Introduction

The "Greater China eHealth Forum" (the "Forum") is a joint effort among Mainland China, Hong Kong, Macau and Taiwan initiated by the China Hospital Information Management Association (CHIMA) and the eHealth Consortium (eHC), aiming at:

- raising the awareness of ehealth and health informatics;
- promoting ehealth development, project collaboration and experience sharing among Mainland China, Hong Kong, Macau and Taiwan;
- introduction of new technologies and international standards;
- sharing experience on ehealth advocacy;
- encouraging cooperation between domestic and foreign regions on medical informatics and internationalization of standards.

The inaugural Forum, themed **"Connect. Collaborate. Care."**, will be held in Hong Kong in 2011. The Forum is expected to bring together over 800 participants, including policy makers and key executives from relevant government departments and agencies, as well as healthcare/IT professionals and practitioners from the public and private sectors. The second Forum will be held in Beijing in 2012.

Organizers

- China Hospital Information Management Association
- eHealth Consortium

Co-Organizers

- Hong Kong Hospital Authority
- Health Bureau of the Government of Macao SAR
- HL7 Hong Kong
- Hong Kong Doctors Union
- Hong Kong Medical Association
- Hong Kong Private Hospitals Association
- Hong Kong Society of Medical Informatics
- Internet Professional Association
- Guangdong Hospital Information Management Association
- Zhejiang Health Information Technology Research Development Center
- HL7 Taiwan
- Taiwan Association for Medical Informatics

Event Date, Time and Venue

Forum:
Date: 7-8 October 2011 (Friday and Saturday)
Time: 9am to 6pm
Venue: Kowloonbay International Trade & Exhibition Centre (KITEC), 1 Trademart Drive, Kowloon Bay, HK.

Pre-Forum Workshops and Hospital Visits:
Date: 6 October 2011 (Thursday)
Time: 9am to 6pm
Workshops and hospital visits will be available the day before the Forum. Details to be announced online.

Topics

The Forum invites leading authorities around the world to deliver presentations on topics relevant to applications of ICT in the medical and healthcare arena. Presentations under the following topics will be of special interest to participants:

1. eHealth Record in Greater China & Worldwide
2. Health Data Exchange
3. Health Data Standards for Interoperability
4. Confidentiality, Security and Privacy of Medical Record
5. Building Capacity for IT in Health
6. Improving Quality & Safety
7. Disease Surveillance and Monitoring
8. Public eHealth
9. Aging as a Driving Factor for eHealth
10. Mobile Health / Telehealth
11. Public-Private Partnership
12. eHealth Certification

Target Audience

The Forum is expected to draw over 800 participants including:

- Top executives of all levels of health departments from the Greater China Region
- Heads of Medical Informatics offices and decision makers from private/public healthcare sectors in the Greater China Region
- Decision makers and professionals from information centers, clinical engineering, computerization engineering, nursing, financial management.
- Professionals interested in health informatics from around the world
- Manufacturers, suppliers and related IT managers and engineers of ehealth products and services.

Honorable Guests

- **Dr York CHOW**, GBS, JP, Secretary for Food and Health, the Government of the Hong Kong SAR
- **Dr PY LAM**, JP, Director of Health, the Government of the Hong Kong SAR
- **Ms Nancy TSE**, Director (Finance & Information Technology Services), Hong Kong Hospital Authority

Please visit the Forum's website at **www.ehealth.org.hk/forum2011** for the latest updates.

Keynote Speakers

Dr Mike BAINBRIDGE
Adjunct Professor Clinical Informatics, University of British Columbia, Canada and Clinical Architect and Managing Consultant, ASE Consulting UK Ltd

Dr NT CHEUNG
Chief Medical Informatics Officer, Hong Kong Hospital Authority and Consultant (eHealth), Food & Health Bureau, the Government of the Hong Kong SAR

Mr Samuel CHEUNG
General Manager, St. Paul's Hospital, Hong Kong

Dr James CIMINO
Chief, Laboratory for Informatics Development, National Institutes of Health Clinical Center, USA

Mr Sheldon DORENFEST
President and CEO, the Dorenfest Group

Dr Itiel DROR
Cognitive Neuroscientist, University College London (UCL) and Principal Consultant, Cognitive Consultants International (CCI)

Prof W Ed HAMMOND
Director, Duke Center for Health Informatics, Duke University, USA

Mr Kerry STRATTON
Global Healthcare Managing Director, InterSystems

Mr Kostas KIDOS
Vice President, Product Strategy, Pharmacovigilance & Risk Management, Oracle

Mr ZHANG Li-Zhong
President, Ewell Technology Group

Please visit the Forum's website at **www.ehealth.org.hk/forum2011** for the speakers' bio sketch and speech topic.

Agenda

6 October 2011 (Thursday)		Pre-Forum Hospital Visits and Workshops	
7 October 2011 (Friday)	AM	Forum Opening, Plenary Sessions, Luncheon	Exhibition and Talking Poster Sessions
	PM	Plenary / Semi-Plenary Sessions, Breakout Sessions	Exhibition and Talking Poster Sessions
8 October 2011 (Saturday)	AM	Plenary Sessions, Breakout Sessions, Luncheon	Exhibition and Talking Poster Sessions
	PM	Plenary / Semi-Plenary Sessions and Closing	Exhibition and Talking Poster Sessions

Paper Presentations and Talking Poster Sessions

Parallel tracks of presentations for sharing of knowledge and experience in the effective use of ICT in support of medical and healthcare services, as well as talking poster sessions, will be conducted. Language: Putonghua or English.

Official Languages

Putonghua and English. Simultaneous Interpretation between the languages will be available in selected sessions.

Exhibition

The exhibition area will provide an opportunity for participants to view solutions from leading vendors around the world. Please visit **www.ehealth.org.hk/forum2011** for the latest program.

CME & CNE

CME and CNE accreditation applications in process.

Registration

Registration and payment deadline on 31 August 2011. Please visit **www.ehealth.org.hk/forum2011** to register and make payment online. Please contact the Event Management Agency, Swire Travel, for enquiries related to registration.

Registration Fee (per person)	**Payment by 6 August**	**Payment by 31 August**	
	(Individuals/Groups)	(Individuals)	(Group of 10 or above)
General Participants	HKD784	HKD980	HKD882
Members of Co-organizers/Sponsors/Supporting Orgs	HKD704	HKD880	HKD792
Call-for-Papers/Poster Sessions Speakers	HKD500	HKD500	HKD500
Full Time Students	HKD400	HKD500	HKD450
Pre-Forum Workshop	HKD300	HKD300	HKD300

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Supporting Organizations

Hong Kong – Asia's World City

A modern, multicultural metropolis, Hong Kong has always been a magnet for information and ideas. Hong Kong's strategic location close to the world's fastest-growing economies provides an ideal platform for international organizations and professional bodies to work with Mainland China and other Asian counterparts. The Forum's Event Management Agency, Swire Travel, is pleased to arrange your itinerary for a memorable stay.

Contact

For General and Registration Enquiries, Air Travel and Accommodation Arrangements

Swire Travel (Event Management Agency)
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Phone: +852 3151 8900 / +852 3151 8822
Fax: +852 2590 0099
Address: 6/F, Cambridge House,
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         Quarry Bay, Hong Kong

For Event Promotion and Sponsorship, Exhibition and Advertisement Enquiries

eHealth Consortium (Event Secretariat)
Email: forum@ehealth.org.hk
Tel: +852 3488 3762
Fax: +852 3743 4422
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         Kowloon, Hong Kong