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## **World Health Care Congress Latin America to be held Oct. 24-25, Rio de Janeiro, Brazil**

**Rio de Janeiro, Brazil – August 31, 2011** – More than 300 global health care leaders from business, government and academia will gather in Rio de Janeiro this October for the 1<sup>st</sup> [World Health Care Congress Latin America](http://www.worldcongress.com/latinamerica), a premier forum where regional and global leaders will share top insights on improving access to quality care, financing and insurance.

Major industry sectors represented will include hospitals, national health systems, private health plans and insurers, ministries and departments of health and academics.

Click the link below to view conference brochure

[http://www.worldcongress.com/common/request\\_brochure.cfm?confCode=HR11006](http://www.worldcongress.com/common/request_brochure.cfm?confCode=HR11006)

A faculty of more than 30 senior-level presenters includes:

**Dr. Mauricio Ceschin**, CEO, National Health Agency (ANS)

**Dr. Paulo Barbanti**, President, Intermedica

**Claudio Luiz Lottenberg**, President, Albert Einstein Jewish Hospital

**Januário Montone**, Municipal Health Secretary, Sao Paulo, Brazil

**Heráclito de Brito**, Gomes Junior, Chief Executive Officer, Qualicorp

**Dr Helvecio Magalhaes**, Secretary of Health Assistance, Ministry of Health, Brazil

Click the link below to view the full conference faculty

<http://www.worldcongress.com/events/HR11006/speakers.cfm>

“We are extremely pleased to introduce our highly successful World Health Care Congress series to Latin America,” said Nicole Garratt, WHCC Latin America president. “As the region is home to nearly 600 million people with complex and divergent health care needs, we are eager to provide a forum that can focus the many innovations and best practices that have emerged from Latin America while introducing valuable international perspectives.”

### **Key topics include:**

- Health Systems Transformation to Reduce Costs and Expand Access to Quality Care
- Innovations in Private Insurance – New Financing Models for Improved Access to Sustainable Care
- Prevention and Population Health – Attacking the Health and Economic Burden of Chronic Disease
- New Investments in Latin America Health Care
- Global Innovations in Health Care Delivery
- Success with mHealth and Telehealth Technologies
- Innovative Public/Private Partnerships Models

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

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

**WHERE:** Rio de Janeiro, Brazil

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

### **About the WHCC Latin America**

The 1<sup>st</sup> Annual World Health Care Congress Latin America is produced by global conference leader [World Congress](http://www.worldcongress.com) and its flagship brand the [World Health Care Congress](http://www.worldcongress.com/latinamerica). The event is presented through the support of associate sponsor GE Healthcare and educational underwriters Philips and PwC.