



**FOR IMMEDIATE RELEASE**

**Continua Health Alliance joins World of Health IT Conference & Exhibition**

*WoHIT 2010 from 15-18 March in Barcelona, Spain - The leading platform for eHealth in Europe*

BRUSSELS, October 19th, 2009 – Continua Health Alliance and the World of Health IT Conference and Exhibition (WoHIT) will collaborate to offer healthcare professionals and policy makers practical knowledge about how IT can enhance healthcare. As a leading platform for eHealth in Europe, WoHIT 2010 will explore the convergence of health information from clinical environments to the home.

“Our cooperation with Continua Health Alliance and many other pan-European and global healthcare stakeholders will give WoHIT 2010 attendees a glimpse into the future of converged health information,” said Jeremy T Bonfini, HIMSS Global Senior Vice President. “In addition to sessions that demonstrate the proven value of eHealth, this event is designed to drive discussion over how we move from fragmentation to unified health information records.”

Continua Health Alliance, the non-profit, open industry alliance, has brought together more than 200 leading healthcare and technology organizations with the mission of establishing a system of interoperable connected health devices. Continua works to develop compelling ways to address some of the most daunting challenges facing the health care industry around the world, while offering solutions to engage and empower patients in the management of their own health care.

“Continua Health Alliance is proud to partner with World of Health IT Conference & Exhibition for this key industry event,” said Rick Crossen, Continua president and chairman of the Board of Directors. “As the leading forum for the advancement of Health IT in Europe, this conference will bring together with a diverse group of visionaries and tackle the connected health issues that will allow for enhanced care, reduced costs and increased involvement for patients.”

**Practical Information**

Registration is open for the 2010 World of Health IT Conference & Exhibition. For more information, visit [www.worldofhealthit.org](http://www.worldofhealthit.org)

**About World of Health IT Conference & Exhibition:**

The World of Health IT Conference & Exhibition is the leading forum for the advancement of Health IT in Europe. Addressing the needs of key stakeholders in the European eHealth Community, The World of Health IT Conference & Exhibition offers professional development sessions, vendor exhibitions, best practice exchanges, networking sessions, and debates and discussions on the issues that will shape the future of eHealth. The WoHIT Organising Committee comprises the EC (European Commission), HIMSS (Healthcare Information and Management Systems Society), EUROREC (European Institute for Health Records), COCIR (European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry), EHTEL (European Health Telematics Association), HINE (Health Information Network Europe), and EFMI (European Federation for Medical Informatics). Since its inception in 2006, WoHIT has welcomed more than 5,000 attendees and 180 exhibitors from more than 60 countries throughout Europe and Worldwide.

**About Continua**

Continua Health Alliance is a non-profit, open industry coalition of the finest health care and technology companies joining together in collaboration to improve the quality of personal health care. With more than 200 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 personalized health and wellness management.  
[www.continuaalliance.org](http://www.continuaalliance.org)

**For more information about the World of Health IT, please contact:**

Christina Roosen  
T: +32 2 793 76 33  
[christina.roosen@worldofhealthit.org](mailto:christina.roosen@worldofhealthit.org)

**For more information about the Continua Health Alliance, please contact:**

Ann Jansen or Blair Cook  
T: +1 503.619.0656  
[press@continuaalliance.org](mailto:press@continuaalliance.org)