

.theinvite



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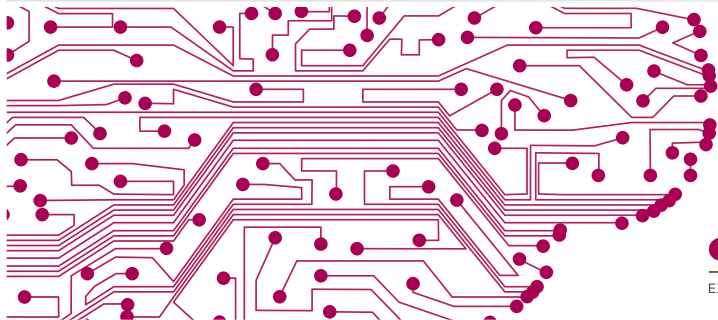
EXPLORING NEW INNOVATIONS IN MEDICINE

the .med conference

on **07.12.2012**

from **8.30am** to **4.40pm**

at the **wood quay venue, dublin 8**



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Medicine, as we know it, is undergoing a radical transformation. New innovations in technologies such as computing, design, biosensors and social media will fundamentally revolutionise the way in which we learn and practice medicine.

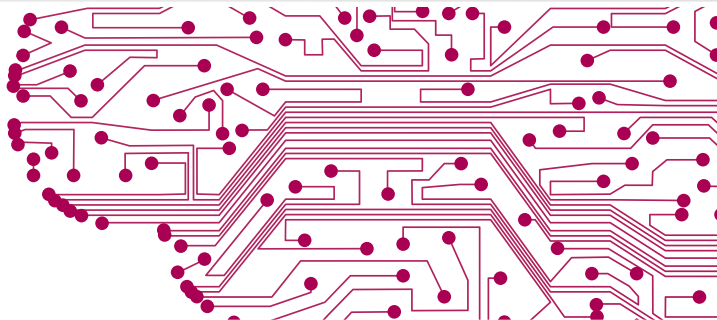
We would like to invite you to the .MED conference. Chaired by Dr. Ronan Kavanagh, this conference will bring together guest speakers in all key areas of this revolution to help guide you through these new innovations and their relevance to your healthcare.

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8.30 - 9.00	Registration/Coffee
9.00 - 10.55	Harnessing New Technologies to Improve the Quality Of Medical Care Dr. Brian McGowan (author #SocialQI), Dr. Johnny Walker (Global Health), Mr. John Brownlee (Clear.MD), Dr. Ronan Kavanagh (Rheumatologist)
10.55 - 11.10	Coffee
11.10 - 12.20	Using Mobile Phones and Apps in Healthcare Professor Declan Lyons (Docdot), Mr. Liam Ryan (GetHealth), Robert Cairnduff (3D4Medical)
12.20 - 12.40	Dance, Thinking and Hormones Dr. Peter Lovatt, (Reader in Psychology)
12.40 - 13.30	Lunch
13.30 - 15.10	Biosensors & Monitoring Patients in the Home Mr. Derek Young (i360), Dr. Philip Gardiner (Rheumatologist), Mr. Kieran Daly (Shimmer), Mr. Conor Hanley (BiancaMed)
15.10 - 15.25	Coffee
15.25 - 16.15	Where Medicine Meets Design and Mathematics Professor Barry O'Sullivan (UCC), Ms. Lekshmy Parameswaran (Fuelfor)
16.15 - 16.40	Meeting Roundup and Panel Discussion

Organising Committee

Dr. Ronan Kavanagh (Consultant Rheumatologist), Dr. Trevor Duffy (Consultant Rheumatologist),
Dr. Adrian Gibbs (Consultant Rheumatologist), Dr. Muiris Houston (Physician & Journalist),
Dr. Alan Coss, (Consultant Gastroenterologist).



the .med conference

We may occasionally keep you informed by post of our products and services which may be of interest to you. If you do not wish to receive such information, please tick here [] and return to Abbott Irl., 4051 Kingswood Drive, Citywest Business Campus, Dublin 24.

Please note this invite is intended solely for Healthcare professionals. The invitation does not extend to spouses or other accompanying persons, unless they are healthcare professionals who qualify as participants in their own right. Abbott adhere to the IPHA code of marketing practice - please see attached relevant section for your reference.

