



## TO THE PRESS

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### Announcing eHealth Week Croatia

Today the Ministry of Health of the Republic of Croatia, in its capacity of hosting the Presidency of the Council of the European Union, announced that it will be celebrating the 10th anniversary of the renowned eHealth conference, Europe's largest high level digital health event.

President of the European Commission, Ursula von der Leyen, recognized the need for continued focus on e-health in her Political Guidelines for the European Commission 2019-2024, pointing out,

"We need to make the most of the potential of e-health to provide high-quality healthcare and reduce inequalities. I want you to work on the creation of a European Health Data Space to promote health-data exchange and support research on new preventive strategies, as well as on treatments, medicines, medical devices and outcomes. As part of this, you should ensure citizens have control over their own personal data."

Croatia has for many years been seen as an advanced European country in terms of digital health maturity and provisioning of e-health services, and recently Croatia stole many media headlines by announcing its ground-breaking cross-border e-prescription capabilities. Croatia ranks 10th in the EU as regards online users, 97% of general practitioners use e-prescriptions and 51% of them exchange other medical data.

Croatian Health Minister Assoc. Prof. Vili Beroš, MD, PhD, said: "Digital maturity and innovation in the health sector are not advancing as much as in some other sectors, but we have now reached a time when we have to start systematically shaping safe and inclusive digital health solutions for all. European and global health systems are under rising pressures and change must happen now in the adoption of digital health to modernize health systems and health services delivery. It is our goal to use eHealth Week Croatia to invite best practices from all over the world to Croatia to engage with our European digital health community and foster European and International partnerships. We want to accelerate the maturity and usage of digital solutions in health so we together can solve some of the greatest challenges our healthcare systems are facing."

2020 will also mark the first time for AHIMA (the American Health Information Management Association) as the official co-organizer of the high level eHealth conference. AHIMA is a not-for-profit membership association representing more than 103,000 health information professionals around the world and brings over 90 years of knowledge and experience in Health Information and its vast network to the eHealth week Croatia conference.

AHIMA CEO Wylecia Wiggs Harris, PhD, CAE, states, “I am thrilled that AHIMA has been selected to support the government of Croatia to host this important event. I look forward to sharing our knowledge and experience with the European Member States and to building lasting partnerships with European stakeholders where we can learn and support each other in achieving our common goal of providing better health outcomes for all citizens.”

eHealth Week Croatia will be held in picturesque Rovinj on 15-17 April, 2020. The event will include the annual High Level Meeting on eHealth, gathering high level delegates from all EU and EFTA Member States, as well as regular eHealth Network meeting, the Croatian Hospital Days event and Aging 2.0 European Summit. Furthermore, the conference is expected to gather around 1000 delegates from Europe and beyond. The conference will also include an exhibition and numerous networking opportunities.

The main theme for eHealth Week Croatia is “Trusted Information Transforming Health & Care for All”, with special focus on European Health Data Space, Interoperability and Workforce Development for the future.

Visit the website for more information: [www.ehealthweekcroatia.org](http://www.ehealthweekcroatia.org) or contact:

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