



First AMA-IEEE EMBS Medical Technology Conference On Individualized Healthcare

28-30 March 2010

Renaissance Mayflower Hotel, Washington, DC

<http://www.ama-ieee.embs.org>

The American Medical Association (AMA) and the IEEE Engineering in Medicine and Biology (EMB) Society invites you to participate in the First AMA-IEEE EMB Conference on Medical Technology devoted to Individualized Healthcare. Individualized Healthcare begins with genomically-determined patient profiles and results in personalized treatment plans. Personalized Medicine benefits patients and engages healthcare providers, challenges engineers and demands that innovators develop low-cost and effective technologies. We invite participation by healthcare providers, engineers and innovators, industrial leaders, government agencies and policy makers. The conference will be inaugurated by a keynote lecture at the evening reception on March 28. The following two days will feature plenary and poster presentations focusing on grand challenges and the innovative technological solutions necessary to realize the practical application of Individualized Healthcare for improving the quality of patient care.

Important Dates

**November 6, 2009
Call for Abstracts**

**January 15, 2010
Abstract Submission**

**January 29, 2010
Notification of Acceptance**

Topic Areas

**Biomarkers and Personalized Genetic
Profiling**

Connected Health

**Electronic Medical Records and Personal
Health Records**

Point-of-Care Technology