



HIMSS® @ Hospitalar

International Digital Healthcare Forum 2018

“eHealth.18 – Centralize Data & Decentralize Care”

Forum Program

64 Speeches

60 Speakers + 18 Debaters

31 International Speakers

12 Countries: Brazil, USA, Israel, Argentina, Turkey, Chile, Holland, Colombia, Spain, Poland, Ireland and France

2 additional Workshops

4-day event, with more than 43 hours of lectures and debates

Sponsors

MASTER



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GOLD



	Day 1 – 22/05	Day 2 – 23/05	Day 3 – 24/05	Day 4 – 25/05
ROOM 1	VERTICALS			
	Innovation Solutions for Hospital Chain	Venture Capital Supporting eHealth Revolution	TeleHealth & Connect Care	Consumerization of Healthcare
09h20 – 10h00	"Robotics Process Automation - Healthcare Applications" <i>Mr. Claudio Teixeira – Partner, BPA Technologies (Brazil)</i>	"eHealth Venture Capital in Brazil: Past, Present and Future" <i>Mr. Luiz Henrique Noronha Partner, DNA Capital (Brazil)</i>	"Artificial Intelligence-powered Chatbots to Help Large Patient Populations" <i>Mr. Mike Kapps, CEO TNH Health (Brazil)</i>	"Virtual Reality Treatments for Therapists and Patients" <i>Mr. Juan Pedro Anzueto - CEO Aliv.io (Spain)</i>
10h00 – 10h40	"Using Data Analysis for Direct Actions to Increase Competitiveness" <i>Ms. Patricia Ellen, CEO Optum Brazil (Brazil)</i>	"Global Analysis of Venture Funding – Healthcare Highlights" <i>Mr. Gustavo Vilela - Managing Director - Deal Advisory, KPMG (Brazil)</i>	"Video-Enabled Healthcare Solutions" <i>Mr. Ricardo Pena Director Pre-sales and Consulting, Avaya (Brazil)</i>	"Vision Devices - Assistive Technology for Visually Impaired" <i>Dr. Brian Wolynski, OrCam Director (Israel)</i>
10h40 – 11h20	"EMR & Big Data Analytics: Challenges and Opportunities for Hospitals" <i>Dr. Luiz Arnoldo Haertel - Chief Medical Officer at Philips EMR (Brazil)</i>	"Funding in Ireland – Model, Performance and Results". <i>Ms. Melissa Feddis - Manager South America da Enterprise Ireland (Ireland)</i>	"Health Gamification - Trends, Cases & Results" <i>Mr. Pieter Van Gorp - Professor at Eindhoven University of Technology (TU/e) (Holland)</i>	"Track, Trace & Trigger: Technologies to Monitor Mental Disorder" <i>Dr. Annemarie Braakman - Centre eHealth & Wellbeing Research - University Twente (Holland)</i>
11h20 – 11h40	"Hand Hygiene Monitoring – New Generation Technologies" <i>Mr. Mike Mahony – HigenX, Managing Director (Ireland)</i>	"Why US Banks Invest in the Medical Industry?" <i>Ms. Leanne Spees - Senior Vice President, The Provident Bank (USA)</i>	"Medical-grade Watch – New Generation of Wearables" <i>Mr. Lior Ben Shetrit - Business Development Manager, BIOBeat (Israel)</i>	"Doctoralia - 200 million Users find Doctors/Appointments in 20 Countries" <i>Mr. Frederic Llordachs Global Bussinnes Development, Doctoralia (Spain)</i>
11h40 – 12h00	Coffee Break - Contact Network			
12h00 – 12h20	"Mobile Cardiotocography - Fetal Monitoring in Anywhere and Anytime" <i>Ms. Jolanta Bylica - Communication Director, Nestmedic (Poland)</i>	"TechEmerge Health Program – Funding for Innovations in Brazilian Market" <i>Mr. Rafael Barbosa - Product and Marketing Director, Bionexo (Brazil)</i>	"Medical Smartphone - Advanced Personal Monitoring" <i>Mr. Rafi Heumann - President & COO, Gmedical (Israel)</i>	"HiTech-Doctors: Choosing, Requesting and Using" <i>Dr. Vander Corteze - CEO, Beep Saúde (Brazil)</i>
12h20 – 13h00	"Clinical Decision Support (CDS) – Case: Hospital Valle del Lili (Colombia)" <i>Ms. Daniela Naranjo Caicedo Clinical Informatics Specialist for Elsevier Latam (Colombia)</i>	"Towards Pharma 4.0—Digitization in Pharma Manufacturing" <i>Ms. Rita Ragazzi, Research & Consulting Leader-Transformational Health LA, Frost & Sullivan (Brazil)</i>	"Teleconsultation & Connect Care USA Examples and Experiences" <i>Mr. Micheal Ragheb - CEO POMDOCS, LLC and Co-Founder MendxTend.com (USA)</i>	"Artificial Intelligence to Analyzing Pain-related Parameters" <i>Mr. Menny Farber - International Clinical Specialist, Medasense Biometrics. (Israel)</i>
13h00 – 13h40	"Healthcare Moved Beyond Hospital Walls" <i>Mr. Paulo Banevicius Director Healthcare IT LA, GE Healthcare (Brazil)</i>	"Everything you Always Wanted to Know about Get-Funding, but Always Afraid to Ask" <i>Mr. Daniel Santos – CEO, HeartCare Life (Brazil)</i>	"The World's First Magnetic Resonance Instrument (MRI) for Premature Infants" <i>Uri Rapoport - CEO Aspect Imaging; David Koren - Vice President, Aspect Imaging. (Israel)</i>	"Predictive Algorithms and their Impact in Chronic Diseases Manage: Diabetes Case" <i>Dr. Eduardo W. Jorgensen - CEO, Medicsen (Spain)</i>
13h40 – 14h20 Talk Show	"Artificial Intelligence getting closer to Hospitals – Robotic surgery, Training and Data Mining"	"Low investments in Brazil EHR implementation – Reasons, Nonsense and the New Players coming".	"Direct-to-Consumer Strategies - A New Horizon for the Healthcare Industry"	"What is the future of the Health Plan in the Digital Era? - Doctors and patients are learning to negotiate"

