

JSPH and the America-Israel Chamber of Commerce Host Health IT Conference

Health care is big business in Philadelphia, and nowhere was that more apparent than at a conference hosted November 16, 2011 by the America-Israel Chamber of Commerce (AICC) and the Jefferson School of Population Health (JSPH).

A delegation of 11 Israeli health IT and healthcare technology companies visited the City that day, making a case for regional healthcare companies to adopt their software systems and applications and for investors to park their capital with them. Many of the companies presenting – including Mediviz Systems and Safend – have already established partnerships with healthcare providers in the

US. Other companies, such as CureMyWay, an early stage start-up seeking an investment of \$1 million to \$2 million for a digital health platform to help people make informed decisions about their care, are still hoping to get their foot in the door.

“There are very few cities that could sponsor and fill an auditorium with investors interested in health information technology companies, with potential application to the American healthcare system,” said David B. Nash, MD, MBA, dean of JSPH. “Health care is the biggest industry in Philadelphia, so it was no surprise that this town was able to pull off a day like we just had.”

During a kickoff event for the conference, regional health leaders were honored by the AICC for achievements in health-related collaborations between Israel and the Philadelphia region. These honorees included: Dr. Alberto Equenazi, Director, Moss Rehabilitation; Harry Lukens, Chief Information Officer, Lehigh Valley Hospital and Health Network; Dr. Banu Onaral, Director, School of Biomedical Engineering, Drexel University; and Dr. David Nash, Dean, Jefferson School of Population Health. ■