

Programm Tagung

social media in healthcare



26. Januar 2010, 9:00-17:15 Uhr, Arena Filmcity, Zürich Sihlcity

08:30 Registrierung und Begrüssungskaffee

09:00 Social Networks: Vernetzung im Gesundheitswesen

Dr. Eberhard Scheuer, eHealth-Consulting.ch

09:05 Psychologie der Sozialen Netzwerke und Medien

Dr. Mitja Back, Psychology Department, Johannes Gutenberg-University Mainz

09:40 Successful Health-Communities on the Web

Célia Boyer, Executive Director, Health on the Net Foundation (HON)

10:15 Pause

10:45 Was eine Health-Style-Community wie Quevita mit der eHealth Strategie der Schweiz zu tun hat

Ettore Weilenmann, CEO Quevita AG & Silvio Frey, Director Sales ICW (Schweiz) AG

11:15 Online-Marketing und -Sales: Strategien für das Gesundheitswesen

Andreas Rode, Industry Head Google Schweiz

11:45 Alternativen zum klassischen Pharma Marketing

Silja Chouquet, CEO, whydotpharma.com

12:15 LUNCH

13:30 Why Health 2.0?

Bart de Witte, SAP Business Development Director Healthcare, Health 2.0 Catalyst

13:40 Use of Social Media by Hospitals

Lucien Engelen, Health 2.0 Ambassador, Radboud University Nijmegen Medical Centre

14:15 Erfolgsfaktoren für Web-Communities im Gesundheitswesen am Beispiel imedo.de

Christian Lautner, Gründer, imedo.de

14:45 Pause

15:15 Co-creating user acceptance of ICT in healthcare: Towards new forms of user participation

Prof. Dr. Fred van den Anker, School of Applied Psychology, UAS Northwestern Switzerland

15:45 Reasons on why Social Media are Essential to Healthcare's Future

Lee Aase, Social Media Manager, Mayo Clinic (live from Rochester, MN)

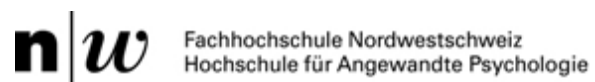
16:15 Participatory Medicine: New health insights through patient generated data

Alexandra Carmichael, Co-Founder, CureTogether (live from San Jose, CA)

16:45 Schlussbetrachtung: Empowerment, Openess und Datenschutz

Ab 17:15 Chill Out

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