



**FOR IMMEDIATE RELEASE**

**"eHealth Week 2010" brings eHealth Convergence to the Forefront**  
**Barcelona: 15-18 March, 2010**

BRUSSELS, October 5<sup>th</sup>, 2009 – For the first time, the ministerial event known as the "High Level eHealth Conference" and the "World of Health IT Conference and Exhibition" will take place in the same week in a joint initiative called "eHealth Week 2010", the most prestigious event in the European eHealth sector of the year.

The Convention Center CCIB in Barcelona will open its doors from March 15-18<sup>th</sup>, to the most complete assembly of healthcare stakeholders in Europe. On March 15<sup>th</sup> the prestigious High Level eHealth Conference – an EU event organised by the Spanish EU Presidency, the European Commission, the Government of Catalonia and the Foundation TicSalut – is a closed ministerial conference in its 8<sup>th</sup> edition, a milestone in the process undertaken by the EU Member States to work together to facilitate wider deployment of effective eHealth applications. In parallel to the High Level eHealth Conference, the fourth edition of the World of Health IT Conference & Exhibition (WoHIT), from 16<sup>th</sup>-18<sup>th</sup> March, will offer a compelling programme and exhibition to enable Healthcare transformation via eHealth.

The 16-18<sup>th</sup> of March will present five parallel session tracks (two for the eHealth conference, three for the WoHIT), common plenaries with European eHealth leaders, numerous networking opportunities and satellite events organised by key stakeholders. Alongside the conference, the exhibition floor will be a showcase of country pavilions and more than 60 leading industry providers. The exhibition will also feature an interoperability showcase and a dedicated theatre for industry solution presentations and product launches.

The joint event will bridge the two worlds that eHealth is striving to integrate: policy-makers and eHealth users and promoters. Key leaders will address the European eHealth roadmap attracting prestigious regional and global media attention.

Prior to the conference, online networking tools will enable delegates to interactively participate in the conference by: submitting questions to panel moderators; organising meetings; networking with fellow delegates and accessing an on-line reference guide of eHealth solution providers.

Gérard Comyn, Head of Unit at the European Commission, ICT for Health / Information Society and Media Directorate-General: "Building on the results of the Swedish Presidency, the Barcelona High Level eHealth Conference will be the starting point of a new set of actions on eHealth deployment."

The WoHIT has over the past four years seen a steady increase of delegates. With the introduction of a new conference format and an expansion of high level attendees, the 2010 delegate number is expected to grow by double digits. Key audience groups include: hospital CIO's, IT providers, healthcare practitioners, government decision makers, end users and academia.

Jeremy Bonfini, Senior Vice President, Global Services at HIMSS: "There are enormous eHealth investments being made right now by government and healthcare providers. WoHIT 2010 will give all stakeholders critical knowledge to the practical benefits of eHealth throughout the continuum of care."

## **Programme**

The conference programme will focus on five main themes:

- *eHealth for sustainable healthcare delivery*
- *eHealth addressing global challenges through local actions*
- *eHealth works: here is the evidence*

- *eHealth market: present and prospects*
- *eHealth user platform*

### **Practical Information**

For more information on eHealth week 2010 and registration, please consult:

[www.eHealthweek2010.org](http://www.eHealthweek2010.org) and [www.worldofhealthit.org](http://www.worldofhealthit.org)

For more information of the previous eHealth conferences and declarations, please consult:

[http://ec.europa.eu/information\\_society/activities/health/policy/ehealth\\_conf/index\\_en.htm](http://ec.europa.eu/information_society/activities/health/policy/ehealth_conf/index_en.htm)

### **About the High Level eHealth Conference 2010:**

Co-organised by the forthcoming Spanish Presidency of the European Union and by the European Commission, with the cooperation of the Government of Catalonia and the Foundation TicSalut, the High Level eHealth Conference 2010 is a ministerial event, representing since 2003 an important annual milestone in the field of ICT for healthcare. The conference theme of this 8<sup>th</sup> edition – “eHealth for Sustainable Healthcare Delivery: global challenges through local actions” – acknowledges the pressing perspective of a rapidly ageing European society, where the progressively extended life expectancy and the consequent increase in the prevalence of chronic diseases are globally posing serious challenges to the sustainability of national health systems. The conference will present how and why eHealth can make the difference in facing such a global challenge. Visit [www.ehealthweek2010.org](http://www.ehealthweek2010.org) for more information.

### **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) and EFMI (European Federation for Medical

Informatics). Since its inception in 2006, WoHIT has welcomed over 5,000 attendees and 180 exhibitors from over 60 countries throughout Europe and Worldwide. Visit [www.worldofhealthit.org](http://www.worldofhealthit.org) for more information.

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