PL10
Tom Boyle	PS24	Evert Jan Hoijtink	PS20	Niels Rossing	PS33
Silviu Braga	PS15	Francisco I Bastos	PS2	Giancarlo Ruscitti	PS31
Anne-Sophie Bricca	PS30	Ilias Iakovidis	PL5	Pekka Ruotsalainen	PS4
Mike Breslow	ILS	Alex Jadad	PL3	Zaida Sampedro Préstamo	PS34
Miguel Cabrer	PS34	Charles Jaffe	PS27	Peter Schwarz	PS7
Jonathan Cameron	PS9	Karin Johansson	PS1	Joshua Shemer	PL9
Mariane Cimino	PS14	Sissel Jor	PS8	Denise Silber	PS34
Enrico Coiera	PL8	Neil Jordan	ILS	Andrew Smith	PS16
John Crawford	PS29	Albert J Jovell	PS5	Bernat Soria	PL3
Claudio Dario	PS7	Anne Kallio	PS9	Michiel Sprenger	PS14
Patrice Degoulet	PS26	Dipak Kalra	PS25	Karl A. Stroetmann	PS3, PS6
Georges De Moor	PS25	Raoul Kamadjeu	PS2	Mats Sundgren	PS25
Bart M. Demaerschalk	PL7	Misha Kay	PS6	Michael Thick	PS28
Martin Denz	PS33	Rachelle Kaye	PS23	Michele Thonnet	PS33
Jean-Paul Dercq	PS7	Zoi Kolitsi	PS33	Stein Vaaler	PS13
Lluis Donoso	PS7	Harald Korb	PS23	Bernardo Valdivieso Martinez	PS3
Sophie Dumas	PS35	Ilkka Korhonen	PS32	Lorenzo Valeri	PS21
Simon Eccles	PL9	Luis Kun	PS2	Manuel Perez Valina	PS35
Hukka Eija	PS16	Marc Lange	PS17	Karel van Lambalgen	PS24
Benny Eklund	PS7	Mats Larson	PS18	Luc Van Looy	PS28
Jose Enrique Fernandez Aguado	PS26	Matthias Leu	PS15	Tanguy Van Overstraeten	PS4
Devaka Fernando	PS28	Christian Lovis	PS11	Marco Viceconti	PS19
Kevin M. Fickenscher	PL5	Florin Lupescu	PL11	Mike Watson	PS10
Chris Flim	PS8	Josep M. Piqué	PL9	Patrick Weber	PS20
Daniel Forslund	PS17	George MacGinnis	PS24	Dean Westcott	PS13
Alain Franco	PS12	John Mantas	PS11, PS20	Andrew M. Wiesenthal	PL9
Alejandro Frangi	PS19, PS22	Eric Maurincomme	PS21, PS29	Stefan Wild	PS8
Charles Friedman	PL5	Blackford Middleton	PS15	Michael Wilks	PS33
Artur Furtado	PS5	Di Millen	PS11	Petra Wilson	PL7, PS30, PS33
Antoine Geissbühler	PL3, PS10, PS35	Kees Molenaar	PS27	Jennifer Zelmer	PS27
Marina Geli	PL1	Libby Morris	PL3	Roberto Zuffada	PS9
Esther Gil-Zorzo	PS1	Adolfo Muñoz Carrero	PS12		
		Sarah Muttit	PS6		
		Greta Nasi	PS21		

OTHER CONFERENCE MEETINGS

Monday, 15 March

Level 1, Room 128

12.00 – 18.15
(lunch included)

Microsoft Health Users Group Exchange 2010
Additional fee required



This year is the New Model for Healthcare Innovations: reducing costs, increasing access and creating growth. The half-day event will feature best practice sharing and knowledge exchange in a highly collaborative setting. See customer stories with new ideas and proven tactics that translate into working solutions through the impact of e-Health.

Thursday, 18 March

Level M1, VIP Room

13.00 – 17.00
Invitation Only
Lunch Included

Enabling Integrated Care: Harnessing Personal Health Systems for Better Outcomes Across the Care Continuum



Drawing on the experience of healthcare providers already using personal health systems to support home care, the workshop will provide a forum to identify solutions for integrating Personal Health Systems in routine healthcare. The event is organised by the EU funded action SmartPersonalHealth and hosted by Fundació TicSalut. Visit: <http://sph.continuaalliance.org>

Monday, 15 March

Level 1, Room 125

13.00 – 17.00
Invitation only
17.00 – 18.00
Open

ARGOS Workshop Part 1
ARGOS Workshop Part 2



The ARGOS project (<http://argos.euroec.org>) supported by the EC, DG Relex, under FP7 aims to establish a Transatlantic Observatory for Meeting Global Health Policy Challenges through ICT-Enabled Solutions in order to develop and promote "Common Methods for Responding to Global eHealth Challenges in the EU and the US". Target areas addressed are: semantic interoperability, certification, impact indicators and VPH.

Thursday, 18 March

Level 1, Room 114

14.00 – 16.00

@neurIST Project



FP6 Project "@neurIST" has shown how fundamental alterations to the management of clinical information could improve patient care and reduce clinical costs. By streamlining data systems, enhancing complex diagnosis, and automating knowledge discovery, the project's 30 partners have produced an integrated healthcare workflow that has wide application throughout Europe's hospitals.

Wednesday, 17 March

Level M1, VIP Room

18.30 – 19.30
Open Event

COCIR Telemedicine Toolkit-launch Cocktail



COCIR is happy to launch its toolkit on telemedicine comprising a position paper, a glossary of terms and a database of referenced studies demonstrating the effectiveness of telehealth solutions. The toolkit will guide starters and experts in better understanding telemedicine, its potential and the barriers to its adoption.

Thursday, 18 March

Level 1, Room 128

14.00 – 17.00
Invitation Only

CALLIOPE Plenary Meeting



As a European Thematic Network calling for interoperability in eHealth in Europe, CALLIOPE is bringing together eHealth stakeholders and needed competences and expertise to produces value for decision makers and supports the planning of EU level actions with national level added value.

GOVERNING COUNCIL

Council Chair

Kari Harno, MD, PhD
Chief Medical Officer
Helsinki University Hospital
Finland

Council Vice-Chair

Angela Dunbar
Director, International Relations
TicSalut
Spain

Björn Bergh, MD
Professor for Medical Information Systems
University Hospital and Medical Faculty Heidelberg
Germany

Miguel Cabrer
eHealth Advisor
Innovation, Research and Communication Consulting, S.L.
Spain

Barry Chaiken, MD, MPH
HIMSS US Board Chair
Chief Medical Officer
DocsNetwork, Ltd
United States

Antoine Geissbühler, MD
Chairman, Department of Radiology, Medical Informatics
University Hospital
Switzerland

Nicholas Hardiker, RN, PhD
Senior Research Fellow
Salford Health Informatics Research
United Kingdom

A. Mario Lerario, PhD
MHSM
Region Puglia – Cohesion Policy and Structural Funds
Italy

Eric Maurincomme, PhD
Vice President, Chief Strategy & Marketing Officer
Agfa Healthcare
Belgium

Holly Miller, MD, MBA, FHIMSS,
HIMSS US Board Liaison
Chief Medical Officer
MedAllies, Inc
United States

Christopher Nolan
Managing Partner
Healthcare Informatics Society of Ireland
Ireland

Petra Wilson
Director, Connected Health
Cisco Systems
Belgium



Integrated Health Management

Integrated Health Management

HP's extensive portfolio of products, solutions, services, and partnerships enable health organizations to lower costs, speed innovation into practice, function more efficiently, and improve the quality of care.

HP's offerings enable collaboration across entire ecosystems and brings more value from market players and information, leading directly to improved patient outcomes.

Please come to listen to Industry Solution Session, **Patient, Health care provider and Health insurance company involvement into information exchange using secure internet based solution and channel** Tuesday March 16th from 11:30 a.m. - 12:15 p.m.

Check out Booth #627 for HP health management demos



QUALIFIED BUYERS PROGRAMME

The WoHIT Qualified Buyer Programme is a specialised, highly-targeted programme for a select group of healthcare professionals, with the goal of maximising ROI at WoHIT10 and helping you meet your goals related to healthcare IT and management systems.

