

MEDIA ALERT — MOBICON DIGITAL HEALTH CONFERENCE SCHEDULED FOR APRIL 26

MINNEAPOLIS, MN. January 25, 2016 — After a sold-out debut last year, MobCon Digital Health (mobcon.com/digital-health) returns to Minneapolis in April bringing with it national speakers sharing insight on the most provocative topics facing healthcare.

The conference founded and hosted by MentorMate, a Minneapolis-based strategic design and development agency, will integrate five educational tracks, exhibits, tech demos and attendee networking.

Last year's conference featured speakers hailing from Medtronic, the University of California, San Francisco and the FDA was attended by a robust audience of healthcare executives. Again this year, Archelle Georgiou, a physician and healthcare industry expert for KSTP-5 Eyewitness News and President of Georgiou Consulting, will emcee. Keynotes will be announced in February.

In April, the "connected patient" will be a program emphasis. Educational tracks include:

Future of Digital Health — Featuring essential elements of the digital health revolution and how the industry is poised for explosive change in delivering care.

Regulatory & Legal Compliance — Exploring the best practices for navigating regulation, from device classification to post-market surveillance, in order to gain clearance.

The Power of Data — Highlighting new approaches for combining disparate data silos into a rich source of information that provides a 360-degree view of the patient.

From Sensors to Mobile — Showcasing how wearables, sensors, wireless medical devices and mobile medical apps are being evaluated for their ability to impact the patient-to-physician experience.

Digital Health as a Business — Analyzing the complex financial, legislative and competitive pressures for the range of company sizes, entrepreneurs to large medical corporations.

DETAILS

Where: The Hyatt Regency Hotel, 1300 Nicollet Mall, Minneapolis, MN

When: April 26, 7:30am - 6:30pm

Register: Conference attendees can sign up for early bird pricing through March 15 at mobcon.com/digital-health.

About MobCon Digital Health: MobCon Digital Health is the foremost healthcare technology conference, bringing together top medical industry experts and healthcare IT innovators for a one-day event to showcase the emerging models of healthcare. Designed as a central point to engage and share innovation, best practices and digital/mobile strategies related to health and healthcare, MobCon Digital Health will empower attendees to discover new ways to improve healthcare outcomes. Learn more at mobcon.com/digital-health.