CTIA ENTERPRISE & APPLICATIONS™ 2010 to Highlight Latest Developments in Wireless Health

CTIA ENTERPRISE & APPLICATIONS™ 2010 will feature a keynote speaker, pavilion, educational track and partner event demonstrating why mobile health represents one of the industry's most important and fastest-growing vertical segments. CTIA ENTERPRISE & APPLICATIONS will take place in San Francisco at Moscone Center West October 6-8, 2010; partner events will begin October 5.

Now in its third edition, CTIA's Wireless Health Pavilion will showcase the latest products, applications and network management solutions focused on improving health and wellness. On display will be mobile solutions that remotely monitor a patient's health and daily habits, manage health records, track inventory, and a range of products and applications that support all-around physical wellness and fitness.

The health sector will also be represented on this year's keynote stage. On Thursday, October 7 at 9:30 a.m., Rusty Yeager, vice president and deputy CIO at HealthSouth, will address the role of wireless technology in health care environments. Yeager will participate as a panelist on a keynote CIO roundtable. Joining the discussion will be moderator Bob Evans, senior vice president and director of the "Global CIO" business unit for InformationWeek; John Dick, senior vice president and CIO at Western Union; and Jackie Woods, systems manager at UPS.

"mHealth is a powerful tool to deliver health care information and services directly to the patient," said Jon Linkous, CEO, American Telemedicine Association. "By integrating into mainstream consumer wireless devices, mHealth provides telemedicine services that easily fit into the patient's daily behavior and lifestyle."

For the first time, the CTIA ENTERPRISE & APPLICATIONS educational program will offer a track dedicated to mobile heath. Reflecting the growing base of medical and health professionals attending and exhibiting at the show, sessions will address barriers and pathways to market growth and highlight real-world deployment of wireless technologies effectively used by hospitals, physicians and patients to improve health care management and overall patient wellness.

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