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CONFERENCE AND EXPO

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APRIL 27-29, 2015 | HOUSTON, TX

Major Corporations Sign On to Sponsor MEDICAL WORLD AMERICAS

Conference & Expo Announces Partnerships with GE Healthcare, PwC, and Emirates Airline

HOUSTON, TX – February 18, 2015 – Leading healthcare professionals will convene to help address the most common and costly healthcare challenges at the **MEDICAL WORLD AMERICAS (MWA) 2015 conference and expo, April 27-29 at the George R. Brown Convention Center in Houston**. In its second year, MWA is pleased to announce GE Healthcare (NYSE: GE) as a Cornerstone Sponsor and PwC and Emirates Airline as Premier Sponsors, among other distinguished healthcare sponsors.

GE is ranked 9th among the *Fortune* 500 and is known for its transformational medical technologies and services that are shaping a new age of patient care, including medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, biopharmaceutical manufacturing technologies, performance improvement and performance solutions services.

GE Healthcare's General Manager, Dell Boyer, explains, "GE Healthcare has a vision for the future that includes reducing costs, increasing access, and improving quality care around the world. These are exactly the discussions that are happening at Medical World Americas. We believe that by working together, we can accelerate progress."

PwC, ranked the 5th largest private company in America by *Forbes*, is also one of the largest healthcare professional services firms, with experience helping clients such as payers and providers in areas including advisory, tax and assurance. Emirates, named the world's most valuable airline brand by *Brand Finance*, offers twice-daily flights to Houston from Dubai using a state-of-the-art fleet.

"Healthcare challenges vary around the world," said PwC Principal, Larry Hanrahan, MD.

"However, we find that our clients share a common goal of collaborating to deliver quality care

to the greatest number of people at the lowest cost, and achieving extraordinary value for patients and their families.”

MWA also announces the additional sponsors that have signed on to connect conference attendees to practical and exciting breakthroughs in healthcare.

- Greater Houston Partnership
- Symplr
- Houston Community College: Coleman College for Health Sciences
- FKP Architects
- Walter P Moore
- WHR Architects

“MWA was born out of a collaboration between Texas Medical Center, the world’s largest medical center, and the founders of MEDICA, the world’s largest medical event,” said Robert Robbins, M.D., President and Chief Executive Officer of Texas Medical Center and Chairman of the MWA Executive Committee. “Through this collaboration, our attendees—a diverse group of healthcare professionals—and our valued sponsors are able to take advantage of a unique opportunity to share new innovations and technology that impact healthcare on a national level. We are able to further strengthen our ability to address the most pressing health concerns right here in Houston.”

From the findings of a landmark study on patient experience to the man who led the response to the Ebola outbreak in Texas, MWA 2015 will share insights that attendees can take back and put to use right away. Recognized leaders will explore developments in genomics, big data, connected health and health policy that are transforming patient care, while simultaneously creating unique challenges in the privacy of personal data and medical ethics.

As part of the conference and expo, 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.

Launched in 2014, MWA is 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 www.MedicalWorldAmericas.com.