The delegates who qualified for this programme are able to:

- Connect with the right people
- Attend quality information and product solution sessions
- View private, relaxed presentations with the solution providers you are interested in meeting
- Gain access to our exclusive VIP lounge and guided tours of WoHIT10 highlights such as the Interoperability Showcase
- Network with leaders and peers

If you are a member of the Qualified Buyer Group then you will have complimentary access to the following:

- **The Qualified Buyers Lounge** on the exhibition floor (Stand 115) with complimentary refreshments, internet access and a dedicated hostess to assist you with your questions and needs.
- **The Qualified Buyers Dinner** Tuesday, 16th March
- Visit our website link which gives you an overview of sessions which are of special interest to CIO's and Senior Executives: www.worldofhealthit.org/education/eduCIOs.aspx

Qualified Buyer Programme
Partner:



We'd like to thank our Sponsors:



INTEROPERABILITY SHOWCASE™

The Interoperability Showcase is a dynamic event that demonstrates realistic, clinically-accurate examples of today's complex healthcare environment. The demonstrations focus on implementing standards-based systems and applications using the Integrating the Healthcare Enterprise (IHE)® common interoperability framework.

Learn more about how the collaborative work of users, vendors, organisations, as well as national and regional projects can benefit your implementation of an interoperable healthcare environment, including healthcare specialties such as Radiology, Cardiology, Laboratory, Patient Care Devices and Infrastructure components.

Visit the Showcase Theater

Educational presentations focused on success stories, case studies and real world implementations that streamline connectivity;

- Experience the Showcase as a patient in the clinical scenarios by creating your own medical record and tracking it through various healthcare settings,
- View time critical transactions between home-based patient devices and clinicians.

Connect with Global Innovators

Talk with vendors and organisations that are aligning their products and services with consensus based-standards, helping to propel technological breakthroughs and moving the industry closer to the goal of interoperability.

Participate in Guided Tours

See a technical demonstration of health IT systems featuring standards-based health information exchange within and across local, regional and national networks.

Showcase demonstrations will be available during exhibit hours as well as during coffee and lunch breaks:

Tuesday, March 16: 10.15, 11.15, 13.00, 14.00, 15.00, 16.00 and 17.00

Wednesday, March 17: 10.15, 11.15, 12.30, 13.30, 14.30, 15.30, and 16.45

For a complete schedule of educational sessions and guided tours, please visit www.worldofhealthit.org/exhibition/interop.aspx



Don't miss this opportunity to experience the future of health IT at the Interoperability Showcase on the exhibit floor

Visit Stand 713 in the Exhibition Hall.

Leadership:



Implementers :



Organisational:



Supporters:



EXHIBITION | HALL 1 – 3

Come and experience numerous products and services in the healthcare IT industry, with over 80 exhibiting companies. The exhibition consists of many specialised areas, including the Interoperability Showcase showing connectivity between companies, the Industry Solutions Theatre, Country Pavilions, Partner Pavilions, the Qualified Buyers Lounge and much more.

Exhibit Hall Opening Hours

Monday, 15 March	Tuesday, 16 March	Wednesday, 17 March
16:15 – 20:00 18:30 – 20:00* *opening reception on show floor	10:00 – 18:00	10:00 – 18:00

Please note that the Exhibition Hall is closed on Thursday, 18 March.

EUROPEAN COMMISSION – STAND 801

ICT improves efficiency of health systems and quality of care when used properly in hands of health professionals and patients. For 20 years the European Commission has contributed to these benefits by funding R&D. It also supports EU wide deployment of eHealth, facilitates cooperation among Member States and engages other stakeholders such as health professionals, payers and industry.

FOOD AND BEVERAGE – EXHIBITION HALL

Complimentary food and beverage will be served on the Exhibition Floor on Tuesday and Wednesday including lunch. On Thursday coffee breaks will be served outside the Parallel Session Rooms on Level 1. Lunch will not be served on Thursday.

HIMSS CENTRAL – STAND 901

HIMSS Central will showcase all the products and services that HIMSS offers throughout Europe and globally. Visit HIMSS Central and explore the full range of offerings, including information about membership, communities, education, certification and more.

INDUSTRY SOLUTIONS THEATRE – STAND 935

Industry Solutions Sessions are case study presentations hosted by clients of exhibiting companies that will showcase some of the most dynamic and most innovative healthcare IT solutions in the industry. These sessions will be held in the Industry Solutions Sessions Theatre located in Stand 935 on the exhibition floor.

MICROSOFT ATTENDEE LOUNGE – STAND 109

Enjoy a relaxing cup of coffee at the Microsoft Attendee Lounge. All delegates are welcome!

ONLINE BUYERS GUIDE

www.onlinebuyersguide.himss.org

Use this dynamic web tool to help you plan your time at the exhibition. Identify exhibitors whose product and service you would like to learn more about. Exhibitors are searchable by company name, descriptive keywords and product/service category. The Online Buyers guide can also be accessed on the computers in the Internet Lounge in Stand 135.

ORGANISING COMMITTEE PAVILION – STAND 907

Stop by the Organising Committee Pavilion to meet with representatives of:



PARTNER PAVILION – STAND 100

Please visit our supporting and media partners at the Partner Pavilion in Booth 100 on the exhibition floor:

American Health Information Management Association	Health On the Net Foundation
Continua Health Alliance	Integrating the Healthcare Enterprise (IHE)
European American Business Council	The International Federation of Health Records
Ehealthnews.eu	International Health Terminology Standards Development Organisation
EU Gateway Programme	International Society for Telemedicine & eHealth
Finnish Healthcare Technology Association	Nederlandse Vereniging voor eHealth
Healthcare Informatics Society of Ireland	
Hospital IT Network	

QUALIFIED BUYERS LOUNGE – STAND 115

Open to Qualified Buyer Programme Participants

The Qualified Buyers Lounge is open to the participants of the Qualified Buyers Programme and the Programme sponsors. Designed to meet the goals related to healthcare IT and management systems for Senior Executives, this Programme will include sponsor driven healthcare solutions in the Qualified Buyers Theater.

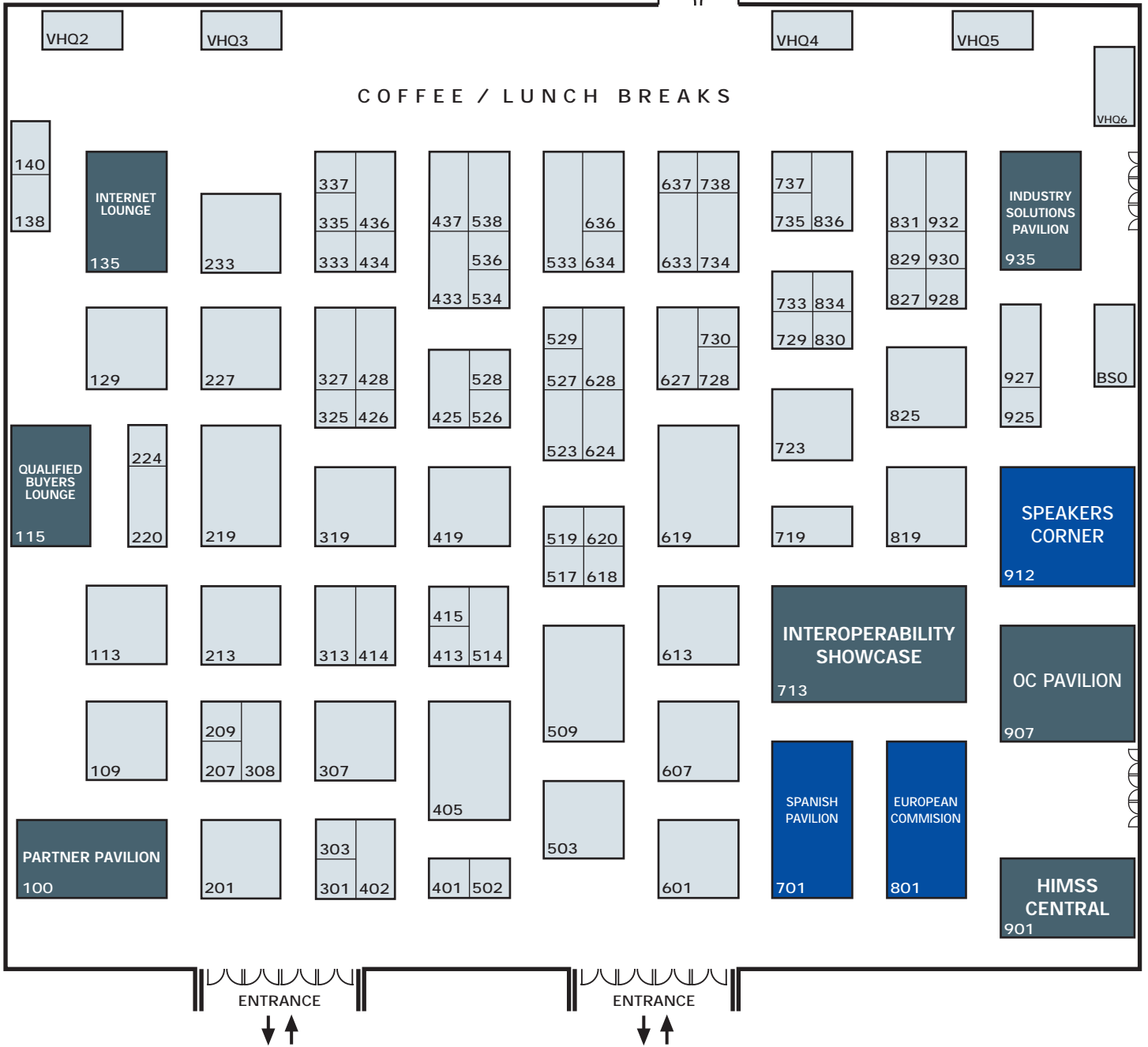
SPANISH PAVILION – STAND 701

The Spanish National Health System demonstrates the diverse implementations of eHealth throughout the country. Visitors can see these implementations by thematic area: Interoperability, Electronic Health Record, ePrescription and General eHealth Services. The eHealth services of the Spanish regional governments are demonstrated.

