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PRESS RELEASE

“THERE IS A RIVER OF INFORMATION OUT THERE”

- Neil Bacon, Founder of www.iwantgreatcare.org

Barcelona, March 16, 2010 – Speaking at Europe’s largest eHealth event ever held in Europe, eHealth Week 2010 in Barcelona, Neil Bacon, the founder of www.iwantgreatcare.org (one of the largest online platforms where patients can share hospital and practitioner information and recommendations), urged a packed plenary room to take advantage of the huge amount of patient experience information available.

Neil Bacon challenged the audience by asking ‘Why is there so much information out there on hotels and not hospitals?’. He stated that in both places you need to check in & out, and if levels of clinical outcome and customer service standards are high, then it is proven that both patients and hospital staff will benefit. Neil Bacon added: ‘Patients’ experience of care and of hospital service is one of the most important sources of information. If you fall ill, be it cancer or if you need a dermatologist, the majority of people will ask family and friends for recommendations.’

Neil Bacon ended his keynote by stating that the shared purpose for everyone delivering healthcare is to ensure that nobody is left behind and that citizens’ transparent feed-back and Health 2.0 can help creating a future driven by patients’ needs, wishes and expectations.

Additional information about eHealth Week 2010 can be found on:

www.ehealthweek2010.org www.worldofhealthit.org

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About the High Level eHealth Conference 2010:

Co-organised by the forthcoming Spanish Presidency of the European Union and by the European Commission, with the cooperation of the Regional Government of Catalonia and the Foundation TicSalut, the High Level eHealth Conference 2010 is a ministerial event, representing since 2003 an important annual milestone in the field of ICT for healthcare. The conference theme of this 8th edition – “eHealth for Sustainable Healthcare Delivery: global challenges through local actions” – acknowledges the pressing perspective of a rapidly ageing European society, where the progressively extended life expectancy and the consequent increase in the prevalence of chronic diseases are globally posing serious challenges to the sustainability of national health systems. The conference will present how and why eHealth can make the difference in facing such a global challenge. Visit www.ehealthweek2010.org for more information.

About World of Health IT Conference & Exhibition:

The World of Health IT Conference & Exhibition is the leading forum for the advancement of Health IT in Europe. Addressing the needs of key stakeholders in the European eHealth Community, The World of Health IT Conference & Exhibition offers professional development sessions, vendor exhibitions, best practice exchanges, networking sessions, and debates and discussions on the issues that will shape the future of eHealth. The WoHIT Organising Committee comprises the EC (European Commission), HIMSS (Healthcare Information and Management Systems Society), EUROREC (European Institute for Health Records), COCIR (European Coordination Committee of the Radiological, Electromedical and Healthcare IT Industry), EHTEL (European Health Telematics Association) and EFMI (European Federation for Medical Informatics). Since its inception in 2006, WoHIT has welcomed over 5,000 attendees and 180 exhibitors from over 60 countries throughout Europe and Worldwide. Visit www.worldofhealthit.org for more information.