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**CONFERENCE AND EXPO**

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APRIL 27-29, 2015 | HOUSTON, TX

## **Emerging U.S. Health Threats to be Explored at MEDICAL WORLD AMERICAS 2015**

Lessons learned from Texas Ebola outbreak analyzed, discussed by global health care leaders at April conference

HOUSTON, TX – December 11, 2014 – Even though TIME magazine named “the Ebola fighters” as the [2014 Person of the Year](#), the Ebola outbreak proved the health care community has work to do. At the MEDICAL WORLD AMERICAS (MWA) 2015 conference and expo, industry leaders will collaboratively discuss this and other pressing health care challenges, lessons learned and breakthrough innovations they can implement immediately. As TIME says in the announcement, “This was a test of the world’s ability to respond to potential pandemics, and it did not go well.”

Now it is more important than ever for health care professionals to work together to protect the health of our communities and country. Leading experts will convene at MWA from **April 27-29 at the George R. Brown Convention Center in Houston** to explore innovations in health care through three plenary sessions:

### Session 1 – Collaborating to Address Health Problems

- **The First Annual TMC Health Policy Institute Health Care Survey: What Patients Really Want in Their Health Care System**  
Tim Garson, M.D., M.P.H., Texas Medical Center
- **Clinton Health Matters Initiative: Houston and Harris County Blueprint for Action**  
Sue Siegel, CEO, GE Ventures & Healthymagination  
Rain Henderson, CEO, Clinton Health Matters Initiative
- **Beyond the Headlines: Critical Questions Facing Health Care Executives Today**  
Robert Robbins, M.D., President and CEO, Texas Medical Center (moderator)  
Ron DePinho, M.D., CEO, UT MD Anderson Cancer Center  
Dan Wolterman, CEO, Memorial Hermann Health System  
Paul Klotman, M.D., President and CEO, Baylor College of Medicine  
Marc Boom, M.D., President and CEO, Houston Methodist Hospital

### Session 2 – Game Changers in Healthcare

- **Smart Technology**  
Rafael Grossmann, M.D., Eastern Maine Medical Center
- **No Longer Science Fiction - Emerging Infectious and Tropical Diseases and the New Realities and Risks of World-Wide Pandemics**  
Brett P. Giroir, M.D., Texas A&M Health Science Center (moderator)

### Session 3 – Data Driven Healthcare

- **Leveraging Big Data to Drive Research Discoveries**  
Jeffrey Hammerbacher, Mount Sinai Hospital
- **Transforming Big Data into Clinical Practice**  
Atul Butte, M.D., Ph.D., Stanford University and Lucile Packard Children's Hospital

“MWA 2015 is convening experts who are on the front line of transforming how we practice medicine,” said Robert Robbins, M.D., President and Chief Executive Officer of Texas Medical Center and Chairman of the MWA Executive Committee. “From the man who led the response to the Ebola outbreak in Texas, to the doctor who performed the first surgery using Google Glass, this forum will share practical and exciting breakthroughs in how we care for patients.”

Conference participants will be the first to learn about the results of a landmark survey that explores what patients are seeking in their health care experience in 2015 and beyond. Tim Garson, M.D., M.P.H., of Texas Medical Center, will provide insights into the broader implications of these findings and how health care practitioners can address them.

As part of MWA, participants will also experience a comprehensive view of the future of the industry through an expansive showcase which includes hundreds of state-of-the-art medical devices, technologies, products and services. In addition, at least nine physician and nursing sessions will offer continuing education credits for attendees.

MWA launched last year as a unique collaboration between the Greater Houston Convention and Visitors Bureau (GHCVB), Germany-based Messe Duesseldorf, the Texas Medical Center and Houston First Corp. The inaugural session brought together a diverse group of over 2,000 medical professionals from 33 countries, including the U.S.

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#### **About MEDICAL WORLD AMERICAS**

MEDICAL WORLD AMERICAS (MWA) is advancing the health of our communities by providing an annual health care educational forum and product innovation showcase that fosters collaboration among clinical and administrative professionals from the public and private sectors and the world of academia. MWA 2015 will be held April 27-29, 2015 at the George R. Brown Convention Center in Houston. Presenters and exhibitors will showcase important clinical and research breakthroughs that are revolutionizing medicine.

More information is available at [MedicalWorldAmericas.com](http://MedicalWorldAmericas.com).