

**MEDIA ADVISORY – For Immediate Release – 3 May 2010**



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## Affordable global health innovations to dramatically improve scope and quality of health care set for display at 6<sup>th</sup> Annual World Health Care Congress Europe, 19-20 May, Brussels

*As a compendium to the online WHCC Affordable Health Global Initiative, more than 60 health care innovations from around the globe to be featured in actual poster display*

**BRUSSELS – 3 May 2010** – The World Health Care Congress Europe, a gathering of health leaders from Europe and around the globe, is pleased to present an exhibit featuring innovators who are developing unique and affordable innovations and programs, particularly to underserved populations.

More than 60 visual displays from non-profit organizations, academic institutions and emerging entrepreneurs will be featured. Organizations include Almeda of Germany, which will present its medical programme that focuses on tele-coaching and tele-monitoring to reduce the rising prevalence of chronic heart failure. The event will build upon the success of the WHCC Affordable Health Innovation Exhibit, held in April in Washington, D.C.

**Visit the link below to submit an abstract for consideration**  
<http://www.whcchealthinnovations.com/poster-form.cfm>

**WHAT:** WHCC Affordable Health Innovations Exhibit (6<sup>th</sup> Annual World Health Care Congress Europe)  
**WHEN:** 19-20 May 2010  
**WHERE:** Brussels, Belgium (Conrad Brussels Hotel)  
**LINK TO HEALTH INNOVATION WEB SITE**  
[www.whcchealthinnovations.com](http://www.whcchealthinnovations.com)  
**LINK TO THE WORLD HEALTH CARE CONGRESS EUROPE**  
<http://www.worldcongress.com/events/HR10015/index.cfm?confCode=HR10015>

**Participants at the 2010 World Health Care Congress Europe will receive the following:**

- 1.) A video interview in which you describe your innovation
- 2.) Your picture taken onsite.
- 3.) Post-event you will be allowed to upload your own presentation to the [www.whcchealthinnovations.com](http://www.whcchealthinnovations.com) site
- 4.) Post-event marketing will include, your video interview will be sent out to 100,000 global health care executives as part of our post event marketing
- 5.) The [www.whcchealthinnovations.com](http://www.whcchealthinnovations.com) website monthly email newsletter will include your picture with a brief description of your affordable health innovation and a link to your video from the conference a link to the video you post on [www.whcchealthinnovations.com](http://www.whcchealthinnovations.com)

**General submission categories for the poster session include:**

- Hospitals and health delivery
- Public and population health
- Product and service financing
- Health care research / mobile health

The exhibit is part of the WHCC Affordable Health Global Initiative ([www.whcchealthinnovations.com](http://www.whcchealthinnovations.com)), a year-round Web site dedicated to sharing health innovations from around the world. Through the site, organizations are invited to share their innovations, find others who are doing similar work, and comment on innovations that are displayed. Innovations range from those created by small start-up organizations to global industry leaders. V-Scan Ultrasound from GE Healthcare, which allows low-cost-affordable ultrasounds through a compact hand-held device, is among the innovations on display at the site. Visit [www.whcchealthinnovations.com](http://www.whcchealthinnovations.com) to view the innovations that will be on display at the World Health Care Congress Europe.

Other innovations on display will include a paper-thin diagnostic tool roughly the size of a postage stamp that can be used to detect numerous diseases, a Brazilian firm that is developing solar-powered hearing aides that allow the hearing-impaired improved quality of life, and a smartphone device that can be used as an ultrasound scanner.

**About the 6<sup>th</sup> Annual World Health Care Congress Europe and the WHCC Affordable Health Innovations Web site**

As the leading European event on health care business innovation, The 6th Annual World Health Care Congress—Europe is the only major international forum that convenes over 400 leaders from all sectors of health care to share the best practices and successful initiatives for improved delivery and outcomes in Europe. The 6<sup>th</sup> Annual event is sponsored by Abbott, GE Healthcare, Health Dialog, Healthways, Marsh, Orange, Pfizer Health Solutions, PricewaterhouseCoopers, UnitedHealth International and Verisk Health.

The WHCC Affordable Health Innovations Web site seeks to display the best global programs that are working to improve health care through unique innovations that are affordable, sustainable and scalable. The site seeks well-established companies and organizations that are working at scale, as well as social entrepreneurs, non-profits, academic and research institutions that are developing technologies and business models that can improve health care delivery to underserved populations.

Through this site, we intend to provide a year-round forum for organizations to display their innovations, allows others to comments on the innovations, and offer an online meeting place for organizations and individuals from around the world to share ideas and network.