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CONFERENCE OFFICIAL AGENT

Etix Events

Conference Registration and Accommodation

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CONFERENCE HOTEL

XANADU RESORT HOTEL - BELEK ANTALYA

http://xanaduhotels.com.tr/tr/otel/xanadu_resort_hotel

DATES TO NOTE

OCTOBER 12-15, 2017	Conference Dates
JUNE 12, 2017	First Submission Date for Papers
AUGUST 11, 2017	Deadline for Papers
SEPTEMBER 8, 2017	Submitting Acceptance Letter
SEPTEMBER 22, 2017	Deadline for Early Registration Day

ORGANIZERS

T.C. Sağlık Bakanlığı

Tıp Bilişimi Derneği

YAŞAM BİLİMLERİ VE SAĞLIKTA BİLİŞİM TEKNOLOJİLERİ DERNEĞİ

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EFMI EUROPEAN FEDERATION for MEDICAL INFORMATICS

E-MEDIVIP
E-LEARNING PLATFORM FOR MEDICAL INFORMATICS TO IMPROVE VOCATIONAL AND ICT PRACTICE

ORTA DOĞU TEKNİK ÜNİVERSİTESİ MIDDLE EAST TECHNICAL UNIVERSITY

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Honourable Health Informatics Enthusiasts,

"X. INTERNATIONAL MEDICAL INFORMATICS CONFERENCE" which is the Medical Informatics Conference that is the most comprehensive technology, business, and cooperation meeting in health in Turkey will be held on **October 12 – 15, 2017** at **Antalya – Xanadu Hotel** with a large participation.

Being held for the tenth time this year, our Conference will continue to be an active platform where all stakeholders will meet, the technological era of Health Industry and innovation policies and the information and vision of national and international developments, even the evolution of health information systems put on the table. Organized by the "Association of Medical Informatics" and "Association of Life Sciences and Information Technologies in Health", the event is supported by government departments on a ministry level, international federations, and many important non-governmental organizations in the field.

Digitalization is a gigantic wave ... its tsunami size and helical structure changes and transforms every service in the world, not just in our country. In the new digital world, the things talk to each other, devices, industries, cities become part of an ecosystem that connects and communicates with each other that becomes intelligent and creates intelligent life policies. This ecosystem wave, Industry 4, the fourth wave of digitalization, not only connects everything together but also brings new solutions, designs, planning, research, production, quality, process management, service and physician experience based on the artificial intelligence and thus laying the foundation of the digital economy.

From this point of view, we will create "X. INTERNATIONAL MEDICAL INFORMATICS CONFERENCE" the road map of Digital Evolution in Healthcare 'with a main theme of **'INTERNET OF THINGS IN HEALTHCARE AND A GLANCE AT 2050"** together. There are forums, panels, presentations, workshops and free technological presentations planned in this framework.

We wish to be with you and invite you to our event that provides a multi-directional and multi-dimensional approach, new game-changing, ground-breaking technologies which transform the world and communities, and technological developments with the leader and stakeholders of the healthcare industry on an international scale.

Best Regards,

MEDICAL INFORMATICS CONFERENCE 2017
Chairman of Congress
Prof. Dr. UTKU ŞENOL

We have a significant experience in "Health Informatics", as in Turkey, and have been holding National Medical Informatics Conference for nine years in a row.

The conference will create a meeting platform for the year in which the latest developments in the field of "digital healthcare" will be addressed by decision makers, academics, healthcare investors, healthcare professionals and industry representatives. We will present important data to the public and we will be together with the speakers of the future on this platform.

Scope and Main Theme

"A New Generation Healthcare Path of Future" with Digital Healthcare Technology for Every Second for Healthcare Transformation

Extraordinary innovation models arrive on "Transforming Digital World", Renewed Economy, Society Trends, Life Style and Society Development. This revolution in all its processes began to give its message many years ago that a new era has occurred in all industries and that those who cannot compete in this era will fall behind on the renewed model. The most important industry in this rapid transformation and evolution is, of course, **HEALTHCARE**.......

Medicine is always is involved, in national and international structuring. In every area where technology a priority new initiatives continue to be achieved with new solutions. **From this point of view; we state that** Change, evolution, and innovation in the field of health and Digital Transformation is the most important cycle of our time, precisely the centre ....

While there is a Digital Age in" **Smart Life and Transformation Economy** " these technologies result in new developments in the field of healthcare and create a new route.

While service quality in healthcare improves along with the increase in productivity, the increase in patient and employee satisfaction, the decrease of medical errors, the shortening of work processes, the optimization of costs and the increase in financial turnovers, technology lays bare the fact of' **Digitalization in Healthcare**'.

So, new technologies provides new treatment approaches.

