



For media inquiries, contact:
Laura Jones
VP, Dancie Perugini Ware PR
713-224-9115
ljones@dpwpr.com

For conference inquiries, contact:
Steve Miller
MWA Show Director
713-437-5551
smiller@medicalworldamericas.com

FOR IMMEDIATE RELEASE

Medical World Americas Opens Registration for 2016 Conference & Expo *Event to Showcase Innovation Through Disruption and Discovery*

HOUSTON, TX (March 14, 2016) – [Medical World Americas \(MWA\)](#) has opened registration for the 2016 Medical World Americas Conference & Expo. The third annual conference invites leaders from across life sciences to engage in discussions on the latest innovations that impact the health care industry through TED-style sessions and co-located meetings and events. Medical World Americas will be held May 18-20, 2016, at the George R. Brown Convention Center.

Produced in collaboration with the Texas Medical Center (TMC), the conference offers a cutting-edge program specifically designed for both clinical and administrative health care professionals. Focused on the theme, “Innovate: Transforming Health Through Disruption and Discovery,” the 2016 program will spotlight the latest research, strategies, policies, technologies and procedures advancing healthcare. Conference topics will also address ethics and policy implications of these transformative innovations.

“The life science industry is central to Houston’s economy and we knew it was important to create an environment for health professionals of all backgrounds to network and learn about the latest, cutting-edge transformative health initiatives,” said Robert C. Robbins, M.D., president and CEO of TMC. “Medical World Americas provides a unique opportunity once a year for life science professionals to get out of the lab, hospital or clinic and come together to share ideas on medical trends, solutions and technology that can further enhance modern medicine that will improve human health. It breaks barriers and inspires collaboration within the medical community, leading to solutions and opportunities that can impact the future of wellness and health care delivery.”

Medical World Americas presents an enhanced education environment, featuring world-class presentations by a distinguished roster of industry innovators. Headlining the event is inventor Dean Kamen who will deliver the keynote address on Thursday morning. Kamen’s passion for technology and its practical uses has driven his pursuit to initiate global change and he’ll talk about some of his medical innovations from among his 440 patents. His recent projects include portable energy and water purification for the developing world and the prosthetic arm for maimed soldiers.

During the conference, Dr. Arthur “Tim” Garson, Director of the TMC Health Policy Institute, will unveil the results from the second annual *Texas Medical Center Consumer Health Report*, a nationwide survey initiated by the TMC Health Policy Institute to reveal attitudes and behaviors of the health care industry, assessing their attitudes and behaviors towards health insurance.

As a collaborative partner, TMC will host several special events throughout the conference that showcase MWA's initiative to inspire new solutions, applications and opportunities in the health care industry:

- **The TMC Texas Pitch Event** invites start-up companies and incubator programs to compete for cash prizes as they present their medical technologies and health care solutions to an audience of key health system stakeholders and health care professionals.
- **The TMC Student Poster Session** offers current students of TMC institutions the opportunity to submit original abstract posters relating to the conference theme, "Innovate: Transforming Health Through Disruption and Discovery," The call for abstracts for both competitions ends April 1.

In addition to original content produced by MWA, several groups will co-locate events to further the attendee educational experience and exchange between members of leading organizations. This year's roster includes:

- **The American College of Healthcare Executives - South East Texas Chapter** will fully integrate its annual conference with MWA over all three days.
- **PricewaterhouseCoopers, LLP (PwC)** will offer an invitation-only forum for Health CEOs on Wednesday, May 18.
- **The Texas Tribune and Houston Community College - Coleman College** will all offer co-located programs on, May 19.
- **The Greater Houston Partnership/Opportunity Houston and the American Marketing Association of Houston** will offer co-located programs on Friday, May 20

New to this year's conference, the Medical World Americas Job Fair will take place and is free to all participants. Hiring managers from various medical institutions will be on hand to host interview sessions with mid-career professionals and health care students graduating from their program.

The sponsors for the 2016 program include PwC, GE Healthcare, Opportunity Houston, 3M, Cardno, FKP Architects, HCC Coleman College, HOAR Construction, *Houston Medical Journal*, Job Medic, Steelcase Health/McCoy WorkPlace Solutions, Walter P. Moore, WHR Architects, Institute for Spirituality, LifeGift, Memorial Hermann Health System, Ronald McDonald House, Texas Children's Hospital, the TMC Library, Texas A&M Health Science Center, UTMB Health and University of Houston

For more information, please visit <http://www.medicalworldamericas.com/>.

About Medical World Americas

Convening May 18-20, 2016, at George R. Brown Convention Center in Houston, Medical World Americas (MWA) unites public and private sector health care leaders for a collaborative exchange of ideas and innovations focused on advancing the health of our communities. The event is produced in collaboration with the Texas Medical Center by Messe Düsseldorf North America and Houston First Corporation. www.medicalworldamericas.com

###