

## Workshops

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### Starting a venture in Healthcare & Internet

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#### WORKSHOP BACKGROUND

Starting up an own venture is a serious thing. In 2007, it seems that the old “eBusiness Spirit” is back again and the financial markets are appreciating startups again. In Healthcare and Internet two special businesses combine and each brings its own specialty. The Workshop will bring experts with experience in this combined area and give room for questions & interaction. [www.imedo.de](http://www.imedo.de) has received seed capital from renowned business angels in February / March 2007 and has launched its beta version in April. Since then more than 1000 members have subscribed to the community and many are added daily. The community is providing a set of diverse features which are focused on empowering individuals to connect and share health-experiences. Many innovative (for the German market) features and tools like SMS-Medication-Intake-Reminders / Doctor’s appointment reminders are provided and tested in order to see if these simple yet potentially powerful tools help to improve patient’s recovery / treatment / well-being in general.

#### EDUCATIONAL PURPOSE

In the Workshop you will . . .

- determine the value of a (potential) venture
- learn about the rules of the (venture) market (with step-by-step guidelines that work)
- find out about the special rules of an online business and which factors potentially lead to success
- get an inside view on the difficult task of building an online community
- discuss various business models in this very particular field (health + internet)
- share the experience of other entrepreneurs

#### TARGET GROUP

- Entrepreneurs in Healthcare & Internet
- People Involved in Internet Communities
- Venture Capital Firms
- MBA Students / Financial Background / Health Background
- . . . just interested people

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\*These authors were submitted as lecturers of the presentation.

## **INTERACTIVITY**

- Handouts with helpful hints on starting a business / acquiring seed finance
- Live presentation of [www.imedo.de](http://www.imedo.de)
- Q&A session

## **Connecting (Electronic Health Records) to eHealth infrastructures: Using the ICW Middleware**

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## **WORKSHOP BACKGROUND**

In many countries, the introduction of electronic healthcare and an integrated EHR is approaching. This will result in fundamental changes to software applications in healthcare systems. A key feature in this matter is the integration of given primary systems into one single networked (EHR) eHealth infrastructure. InterComponentWare (ICW) is playing a key role in the development of this eHealth infrastructure for electronic health cards (eHC) and the integrated EHR. In this workshop, participants will learn about the background on how to integrate given medical source systems and will be provided with a laptop to learn from simple examples and how to use the ICW SDK. The SDK is used for the simple integration of medical source systems to an eHealth (EHR) infrastructure. It comprises an Application Programming Interface (API) which addresses a range of different programming languages using Microsoft COM technology and respective Java technology. Primarily, the SDK allows to generate, transfer, and receive data that is exchanged between the source system and an eHealth infrastructure, such as electronic prescriptions or contract data of insured patients.

## **EDUCATIONAL PURPOSE**

In the Workshop you will . . .

- Learn about eHealth Architecture Design and interlinking EHR Systems and Health card systems
- Learn about modern and highly interoperative eHealth Applications at the ICW example
- Learn how to use the ICW API
- Learn how to potentially interconnect your own application

## **TARGET GROUP**

- Clinicians with interest in clinical IT
- IT-Developers from clinics, industry and other vendors wanting to integrate with the SDK
- People interested in eHealth architectures and programming
- . . . just interested people

## **INTERACTIVITY**

- A laptop will be provided to test some simple examples with the SDK
- If desired coding / programming can be practiced
- Q&A session on the SDK
- Q&A session on the whole ICW product family

## Semantics and Ontology

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### WORKSHOP BACKGROUND

MEDNET 2007 has two sessions on Knowledge Management and Semantics and Ontology. This Workshop aims at all interested users and professionals, wanting to improve their search results and understanding the background of different search approaches and technologies. For example it is known that researchers spend up to 30% of their time on searching for information and knowledge. Additionally Search technologies promise high potential in the organization and workflow optimization of electronic patient charts. Last but not least, these technologies can also add high value in the organization of knowledge networks / social networking platforms. The workshop will illustrate all these areas with examples and practical work from the companies Transinsight, SyynX and Work from the Freiburg Morphosaurus Group.

### EDUCATIONAL PURPOSE

In the Workshop you will . . .