The Fourth Industrial Revolution - Innovative Technologies in Healthcare

Digital Transformation and the Fourth Industry Revolution automated production of the real-time information for decision and action in a way to base the service produced by being based on advanced technologies and continuous and efficient "human-machine-data relation" on the global scale and to process an enormous amount of data that may accumulate as a result of this relation. In this case, it is inevitable to talk about an important roadmap from large data management to meaningful data analysis. We will consider the inevitability of the fourth industrial revolution and the details of this innovative concept, paradigm, and technology in order to get our hands on this revolution that has begun in the State, the individual, the society, the work, the production and the security issues.

The common point of all of the innovative technologies that triggers the fourth industrial revolution is realized by the technology of the future. In this sense, while information and communication technologies play a key role, this process has brought new business models to light.

What are the innovative technologies of the era and the future of healthcare and where do they take us?

The Public, Private Sector and Partnerships attract the attention especially to our country, which grows rapidly in the region. Our honourable Prime Minister expressed in 2016 that **"We will open 1000 wellness centre in 2017 "**. For that reason, we will look at the Public Health Innovations of the year 2017, a Glance at 2050 and its Preparation processes and our Regional Position and its importance, which are closely related to our country. So, where are we on the Digital Hospital Green Buildings?

Internet of Things, IOT, artificial intelligence, information technologies that provide huge amount of data processing, big data, robotics and internet semantics provide further developments. By combining five basic technologies, it is possible to create intelligent networks that make different applications possible. The augmented reality, Semantic web (semantic network), Artificial intelligence with large data, Robotic Solutions ....

Patient-originated data and the IoT value cycle bringing innovation to many areas, mainly affecting decision-making in the healthcare industry. Access to data leads the way for digital data to taking an action in situations where it is not possible to interfere efficiently ahead of time and for assessing the health results stemmed from the follow-up of IoT technologies and activities and turns them into an extraordinary benefit arising from the work processes related to IoT.

Furthermore, we are talking about the concept of transformation in society, from creating a community of future where healthcare facilities that can provide remotely and that enable communicating with doctors with a medical data by holding control of the healthcare through IoT, wearable devices and smart mobile phones with the technology of the Future. The virtual-physical systems created through the internet of things support innovations in many areas such as production, mobility, energy, health, home life. Vital parameters such as fetal monitors, electrocardiograms, temperature monitors and blood glucose levels can be collected through these systems and healthcare personnel can monitor them interactively. Thus, the need for patient-doctor interaction is diminishing. Some hospitals may be followed up with smart bedding systems, occupancy, or whether the patient has left the bed.

In addition, smart technology can be applied to home drug delivery systems to monitor whether the patient's medication has been taken and, if necessary, the care providers become alerted.

It provides training, feedback, reminders and follow-up for the personalization of healthcare services and support for adherence to the treatment regime with event-based data collected during a limited time or period, along with the bringing-in of Personal Healthcare management. It has helped to make a big contribution to a conscious and healthy society ecosystem by making it possible to realize how effective Personal Health Management is. That is, the concept of personalized healthcare; defines an approach that transforms the concept of an individual who applies to the health care system when the patient is sick and is not followed up into an individual, who is responsible and takes responsibility for himself and who tries to lead a healthy life and not to be sick, who carries his own health data with him and who turns healthy life into a lifestyle.

Moreover, IoT technology applications attract attention in the field of data security and privacy. The US Food and Drug Administration (FDA) has issued guidelines on data security and privacy (cyber security) for medical devices and set policies for devices connected to the network used by the patients. Where are we at?

Today, 43% of the world's population is connected to the internet, and the number of smartphone users on a global scale is expected to reach 3.5 billion people (59% of the population) by 2019. Individuals are increasingly integrated with each other and machines thanks to mobile technologies and sensors. Such devices do not only include smartphones, glasses, watches, but also for those that are implanted in the body at the same time. In this way, people's healthcare status, location, and behaviour can be followed. What should we expect with this process starting with heart pacemakers, ear implants?

3D printing technology enables the creation of physical objects via printers with the aid of three-dimensional drawing or pattern moulds. Of course, this wave has provided a wide range of uses for medical implants, 3D printing technology integrated with the internet of things and laser cutters are the next generation of digital manufacturing.

In addition to physics and information technology, recent innovations in biology have helped us complete the big picture. Genetic sequencing techniques have been used much more recently. While the human genome project has been completed in 10 years and cost 2.7 billion dollars, today genetic sequencing can be done in a few hours and less than 1000 US Dollars. It is now possible to identify the relationships between the entire genomic sequence and the disease-genomic structure and to use these techniques in disease risk identification and diagnosis. What is our next step?

The conference, Workshop, Agenda Meetings ... The data we will get on this platform will guide our future ...

