


HimSS® *Europe* **18**

Health 2.0
EUROPE
2018

HIMSS EUROPE 18 & HEALTH 2.0 CONFERENCE
27–29 MAY 2018 | Sitges, Barcelona

JOIN US
IN SITGES!

Transforming health & care together

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@HIMSSEurope #HIMSSEurope18

www.himss europeconference.org

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Ministry of Health, Welfare and Sport

In collaboration with:

HimSS CHIME
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Featuring:



**EUROPEAN
TELEMEDICINE
CONFERENCE**

Transforming health & care together

HIMSS Europe and Health 2.0 are collocating the most influential digital health conference of 2018. HIMSS Europe 18 will be held on 27 – 29 May in the beautiful coastal Spanish town of Sitges, located just 25 minutes south of Barcelona. The conference will include sessions which will address the whole spectrum of the digital health ecosystem with the aim to reach key audiences in the sector: from hospital

CEOs to innovative SMEs and start-ups, as well as CMOs, clinicians and nurses. Conference themes will include: digital transformation, cybersecurity, interoperability and data into knowledge. But above all, the event aims to place the patient at the centre of every conversation.

In addition, HIMSS Europe 18 is honoured to be supported by the Dutch Ministry of Health, who will bring immense added value to the programme. The renowned European Telemedicine Conference (ETC) will also be featured in the conference, as well as a high-level C-suite workshop hosted by HIMSS-CHIME International.

Top 3 reasons to attend:

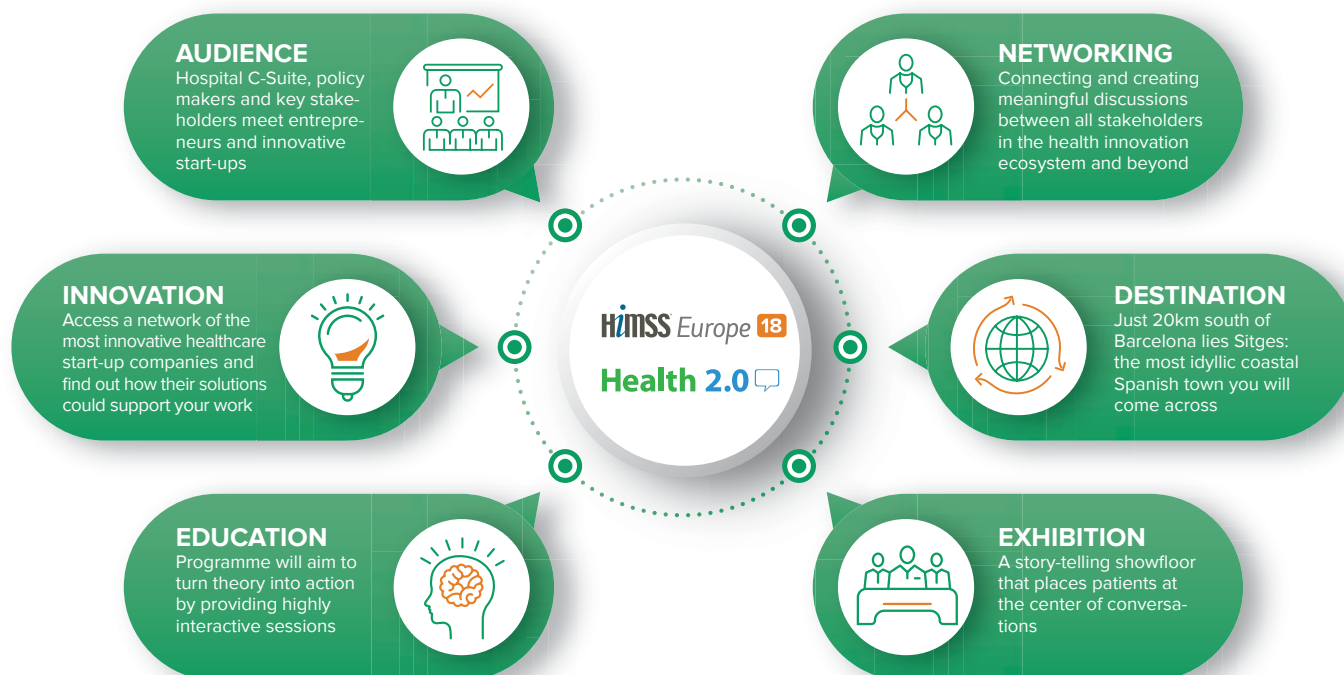
- Mix with more than 2000 European healthcare professionals
- Be ahead of what is next in European healthcare IT
- Initiate meaningful conversations to create dynamic marketplaces



Get involved!

Be a part of it!

Accelerating the development of digital health in Europe



Venue

Our conference will take place at the Hotel Meliá, an exclusive top-notch hotel by the seaside. Care to join us?

MELIÀ
SITGES

Two conferences, one must-attend event

In the last few years, digital health conferences have rapidly multiplied in Europe, claiming to engage the ecosystem to disrupt health and care, but let's face it: there's been a lot of talk but not much action.

