

CONTACT: Patrick Golden, Director of Communications
781.939.2511
Patrick.golden@worldcongress.com
www.whitcongress.com



DAVID BRAILER, NEWT GINGRICH, ADAM BOSWORTH LEAD 5th ANNUAL WORLD HEALTH CARE INNOVATION AND TECHNOLOGY CONGRESS; NOV. 8-10, 2009, ALEXANDRIA, VA

WASHINGTON, D.C., – Oct. 5, 2009 - The 5th Annual World Healthcare Innovation and Technology Congress will convene next month in Alexandria, Virginia providing an insider's look at how the American Recovery and Reinvestment Act will affect the implementation of healthcare technology and the delivery of care. Through thought-provoking case studies, in-depth presentations and at times controversial debates, healthcare executives along with private and public sector leaders will offer insights into improving health and healthcare through IT. The World Healthcare Innovation and Technology Congress, convenes more than 400 senior leaders from the health care technology field for a three-day discussion on the top issues affecting the delivery of care.

WHAT: The 5th Annual World Health Care Innovation and Technology Congress

WHEN: November 8-10, 2009

WHERE: Alexandria Virginia, Hilton Alexandria Mark Center

PROGRAM AGENDA: www.whitcongress.com

MEDIA REGISTRATION:

<http://www.worldcongress.com/news/media.cfm?confCode=HL09010&categoryID=media>

Featured speakers:

David Brailer, founder Health Evolution Partners, former national health technology coordinator

Opening Keynote address: **The Battle for Health Information Dominance**

Monday, Nov. 9, 8-8:40 a.m.

Adam Bosworth, CEO, Keas, Inc., former vice president, Google, Inc.

Opening keynote address: Patients – The Human Side of Health Care Innovation

Tuesday, Nov. 10, 8-8:40 a.m.

Newt Gingrich, founder Center for Health Transformation

Closing keynote address: Embracing True HIT Transformation in an Era of Real Health Reform

Tuesday, Nov. 10, 4:15-5 p.m.

Key WHIT Congress topics include:

- American Recovery and Reinvestment Act: How Will This Impact Cost, Quality and Access?
- Interoperability and Standards
- Clinical Informatics: Enhancing the Ability to Use HIT to Provide Efficient Patient Care
- Health 2.0: Consumer Engagement through Social Networking
- Wireless Health: Best Practices for Deploying Mobile Health and Remote Monitoring
- Military Health Innovations: What Can the Private Sector Adopt to Improve the Delivery and Quality of Care?

Other confirmed speakers include Jim Goodnight, CEO of SAS; Bill Crounse, M.D., senior director, Worldwide Health, Microsoft; Paul C. Tang, MD, MS, Vice President and Chief Medical Information Officer, Palo Alto Medical Foundation and David Kibbe, MD, MBA, Senior Advisor, American Academy of Family Physicians (AAFP); Chair, ASTM International E31 Technical Committee on Healthcare Informatics; Principal, The Kibbe Group LLC

About The World Healthcare Innovation and Technology Congress

Now in its fifth year, the World Health Care Innovation and Technology Congress has gathered more than 1,400 senior level executives from the nation's leading hospitals, health systems, medical groups and health plans. The program serves as a platform for executives staked with making multi-million dollar IT decisions to gain an in-depth understanding the applications in health care.