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ROOM 2	VERTICALS			
	Privacy & Security of Healthcare Data	eHealth Interoperability Challenges	EHR, Artificial Intelligence and Cognitive Computing	Pharma Demand-driven
09h20 – 10h00	"Certification and Digital Signature - EMR Integrity" <i>Mr. Luis Gustavo Kiatake - Diretor E-VAL Saúde (Brazil)</i>	"Health Data Interoperability Context - Advances, Barriers (new/old), Trends". <i>Dr. Alfredo Almerares Physician Executive, InterSystems (Chile)</i>	"Improving Patient Care with Big Data Analytics" <i>Mr. Jomar Fajardo – Healthcare Sales Executive, SAP (Brazil)</i>	"Portable Platform for Laboratory Exams - Next Generation of Biomedical Diagnostics" <i>Mr. Marcus Figueredo - CEO, Hi-Technologies (Brazil)</i>
10h00 – 10h40	"Privacy & Security in Healthcare Cloud Computing" <i>Mr. Marcelo Baiocchi - EUC Sales Specialist, vmware (Brazil)</i>	"SNOMED - Global Language of Healthcare" <i>Mr. Don Sweete, CEO, SNOMED International (United Kingdom)</i>	"Blockchain in Healthcare Ecosystem - Context & Trends" <i>Mr. Alexandre Grandi – Director Life Sciences & Healthcare, Cognizant (Brazil)</i>	"How Digital Health is Transforming Clinical Trials" <i>Mr. Francisco Forestiero Associate Director, IQVIA (Brazil)</i>
10h40 – 11h20	"Management Tools for Hospital Pharmacy and Data Security" <i>Mr. Brais Barros Castro – Business Developer Manager, Dominion Global (Spain)</i>	"Remote Care - Medical-grade Monitoring Around the Patient" <i>Mr. Andrei Da Cunha – Business Manager Latin America, Qualcomm Life (Brazil)</i>	"eHealth in Turkey – Innovations, EHR and Decision Support Systems" <i>Prof. ilker Köse - Director of TTO at Istanbul Medipol University (Turkey)</i>	"CRISPR Gene-Editing – Development, Status and Trends" <i>Mr. Amit Agarwal - Managing Director Life Sciences, Deloitte (USA)</i>
11h20 – 11h40	"Cyber Defense & Infrastructure Management Hub" <i>Mr. Alexandre Morelli - Head Cyber Defense Brasil, Everis/NTT Data (Brazil)</i>	"Resolving Interoperability in Application Development: New Platforms" <i>Mr. Rochael Ribeiro Filho – Sales Engineer InterSystems (Brazil)</i>	"Transforming Medical Research in Cloud - 1" <i>Mr. Michael Jackson - Business Leader for Public Health, AWS; Mr. Jacson Barros - CIO HC-FMUSP (USA & Brazil)</i>	Non-invasive Devices for Diagnosing of Gastrointestinal and Liver Diseases" <i>Mr. Eitan Blank - Vice President Global Operations, Exalenz (Israel)</i>
11h40 – 12h00	Coffee Break - Contact Network			
12h00 – 12h20	"Cyber Security - Next Generation Threat Prevention in Healthcare" <i>Mr. Claudio Bannwart - Country Manager of Check Point (Brazil)</i>	"Digital Coach - Integrated Platform to Empower People" <i>Mr. Fabrice Pakin - CEO, Iginilife (France)</i>	"Transforming Medical Research in Cloud - 2" <i>Mr. Michael Jackson - Business Leader for Public Health, AWS; Mr. Pedro Galante - Senior Researcher Hospital Sirio-Libanês (USA & Brazil)</i>	"Fetal Lung Maturity Test" <i>Mr. Marcel Tonon, Responsable de Comunicación, Transmural Biotech (Brazil)</i>
12h20 – 13h00	"Biometric Identification in Healthcare – Privacy & Security" <i>Mr. Emilio Gallego - CEO, Umanick (Spain)</i>	"Digital Transformation and Healthcare Experiences" <i>Mr. Michael Jackson - Business Leader for Public Health, Amazon Web Services (AWS) (USA)</i>	"Artificial Intelligence & EHR - The Future of Personalized Medicine" <i>Mr. Sam King - Chief AI Evangelist & Strategic Adviser, AIMed; Faculty, USC Price School of Public Policy (USA)</i>	"Computational Bio-imaging Trends: 3D images, Artificial Intelligence & Deep Learning" <i>Dr. Fons Verbeek – Prof. of Computational Bio-Imaging, Leiden University (Holland)</i>
13h00 – 13h40	"Wi-Fi Security in Healthcare Environments" <i>Mr. Eduardo Gonçalves HPE ARUBA Country Manager (Brazil)</i>	"Intelligent Digital Health Enterprise - Integrated Healthcare Improving" <i>Mr. Mauricio Noguti – Diretor, DSA Engenharia; Mr. Sandro Soares - Eng. Aplicação Honeywell (Brazil)</i>	"Case - Hospital Italiano de Buenos Aires: Journey to Quality HIMSS 7 EHR" <i>Dr. Charly Otero - Chief Medical Information Officer, Hospital Italiano de Buenos Aires (Argentina)</i>	"Pharma Industry - Strategies and Trends in Precision Medicine" <i>Dra. Fiorella Rehbein Santos - Medical Customer Strategy Unit Manager, ROCHE (Brazil)</i>
13h40 – 14h20 Talk Show	"WannaCry, Petya, NotPetya...vulnerabilities – What's next in Cybercrime?"	"Blockchain Technology Attracting Healthcare Sector".	"Cognitive Computing, AI, Big Data Can Reduce Avoidable Patient Deaths".	"Changing Pharma Marketplace: key to survival in a Digital Pharmaceutical Marketplace".