SPEAKERS CORNER – STAND 912

The Speakers Corner forum offers the opportunity to share experiences and illustrate innovative projects and solutions for ICT applied in the health sector. Speakers Corner composes of 30 minutes sessions on Tuesday and Wednesday during exhibition hours. Welcome!

EXHIBITION FLOOR PLAN



COMPANY	STAND	COMPANY	STAND	COMPANY	STAND	COMPANY	STAND
3M Europe	713	Department of Health, Government of Catalonia	713	Interoperability Showcase	713	Preve Oy	637
7signal	209	eDiagnostic	437	InterSystems Corporation	509, VHQ5	Probitas Technologies	436
Accenture	819	Ekahau Oy	303	ISOFT	619	QualiLife AG	730
Advantech Europe Medical	624	Elsevier	325	ITH Icoserve Technology for Healthcare GmbH	713	Quantros, Inc.	415
Agfa HealthCare HQ	405	Emfit Ltd.	517	JA0tech	728	Sagem Securite	836
ALERT Life Sciences Computing S.A.	503	Engineering	113	LaserBand LLC	738	Saludnova S. Coop.	925
Allocate Software	529	Epic Systems Corporation	219	Man & Machine Europe	434	Siemens A.B.	333
Alma IT Systems S.L.	536	Ergotron, Inc.	213	Medtronic Iberica S.A.	634	Siemens Healthcare	201
Alps Bio Cluster	829	ESRI	307	Microsoft Corporation	109, 713, VHQ2	Sun Microsystems	428
Arsenal.IT	713	Estonian E-Health Foundation	834	Motion Computing, Inc.	436	Swecare - Sweden eHealth Accelerator	327
Atos Origin	930	Euromed Networks AB	337	Nuance Healthcare	402	Sweden - eHealth	227
BAP Health Outcomes Research	207	Everis	927	Omnicell	301	Systelab Technologies, S.A.	401
Bridgehead Software, Inc.	831	First DataBank Europe	633	Oneview Limited	519	System C Healthcare plc	335
Cambio Healthcare Systems	233	Fujifilm Espana S.A.	713	Opex Corporation	526	Systematic A/S	613
Capsule Technologie	527	GCX Corporation	220	Oracle Corporation	425	TECATEL	827
Carestream Health	628	GE Healthcare	825	Orion Health	433	Tieto Healthcare & Welfare Oy	129
ChipSoft B.V.	419	Hewlett Packard Servicios Espana SL	627	Palex Medical S.A.	928	Torrevieja Salud Ute	VHQ6
Connectia Solutions Factory S.L.	313	HIMSS Central	901	Panasonic Computer Products-Europe	607	T-Systems	830
Continua Health Alliance	533	HITS Health Informatics Training System	932	Fujitsu	636	Tunstall Healthcare Group	528
CostAisa, S.A.	713	Hospira	426	Philips Healthcare	719	Ultragenda	414
CSC	723, VHQ4	Humanscale	308	Picis	523	Vidal	534
Cyfluent	413	Hyland Software, Inc.	224			Wave Medical	618
dbMotion Ltd.	319	Indra	601			Welch Allyn	502
Dell	213	INTERFACEWARE, Inc.	733			Zebra Technologies Europe Limited	538
Denmark & eHealth	729					Zynx Health	734

INDUSTRY SOLUTION SESSIONS

Tuesday, 16 March • Booth 935

11.30 - 12.15 **Patient, Healthcare Provider and Health Insurance Company Involvement into Information Exchange using Secure Internet Based Solution and Channel**

Public health insurance is an effective way of health services management and funding. Czech Republic started transformation from budget funding to health insurance system in 1992. Involvement of patients and healthcare providers into clinical information exchange is essential for efficiency of funds and for doctor decisions making using extensive patient data.

Tomas Mladek, MUDr., Strategic director IZIP a.s.
Sponsored by: **Hewlett-Packard Servicios Espana SL**

12.30 - 13.15 **Connecting People and Information for Better Health from Hospital to Home**

Come and see how Intel products and solutions have been implemented across the continuum of care from hospital to home, see practical working examples of how our solutions are enabling new models of care in real life situations and understand the how to deploy these solutions and the positive impact they have on clinicians and patients.

- Discuss key healthcare challenges and see how technology is supporting new models of care.
- Understand how HOSPITAL based Mobile Point of Care (MPoC) solutions can improve efficiency and enable better patient care.
- Hear how COMMUNITY based solutions support mobile health workers provide better care for patients outside of hospital
- See how HOME based monitoring solutions like the Intel Healthguide have transformed the lives of chronically ill patients and enabled them to stay in their own homes.

Sponsored by: **Intel Digital Health**

13.30 - 14.15 **Meeting the needs of 21st Century Medicine with a Near Paperless Hospital Environment – NHS Greater Glasgow and Clyde Case Study**

NHS Greater Glasgow and Clyde Health Board have taken on a modernisation building project to make it easier for its tens of thousands of providers to access patient medical records by implementing an EHR system that will provide all clinicians with access to a unified patient medical record where and when needed.

Scott Hendry, Portal Project Manager, NHS Greater Glasgow and Clyde
Simon Philpott, Sales Director, Orion Health
Sponsored by: **Orion Health**

14.30 - 15.15 **Trust your WLAN with 7Signal!**

Hospitals require WLAN in unique ways to improve patient safety, save lives, streamline patient information and reduce overall costs. This session will provide you with the proof that there is a unique solution for WLAN in Healthcare by a Finnish company- 7signal!

Now your WLAN can provide the service quality and continuity required by medical devices such as patient monitoring Units, real time location systems, clinical data processing!

Veli-Pekka Ketonen, CEO, 7Signal
Sponsored by: **7Signal**, Finland

15.30 - 16.15 **How a Radiology Cloud Infrastructure Supports a Variety of Customer Workflows. From Emergency to Hospital Cross Reading and Long Term Archiving**

Description of two case studies, serviced by a unique multi-tenant infrastructure: – Teleradiology company using the infrastructure to provide emergency reading to different hospitals – Group of hospitals managing cross-reading and long-term archiving in a seamless way Initial requirements, constraints, deployment, benefits for the companies and their customers will be discussed.

Pierre Yves Nectoux, eHealth Managed Services Business Development and Marketing Manager, Carestream Health
Sponsored by: **Carestream Health**

INDUSTRY SOLUTION SESSIONS

Wednesday, 17 March • Booth 935

12.30 - 13.15 **Image Exchange at Work: Solutions and Case Study**

Using the XDS and XDS-I IHE interoperability standards provides new and improved capabilities to address the major use cases in cross-organisational image exchange applications both with and without a central image archive.

Stefan Bei der Kellen, PhD, Product Manager eHealth EMEA, GE Healthcare IT

Sponsored by: *GE Healthcare*

13.30 - 14.15 **Regional EHR Provides Clinicians Widespread Access to Patient Medical Records**

IB Salut implemented a portal-based EHR accessible to all clinicians in the region as part of a larger health IT infrastructure revitalisation. Benefits include improved patient care and safety, more informed Clinical decisions due to more up-to-date data, reduced time for routine processes and lower cost of care.

Juan Manuel Buades, Chief of Nephrology, Hospital Comarcal de Inca

Sponsored by: *Orion Health*



INDUSTRY SOLUTION SESSIONS

Wednesday, 17 March • Booth 935

14.30 - 15.15 **A Review of Speech Recognition Implementations in Europe**

Introduction to speech recognition – one technology, numerous use cases: – Front-end speech recognition – Back-end speech recognition – Departmental solution – Enterprise solution (hospital and region-wide) A review of first hand experiences from implementation to optimisation, lessons learned and best practice.

