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Missão Diplomática dos Estados Unidos no Brasil



U.S. Commercial Service Organizes Third Annual Health IT Trade Mission to Brazil

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The U.S. Commercial Service of the United States Mission in Brazil is organizing the Third Annual Health IT Trade Mission to Brazil September 26-30. The trade mission will build on the last two years events to increase U.S.-Brazil health care cooperation, introduce U.S. health IT companies to Brazilian health care stakeholders and showcase U.S. health IT solutions. The trade delegation, composed of eight leading U.S. health IT companies and one university, will spend five days in Sao Paulo and Recife to meet hundreds of Brazilian government policymakers, regulators, hospital CEO's and CIO's, health care practitioners and other industry officials. The U.S. health technology companies will learn firsthand about the Brazilian healthcare sector and share best practices. The program will include round table discussions with Brazilian hospital CEO's, hospital technical site visits and a symposium at the Hospital Innovation Show organized by Live Healthcare Media.

U.S. Consul General Ricardo Zuniga said, "U.S.-Brazil health care cooperation continues to be a major component of the U.S.-Brazil relationship. Over the past year, the U.S. and Brazil have held high-level discussions to cooperate on the fight against the Zika virus. Our two governments have collaborated on studies related to Zika virus infections and birth defects and recently the U.S. Government announced it would contribute US\$ 3 million to the Institute Butantan to expand Brazil's vaccine production capability". He added, "This is the third straight year that the U.S. Commercial Service at the U.S. Consulate has organized a world class delegation of health IT companies to come to Brazil. As a result, our two healthcare communities are able to learn from each other, which will ultimately benefit our citizens."

Brazil continues to build its health IT infrastructure. The Government of Brazil recently published minimum data requirements to develop a national public health electronic health record. Just this year Brazil added five more hospitals to the prestigious list of Health Information Management Systems Society's Electronic Medical Record Adoption Model level 6. According to Commercial Consul Everett

Wakai at the U.S. Consulate General in Sao Paulo, “Brazil has demonstrated a keen interest and willingness to make the digital transformation in the healthcare sector. So we have worked to support Brazil’s progress by organizing public hearings with Brazilian legislators and healthcare technology experts and coordinating Brazilian health delegations to HIMSS, the world’s premier health IT event in the U.S.”

One of the highlights during the weeklong mission will be the Hospital Innovation Show (HIS), Latin America’s leading health innovation conference. The Commercial Service at the U.S. Consulate will organize a symposium, “Building a 21st Century Healthcare System” at HIS, which will feature the U.S. health technology delegation. These U.S. companies will discuss some of the most advanced health technology solutions and practices such as value-based care, precision medicine, population health management, patient engagement, health data interoperability, analytics and mobile-health.

The trade mission will include an all-star lineup of sponsors including Intel Gold Sponsor and Abbott, Oracle, and UnitedHealth Group, Silver Sponsors. Several leading innovative U.S. health IT companies such as Boston Scientific, Dimensional Insight, Keck Medicine, Infor and 3M Health Information Systems will also join the delegation. Major supporters of the weeklong events include Live Healthcare Media, the Brazilian Health Informatics Association (SBIS), HL7 Brasil, Health 2.0 Latin America, Brazilian Health Industry Innovation Alliance (ABIIS) and Brazilian Association for High Tech Medical Products (ABIMED).

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