

**21-22
May
2014**

Palau de
Congressos
de Barcelona

MIHealth **FORUM**

Management & Clinical Innovation



SHARING LEADERSHIP & INNOVATION FOR HEALTHCARE IMPROVEMENT

www.mihealthforum.com



MIHealth's mission

To be **the leading world forum for clinical innovation and health management** where knowledge and experiences that contribute towards the greater efficiency of the health system are shared.

Objectives

In a new and participatory format, health professionals, healthcare managers and companies from the sector share the innovations and trends that are transforming health systems and that will allow them to meet the challenges of providing better health care to the public.

MIHealth is the best event for innovative knowledge and networking between the different professionals in the health sector, generating partnerships and business opportunities.

The DNA of MIHealth

1. Congress

MIHealth Forum has established itself as the leading international event for the sector thanks to the involvement of our partners and experts respected worldwide.

1.1. Scientific content

KNOWLEDGE

How companies go beyond theoretical innovation to transfer this knowledge and technology to the market, capitalizing on the new financing models to launch a successful business.

TECHNOLOGY

Innovative technology enables new forms of providing healthcare services. Discover the potential of the latest advances in technology in health, how to acquire them and how to successfully integrate them.

ORGANISATION

Organisations need to devise new ways of working, empowering leadership and professional and patient collaboration to respond to the new context and challenges facing healthcare.

1.2. Industry Sessions

Case studies of companies that help to transform the health system by innovating how we provide our services and products.

1.3. Satellite Events

Synergies with other conferences and events run by respected institutions. The perfect complement for MIHealth Forum.

2. Exhibition and Networking

All of the industry's most important professionals together in one place at one time. MIHealth Forum offers a wide range of activities and tools that promote the exchange of knowledge, the creation of contacts and generate business opportunities.

2.1 Exhibition

Extend your professional network of contacts in the exhibition areas. Sell and prescribe your products and services and present your latest developments to the different members of the sector.

2.2 Close Connections

Take part in small group sessions with members of the International Scientific Advisory Board, who will share their knowledge and experience in relation to innovation and health care management. A unique opportunity to take part in international projects.

2.3 Meetings programme

Arrange private meetings with speakers, visitors and exhibitors to exchange information that enhances mutual knowledge. In addition, discover project partnerships and find fantastic business opportunities.

The results consolidate us as the benchmark

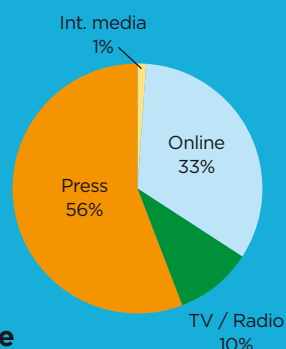
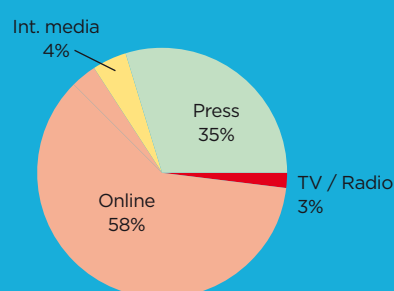
895
visitors to
MIHealth

600
visitors
Satellite
Events

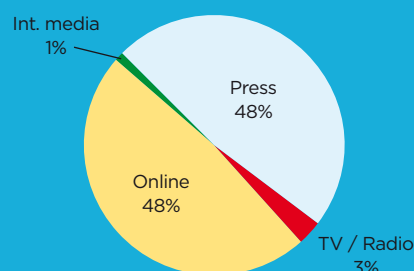
1,495
TOTAL
visitors

Num. notifications

Economic value



Audience



Coverage by media channel

	Num. notifications	Economic value	Audience
Press	89	€399,190	23,243,564
TV / Radio	8	€71,688	1,647,000
Online	147	€236,158	23,216,340
Int. media	9	€3,736	613,582
TOTAL	253	€710.772	48,720,486

Social media figures

	2012: close edition	2013: Current figures	% growth
(Followers)	477	1105	132%
(Contacts)	712	2,067	190%
(Group members)	238	525	121%
(Subscribers)	6	14	133%

International Scientific Advisory Board

This advisory board is comprised of a select group of representatives of international institutions that add a high quality international element to the conference programme and the visitor experience.



MIHealth Innovation Awards

They are designed to raise awareness and interest in the most innovative projects in the healthcare area and to recognise the transforming spirit of entrepreneurs.



Why take part?