The co-location of HIMSS Europe and Health 2.0 Europe is an unmatched opportunity to bring together two worlds that need to work hand in hand to accelerate the development of digital health in

Europe: HIMSS' reach with key implementation stakeholders such as health authorities, hospital C-Suite is unrivalled. Health 2.0 Europe gathers an ecosystem that brings about a grass root movement of health entrepreneurs and startups. Gathered under one roof, the two audiences will have greater opportunities to interact, learn from each other and remove the roadblocks to large-scale adoptions.

Our audience of digital health stakeholders:

HIMSS Europe 18

HIMSS Europe top audiences:

- Hospital C-suite (CEOs, CIOs, CMOs, CNIOs)
- European Ministries of Health
- Hospital Clinicians and Nurses
- Government officials and policy makers
- Press

Health 2.0

Health 2.0 top audiences:

- Entrepreneurs (Innovative start-ups and SMEs)
- Pharma and Medical devices
- Technology providers
- New Media
- Patients

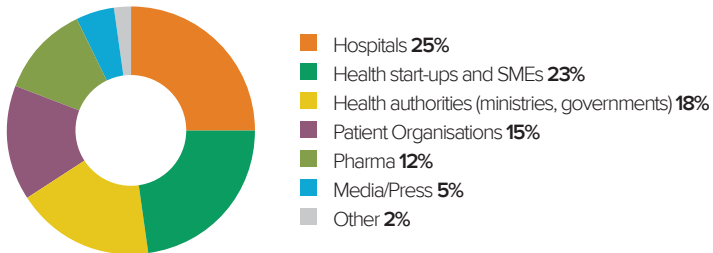


Expected audience breakdown

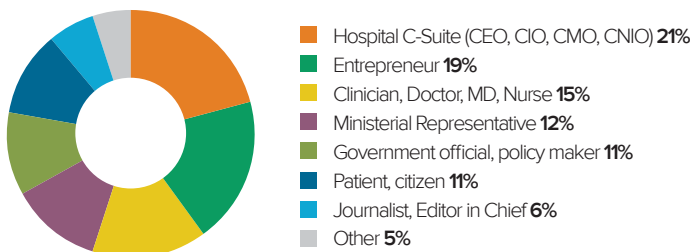
HIMSS Europe 18 and Health 2.0 Conference

The entire eHealth ecosystem comes together

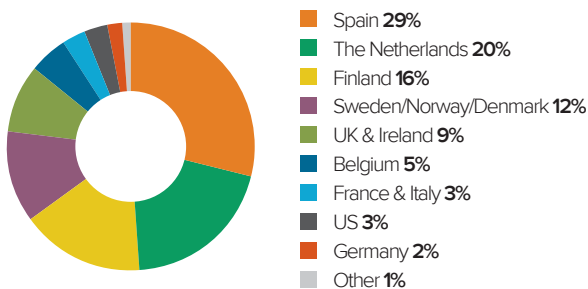
by industry



by job title



by geography



Less talk, more action

The HIMSS Europe 18 and Health 2.0 Conference will be the most most action-packed event you have ever attended

Programme

Welcome to our innovative conference! Our aim is to initiate meaningful conversations and to create digital health marketplaces. PowerPoint presentations are outdated and studies show that conversations and meaningful discussions are much more valuable. This is why we'd like to introduce you to the idea of reverse pitching, open mic sessions, interactive workshops, and many more. Sneak peak: some of these sessions even include physical movement!

Networking

The setting really couldn't be better for our various networking opportunities. The content which will be presented throughout the several education tracks

intends to enhance thought-provoking discussions amongst the key stakeholders who will be in attendance. Our new mobile app allows for easy and effective meetings. In addition, BBQs by the pool, networking dinner on the seafront and welcoming receptions in the garden will all allow for exceptional meet and greet experiences.

Exhibition Floor

Our story-telling exhibition hall will be hosting a number of stand set-ups which you are not used to. Don't be surprised to see connected hospital rooms or interactive patient homes which will be an opportunity for everyone to fully immerse themselves in the digital era of healthcare. In addition, VR and AI showcasing will be an absolute must, as their role in health continues to increase.

Why Sitges (Barcelona)?

Barcelona is a well-connected European hub. Take a cab or a train 20km south of the airport and you find yourself in the most idyllic Spanish coastal town: Sit-

ges. Our conference takes place at the Hotel Melia, an exclusive top-notch hotel by the seaside. Care to join us?

Spain is also an excellent location to hold a conference for educational purposes. The country is renowned Europe-wide for its high level of digital maturity in hospitals. Join us for the opportunity to learn from your Spanish colleagues: both the exceptionally successful stories and the challenges or failures need to be heard for the entire eHealth community to learn from each other. Interactive sessions and innovative showcasing will enhance the experience.

*Knowledge,
Networking &
Innovations*



Why should you attend?