Abbott Laboratories Ireland adhere to the Irish pharmaceutical healthcare association (IPHA) code of marketing practice, Edition 7.5 regarding hospitality, sponsorship and meetings (Section 16). The relevant sections of the IPHA code of marketing practice are provided for your reference – please contact your local Abbott representative with any questions.

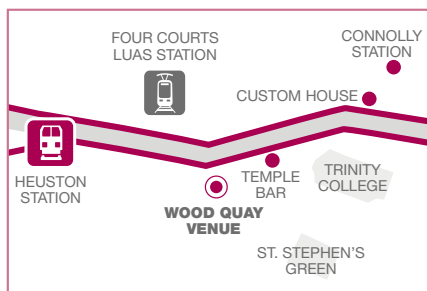
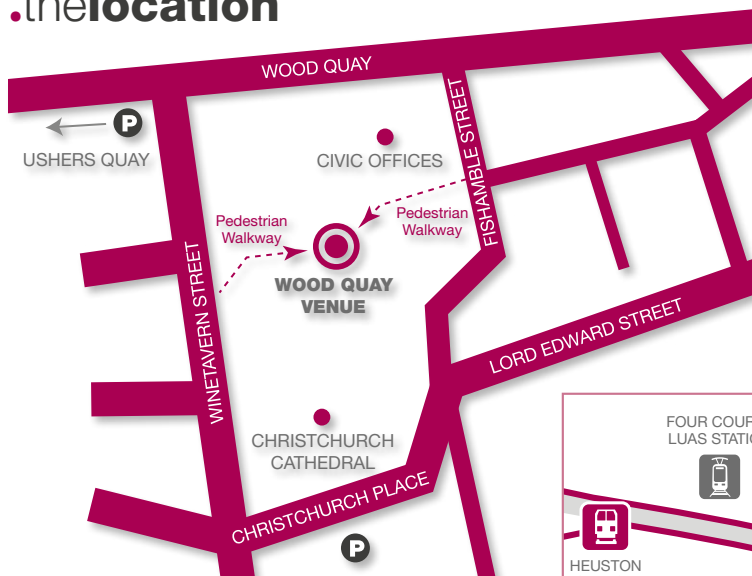
16. Hospitality, Sponsorship & Meetings

16.1 The pharmaceutical industry has a special obligation to ensure that healthcare professionals are kept constantly in touch with continuing developments in the pharmaceutical field. With this in mind, the practice has arisen of meetings and events being organised between the industry and the professions for the further exchange of ideas and information. In addition, the custom has grown of the industry supporting independent meetings of healthcare professionals intended to update and expand the continuing education of the professions themselves. Many of these meetings could not take place without the support and assistance of the pharmaceutical industry. Companies may legitimately provide assistance that is directly related to the bona fide continuing education of the healthcare professionals and which genuinely facilitates attendance of the healthcare professional for the duration of the educational aspect of the event. Such support and assistance must however, always be such as to leave healthcare professionals' independence of judgement manifestly unimpaired.

16.4 Any hospitality offered to healthcare professionals must:

- (i) Be reasonable in level and be likely to appear to independent third parties, to be reasonable;
- (ii) Be secondary and strictly limited to the main purpose of the event at which it is offered;
- (iii) Not exceed the level that recipients would normally be prepared to pay for themselves;
- (iv) Not be extended to spouses or other accompanying persons, unless they are healthcare professionals who qualify as participants in their own right. Travel expenses may not be paid for spouses or other accompanying persons, unless they are healthcare professionals who qualify as participants in their own right;
- (v) Not include sponsoring, securing, organising directly or indirectly any entertainment, sporting or leisure events.

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The **Wood Quay Venue** is a five-minute walk from Dame St. Dublin Bus numbers 37, 39, 39A, 69x, 70 and 83 all stop at Wood Quay. The nearest Luas stop is on the RED Luas line at the Four Courts, across the river. The nearest car park is in Jury's Inn hotel at Christchurch Place or Q Park on Ushers Quay. There are pedestrian entrances on Winetavern Street and Fishamble Street.

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Please reply to Eva McCaul by email or by faxing this reply card by Friday 30th November 2012

Fax 01 428 7940 | Email eva.mccaul@abbott.com

I will attend I will not attend

Name

Affiliation

Email

Telephone