- It is the **only across-the-board forum** attended by all of the professions involved in **clinical innovation** and **healthcare management**.
- Efficiency, innovation and technology** are the way to improve current healthcare systems.
- The members of the **national and international Scientific Committee** are **highly respected** in the sector.
- The speakers and the themes at MIHealth are **opinion leaders** in the sector internationally.
- Large companies and the public administration are actively involved in projects seeking to **improve the efficiency of the sector**.
- You will be able to find out about and take part in **projects** being run **internationally**.
- You will multiply your presence in the media and will **improve your company image** thanks to the MIHealth communication campaign.
- We generate **unique opportunities for top-rate networking** that will allow you to widen your contacts (Close Connections, lunch with speakers, members of the ISAB or VIP Buyers).

You will be able to give **presentations about your projects** through the Industry Sessions.

Companies taking part in the last edition

partners

accenture > SIEMENS

gold sponsor

Deloitte.

silver sponsor

avanade® ORACLE Integrated Health QUALCOMM LIFE

bronze sponsor

Canon CLINICAL® ferrer indra MSD

standard sponsor

AGFA HealthCare Almirall AstraZeneca BIOH.M. capsula inventias OLYMPUS orange Palex SAR STANLEY Healthcare Tunstall televidea Vifor Pharma

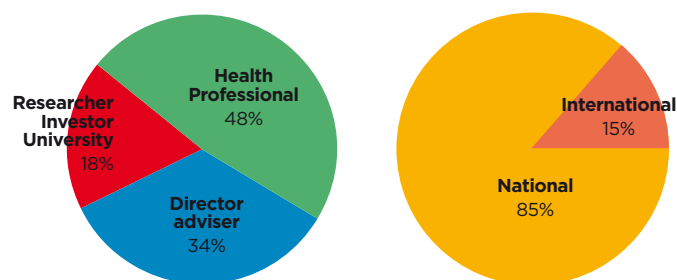
Institutional profile

Public and private hospitals
Primary health centres
Insurance company care centres
Public and R&D centres
Public administration
Diagnostic/surgical centres
Residential homes for the elderly
Foundations
Medical social networks
Insurance companies
Patient's associations



Visitor profile

Managers and advisers
Doctors and health professionals
Hospital directors
Research centre directors
Innovation centre directors
Public authorities and administrations
Researchers and universities



Sponsorship programme

PARTNER

- Moderator in the plenary sessions
- Speaker in the parallel sessions
- Branding & Marketing (logo on communications and mention in social media)
- Networking: agenda, Close Connections, access and table in the VIP room
- Hospitality: premium positioning in the exhibition area
- MIHealth Innovation Awards
- B2B meetings: option to take part in the activities with international speakers
- Table in the Networking Lunch
- 200 passes for delegates
- 10 passes for the exhibition area with access to the congress
- 30 Networking Lunch tickets

Price: **€50,000**

GOLD

- Speaker in the parallel sessions
- Branding & Marketing (logo on communications and mention in social media)
- Networking: agenda, Close Connections, access to the VIP room
- Hospitality: preferential positioning in the exhibition area
- MIHealth Innovation Awards.
- Table in the Networking Lunch
- 150 passes for delegates
- 8 passes for the exhibition area with access to the congress
- 20 Networking Lunch tickets

Price: **€22,000**

SILVER

- Option to organise an Industry Session
- Branding & Marketing (logo on communications and mention in social media)
- Networking: Close Connections, access to the hall
- Hospitality: preferential positioning in the exhibition area
- MIHealth Innovation Awards
- 100 passes for delegates
- 8 passes for the exhibition area with access to the congress
- 10 Networking Lunch tickets

Price: **€16,000**

BRONZE

- Hospitality
- Branding y Marketing (logo on communications)
- Networking: Close Connections
- MIHealth Innovation Awards
- 50 passes for delegates
- 4 passes for the exhibition area with access to the congress
- 6 Networking Lunch tickets

Price: **€10,000**

Exhibitor categories

Standard

- Stand
- MIHealth Innovation Awards
- 10 passes for delegates
- 2 passes for the exhibition area with access to the congress and Networking Lunch
- Logo on the website, presence in the visitors guide and entry banner

Price: **€5,000**

Start-up

- Counter
- MIHealth Innovation Awards
- 2 exhibitor passes
- Logo on the website, presence in the visitors guide and entry banner

Price: **€1,500**

MIHealth, the leading forum in health innovation and in a strategic location: Barcelona



INSTITUTIONAL PARTNERS



STRATEGIC PARTNERS



MIHEALTH COMMUNITY



To take part or for further information,
please contact our sales team:

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Fira Barcelona