If you work in a hospital:

- Access a network of the most innovative healthcare start-up companies and find out what solutions are being introduced and how this could support your work
- Learn from health IT best practice from across Europe that will help you to ensure better quality patient safety and care
- Learn how relevant IT is for your daily work and how it can improve patient outcomes, the organisation and the quality of your work

If you are an entrepreneur:

- Develop relationships with the only pan-European event which truly gathers the entire healthcare ecosystem. Connect with European Ministries, delegations, influencers and stakeholders who are responsible for multiple tenders taking place across Europe
- Showcase your solution, educate your audience and get ahead of your competitor by enhancing your visibility at our conference

If you work in IT:

- Spain and The Netherlands are both home to some of the most digitally mature hospitals in Europe, learn from your Spanish colleagues and connect with Dutch representatives who will be joining us through our partnership with the Dutch Ministry of Health
- Learn from best practice and case studies from across Europe that will enable you to successfully implement eHealth and mHealth solutions that achieve tangible benefits

If you work in finance:

- Better understand different funding models for ICT in a time of austerity
- Understand how to build a business case for IT and how return on investment can be achieved

If you are a patient:

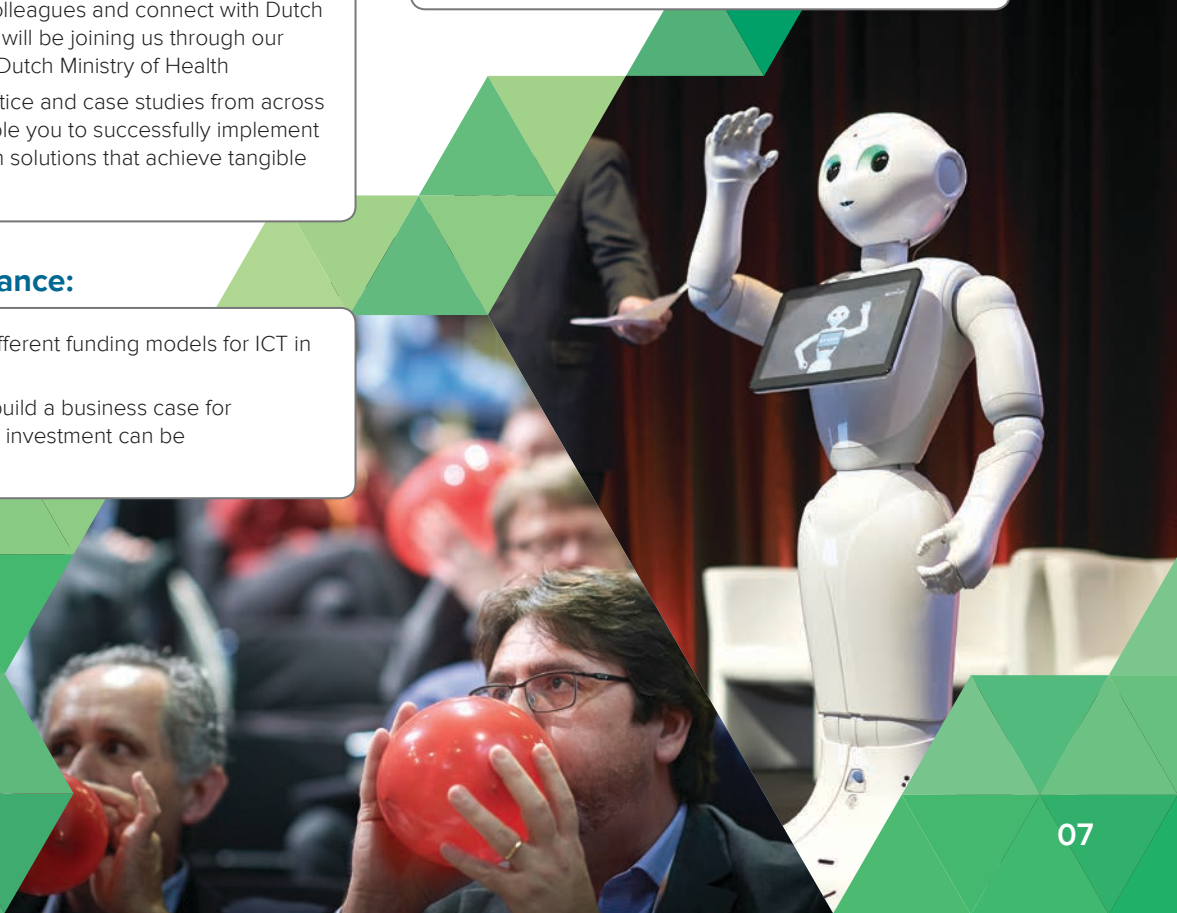
- Be at the forefront of digital health developments and next steps throughout Europe
- Become more involved in the earlier design of eHealth tools and implementation processes ensuring they are patient centric and user-friendly

If you are an investor or budget holder:

- Understand how to build a business case for IT and how return on investment can be achieved
- View new and innovative solutions that will influence your decisions on where best to invest to reach your organisation's goals
- Better understand different funding models for ICT in a time of austerity

If you represent a pharma or medical device group:

- Meet with innovative IT vendors and develop partnerships that will enhance your offering
- Learn about the implications of IT based medication management on your sales, marketing and logistics and become part of the decision-taking process



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Confirmed Presidential Sponsor



Confirmed Knowledge Partner



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