



Personal Connected
Health Alliance



**CONNECTED
HEALTH
INDIA**

SUMMIT & AWARDS

30th November, 2018 Sofitel - BKC, Mumbai

An Initiative of PCHAlliance India & DigiPharmaX

Registrations & Nominations for Awards Open !

Visit www.digipharmax.com for nomination

Healthcare has to move from being acute and reactive to being proactive and preventive! Smartphones enabled with cutting edge technology have taken over our lives & made Connected Health a reality. In simple words, Connected Health is about linking every aspect of healthcare, ensuring integrated care & health outcomes across patient populations.

Indian Healthcare industry is poised for implementing Connected Health strategies for better patient care. The hospitals have started incorporating cutting edge patient management systems for better patient care. Pharmaceutical companies are increasingly looking at 'Beyond the Pill' approach to provide comprehensive disease management for the patients. Digital Health companies are working towards disease specific devices & applications.



In its third edition, **DigiPharmaX** is proud to partner with Personal Connected Health Alliance (**PCHAlliance**) - A US based organisation formed by **HIMSS** (Healthcare Information & Management Systems Society) to bring the prestigious Connected Health Summit & Awards to India.

Connected Health Summit is a leadership event focused on the future of technology-enabled health and wellness to improve health outcomes, in US & Europe. India's First Connected Health Summit will provide the much desired platform for thought leaders in Healthcare to engage with one another, share the collective wisdom with the key stakeholders (Hospitals, Doctors, Pharmaceutical & Digital Health companies) to come together, discuss and brainstorm about the adoption of digital tools across the continuum of care.

We are pleased to invite you to be a part of this important Summit as a delegate, nominate your deserving Digital campaigns for nominations & stand to win the prestigious DigiPharmaX Awards and be a sponsor to cement your presence as a Digital thought leader!



DigiPharmaX Awards 2017 Winners

About Personal Connected Health Alliance (PCHAlliance)

The Personal Connected Health Alliance (PCHAlliance) is a non-profit organization formed by HIMSS (Healthcare Information & Management Systems Society) which aims to make health and wellness an effortless part of daily life.

Who Should Attend

The One Day Summit is designed for professionals from Pharmaceutical & Biotechnology companies, Hospitals, Doctors & Digital Health companies with the following responsibilities.

Leadership	Marketing	Digital Marketing	Marketing Innovation
Managing Directors, CEO	Vice President & Heads of Marketing	Digital Marketing	Customer Experience
Chief Patient Officer	Brand Management	Multi Channel Marketing	Customer Engagement
Chief Digital Officer / Digital Innovation		Integrated Marketing	Mobile Marketing
Director & Founder			
Business Unit Directors			
Commercial Excellence Directors			

Reasons to Attend

- Understand how to implement 'Beyond the Pill' approach for Comprehensive Disease Management from Pharmaceutical & Digital Health companies who have implemented them successfully.
- Understand the new technologies being used in Healthcare from the thought leaders at the forefront of Digital Innovation.
- Understand how to make Patient the focal point of the business & build the continuum of care around them.
- Understand the implications & opportunities offered by the revolutionary Ayushman Bharat (PM JAY program) & the various Digital Health initiatives of the Gol.
- Understand the cutting edge Digital Health devices in India, Apps & their application for comprehensive disease management.

SESSIONS AT CONNECTED HEALTH SUMMIT 2018

Session 1

Revolution in Healthcare - Ayushman Bharat (Pradhan Mantri Jan Arogya Yojana) & Digital Health India Initiatives

Three Keynote addresses on :

- Ayushman Bharat now renamed as Pradhan Mantri Jan Arogya Yojana (PM JAY)
- Opportunities presented by PM JAY for the key stakeholders.
- Digital health Initiatives under Digital India

Session 2

Role of Emerging technologies in Connected Health

Keynote address by

Michael Kirwan

Vice President Continua,
PCHAlliance (USA)

CXO Panel discussion will cover applications of AI, Blockchain, AR & VR in Healthcare

Session 3

Connected Health @Point of Care

Keynote address on Connected Health @Point of Care

CXO Panel will have representation from Hospitals, Pharmaceutical companies, Digital Health companies, Digital Media & the all important Patient Voice. Each sector will delve into what Connected Health means for them, journey so far & the ground to be covered to make connected health a reality !

