

Welcome

Mednet 2007

For the 12th time the World conference on the Internet in Medicine “MEDNET” is taking place, in cooperation with the Society for Internet and Medicine (SIM). With over 600 participants at last year’s MEDNET in Toronto, Canada, the Conference evolved to a real “pacemaker” of eHealth Technologies in a multinational setting.

Leipzig Graduate School of Management is happy to be this year’s partner for the 12th MEDNET, hosted in Leipzig, Germany at the Bio-City Leipzig.

The big echo and interest in our congress and the many partners from science, clinics and industry indicate that we have met this year’s “hot topics” in eHealth – participants from over 25 countries worldwide give us the opportunity to get a truly international exchange on best-practice examples and trends in eHealth and the Internet in Medicine.

Reviewing submissions this year led us to the opinion, that there is a strong trend to an “evidence-based” practice in eHealth. This trend is good for the whole industry – it not only helps consumers selecting the right measures and acting more effective – it also makes eHealth a better medicine for patients.

When setting up the conference for this year, the Center for Healthcare Management (CHM) at HHL tried not only to select scientifically valuable abstracts but also tried to steer the conference in the direction of an “entrepreneurial meeting place”. When reading this abstract book and visiting our conference you will meet this “entrepreneurial spirit” in lectures, workshops and the keynotes.

We believe that this spirit – combined with an “evidence-based” approach – is crucial for the future development of the whole eHealth Industry: History shows, that creative and scientific work can produce very good and effective technology – but to establish “real products” bringing “real value” to all customers, here the patients, it always needed brave and entrepreneurial persons to do so. We believe in this spirit and are happy to hopefully facilitate eHealth evolving in this direction.

We are looking forward to welcoming you to Leipzig at a truly international, scientific and entrepreneurial congress with fruitful discussions and real impact in the field of eHealth.

Warm regards from

Christian Elsner, MD MBA
Congress President, Director CHM

Dennis Häckl
Head of Organising Committee

Prof. Hans Wiesmeth
Dean of HHL