Dewinder Bhachu, Undergraduate studies Physical Sciences, postgraduate St Bartholomew's Medical College in Medical Electronics and Physics.

Director of Healthcare Informatics, Nuance Healthcare, United Kingdom

Sponsored by: **Nuance Healthcare**

16.30 - 17.15 **Medical Imaging. Achievements and Challenges**

A Medical Imaging Network (MIN) is a standard-based technology platform that connects medical imaging information systems across professional and organisational boundaries, enabling healthcare providers in a region to Share Information, Collaborate and Manage Capacity. The enablement of a Medical Imaging Network delivers benefits to patients, clinicians and healthcare organisations such as:

- Patient safety
- Shortened patient wait time for diagnostics and treatment
- Improved patient experience and diagnostic accuracy
- Improved research and training capabilities
- Flexibility in diagnostic service delivery models (e.g. "home working")
- Capabilities for supporting clinical flows and care pathways that are cross organizational
- Improved risk and security
- Reliability of technology investments

Through our experience of implementing regional medical imaging solutions we will present a case study with information about the key factors to consider:

- roles and responsibilities of the key stakeholders
- lessons learned and qualitative/quantitative benefits

We will also try to answer critical questions like:

- will the solution replace my existing PACS or RIS?
- will the solution shorten patient wait time for diagnostics and treatment?
- will the solution improve diagnostic accuracy?

and others.

Derek Danois, Accenture Health Partner, EALA Medical Imaging Lead

Sponsored by: **Accenture**

EXHIBITS ALPHABETICALLY

COMPANY	STAND	COMPANY	STAND
3M Europe	713	INTERFACEWARE, Inc.	733
7signal	209	Interoperability Showcase	713
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ALERT Life Sciences Computing S.A.	503	JA0tech	728
Allocate Software	529	LaserBand LLC	738
Alma IT Systems S.L.	536	Lincor Solutions Ltd	620
Alps Bio Cluster	829	Man & Machine Europe	434
Arsenal.IT	713	Medtronic Iberica S.A.	634
Atos Origin	930	Microsoft Corporation	109, 713, VHQ2
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ChipSoft B.V.	419	Oracle Corporation	425
Connectia Solutions Factory S.L.	313	Orion Health	433
Continua Health Alliance	533	Palex Medical S.A.	928
CostAisa, S.A.	713	Panasonic Computer Products-Europe	607
CSC	723, VHQ4	Fujitsu	636
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ESRI	307	Sweden - eHealth	227
Estonian E-Health Foundation	834	Systelab Technologies, S.A.	401
Euromed Networks AB	337	System C Healthcare plc	335
Everis	927	Systematic A/S	613
First DataBank Europe	633	TECATEL	827
Fujifilm Espana S.Aa.	713	Tieto Healthcare & Welfare Oy	129
GCX Corporation	220	Torrevieja Salud Ute	VHQ6
GE Healthcare	825	T-Systems	830
Hewlett Packard Servicios Espana SL	627	Tunstall Healthcare Group	528
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EXHIBITING COMPANIES

3M Europe

713

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3M Health Information Systems has joined the epSOS Industry Team and participated in the work on "Semantic Interoperability". With our innovative solutions and know-how we believe that we can contribute to having true Health Information Exchange across the globe.

7Signal

209

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Sibel Tunali
www.7signal.com

7signal is pioneer in WLAN-performance management and monitoring in Healthcare IT Applications. Our Wireless Quality Advancement (WQA) solutions are technically and commercially proven and deployed in Finland. The company is privately held, and it was established in 2006 by former Nokia and Tellabs RF and network management experts. Our headquarters are located in Helsinki, Finland.

Accenture

819

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www.accenture.com

Accenture is a global management consulting, technology services and outsourcing company. As one of the world's largest systems integration and managed services providers, we use evidence-based insights to dramatically improve our clients' performance and health outcomes for citizens around the world. We leverage and apply our thought leadership, proven assets, talent and corporate citizenship agenda to identify and impact health care's most pressing social issues.

Advantech Europe Medical

624

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Reinier Middel

Advantech is a market leader with experience delivering comprehensive high-performance computing systems for the medical market. All computing platforms are designed to satisfy demanding mission-critical goals for enhancing the quality and efficiency of healthcare. They all match the performance of commercial PCs and are much more attractive because they feature tough industrial qualities such as UL60601-1 and EN60601-1 medical safety approval.

Agfa HealthCare HQ

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713

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www.agfa.com/healthcare
Franz Tiani

Agfa HealthCare supplies hospitals and other healthcare centers with state-of-the-art systems for the capturing, processing and managing of diagnostic images and with IT solutions that integrate the clinical and imaging workflows into the overall hospital operations across departmental disciplines.

Atos Origin

930

c/ Albarracin, 25
28037 Madrid
www.es.atosorigin.com

Atos Origin is a leading international information technology (IT) services company, providing hi-tech transactional services, consulting, systems integration and managed operations to deliver business outcomes globally. Atos Origin is the Worldwide Information Technology Partner for the Olympic Games. In healthcare we drive innovation through one integrated, world-class offering.

ALERT Life Sciences Computing S.A.

503,
713

www.alert-online.com

ALERT® is a comprehensive HIS for all healthcare settings. ALERT® is installed in more than 8,580 facilities worldwide. ALERT® interconnects the activities of all healthcare professionals through workflow concepts based on user profiles. ALERT® is multilingual, touch-screen based, and it has a unique user interface. ALERT® participates at the IHE initiative. ALERT® has never been de-installed.

Allocate Software

529

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London, W1J 9ER UK
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Carolyn Seaman

Allocate Software is the leading workforce optimisation software applications provider for world-wide organisations with large, multi-skilled workforces. With over 18 years' experience, they ensure customers can match operational demands with workforce supply. Using MAPS, Allocate Software's workforce optimisation software application, organisations can deploy the right people and right skills, to the right place at the right time.

Alma IT Systems S.L.

536

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www.alma3d.com
Anouk Doche

New platform release Alma3D 3.0 is a modern and innovative product. The range of solutions includes the ALMA viewers 2D and 3D and specialized clinical applications to cover all the needs of the clinicians and radiologists. Alma IT Systems will introduce two new modules at woHIT 2010. These new products, virtual and nuclear medicine will be integrated to the Alma3D visualization platform.

Alps Bio Cluster

829

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www.adebag.org
Coralie RIOU
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Alps Bio Cluster is a transnational collaboration between alpine regions (Lombardy and Piedmont in Italy, Tyrol in Austria, Upper Bavaria in Germany, Western Switzerland and Rhône-Alpes in France). It aims to build collaborative projects and strategic partnership between research and industry on a long-term basis by having a cross-sectoral approach in order to bridge ICT and medical devices for autonomy and healthcare at home.

Arsenal.IT – Veneto's Research Centre for e-Health

713

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www.consorzioarsenal.it/english

Arsenal.IT is a research centre, founded by all the twenty-three Local Health Authorities and Hospital Trusts of Veneto Region, engaged in the design, development and assessment of supra-organisational e-Health applications. Arsenal.IT carries out activities geared towards standardisation, systems interoperability, research with a view to innovation and procurement engineering.

EXHIBITING COMPANIES

BAP Health Outcomes Research	207
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david@baphealth.com
www.baphealth.com
David Blanco*

To show the new C.A.T Health system (patent pending), which is the first computer adaptive test in Europe to evaluate Health related quality of life (HRQoL). HRQoL is the most important patient reported outcomes measure. It is useful for the outcomes assessment and the economic analysis of medical interventions, from the patient's point of view.

Bridgehead Software	831
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Ryan Witt*

BridgeHead Software provides Healthcare Data Management (HDM) software to more than 1000 healthcare institutions worldwide, and is the world's leading provider of MEDITECH data protection. BridgeHead HDM is storage and vendor agnostic, and combines backup, archive and recovery capabilities with seamless integration into specialised healthcare systems and applications commonly found in healthcare environments, including HCIS from MEDITECH, PACS applications and Microsoft applications.

Cambio Healthcare Systems	233
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Terese Hedin*

Cambio Healthcare Systems is Scandinavia's leading and fastest growing e-health provider. Cambio was founded in 1993 and has offices in Linköping, Stockholm and Reading. Cambio's main product is Cambio COSMIC, a patient-centered electronic record system that includes Clinical Care Documentation, Order Management and Patient Administration Systems. Cambio COSMIC offers solutions within all Healthcare sectors for health organisation of all sizes. Cambio COSMIC is currently licensed for almost 80,000 users in general hospitals, university hospitals, primary care clinics and specialist units all over the world.

