

# 3<sup>rd</sup> Annual Health IT Trade Mission - Brazil

Sao Paulo and Recife - September 26-30, 2016



**3<sup>rd</sup> Annual Health IT Trade Mission to Brazil**  
Amcham – American Chamber of Commerce - Recife  
September 29 2016

## **Health IT Forum**

### ***“Building a 21st Century Healthcare System”***

8:00 – 8:30 **Registration**

8:30 – 9:00 **Opening**

- Alessandra Cavalcanti de Andrade, Regional Manager, Amcham
- Geoffrey Bogart, US Consulate General, Recife
- Everett Wakai, US Consulate General, São Paulo
- Iberê Monteiro, Executive Director, SINDHOSPE

9:00 – 9:50 **The Healthcare Digital Transformation**

Moderator: Jose Bruzadin, Sales and Marketing Healthcare and Life Sciences Latin America Director of Intel

- Jose Bruzadin, Sales and Marketing Healthcare and Life Sciences Latin America Director of Intel
- Joel Rydbeck, Director, Healthcare Business Development of Infor
- Edison Fernandes, Representative of Dimensional Insight in Brazil

9:50 – 10:20 **Networking Break**

10:20 – 11:10 **The Next Big Thing in Healthcare**

Moderator: Alexandra C Ehrlich, Principal Solution Consultant of Oracle

- Alexandra C Ehrlich, Principal Solution Consultant of Oracle
- Luis Arango, Director of International Strategy and Business Development, Keck Medicine of USC
- Cesar Rodrigues, General Manager, Abbott Diagnostic Division

11:10 – 12:00 **Rethinking the Healthcare Business Model**

Moderator – Marcos Barreto, Institutional Relations Director of Amil/UnitedHealth

- Marcos Barreto, Institutional Relations Director of Amil/UnitedHealth
- Maja Sivertsen, Regional Business Manager for Latin America, 3M Health Information Systems
- Magdala de Araujo Novaes, Coordinator of Center for Telehealth, Pernambuco Federal University

12:00 – 12:15 **Closing remarks:** Thiago Norões – State of Pernambuco Economic Development Secretary

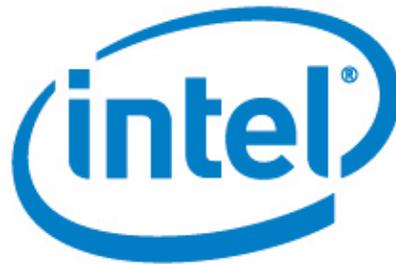
12:15 **Networking Lunch Reception**

# 3<sup>rd</sup> Annual Health IT Trade Mission - Brazil

Sao Paulo and Recife - September 26-30, 2016



## Gold Sponsor:



## Silver Sponsors:



## Supporters:

