

3rd Annual Health IT Trade Mission - Brazil

Sao Paulo and Recife - September 26-30, 2016

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DATE!

► The Mission

The U.S. Commercial Service at the U.S. Consulate General in Sao Paulo is pleased to announce the 3rd Annual Health IT Trade Mission. This high impact business centered mission is designed to help U.S. health IT companies build their business in one of the world's largest health care markets.

► The Program

1. Learn first-hand about Brazil's emerging health IT market, policies and business opportunities
2. Showcase your company's technology to senior-level public and private health care officials and potential partners
3. Access and network with Brazil's health IT policy makers, thought leaders and entrepreneurs
4. Contribute to the development of a big emerging market

► Why Brazil?

Brazil is the seventh largest economy in the world, representing 55% of South America's GDP. It is considered the economic engine of South America as it continues to bring millions of Brazilians into the middle class raising the per capita disposable income. At the same time Brazilians are avid users of connected devices and have become the biggest users of social media in the world. The country has one of the world's largest and fastest growing healthcare markets, investing nearly 9% of its GDP annually in health care services, products and technology solutions.

Soaring treatment costs, a growing rate of chronic disease, universal coverage and quality care improvement policies are driving demand for greater healthcare efficiency and productivity. Health policymakers, administrators, industry stakeholders and practitioners are looking to health IT as part of the solution. The Brazilian public is also demanding e-health solutions as part of the health care offering. According to an Accenture study, 90 percent of Brazilians believe e-health resources are important while 70% would consider opting for a health care provider that offers EHR/PHR solutions.

Here's What Our Clients Are Saying:

"The Commercial Service Health IT Trade Mission 2015 was a capstone event, placing attendees in front of key decision makers and leaders in the Brazilian government and health care industry. The Commercial Service is a true partner in every sense of the word."

**Reese Edwards, VP Brazil Int'l Affairs,
UnitedHealth Group**

"The 2015 trade mission allowed for unparalleled access and more importantly instant credibility with representatives from a variety of healthcare institutions, governmental agencies and Universities."

**William Rudman PhD, Executive Director
AHIMA Foundation**

"The Commercial Service Brazil Health IT Missions always provide a valuable environment to discuss IT solutions for healthcare needs. I would highly recommend participation in the upcoming Brazil mission to any U.S. company with this vision."

**Marcia Moscatelli, Director for Government
Affairs, Medtronic**

"The 2015 Healthcare IT Trade Mission provided a deep dive into healthcare realities in Brazil. We gained not only valuable insights, but also many qualified contacts to help us pursue market opportunities this year. We're looking forward to the 2016 event!"

**Dr. Thilo Koepfer, VP International,
3M Health Information Systems, Inc.**

Participation Fees

\$ 2,450	SME's
\$ 2,975	Large Companies
\$ 1,075	Per Additional Participant

Register at: <http://1.usa.gov/1rG77Qr>

For more information: U.S. Commercial Service

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Partners