Capsule Technologie	527
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Capsule is the world's leading provider of solutions for medical device data integration. Founded in 1997, the Company has specialised exclusively in medical device connectivity. It has established market leadership through its suite of hardware and software products, its unique expertise in device protocols and firmware, and though its strong partnerships with major medical device manufacturers and healthcare information technology companies.

Carestream Health	628
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Robert Ashby*

Carestream Health is a leader in healthcare IT and Medical Imaging Solutions. The extensive portfolio includes: fully unified Web Based RIS/PACS Enterprise & Regional Information Management e-Health Managed Services, (Hosted Information Management, Data Protection,) Data Migration, Network Design, Integration Services, Workflow Optimisation and Disaster Recovery/Business Continuity.

ChipSoft B.V.	419
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Evelien Oskam*

ChipSoft is an innovative and leading European provider of information technology solutions for the healthcare market. Our solutions are designed to empower healthcare professionals to improve patient safety, to create continuity of care and to provide a solid financial position for healthcare organisations.

Connectia Solutions Factory S.L.	313
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Connectia SF is a Spanish company dedicated to the design and fabrication of IP nurse call systems which can be integrated with other manufactures products. Our solutions can be included in bedheads and integrated with our partner Tecatel's multimedia IP solutions, providing added functionalities such as alarm and infrastructure management, messaging and IP video-surveillance.

Continua Health Alliance	533, 713
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Chuck Parker*

The Continua Health Alliance is a non-profit, open industry coalition of the finest healthcare and technology companies joining together in collaboration to improve the quality of personal healthcare. With more than 160 member companies around the world, Continua is dedicated to establishing a system of interoperable personal health solutions with the knowledge that extending those solutions into the home fosters independence, empowers individuals and provides the opportunity for truly personalised health and wellness management.

COSTAISA, S.A.	713
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COSTAISA works in the field of Information Systems, and keeps itself in the cutting edge of technological advances; our challenge is to satisfy the needs of our customers and being their technology partners. Throughout all these years, COSTAISA has developed multiple solutions in the field of the information systems and consulting services focusing primarily on the Healthcare sector.

CSC	723
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Christian Jodehl*

CSC's global healthcare business creates superior performance for leading organisations through technology enabled solutions and services for provider, payer, life sciences, federal and state markets. We enhance the quality of care delivery and clinical outcomes by providing improved performance through interoperable, standards-based information systems and optimised management processes.

Danish Regions	729
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www.regioner.dk

EXHIBITING COMPANIES

dbMotion Ltd.	319, 713
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Johan Hjord

dbMotion's SOA-based health interoperability and intelligence solution enables healthcare organisations and HIEs to meaningfully integrate and leverage their information assets, driving improvements in the quality, safety and efficiency of patient care. dbMotion transforms care through the creation of an integrated patient record that bridges gaps between inpatient/acute care and community care.

Dell	213
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www.dell.com/healthcare
Renzo Taal

Healthcare institutions across the globe rely on technology to deliver critical and efficient patient services. Dells Healthcare & Life Sciences division works closely with systems integrators such as recently acquired Perot Systems to design and develop end-to-end supported ICT solutions. Through the deployment of its Electronic Medical Records and Mobile Clinical Computing solutions, Dell is able to provide value to clinicians where it matters most: at the point of care. To learn more, visit us on our booth 213.

Denmark & eHealth	729
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www.Denmark.dk

Denmark & eHealth is presented by the Danish eHealth Portal, Danish Regions, Digital Health Denmark and MedCom. In Denmark eHealth communication is developed and implemented in collaboration between public and private companies. Most work flows in the health sector are digitalised due to an extensive use of IT and high degree of standardised communication. IT is furthermore used to facilitate communication between health professionals and patients and telemedicine is becoming more widespread.

Department of Health, Government of Catalonia	713
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Digital Health Denmark	729
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www.sdsd.dk

eDiagnostic	437
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Margarita Izquierdo

eDiagnostic "Clínica Virtual de Especialidades Médicas" (eDiagnostic) is a Holding of several eHealth Companies whose Services are Teleradiology (more than 6 years experience), Telecardiology (more than 30 years experience), Telepathology, Technological Platform (more than 5 years experience), and ready to start in Teledermatology and Teleoftalmology. One of the Companies in eDiagnostic has experience in telecardiology since 1970.

eHealth Portal	729
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www.sundhed.dk

Ekahau Oy	303
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Barry Read

Ekahau is the recognised leader in location-enabling enterprise Wi-Fi networks. Our mission is to provide the easiest, most cost effective and accurate positioning solutions for locating people, assets, inventory and other objects using wireless enterprise networks. Our solution tracks wireless laptops, PDAs, VOIP phones, Wi-Fi tags and other 802.11 enabled devices.

Elsevier	325
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www.clinicaldecisionsupport.com

Anticipating the information needs of healthcare organisations and professionals across disciplines, Elsevier Clinical Decision Support delivers accurate, evidence-based and actionable information whenever and wherever needed within the healthcare workflow. From concise answers to in-depth information, from interactive task guidance to real-time data analysis, Elsevier provides a spectrum of knowledge for advancing healthcare.

Emfit Ltd.	517
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www.emfit.com
Heikki Räisänen

Emfit is a world-leading manufacturer of ferroelectret sensors and related embedded electronics. Our main focus is care applications. For over 10 years we have manufactured fall & wandering alarms for dementia care, and for over 5 years we have supplied epileptic tonic-clonic seizure alarms for both home and hospital care. In just the past few years we have sold over 4000 bed and door monitoring products. Besides manufacturing our own brand of products, we also collaborate with other companies by supplying our sensors and electronics as OEM.

Epic Systems Corporation	219
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Epic

Epic has been a pioneer in creating software that improves patient care. Our integrated applications help organisations achieve real improvements in quality, safety and efficiency for an estimated 76M patients worldwide. We've extended the system to patients providing a powerful way for them to participate in their own healthcare. Our software has set records for scalability and performance. We are known for creating applications that physicians like to use with every patient, every day.

Ergotron, Inc.	213
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www.ergotron.com
Lee Schalk

Ergotron has been improving the human interface with digital displays for over 25 years. Ergotron's human-centered designs adapt technology to any individual's physical needs. With our industry recognised expertise in point-of-care computing with mobile and wall mount solutions, Ergotron is best equipped to evaluate and meet your needs.

ESRI	307
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www.esri.com/health
Ann Bossard

ESRI is the world leader in GIS technology. GIS is the enabling technology to spatially relate health information, making it a very powerful tool for identifying, tracking, and responding to disease patterns and health services needs. ESRI software is extensively used by health organisations throughout the world, including the US Centers for Disease Control and Prevention (CDC), the World Health Organisation (WHO), 97 national health ministries, and over 400 hospitals.

Estonian e-Health Foundation	834
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The Estonian e-Health Foundation develops and manages the components of the Estonian nationwide health information system which was launched on December 17th 2008. We are eager to share the know-how on the concept of a nationwide integrated medical health information system covering the whole population.

EXHIBITING COMPANIES

Euromed Networks AB 337

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Peter Severgardh

Presenting 3 software products: MedSpeech – Digital Dictation Picsara – Image Management Grabadoc - Document Management.

European Commission 801

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ec.europa.eu/health-eu/index_en.htm
Corinne Wenner

ICT improves efficiency of health systems and quality of care when used properly in hands of health professionals and patients. For 20 years Commission has contributed to these benefits by funding R&D. It also supports EU wide deployment of eHealth, facilitates cooperation among Member States and engages other stakeholders†such as health professionals, payers and industry.

Everis 927

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Santiago Martín Rodríguez

Everis is a multinational consulting company focused on offering comprehensive business solutions to its clients, meeting all points of view in the value chain, from business strategy to system roll-out. With more than 7000 consultants working in 18 offices all over the world, it develops its activity in the most dynamic economic sectors.

First DataBank Europe 633

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Mark Jewell

First DataBank is the world's leading provider of electronic drug databases and clinical decision support. With over 30 years' experience of maintaining, developing and integrating drug databases, First DataBank has unrivalled expertise and knowledge in this specialist field. Through the effective integration of our products into clinical systems, we enable safer prescribing, dispensing and administration.

Fujifilm Espana 713

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FUJIFILM is a leading provider of medical image and information products and technologies for acquiring, processing, presenting, managing and storing diagnostic images. Fujifilm's full suite of products, including conventional film, imagers, Fuji Computed Radiography (FCR®), Fuji Direct Radiography (FDR) and Synapse® (PACS), not only meet the needs of today's radiology departments, but also help customers to successfully transition to the digital future.

