Subject: Invitation to an Information session about “Digital Health for Rural Communities: Potential, Trends and Challenges”, ITU, Geneva, 17 September 2010, 10:00am-12:30pm.

Dear Sir, Dear Madam,

I have the pleasure to invite you to attend an Information session about “Digital Health for Rural Communities: Potential, Trends and Challenges” that will take place on Friday, 17 September 2010 from 10:00am to 12:30pm at ITU Headquarters in Geneva, Montbrillant Building, Room K. The purpose of this session is to share with you new potential and trends of using information and telecommunication technologies and especially mobile technology to improve healthcare delivery and to catch up with the 2015 deadline for achieving the health-related Millennium Development Goals (MDG).

Broad agreement exists that the information and telecommunication technologies have the potential to transform health care delivery and produce great improvements in efficiency and effectiveness of health care system in any country. A large segment of the patient population can be treated at a distance in their homes and communities, with access to expert care through telecommunication channels. It also increases access to patient information and improve data accuracy, reduce errors, and results in overall improvement of patient care. eHealth’s role in clinical care, medical education, research, and training in health care sector continues to grow with accelerated speed.

The session is in line with the new Resolution on eHealth that was adopted at the World Telecommunication Development Conference WTDC-10 in Hyderabad, India which instructs the Telecommunication Development Bureau (BDT) to work with all stakeholders to identify and develop models for sustainability of eHealth applications, particularly in remote and rural areas of developing countries and using the potential of mobile eHealth. Please find attached the session agenda in the annex.

I hope you will be able to accept our invitation to attend this important session. Please confirm your participation by filling the on-line registration form available at: http://www.itu.int/itu-d/cyb/app/e-health/register_sept10.html. If you have any questions or require further information, please do not hesitate to contact Mr. Hani Eskandar at Hani.Eskandar@itu.int.

Best regards

[Original Signed]

Sami Al Basheer Al Morshid
Director

Annex
ANNEX

Digital Health for Rural Communities: Potential, Trends and Challenges

ITU, Geneva, 17 September 2010, 10:00am-12:30pm

Montbrillant building, Room K

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Session agenda:

- Opening Remarks: Mr. Sami Al Basheer, BDT Director
- eHealth and mHealth for maternal and child health, best practices and challenges, WHO
- Mobile eHealth clinics and terminals for medical assistance at remote sites or during emergency responses, Russia
- Review of eHealth projects in selected developing countries, ITU-D Study Group 2, Q14-2/2
- Developments in mobile Health including embedded mHealth applications, GSM Association (TBC)
- Scaling up eHealth: the need for an eHealth Roadmap, ITU
- Closing remarks