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## mHealth Initiative Joins CIO Healthcare Summit as Strategic Partner

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**February 10, 2011** – The CIO Healthcare Summit team announced today that it has formed a strategic partnership with mHealth Initiative, a not-for-profit organization that promotes mHealth applications nationally and internationally, for the upcoming technology event. The CIO Healthcare Summit partnered with mHealth Initiative for the 2009 and 2010 CIO Healthcare Summits.

The CIO Healthcare Summit, April 3-6, 2011 in Scottsdale, Arizona, is an opportunity for CIOs and leading technology executives to network and attend educational sessions in a relaxed, yet focused business setting. This year's agenda will focus on the following topics: cloud computing, electronic health records, health information exchange security, data security, employee retention, clinical innovation and creating a secure mobile healthcare environment.

Peter Waegemann, VP, mHealth Initiative, will be presenting the thought-leadership session, "Winning or Losing: 2011 Challenges for CIOs" at the event. The session will discuss IT's role in attracting and maintaining patients, the role IT should play with regards to patients and staff, marketing through new technologies, dealing with Meaningful Use, and preparing for new technologies.

Prior to joining mHealth Initiative, Waegemann served as chair of the Mobile Healthcare Alliance, the predecessor to mHealth, for two years. Since the 1980s, he has been a visionary and promoter of electronic medical record systems (EMRs), including founding and serving as CEO of the Medical Records Institute, a Boston-based applied research and educational clearinghouse, where he created its annual conference, Toward the Electronic Patient Record, which for 25 years promoted the vision of EMRs. He is considered an international leader in health informatics with a special interest in electronic patient record systems, standards, networking, mHealth, and the creation of the national information infrastructure. In 2007, Waegemann was cited as one of 20 outstanding people "who make healthcare better" by HealthLeaders.

"I am excited to be working with mHealth Initiative and Peter Waegemann again for the 2011 CIO Healthcare Summit. Peter's immense knowledge of mHealth will be of great benefit to our attendees, all of whom want to use mobility to improve patient care and streamline operations," said Chris Li, Event Director, CIO Healthcare Summit.

For more information about the event, visit [www.ciohealthcaresummit.com](http://www.ciohealthcaresummit.com). If you are interested in attending the event as a delegate or speaker, contact Chris Li, Event Director, CIO Healthcare Summit, at [chris.li@cdmmedia.com](mailto:chris.li@cdmmedia.com) or 808-694-3686.

If you are interested in forming a partnership with CDM Media, contact Kelly Schricker, Events and Marketing Specialist, CDM Media, at [kelly.schricker@cdmmedia.com](mailto:kelly.schricker@cdmmedia.com) or 808-694-3656.

If you are interested in more information about mHealth Initiative, contact Seda Gokoglu, Executive Assistant, mHealth Initiative at [seda@mobih.org](mailto:seda@mobih.org) or 440-552-1957.

### **About the CIO Healthcare Summit**

CDM Media brings together CIOs and technology executives from North America's Fortune 1000 organizations to develop business ideas and build lasting relationships with peers and colleagues. The CIO Healthcare Summit, to be held April 3-6, 2011 in Scottsdale, Arizona, allows IT executives to discuss the latest business technology issues and learn about current technology solutions. For more information, please visit <http://www.ciohealthcaresummit.com/>.

### **About mHealth Initiative**

mHealth Initiative Inc (mHI), a membership organization incorporated in Massachusetts, USA, envisions the emerging mHealth Revolution. It promotes the most important benefit of cell phones and other mobile devices (mDevices) as their enabling Participatory Health, the new paradigm that involves healthy people, patients, wellness and care providers, payers, pharma, researchers and public health as active participants in a healthcare system that is open and transparent, with the patient at its center.

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