

# 2010 Health 2.0

## EUROPE

Paris April 6-7, 2010

The Health 2.0 Conference tag line of 'user-generated healthcare' means that patients are using web-based tools to guide their own care. Professionals are also collaborating with each other and with patients in increasingly innovative settings. Health 2.0 is not just about technology. It's also highlighting the societal changes that are favoring the emergence of Participatory Medicine.

The Health 2.0 Conference is now the leading showcase of online and mobile technologies in health care. It features a lauded formula of rapid-fire four minute demos, structured and engaging panel discussions, deep dives and very active networking. Last Fall more than 1,000 attendees made this the hottest ticket in health information technology.

After a three years and five groundbreaking conferences in the US where the movement began, Health 2.0 is proud to announce the first Health 2.0 Europe. The first Health 2.0 Europe conference will be

held April 6-7, 2010 in Paris, France.

With dozens of speakers, demos of new technologies on stage and in the exhibit hall, and customized video productions, participants will get a sweeping overview of the ways that the Health 2.0 movement is changing care around the world--both in the US and Europe. We will look at search, online social networks, tools for consumers and clinicians, and the impact of Health 2.0 on the public and private sectors of healthcare.

We expect 400 attendees from all across Europe, and many from the US to gather in Paris. Health 2.0 attendees come from the worlds of private and public sector health services delivery, insurance, pharmaceuticals, technology, government, and foundations.

If you want to expose your technology or service to this forward thinking group, read on for information about the program, and sponsorship and exhibiting opportunities.

### ABOUT

## Health 2.0



Matthew Holt and Indu Subaiya collaborated to organize the first Health 2.0 conference in September 2007 in San Francisco. 2 years later, Health 2.0 has become the place to see and be seen for the leaders in health care technology.

Health 2.0 has been featured in the New York Times, the Washington Post, the San Francisco Chronicle, the Huffington Post, on CNN, CBS News, ....The Washington Post called the conference "...a High energy gathering of great minds ..."

iHealthbeat described Health 2.0 by saying: "It's not a noun, it's a verb. A movement." And last spring, #health2con was second only to Earthday as the most popular Twitter hashtag.

Health 2.0 Europe event will be managed jointly with Denise Silber, a trans-Atlantic eHealth pioneer, and the principal and founder of Basil Strategies.

### CONFERENCE DETAILS

#### Event Metrics

ATTENDEES: 400+

VENUE: Cité internationale universitaire  
of Paris  
Paris, France

DATE: April 6-7, 2010

#### Attendee Breakdown

Tech 24%  
New Media/Communication 15%  
Health Plans/Insurance 17%  
Medical Professionals 10%  
Pharma & Med Device 12%  
Hospitals 10%  
Finance 8%  
Govt. & Academic 4%

\*Statistics from US Health 2.0  
Conferences

# Health 2.0: Europe Agenda Highlights:

Health 2.0 Europe will integrate the best of European web/mobile based technologies, and compare, contrast and contextualize them with leading examples of Health 2.0 from North America. We'll be seeing what works in the context of Europe's evolving health care systems, and what the "boundary-less" online world means for consumers and physicians working in distinct health care systems--all in our lauded format of "rapid-fire" technology demos, provocative keynotes, and interactive discussions, and lots of Health 2.0 innovation.

- **Patient social networks**-- We'll be examining patient online communities in different cultures, languages and context, and see what impact they have on care delivery in different countries.
- **Physician social networks**--In the US physician social networks are very prominent and physician activity online has a long tradition in Europe too. We'll look at the role of established players and new market entrants.
- **Search & Content**--How does the best of vertical search technology resonate in a world where government programs provide significant amounts of health content?
- **Consumer tools**--Some of the most sophisticated drug, condition and treatment tools are giving patients as much if not more information than their physicians. Their use is already controversial in the US, but how is it playing out in different medical cultures across Europe?
- **Patients and physicians communicating online.** A new generation of online care services is developing rapidly. How will this play out in the European context?
- **Privacy, data, trust, and Health 2.0:** What do European privacy regulations and patient opinions mean for emerging Health 2.0 companies in Europe?
- **The government view point**--How does Health 2.0 fit into the various national IT strategies for health care and national health and wellness plans?
- **Industry and hospital organizations:** How does Health 2.0 fit into the communication strategy of a traditional healthcare player? Is Europe following in the footsteps of North America or paving its own way?

There'll also be a presentation of the latest thinking about Health 2.0 in the European context, special videos, an unconference session, the introduction of new companies at Health 2.0 Europe's **Launch!** great networking parties, and much, much more to keep you very stimulated for a day and a half in Paris. Oh, and did we mention that it's in Paris in the Springtime?



