

Global Healthcare Meets Health IT

BIO KOREA & MEDICAL KOREA INTEGRATED TRACK

April 9(Thur), 09:30 ~ 12:00 / Room.401

When it comes to IoT(Internet of things) which would be the major talking point in global IT industry, most advanced countries put their a lot of effort in IoT to take the head of global IT market. Health IT, known as Global Healthcare combined IT technology would be highly expected to market expansion based on modern people's growing interest in physical well-being as a representative convergence industry. This track, therefore, will take a sensible view of how to introduce and use IT technology in the Healthcare industry and make strategies for developing its industry. In details, it would be learned about various searching sources for healthcare service through recent its trend analysis. Moreover, having listened to the experts, this session would be opportunities to be discussed how healthcare industry integrated into IoT goes in the future with newly designated business model or existing ones in and out of Korea.

SESSION 1. CHALLENGES AND OPPORTUNITIES IN HEALTH IT AS NEW GROWTH ENGINE

09:30 ~ 11:00

Convergence of Health Technology and Information Communication Technology can be a great motive as a main topic of creative economy era, not only for the outside the country but also in Korea. First of all, in this session, it will introduce MESIA and Health IT as the new growth engine of the future industry and then, the Wearable Devices as Facilitators of Health Behavior Change. Finally, we will seek the outlook for Health IT industry for check the Insight in Health IT industry as through patent analysis.

SESSION CHAIR Soon Mahn Park, Director, Dept of Medical Device Industry, KHIDI, Korea

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| 09:30 ~ 10:00 | MESIA and Health IT as the New Growth Engine of the Future Industry
Chun T. Rim , Professor, Korea Advanced Institute of Science and Technology (KAIST), Korea |
| 10:00 ~ 10:30 | Wearable Devices as Facilitators, Not Drivers, of Health Behavior Change
Belong Jeo , Professor, Department of Family Medicine, Seoul National University Hospital, Korea |
| 10:30 ~ 11:00 | Insight in Health IT Industry as through Patent Analysis
Eric Minsoo Kang , CEO, KwangGaeTo Patent & Law Firm, Korea |

SESSION 2. INTERNET OF THINGS PRACTICAL VIEW OF THE HEALTH CARE INDUSTRY

11:00 ~ 12:00

The dramatic population increase of the elderly and the continual challenges of disease around the world, simply highlights the importance of developing the Healthcare industry through technological convergence.

In this session, we will discuss the latest trends in the Health IT industry around the world, and we will take time focusing on the competitiveness of the industry. In addition, we will look at the commercialization possibilities between IoT and Business in the Healthcare Industry.

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| 11:00 ~ 11:30 | IoT-based Medical Services, Healthcare Demonstration and Commercialization Prospects and Business Model – Smart Healthcare & Sensor Industry Outlook
Sang Dae Lee , CEO & President, IM Healthcare Co., Ltd, Korea |
| 11:30 ~ 12:00 | Health and IoT from Business Perspective
Seung Jae Song , CEO, IM Healthcare Co., Ltd, Korea |