Fujitsu 636

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PFU Limited, a subsidiary of Fujitsu Limited, is a \$1 billion global enterprise that designs, develops, manufactures and markets globally computer hardware, computer hardware, peripheral products, enterprise software and systems. PFU Limited has been engaged in document imaging scanner business over 20 years. For more information, please visit www.pfu.fujitsu.com/en/.

GCX Corporation 220

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Brad Cohen

GCX designs and manufactures mounting solutions for medical devices and IT hardware used in clinical areas of hospitals. Our unparalleled experience and broad range of standard products and custom-manufactured OEM products, combined with over 35 years of healthcare-focused experience makes GCX the natural choice. Integration of devices into healthcare environments requires experience and expertise – GCX has both. Serving Europe/Middle East/Africa via our Netherlands location.

GE Healthcare 825, 713

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Stefan Bei der Kellen

GE Healthcare's Global eHealth Solutions seamlessly connect, share and manage digital health information from hospitals, physician offices, pharmacies, labs, imaging departments and other sources. Powered by GE Healthcare's Centricity solutions and InterComponentWare (ICW), our flexible, advanced architecture and deep knowledge of interoperability standards, unlocks data from disparate healthcare systems. Care co-ordination is facilitated with an effective and efficient workflow.

Hewlett-Packard 627

HP creates new possibilities for technology to have a meaningful impact on people, businesses and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure to solve customer problems. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

HIMSS Central 901

HIMSS Central will showcase all the products and services that HIMSS offers throughout Europe and globally. Visit HIMSS Central and explore the full range of offerings, including information about membership, communities, education, certification and more.

Health Informatics Training System 932

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HITS is an online training and certification programme that introduces front line health workers to the basic concepts of Health Informatics. It is used by organisations to empower their staff to achieve better systems implementations. HITS helps front line health workers see themselves as both care givers and information managers. HITS is provided by HIMSS.

EXHIBITING COMPANIES

Hospira 426

Hospira is a global speciality pharmaceutical and medication delivery company dedicated to Advancing Wellness. As the world leader in speciality generic injectable pharmaceuticals, Hospira offers one of the broadest ranges of generic acute-care, oncology injectibles, infusion therapy and medication management solutions. Hospira's products help improve the safety, cost and productivity of patient care.

Humanscale 308

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www.humanscalehealthcare.com
Steve Lewis

Humanscale Healthcare supports safe and efficient work environments for caregivers with high-performance ergonomic tools designed to support healthcare-specific technology. A division of Humanscale, the world's largest provider of ergonomic solutions, Humanscale Healthcare offers unique expertise in award-winning design for the healthcare market.

Hyland Software 224

www.onbase.com/healthcare

One of the largest independent software vendors in the world of enterprise content management (ECM), Hyland Software is the developer of OnBase. An award-winning suite of document and process management solutions, OnBase has a proven record of solving problems resulting from time consuming, costly and error plagued manual tasks. Today, people at more than 8,500 organisations both large and small in 47 countries have the time to do the things that really add value thanks to OnBase. Available on-premises or as software-as-a-service (SaaS), OnBase installs quickly, cost effectively and is designed to grow with healthcare organisations. To learn more, visit www.OnBase.com/Healthcare

Indra 601

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José Cubelos

Indra is the premier Information Technology Company in Spain and a leading IT multinational in Europe and Latin America. Indra provides world-class, value added solutions and services to sectors such as Public Administration and Healthcare, Transport and Traffic, Energy and Industry, Financial Services, Security and Defence, and Telecommunications and Media.

INTERFACEWARE, Inc. 733

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INTERFACEWARE Sales

With over 10 years experience, INTERFACEWARE is a leading provider of HL7 integration products and services. The company's Iguana and Chameleon products are trusted and preferred by healthcare providers and vendors in over 6000 deployments worldwide. Iguana enables HL7 message routing, transformation, and bi-directional HL7-to-database communication with little to no programming while Chameleon allows for a broad range of custom solutions.

Interoperability Showcase 713

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www.interoperabilityshowcase.org
Lisa Spellman

Where interoperability gets real. Experience the ultimate reality show in healthcare interoperability. Create and manage your own virtual health record – in real-time, real world clinical scenarios. See hands-on demos of the latest standards-based connectivity that's making the future a reality... today.

InterSystems Corporation 509, 713

www.InterSystems.com

InterSystems provides innovative products for connected healthcare and is the world's #1 vendor of database and integration technologies for healthcare applications. – InterSystems TrakCare™ connected healthcare information system – InterSystems Ensemble® HL7 messaging, integration, SOA platform – InterSystems Caché® high-performance object database – InterSystems HealthShare™ health information exchange – InterSystems DeepSee™ embedded real-time operational business intelligence.

ISOFT 619

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www.isofthealth.com
Robert Miller

ISOFT Group Limited (ASX: ISF) is a world leading provider of healthcare applications. We work with healthcare professionals to design and build software that answer the difficult questions posed by today's healthcare delivery challenges. Our solutions act as a catalyst for change, supporting free exchange of critical information across diverse care settings and participating organisations. Today, more than 13,000 provider organisations in 40 countries use our solutions. www.isofthealth.com

ITH Iconserve Technology for Healthcare GmbH 713

ITH Iconserve Technology for Healthcare GmbH

ITH icoserve. a subsidiary of Siemens and TILAK Tiroler Landeskrankenanstalten GmbH, consult clinics and hospital operators all over the world regarding the implementation of clinical information systems. The software solutions icoserve AIM and sense® – smart eHealth solutions make the company to one of the worldwide innovation pioneers in the field of archiving and eHealth.

JAOTech 728

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JAOTech manufacture a range of high performance, innovative embedded touchscreen Smart Terminals – medical computers for patient bedside entertainment and clinical access. Manufactured using anti-bacterial plastics and medically compliant in design, the terminals provide a core solution for a host of interactive healthcare applications providing secure access to Electronic Medical Records and innovative triple-play solutions (web, IPTV, VoIP) for patient entertainment.

LaserBand LLC 738

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Jorik Ittmann

LaserBand LLC, worldwide leader in patient identification wristbands, offers a complete cross-platform product line that works with all existing patient ID technologies. LaserBand's commitment to research & development & nurturing strong customer relationships has resulted in easy-to-implement, cost-effective solutions, from handwriting or embossing to bar-coding utilising laser printing or thermal imaging wristbands. Patient info is protected by LaserBand's patented self-laminating designs.

EXHIBITING COMPANIES

Lincor Solutions Ltd 620

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Simon Walsh

Lincor Solutions is the acknowledged leader for integrated clinical access and patient entertainment solutions at the patient bedside. Lincor's patented technology provides both entertainment services and secure access to Hospital Information Systems via an easy-to-use touchscreen. Lincor currently has over 12,000 hospital "beds" installed in 50+ hospitals worldwide.

Man & Machine Europe 434

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Geraldien de Louwere Schasfoort

Man & Machine, Inc. is an international provider of leading edge water-resistant computer accessories designed for the cost-effective support of patient safety and infection control on hospitals, medical laboratories, and industrial environments. Besides, the company is a specialist in custom data input device development.

Medcom 729

www.medcom.dk

MedCom is a co-operative venture between authorities, organisations and private firms linked to the Danish health sector. MedCom contributes to the development, testing, dissemination and quality assurance of electronic communication and information in the healthcare sector with a view to supporting good patient progression. MedCom will show case examples digital healthcare together with the eHealth Portal, Danish Regions and Digital Health Denmark at the Denmark & eHealth-stand # 729.

Medtronic Iberica S.A. 634

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www.medtronic.eu

Medtronic is the world's leading medical technology company, providing lifelong solutions for people with chronic disease. With deep roots in the treatment of heart disease, Medtronic provides a wide range of products and therapies that help physicians solve the most challenging, life-limiting medical problems and restore health, extend life, and alleviate pain.

Microsoft Corporation 109, 713

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Redmond, WA 98052 US
www.microsoft.com/health

Over the years, Microsoft has steadily increased its investments in health, addressing industry challenges through software innovation. Closely collaborating with partners, we have developed powerful health solutions, and continually work to unify and increase accessibility to health information, ensuring affordable care and the best quality of life for everyone.

Motion Computing, Inc. 436

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www.motioncomputing.com
David Pronier

Motion Computing is a leading provider of integrated mobile computing solutions, combining world-class products with services customised for the unique needs of target vertical markets. The company's enhanced line of rugged tablet PCs, mobile point of care solutions and accessories are designed to increase mobile productivity while providing portability, security, power and versatility.

