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## **Zoë Baird, President, Markle Foundation, to be featured presenter at 8th Annual World Health Care Congress, April 4-6, Washington, D.C.**

**WASHINGTON, D.C. February 2, 2011** – The 8th Annual World Health Care Congress, is pleased to announce that Zoë Baird, President, Markle Foundation, will be a featured keynote presenter at the conference, April 4-6, 2011 in Washington, D.C.

The World Health Care Congress will convene 1,800 senior health care leaders from all industry sectors for discussion and debate on the present and future of health care.

Ms. Baird will present on the Keynote, Health IT Advances—Information, Engagement & Discovery, on Tuesday, April 5, 5:35-6:15 p.m.

Specifically, Ms. Baird will address why Health IT advances and innovations that engage consumers are critical in improving the quality and cost-effectiveness of care.

The 8th Annual WHCC will feature the major sectors in health care to determine actionable goals and implementation strategies to demonstrate quality, consumer choice, cost-effectiveness and transparency. Thought leaders engage in debates, present case studies and share best practices from all industry sectors including leading employers, CMS officials, insurers/payers, health system and hospital providers, pharmaceutical and biotech executives, academics, analysts and government officials.

“All the investments we make in health IT should be measured in terms of better health and more cost-effective care. And engaging consumers using health IT is a critical element of achieving these goals” said Zoë Baird, President of the Markle Foundation.

### **About Markle**

Markle Foundation works to improve health and national security through the use of information and technology. Markle collaborates with innovators and thought leaders from the public and private sectors whose expertise lies in the areas of information technology, privacy, civil liberties, health, and national security. Learn more about Markle at <http://www.markle.org/>

### **About the 8th Annual World Health Care Congress**

The 8th Annual World Health Care Congress (WHCC) is World Congress' flagship event in which more than 1,800 health care, government and corporate leaders formulate solutions to the challenges of health care cost, quality and delivery. In response to demands from the nation's largest providers, payers and employers, the 8th Annual WHCC convenes the major sectors in health care to determine actionable goals and implementation strategies to demonstrate quality, consumer choice, cost-effectiveness and transparency. Thought leaders engage in debates, present case studies and share best practices from all industry sectors including leading employers, CMS officials, insurers/payers, health system and hospital providers, pharmaceutical and biotech executives, academics, analysts and government officials.