

# eHealth week

8–10 JUNE 2016  
AMSTERDAM  
THE NETHERLANDS

## Post-conference report

 @eHealthWeekEU #eHealthWeek

[www.ehealthweek.org](http://www.ehealthweek.org)

Organised by:



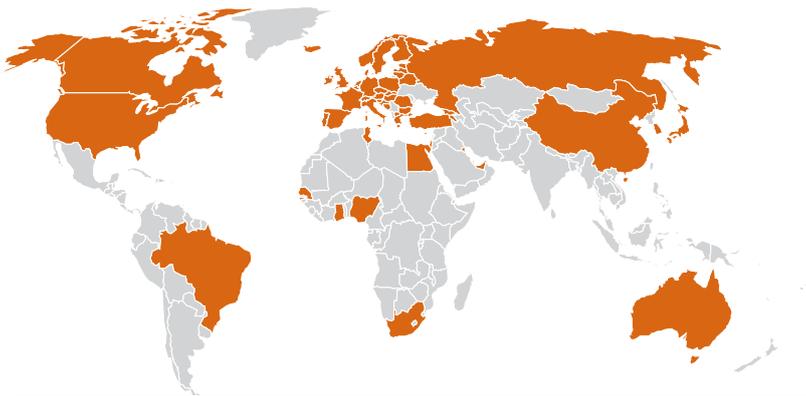
Ministry of Health, Welfare and Sport



**HimSS** Europe  
CONFERENCE & EXHIBITION

# Key figures

## eHEALTH WEEK 2016 BY THE NUMBERS

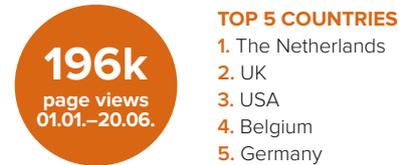


## PROMOTIONAL ACTIVITIES

### ✉ eHealth Week newsletters



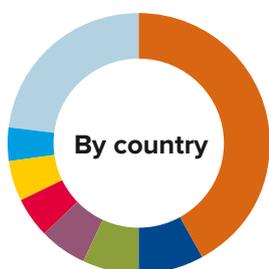
🖥 [www.ehealthweek.org](http://www.ehealthweek.org)



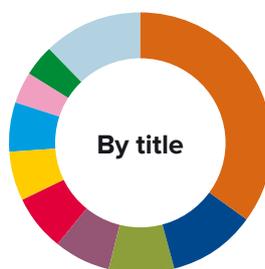
### HIMSS Insights



## AUDIENCE BREAKDOWN\*



- Netherlands 42%
- UK 8%
- USA 7%
- Sweden 6%
- Belgium 5%
- Germany 5%
- Finland 4%
- Other 23%



- CIO's and other IT professionals 35%
- Executive & Financial management 11%
- Healthcare professionals 8%
- Business consultants 7%
- Marketing & Sales 7%
- General management 6%
- Government employees 6%
- Students 4%
- Press 4%
- Other 12%



- Healthcare provider 43%
- Vendor 16%
- Consulting 14%
- Government 11%
- Education 5%
- Association 4%
- Other 7%

\* Attendees excluding ministerial delegates

## Testimonials



*“Participating in eHealth Week was a very worthwhile endeavour. Not only does the conference provide the opportunity to have quality and impactful conversations with leaders from European health ministries, it also provides a tremendous opportunity to enhance collaboration among other participants and allied professionals. The sessions were highly impactful, with great content and experiential case studies, which made our participation tremendously beneficial.”*

**Marc Perlman**, Managing Director/Global Business Development Leader, Deloitte, USA

*“Truly amazing networking opportunities!”*

**João Bocas**, Digital Health Influencer & Thought Leader, UK

*“ECRI’s booth and speaker presentation proved to be an excellent platform in which to provide our expertise, but also to share and learn from everyone present.”*

**Philip Hodsman**, Account Manager, ECRI, UK

*“eHealth Week has been a unique experience where the Healthcare Informatics industry connected with the world of European care providers, policy makers and patients. There is not one organization that can fix the big challenges in Healthcare alone. We have to collaborate together and eHealth Week enabled us to do just that.”*

**Hans Notenboom**, Head of Digital, Philips Healthcare Informatics, The Netherlands

*“In the pioneering Dutch tradition as a great trading nation, eHealth Week was a place for trading ideas around digital health. It is clear that patients are the epicenter of the digital healthcare movement. Hearing about Dutch & international initiatives to fast track scaling health innovations was of great interest. We also used the opportunity to connect with some of our best clients for discussing their ehealth journeys, and they confirmed the great value of the event for shaping some new directions for them.”*

**Kaveh T. Safavi**, Senior Managing Director, Global Health, Accenture, US

*“It was our first time at the show and HIMSS kept the promise! The show and the booth were an excellent opportunity for showcasing our solutions and meeting highly competent professionals.”*

**Riccardo Triunfo**, Traceability In Healthcare, Business Unit Director, Inpeco SA, Italy

*“eHealth Week is always a well organised event and it gives us the possibility to see new technologies, and talk to people from all over the world.”*

**Tommaso Piazza**, CIO Ca’ Foscari University, Venice, Italy





The CEO of HIMSS **Stephen Lieber** awarded the annual **eHealth Leadership Award to Daniel Forslund**, Commissioner for Innovation and eHealth at Stockholm County Council.



**Anne-Miek Vroom, Director of the IKONE Foundation**, who has been suffering from a rare connective tissue disease since childhood, called patients the ‘engines’ of progress and dignified ‘innovation’. She said “In my life, eHealth plays a very limited role. It should be there for everybody, but it is often unused. **By collaborating with patients, we learn to think in a different way.**”

**Powerful IT applications for both patients and doctors** were at the heart of the plenary sessions and indeed of most of the program of this year’s European eHealth Week.