Health 2.0 co-founders Matthew Holt and Indu Subaiya



People gather to see a demo at the 2009 Boston Conference



Denise Silber, Indu Subaiya, Matthew Holt announce the Paris conference in San Francisco



The Europe Conference will be held at Cité internationale universitaire de Paris

## Selected Health 2.0 Conference Sponsors... past, present and future



## Selected Presenters

More than 200 people have presented and demoed at the four Health 2.0 Conferences. Just a few of these stellar presenters include:

**Esther Dyson**, Edventure  
**David Brailer**, Health Evolution Partners  
**Missy Krasner**, Google  
**Wayne T. Gattinella**, WebMD  
**Stefanie Fenton**, Intuit  
**Peter Neupert**, Microsoft  
**Michael Yang**, Yahoo!  
**Venky Harinarayan**, Kosmix  
**John Wennberg**, Dartmouth  
**West Shell**, Healthline  
**Daniel Palestrant**, Sermo  
**Doug Solomon**, IDEO  
**Ben Heywood**, Patients Like Me  
**Steve Krein**, Organized Wisdom  
**Susannah Fox**, Pew Internet Project  
**Jay Parkinson**, Myca  
**Eric Langshur**, Carepages  
**Joe Gifford**, The Regence Group  
**Thomas Goetz**, Wired  
**Jack Barrette**, WeGoHealth

**Brian Loew**, Inspire  
**Paul Wallace**, Kaiser Permanente  
**David Kibbe**, AAFP  
**Roy Schoenberg**, American Well  
**Clay Shirky**, Author, Here Comes Everybody  
**Mark Bertolini**, Aetna  
**Robert Kolodner**, ONC  
**Jonathan Bush**, AthenaHealth  
**Kerry Hicks**, Healthgrades  
**David Lansky**, PBGH  
**Don Kemper**, Healthwise  
**Kevin Noland**, ADAM  
**John Halamka**, BIDMC  
**ePatient Dave Bronkart**, ePatients.net  
**Adam Bosworth**, Keas  
**John Vander Meulen**, HealthMedia  
**Scott Shreeve**, CrossOver Health  
**Tom Eng**, Healia  
**Sidna Tulledge-Scheitel**, Mayo Clinic  
**Jerry Kane**, Boston College

# Health 2.0 Europe Sponsorship Levels

	PASSES	EXHIBIT	PROGRAM	MARKETING	FEE
Flagship	10	Booth Space or Table	Full-Page Advert	Exclusive reception host, access to attendee list, prominent signage, keynote intro, podium mention, plus additional perks. Logo on the website, marketing emails, program & t-shirts.	€75,000
Opening Reception Party	6 (full) 3 (partial)	Booth Space or Table	Full-Page Advert	Exclusive opening event host, access to attendee list, prominent signage, podium mention. Logo on the website, marketing emails, program & t-shirts.	€50,000 (full) €25,000 (partial)
Lunch	6	Booth Space or Table	Full-Page Advert	Access to attendee list, lunch intro, lunch signage, podium mention. Logo on the website, marketing emails, program & t-shirts.	€25,000
Breakfast	5	Booth Space or Table	Full-Page Advert	Access to attendee list, breakfast intro, breakfast signage, podium mention. Logo on the website, marketing emails, program & t-shirts.	€20,000
Deep Dive	2	Table	Full-Page Advert	Room for 35-minute demo, access to attendee list, podium mention. Logo on the website, marketing emails, program & t-shirts.	€15,000
Platinum	5	Booth Space or Table	Full-Page Advert	Access to attendee list, podium mention. Logo on the website, marketing emails, program & t-shirts.	€15,000
Gold	3	Table	Half-Page Advert	Logo on the website, marketing emails, program & t-shirts.	€10,000
Silver/ Exhibitor	1	Table	Logo	Logo on the website, marketing emails, program & t-shirts.	€5,000

# More Ways to Get Noticed...

OPTION	DESCRIPTION	FEE
Cocktail Hour	Go ahead. Have a drink. And buy one for everyone else at the conference. You'll be the host of the always popular networking session and cocktail party. Includes 2 passes. Logo on the website, marketing emails, program & t-shirts.	€15,000 (limit 2)
<b>Launch!</b>	Weigh in on the selection of which companies and products will be debuted for the first time ever at the conference. Includes 2 passes, introduction of the <b>Launch!</b> session. Logo on the website, marketing emails, program & t-shirts.	€10,000 (limit 2)
Massage Bar	Sponsor a massage station. We'll arrange a tremendous masseuse who'll wear your logo and give massages next to your sign. Conference attendees will love you for it. Includes 2 passes. Logo on the website, marketing emails, program & t-shirts.	€7,500
Wi-fi	Underwrite Wi-Fi access for the entire conference. Includes 2 passes. Your logo will be seen on the splash page as well as our website, marketing emails, program & t-shirts.	€7,500
Audience Interaction System	Sponsor the audience interaction technology we use to survey attendees and participants. You will be acknowledged from stage and in the program. Includes 2 passes. Logo on the website, marketing emails, program & t-shirts.	€7,500
Social Networking	Sponsor the online conference social network -- have your ad displayed when conference attendees connect with each other for the next six months. Includes 2 passes. Logo on the website, marketing emails, program & t-shirts.	€7,500
Lanyard Sponsorship	Your logo on both sides of attendee lanyards. You will be acknowledged from stage and in the program. Includes 2 passes. Logo also on the website, marketing emails, program & t-shirts.	€7,500
Panel Sponsor	Get front and center on the main stage and introduce one of the panels. Along with your one minute in the sun, includes 2 passes, logo on the website, marketing emails, program & t-shirts.	€7,500
Break	Have your name on the coffee cups, or buy the snacks and the ice cream. The attendees will see your name and be grateful. Includes 1 pass. Logo also on the website, marketing emails, program & t-shirts.	€5,000 (limit 6)

## Sponsor Relations Contact

For more information on ordering details and additional opportunities with Health 2.0 Europe, kindly contact Denise Silber at [denise.silber@basilstrategies.com](mailto:denise.silber@basilstrategies.com)