22/05/2018 – ROOM 1 - Program

Time	Session Title	Speakers
15h30 – 15h40	Welcome	HIMSS Analytics & SBIS Representatives
15h40 – 16h50	Session 1 “Maturity Models Driving Digital Transformation”	<i>Mr. Sam King - Chief AI Evangelist & Strategic Adviser, AIMed; Faculty, USC Price School of Public Policy (USA)</i> <i>Dr. İlker Köse, Country Director, HIMSS Analytics (Turkey)</i> Moderator: <i>Dra. Beatriz Leão, President, SBIS (Brazil)</i>
16h50 – 17h20	Session 2 “HIMSS Analytics Maturity Models: What’s New?”	<i>Dr. Claudio Giulliano, Leader of HIMSS Analytics Latin America (Brazil)</i> Moderator: <i>Luis Renato Evangelisti, Director, SBIS (Brazil)</i>
17h20 – 18h40	Session 3 “Maturity Model EMRAM Stage 6&7: Meet the Leaders”	Group: Clinical Improvements Coordinators: <i>Carlos Nestor de Passos, IT Manager, Santa Casa da Bahia (Brazil)</i> <i>Patrícia Pedrosa Mendes, System Analyst, Hospital Márcio Cunha (Brazil)</i> Group: Financial Benefits Coordinators: <i>Ana Carolina Cavalcanti, IT Manager, Hospital Português da Bahia (Brazil)</i> <i>Klaiton Simão, CIO, Hospital São Camilo (Brazil)</i> Group: ROI Coordinators: <i>Luiz Carlos Guimarães, CIO, Hospital Unimed Volta Redonda (Brazil)</i> <i>Lilian Hoffmann, CIO, Hospital BP (Brazil)</i>

