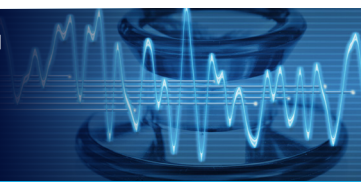


# THE LATAMHEALTHCARE IT SUMMIT

Enabling The Health 2.0 Community In Latin America



DAY 1 | 3<sup>rd</sup> April 2014

8.15 Registration and Refreshments

8:45 Welcome Note from Fleming Gulf

8:50 Opening Remarks from the Summit Chairperson  
**Dr. Luiz Tizatto** | Continua Health Alliance Brazilian Chapter  
Chair Elect

**9:00 INAUGURAL KEYNOTE ADDRESS: Integration of Information Technology with Healthcare Management Systems- A Latin American Perspective**

- Healthcare IT Implementation on a national and inter-regional basis
- Implementation challenges
- Increasing interoperability through Standardization
- Success Stories of programs implemented

**Dr. Carola Hullin** | International Medical Informatics Association for Latin America (IMIA-LAC), President

**9:40 Digital Hospital: How to improve patient care and profitability**

- How to achieve a better healthcare outcomes using the information technology
- How to be a hospital digital / how to plan to do it
- Electronic Medical Record Adoption Model (EMRAM) of HIMSS

**Claudio Giulliano Alves da Costa** | Brazilian Society of Health Informatics, (Sociedade Brasileira de Informatica em Saúde, SBIS), Director

10:20 Morning Coffee & Networking Break

**10:50 Insight into the Brazilian Telehealth Program**

- The program uses telehealth for teleconsultings in primary health care at the National Unified Health System all over Brazil
- Understanding how standardized teleconsultings and the Formative Second Opinion improved the resolubility of primary health care
- How teleconsulting helped avoid the necessity of referring one patient to another health service

**Prof. Ana Estela Haddad** | University of Sao Paulo  
Associate Professor

**11:30 The Contribution of Architectural and Construction Planning for new Technologies in a Human Dimension'**

- Hospital buildings and historical frameworks of health and architecture in the dimension of technological change
- Aspects of technological developments in healthcare environments
- The dimension of human comfort and the welcoming arrangements arising from new technologies and procedures

**Fábio Bitencourt** | ABDEH-Brazilian Association for the Development of Hospital Building, President

**12.00 Transforming and Simplifying IT in Healthcare – a Convergent Infrastructure Story**

**Alex Troise** | VCE, Business Development Leader – Brazil

**12:30 Adopting Best Practices in Telehealth - The Project to Establish Regional Protocols for Telehealth Policies in Latin America**

- Healthcare IT Implementation on a national and inter-regional basis
- Implementation challenges
- Increasing interoperability through Standardization
- Success Stories of programs implemented

**Dr. Luiz Tizatto** | Continua Health Alliance Brazilian Chapter, Chair Elect

13:00 Summit Luncheon & Networking Break

**14:00 Adoption of International Healthcare Standards in Brazil**

- A Brazilian Mandate defines the use of healthcare standards in Brazil
- A review of the international healthcare standards adopted in Brazil
- A review of Brazilian Healthcare national standards
- The role of the HL7 Brazil Affiliate

**Marivan Santiago Abrahão** | Health Level 7 (HL7) Brazil, President

**14:40 Disaster Recovery for IT at hospitals**

- Common threats to IT in Healthcare
- Suggested best practices
- Case study of a disaster - what could be done different

**Edgar Teixeira Monteiro** | Blue Solutions  
Executive Director

15:20 Afternoon Coffee & Networking Break

**15:50 How to construct a highway to Health knowledge and remote praxis support?**

An Overview about Brasil and Telehealth in Latin America

**Dr. Paulo Lopes** | RUTE, Innovation Manager

**16:20 PANEL DISCUSSION: E-Health Latin America: Overcoming the Barriers to its Implementation.**

- Latin America: Introduction to the Health Concerns
- Health & ICT usability and infrastructure concerns in Latin America
- Understanding What makes usability of a patient information system good?
- E health plans implemented by some Nations
- Identification of the Economic, Social, Political and Technical Barriers to e Healthcare
- Frameworks to overcoming challenges

**PANELISTS**

**Fábio Bitencourt** | ABDEH-Brazilian Association for the Development of Hospital Building, President

**Marivan Santiago Abrahão** | Health Level 7 (HL7) Brazil, President

**Dr. Paulo Lopes** | The Telemedicine University Network-Ministry of Science and Technology, Innovation Manager

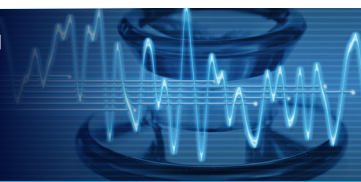
17:00 Closing Remarks by Conference Chairperson

