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PRESS RELEASE

E-HEALTH WEEK 2010 BARCELONA, MARCH 15-18, 2010

PROVIDING SOLUTIONS TO THE FUTURE OF HEALTHCARE

BRUSSELS, March 15, 2010 – Healthcare is a top priority for EU citizens and, as borders diminish across the continent, it becomes increasingly vital to harmonize cross border healthcare informatics. This crucial subject will be addressed during the **High Level eHealth Conference**, an event jointly organized by the Spanish Presidency to the EU and the European Commission. The conference will see the participation of: Neelie Kroes, European Commission Vice-President and Commissioner for Digital Agenda; John Dalli, European Commissioner for Health and Consumer Policy; and of EU Health Ministers. The objective of the event is to discuss how healthcare solutions can be implemented to advance modern healthcare facilities and to address the challenges of healthcare across Europe.

For the first time ever, the High Level eHealth Conference will be joined by Europe's leading Healthcare IT Conference & Exhibition, the **World of Health IT (WoHit)**. This unique collaboration will present a programme with leading European eHealth government officials, the European Commission and industry champions alongside a sold out cutting edge exhibition presenting the latest solutions in healthcare technology. The exhibition will also feature the Interoperability Showcase - which is a live demonstration of how hospitals can communicate across borders (regional or national) and software obstacles -, and demos of some of the most innovative European Commission's projects in the eHealth field.

Overriding Conference 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

Key speakers at eHealth Week 2010 include:

- Neil Bacon, Founder of www.iwantgreatcare.org
- Andy Wiesenthal, Associate Executive Director of the Kaiser Permanente Foundation
- Pablo Rivero, General Director, Ministry of Health and Social Policy (ES)
- Marina Geli, Catalan Regional Ministry of Health, Generalitat de Catalunya (ES)
- Bernat Soria, Professor, CABIMER Andalusian Center for Molecular Biology and Regenerative Medicine (ES)
- Joan Guanyabens, Chief Executive Officer, Catalan Agency for Health Technology Assessment and Research, Government of Catalonia
- Enrico Coiera, University of New South Wales
- Zoran Stančič, Deputy Director General, DG Information Society & Media, European Commission
- Florin Lupescu, Director ICT Addressing Societal Challenges, European Commission
- Charles Friedman, Deputy National Coordinator, Office of the National Coordinator for Health Information Technology (USA)
- Denis Protti, University of Victoria's School of Health Information (CAN).

Session Highlights

Tuesday, March 16th

- The Patient and Consumers Perspective
- Is Sustainability of Healthcare Possible without eHealth?
- Ageing – a Global Challenge

Wednesday, March 17th

- From Servers to Medical Devices
- eHealth for the Economy
- ICT for a Global Infrastructure for eHealth Research

Thursday, March 18th

- How Hospitals and Healthcare Organisations can address Web 2.0?
- eHealth Procurement
- eHealth for Mental Health

Beside the official programme, the days will offer a wide range of networking events, industry leader and industry solution presentations and interoperability demonstrations. The conference is expecting to attract over 2500 delegates and the show floor will be filled to the brim with 95 exhibitors, including three country pavilions.

Additional information on: www.ehealthweek2010.org www.worldofhealthit.org

For more information, please contact:

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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 Regional 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 8th 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 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 for more information.