Whether one or more of the winners of this year’s **EU eHealth SME competition** will become big global players remains to be seen. The winner of the Promising Category – companies with an annual turnover of less than half a million Euros – was **Austria-based symptoma, a diagnostic search engine for physicians**. In the “Champions” category of the bigger companies, Paris-based **iHealth took the lead, with its remote management platform for chronic diseases**.



There is no conference on eHealth without debates on app regulation. **The European Commission** not only presented the final version of its (voluntary) Privacy Code of Conduct for mHealth apps. It also made clear that it is **not planning to stop here, but is currently defining the cornerstones for an assessment of validity and reliability of mHealth apps**. This will target mostly health-related apps that don’t count as medical devices, and is set to be published early in 2017.



## TOP SPEAKERS

Speaker ranking is based on how attendees interacted with each speaker. Metrics considered are: number of views, status updates with the speaker tagged, likes on status updates with the speaker tagged, speaker session ratings and bookmarks.



**ROBERT PAAUWE**  
Co-Founder, Tinybots,  
The Netherlands



**JEROEN TAS**  
CEO, Health Informatics  
The Netherlands



**NEIL JORDAN**  
Worldwide General Manager,  
Health Industry, Microsoft  
USA



**DAAN DOHMEN**  
CEO, Focus Cura  
The Netherlands



**ELLEN MAAT**  
Director, Strategy & Quality,  
Cordaan, The Netherlands




## TOP SESSIONS

Session ranking is based on how attendees interacted with each session item. Metrics considered are: number of view, check-ins, status updates with the session tagged, likes on status update with the session tagged, session ratings and bookmarks.

### Special Keynote

#### Morning Plenary

**It's about adoption, stupid: An assessment of eHealth standards**

**Robotics for Active & Assisted Living**

**Special Keynote & SME Award**

**Building bridges between professional and patient data: Merging PHR and HER**

*"Amsterdam eHealth Week has been a big success. Why a success? There is attendance, quality attendance, good speakers and good themes discussed. The main thing is to see that the change is happening in the area of digital health."*

**Joan Cornet**, mHealth Director, Mobile World Capital, Barcelona, Spain



# Media and press by the numbers

## ARTICLES

Throughout the eHealth Week campaign

During eHealth Week (6–8 June)

25+  
printed  
articles

430+  
online  
articles

120+  
articles  
in total



DID YOU  
KNOW?



On 8 June,  
#eHealthWeek was  
the number one  
trending topic on Twitter  
in The Netherlands!

# Social media and mobile app by the numbers

## SOCIAL MEDIA

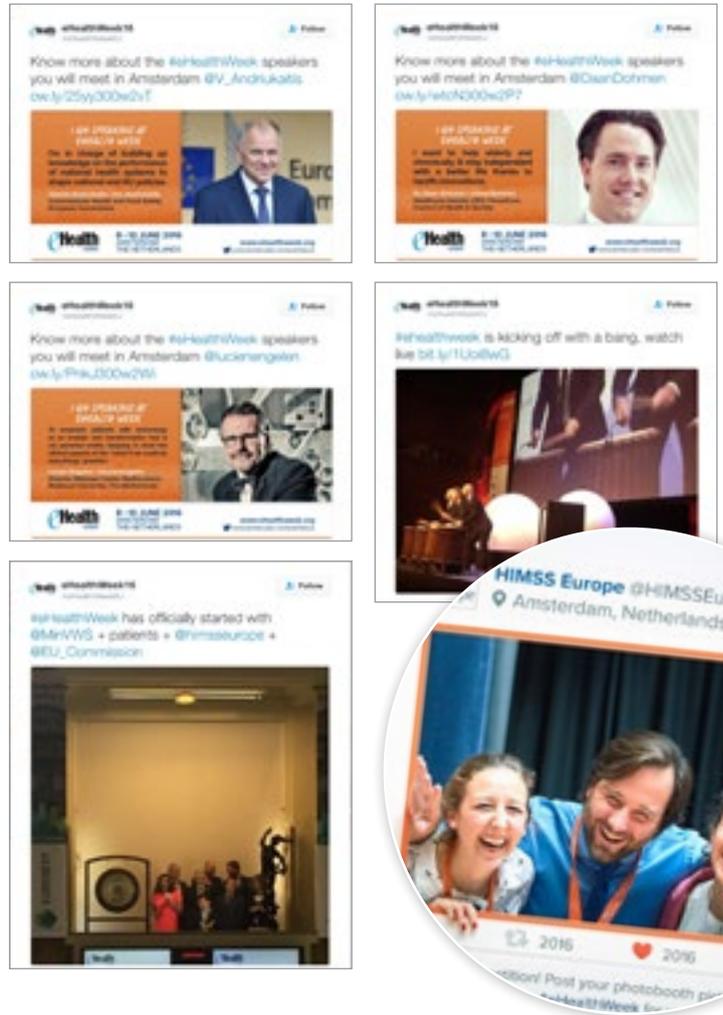
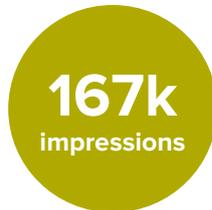


Tweets earned  
6–11 June:

Current follower  
audience size:



Estimated reach:



## HIGHLIGHTS FROM THE MOBILE APP



- 915** Active Users \*
- 519** Engaged Users \*\*
- 240** updates
- 612** likes
- 68** comments
- 619** ratings
- 5319** bookmarks

\* Unique users that have had a session in the app

\*\* Engaged users have taken one or more of the following actions: bookmark, like, check-in, follow, status update, comment, rate, poll response, survey response

# eHealth week

organised by:



HIMSS Europe



10–12 May 2017  
MALTA

*Save  
the date!*

