



# Global E-Health Forum®

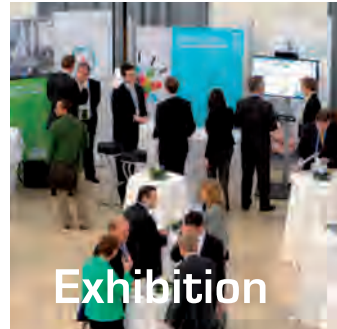
## Hamburg 2011



**Congress**



**Guided Tours**



**Exhibition**

## Designing Personalized Healthcare

October 11-13 in Hamburg, Germany



**Networking**

Initiators:



**HK** Hamburg  
Chamber of Commerce



Cooperation Partner:



[www.global-ehealth-forum.com](http://www.global-ehealth-forum.com)

## Global E-Health Forum – Hamburg 2011: Designing Personalized Healthcare

Improving the quality of healthcare, increasing the efficiency of our systems and ensuring patient empowerment – these are our common goals when discussing the necessary transformation of our systems in order to guarantee a sustainable healthcare delivery in the future.

E-health is increasingly seen as a key enabler for this transformation and as a key enabler for the evolution process towards personalized healthcare in general. Healthcare that is proactive, instead of reactive, gives patients the opportunity and the responsibility to become more involved in their own health. The ultimate goal will be to shape preventive and diagnostic care to match each person's unique characteristics.

The Global E-Health Forum – Hamburg 2011 entitled “Designing Personalized Healthcare” will feature speakers from Canada, China, Egypt, New Zealand, Russian Federation, U.S.A. and various European countries. Their strategy presentations and case studies will be complemented by workshops and an exhibition of solution providers. An evening reception for the conference delegates will be held at the U.S. Consulate General. The third day is dedicated to various breakout sessions and guided tours of different hospitals and clinics.

The initiators of the Global E-Health Forum – the Hamburg Chamber of Commerce, IBM and ICC Deutschland – have developed this forum for all the stakeholders (representatives from hospitals and clinics, governments, health insurance organizations, service providers, etc.) involved in designing personalized healthcare. They are supported by the cooperation partner Asklepios Hospital Group and by Canada, being this year's partner country.

Welcome to the Global E-Health Forum – Hamburg 2011!

## Program

### Tuesday, October 11: Conference + Exhibition

#### Location:

Hamburg Chamber of Commerce  
Adolphsplatz 1  
20457 Hamburg, Germany  
www.hk24.de



#### 9:30 Registration and Welcome Coffee

#### 10:00 Conference Opening/Welcome Addresses

**Fritz Horst Melsheimer**, President,  
Hamburg Chamber of Commerce  
**Angelika Pohlenz**, Secretary General, ICC Deutschland e.V.  
**Peter M. Boehm**, Ambassador of Canada in Germany  
*(to be confirmed)*

Welcome by **Dr. Dierk Heimann**,  
Conference Presenter/Moderator

#### 10:30 Transforming Healthcare in Canada through E-Health

**Richard C. Alvarez**, President and Chief Executive Officer,  
Canada Health Infoway

#### 11:15 Coffee Break and Exhibition

#### 11:45 Sustainable Personalized Healthcare – Challenges and Opportunities

**Chai Chuah**, National Director, National Health Board Business  
Unit, New Zealand Ministry of Health

#### 12:30 Building an Ecosystem for Interoperable Personal Health

**Petra Wilson**, Secretary General, Continua Health Alliance /  
Director, Cisco

#### 13:00 Lunch and Exhibition

#### 14:00 Balancing Privacy Protection with Patient Care

**Dr. Eric M. Liederman**, MD, MPH, Director of Medical  
Informatics, The Permanente Medical Group

#### 14:45 The Strategic Impact of High-Quality Patient Data – Best Practices from Asia and Europe

**Penny Schlyer**, Marketing Manager, EMEA Healthcare Demand  
Programs, IBM Initiate Solutions, Information Management

All presentations are held in English – no simultaneous interpretation.