- Learn about different search methods and products and how to use them optimally
- Learn how to optimize your PubMed Searches
- Learn about use cases on how to use search technologies for social networking
- Learn about use cases on how to use search technologies for the organization of EHR
- Learn how search technologies can optimize clinical workflows

### TARGET GROUP

- Clinicians and Researchers doing PubMed Researches
- IT-Staff using Search Technology in their Clinic / Company
- Librarians and Knowledge Managers
- . . . just interested people

### INTERACTIVITY

- Bring your own laptop and go Online with your own searches and the provided technology
- Bring your specific search questions and learn how to address them best
- Bring your publication list and learn how to network with peer researchers

## **Hospital workflow optimization over RFID Tags**

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### **WORKSHOP BACKGROUND**

The optimization of clinical workflows is one of the main challenges for hospitals to deal with rising cost and pressure for improved quality. The use of RFID technology in hospitals indicates a large potential especially in the area of automatic documentation and accounting of medical treatments. This workshop will give different and interactive views on this technology: There will be several impulse lectures and a general discussion on the topic of RFID in hospitals. There will be views from:

- The Standpoint of Industry
- The Standpoint of Customers – the Hospitals
- A Scientific and Commercial Standpoint of “Process Engineers” from HHL and ISST

Industry Partners from Siemens (Tom Jell) and Cisco will present their view on the technology and a Customer view and practical example from benefits in the management of clinical pathways from EVK Witten will be shown and demonstrated.

### **EDUCATIONAL PURPOSE**

In the Workshop you will . . .

- Learn about the technology and use of RFIDs
- Learn how to value Business Cases for RFID Use in hospitals
- Learn about the different views of RFID-Integration

### **TARGET GROUP**

- Hospitals CEOs and Hospital IT Staff
- Doctors planning to use RFID
- “Process Engineers” and Industry Staff
- . . . just interested people

### **INTERACTIVITY**

- Q&A Session
- Business Case Analysis
- Technology Demonstration

## Gaming and Simulation in Disaster Medicine

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### WORKSHOP BACKGROUND

Disaster Medicine has gained worldwide interests since the fall of the Twin Towers. It is a discipline combining many subjects together (Emergency Medicine, Logistics, Ethics, etc.). The e-DISTRICT CiPro 3D simulator (EU Leonardo da Vinci II Pilot Project coordinated by CSCI – Consorzio Scuola Comunità Impresa) is an Internet based Networked Virtual Environment allowing many players to act and interact as they would do in the real life. The HDPnetS 2D simulator (produced by Virtual Engine Srl) will allow you to simulate the massive arrival of patients to the Hospitals of a metropolitan area.

### EDUCATIONAL PURPOSE

In the Workshop you will . . .

- Learn about using Simulation programmes in Hospital Planning
- Learn the basics of planning a massive arrival of patients to your Hospital
- Learn about properly allocating the resources
- Learn how to perform in-Hospital and extra-Hospital triage (i.e. the S.T.A.R.T. protocol)
- Learn about the key elements of a Computer Simulation
- Debriefing issues

### TARGET GROUP

- People interested in Simulation in Healthcare
- People interested in Process Improvement over Simulation purposes
- People Involved in the planning of a massive arrival of patients to the Hospitals of a metropolitan area.
- People Involved in in-Hospital and extra-Hospital triage.
- Disaster and Emergency Medicine Medical Doctors
- . . . just in Simulation & Gaming interested people

### INTERACTIVITY

- Bring your own laptop and use the Simulation software
- Simulation and active Participation in a EGO-Perspective Simulation
- Learn how to use the Simulation from Virtual Engine for Your own purposes
- Q&A Session

## **Ethical challenges of online-consultancy services**

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### **WORKSHOP BACKGROUND**

The possibility to provide medical and mental health related information and advice through online-consultancy services poses several ethical challenges. These relate to questions about how to provide data security, privacy, quality standards and the provision of possible crisis interventions to the clients. This workshop presents several ways of online-consultancy services to handle these ethical challenges. In addition, workshop participants will discuss case studies to reflect those implementations.

### **EDUCATIONAL PURPOSE**

In the Workshop you will . . .

- Learn about ethical questions and conflicts related with medical and mental health related online-consultancy services
- Experience concrete implementations to handle those ethical conflicts
- Observe limitations and disadvantages by consulting case studies
- Discuss ethical implications and limitations of online-consultancy services with professionals

### **TARGET GROUP**

- Medical and mental health professionals
- Research associates
- Executive managers and associates of firms or institutions that offer medical or mental health related online-consultation services
- . . . just interested people

### **INTERACTIVITY**

- Presentation
- General discussion
- Guided discussion based on group-work on case studies