
IHF introduces CERCA to evolve member networking & enhance the delegate experience at the IHF Muscat



The [International Hospital Federation \(IHF\)](#) enters into an agreement with [CERCA Holdings, Inc.](#) for the latter to serve as [networking application](#) for the [43rd annual World Hospital Congress \(WHC\)](#) to be held in Muscat, Oman on 6 to 9 November, 2019.

CERCA is a totally secure mobile networking platform that protects privacy while doing the hard work of finding and facilitating interpersonal connections based on shared interests and goals. This Fall, IHF Muscat delegates will use this tool to enhance networking and get even more out of the Congress experience.

"Making valuable connections at a conference is a top priority for leaders. Why leave making the best connections to chance when technology can optimize results and maintain privacy?" says Marcus Hermens, CERCA's Chief Marketing and Development Officer.

"We're thrilled to be partnered with the IHF, an organization committed to facilitating knowledge exchange in the global healthcare community", says Founder and CEO, Dave Bodel. "With CERCA, delegates will not only make valuable connections, they'll actually shape the content through sessions reserved for dialogue on topics identified through CERCA."

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In an effort to evolve communication across the IHF, this partnership makes CERCA continuously available before Congress and throughout 2020 without any additional cost to delegates.

According to Eric de Roodenbeke, CEO of IHF, "CERCA is part of an enduring enhancement to IHF membership, invigorating connectedness throughout our community. And our members are busy professionals whose privacy is important to them and to us, so we're excited that efficiency and data security are built by design into CERCA."

Registered IHF Muscat delegates can build their interest profile and make new connections beginning in September 2019.

[Learn how the CERCA app works here.](#)

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