## Program (continued)

15:30 **Coffee Break and Exhibition**

16:00 **Oncology as a Key Driver for Cancer Research and Individualized Medicine**

**Prof. Dr. Roland Eils**, Division Head „Theoretical Bioinformatics“, German Cancer Research Center (DKFZ)  
**Manuela Mueller-Gerndt**, Healthcare Leader, IMT Germany, Smarter Healthcare, IBM Deutschland GmbH

16:45 **Personalized Healthcare for Dependent Elderly People Affected by a Cardiovascular or Osteoarticular Disease – A Research Project in Valencia**

**Dr. Stephanie Carretero**, Researcher, Polibienestar Research Centre (University of Valencia)

17:30 **End of First Conference Day**

## Tuesday, October 11: Evening Reception

### Location:

U.S. Consulate General  
Alsterufer 27 - 28  
20354 Hamburg, Germany



Photo: Commonsense

19:00 **Get-Together**

### Greeting Addresses

**Inmi K. Patterson**, Consul General,  
U.S. Consulate General Hamburg

**Ljubisav Matejevic**, Founder & Honorary Chairman,  
Global E-Health Forum

22:00 **End of Reception**

## Program

### Wednesday, October 12: Conference + Exhibition

#### Location:

Hamburg Chamber of Commerce  
Adolphsplatz 1  
20457 Hamburg, Germany  
www.hk24.de



**9:30**      **Designing Personalized Healthcare for Integrated Medicine by Using Information Technology**  
**Prof. WEN Ze Huai**, (M. D.), Key Unit of Methodology in Clinical Research, Guangdong Traditional Chinese Medicine International Clinical Research Center, Research Center Guangdong Academy of Chinese Medical Sciences

**10:10**      **Developing E-Health Services – Lessons to be Learned from Industry and Social Media**  
**Markus Habetha-Eisenbarth**, Project Manager eHealth, Asklepios eHealth GmbH

**10:50**      **Coffee Break and Exhibition**

**11:20**      **Software Assisted Medicine – The Third Pillar in Healthcare**  
**Dr. Florian Fuhrmann**, Head of Business Area Payors and Providers, CompuGroup Medical Deutschland GmbH

**12:00**      **Introductory Speech on ‘Designing Personalized Healthcare’**  
**John Crawford**, Healthcare Industry Leader, IBM Healthcare and Life Sciences

#### **Followed by a Panel Discussion**

Participants from China, USA, New Zealand, Germany, etc.  
(to be confirmed)

Moderation:

**Dr. Dierk Heimann**

# Program (continued)

14:00

## **BREAKOUT SESSION: Workshops**

**# 1 Diagnosis in the First Point of Care – Faster Access to Treatment Saves Lives and Cost**

**Prof. Lauri Toivonen**, MD, PhD, Chief Physician, Cardiac Arrhythmia Division, Helsinki University Hospital and Consulting Cardiologist, RemoteA Ltd

**# 2 E-Health: Improving Healthcare by Crossing System Barriers**

**Dr. Ibrahim Çunaku**, Prof.-Ass., Head of eHealth, VAMED Management und Service

**# 3 Managing Long Term Conditions with Multi-Disciplinary, Technology-Enabled Teams**

**Dr. John Heavens**, Senior Clinical Consultant for EMEA, Orion Health Limited

14:45

## **BREAKOUT SESSION: Workshops**

**# 4 The Integrated Financial Planning**

**Daniel Olsberg**, Managing Consultant, novem business applications GmbH

**# 5 Applied Personalized Medicine – Real Life Experiences**

**André Neu**, Head of Imaging Business Unit, Cerner Deutschland GmbH

**# 6 Service Delivery and Cost Effectiveness Using State-of-the-Art Information Technology**

**Nasser Shehata**, Chief Executive Officer, Health Insights

15:25

## **Coffee Break and Exhibition**

15:55

**The Use of M-Health to Create a Personalized Health Record (PHR)**

**William J. Rudman**, Ph.D. RHIA, Executive Director, AHIMA Foundation and Vice President of Education and Workforce Development, American Health Information Management Association (AHIMA)

