



**US Commercial Service Health IT Trade Mission to Brazil
Healthcare Transformation Forum
“Health IT as a Catalyst”**

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Rio de Janeiro, August 17, 2015

Rio de Janeiro Industry Federation International Business Center

9:30 – 10:30 Opening

- Amaury Temporal, Director of FIRJAN – Rio de Janeiro Industry Federation
- Everett Wakai - US Consulate – US Commercial Service/US Department of Commerce

10:30 - 10:50 Key Note Rio de Janeiro State Secretary of Health, Felipe Peixoto

10:50 – 12:40 Leveraging IT Infrastructure to Optimize Health Care

Moderator: Dave Nesvisky, Executive Director, NetApp Healthcare

- NetApp , Dave Nesvisky, Executive Director
- Rauland , Zach Selch, Director International Sales
- Telemedik , Joaquin Fernandez, CEO and President
- MEDWEB, Pete Killcommons, Founder and CEO
- FIRJAN – Rio de Janeiro Industry Federation

12:40 – 13:50 Luncheon Spotlight - Dr. Hans Dohmann, Chief Medical Officer, Amil

13:50 – 15:30 Healthcare Transformation: Key Success Factors

Moderator: Deborah Green, Chief Innovation and Global Services Officer, AHIMA

- AHIMA, Bill Rudman, Executive Director
- FEHERJ - Fernando Antonio Boigues, Vice-President of FEHERJ – Rio de Janeiro Hospitals Federation
- Medtronic , Marcia Moscatelli, Director of Government Affairs

- Oracle , Fabiano Colella, Health Sciences GBU Sales Manager
- EMC², Ricardo Costa, EMC Business Development

Networking Café

15:40 – 17:00 Population Health Management – (Risk, Quality, Precision)

Moderator: Reese Edwards, Vice-President Brazil International Affairs, UnitedHealth Group

- 3M, Thilo Koepfer, Vice President, International Markets Health Information Systems
- Allscripts, Pete van der Grinten, Vice President
- Infor, Joel Rydbeck, Healthcare Strategy Director
- AMIA , Doug Frisdma, CEO

17:00 - 17:45 Panel Discussion: Rethinking the Healthcare Value Proposition

Moderator: Doug Frisdma, CEO of AMIA – American Medical Informatics Association

- UnitedHealth Group, Kirk Pumphrey, Vice-President Group Enterprise Performance
- AHIMA, Bill Rudman, Executive Director
- NetApp , Dave Nesvisky, Executive Director
- Medtronic, Marcia Moscatelli, Government Affairs Director
- ASAP, Paulo Marcos Senra, President of the Board, ASAP – Alliance for Population Health

17:45 – 18:05 Closing Key Note – José Carlos Prado Jr, Under Secretary of Health, Rio de Janeiro Municipal Health Secretariat

Sao Paulo, August 20, 2015

Medinfo, Room 6, Frei Caneca Convention Center

9:30 – 10:00 Opening

- Everett Wakai, Commercial Consul, U.S. Consulate General – US Commercial Service/US Department of Commerce
- Beatriz de Faria Leão, President of the Brazilian Health Informatics Association (SBIS)

10:00 -10:30 Challenges and Opportunities in the Public Healthcare Sector

- DataSUS – Dr. Giliate Neto, Director of DataSUS

10:30 - 12:20 Health IT Interoperability Challenges

Moderator: Deborah Green, Chief Innovation and Global Services Officer, AHIMA

- AHIMA, Bill Rudman, Executive Director
- MedWeb, Pete Killcommons, Founder and CEO
- Infor, Joel Rydbeck, Healthcare Strategy Director
- Telemedik, Joaquin Fernandez, CEO and President
- Oracle, Fabiano Colella, Health Sciences GBU Sales Manager

12:20 – 13:00 Lunch Break

13:00 – 14:30 Technology Return on Investment in the Supplementary Health Services System

Moderator: Dave Nesvisky, Executive Director, NetApp Healthcare

- NetApp, Dave Nesvisky, Executive Director
- Allscripts, Pete van der Grinten, Vice President
- Unimed Health Insurance, Antonio Cesar Azevedo Neves, Director of Technology and Systems
- Rauland, Zach Selch, Director International Sales

14:30 – 16:30 Technology Return on Investment in Supplementary and Public Health Services Systems

Moderator: Jacob Plummer, Vice President, Global Business Development, Allscripts

- UnitedHealth Group
- 3M, Thilo Koepfer, Vice President, International Markets Health Information Systems
- ANS – Brazilian Health Insurance Regulator, Martha Oliveira, DIDES Director
- SulAmerica Health Insurance, Cristiano Barbieri, Director of Technology
- EMC², Ricardo Costa, EMC Business Development
- Sao Paulo Secretariat of Health, Marcio Biczuk, Director of Technology

16:30 Closing Comments

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