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CONFERENCE AND EXPO

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APRIL 27-29, 2015 | HOUSTON, TX

MEDICAL WORLD AMERICAS Attendees Address Biggest Healthcare Challenges
Annual Educational Forum Shares Medical Breakthroughs and New Technologies

HOUSTON, TX – April 30, 2015 – With a roster of 2,319 healthcare professionals, the 2015 MEDICAL WORLD AMERICAS (MWA) Conference and Expo was held at Houston’s George R. Brown Convention Center April 27-29, 2015. A diverse group of attendees, ranging from clinicians and administrators to supply chain and association executives, gathered to address solutions to the pressing health concerns facing us today.

“We’re honored to host medical professionals at MEDICAL WORLD AMERICAS every year in Houston, the nation’s healthcare capital,” said Robert Robbins, M.D., President and Chief Executive Officer of Texas Medical Center (TMC) and Chairman of the MWA Executive Committee. “In addition to collaborating on today’s healthcare challenges at the second annual conference, attendees had the chance to tour some of the facilities of member institutions of TMC, which is the world’s largest medical complex, and to meet the founders of 20 of our Texas Medical Center Accelerator program’s inaugural class.”

From the man who led the response to the Ebola outbreak in Texas, to the findings of a landmark study on patient experience by the TMC, the MWA 2015 presenters shared information and ideas that have the potential to transform healthcare. The TMC survey of Texans’ attitudes towards healthcare revealed:

- *Respondents value having health insurance* – 83% say having health insurance is absolutely essential or very important.
- *Just having healthcare trumps cost and quality* – 46% felt having health insurance is most important; 27% say the total cost of healthcare is more important; 27% felt the ability to see a physician or nurse when needed is important; and quality of healthcare was dead last in importance at 0%.

- *Word of mouth is key for choosing physicians* - 31% say they would choose a physician by asking a friend/family member; 18% would choose from ratings on the internet; 16% would choose based on a recommendation from another doctor.
- *Doctors are the top health information source* – respondents defer to doctors for information; even in the internet age, only one in four say internet sources are absolutely essential/very important.
- *Prolonging life is essential* – 2 out of 3 want everything possible done to prolong life.
- *Foods that lead to obesity should be more expensive* – 52% of respondents agreed with this statement. Nearly 3 in 4 young adults (18-24) support a “fat tax.”

In addition to the eight tracks of programming, MWA 2015 included a variety of ancillary and co-located meetings and events to encourage cross-disciplinary networking. They included:

- American College of Healthcare Executives – SouthEastTexasChapter: Annual Conference on Healthcare Leadership
- Association for Healthcare Resource & Materials Management – Texas Gulf Coast Supply Chain Chapter: Supply Chain Strategies for Healthcare Challenges Education Fair
- Healthcare Design Academy: Houston
- Spain-Texas Chamber of Commerce
- Greater Houston Partnership’s – Welcome to Houston breakfast and panel

“We chose to locate our annual conference at MWA because it gave our members access to important clinical and research breakthroughs that are revolutionizing medicine, while gaining valuable CEU credits,” said Craig Cordola, President, Central/West Region at Memorial Hermann Health System and President of the American College of Health Care Executives - SouthEastTexasChapter. “Unlike most healthcare conferences, it also presented a unique opportunity for cross-professional networking.”

Other highlights included programs sponsored by the Texas Medical Center:

- Texas Medical Center Accelerator (TMCx) Pitch Event – The TMCx Pitch Event challenged TMCx company leaders to pitch their innovations to the audience. A panel of judges and the audience determined the winners of the cash prizes:
 - Adient
 - Gauss Surgical and REDOX Engine (tie)

- ishoe
- TMC Student Poster Session – With 20 student teams participating, cash prizes were awarded to the top three students for their presentations:
 - Antenor Othrell Hinton, Jr. – Estrogen responsive neurons in the medial amygdala prevent stress-induced hypertension
 - Mandar Karhade – Circulating melanoma cells predicts recurrence I stage IV in melanoma patients – cancer innovation
 - Zhijuan (June) Cao – Pharmacological hypothermia by TRPV1 agonism improves the long-term neurofunction and reduces thalamic neuron degeneration in ischemic stroke

As part of the conference and expo, participants also gained a comprehensive view of the future of the industry through an expansive exhibit showcase with state-of-the-art medical devices, technologies, products and services.

“We modeled MWA after MEDICA, the world’s largest medical event, with an intent to create a forum that would broadly appeal to industry professionals by sharing practical insights and exciting breakthroughs to help address some of the most common and costly challenges in healthcare,” said Tom Mitchell, President of Messe Dusseldorf North America.

“This show met our needs for a variety of reasons and exceeded our expectations. We were able to not only meet with key customers, as we would expect, but we also discovered new companies with emerging technologies and had an opportunity for networking with many leading health care executives,” said Jim Penrod, Director, 3M Medical Key Accounts.

MWA will return to Houston in the spring of 2016. Launched in 2014, the conference began as a unique collaboration between the Greater Houston Convention and Visitors Bureau (GHCVB), Germany-based Messe Duesseldorf, the Texas Medical Center and Houston First Corp.

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About MEDICAL WORLD AMERICAS

MEDICAL WORLD AMERICAS (MWA) is advancing the health of our communities by providing an annual health care educational forum and product innovation showcase that fosters collaboration among clinical and administrative professionals from the public and private sectors and the world of academia. MWA 2015 was held April 27-29, 2015 at the George R. Brown

Convention Center in Houston. Presenters and exhibitors showcased important clinical and research breakthroughs that are revolutionizing medicine.

More information is available at www.MedicalWorldAmericas.com.