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Missão Diplomática dos Estados Unidos no Brasil



U.S. Commercial Service Organizes 3rd Annual Health IT Trade Mission to Brazil

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The U.S. Commercial Service of the United States Mission in Brazil is organizing the Third Annual Health IT Trade Mission to Brazil September 26-30. The trade mission will build on the last two years events to increase U.S.-Brazil health care cooperation, introduce U.S. health IT companies to Brazilian health care stakeholders and showcase U.S. health IT solutions. The trade delegation composed of eight leading U.S. health IT companies and one university will spend two days of the week-long program in Recife meeting with Pernambuco state government policymakers, regulators, hospital CEO's and CIO's, health care practitioners and other industry officials. The program will include a Health IT technology forum in cooperation with the American Chamber of Commerce (AmCham) Recife and technical hospital site visits.

Health IT is a strategic sector for the U.S. This is the third straight year that the U.S. Commercial Service at the U.S. Consulate General has organized a world-class delegation of health IT companies to come to Brazil. According to the head of the U.S. Health Technology Trade Delegation at the U.S. Consulate General in Sao Paulo, Everett Wakai, "We chose Pernambuco this year because of its strong healthcare and IT base, which offers a unique opportunity to build win-win partnerships with some of the most cutting edge U.S. health IT firms here this week". Wakai added, "Over the past year we have been working with the State of Pernambuco to develop an innovative public-private health IT pilot project in the fight against Zika. This is a great example of government and the private sector working together to deliver IT solutions for real world healthcare challenges."

The Health IT Technology Forum "Building a 21st Century Healthcare System", co-organized with AmCham Brasil Recife will feature the U.S. health technology

delegation. These U.S. companies will discuss some of the most advanced health technology solutions and practices such as value-based care, precision medicine, population health management, patient engagement, health data interoperability, analytics and mobile-health. The program will also include SindiHospe's Managing Director Iberê Monteiro and Professor Magdala de Araújo Novaes from the Federal University of Pernambuco Telehealth Division. Pernambuco State Economic Development Secretary Thiago Norões will give the closing keynote address.

The trade mission will include an all-star lineup of sponsors including Intel as the Gold Sponsor and Abbott, Oracle, and UnitedHealth Group as the Silver Sponsors. Several leading innovative U.S. health IT companies such as Boston Scientific, Dimensional Insight, Keck Medicine, Infor and 3M will also participate in the program. Major supporters of the event include Pernambuco Secretariat of Health, AmCham Brasil Recife, SindHospe, HospitalMed, Federal University of Pernambuco, NUTES, Pernambuco State IT Company, Porto Digital and CESAR.

For more information, please contact:

United States Consulate Press Office

Phone: +55 81 3416-3096

E-mail: ferreirajp@state.gov

Or

Patricia Marega, Patricia.marega@trade.gov