PRESS KIT
The eHealth Forum brings together eHealth gatekeepers, industry leaders, scientists, patients and innovators in Athens on the 25th and 26th of October, 2016 at the Megaron Athens International Conference Centre. Delegations and representatives gather to network and collaborate with a view to establish the role of eHealth as the catalyst of reform and enabler of growth for the Greek economy and the surrounding region.

We connect stakeholders from the West and North of Europe with those from the Balkans and the South East Mediterranean and provide the grounds to reach and network with key leaders and policy makers.

The eHealth Forum is organised by Mindwork Business Solutions Consulting Services Ltd., under the leadership of Health Level Seven Hellas (HL7 Hellas) and in cooperation with the European Connected Health Alliance (ECHAlliance), the Greek Network EIP on AHA, the Athens Medical Society, the Hellenic Healthy Cities Network (EDDYPPY), and the valuable support of HL7 International, IHE-Europe (Integrating the Healthcare Enterprise), EHTEL (European Health Telematics Association), the Hellenic Informatics Association (HHIA), Open Health Alliance, the Institute of Computer Science (ICS) of the Foundation for Research and Technology - Hellas (FORTH), and the Association of Information Technology Companies of Northern Greece (SEPVE) invites national and international stakeholders and policymakers, to pursue the conversation on eHealth, help create lasting partnerships and affect comprehensive change in healthcare.

As the annual meeting point in the European South East region, eHealth Forum provides unique access in the ideal environment to reach and network disseminate information, usher innovation and help formulate policies for eHealth, active aging/Silver economy.

The genuine success of the event is starting and continuing the conversation on eHealth, promoting research and applications that have brought about consequential change nationally and creating matchmaking potential to span the entire region. The eHealth Forum will once again bring together health care resources from over 15 diverse countries and advance the flow of cooperation beyond the borders of each nation.

Leaders in the field will address the state and opportunities of eHealth in the country and abroad, discuss positions, present ideas and confront pressing issues currently hindering or enhancing the advancement of eHealth in the region and around the world.

Industry and innovation connect and network to present and experience the development of innovative products and services by leading experts in IT, web technologies, medical devices, pharma, genomics, clinical research, big data, IoT, wearables, mHealth, health and social care, and behavioural science. We have identified the need to disseminate knowledge and information from the East and South of the region to comprehensively represent the conversation. To that end, leading up to the Forum, we are conducting an extensive survey to chart “eHealth and its implementation in the South East of Europe” in the Balkans, South East Mediterranean, Israel and the Middle East.
The results of the survey will be presented during the eHealth Forum in October, will constitute a valuable reference and will be openly available to all participants.

Industry and Innovation

At the Forum professionals with intimate knowledge of the region provide insight and meaningful actionable information, relevant data, developing technology and research opportunities to culminate collaborations and present realistic feasible industry opportunities. The eHealth sector is set to dominate all areas of industry in the coming years and thus presents an opportunity for financial and scientific growth and social reform. Within this rapidly growing market the eHealth Forum will prove to be the meeting point where stakeholders exchange information and innovation and connect with policy makers in further developing the eHealth agenda for the Greek eHealth ecosystem, South-eastern Europe and the Balkans.

The Forum / The Exhibition

The eHealth Forum and Exhibition in Athens will showcase eHealth professionals, world-class speakers, innovative technologies, startups and powerful networking. It will feature roundtable discussions, pre-conference symposia and workshops. All participants will have access to keynotes, B2B networking, pitching sessions with investors, presentations by distinguished colleagues and a comprehensive exhibit showcasing cutting edge technology, innovation, cybersecurity, patient data, interoperability, health IT, telecare, telehealth, mHealth, IoT in health, wearable technology, big data, and, of course, endless networking opportunities including the matchmaking health stakeholders sessions.

eHealth Forum goals:

● Become the eHealth meeting point in the region (N.W. Europe, Balkans, S.E. Europe and the Middle East)
● Become the centre to connect eHealth policy makers
● To provide the grounds for discussion and matchmaking between stakeholders from the public and private sectors, researchers, telecommunications companies, developers, investors, innovators
● Constitute the comprehensive event for eHealth tech and research stakeholders
● Provide a channel for researchers, academics in health and patients advocacy groups to disseminate information relevant to eHealth consumers and patients
● Present innovative eHealth products and services for professionals, patients and consumers
● Welcome tech startups and provide matchmaking and networking opportunities with investors
● Host an interactive multimedia Exhibit showcasing innovation, health IT, wearables, and IoT applications to promote digital health and wellbeing
Who’s it for

- Healthcare providers (doctors, healthcare workers, nurses, pharmacists, etc.)
- Information technology professionals
- Researchers, academics, industry and investment stakeholders in digital health and health
- Patients Advocacy Groups
- Businesses and business executives
- Executives in the public sector (Ministries, directors of hospitals and health services, organizations)
- Local government (Municipalities, cities, boroughs)
- Health economists
- Politicians
- Press/Media
- Investment Funds
- Start-ups

Why you should be a part of eHealth Forum 2016

- Gain comprehensive information and knowledge on the ehealth ecosystem in Greece, S.E. Europe and the Middle East.
- Follow the latest developments presented by world class speakers and experts in innovation, telecommunications, and digital applications in Health.
- Connect and network with key stakeholders and industry leaders from the West, Greece, the S.E. Europe and the Middle East.
- Contribute to the conversation and be part of building the strategy and development of policies and regulation of eHealth and mHealth at a national and European level.
- Learn about methods and sources of financing your projects.
- Ensure the promotion of your company by presenting products, services, activities, issues connecting its identity with innovative methods and practices.
- Join matchmaking sessions with companies, organizations, researchers and experts with knowledge on a wide range of subjects concerning eHealth:
  - eHealth & mHealth, leadership and digital transformation in eHealth, medical devices, IoT in health, health IT, telecare, telehealth, mHealth regulations, wearables, big data, cloud, patient data, interoperability, cybersecurity, protocols, active ageing, prevention, health & wellbeing, communications and marketing services for eHealth.
eHealth Forum 2016 Themes

The rapidly growing eHealth sector estimated to dominate all areas of industry by 2020 presents a unique opportunity for financial and scientific growth and social reform. Within this expanding market further developing information technologies and applications in digital health is essential to promote the reform of the healthcare system and therefore act as a catalyst for these imperative changes.

