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## World Health Care Congress Launches Latin American Conference, October 24-25, Rio de Janeiro, Brazil

**Rio de Janeiro, Brazil – July 6, 2011** – The 1<sup>st</sup> Annual [World Health Care Congress Latin America](#) will convene this October in Rio de Janeiro, gathering more than 300 regional and global health care leaders for senior-level networking and insights on improving access to quality care, financing and insurance models for health care, driving innovation in health IT, promoting evidence-based medicine and clinical best practices.

Produced by global conference leader [World Congress](#) and its flagship brand the [World Health Care Congress](#), the WHCC – Latin America will feature perspectives from health ministers, government officials, hospital/health system executives, insurance executives, health technology innovators and pharmaceutical, medical device, and supplier executives.

### Prominent speakers include:

- **Marcio Serôa de Araujo Coriolano**, President, **Bradesco Saúde S/A**; President, FENASAUDE
- **Sérgio Côrtes**, State Secretary of Health, Rio de Janeiro, Brazil
- **Hans Dohmann, MD**, Municipal Secretary for Health, Rio de Janeiro, Brazil
- **Claudio Luiz Lottenberg**, President, **Albert Einstein Jewish Hospital**
- **Jean-Luc Butes**, EVP and President, International, **Medtronic**
- Cecilia Gonzalo, Managing Director, Healthcare, **Warburg Pincus (USA)**
- **Solomon Chertorivski Woldenberg**, National Commissioner of Social Protection in Health, **Ministry of Health, Mexico**

### Emerging issues include:

- Multi-Disciplinary Approaches to Improve the Quality of Chronic Disease Care—Success from CARSOS and Dow Chemical Company
- Success with mHealth and Telehealth Technologies—Transforming Global Delivery of Care
- Comparative Effectiveness and Health Technology Assessment—A Look at International Methodologies and Best Practices to Compare Clinical Effectiveness and Drive Reimbursement Decisions
- Private Sector Innovations that Drive Access to High quality, Affordable Medicines
- Affordable Technology Innovations for Low Cost Diagnostics and Remote Care Delivery
- Global Innovations in Health Care Delivery and New Partnership Models to Expand Access and Sustainable Care

“We are thrilled to introduce our highly successful World Health Care Congress series to Latin America,” said Nicole Garratt, WHCC president. “Brazil, Mexico and other Latin American countries have a unique opportunity to learn from the failures and health care cost expenditures of other developed nations. Thus, we are eager to provide a forum for CEOs and government officials to focus on the many innovations and best practices that have emerged from Latin America while showcasing valuable international perspectives.”

The event will also include the 2<sup>nd</sup> Annual WHCC Latin America Innovations Poster Exhibit and Awards Program, which will be on display throughout the conference. The poster exhibit is part of the WHCC Health Innovations Initiative, [www.whcchealthinnovations.com](http://www.whcchealthinnovations.com), a year-round program that features health care innovations that improve health care while reducing costs. To submit an innovation for display at the conference and award consideration, visit [www.worldcongress.com/latinamerica/posters](http://www.worldcongress.com/latinamerica/posters).

**WHAT:** The World Health Care Congress Latin America

**WHEN:** October 24-25, 2011

**WHERE:** Rio de Janeiro, Brazil

**PROGRAM INFORMATION:** [www.worldcongress.com/latinamerica](http://www.worldcongress.com/latinamerica)

*Partnerships sought with publications and associations for this inaugural event*



**WHCC Latin American welcomes proposals from publications and associations looking to gain exposure through partnering with the event. All proposals may be directed to Bruce Hickman, International Marketing Director, at +1-781-939-2592 or [bruce.hickman@worldcongress.com](mailto:bruce.hickman@worldcongress.com)**