



**Conference & Exhibition**

Connecting Leaders in Technology and Healthcare

# Impact for Change

2008 Highlights and  
a look forward to 2010



[www.worldhealthit.org](http://www.worldhealthit.org)

# 2008

# Highlights and a look forward to 2010



# WHOIT

## H I G H L I G H T S



Almost 2100 members of the healthcare delivery community from over 60 countries gathered in Copenhagen from the 4th to the 6th of November 2008 for the third World of Health IT Conference & Exhibition.

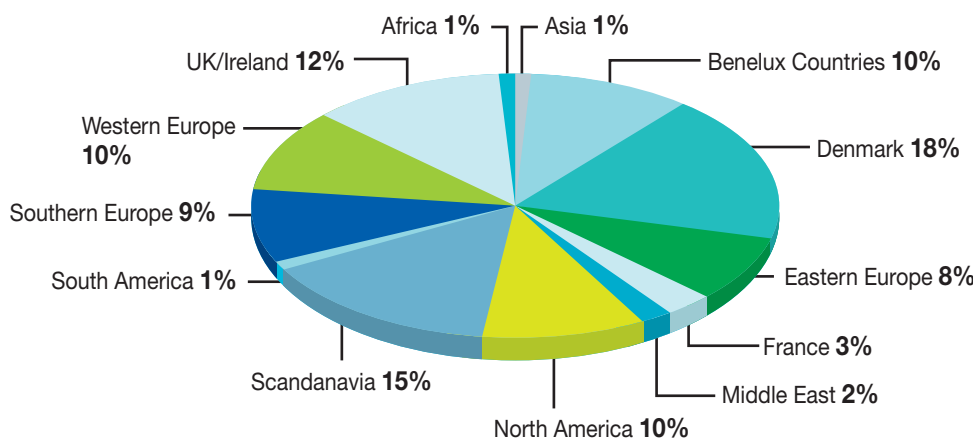
For the third consecutive year, World of Health IT demonstrated double digit attendee growth.

The World of Health IT Conference in Copenhagen saw an increase in attendance and offered educational programming and exhibitions specifically designed to address the needs of key stakeholders including: end users, providers, IT leaders and decision makers, policy/government, as well as the vendor community.

## WHOIT's Track Record Speaks for Itself

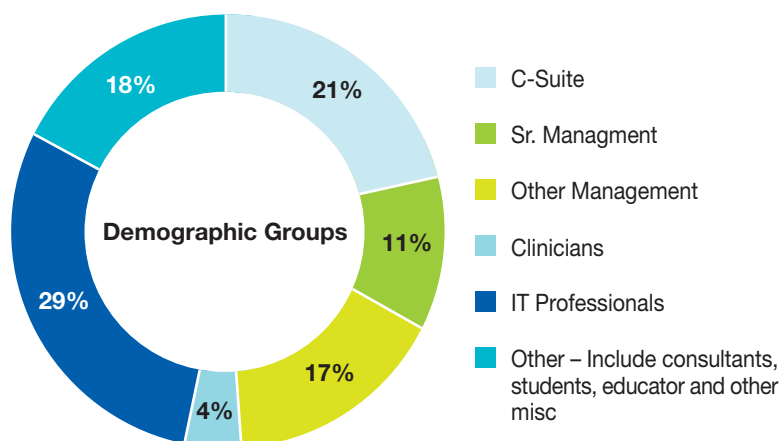
### The World of Health IT 2008 Registration Figures

- ▶ 2044 attendees
- ▶ 60+ exhibiting companies with demonstrated solutions
- ▶ 61 different nationalities



### The Trends

- ▶ More than 50% of attendees are high-level decision makers, including the C-suite (e.g. CIOs, CEOs, COOs, Vice Presidents and Directors)
- ▶ More than 40% of attendees have been in the healthcare IT industry for at least 10+ years; a large percentage 15+ years.



# Pre-conference Education

## Adding value to the World of Health IT Conference & Exhibition

Delegates attending The World of Health IT Conference & Exhibition were able to make the most of their time in Copenhagen by attending one of three targeted pre-conference symposia. These sessions provide clinicians, care providers, government personnel and leaders the opportunity to hear from experts in their fields on the most prominent issues in healthcare today.

### Physicians IT Symposium:

#### From EHR to PHR: The Challenges of Patient and Physician Empowerment

Held at Herlev Hospital, this Symposium addressed IT as a foundation for innovation and expansion of care with a main focus on Personal Health Records (PHRs) and patient safety.



### Nursing Informatics Symposium:

#### What Can Technology and Informatics Do for You?

The Nursing Informatics Symposium examined steps taken to prepare practicing nurses and nursing students to use technology and informatics to improve the delivery of patient care at a global level.



### eHealth Planning and Management Symposium:

#### Change Management for Introducing Clinical Process Orientation and Archetypes Across the Community

This Symposium allowed attendees to explore the latest tools, models and concepts for planning, building and deploying eHealth for advancing integrated healthcare.

## Addressing the Critical Issues with High Level Speakers

### The Conference

World of Health IT 2008 raised the bar with over 50 educational sessions attuned to the needs of key European stakeholders and highlighted four core topic areas which demonstrated how eHealth has become a leading industry for the European economy. The call for proposals ensured the presence of only the highest calibre speakers in each educational session.

### WoHIT'08 featured industry-leading keynotes and speakers including:



**Viviane Reding**  
European Commissioner,  
DG Information Society and Media  
Belgium



**Jakob Axel Nielsen**  
Danish Minister for Health  
and Prevention  
Denmark



**Nicholas Negroponte**  
Chairman Emeritus,  
MIT Media Lab  
USA



**Esko Aho**  
Former Prime Minister, Finland  
Executive Vice President, Corporate  
Relations and Responsibility,  
Nokia Corporation  
Finland

# Connecting People and Businesses: WoHIT'08 Exhibition & Networking Events

## The Exhibition

### Offering a First – Hand Look at Industry Solutions

With 60+ exhibitors, attendees spent one-on-one time with solution providers and experienced product tutorials, live demonstrations and the IHE Interoperability Showcase.



## Networking Events: A Success!

WoHIT'08 offered a variety of networking events where everyone could mix business with pleasure. Many attendees connected with major stakeholders at the networking events which offered an ideal opportunity to network with all levels of healthcare IT professionals who are working towards a more efficient healthcare system.

Whether you attended the Opening Reception or the Exhibit Floor Reception, the networking was a powerful aspect of this event.



# SAVE THE DATE

**THE WORLD OF HEALTH IT CONFERENCE & EXHIBITION**  
**15 – 18 MARCH 2010 | BARCELONA, SPAIN**

[www.worldhealthit.org](http://www.worldhealthit.org)