



## Global Leaders in Digital Healthcare and Medical Technology to Gather at MEDinISRAEL Conference in March

Tel Aviv, Israel - February xx, 2019 - [MEDinISRAEL](#), Israel's leading digital health and innovation conference, today announced its 5th addition will be held in Tel Aviv from March 25-28. The conference will feature Israel's leading digital Health companies and experts from around the globe discussing topics such as Telemedicine, Hospital at Home, Medical IoT, Patient Engagement, Cybersecurity in Healthcare and AR/VR Applications in HealthCare.

As all industries embrace the digital transformation occurring across the globe, perhaps no industry is more positively impacted and changing more rapidly than the healthcare industry. Doctors, medical professionals, and healthcare facilities are taking advantage of the technological and data-driven boom to provide more effective, patient-oriented care and solve problems that were previously unmanageable. This year's conference will feature cutting edge technologies already in use today and the innovations of tomorrow.

"We are excited to bring the world's leading business community, health professionals and policy makers to the largest and most impactful MEDinISRAEL Conference yet," said **Angela Rabinovich**, Director of the Life Science Department at the **Israel Export Institute** and the Chairwoman of the MEDinISRAEL Conference. "We look forward to hosting the greatest minds and innovators in the world of digital healthcare and are confident that the discussions and networking at the event will help shape the future of digital health both in Israel and around the world. MEDinISRAEL, alongside additional activities generated by IEI, continues to be the main on-the-ground platform for doing business with Israel's medical device & digital health industry. Over 2,000 business meetings are expected to take place during the conference, accelerating companies' commercial entry to the global healthcare markets".

"The Ministry of Economy and Industry operates a network of more than forty economic and trade missions around the globe that promotes Israel's economy worldwide," explained **Mr. Ohad Cohen**, the Trade Commissioner at the **Ministry of Economy and Industry**. "Israel's life sciences industry keeps thriving in the recent years, putting a focus on the digital health sector as the entire world is moving to digital solutions. Israeli companies working in the digital health sector are invited to contact our economic

and trade representatives who can assist them with creating business and professional connections abroad".

**Moshe Bar Siman Tov, Director General, Ministry of Health** said: "Israel is recognized worldwide as a leader in medical technologies field and succeeded to produce integrative information systems, more than 20 years ago, which constitute today as an infrastructure for groundbreaking initiatives and research, putting Israel at the forefront of global innovation in medicine and health. The system allows the Ministry of Health to use the information generated in Israel in order to promote the Israeli technologies. The government of Israel has decided on a national program to promote the digital health industry and we are working on a large number of projects accordingly.

We are confident that the capabilities created in Israel will enable us and other health systems around the world to cope with the growing challenges in the field"

MEDinISRAEL's speakers will include:

- Moshe Bar Siman Tov – Director General, Ministry of Health, Israel
- Dr. Purna Prasad - Vice President and CTO, Northwell Health | US
- Dr. Sam Shah - Director of Digital Development, NHS England | UK
- Prof. Varda Shalev – Director Research and Innovation Institute, Maccabi | Israel
- Kirk Elder, PHM Global Innovations Leader, Phillips | The Netherlands
- Dr. Carlo Barbieri, PhD - Director Care Value Advanced Analytics, Fresenius Medical Care | Germany
- Eyal Zimlichman MD, MSc – Deputy General Director, Chief Medical Officer and Chief Innovation Officer, Sheba Medical Center | Israel
- Elena Sini - Chief Information Officer (CIO), Humanitas | Italy
- And many more...

In addition to the main conference, participants will be touring Israel's top hospitals and medical facilities, with demonstrations of industry-leading technologies already in use.

MEDinISRAEL is partnering with a number of distinguished anchor of the Israeli Healthcare system and Digital Health Industry including, The Ramat Gan Alzheimer Center, Maccabi Healthcare Services, Ramban Healthcare Campus, The Chaim Sheba Medical Center at Tel Hashomer, Natali Healthcare Solutions, Soroka Medical Center, Merage Institute, and Teva Pharmaceutical Industries.

**For more information about MEDinISRAEL 2019, please visit <https://www.medinisraelconf.com/>**

### **About MEDinISRAEL**

MEDinISRAEL is the flagship event of the Digital Health industry in Israel. The goal of the conference is to promote the use of transformative technology in healthcare to improve people's lives. To achieve this goal, the conference brings leaders from the global healthcare ecosystem closer together to create better alignment and collaboration across borders and sectors. Participants are able to take a firsthand look at

outstanding achievements, delve deeper into potential breakthroughs, gain insights into diverse investment opportunities and spark productive collaborations.

***MEDinISRAEL is initiated and produced by the Israeli Export Institute, in cooperation with the Foreign Trade Administration at the Ministry of Economy and Industry and the Ministry of health.***

**Media Contact:**

Noam Hirsch

GK for MEDinISRAEL

Noam@gkpr.com

+972-58-600-1247