



Hamburg
Chamber of Commerce



Global E-Health Forum[®]

Hamburg 2010

- Strategies
- Solutions
- Services

October 25 + 26
Hamburg, Germany



In Cooperation With



Global E-Health Forum – Hamburg 2010: Strategies, Solutions and Services

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. E-health can make a significant contribution to ensure high-quality, sustainable healthcare systems.

The Global E-Health Forum, which will take place on 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 presentations of speakers from Asia, Europe, New Zealand and the U.S.A. The conference program also includes workshops and discussion forums as well as an accompanying exhibition of solution providers. An evening reception for the attendees will be held at the U.S. Consulate General.

The second day will take place in two hospitals of Asklepios, recognized as one of the most innovative leading hospital groups. There, conference attendees may expect hands-on presentations and workshops as well as guided tours. A panel discussion entitled “Connecting Competence for E-Health Services – What Customers Expect, What Healthcare Has to Deliver” completes the program.

The primary aim of the organizers of the Global E-Health Forum, the Hamburg Chamber of Commerce, IBM and the European Health Telematics Association (EHTEL), is to provide a cross-sector forum for 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 learn from each other and to develop collaborative working relationships.

Welcome to the Global E-Health Forum – Hamburg 2010!

Program

Monday, October 25: Conference + Exhibition

Location:

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



Photo: Michael Zapf

8:30 Registration and Welcome Coffee

9:00 Conference Opening/Welcome Addresses

Dr. Thomas M. Schünemann, Vice President,
Hamburg Chamber of Commerce
Dr. Stephan H. Schug, MD MPH, Chief Medical
Officer, European Health Telematics Association (EHTEL)
Welcome by **Dr. Dierk Heimann**,
Conference Presenter/Moderator

9:15 U.S. Health Reform: Significant Change, Varied Reaction, Opportunities Abound, and Outcome Uncertain

Harry Reynolds, Chair of the National Committee on Vital and
Health Statistics (NCVHS) and Chair of Council for Affordable
Quality Healthcare (CAQH) CORE Initiative

9:45 The European Digital Agenda towards Health

Flora Giorgio, European Commission, DG INFSO H1
(to be confirmed)

10:15 Health IT the New Zealand Way – E-nabling a High Value Health System

Dr. David Galler, Intensive Care Specialist, Middlemore
Hospital, Auckland, NZ; Board Member of the New Zealand (NZ)
Commission for Quality and Safety in Healthcare; formerly the
Principal Medical Advisor to the Ministry of Health and NZ
Ministers of Health

10:45 Coffee Break and Exhibition

11:15 Implementation of Strategic Goals with E-Solutions

Samo Fakin, General Director, ZZZS,
Health Insurance Institute of Slovenia

11:45 The Future of Hospital Information Systems – Best Practice at Severance Cardiovascular Hospital in Seoul

Prof. Byung-Chul Chang, M.D., Ph.D.,
Director of Severance Cardiovascular Hospital

All presentations are held in English – no simultaneous interpretation.
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.

Program (continued)

- 12:15** **Mission Possible: Improve Quality for Less Money! – Innovative Medical Decision Support as Plug-In for GP Information Systems**
Matthias Leu, Vice President, CompuGroup Medical AG
- 12:45** **Lunch and Exhibition**
- 13:45** **Smarter Healthcare – Innovative Approaches to Connecting, Extending and Improving Care**
Sean M. Hogan, Vice President, Healthcare Delivery Systems, IBM Global Healthcare & Life Sciences
John Crawford, Healthcare Solutions Manager, IBM Healthcare and Life Sciences
- 14:15** **BREAKOUT SESSION: Discussion Forums**
- # 1 Sustainable Telemedicine Services in Europe**
Dr. Stephan H. Schug, MD MPH, Chief Medical Officer, European Health Telematics Association (EHTEL)
- # 2 Synchronizing Healthcare: Intersectoral Collaboration – Methods, Opportunities and Best Practice**
Dipl.-Inform. Michael Franz, Managing Director, ISPRO GmbH
- # 3 Knowledge Management in Health and Disease – A Challenge in E-Health**
Prof. Dr. med. Freimut Leidenberger
- 15:00** **BREAKOUT SESSION: Workshops**
- # 4 User Centered Design in Healthcare – An Inspiring Approach to Radically Innovate Products & Services**
Laurenz Kirchner, Innovation and Product Superiority Expert, mm1 Consulting & Management
- # 5 Reduce to the MAX! novem MAX! Planner: Smarter Business Decisions**
Priv.-Doz. Dr. med. Albrecht Bettermann
Stephan Steinhoff, Managing Consultant, novem business applications GmbH
- # 6 New Methods of Interaction between Healthcare and Life Science Companies through the Usage of E-Health Portals**
Dr. Matthias Rath, Chief Executive Officer, c.a.r.u.s. HMS GmbH
- 15:30** **Coffee Break and Exhibition**

Program (continued)

16:00 BREAKOUT SESSION: Workshops

7 E-Health: A Perspective

Raman Sapra, General Manager and Industry Head - Healthcare, Wipro Technologies

8 Managed Services

Susanne Laprell, Business Manager, HE/Business Management Enterprise BU, Agfa HealthCare GmbH

