







# eHealth Week 2013 (Dublin, 13-15 May 2013) MEDIA INVITATION

We would be delighted if you would join us for what promises to be the European Health IT event of the year.

From 13<sup>th</sup> to 15<sup>th</sup> May, global decision makers from European public and private healthcare sectors, clinicians, hospital and IT managers and VIP guests will gather to attend eHealth Week at the Convention Centre Dublin.

Media registration is free and must be completed online by clicking here

#### eHealth Week

Taking place during the Irish Presidency of the Council of the European Union, eHealth Week is coorganised by the European Commission, the Irish Presidency and HIMSS Europe. Under the theme "Delivering Innovative Healthcare and Well-being", eHealth Week will explore international best practice experiences and ways of working towards more efficient and transparent health service delivery and improved patient outcomes.

Dr James Reilly T.D., Minister for Health, Ireland, Maire Geoghegan-Quinn, European Commissioner for Research, Innovation and Science, Neelie Kroes, European Commission Vice-President and Commissioner for the Digital Agenda for Europe and Tonio Borg, European Commissioner for Health and Consumer Affairs will address delegates at Europe's largest eHealth event.

For a full list of speakers click HERE

# Highlights:

- Country pavilions from Ireland, Denmark, Norway, Sweden, Turkey, Latvia, Ontario and Finland offering a glimpse into the future of Connected Health.
- The Irish Presidency European Commission Pavilion will showcase the best in eHealth innovation and partnership, representing an all-island and European approach with for example epSOS-demonstrations to show how health professionals can exchange medical information over a web-based portal through Europe.
- 15.00pm Monday, 13<sup>th</sup> May, Commissioner <u>Neelie Kroes</u> will announce the winner of the <u>EU SME eHealth Competition</u>. This initiative rewards the best eHealth solutions produced by European Small and Medium Enterprises (SME's).
- 11.30am Wednesday, 15<sup>th</sup> May EU-US Collaboration and Health IT Perspectives
   Opportunity to participate in a Q&A session with Dr. Doug Fridsma (US), Dr Farzad Montashari (US) and Peteris Zilgalvis (European Commission) amongst others contributing to the EU-US MoU Assembly, a closed meeting taking place on Wednesday, 15<sup>th</sup> May.
  - Dr. Doug Fridsma is Director of the Office of Science and Technology at the US
    Department of Health and Human Services and Acting Chief Scientist in the Office of the
    National Coordinator for Health Information Technology.

- Dr. Farzad Montashari is National Coordinator for Health IT at the US Department of Health and Human Services.
- Peteris Zilgalvis, J.D., is Head of Unit for <u>Health & Well-Being</u> (Digital Agenda for Europe) at the European Commission.
- The European Innovation Partnership (EIP) <u>track</u> will present an overview of the Action Plans of the EIP Groups and their links to ICT. The track will include sessions which will explore the impact from innovative services for Active and Healthy Ageing as well as potential ways of financing their deployment.
- Prominent CIOs from across Europe will discuss the role of eHealth within Closed Loop Medication and HIT Investments and will also share their vision of the future role of the CIO within hospitals and beyond.
- New to eHealth Week is the EU-US eHealth Business Marketplace, a matchmaking event designed to encourage collaboration between European and US companies and other stakeholders. The ECH Alliance are delighted to bring the <u>EU/US Marketplace</u> to a truly global audience in Dublin.
- Keynote speaker <u>Dr. Theresa Cullen</u>, Director, Health Informatics at Veterans Health, will close
  out the WoHIT (World of Health IT) track, which aims to empower patients while giving clinical
  staff the tools they need to do their jobs more quickly and efficiently.

### Press releases:

- The Largest pan European eHealth Conference is Coming to Dublin
- Introducing eHealth Week 2013, Come and Experience the Future of eHealth & Mobile Health Technology
- <u>eHealth Week 2013: New Technologies, New Ideas, New Opportunities</u>

## **Practical information:**

Media registration

To apply for a free media pass: http://www.ehealthweek.org (Click "For the Media")

Press cards are obligatory for access. For registration queries, please contact <u>julie@ics.ie</u>, tel. +353 (0)86 841 9760

#### Onsite interviews

A press room will be available onsite and will have dedicated interview space. Onsite interviews <u>must be</u> <u>scheduled in advance</u> by emailing <u>julie@ics.ie</u>

If you would like to request an interview with a specific speaker, please contact julie@ics.ie

Press Room Opening Hours:

Monday, 13 May 8:30 – 18:30
 Tuesday, 14 May 8:00 – 18:30
 Wednesday, 15 May 8:30 – 15:30

#### Media contacts:

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