

3rd Annual Health IT Trade Mission - Brazil

Sao Paulo and Recife - September 26-30, 2016



US Commercial Service Health IT Trade Mission to Brazil

HIS – Hospital Innovation Show – São Paulo

September 27, 2016

Health IT Forum

“Building a 21st Century Healthcare System”

9:15-9:30 Opening Remarks – Everett Wakai, U.S. Consulate General, Sao Paulo

9:30-9:45 Key Note – Ken Hyatt, U.S. Undersecretary for International Trade, U.S. Department of Commerce, “U.S.-Brazil Trade and Healthcare Cooperation”

9:45-10:50 Leveraging Data to Improve Quality Care

Moderator – Joel Rydbeck, Director, Healthcare Business Development of Infor

- Vitor Muniz Junior, Director Enterprise Solutions at Abbott Diagnostic Division
- Edison Fernandes, Representative of Dimensional Insight in Brazil
- Gustavo Schulz, General Director of Hospital Zilda Arns

Break

11:20-12:40 The Healthcare Digital Transformation

Moderator – José Bruzadin, Sales and Marketing Healthcare and Life Sciences, Latin America Region of Intel

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- Joel Rydbeck, Director, Healthcare Business Development of Infor
- Guilherme Hummel, Head Mentor of eHealth Mentor Institute

12:40-13:45 Lunch

13:50-15:10 The Next Big Thing in Healthcare

Moderator – Alexandra Ehrlich, Principal Solution Consultant, Oracle

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- Emmanuel Dias-Neto, Associate Researcher and Coordinator, Head, Laboratory of Medical Genomics of A.C. Camargo Cancer Center
- Denis da Costa Rodrigues, IT Manager of the German Hospital Oswaldo Cruz
- Luis Arango, Director of International Strategy and Business Development of Keck Medicine of USC

15:10-15:35 Marcos Ferreira, Technical Specialist Latin America Intel Cybersecurity – The Key to Nextgen Healthcare

Break

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16:15-17:15 **Rethinking the Healthcare Business Model**

Moderator – Hans Dohamann, Amil/UnitedHealthGroup

- Jay Cohen, Senior VP of Optum
- Thilo Koepfer, Vice President International of 3M Health Information Systems
- Luis Augusto Carneiro, General Director of the Institute of Supplemental Health Studies (IESS)

17:20-18:00 **Closing Panel Discussion – Value Based Care – Where Are We and Can We Get There?**

Moderator – Everett Wakai, U.S. Commercial Service

- Daniel Coudry, National Director of Amil/UnitedHealth
- José Bruzadin, Sales and Marketing Healthcare and Life Sciences Latin America Director of Intel
- William Bercik, Director of Healthcare Product Strategy of Oracle
- Thilo Koepfer, Vice President International of 3M Health Information Systems