

Global E-Health Forum – Hamburg 2011

## Designing Personalized Healthcare

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**Hamburg, September 9, 2011: Improving the quality of healthcare, increasing the efficiency of the systems and ensuring patient empowerment - these are the common goals worldwide when discussing the necessary transformation of the systems in order to guarantee a sustainable healthcare delivery in the future. The Global E-Health Forum – Hamburg 2011 will represent major stakeholders involved in designing personalized healthcare on October 11 – 13.**

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“E-Health is increasingly seen as a key enabler for this transformation”, so Ljubisav Matejevic, founder and honorary chairman of the Global E-Health Forum. “And as a key enabler for the evolution process towards personalized healthcare. Healthcare that is proactive, instead of reactive, gives the 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.”

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The initiators of the Global E-Health Forum - Hamburg Chamber of Commerce, IBM and ICC - have developed this platform to discuss e-health strategies, best practices and new services/patient-centric approaches in a global context. While the main target groups consist of CEOs, CIOs and CFOs of hospitals and clinics, the comprehensive program will also attract representatives from governmental bodies, health insurance organizations, service providers, influencers from hospital and health management associations as well as representatives from universities/research institutes. Canada supports the Global E-Health Forum – Hamburg 2011 as partner country.

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The first two conference days will feature speakers from all over the globe, e. g.

Richard C. Alvarez, President and Chief Executive Officer of Canada Health Infoway, with “Transforming Healthcare in Canada through E-Health”

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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, with “Designing Personalized Healthcare for Integrated Medicine by Using Information Technology”

45 Dr. Eric M. Liederman, Director of Medical Informatics, The  
Permanente Medical Group (USA), with “Balancing Privacy Protection  
with Patient Care”

50 Prof. Dr. Roland Eils, Division Head "Theoretical Bioinformatics",  
German Cancer Research Center (DKFZ) and Manuela Mueller-  
Gerndt, Healthcare Leader, IMT Germany, Smarter Healthcare, IBM  
Deutschland GmbH with “Oncology as a Key Driver for Cancer  
Research and Individualized Medicine”

55 Chai Chuah, National Director, National Health Board Business Unit,  
New Zealand Ministry of Health, with “Sustainable Personalized  
Healthcare - Challenges and Opportunities”

Their strategy presentations and case studies will be complemented by  
discussion forums, workshops and an exhibition of solution providers.  
During the evening reception at the U.S. Consulate General on  
60 October 11, there will be manifold opportunity of knowledge and  
experience exchange as well as networking. The third day is dedicated  
to various breakout sessions and guided tours at different locations  
(among others hospitals) targeting the individual information needs of  
special interest groups. The third day is dedicated to guided tours of  
65 different hospitals and clinics in Hamburg, three of them being  
Asklepios clinics. The Asklepios Hospital Group renewed its  
cooperation partnership with the Global E-Health Forum.

For further information and registration, please see **[www.global-  
ehealth-forum.com](http://www.global-ehealth-forum.com)**

**For further information, please contact**

70 Common Sense – Gesellschaft für Marketing + Kommunikation mbH  
An der Alster 30, 20099 Hamburg, Germany  
Telefon: + 49 - 40 - 43 21 35 53  
E-Mail: [geh@common-sense.biz](mailto:geh@common-sense.biz)  
Internet: [www.global-ehealth-forum.com](http://www.global-ehealth-forum.com)

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Common Sense – Gesellschaft für Marketing + Kommunikation mbH  
An der Alster 30, 20099 Hamburg, Germany