

First Global E-Health Forum will take place
on October 25 + 26 in Hamburg, Germany

5 **Global E-Health Forum
to Present Strategies, Solutions and Services
for Sustainable Healthcare Delivery**

10 **Hamburg, June 30, 2010: Healthcare systems all over the world
are facing very similar challenges: demographic shifts, the impact
of globalization and an increased burden of chronic diseases and
expensive treatments, to mention some of the most important
ones. The Global E-Health Forum, which will take place on
15 October 25 + 26, 2010 in Hamburg, Germany, will address these
challenges. The first conference day at the Hamburg Chamber of
Commerce will feature strategy and best practice presentation,
workshops, discussion forums and an accompanying exhibition.
The second day will be hosted by Asklepios Clinics. There,
20 conference attendees may expect show cases, hands-on
presentations and guided tours as well as a panel discussion
titled “Connecting Competence for E-Health Services – What
Customers Expect, What Healthcare Has to Deliver”. The official
reception for the international audience will take place at the U.S.
25 Consulate General.**

30 “Countries all over the world are facing manifold challenges regarding
their healthcare delivery. Due to limited budgets and increasing
demand for high-quality healthcare services, new cost-efficient, reliable
and interconnected systems need to be developed”, explains Ljubisav
Matejevic, founder and director of the Global E-Health Forum. “This is
the reason why after three Baltic Conferences on E-Health (2007 –
2009), we have decided to found the Global E-Health Forum” continues
Ljubisav Matejevic. “E-health, meaning the application of information
and communication technologies across the whole range of functions
35 that affect the health sector, can make an important contribution to
ensure a high-quality healthcare service for all citizens now and in the
future.”

40 In keynote presentations, speakers from the U.S., Europe and New
Zealand will explain their e-health strategies. Harry Reynolds, chairman
of the National Committee on Vital and Health Statistics (NCVHS) and
chairman of the Council for Affordable Quality Healthcare (CAQH)
CORE Initiative will start this program session with his presentation
45 titled “U.S. Health Reform: Significant Change, Varied Reaction,
Opportunities Abound, and Outcome Uncertain”.

50 The second program session will deal with best practices, for example
presenting the hospital information system of Severance
Cardiovascular Hospital in Seoul, South Korea. Other best practices
featured will be a medical decision support system for general

practitioners and interesting solutions regarding questions of quality management and process optimization.

55 The program will also include various breakout sessions with workshops and discussion forums where e.g. sustainable telemedicine services will be presented.

60 The organizers of the Global E-Health Forum – European Health Telematics Association (EHTEL), Hamburg Chamber of Commerce and IBM – have identified in Asklepios an excellent cooperation partner. Recognized as one of the most innovative leading hospital chains (the group oversees over 100 institutions, almost 40 day clinics, around 22,000 beds and 36,000 staff in Germany, Europe and the USA), Asklepios takes care of over one million patients every year. At
65 Asklepios Clinics in Hamburg, attendees may expect more best practice solutions and hands-on experience. However, another important part will be the “services session” meaning the patients’ and consumers’ perspective / patient-centric e-health services. Uwe Poettgen, CIO of the Asklepios Group, will introduce this topic with a
70 presentation entitled “Connecting Competence for E-Health Services – What Customers Expect, What Healthcare Has to Deliver”.

75 The primary aim of the English-language conference is to provide a cross-sector forum for approximately 200 representatives from hospitals and clinics, governments, health insurance organizations, service providers and the media. Policymakers, users, suppliers and implementation managers will have the opportunity to exchange views and experiences among all those involved in health management. The
80 impact of globalization on healthcare systems and services will be discussed as well as the resulting requirements regarding interconnectivity, interoperability and standardization as well as the need for cross border co-operation.

For further information and registration, please see www.global-ehealth-forum.com