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Zorg and ICT Utrecht

This year's Zorg & ICT annual event was held in Jaarbeurs, Utrecht from March 14-16, and was attended by over 110 exhibitors and 6,200 visitors. Cure and care professionals from both large and small health care organisations, hospitals, the government, health insurers and media visited the event. This was an all time record for year-on-year growth in participation, of 25%.

A random selection of the exhibiting companies in 2007 includes AGFA Gevaert, Baas & Rost Advies, iSoft, Oracle, Philips, SAP Netherlands BV, Siemens Nederland, Telezorg BV, Verkerk Service Systemen. Exhibitors showed their appreciation of Zorg & ICT by booking over 80% of space for next year's event.

Visitor interests were as following, and provide a snapshot on issues and perceptions of importance in the health IT sector:

34% Support software

33% Networks, infrastructure, security

32% Document management and workflow

26% Domotica (assisted living/homecare)

26% Management advice and consultancy

22% IT Hardware

21% Storage, administration and outsourcing

14% Nursing call- and alarm systems

10% Medical imaging

Prizes offered at this year's Zorg & ICT include Telemedicine Stimuleringsprijs offered by Netherlands Instituut voor Telemedicine (NITEL) to Rotterdam's The Health Agency for its "Infodoc" Voorlichting op Maat project, an Open Source/HL7-compliant electronic patient dossier.

As Coen Reeser of the Health Management Forum summed up, „I want to see the 'beating heart' of the market and Zorg & ICT is the supermarket of the healthcare sector.“ (CC)

For more information on Zorg & ICT 2008, please visit www.zorgenict.nl

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