**Dr. Luiz Tizatto** | Continua Health Alliance Brazilian Chapter  
Chair Elect

17:10 Networking Cocktail & Reception

# THE LATAMHEALTHCARE IT SUMMIT

Enabling The Health 2.0 Community In Latin America



DAY 2 | 4<sup>th</sup> April 2014

- 8.15 Registration and Refreshments
- 
- 8:50 Opening Remarks from the Summit Chairperson  
**Dr. Luiz Tizatto** | **Continua Health Alliance Brazilian Chapter**, Chair Elect
- 
- 9.00 **The ICT in Health 2013 survey aims to understand the stage of ICT adoption in Brazilian healthcare facilities and their appropriation by healthcare professionals. Thus, in this context, the research has the following specific objectives:**
- I. ICT penetration in healthcare facilities.
- Identifying the ICT infrastructure available at Brazilian healthcare facilities
  - Investigating the use of ICT-based systems and applications intended to support assistance services and administration of the facilities
- II. ICT appropriation by healthcare professionals
- Investigating the activities performed using ICT and the skills that professionals have to perform these tasks
  - Understanding the motivations and barriers to ICT adoption and use by healthcare professionals
- Fabio Senne** | **The Center for Studies on Information and Communication Technologies (Cetic.br)**, Project Coordinator
- 
- 9:30 **Coming of age in Health Informatics: The upbringing of a Health IT professional**
- Multi-,inter- and transdisciplinarity
  - Healthcare informatics as a transdisciplinary effort
  - Low penetration of informatics in the healthcare arena: can training be a factor
  - What should a healthcare informatician be taught?
  - Current state of affairs
  - Building a tentative program
- Alan David March, MD**  
**Argentina Medical Informatics Association (AAIM)**  
President, Interactive Educational technologies for Healthcare
- 
- 10.00 **The perspective of eHospital and the health work changes into a services environment"**
- What na extended Hospital is ? What is the change that will operate the way hospitals do business ?
  - Geopathology work - Understanding the surrounding status
  - The undergoing change - Hospital Care - Home Care - Individual Care
  - The new mobile health perspectives towards a service
  - The new role of Hospitals and Health Plans in this world
- Avi Zins** | **Carel Strategic Consulting**, Managing Director  
**ABCIS Counselor**, Healthcare Management Magazine Columnist
- 
- 10:30 Morning Coffee & Networking Break
- 
- 11:00 **Panoramic of Health Informatics in Colombia. An blue ocean for the opportunities.**
- Focus: A positive perspective for developing of health informatics in Colombia
  - Building the blocks for health informatics in Colombia.
- Dr. Carlos Arteta Molina**, President- **Colombian Association of Informatics in Health (ACIESA)**  
Medical Director- **Cardioinfantil Institute of Cardiology Foundation.**
- 
- 11:40 **Selecting & Implementing an Electronic Health Record (EHR) system**
- The characteristics of a successful EHR implementation, and how e-prescribing can boost your productivity?
  - What are the must-have features of an EHR
  - EHR Hardware Basics
  - Workflow & Redesign Getting Your Practice Ready for an EHR
  - Migrating Old Records & Managing the EHR Implementation
- Klaiton Luis Ferretti Simão** | **Hospital São Camilo**  
Director IT

12.20 **PANEL DISCUSSION: Healthcare Informatics: An Ethical Perspective**

- Ethical Issues in Health Informatics
- Balancing patient's privacy & confidentiality concerns with Free Access to information
- Addressing security & privacy concerns in the national health informatics infrastructure
- Ethical Challenges in Electronic Data & Human Subjects Research
- Ethics vs Laws: Legal Issues in Health Care Informatics

**Dr. Carlos Arteta Molina**, President- **Colombian Association of Informatics in Health (ACIESA)**  
Medical Director- **Cardioinfantil Institute of Cardiology Foundation.**

**Avi Zins** | **Carel Strategic Consulting**, Managing Director  
**ABCIS Counselor**, Healthcare Management Magazine Columnist  
**Alan David March, MD**  
**Argentina Medical Informatics Association (AAIM)**  
President, Interactive Educational technologies for Healthcare

13:00 Summit Luncheon & Networking Break

14:00 **Confidentiality and Security for e-Health**

- Importance of Healthcare Security, Confidentiality and its Implications
- Implications of Compromise: What if something goes wrong?
- How is Healthcare Security Different From Other Industries
- Healthcare-specific Security Standards
- A Comparison of Regional and International Standards for Confidentiality

**Luis Kiatake**, **Brazilian Society of Health Informatics**  
Security Specialist

14:40 **Healthcare 2.0 Implications of Social Media & Mobile Health**

2014 is coming with lots of new areas of exploration in Health care and mobile technologies are making inroads in every person's life. This is also useful since patients are more connected than ever and will always look for "tips" on how to handle simple medical situations. In the near future, patients will have more control on their health using APPS and the community involvement that will ensure more participation and better outcomes in every persons' life.

**Dr. Renato Sabbatini** | **Edumed Institute**  
President & Chairman

15:20 **PANEL DISCUSSION: Leveraging Information Technology to Enable Innovation within Healthcare: Enabling Seamless Communication between Patients, Providers, and Payers**

- Government Projects in the Latin American region to enable Patients, Providers, and Payers Communication
- Modular applications and cloud hosted services and their implications on the Healthcare IT Consumer Mix
- New ways to exchange patient data while maintaining confidentiality and compliance
- Planned projects: The way forward

**PANELISTS**

**Luis Kiatake**, **Brazilian Society of Health Informatics**  
Security Specialist

**Klaiton Luis Ferretti Simão**, **Hospital São Camilo**  
Director IT

**Avi Zins** | **Carel Strategic Consulting**, Managing Director  
**ABCIS Counselor**, Healthcare Management Magazine Columnist  
**Dr. Renato Sabbatini** | **Edumed Institute**  
President & Chairman

16:00 **Chairman's summary and end of conference**  
**Dr. Luiz Tizatto** | **Continua Health Alliance Brazilian Chapter**, Chair Elect

17:30 Farewell Coffee & Networking Break