



First HealthCamp Minnesota Event Set for October 24

*Dynamic Group Discussions on the Impact of Social Media
and Mobile Technology on Health Care at U of M Health Center*

St. Paul, MN -- September 8, 2009 – HealthCamp, a dynamic format for discussing how technology and social media are impacting health care and medical issues is coming to Minnesota, Saturday, October 24. Lee Aase, the manager of syndications and social media for the Mayo Clinic will be one of two keynote presenters. There will also be three sessions covering healthcare delivery, social disease communities and medical devices, and the effect of patient blogging on doctor/patient relationships.

“The HealthCamp format is designed to provide a low cost forum for the discussion of health care, especially in areas where technology or the social web play a role. The half day session of keynotes and panels will cover issues including, cost reduction, transparency, and performance in health care,” said Albert Maruggi one of the lead organizers of the event. It is not a forum to discuss the politics of health care reform.

HealthCamp Minnesota will be held at the University of Minnesota Academic Health Center on Saturday, October 24 from 8am – 1pm. The initial sponsors of the event are include Netbriefings, www.netbriefings.com HealthPartners, www.healthpartners.com and Interval. <http://www.thinkinterval.com/>

Those who have benefited from HealthCamps in other cities include healthcare delivery and insurance professionals, patients interested in taking greater control of their health care decisions, physicians and clinical management executives, and health care marketers.

There is greater opportunity for attendees to participate and initiate discussion at these HealthCamp style events. Another keynote and additional panel speakers will be announced over the coming weeks on the HealthCamp Minnesota website at www.healthcampminnesota.org HealthCamp events were held in Boston, Philadelphia, Washington, San Francisco, and Toronto.

A volunteer-led effort, HealthCamp Minnesota is organized by Albert Maruggi, president, Provient Partners, Arik Hanson, principal, ACH Communications and Kent Bottles MD, president, Institute for Clinical Systems Improvement. Others can volunteer at the HealthCamp Minnesota website.

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