

**FOR IMMEDIATE RELEASE**

## **HIMSS AsiaPac09 – Advancing Quality Healthcare Through IT**

*Malaysian Health Minister to launch prestigious Healthcare IT  
Conference and Exhibition in Kuala Lumpur*

*Kuala Lumpur, February 16, 2009* – The latest updates in healthcare and healthcare IT as well as future challenges and trends will be the focus of more than 1,500 experts and professionals when they gather in Kuala Lumpur from February 24-27, 2009 for the HIMSS AsiaPac09 conference and exhibition.

Organised by the Healthcare Information and Management Systems Society (HIMSS), a not-for-profit and non-governmental, international healthcare membership organisation, the event will be officiated by the Minister of Health Malaysia, Dato' Liow Tiong Lai on February 24, 2009 at the Kuala Lumpur Convention Centre.

The Director-General of the Ministry of Health Malaysia, Tan Sri Dato' Seri Dr Mohd Ismail bin Merican will deliver the welcome keynote address on February 25, 2009 followed with the opening keynote address by Professor William Edward Hammond, Chairman, Health Level Seven Inc entitled *A New Age of Technology: An EHR for all the World*.

Previous editions of the HIMSS AsiaPac conference and exhibition were successfully held in Hong Kong and Singapore in 2008 and 2007 respectively where healthcare and healthcare IT leaders across the region were able to share best practices, gain insights and discover the latest innovations to advance quality healthcare through IT.

A main feature of HIMSS AsiaPac09 will be the showcase on *Integrating the Healthcare Enterprise* (IHE) which improves patient care by harmonising healthcare information exchange. IHE provides a common standards-based framework for seamlessly passing health information among care providers, enabling local, regional and national health information networks.

Said Steven Yeo, Vice President and Executive Director, HIMSS Asia Pacific, "Optimal patient care requires efficient access to comprehensive electronic health records (EHRs) among the different enterprises. The IHE framework upon which more than 300 vendors have implemented and tested their products, accelerates the adoption of the information standards needed to support EHRs.

"IHE enhances the quality of patient care, resulting in benefits such as safety through the reduction of medical errors; efficiency through lower implementation costs and more efficient workflow; and quality through better informed medical decisions and faster results for both patient and healthcare professionals," said Yeo.

In addition to the keynote addresses, the HIMSS AsiaPac09 Conference will offer almost 25 education sessions, covering topic areas by speakers representing over 12 countries.

Notable speakers include Enrico Coiera, Director, Centre for Health Informatics, University of New South Wales and John J. Nance JD, John Nance and Associates, and Dr. Devi Prasad Shetty, Chairman of the Narayana Hrudayalaya Health City Hospital and Asia Heart Foundation, India

The conference offers a practical solutions-oriented educational programme covering three main tracks in eHealth; EHR/EMR/EPR/PHR; and IT Strategy & Innovation.

Additional sessions will explore topics in the following 3 topic categories:

- Clinical Leadership & Governance
- The Business Case for Sustainable IT
- Communication – Connection for Care

In addition to education opportunities, the HIMSS AsiaPac09 exhibit hall provides trade visitors with a not-to-be-missed opportunity to explore the latest in healthcare IT solutions, emerging technological advances and interoperability standards. The exhibit hall will feature over 50 companies showcasing their latest products and solutions in a hands-on, interactive and dynamic environment.

The results of a Healthcare CIO Survey, designed by Frost & Sullivan will also be released at HIMSS AsiaPac09, and will provide an insight on what are the major trends, preferences, decision-making strategies, and value choices when planning and budgeting for the acquisition of IT by healthcare organizations.

Other supplementary activities at the conference and exhibition include the launch of Microsoft Health Users Group (Microsoft –HUG) for the first time in the Asia Pacific region, and a guided tour of the state-of-the-art facilities at Prince Court Medical Centre.

The HIMSS AsiaPac09 will also offer two purposefully developed, full-day symposia and one regionally targeted workshop to provide clinicians, care providers, government personnel and leaders the opportunity to hear from experts in their fields on the most prominent issues in healthcare in the Asia Pacific Region today.

The Physicians' & IT Leadership Symposium focuses on solution-driven approaches, healthcare IT issues, and IT as a foundation for innovation, integration and expansion of care delivery. Participants at the Physicians' & IT Leadership Symposium will also have the opportunity to tour Serdang Hospital, a government-funded multi-specialty hospital.

The Nursing Informatics Symposium provides an opportunity for nurses, clinicians and managers to discuss key issues on how to effectively integrate IT tools to improve processes and workflow at the point of care, and approaches for enhancing patient care and quality outcomes.

The Developing Countries Workshop, a unique highlight at HIMSS AsiaPac09, is created specifically for providers, leaders and government officials from emerging nations. This workshop is designed to give insights on healthcare IT advances within the Asia Pacific region and provide an environment of knowledge-sharing in capacity building for developing countries.

Registration is now open at [www.himssasiapac.org](http://www.himssasiapac.org). The HIMSS AsiaPac09 website also provides information on travel and accommodation, where delegates can take advantage of specially negotiated rates at hotels around the city.

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#### **About HIMSS**

The Healthcare Information and Management Systems Society (HIMSS) is the healthcare industry's membership organization exclusively focused on providing global leadership for the optimal use of healthcare information technology (IT) and management systems for the betterment of healthcare. Founded in 1961 with offices in Chicago, Washington D.C., Brussels, Singapore, and other locations across the United States and the globe, HIMSS represents more than 20,000 individual members and over 350 corporate members that collectively represent organizations employing millions of people. HIMSS frames and leads healthcare public policy and industry practices through its advocacy, educational and professional development initiatives designed to promote information and management systems' contributions to ensuring quality patient care

KUALA LUMPUR  
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**HimSS**  
AsiaPac09

HEALTHCARE IT  
Conference & Exhibition

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