

## Program

The Baltic Conference on E-Health – mainly focusing on e-health systems and hospital information systems – will create a unique opportunity to discuss potential solutions in patient centric health management, all within a forum-style environment.

Keynote speakers from the EU, Baltic States, Scandinavian countries and Germany, including best practice presentations and a panel discussion on the future of health management, are the basic features of the conference.

Solution and service providers will present their product and service achievements, experiences and applications.

## Who should attend?

The primary aim is to provide a cross sector forum for the “Baltic Sea region countries” involving representatives from hospitals, governments, health insurance organizations, service providers and media. It will also bring together policymakers, users, suppliers and implementation managers, promoting an exchange of views and experiences among all those involved in health management.

## Focus

- ➔ Business, medical and operational aspects of e-healthcare management – current opinions and latest developments
- ➔ Successful implementations of applications and infrastructures, presented by leading solution providers
- ➔ Key e-health components that support a patient-centric model, i.e.: secure and efficient information sharing and health analytics tools / applications including:
  - Knowledge-bases and collaborative portals (internal and external)
  - Online Patient Medical Records (PMRs) and Electronic Health Records (EHRs)
  - Medical information systems
  - Electronic prescriptions
  - Picture Archiving and Communication Systems (PACS)
  - Interconnectivity - health information networks
  - Clinical workflow solutions
  - Patient care devices - bedside terminals
  - Telemedicine

- Subject to Change -

## Thursday, September 20, 2007

Reception in U.S. Consulate General with welcome remarks by Consul General Karen Johnson.

## Friday, September 21, 2007

### 09.00 h Registration

#### 09.30 h Open remarks

Dr. Karl-Joachim Dreyer (President, Hamburg Chamber of Commerce)  
William R. Timken (U.S. Ambassador in Germany)  
Jörg Dräger (Senator for Science and Research, City of Hamburg)  
Kurt Bodewig (Member of Parliament / Chairman of the Board, Baltic Sea Forum)

#### 09.45 h Keynotes

*Healthcare / E-Health in the EU and in Cooperation with USA*  
Linda R. Horton (Hogan & Hartson), Brussels, EU  
*Integrated Healthcare Systems of the Future*  
Eberhard Armbruster (Sector Executive Distribution and Public, Germany, IBM Global Business Services)  
*E-Health Strategies in Lithuania*  
Vita Siniciene (Head of IT Division, Ministry of Health, Lithuania)

### 10.30 h Break

#### 10.45 h Synchronizing the World of Healthcare: Easy-to-integrate Decision-Support-Systems, Knowledge-Bases and Collaboration Portals improve the Efficiency and Quality of the Overall Medical Care Process

Manfred Glanzer (Business Development / Senior Consultant eHealth,  
CompuGROUP Holding AG)

#### 11.15 h E-Health Information Networks: Successful Practitioners and Laboratories Networks Projects in Germany

Peter Kaufmann (Product Management, MCS AG)

#### 11.45 h Interoperable Health Records in a Flat World: Electronic Health Records and their Implementation Across the Globe

Rose Harr (President & CEO, BlueWare, Inc.)

- Subject to Change -

### 12.15 h Lunch

#### 13.15 h Convergence in Point of Care & Patient Infotainment Systems: A Unique Solution at the Patient Bedside without Capital Investment by Healthcare Providers

Garbis Bedoian (Group Sales & Marketing Director, eMedys)

#### 13.45 h Integrating the Healthcare Enterprise – The Road to Success! Experience of a Real Project Implementation based on the IHE Architecture in Austria.

Martin Tiani (CEO, TIANI "SPIRIT" GmbH)

#### 14.15 h Economical Impact of Obesity Surgery on a Healthcare System

Luca Morlotti, MSc (Senior HO Manager, Ethicon GmbH)

### 14.45 h Break

#### 15.00 h Transformation of Healthcare Delivery through IT Solutions – Improvement of Quality of Care, Cost Effectiveness and Access to Mission Critical Medical Records through Workflow Transformation.

Dr. Jochen Thümmeler (Head of Clinical Information Systems,  
Vivantes - Netzwerk für Gesundheit GmbH)

#### 15.30 h The Danish National E-Health Portal – Access to Patient Information for all Healthcare Professionals and Citizens in Denmark

Hans Erik Henriksen (Healthcare Industry Leader, IBM North East Europe)

### 16.00 h Break

#### 16.15 h The Future of Health Management

Prof. Dr. Jörg F. Debatin (Medical Director and CEO, Universitätsklinik  
Eppendorf)

#### 16.30 h Panel Discussion

“The Future of Health Management”  
led by Dr. Nikolaus Förster (FINANCIAL TIMES DEUTSCHLAND)

### 17.30 h End of Conference

All presentations are held in English  
– no simultaneous interpretation.

# Baltic Conference on E-Health 07: Registration

Please complete this form (submit a separate form for each delegate) and fax to + 49 - 40 - 43 21 35 57 or register online [www.baltic-conference-on-ehealth.com](http://www.baltic-conference-on-ehealth.com)

- I confirm my participation in the "Baltic Conference on E-Health" on September 21, 2007, at the Hamburg Chamber of Commerce.
- I would like to attend the reception on the evening of September 20, at the U.S. Consulate General in Hamburg.

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Name, First Name

.....  
Title, Position

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Company

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Street

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Zipcode, City

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Telephone

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Fax

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E-Mail

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Signature

## Payment

Participation fee is Euro 79 incl. VAT. You will receive an invoice which is due for payment by September 1, 2007. As soon as you have settled this invoice, you are officially registered.

For questions, please contact the conference organization office.

# Baltic Conference on E-Health 07: Information / Our Partners

## Conference Venue

Hamburg Chamber of Commerce (Handelskammer Hamburg)  
Adolphsplatz 1, 20457 Hamburg, Germany  
Telephone: + 49 - 40 - 36138 - 522, [www.hk24.de](http://www.hk24.de)

## Reception

U.S. Consulate General, Alsterufer 27 - 28, 20354 Hamburg, Germany  
Telephone: + 49 - 40 - 41171 - 304

## Accommodation

You may contact the Hamburg Tourist Board for hotel information.  
Telephone: + 49 - 40 - 300 51 300, [www.hamburg-tourism.de](http://www.hamburg-tourism.de)

## Registration / Conference Organization Office

Common Sense – Marketing + Kommunikation  
Hofweg 8, 22085 Hamburg, Germany  
Telephone: + 49 - 40 - 43 21 35 50, Telefax: + 49 - 40 - 43 21 35 57  
E-Mail: [event@common-sense.biz](mailto:event@common-sense.biz)

## Our Partners



Media Partners



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# Baltic Conference on E-Health 07

Friday, 21st September 2007  
Hamburg, Germany



Invitation to Healthcare Providers in

- Denmark • Estonia • Finland • Germany • Latvia • Lithuania • Norway • Poland • Russia • Sweden •

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