

**Keynote by Dr. Eric M. Liederman
of The Permanente Medical Group Confirmed**

5 **Balancing Privacy Protection
 with Patient Care**

10 **Hamburg, June 14, 2011: The Global E-Health Forum (GEHF)
 which takes place on October 11-13, 2011, in Hamburg, Germany,
 is pleased to announce Dr. Eric M. Liederman, Director of Medical
 Informatics, The Permanente Medical Group as one of the keynote
 speakers at this year’s conference. He will present “Balancing
 Privacy Protection with Patient Care”.**

15 “Healthcare organizations are under increasing regulatory pressure to
 improve the quality and safety of care and to protect patient privacy.
 Electronic Health Records (EHR) provide a vehicle to improve care,
20 however concerns over protecting the system against privacy violations
 are a significant challenge”, states Dr. Liederman. In his keynote
 “Balancing Privacy Protection with Patient Care” at the GEHF 2011, he
 will discuss how to achieve a balance between protecting privacy and
 security, and fostering high quality patient care.

25 The Permanente Medical Group employs more than 7,000 medical
 doctors, over 40,000 staff and manages more than 200 medical offices,
 20 emergency departments, labs and radiology departments in
 Northern California serving 3.3 million Kaiser members in partnership
 with 21 Kaiser Foundation hospitals.

30 The first two conference days of the GEHF 2011 entitled “Designing
 Personalized Healthcare” will feature more speakers from all over the
 globe, e.g., Richard C. Alvarez, President and Chief Executive Officer
 of Canada Health Infoway presenting “Transforming Health Care in
35 Canada through E-Health”, Dr. Stephanie Carretero, Researcher at
 Polibienestar Research Centre (University of Valencia in Spain)
 lecturing on “Personalized Healthcare for Dependent Elderly People
 Affected by a Cardiovascular or Osteoarticular Disease – A Research
40 Project in Valencia” and others. Their strategy presentations and case
 studies will be complemented by discussion forums, workshops and an
 exhibition of solution providers.

45 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.

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

50 ¹*“Kaiser Permanente is an integrated managed care consortium ... Kaiser Permanente is made up of three distinct groups of entities: the Kaiser Foundation Health Plan and its regional operating subsidiaries; Kaiser Foundation Hospitals; and the autonomous regional Permanente Medical Groups. As of 2006, Kaiser Permanente operates in nine states and the District of Columbia, and is the largest managed care organization in the United States.*

55 *Kaiser Permanente has 8.7 million health plan members, 167,300 employees, 14,600 physicians, 35 medical centers, and 431 medical offices. In its most recently reported year, the non-profit Kaiser Foundation Health Plan and Kaiser Foundation Hospitals entities reported a combined \$1.3 billion in net income on \$42.1 billion in operating revenues. Each independent Permanente Medical Group operates as a separate for-profit partnership or professional corporation in its individual territory, and while none publicly report their financial results, each is primarily funded by reimbursements from its respective regional Kaiser Foundation Health Plan entity.”*

65 *(Quote from http://en.wikipedia.org/wiki/Kaiser_Permanente)*

For further information, please contact

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