Support



23/05/2018 – ROOM 1 - Program

Time	Session Title	Speakers
15h30 – 15h40	Welcome	<i>CHIME & ABCIS Representatives Mr. Sam King & Mr. Jacson Barros</i>
15h40 – 16h10	“Tools, Implementation Drivers and Cultural Changes - Challenges for Hospitals in the XXI Century”	<i>Mr. Sam King Chief AI Evangelist & Strategic Adviser, AIMed; Faculty, USC Price School of Public Policy (USA)</i>
16h10 – 16h40	“Realizing the Value of EHR”	
16h40 – 16h50	Coffee Break	
16h50 – 17h20	“IT Innovation in Healthcare: The Use of Technology to Optimize Patient Experience and Care”	<i>Mr. Sam King Chief AI Evangelist & Strategic Adviser, AIMed; Faculty, USC Price School of Public Policy (USA)</i>
17h20 – 17h50	“The Changing Role of Health IT in Today’s Healthcare Environment”	<i>Mr. Felipe Colucci CIO Complexo Hospitalar São Bernardo do Campo (Brazil)</i>
17h50 – 18:30	“Health IT Long-term Planning - CIO's Role as Leadership” (debate)	<i>Mr. Jacson Barros ABCIS President and CIO of Hospital das Clínicas São Paulo (Brazil)</i>

Support



Speakers confirmed

Mr. Rafi Heumann - President & COO Gmedical

Speech: **"Medical Smartphone – Advanced Personal Monitoring"**

Mr. Juan Pedro Anzueto - CEO Aliv.io

Speech: **"Virtual Reality Treatments for Therapists and Patients"**

Mr. Lior Ben Shetrit - Business Development Manager, BIOBeat

Speech: **"Medical-grade Watch – New Generation of Wearables"**

Mr. Frederic Llordachs - Global Business Development, Doctoralia

Speech: **"Doctoralia - 200 million Users find Doctors and Appointments in 20 Countries"**

Mr. Luiz Henrique Noronha - DNA Capital Partner

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Mr. Micheal Ragheb - CEO POMDOCS, LLC and Co-Founder MendxTend.com

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Ms. Leanne Spees Senior Vice President, The Provident Bank

Speech: **"Why US Banks Invest in the Medical Industry?"**

Mr. Rafael Barbosa - Product and Marketing Director, Bionexo

Speech: **"TechEmerge Health Program – Funding for Innovations in Brazilian Market"**

Dr. Charly Otero - Chief Medical Information Officer, Hospital Italiano de Buenos Aires

Speech: **"Case - Hospital Italiano de Buenos Aires: Journey to Quality HIMSS 7 in EHR".**

Dr. Luiz Arnoldo Haertel - Chief Medical Officer at Philips EMR

Speech: **"EMR & Big Data Analytics: Challenges and Opportunities for Hospitals"**

Ms. Melissa Feddis - Manager South America da Enterprise Ireland

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Speech: **"Digital Transformation and Healthcare Experiences"**

**Mr. Jacson Barros
CIO, HC-FMUSP**

Speech: **"Transforming Medical Research in the Cloud - Parts 1"**

Mr. Pedro A. F. Galante - Senior Researcher Hospital Sírio-Libanês

Speech: **"Transforming Medical Research in the Cloud - Parts 2"**

Mr. Klaiton Simão, CIO, Hospital São Camilo

Speech: **"Maturity Model EMRAM Stage 6&7: Meet the Leaders"**

Mr. David Koren - Vice President, Aspect Imaging

Speech: **"The World's First Magnetic Resonance Instrument (MRI) for Premature Infants"**

Mr. Uri Rapoport – CEO Aspect Imaging

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Mr. Andrei Da Cunha – Business Manager Latin America, Qualcomm Life

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Speech: **"Cyber Defense & Infrastructure Management Hub"**

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**Speech: "Video-Enabled Healthcare
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**Ms. Rita Ragazzi, Research and
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**Speech: "Towards Pharma 4.0 —
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**Speech: "Biometric Identification in
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**Prof. Dr. Annemarie Braakman –
Centre for eHealth & Wellbeing
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**Speech: "Track, Trace & Trigger:
Technologies to Monitor Mental
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**Mr. Pieter Van Gorp –
Professor at Eindhoven University
Technology (TU/e)**
**Speech: "Health Gamification -
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**Mr. Menny Farber - International
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Biometrics.**
**Speech: "Artificial Intelligence to
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**Mr. Alexandre Morelli - Head Cyber
Defense Brasil, Everis/NTT Data**
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**Ms. Lilian Hoffmann, CIO, Hospital
Beneficência Portuguesa de SP**
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**Mr. Rochael Ribeiro Filho – Sales
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**Speech: "Resolving Interoperability
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**Dra. Fiorella Rehbein Santos
Medical Customer Strategy Unit
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**Speech: "Pharma Industry -
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**Mr. Marcelo Baiocchi - EUC Sales
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**Speech: "Privacy & Security in
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