

---

## Paris--Palo Alto: The International Healthcare Social Media & Web 2.0 Conference

---

### **Two Digital Health Conferences Doctors 2.0 & You (May 23-24 Paris, France) and Stanford Medicine X (Sept 28-30, 2012 Stanford, California) launch a joint discount registration partnership package**

Doctors 2.0 & You and Stanford Medicine X are unique digital health conferences taking place on two different continents and yet sharing a common mission. Both events will explore the potential of Web 2.0 tools, Social Media, and Information Technology to improve healthcare and encourage professionals and patients to be active participants in these digital services.

Thanks to a joint partnership between Doctors 2.0 & You and Medicine X, participants who enroll in both conferences will save a total of US\$ 500 off the combined entry fees. This discount programme, designed to foster transatlantic exchange, will remain open from March 1 to March 31, 2012. Registrants can initiate their purchase on either conference web site and complete their enrollment at the other site.

Doctors 2.0 & You 2nd Edition, devoted to Web 2.0, Social Media, and Mobile Apps for Health Care, brings together all walks of healthcare: patients, professionals, providers, pharmaceuticals, government, payers. The speakers represent 20 nationalities originating in Europe, North America, and Asia. The programme will focus on best practices, demonstrations, and networking opportunities. The parallel start-up contest will benefit from an international mentoring jury. Attendees will exceptionally be able to spend an evening out at the 17th C Parisian landmark, where the Marshall Plan was signed.

Stanford Medicine X is an academic conference designed for everyone. Its mission is to explore the potential of social media and information technology to advance the practice of medicine, improve health, and empower patients to be active participants in their own care. Medicine X is a project of the Stanford AIM Lab and is directed by Larry Chu, MD. Medicine X will be host to an ePatient Scholarship program, an IDEO Innovation Challenge, and a wide array of distinguished speakers from Silicon Valley and beyond.

Both conferences are also exploring other opportunities to expand their partnership, including reciprocal board memberships and speaking engagements.

Denise Silber, founder of Basil Strategies consultancy Paris, chair of Doctors 2.0 & You, is assisted by an international advisory board.  
Contact: [doctors20@basilstrategies.com](mailto:doctors20@basilstrategies.com)

Larry Chu, MD, executive director of Stanford Medicine X is also an associate professor of anesthesia at Stanford University School of Medicine.  
Contact: <http://medicinex.stanford.edu/contact-us/>

Published on : Tue, 6 Mar 2012