SOCIAL-MOBILE-CLOUD MEETS MEDICINE @ TECHNION

December 17th, 2013

Kogan Auditorium Meyer Building (EE), Technion Haifa

Organizers

Deborah Estrin (CS, Cornell NYC Tech), Shie Mannor (EE, Technion), Uri Rosenschein (Faculty of Medicine, Technion)

Program

08:30-09:00 **Coffee and get together**

09:00-09:15 **Opening Remarks**
Uri Rosenschein (Faculty of Medicine, Technion)
Challenges and Needs in Today's Medicine
Eliezer Shalev (Dean, Faculty of Medicine, Technion)

Session 1 – Social Mobile (Chair: Deborah Estrin, CS, Cornell NYC Tech)

09:15-09:40 **Social Sensing to Model Health Behaviors**
Keynote speaker: Anmol Madan (Ginger IO)

09:40-09:55 **From Sensors to Sense**
Shie Mannor (EE, Technion)

09:55-10:10 **Benefits of Integrating a Patient Electronic Diary in Personalized Medicine and Multiple Sclerosis Healthcare**
Ariel Miller (Faculty of Medicine, Technion)

10:10-10:25 **The MobiGuide Project: Guiding Patients Any Time, Everywhere in a Personalized Way**
Mor Peleg (IS, Haifa University)

10:25-10:40 **Students + Smartphone = Med-apps**
Avi Mendelson (TCE, Technion)

10:40-11:15 **Coffee break**

11:15-11:30 **Hacking Health 3DayStartup Winners:**
Lior Har-Shai
Roee Iluz

11:30-12:00 **Cutting Edge Presentations, Featuring :**
Oren Fuerst (Dario LabStyle)
Omri Shor (MediSafe)- MediSafe Medication Management Platform
Arturo Weschler (Healarium)- Connecting the Dots in mHealth: The Personal Health Assistant

Session 2 – Big Data (Chair: Shie Mannor, EE, Technion)

12:00-12:25 **Big Data = Big Change for the Healthcare Eco System**
Keynote speaker: Gideon Mantel (Treato)

12:25-12:40 **Identifying Risk Factors of Medical Conditions through the Analysis of Internet Search Engine Queries**
Elad Yom Tov (Microsoft Research Israel)

12:40-13:00 **On Measuring, Modeling and Analyzing Healthcare Systems in Real-Time: From Small Measurements through Big Data to Analytics**
Avi Mandelbaum (IE, Technion)

13:00-13:45 **Lunch**

13:45-14:00 **Big Medical Data @ Work**
Offer Fabian (Medial)

14:00-14:15 **Caution: Big Data Can Have Adverse Effects on Clinical Practice**
Joachim Meyer (Faculty of Medicine, Tel Aviv University)

14:15-14:45 **Cutting Edge Presentations, Featuring :**
Ziv Meltzer (Hello Doctor)- The Challenges of Planning and Designing a Mobile Health Solution
Tal Givoly (Medivizor)- What's Wrong With Online Health Information?
Shlomzion Shen (MedAware) - Saving Lives by Eliminating Prescription Medication Errors
Rami Cohen (Telesofia) - Using Technology to Make Medical Information Clear

14:45-15:15 **Coffee break**

Session 3 – Ecosystem (Chair: Uri Rosenschein, Faculty of Medicine, Technion)

15:15-15:40 **mHealth Technology: Toward a Hospital Without Walls**
Keynote Speaker: Jonathan Javitt (Telcare)

15:40-15:55 **Real-World mHealth @ Clalit: A Revolution in Progress**
Lior Wolf (Clalit Health Services)

15:55-16:10 **"Patients" or "ePatients" Are Not a Third Person Word**
Uri Goren (E-pochondriac)

16:10-16:25 **Social-Mobile-Cloud Meets Medicine – An Investment Opportunity**
Eyal Lifshitz (Peregrine)

16:25-16:40 **Bridging the Gap in Digital Health Business Models**
Benny Zeevi (IATI)

16:40-17:50 **Closing Remarks**
Deborah Estrin (CS, Cornell NYC Tech)

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For information and registration

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