



# Hospitalar, Brazil 16 – 19 May 2017

***Healthcare UK and the Department for International Trade are organising a trade delegation of British Digital Health organisations to Hospitalar 2017.***

The mission will be led by NHS Digital's Director of Digital Transformation, Beverley Bryant and feature around 10 of the most innovative organisations in the healthcare technology space. We would like to invite expressions of interest from private and public bodies who would like to join the delegation.

## **Why you should join**

Hospitalar is the key event for the healthcare sector in the Americas, and entry point for the South American market. It is the largest healthcare trade show in Latin America, attracting over 90,000 professional attendees with 50 talks, seminars, workshops and meetings focused on healthcare.

The Brazilian healthcare market is the largest in Latin America, with a total spend of US \$195.7 bn in 2014. The public healthcare system (SUS) is based on the NHS system and provides universal coverage, free at the point of use for over 200 million people. Brazil has a high growth rate in the over-60 population, indicating that a huge potential market exists for health products and services.

The private healthcare sector has significant purchasing power, providing coverage to around 50 million people and an annual expenditure of US \$103 bn. A recent change to Brazilian law, allowing for foreign capital investment in healthcare is driving growth in the private sector with Bupa acquiring the leading Brazilian insurer Care Plus and United Health Group acquiring Amil last year.

The current Health IT market size is estimated at between US \$500 million and \$1 billion with significant growth forecasted. The health app market in Brazil is expected to reach \$46.6 million by 2015 and a national plan for investing in EHR development country-wide across all levels of government will lead to significant commercial opportunities for overseas organisations.

**16 – 19 May 2017  
11am – 8pm**

## **Find out more**

DIT will be holding a webinar with further details on 15<sup>th</sup> March 12:00 -13:00.

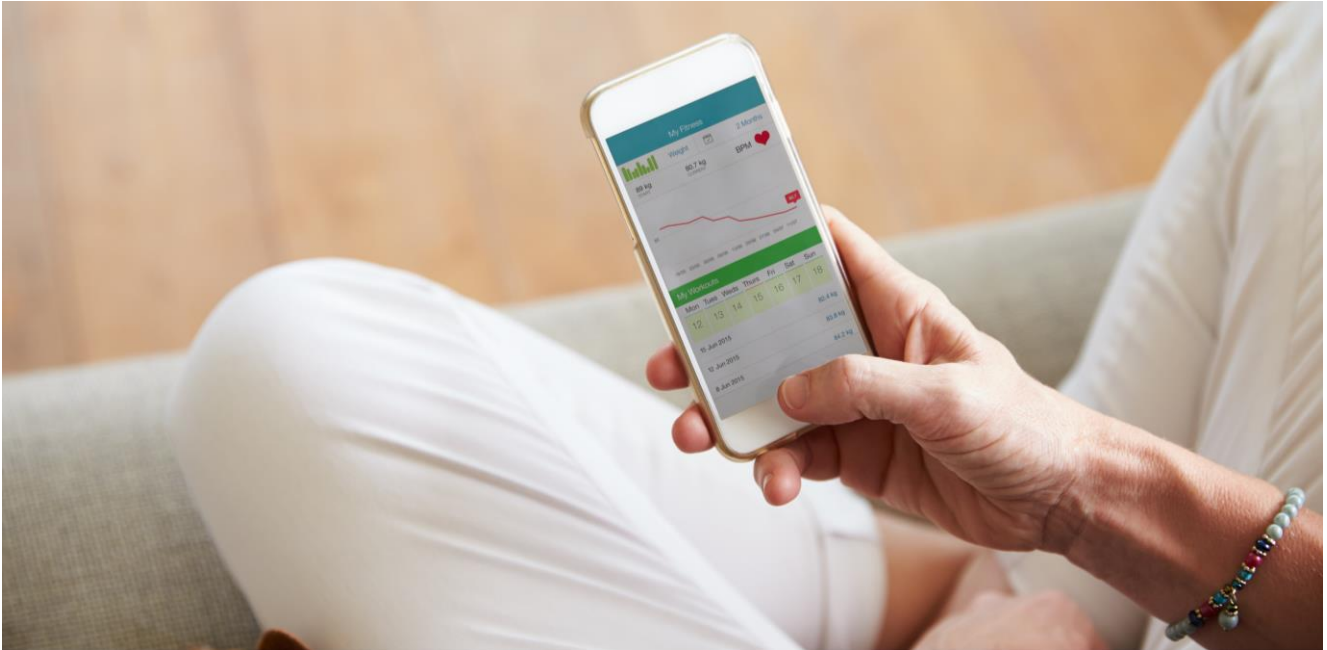
Please register for the webinar [here](#) by 12 noon on Friday 10<sup>th</sup> March 2017.

## **Register your interest**

Please register your interest in the mission by emailing [sophie.roscoe@trade.gov.uk](mailto:sophie.roscoe@trade.gov.uk) by 31 March 2017.

## The event and mission

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The themes of the conference this year are Digital Health and Hospital Management, which reflects the business trends in the LATAM healthcare arena.

We are particularly interested in inviting technology suppliers and healthcare management experts with a focus in:

- Remote care through Telemedicine and Telehealth
- Automated quality and performance management of healthcare service delivery
- Clinical Decision Support
- IT systems focused on procedural, financial and administrative matters and those focused on the clinical management of patients
- Smart emergency and ambulatory care
- Apps targeting the self-care promotion of health
- Modelling of Integrated Healthcare delivery
- Primary care strengthening services

The mission will provide delegates with entry to the event, access to invitation-only networking sessions and a showcase opportunity (limited places only) within the UK pavilion.

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**HealthcareUK**