

Keynotes

Healthcare and the Growing Need for Connectivity

Eric Sou  tre

The healthcare industry is one of the most information intensive industries with a large number of multiple, highly distributed participants (providers, payers, suppliers and consumers) who exchange a large amount of information on a frequent basis. To date, primarily due to the non-competitive nature of the industry and the high level of government regulation, healthcare systems worldwide have been functioning with low utilization of technology, in a highly inefficient manner that has led to high administrative costs and waste. The Internet, as a result of its universal accessibility and rapidly growing acceptance, is likely to play an instrumental role in changing the way healthcare participants will access information or communicate amongst themselves in the future.

Eric Sou  tre, M.A., M.D., Ph.D., M.B.A., has served as our Chief Executive Officer and our Chairman of the Board since he co-founded Planet Medica in September 1999. Dr. Sou  tre has extensive experience in managing start-up companies. In 1990 he founded Benefit International, a consulting and research company which was acquired in 1995 by Quintiles Transnational Corp., a Fortune 500 company that specializes in health information and services. From 1995 to 1997 he was a member of the Board of Directors of Quintiles. Dr. Sou  tre has a medical degree and a Ph.D. in neuroscience from the University of Nice. He has served as an assistant professor at the University of Paris and has held several academic positions in both France and the United States where he worked for the National Institutes of Health (NIH). He is the author of more than hundred peer-reviewed scientific and economic publications. He has an M.B.A. degree from HEC in Paris and an M.A. in Fine Arts from Saint Martin College of Art, London.

A Global eHealth Code of Ethics: Vision and Challenges

Helga Rippen

Dr. Helga E. Rippen is the Director of Medical Informatics at Pfizer Health Solutions, Inc which she joined in December 1999. Her primary responsibility is the development of effective health applications that support the healthcare provider. Prior to this she was the Director of the Health Information Technology Institute of Mitretek Systems, which she co-founded in June of 1996. Her primary interest is in the development and application of information technology to improve health. Dr. Rippen is co-Chair of the eHealth Ethics Initiative, organized by the Internet Healthcare Coalition, of which she is Chairperson. As a result of this effort, the eHealth Code of Ethics was released in May of 2000 (see [HYPERLINK http://ihealthcoalition.org](http://ihealthcoalition.org) for a copy of the Code). Prior to this work she has lead the effort to develop an Internet-based tool to help consumers assess the quality of health information on the Internet (see <http://hitiweb.mitretek.org/hswg>). As Chair of IEEE-USA Medical Technology Policy Committee she helped develop principles of privacy, security and confidentiality for health information. She is a faculty member of Johns Hopkins University where she has taught health informatics and provided residency training in medical informatics. She serves on several non-profit boards and is active in many organizations. Dr. Rippen received her Ph.D. in biomedical engineering from Duke University, a M.D. with honors from the University of Florida, and a M.P.H.

from the Johns Hopkins School of Hygiene and Public Health where she also completed her residency in preventive medicine. She is board certified in public health and general preventive medicine.

From medical records to personal health records: The critical role of Internet on the road to citizen centered care

Ilias Iakovidis

Ilias Iakovidis received the B.Sc. from Aristotle University of Thessaloniki, Greece in 1984 and Ph.D. degree from Texas Tech University in 1990 in applied mathematics with thesis on inverse problem in electrocardiography. From 1990 to 1993 he was a postdoctoral fellow in Biomedical Engineering of University of Montreal and research associate at the Montreal Heart Institute. In 1993 he joined European Commission in Brussels, Belgium where he is presently responsible for planning and monitoring of research in the area of health telematics. Presently he is in charge of internal group and activities targeting healthcare professionals as well as promotion and coordination of international cooperation. Current research interests and responsibilities include issues related to electronic health record systems and issues related to human computer interaction. He is a visiting faculty in several graduate courses on health telematics and has published over 40 articles in journals, books and conference proceedings. He is a member of the advisory and editorial board of the IEEE Transactions on Information Technology in Biomedicine and editor in few other journals and book series on health telematics. Ilias Iakovidis was born in Sumperk, Czech Republic.

The Web as a Global Medical Information Tool: Opportunities and Challenges

Bill Silberg

Digital media, including the Internet and World Wide Web, have the potential to dramatically improve medical care by providing clinical information and services more efficiently and cost-effectively than traditional channels. The Web in particular holds the promise of serving as a global communications tool, bringing much-needed clinical information to those who need it, linking clinical communities of interest across borders, and empowering consumers seeking more information about particular conditions. Numerous studies indicate that clinician (as well as consumer) access to and use of the Web is growing, as is the number of Web sites dedicated to health and medical topics. But there are still numerous challenges to the optimal use of the Web as a medical information tool. Cultural, regulatory, economic and technical factors all affect the rate at which digital technology is adopted and the ways in which it is used in the clinical setting.

Bill Silberg is Vice President and Executive Editor for Medscape, Inc., a leading provider of clinical information services. Medscape, a long-standing Web portal for health and medical professionals, merged earlier this year with MedicalLogic, the leading maker of electronic medical records. Bill is responsible for all Medscape content developed for physicians and other health care professionals, including continuing medical education programs. He joined Medscape in 1999 after spending 13 years at the American Medical Association, the last four as Editorial Director for Medical News and New Media at JAMA, the Journal of the American Medical Association. Before that, he served as Deputy Editor of American Medical News, the AMAs weekly socio-economic newspaper for physicians, and as the AMAs Science News Editor. Prior to joining the AMA, Bill spent three years as Associate Director of Public Affairs for the University of Chicago Medical Center. He began his career with UPI, spending seven years with the wire service as a reporter, editor and bureau chief in the United States.