Nuance Healthcare 402

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Anne Durand-Badel

Nuance's Healthcare Solutions – used by more than 8,000 hospitals and 400,000 physicians – provide a comprehensive family of speech-driven clinical documentation and communication solutions that enable healthcare provider organisations to reduce operating costs, increase reimbursement, and enhance patient care and safety. Find out on our booth how Nuance Healthcare can help you to turnaround your medical reports more rapidly, accurately and cost-effectively!

Omnicell 301

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Juan Lasso

Omnicell, Inc. is a leading provider of systems and software solutions targeting patient safety and operational efficiency in healthcare facilities. Omnicell's mission is to provide the best customer experience in healthcare, helping hospitals reduce medication errors, operate more efficiently, and decrease costs. For more information about Omnicell's products and services, review the Omnicell Fact Sheet, call 650 251 6100, or e-mail us at info@omnicell.com.

Oneview Limited 519

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www.oneview.ie
Neill Ryan

Oneview specialises in the Healthcare sector providing the latest technology (built on a Microsoft platform) with specific focus on integrated clinical solutions, multi lingual hospital communications, entertainment and information. Oneview enables hospitals to optimise their expenditure to be more cost effective also reducing risk and improving patient satisfaction.

Opex Corporation 526

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www.opex.com
Simon Bushell

OPEX Corporation is a recognised global technology leader in high-speed mailroom automation and document imaging. Since 1973, OPEX systems have provided performance enhancing workflow solutions and cost-effective results to thousands of organisations around the world. OPEX's innovative workflow solutions serve customers in the Financial Services, Insurance, Healthcare, Government, Non-Profit, Utilities, Telecommunications, Service Bureau, and Institutional marketplaces. Our industry specific applications include patient record digitisation and healthcare claims processing solutions for government and leading global Healthcare providers.

EXHIBITING COMPANIES

Oracle Corporation	425
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Mathilde Degrave
mathilde.degrave@oracle.com

Oracle Corporation, a leading strategic software solutions provider, offers world-class business applications, analytics and technology, to all types of healthcare organisations, to improve quality of care and increase operational efficiency.

Oracle products effectively attract, retain, and manage the healthcare workforce; mitigate risks and costs; improve service levels and facilitate compliance and auditing capabilities.

Orion Health	433
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Paul.Vullings@orionhealth.com
www.orionhealth.com
Paul Vullings

Orion Health's easy-to-use solutions and applications improve patient care and clinical decision-making by providing integrated health data in a single, unified view. By enhancing existing healthcare information systems, the Orion Health Rhapsody Integration Engine, Concerto Clinical Portal, and workflow solutions provide healthcare workers with easy access to patient data and trends, and reduce errors and omissions by streamlining information transfer.

Palex Medical S.A.	928
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Calle Francesc Vinas 5
Sant Cugat Del Valles
08174
ESP
+34 93 4006500
Ricard Morral Ruiz
r.morral@palex.es

Palex Medical is one of the leading companies in the distribution of medical devices in the Spanish and Portuguese markets. Palex Medical draws from extensive experience in the sale and distribution medical devices manufactured by leading international companies. These companies contribute interesting innovations in their respective fields of business. With a history spanning more than 55 years, Palex provides the widest range of products and services, covering from exploration gloves to robotic surgery.

Panasonic Computer Products Europe	607
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mauro.cofelice@eu.panasonic.com
www.toughbook.me/case-studies/healthcare
Mauro Cofelice

At this year's World of Health IT Exhibition, held in Barcelona, Panasonic presents the world's first Toughbook CF-H1 MCA device using Intel® Atom™ processor strengthening the relationship within the healthcare market.

Philips	719, 713
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PO Box 10000
DA Best 5680 The Netherlands
healthcare@philips.com
www.philips.com/healthcare

Philips healthcare informatics solutions are designed to help medical professionals assess patients needs more quickly and accurately so that they can deliver the best possible care. Philips offers image and information management solutions for radiology, cardiology, critical care, obstetrics, and anesthesia. People focused. Healthcare simplified.

Picis	523
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www.picis.com

Picis is a global provider of innovative information solutions that enable rapid and sustained delivery of clinical, financial and operational results in the acute care areas – the emergency department, operating and recovery rooms, and intensive care units. Picis' suite of integrated products focus on where the patients are the most vulnerable, the care process is the most complex and an increasing majority of hospital costs and potential revenue are concentrated.

Preve Oy	637
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Tietokuja 4
Helsinki, 330 FI
jari.turpeinen@preve.fi
Jari Turpeinen

Preve Oy, together with a network of partners, provides and develops outcomes based disease management services to healthcare providers and employers that support self-care and long term condition patients in their daily lives. Preve is a subsidiary of Pfizer Oy.

Probitas Technologies	436
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Polígono Empresarial Pé de Mouro,
Edifício 15
2710-335 – Capa Rota – Sintra Portugal
ccollas@probitas.biz
www.probitas.biz
Christophe Collas

Established in 1989 with headquarters in Portugal and subsidiaries in Spain, PROBITAS is the supplier of hardware and service solutions. With sales forces through a range of authorised partners, PROBITAS is the Master Distributor for Motion Computing, the world leader in the tablet PC market.

QualiLife AG	730
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Sonnenhof 1
B.Jach, 8180 SZ
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Walter Huber

Qualilife serves hospitals, private clinics, rehabilitation centres, and individual users with unique and award winning solutions. We are a Swiss Healthcare solution and service provider with a focus in Medical Bedside Terminals, eHealthcare and Accessibility.

Quantros, Inc.	415
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Quantros Inc.
690 North McCarthy Blvd., Suite 200
Milpitas, CA 95035 USA
www.quantros.com

Quantros is a leading software and services provider for the healthcare industry in the areas of safety and risk management, quality and performance improvement, accreditation and compliance, real-time surveillance and centralised decision support. Today more than 2,000 healthcare facilities use Quantros solutions to improve clinical performance and provide a safe, high quality environment of care.

Sagem Sécurité	836
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Le Ponant de Paris
27, rue Leblanc – 75015 Paris – France
www.sagem-securite.com
pascal.fallet@sagem.com
Pascal Fallet

Sagem Sécurité is a high-tech company, member of the SAFRAN Group. Our Research & Development teams work actively to develop in-house our own technologies: smart cards, authentication systems, secure transactions, secure printing, database management, and biometrics. Combining these capabilities into equipment and systems allows us to meet the emerging security needs of individuals, companies and states.

EXHIBITING COMPANIES

Saludnova S.Coop. 925

smendirichaga@saludnova.com
Santiago Mendirichaga San Sebastian

Saludnova is a technology company designed to facilitate and preserve the welfare of people by providing innovative telemedicine services. It was created in order to develop innovative solutions which improve the quality of life and wellness of people at anytime and anywhere. These innovative solutions are built on research and development in ITC. The R&D&i strategy of Saludnova is focused on researching and developing innovative products/services in the field of e-health, as well as on obtaining both new improved versions for the solutions already developed and new applications built within the framework platform.

Siemens AB 333

Johanneslundsv 12-14,
Upplands Väsby, 194 87 Sweden
jan.hernell@siemens.com
Jan Hernell

Siemens AB, the Swedish located part of Siemens is the market leader in the healthcare sector in the country. The EPRs Obstetrix and Mellor are developed by Siemens in Sweden. Both are number one in the market in each segment.

Siemens Healthcare 201

www.siemens.com

Alfonso Alcala-Galiano
 Siemens Healthcare is one of the world's largest suppliers to the healthcare industry. The company is a renowned medical solutions provider with core competence and innovative strength in diagnostic and therapeutic technologies as well as in knowledge engineering, including information technology and system integration. The Siemens booth will be dedicated to the 3 main topics in Integrated Healthcare IT:

- Hospital IT - A holistic view of patient care
- Diagnostics IT - Streamlined laboratory and Point of Care testing
- Imaging IT - Prompt access to intelligent imaging applications

Spanish Pavilion 701

Spanish SNS (NHS) Pavilion
Ministry of Health and Social Policy
Paseo del Prado 18-20
28014 Madrid (Spain)
+34 915961349
www.msps.es

The Spanish National Health System demonstrates the diverse implementations of eHealth throughout the country. Visitors can see these implementations by thematic area: Interoperability, Electronic Health Record, ePrescription and General eHealth Services. The ehealth services of the Spanish regional governments are demonstrated.

Speakers Corner 912

Fundació TicSalut
Departament de Salut | Generalitat de Catalunya
Carrer Vallveric, 85, 2ª planta
08304 Mataró, Spain
+34 935532642
www.ticsalut.cat

The Speakers Corner forum offers the opportunity to share experiences and illustrate innovative projects and solutions for ICT applied in the health sector. Healthcare organisations, providers and professionals in the sector present their real cases. Speakers Corner composes of 30 minute sessions on Tuesday and Wednesday during the exhibition hours and all attendees are welcome.

