

e-Health|CARE

INTEGRATED COMMUNICATION

# IT and HEALTH



# SPECIALIZED COMMUNICATION IT AND HEALTH

## e-HealthCare • Magazine



The **e-HealthCare Magazine** is a formative and informative tool focused on: innovation technology of processes and equipments; case history digitalization; net's interoperability and infrastructure; RFID: products, technology and implementations; health data management, sharing and protection; diagnostic and digital imaging; processes optimization, economy and efficiency: benefits of new technologies; telemedicine, mobile devices and health assistance from remote, information security in health division; Data Centre management and Data storage.

### MAGAZINE DATA

<b>Periodicity</b>	Two months magazine	<b>Managing Director</b>	Barbara Ferraris di Celle
<b>Size</b>	220 x 270	<b>Editorial</b>	Gian Maria Le Rose
<b>Issue/Year</b>	6	<b>Advertising</b>	Ruggero Genna
<b>Circulation/Month</b>	10.000	<b>Send material to:</b>	g.lerose@edisef.it
		<b>E-mail</b>	redazione@edisef.it

## www.forumhealthcare.it • The portal



The **e-HealthCare Portal**, first in Italy, offers specialized and professional news on Innovation and Information Technology in healthcare.

The **newsletter**, fortnightly, reach over 15.000 addresses and is a precious informative tool for the niche market.

### WEB DATA

CERTIFIED DATA

<b>Visitors/Month</b>	over 3.000	<b>Average Time on page</b>	2 min.
<b>Pageviews</b>	over 15.000	<b>Pageviews/User</b>	5/6
<b>Time on site/ User</b>	6 min.		
<b>Total pageviews</b>	over 45.000 at 01/05/09		

## e-HealthCare Conference • The Institutional Exhibition



The second edition of the **e-HealthCare Conference** will be on the 14th of April 2010 at the hotel Crowne Plaza in Aurelia Antica street.

Our aim is to renovate the meeting between institutions, opinion leader, international companies and health workers and it will be focused on main themes and processes of the innovation technology in the health world.

### Visitor profile:

Department of Health, Regional Associations, Directors, Public Authorities, Medical-Scientific associations, Public Health Corporations, System Integrator, hospitals, teaching hospitals, clinics, companies, halfway houses.



### 1° EDITION - ROME, 2009 APRIL 21<sup>st</sup>

PARTECIPANTS N° 454

<b>Receptivity</b>		<b>Participants Profile</b>	
Rome	50%	Business health-manager	53%
Lazio without Rome	15%	IT companies / System Integrator	34%
Other	35%	Agencies	13%

# E-HEALTHCARE PROJECT

The HealthCare Project represents an absolute reference point for all professionals, institutions, firms and operators of the healthcare industry.

Technological platforms, networks, infrastructures, processes and services are ever changing in this industry thanks to innovation that permeates all the organizational models.

The fast distribution of information technologies represents a natural lever for transformation and improvement for the realization of a homogeneous healthcare model.

This widespread diffusion of technology implies an increase of risks and threats connected to the telematics management of data flows in a complex world like the healthcare one.



## ADVISORY COMMITTEE:

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