

## The Digital Healthcare Seminar Silicon Valley

September 29 – October 4, Silicon Valley, California

Innovation Norway and IKT-Norge in partnership with Oslo Medtech, Abelia and Virke invite you to the fifth annual digital healthcare seminar in Silicon Valley. The seminar aims to highlight how Norwegian providers can meet tomorrow's healthcare challenges today.

The weeklong seminar is customized for key players within the Norwegian healthcare sector and consists of two parts:

### The Annual Health 2.0 Conference, Sept. 29 – Oct. 2

The Health 2.0 conference is an excellent opportunity to look at the developments in home care, patient empowerment, new roles in healthcare and new ways to communicate – all ways to meet the demands of the Norwegian healthcare in the cooperation reform (Samhandlingsreformen) and the new parliamentary report on home and elderly care (Morgendagens omsorg). There will also be opportunities to connect with US and Norwegian healthcare experts broadening your networks and challenge your perceptions.

### Additional program customized for the Norwegian participants, Oct. 2 – 4 (plus Sept. 29 event)

As in previous years, we will also this time offer a customized program for the Norwegian participants after the Health 2.0 conference. The health sector is shifting to a more user-oriented sector with self-service and user driven innovation. This year we will focus on aging in place, including, chronic disease, self care – technologies to staying home longer, manage and monitor own health, remote monitoring as well as the questions around EMR implementation in Norway.

## Health 2.0 Conference 2013

Sunday September 29 – Wednesday October 2



- The annual Health 2.0 conference has expanded and will this year be in Santa Clara, about 1 hour south of San Francisco.
- The three-day conference is packed with a lineup featuring the role of consumers, big data, and healthcare marketplaces.
- As a leader in showcasing cutting-edge innovation transforming health and healthcare, the Health 2.0 conference brings together some of the best minds, resources and technologies for compelling panels, discussions and product demonstrations.

Sign up for conference: <http://www.health2con.com/events/conferences/seventh-annual-fall-conference/>

**Price for Health 2.0 conf. for Norwegian delegation is \$1250 with use of code: SVINNorway13**  
**Price for Health 2.0 conf. for Norwegian startups is \$799 with use of code: SVINNorSU13**

## Program for Norwegian Participants

In addition to Health 2.0 Conference

**Sunday,  
September 29**

### **12:00 – 14:00 Networking event, Santa Clara**

Lunch and networking for all participants hosted by IKT Norge and partners.

**Monday  
September 30**

### **10:00 – 13:00 Cisco, Santa Clara (alternative to pre-conference program)**

The future of health in a connected society. Visit to Cisco including lunch (TBC).

**Wednesday,  
October 2,  
Palo Alto**

### **17:00 – 20:00 Launch of Health Cluster and TINC Health**

Networking event at Innovation House, Palo Alto, after the Health 2.0 conference. Invited guests from our US and Norwegian Healthcare network are invited, along with TINC (Tech INCubator) Health companies. The event will also feature a keynote (TBC).

**Thursday,  
October 3  
Oakland and  
San Francisco**

### **09:00 – 17:00 Theme: Aging in place technology • Behavior change and monitoring • Caregiving of digital patients**

#### **Aging in place technology – Center for Technology and Aging - TBC (To be confirmed)**

Technology is being deployed to achieve greater patient outcomes and lower the overall cost of care delivery in many different ways. The Center for Technology and Aging is a national leader in the use of patient-centered technologies for older adults.

#### **The Face of Future Health Care – Kaiser Permanente**

When people talk about the future of health care, Kaiser Permanente is often the model they have in mind. The organization, which combines a nonprofit insurance plan with its own hospitals and clinics, is the kind of holistic health system that President Obama's health care law encourages.

#### **Rock Health – Powering the Future Digital Health Ecosystem - TBC**

Rock Health is a seed accelerator for digital health startup, bringing together the brightest minds in technology and medicine to build better solutions. Hear Silicon Valley investor views on "What's hot what's not" in digital health technology. Meet Lively, a sensor technology to monitor patient irregularities at home, allowing family and friends to track senior movement on a private website or mobile app.

**Friday,  
October 4  
San Francisco**

### **09:00 – 14:00 Theme: Electronic Patient Journals**

#### **EPJ Implementation in the Norwegian Healthcare System**

Today in Norway the following discussion is taking place: Should there be one universal Health Journal system for all health providers? Should different providers be able to choose which system they find suitable? Communication requirements and standards could be passed. What are the risks and benefits associated with each of the different options? Are there other options? Who to learn from? Representatives from Norwegian health authorities present today's situation in Norway. US EPJ expert weighs in on experience and learning's from the US.

#### **Practice Fusion's Web-Based Electronic Medical System (EMR) System - TBC**

Introduction by Practice Fusion on its mission of making patient information available anytime, anywhere.

#### **Reflection and Applying Experiences**

How can this new knowledge be used in a Norwegian context?  
Wrap up and discussions among the participants.

**Sign up by  
August 23**

[https://docs.google.com/forms/d/1gV9hdzkQu\\_29cSSCNXA0Ntzt0yIDQDFg92vjAJx2Dmg/viewform](https://docs.google.com/forms/d/1gV9hdzkQu_29cSSCNXA0Ntzt0yIDQDFg92vjAJx2Dmg/viewform)

Please contact Åse Pettersen Bailey at [ase.Pettersen.Bailey@innovationnorway.com](mailto:ase.Pettersen.Bailey@innovationnorway.com) for more information.

**Price for Norwegian program:** NOK 6500 per person. NOK 5000 per person for startups.

**Included:** Two days of customized program incl. transportation and lunch.

**Not included:** Health 2.0 conference registration fee, air travel, transportation to and from airport, hotel