The process of reforming healthcare is an enabler for economic growth in various sectors: research, industry, information and telecommunications technologies. The eHealth Forum presents the hot topics high on the “digital agenda” in Europe and the surrounding region, while providing the channel to present and disseminate information on scientific and technological advancements in healthcare.

This year’s themes include:

1. eHealth Framework

The legal framework of eHealth is evolving and interacts with the national strategies of the EU countries as well as other countries in the Balkans, S.E. Europe and beyond. Part of the eHealth Framework concerns Patient Summaries in Refugee/Migration Flows. The eHealth Forum aims at providing an opportunity to showcase best practices from countries in the region, for further discussing the unresolved issues and for idea sharing between all stakeholders.

2. eHealth in practice today

The eHealth Forum will delve into dominating issues of interoperability, tools and services using information and communications technology for prevention, diagnosis, treatment, monitoring and management. We will host sessions on information and data sharing, health information networks, health mobile applications and medical software guidelines, telehealth/telecare services, portable patient monitoring devices, operating room software, wearable technology and IoT devices, cloud infrastructures and every facet of health IT that affects patient care as we know it.

3. Clinical management of chronic illness

Healthcare professionals and clinicians will get up-to-date information on management tools for chronic illness, like patient records, treatment protocols, and join in on the conversation on Integrated Care in Greece and the practices of the countries in the surrounding region. The Forum will host discussions on digital health strategies, patient health records, data availability including privacy and security, how to benefit healthcare providers and patients by improving access to care and quality of care and present solutions to make the health sector more efficient.
4. Patient at the centre: Health Applications

As the end users of health applications and services, patients/consumers are the centre of the mobile and medical health applications boom. The eHealth Forum will showcase the latest innovation in technology, while emphasizing on active aging applications and technology advancements; fitness and well-being applications; and specific research projects involving precision medicine. This year, we have invited representatives from all scientific and research organisations, academics in health and patients advocacy groups.

5. Data-aware medical devices

Medical devices, wearable technology and IoT applications in health will be the foundation of the eHealth Forum 2016 interactive exhibition.

6. Big Data

A central segment of this year’s Forum will focus on big data, real-time data analytics and bioinformatics and how they have been the driving force in the development of personalized health, the discovery of new drugs and treatments to combat common or rare diseases.

7. Cyber-security

Ransomware, data-loss, patient privacy, data sharing, digital literacy, going ‘cloud’ or sticking to local servers, software vulnerabilities and so many other things revolving around security are hot topics within the eHealth conversation. The eHealth Forum brings together all the key players to discuss and present best practices, proposals and solutions.

8. Behavioural Change

Digital innovation is rapidly changing the way we understand and manage health and health care systems worldwide; through the eHealth Forum we want to connect the dots between healthcare providers, patients/consumers and healthcare systems. Implementing and using eHealth for prevention/health promotion, patient empowerment, patient adherence and the ways in which the doctor-patient relationship is changing and the importance of social networks will be discussed.

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eHealth Forum History

The numbers on eHealth Forum 2015

In 2015—the first Greek event on ehealth—welcomed approximately 450 participants, and 90 distinguished world-class speakers. The Forum took place on December 3-4, 2015 at the Divani Caravel Hotel in Athens.

Participants satisfaction during the eHealth Forum 2015*

- 90% of participants rated the information and organization of the Forum as very good or excellent, while 86% rated the Forum administration as very good or excellent.
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- 90% and 94% of participants respectively, rated the Forum venue and audiovisual infrastructure as very good or excellent.
- 78% and 80% of participants respectively, rated the content and breakdown of the programme/agenda as very good or excellent.
- the selection of speakers was rated as very good or excellent by 86%.

www.ehealthforum.org

At its peak, the ehealthforum.org website reached an average of 600 visitors daily. In the last two weeks leading up to the Forum, readership increased at a rate of 200% per day.
During the Forum, the eHealth Forum Twitter account reached more than 4000 interactions per day.

Your Tweets earned 27.1K impressions over this 28 day period.

During this 28 day period, you earned 974 impressions per day.
eHealth Forum 2014

The eHealth Forum 2014 “the premier European Forum on eHealth” was organized by the Hellenic Ministry of Health (General Secretariat of Public Health & Hellenic Center for Disease Control & Prevention) in cooperation with the European Commission, under the Greek Presidency of the European Council of the European Union for the first half of 2014. The event was held at the Megaron Athens International Conference Centre, as will this year’s eHealth Forum on the 25th and 26th of October, 2016.

The majority of participants surveyed rated the venue as Very Good.
There were 1,514 total registrants for the eHealth Forum 2014 including speakers, VIPs, daily passes, EIP-AHA delegates, High Level 7 delegates, press, students and exhibitors. eHealth Forum 2014 hosted delegates from 36 countries.
Exhibition

The eHealth Forum Exhibit spanned approximately 500 square meters, on two levels of the Megaron Athens International Conference Centre and included 21 pavilions with 70 exhibitors from Europe and the U.S.A.

The Venue