

2014
eHealth
FORUM ATHENS
MAY 12-14

“Come to Athens and play your part in building a healthy, digitally connected Europe”

Neelie Kroes, European Commission Vice President responsible for the Digital Agenda

Early bird rates extended to the 7th April 2014

eHealth Forum 2014 – Important Messages:



Neelie Kroes, *European Commission Vice President responsible for the Digital Agenda*

The 2014 eHealth Forum is your opportunity to help shape policy and build eHealth ecosystems that support the sustainability of health and care systems and bring better health outcomes.

Make your voice heard in the debate on mHealth, join Europe’s pioneering Innovation Partnership on Active and Healthy Ageing and find out more about trans-Atlantic opportunities in eHealth.

Come to Athens and play your part in building a healthy, digitally connected Europe.



Tonio Borg, *European Commissioner responsible for Health*

eHealth solutions can deliver better healthcare to our citizens and generate greater efficiency in our health systems. By working in partnership we can upscale and replicate the successful use of eHealth throughout the European Union.

The 2014 eHealth Forum in Athens will be the place for policy makers, health professionals, patients, carers, and industry to get together, get inspired, and get going on exploring the potential of eHealth for an active, healthy and prosperous Europe.



Dr Christina Papanikolaou, *General Secretary for Public Health, Hellenic Ministry of Health*

Building capacities for health and social systems to handle the rapid ageing of the population and the unprecedented increase of chronic diseases is a challenge all member states are facing today.

On the other hand, doing nothing means we have to lower the quality of the offered services or shift increasing parts of the bill to the patients, threatening furthermore social cohesion and solidarity.

It is our responsibility to act now, making our health and social care systems efficient and responsive to these societal challenges.

We look forward to welcoming you in Athens.

The eHealth Forum 2014 will support an array of eHealth events, built around the **2014 High Level eHealth Conference** and the **European Innovation Partnership on Health and Active Ageing**, aspiring to become a true forum for exchange of knowledge, good practice and innovation for change, growth and opportunities at challenging times.

We are looking forward to welcoming you to the #EHF14.

Fantastic Special Offers - available until 7th April.

- **EIP Action Group members - 50% discount on registration only €150 + VAT**
- **SMEs: 2 registrations + exhibition spot (incl. branding) only €450 +VAT**

[Register Here](#)

Programme highlights include:

- High-level eHealth experts' conference on European priorities
- European Innovation Partnership on Active & Healthy Ageing (EIP AHA) – scaling up
- Utilising European Structural and Investment Funds (ESIF) in Active and Healthy Ageing
- Meeting of the eHealth network
- eHealth action plan sessions
- EIP AHA meets Connected Health Ecosystems
- 4th EU-US eHealth Marketplace & Cooperation Assembly,
- Exhibitions, speakers' corner, matchmaking and much [more...](#)

Additional speakers confirmed:

- Prof Panos Vardas, President of the European Society of Cardiology
- Prof George Crooks, Medical Director, NHS24
- John Crawford, Healthcare Industry Leader Europe, IBM Healthcare and Life Sciences
- Dr Andrew McCormick, Permanent Secretary, Northern Ireland, Department of Health, Social Services and Public Safety
- Esteban de Manuel Keenoy, Director of Kronikgune, Basque Centre for Health Services Research and Chronicity, Basque Country - ES
- Theodore Vontetsianos, Director e-health Unit at "Sotiria" Chest Diseases Hospital of Athens - EL
- Jean Bousquet, Professor of Pulmonary Medicine, University of Montpellier, Languedoc-Roussillon - FR
- Brian O'Connor, Chair, European Connected Health Alliance - EU
- Ilias Iakovidis, Acting Head of Unit, European Commission, Directorate General for Communications Networks, Content and Technology Digital Social Platform
- Dr Roca Josep, Director of the Lung Function Unit at the Hospital Clinic, Barcelona, ES

Sponsorship and exhibition opportunities are still available [learn more](#) or phone 0030 210 6231305

For travel arrangements and accommodation, please contact: ehhealth2014@goldair.gr

Register Here

Twitter **@EU_eHealthForum #EHF14**

Learn more at www.ehealth2014.org

Contact email: ehhealth2014@ehealth2014.org