16:35

**Electronic Health Records (EHR) Adapted for Clinical Trials by the National Center for Hematology in Russia**

**Nikita Shklovskiy-Kordi**, MD PhD, Senior Research Associate at National Center for Hematology, Moscow

17:15

## **Closing Remarks**

17:30

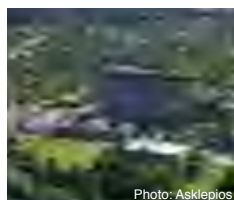
## **End of Second Conference Day**

## Program

### Thursday, October 13: Guided Tours

#### Location of Tour # 1:

Asklepios Klinik Altona  
Paul-Ehrlich-Straße 1  
22763 Hamburg, Germany  
[www.asklepios.com/altona](http://www.asklepios.com/altona)



- 9:30**      **Welcome Address, Introduction and Presentation of the Asklepios Klinik Altona**
- 10:00**      **Tour “The Elective Patient”**
- 10:30**      **Presentation “Radiology”**  
**Prof. Dr. Roman Fischbach**, Chief Physician, Department of Radiology, Neuroradiology and Nuclear Medicine
- 11:30**      **Presentation “Gastroenterology”**  
**Prof. Dr. Friedrich Hagenmüller**, Chief Physician of Medical Department 1.
- 12:30**      **Tour “Spirit of Emergency Medicine”**  
(Fast Track, First View, Chest Pain Unit, Clinical Decision Unit)

**13:30**      **Lunch**

**14:00**      **End of Third Conference Day**

#### Location of Tour # 2:

Asklepios Klinik Barmbek  
Rübenkamp 220  
22291 Hamburg, Germany  
[www.asklepios.com/barmbek](http://www.asklepios.com/barmbek)



- 9:30**      **Welcome Address, Introduction and Presentation of the Asklepios Klinik Barmbek (history of the clinic which was founded in 1912)**
- 10:00**      **Guided Tour**
- Project „Rebuilding Asklepios Klinik Barmbek“ – A New Start with Innovative Concepts
  - Interaction between Architecture and Processes
  - Interaction between IT and Processes (WLAN, Mobility)
  - Evaluation within the Scope of the Asklepios Future Hospital Program (e.g. RFID)
- (to be continued on next page)*

## Program (continued)

### **Guided Tour** *(continued)*

- Emergency Department and Applied Technology (e.g. Dashboard)
- Radiology (Services are also offered for other clinics)
- Future Prospects

**13:00**      **Lunch**

**14:00**      **End of Third Conference Day**

### **Location of Tour # 3:**

Asklepios Klinik St. Georg  
Lohmühlenstraße 5  
20099 Hamburg, Germany  
[www.asklepios.com/sanktgeorg](http://www.asklepios.com/sanktgeorg)



**9:30**      **Welcome Address, Introduction and Presentation of the Asklepios Klinik St. Georg**

**10:15**      **Guided Tour**

**12:30**      **Questions & Answers / Lunch**

**14:00**      **End of Third Conference Day**

### **Location of Tour # 4:**

Bundeswehrkrankenhaus Hamburg  
Lesserstraße 180  
22049 Hamburg, Germany  
[www.bundeswehrkrankenhaus-hamburg.de](http://www.bundeswehrkrankenhaus-hamburg.de)



**9:30**      **Welcome Address, Introduction and Presentation of the Bundeswehrkrankenhaus at the Assembly Hall**

**10:15**      **Guided Tour**  
(incl. Centralized Purchasing and Logistics, Central Laboratory, Radiology, etc.)



## Program (continued)

**12:30**      **Questions & Answers / Lunch**

**14:00**      **End of Third Conference Day**

### Location of Tour # 5:

Universitätsklinikum Hamburg-Eppendorf  
Martinistraße 52  
20246 Hamburg, Germany  
[www.uke.de](http://www.uke.de)



**9:30**      **Welcome Address, Introduction and Presentation on the  
Universitätsklinikum Hamburg-Eppendorf**

**10:15**      **Guided Tour**  
- Admission, Out-Patient Departments, Consultations  
- In-Patient Departments  
- Accident and Emergency Department

**12:30**      **Questions & Answers / Lunch**

**14:00**      **End of Third Conference Day**

## Registration

Please register online by **September 23, 2011**:  
[www.global-ehealth-forum.com/registration/](http://www.global-ehealth-forum.com/registration/)

The participation fee is Euro 599 incl. VAT and includes the admission to all conference sessions, lunches, coffee breaks and the evening reception on October 11, 2011.