9 Public Cloud Computing for Business Applications in Healthcare

Christian Markus, Senior Managing Consultant, IBM Global Technology Services

16:30 Rethinking the Operating Room: How Smart OR Design can Improve Workflow Efficiency and Quality of Care

Michael Rieder, Member of the Management Board, MAQUET GmbH & Co. KG

17:00 Best Practice Experiences Made in Germany – Evidence for Patient-Centric Smarter Healthcare Solutions

Manuela Mueller-Gerndt, Healthcare Leader, IMT Germany, IBM Deutschland GmbH

17:15 Telemedicine – an Already Lived Reality

Dr. Heinrich Körtke, MD, PhD, Medical Director of the Institute of Applied Telemedicine (IFAT)

17:30 End of First Conference Day

Monday, October 25: Evening Reception

Location:

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



19:00 Get-Together

19:30 Greeting Addresses

Inmi K. Patterson, U.S. Consul General
Ljubisav Matejevic, Founder and Director, Global E-Health Forum

Program (continued)

Tuesday, October 26: Conference + Guided Tours

Location:

Asklepios Klinik Barmbek
Rübenkamp 220
22291 Hamburg, Germany



9:00 Get-Together

9:30 Welcome Addresses

Uwe Poettgen, Chief Information Officer,
Asklepios Group

Dr. med. Jörg Weidenhammer, Managing Director,
Asklepios Medical School GmbH

10:00 Realtime Coordination of Patient-Related Activities – From Admittance to Discharge

Hans Erik Henriksen, Chief Executive Officer,
Cetrea A/S

10:30 Recruitment of Healthcare Professionals – Challenges and Solutions in Middle East

Edna Rance, Business Development Manager -
Healthcare Sector, REACH Consulting

11:00 Coffee Break

11:15 Connecting Competence for E-Health Services – What Customers Expect, What Healthcare Has to Deliver

Uwe Poettgen, Chief Information Officer, Asklepios Group

Followed by a Panel Discussion

Participants:

Prof. Byung-Chul Chang, M.D., Ph.D., Director of
Severance Cardiovascular Hospital

Prof. Dr. med. Rupert Gerzer, Director, Institute of
Aerospace Medicine, German Aerospace Center

Sean M. Hogan, Vice President, Healthcare
Delivery Systems, IBM Global Healthcare & Life Sciences

Uwe Poettgen, Chief Information Officer, Asklepios Group

Dr. Stephan H. Schug, MD MPH, Chief Medical
Officer, European Health Telematics Association (EHTEL)

Moderation: **Dr. Dierk Heimann**

12:45 Lunch

13:45 Organization of Sessions in Barmbek

Program (continued)

13:45 **Bus transfers to Asklepios St. Georg**
 Lohmühlenstraße 5
 20099 Hamburg, Germany



14:00 **BREAKOUT SESSION in Barmbek**

1 Guided Tour A

Jörg Focke, Speaker of the Asklepios Future Hospital

2 Building a Scalable, Sustainable Health IT System based on Standardization – The OneIT Role Model. Best Practice at the Asklepios Group.

Christian Hess, Medical Head of Asklepios Future Hospital Program, Asklepios Hospital Group, Corporate IT Division

3 Guided Tour B

Martin Hoff, Business Architect and Project Manager, Asklepios Future Hospital

14:00 **BREAKOUT SESSION in St. Georg**

Guided Tour of the Asklepios Medical School – Part # 1
 IT-based Teaching and Studying (Asklepios' Central Knowledge and Skills Management System/E-Terminals and E-Books)

Dr. med. Jörg Weidenhammer, Managing Director, Asklepios Medical School GmbH (AMS)

Christian Herzog, Executive Vice President/GM Life Sciences, Collexis Holdings, Inc.

15:00 **BREAKOUT SESSION in Barmbek**

4 Guided Tour C

Jörg Focke, Speaker of the Asklepios Future Hospital

5 Closing the Gap: Service Oriented Healthcare (SOH) will change Hospital Information Systems (HIS) for E-Health.

Dr. med. Carsten Pohlmann, M.D., Senior Registrar, Asklepios Klinik Barmbek

6 Guided Tour D

Martin Hoff, Business Architect and Project Manager, Asklepios Future Hospital

15:00 **BREAKOUT SESSION in St. Georg**

Guided Tour of the Asklepios Medical School – Part # 2
 IT-based Research (Research Cooperation between Asklepios and the Faculty of Medicine at Semmelweis University Budapest)

Dr. med. Jörg Weidenhammer, Managing Director, AMS

Christian Herzog, Executive Vice President/GM Life Sciences, Collexis Holdings, Inc.

