



## *eHealth Week 2013: New Technologies, New Ideas, New Opportunities*

**eHealth Week 2013 is only five weeks away and excitement is growing.**

Taking place May 13<sup>th</sup> – 15<sup>th</sup> at The Convention Centre Dublin, the event will showcase the world's most cutting edge Health IT technology. eHealth Week is a dedicated platform aimed at assisting the Health IT industry to reach a new level of efficiency and business generation.

**Innovation & Well-Being** - Working with the European Commission, the Irish Department of Health, the US Department of Health and Human Services (DHHS) and the ECH Alliance, the theme of this year's event will focus on delivering innovation and well-being. eHealth Week will show the importance of cooperation, communication and Connected Health best-practice.

Global decision makers from European public and private healthcare will be meeting European Ministers and EU Commissioners, such as Neelie Kroes, Commissioner for the Digital Agenda, Tonio Borg, Commissioner for Health & Consumer Policy and Máire Geoghegan-Quinn, Commissioner for Research, Innovation and Science.

The EU Commissioners will be met by a number of Irish ministers, such as Minister for Health, Dr James Reilly, and Minister for Training and Skills, Ciaran Cannon. They will be joined by over 2,500 international delegates. All of this combined, it's safe to say: This is *the* European Health IT event of the year.

**Investment in Action** - At the heart of eHealth Week is a mission to encourage continuous investment in Health IT worldwide. In the past year the health care industry has continued to invest heavily in IT in an effort to improve patient care and reduce rising healthcare costs.

Leading Health IT nations will be sharing best practice in both healthcare delivery and the technologies which can make this more cost effective. Countries such as Sweden, Canada and the US, and new leaders like Turkey whose pharmaceutical market has seen a jump in value to over 10 billion euro per annum, will be offering a glimpse into the future of Connected Health and the saving that can be made for the Health sector.

It is becoming ever more important for governments to take advantage of new technologies to improve patient outcomes. Cloud computing, mobile devices, ePortals, wireless telemetry and automated pharmacy equipment will all play a role in improving medical care, bolstering performance and reducing health sector inefficiencies.

The message here is that governments are spending money on Health IT due to the certainty it will save money in the future.

eHealth Week 2013 includes exhibitions from Irish and international companies, seminars and workshops as well as the new EU-US Marketplace. The Marketplace will be open to all attendees and will provide real opportunities for doing business and for networking through bespoke matchmaking meetings.

**Make sure you are at eHealth Week 2013, Europe's premier Health IT event.**

More info and the programme at [www.ehealthweek.org](http://www.ehealthweek.org) Twitter: [@EU\\_eHealthweek](https://twitter.com/EU_eHealthweek), #eHW13 [Facebook](#)

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