The organizers reserve the right to make changes in the conference curriculum, conference presenters, or other elements of the program. Also, they may cancel or reschedule any programs and close registrations when programs are sold out.

In case of questions please see "Terms and Conditions" ([www.global-ehealth-forum.com/registration/](http://www.global-ehealth-forum.com/registration/)) or contact: Common Sense – Gesellschaft für Marketing + Kommunikation mbH (organizer for own account), phone: + 49 - 40 - 43 21 35 53 or e-mail: [geh@common-sense.biz](mailto:geh@common-sense.biz).

## Platinum Sponsor



## Sponsors



## Preliminary List of Exhibitors

assono GmbH (Germany) - [www.assono.de](http://www.assono.de)  
Bundeswehrkrankenhaus Hamburg (Germany) - [www.bundeswehrkrankenhaus-hamburg.de](http://www.bundeswehrkrankenhaus-hamburg.de)  
Canadian Consulate (Germany) - [www.tradecommissioner.gc.ca](http://www.tradecommissioner.gc.ca)  
Cerner Deutschland GmbH (Germany) - [www.cerner.de](http://www.cerner.de)  
CompuGroup Medical Deutschland GmbH (Germany) - [www.cgm.com](http://www.cgm.com)  
eHealth.Niedersachsen (Germany) - [www.eHealth.Niedersachsen.de](http://www.eHealth.Niedersachsen.de)  
European Association of Healthcare IT Managers (Belgium) - [www.hitm.eu](http://www.hitm.eu)  
Finpro Germany (Germany) - [www.finpro.fi](http://www.finpro.fi)  
Gesundheitswirtschaft Hamburg GmbH (Germany) - [www.gwhh.de](http://www.gwhh.de)  
Hamburg Chamber of Commerce (Germany) - [www.hk24.de](http://www.hk24.de)  
Health Insights (Egypt) - [www.health-insights.com](http://www.health-insights.com)  
IBM Deutschland GmbH (Germany) - [www.ibm.com/de](http://www.ibm.com/de)  
ICC Deutschland (International Chamber of Commerce) e.V. (Germany) - [www.icc-deutschland.de](http://www.icc-deutschland.de)  
iSOFT Health GmbH (Germany) - [www.isoft.de](http://www.isoft.de)  
Israel Trade Center (Germany) - [www.israeltrade.gov.il/germany](http://www.israeltrade.gov.il/germany)  
Koch-Metschnikow-Forum e. V. (Germany) - [www.kmforum.eu](http://www.kmforum.eu)  
Netherlands Business Support Office Stuttgart (Germany) - [www.nbso-stuttgart.de](http://www.nbso-stuttgart.de)  
New Zealand Trade and Enterprise (Germany) - [www.nzte.govt.nz](http://www.nzte.govt.nz)  
Norgenta North German Life Science Agency (Germany) - [www.norgenta.de](http://www.norgenta.de)  
novem business applications GmbH (Germany) - [www.novemba.de](http://www.novemba.de)  
Orion Health Limited (United Kingdom) - [www.orionhealth.com](http://www.orionhealth.com)  
RemoteA Ltd (Finland) - [www.remotea.com](http://www.remotea.com)  
U.S. Commercial Service (Germany) - [www.buyusa.gov](http://www.buyusa.gov)  
VAMED GmbH (Austria) - [www.vamed.com](http://www.vamed.com)

## Supporters



## Media Partners





# Global E-Health Forum®

## Hamburg 2011

## Organizer

(for own account)

Global E-Health Forum – Hamburg 2011  
c/o Common Sense – Gesellschaft für Marketing + Kommunikation mbH  
An der Alster 30  
20099 Hamburg  
Germany

Phone: + 49 - 40 - 43 21 35 53  
Fax: + 49 - 40 - 43 21 35 57  
E-Mail: [geh@common-sense.biz](mailto:geh@common-sense.biz)

IBM, the IBM logo and ibm.com are registered trademarks or trademarks of International Business Machines Corporation in the United States and/or other countries. Other company, product and service names may be trademarks or service marks of others.