

Biography

JOHN CRAWFORD

**HEALTHCARE INDUSTRY LEADER, EUROPE
IBM HEALTHCARE & LIFE SCIENCES**



John is jointly responsible for IBM's Healthcare business in Europe, the Middle East and Africa. He is a member of several healthcare IT industry groups, including COCIR, Continua Health Alliance and Intellect. He represents IBM on the Industry Team Steering Group of epSOS, an EU project to enable cross-border digital health services. He is often invited to provide expert commentary about developments in eHealth, and has spoken at many conferences including EuroPACS, MIR, ECR, TTeC, pHealth, World of Health IT, the BCS Healthcare Computing Conference, the Danish eHealth Observatory, and the Global eHealth Forum. He has presented on the evolution of eHealth at the INSEAD Business School, Fontainebleau, and he provides briefings on IBM's healthcare business and eHealth to the press and analysts.