16:00 **End of Conference**

Platinum Sponsors



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Sponsors



Preliminary List of Exhibitors

Allied Telesis International GmbH (Germany) - www.alliedtelesis.de
Asklepios Hospital Group (Germany) - www.asklepios.com
assono GmbH (Germany) - www.assono.de
Bundeswehrkrankenhaus Hamburg (Germany) - www.bundeswehrkrankenhaus-hamburg.de
c.a.r.u.s. HMS GmbH (Germany) - www.carus-it.com
Cetrea A/S (Denmark) - www.cetrea.dk
European Health Telematics Association (Belgium) - www.ehtel.org
Finpro Germany (Germany) - www.finpro.fi
Handelskammer Hamburg / Hamburg Chamber of Commerce (Germany) - www.hk24.de
IBM Deutschland GmbH (Germany) - www.ibm.com/de
iSOFT Health GmbH (Germany) - www.isofthealth.com
Koch-Metschnikow-Forum e. V. (Germany) - www.kmforum.eu
MAQUET GmbH & Co. KG (Germany) - www.maquet.de
mm1 Consulting & Management (Germany) - www.mm1-consulting.de
New Zealand Trade and Enterprise (Germany) - www.nzte.govt.nz
Norgenta North German Life Science Agency (Germany) - www.norgenta.de
novem business applications GmbH (Germany) - www.novemba.de
Nuffield Council on Bioethics (United Kingdom) - www.nuffieldbioethics.org
REACH Consulting (United Arab Emirates) - www.reachgroup-me.com
SVA GmbH - Competence Center Health Care (Germany) - www.sva-healthcare.de
The TriZetto Group (USA) - www.trizetto.com
U.S. Commercial Service (Germany) - www.buyusa.gov
Visality Consulting GmbH (Germany) - www.visality.de
Wipro Technologies (India) - www.wipro.com

Supporters



Media Partners



Accommodation

Special rates at following hotels near the Hamburg Chamber of Commerce have been negotiated on behalf of the Global E-Health Forum delegates. Please make your reservation referring to "E-Health251010" by September 13.

The George Hotel Hamburg GmbH

Phone: + 49 - 40 - 28 00 30 0

E-Mail: reservation@thegeorge-hotel.de

www.thegeorge-hotel.de

The George (****Hotel, in the center of Hamburg) offers so-called small single rooms at Euro 135/per night. Breakfast buffet is an extra Euro 12/per person and day.



Photo: The George

Grand Elysée Hamburg

Phone: + 49 - 40 - 41 41 2 222

E-Mail: reservierung@grand-elysee.com

www.grand-elysee.com

Grand Elysée (situated in the heart of Hamburg) offers single rooms at Euro 160/per night. Breakfast buffet is an extra Euro 20/per person and day.



Photo: Grand Elysée

Radisson Blu Hotel

Phone: + 49 - 40 - 35 02 31 00

E-Mail: reservations.hamburg@radissonblu.com

www.radissonblu.com/hotel-hamburg

Radisson Blu (Hamburg's tallest hotel, in the heart of the city) offers single rooms and double rooms at Euro 185/per night. Breakfast buffet is an extra Euro 19.50/per person and day.

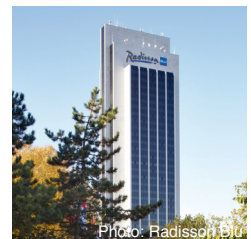


Photo: Radisson Blu

Hotel Atlantic Kempinski Hamburg

Phone: + 49 - 40 - 28 88 81 8

E-Mail: reservierung.atlantic@kempinski.com

www.kempinski.com/hamburg

Hotel Atlantic (on the shores of lake Alster) offers single rooms at Euro 169/per night and double rooms at Euro 209/per night. Breakfast buffet is included.



Photo: Atlantic Kempinski

Registration

Please complete this form (submit a separate form for each delegate) and fax to + 49 - 40 - 43 21 35 57 or register online by **September 30, 2010**:
www.global-ehealth-forum.com/registration/

I confirm my participation in the Global E-Health Forum on October 25 + 26 in Hamburg. The participation fee is Euro 399 incl. VAT and includes the admission to all conference sessions, lunches, coffee breaks and the evening reception on October 25, 2010.

<input type="checkbox"/> Mr.	<input type="checkbox"/> Ms. Title	
..... First Name	 Name	
..... Company	 Position	
..... Street			
..... Zip Code, City	 Country	
..... Phone	 Fax	
..... E-Mail			

How did you first hear about this event?

- | | |
|---|---|
| <input type="checkbox"/> World Wide Web | <input type="checkbox"/> Press Coverage |
| <input type="checkbox"/> E-Newsletter | <input type="checkbox"/> This Printed Conference Invitation |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Other, please specify |
- (LinkedIn, Twitter and/or Facebook)

- ☐ I agree on being published in the official attendance list with following data: First Name, Name, Company, City, Country.

Terms and Conditions

Program

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.

Registration Confirmation and Invoice

Upon receipt of your registration, we will send you a confirmation via e-mail within 3 – 5 business days. You will receive an invoice which is due for immediate payment. As soon as you have settled this invoice, you are officially registered.

Cancellation, Substitutions and Refund Policy

The registration can be cancelled until August 31, 2010 with an administrative fee (Euro 100). In case of cancellation after August 31, 2010, or in case of non-attendance, there will be no reimbursement of conference fee. Cancellation of registration has to be done in writing. The registered participant may of course be represented by other person.

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Date/Signature



Global E-Health Forum®

Hamburg 2010

Conference Organization Office

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