Sun Microsystems 428

www.sun.com/healthcare
Anne Rasanen

Sun Microsystems is helping healthcare providers create an efficient and well connected delivery system through solutions that enable health information exchange, secure care provider mobility, long term management of health data and personalisation for the patient, provider and payer.

Swecare – Sweden eHealth Accelerator 327

Box 17608, Ringvaegen 100
Stockholm, SE 118 92, Sweden
info@swecare.se
www.swecare.se

SWECARE Bringing Swedish medical know-how and technology to healthcare facilities all over the world. Sweden eHealth Accelerator Supporting Swedish eHealth enterprises in successful commercialisation and internationalisation. Forefront Swedish eHealth enterprises participating: Action Caring, Health Solutions, Kiwok Nordic, Novatelligence, R-Bay, System Health & Care. With the Swedish governmental agency for innovation systems, the Knowledge Foundation, and the Vårdal Foundation.

Sweden – eHealth 227

Swedish Strategy for eHealth

Safe, accessible health and social care of high quality, based on public need, is the cornerstone of the Swedish Strategy for eHealth. For a number of years, the strategy has served as a national coordination locus for the creation of an efficient and effective information supply to Sweden's decentralised health care and social services. Examples of projects that already have been commissioned are National Patient Summary, Web-based youth family planning clinic and National format for e-prescription.

Systelab Technologies, S.A. 401

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8186 Spain
patrick.collyer@systelabsw.com
Patrick Collyer

Systelab Technologies is proudly part of the Werfen Life Group, one of the top-ten IVD (in-vitro diagnostics) companies worldwide. Systelab will be showcasing three distinct software solutions for specific areas of the hospital: Modulab 2.0, our highly successful LIS system. Medivector, to manage Cardiology and Radiology Departments. Anthema, for Oral Anticoagulant Therapy patient management.

Systematic A/S 613

Soeren Frichs Vej 39
Århus C, 8000 DA
jpr@systemtic.com
www.systematic.com
Jens Peder Rasmussen

Systematic's mission is to provide software and solutions that help in 'simplifying critical decisions making' for our customers. We supply future-proof, reliable and user-friendly mission critical solutions and products, as well as provide integration and consulting services to a range of customers. These include customers across the defence, healthcare, financial and public sectors. Healthcare has been a strategic business area for Systematic ever since 2000.

System C Healthcare plc 335

www.systemc.com
info@systemc.com

System C is the UK's leading health and social care solutions company. Established in 1983, we specialise in the provision of: Robust, modern IT solutions for health and social care providers, Specialist deployment and support services for our own, and third party, systems, and Innovative healthcare improvement consultancy. Our long heritage within the health and social care sector affords us a broad knowledge and deep insight into the needs of our customers and the unique challenges they face.

EXHIBITING COMPANIES

TECATEL	827
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Tieto	129
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Espoo, FI
petri.turtiainen@tieto.com
www.tieto.com/healthcare
Petri Turtiainen

Tieto helps healthcare & welfare to improve the quality and efficiency of their services enabling to optimise processes, reduce waiting times, secure the flow of information, make high quality decisions and empower citizens. We are the leading healthcare & welfare ICT provider in the Nordic countries with a strong presence in Germany and the Netherlands. With 40 years of experience we help our customers to secure the future and develop lifecare at the individual, regional and national level.

Torre vieja Salud Ute	VHQ6
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Ctra. Torre vieja a San Miguel de Salinas. Torre vieja, 03186 Spain
www.torre vieja-salud.com
acolome@torre vieja-salud.com
Alfonso Colomé

Florence is a series of applications and their structural data that support the relationship between the patient and the doctor looking after him. Clinical history of hospitalisation, clinical history of primary healthcare, radiology information system (RIS), and departmental applications. It also features management tools – utilities for making use of the data generated by the clinical system – with very different user types and clearances to healthcare ones, as well as systems for supporting decision-making, billing, cost management and bonuses.

T-Systems	830
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Sancho de Avila, 110-130 Barcelona, 08018 Spain
Mariano Esteban Menor Oviedo
Marianoesteban.menor@t-systems.es
www.t-systems.es

Drawing on a global infrastructure of data centers and networks, T-Systems operates information and communication technology (ICT) systems for multinational corporations and public sector institutions. On this basis, Deutsche Telekom's corporate customers arm provides integrated solutions for the networked future of business and society. Some 46,000 employees in the world at T-Systems combine industry expertise and ICT innovations to add significant value to customers' core business all over the world.

Tunstall Healthcare Group	528
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Whitley Lodge, Whitley Bridge Yorkshire, DN14 OHR UK
enquiries@tunstall.co.uk
www.tunstallhealth.com

Tunstall Healthcare Group is the world's leading manufacturer and provider of telehealthcare solutions supporting older people and those with long-term needs to live independently, by effectively managing their health and well-being. Tunstall's telehealth solutions deliver tailored care for patients with long-term conditions at home, improving quality of life and preventing avoidable hospital admissions.

Ultragenda	414
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Meersstraat 174 Destelbergen, 9070 BE
hugos@ultragenda.com
www.ultragenda.com
Hugo Schellens

UltraGenda's mission is to produce the world's finest IT solutions to support referral and scheduling processes in healthcare, with special emphasis on hospitals, HMO's and healthcare communities.

Vidal	534
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C/ Capit-n Haya, 38, Planta 6 Madrid, 28020 Spain
pbonnet@medicom.es
www.vademecum.es
Paul Bonnet

Digital and print drug information solutions for healthcare professionals Reach: Provides reference data, decision support solutions, news and education to general practitioners, specialist doctors, pharmacists, nurses and patients across 26 countries. Over 2.7 million visitors per month to 74 web sites Leading Brands and Information Services: VADEMECUM, SIMPOSIUM and VIDAL, the leading set of drug information products in Spain, Portugal and France, and SearchMedica, a medical search engine Le Quotidien du Médecin (France), Pulse (UK), Medical Tribune (Asia), Medical Observer (Australia) and Psychiatric Times (US) Psychiatric and Mental Health Congress – accredited education (US).

Wave Medical	618
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59-60 Thames St., Windsor, Berkshire SL4 1TX UK
pmay@wavemedical.com
Philip May

Wave Medical is a leading provider of clinical decision support tools, combining high-quality information with cutting-edge technology. Improve patient outcomes and efficiency with our clinical and pharmacological content embedded into practitioner workflow. Available for mobile platforms including BlackBerry, iPhone, Windows Mobile and Nokia, online or integrated with your current systems via web services.

Welch Allyn	502
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www.welchallyn.com

Welch Allyn, a leading manufacturer of frontline medical products and solutions, makes it easy to transfer vital signs data to Hospital Information Systems, giving caregivers immediate access to those key patient information, anytime, anywhere. By eliminating the need for manual transcription, data accuracy and clinical efficiency will be significantly improved.

Zebra Technologies	538
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Parque de negocios de Viladecans, Edificio Brasil Local C Manzana B, Bertran i Musitu 83-85 Barcelona, 8840 Spain
mseurope@zebra.com
www.zebra.com
David Mayorgas

Zebra is a longstanding leader in helping healthcare organisations protect patient safety and privacy while reducing errors and increasing productivity. Zebra and its partners have provided bar code and RFID solutions at the heart of many patient safety initiatives, including positive patient identification, bedside specimen collection and bedside medication administration.

Zynx Health, Inc.	734
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kdenney@zynx.com
www.zynxhealth.com
Kimberly Denney

Zynx Health is the market leader in providing evidence-based and experience-based clinical decision support solutions proven to measurably improve the quality, safety, and efficiency of patient care. Thousands of hospital organisations and providers trust Zynx Health's suite of online solutions for deploying order sets and plans of care.

HOTEL PLANS



Hotel Contact Details:

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 Passeig del Taulat, 278
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 Tel: 34 934 89 82 00

Hotel Diagonal Zero
 Plaça de Llevant s/n
 08019 Barcelona
 Tel: 34 935 07 80 00

Hotel Barcelona Princess
 Avenue Diagonal 1
 08019 Barcelona
 Tel: 34 933 56 10 00

Hotel Hilton Diagonal Mar Barcelona
 Passeig del Taulat, 262
 08019 Barcelona
 Tel: 34 935 07 07 07

CCIB - Centre de Convencions Internacional de Barcelona
 Ramba Prim 1
 08019 Barcelona

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29 September – 1 October 2010 | Rome, Italy



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www.hitleaderships summit.eu

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