Topics

Medical Informatic Conference 2017 topics include:

- Digital Healthcare Revolution

- Healthcare Industry and A Glance at 2050

- Healthcare Policy Framework and Strategic Targets

- Digital Life Healthcare Innovation and Entrepreneurship

- IoT and Mobile Technologies

- Key Point in Health Informatics; Big Data Analytics

- Digital Transformation and Journey to the Cloud

- Integrated Healthcare

- Mobile Healthcare

- Telehealth

- Omics and Changing Paradigm in Health Research

- 3D Organ; Future of Healthcare 3D

- Clinical Bioinformatics Applications

- Smart Atoms at Work! Sensitive Drugs

- While we are experiencing the Digital Hospitals, now it is time for the Green Buildings!

- Integrated Digital Health Practices ьı Robotic Surgery, Successful Examples

- R & D in Digital Health Industries

- Cyber Security in Digital Health; Data Security and Privacy

- Technological Home Care, Palliative Care, Differences and Expansions

- Decision Processes and Effects with Information Technologies

- Internet of Healthcare, Wearable / Implantable Technologies

- Use of Artificial Intelligence and Robots in Healthcare

- Conscious Patient in Digital Life; Patient Participation and Behavioural Change

Sponsorship Packages

MAIN SPONSORSHIP (1 pc) .... **40.000, - TL + VAT**

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GOLD SPONSORSHIP (6 pcs) .... **15.000, - TL + VAT**

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SPECIAL SESSION SPONSORSHIP (2 pcs).. **15.000, - TL + VAT**

GALA DINNER SPONSORSHIP (1 pc) .... **20.000, - TL + VAT**

STAND AREA RENTAL (10 pcs) .... **6.000, -TL + VAT**

MAIN SPONSORSHIP (1 PC)   40.000 TL + VAT

The rights to be granted to the main sponsor are:

- 12 sqm exhibition area (2 tables, 4 chairs and triple socket) *
- 12 free conference registrations
- 2 double accommodation rights
- 20 minutes of talk at main lounge
- The right to host lunch on the 1st and 2nd day
- Company name and logo to be available in all written and visual documents
- To take place as a "Main Sponsor" on the web page of the Conference and to provide a link
- Putting company logo on collar and card of conference
- Right to put advertisement / logo on back page of conference program brochure

PLATINUM SPONSORSHIP (6 PCS)   20.000 TL + VAT

The rights to be granted to the platinum sponsor are:

- 10 sqm exhibition area (2 tables, 4 chairs and a triple socket)
- 10 free conference registrations
- 1 double accommodation right
- The right to host one coffee break
- Company name and logo to be available in all written and visual documents
- To take place as a "Platinum Sponsor" on the web page of the Conference and to provide a link

Sponsorship Packages

GOLD SPONSORSHIP (6 PCS)   15.000 TL + VAT

The rights to be granted to the gold sponsor are:

➤ 8 sqm exhibition area (2 tables, 4 chairs and a triple socket)

➤ 8 free conference registrations

➤ 1 double accommodation

➤ Company name and logo to be available in all written and visual documents

➤ To take place as a "Gold Sponsor" on the web page of the Conference and to provide a link

SILVER SPONSORSHIP (6 PCS)   10.000 TL + VAT

The rights to be granted to the silver sponsor are:

➤ 6 sqm exhibition area (1 table, 2 chairs and a triple socket)

➤ 6 free conference registrations

➤ 1 double accommodation right

➤ Company name and logo to be available in all written and visual documents

➤ To take place as a "Silver Sponsor" on the web page of the Conference and to provide a link

SPECIAL SESSION SPONSORSHIP (2 PCS)   15.000 TL + VAT

The rights to be granted to the silver sponsor are:

➤ 20-minute private lounge. Company or product promotion can be done.

➤ 6 sqm exhibition area (1 table, 2 chairs and a triple socket)

➤ 6 free conference registrations

➤ 1 double accommodation

➤ Company name and logo to be available in all written and visual documents

➤ To take place as a "Special Session Sponsor" on the web page of the Conference and to provide a link

GALA DINNER SPONSORSHIP (1 PC)   20.000 TL + VAT

The rights to be granted to the gala dinner sponsor are:

➤ 5 sqm exhibition area (1 table, 2 chairs and a triple socket)

➤ 5 free conference registrations

➤ 1 double accommodation right

➤ 10 free Gala Dinner participation right (to be held during the conference)

➤ 15-minute opening speech and promotion opportunities in Gala Dinner room

➤ Company name and logo to be available in all written and visual documents

➤ To take place as a "Gala Dinner Sponsor" on the web page of the Conference and to provide a link

STAND AREA RENTAL (10 PCS)   **6.000 TL + VAT**

The rights to be granted to the company renting the stand area are:

> 6 sqm exhibition area (1 table, 2 chairs and a triple socket)

> 2 free conference registrations

> 1 double accommodation right

> Company name and logo to be available in all written and visual documents

> To take place as a "Stand Participation" on the web page of the Conference and to provide a link

Sponsorship Request Form

Please tick the sponsorship options you require.

- ⬡ **Main Sponsorship**
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