

**Prof. Hans Rosling Leads International Forum at World Health Care Congress, Apr. 21-23,  
Wash., DC**

*Medical tourism as an option for employers, best health practices from Europe, Australia, Africa and Canada featured as part of international health program at three-day conference*

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WOBURN, MA – Developing countries are not only progressing at the same rate in health as countries traditionally considered to be more developed, but are progressing at a quicker rate in some cases, says Dr. Hans Rosling, professor of International Health at the Karolinska Institute in Sweden, who will begin the 5th Annual World Health Care Congress with a dynamic visual presentation of the state of health care mobilization around the globe.

The world-renowned Professor Rosling will deliver his keynote presentation on “Global Health Trends – Debunking the Myth of ‘Developed’ Countries” at the three-day conference, and use the Trendalyzer software (recently acquired by Google), which turns complex global health trends of health and wealth into lively animations. Rosling is co-founder of GapMinder, a non-profit venture promoting sustainable global development by increased use and understanding of statistics.

Featuring more than 250 presenters from across the health care industry, the 5th Annual World Health Care Congress [www.whcc2008.com](http://www.whcc2008.com) will convene 2,000 senior-level executives from April 21-23 at Washington D.C.’s Marriott Wardman Park Hotel. In addition to Rosling’s presentation, the conference will prominently feature content on health trends from around the globe, including, Curtis Schroeder, Group CEO of Bumrungrad International in Thailand, one of the globe’s leading medical travel destinations. Schroeder will demonstrate how employers are extending benefits packages to include the medical travel options.

"Millions of individuals have already realized the benefits of healthcare outside their home country. Now U.S. employers are starting to incorporate global healthcare into their benefit options. Bumrungrad International is at the leading edge of this trend, and I look forward to presenting the most recent developments at the Congress."

The International Health Forum Includes:

Best Practices from Africa – Improving African Health Care through Private Sector Investments

Best Practices from Australia and Europe: Global Comparisons of the Medical Home’s Impact on the Quality of Care

Best Practices from Europe: Global Management of Employee Health Improvement

Reforming Cancer Care in the UK – Implementing Targeted Cost-Effectiveness Research and Delivery

Best Practices from Canada and New Zealand: Implementing a National Health Infrastructure

Key speakers include:

Curtis Schroder, Group CEO, Bumrungrad International, Thailand

Alexander Preker, Lead Economist, World Bank, Africa  
George Halverson, Chairman and CEO, Kaiser Foundation Health Plans and Hospitals, US  
David Colin Thomé, National Clinical Director for Primary Care, Department of Health, UK  
Sir Michael Rawlins, MD, Chairman, National Institute for Health and Clinical Excellence, UK  
Charles Jaffe, MD, CEO, Health Level 7, Inc., Australia  
Martin Entwistle, President and CEO, Enigma, CKM, Inc., US  
Trevor Hodge, Senior Vice President, Canada Health, Canada  
Humphrey Taylor, Chairman, The Harris Poll, Harris Interactive, US

About the 5th Annual World Health Care Congress

The 5th Annual World Health Care Congress is the most prestigious meeting of chief and senior executives from all sectors of health care. The 2008 conference will convene over 2,000 CEOs, senior executives and government officials from the nation's largest employers, hospitals, health systems, health plans, pharmaceutical and biotech companies, and leading government agencies.

Website: [www.worldcongress.com](http://www.worldcongress.com)

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